ExecReps Press Kit v2

Updated with full product depth

Quick Facts

Company	ExecReps.ai
One-liner	AI voice workouts for executive communication
Founded	2024
Stage	Post-alpha, seeking B2B partners
Team	1 employee + 15 AI agents + 100+ sub-agents
Founder	Jay Stansell

The Three Stories

Story A: The Business

> *"ExecReps is Duolingo for executive presence — AI that scores how you sound, not just what you say."*

Story B: The Founder

> *"I was rejected from a job for my Cockney accent. Now I'm democratizing the coaching that was only available to Fortune 500 executives."*

Story C: The AI-First Model

> *"One employee, 15 AI agents, 100+ sub-agents — building what could be one of the first single-employee $100M companies."*

What ExecReps Does

ExecReps provides AI-powered "voice workouts" — realistic practice scenarios where professionals rehearse high-stakes conversations before they happen.

The platform analyzes: - **Voice Performance Score (VPS)** — proprietary metric for executive presence - Clarity and confidence - Pacing and pauses - Filler words and hedging language - Persuasion and authority signals

The insight: Schools teach writing. Workplaces assume speaking. ExecReps fills the gap.

Product: The Workout Library (50+ Scenarios)

By Category

Category	# of Workouts	Example Scenarios
Executive/Board Communications	12+	CFO explaining burn rate to skeptical board, CTO defending AI investment, CPO navigating founder conflict
Return-to-Work Transitions	10+	First team meeting after parental leave, addressing reports' concerns about your gap, post-burnout difficult conversations
HR & People Crises	10+	Mediating harassment claims, responding to discrimination, co-founder relationship breakdown
Product Management	10+	MVP scoping pushback, stakeholder alignment, feature prioritization conflicts
AI Ethics & Responsible AI	3+	Explaining AI fairness to board, resume screening bias, training data ethics
Crisis Management	5+	Investor confidence during runway concerns, customer data breach response, PR crisis navigation

By Level

Level	Focus
Junior	Contributing in meetings, asking for help, first presentations
Mid-Level	Managing up, peer conflicts, cross-functional alignment
Senior	Difficult conversations, team leadership, stakeholder management
VP	Executive presence, board prep, strategic communication
Executive	Board presentations, investor relations, crisis leadership

By Industry

Scenarios span: SaaS, FinTech, EdTech, HealthTech, Insurance, Retail, Airlines, IoT, E-commerce, and more.

Sample Workouts (Verbatim from Library)

Executive Level

- **CFO: Maintaining Investor Confidence During Revenue Miss** — Navigate a difficult call with lead investors after missing Q3 targets
- **CTO: Defending AI R&D Investment to Cost-Cutting Board** — Justify continued AI investment when the board wants cuts
- **CPO: Navigating Conflict Between Co-Founders** — Mediate product strategy disagreement between feuding co-founders

Return-to-Work

- **Data Analyst: Contributing in Team Meeting with Limited System Knowledge** — First meeting after 12-month leave with new systems you don't know
- **Leadership Communication: Navigating First Difficult Conversation Post-Burnout** — Your first hard conversation after returning from burnout recovery
- **Finance Manager: Addressing Direct Report's Surprise at Reporting to Someone Returning from 2-Year Break** — Handle a team member who's skeptical of your return

HR & People

- **HR Director: Mediating Harassment Allegation** — Navigate a sensitive harassment claim between two senior employees
- **CPO: Handling Public Accusation of Discrimination** — Respond to a viral social media post alleging discrimination at your company
- **VP People: Rebuilding Trust After Layoffs** — First all-hands after a difficult round of layoffs

AI-Specific

- **AI PM: Addressing Concerns About AI Resume Screening Fairness** — Explain your AI hiring tool's fairness to a skeptical CHRO
- **Product Manager: Presenting Responsible AI Framework** — Pitch your AI ethics framework to executives who want to move fast

The Founder

Jay Stansell — CEO & Sole Employee

The Origin Story:

> *After graduating as a designer in the UK, Jay interviewed for a job in London. He made it to the final round. Then came the call: "We can't employ people who talk like you." His working-class Cockney accent cost him the job. That rejection planted the seed for ExecReps.*

Current Roles (Simultaneously): - CEO, ExecReps.ai - President, Find Your Grind — $20M EdTech company - Founder, Product Coalition — 1M+ readers, largest product management publication

Credentials: - Harvard Business Review Advisory Council member - Built and scaled multiple companies across EdTech, media, and AI

The AI-First Model

ExecReps is a case study in what's possible when a skilled operator leverages AI as workforce:

Traditional Startup	ExecReps
10-20 employees at seed stage	1 employee
$2-5M seed round for team	Bootstrapped
6-12 month MVP	Built in weeks
Departments siloed	One person, full context
Hiring bottleneck	AI agent deployment

The Stack: - 15 AI agents handling distinct functions - 100+ sub-agents for specialized tasks - One human orchestrating everything: code, design, marketing, support, QA, security, privacy

The Thesis:

> *"The companies that win in 2025-2030 won't be the ones with the most employees. They'll be the ones with the best human-AI orchestration."*

Key Messages

On the Problem

> *"We spend 12+ years in school and never once practice the conversations that determine our careers."*

On the Product

> *"ExecReps is the flight simulator for high-stakes conversations. Practice the board meeting before the board meeting."*

On Voice in AI Age

> *"Your voice is the last thing that truly identifies you. In a world of AI-generated everything, how you sound is your remaining authentic IP."*

On Access

> *"Fortune 500 executives pay $1,000/hour for communication coaching. Everyone else gets nothing. We're fixing that."*

On the AI-First Model

> *"I have more AI agents than most startups have employees."*

Proof Points

Metric	Detail
Workout Library	50+ real-world scenarios
Career Levels	Junior to Executive
Industries	10+ verticals
Founder Track Record	$20M EdTech (Find Your Grind), 1M+ readers (Product Coalition)
Advisory	Harvard Business Review Advisory Council
AI Infrastructure	15 agents, 100+ sub-agents

Media Assets Needed

Checklist for Jay

- [ ] High-res headshot (minimum 1000x1000px)
- [ ] ExecReps logo (PNG with transparent background + SVG)
- [ ] Product screenshots (workout selection, mid-workout, results/score)
- [ ] 60-second demo video
- [ ] VPS score visualization example
- [ ] Before/after audio comparison (if available)

Interview Topics Jay Can Speak To

Product & Business

- Why voice is the last authentic human IP in an AI world
- The gap between school and workplace communication training
- Building AI-native products from day one
- Bootstrapping vs. raising (and when each makes sense)

AI-First Operations

- How to orchestrate 15+ AI agents as a solo founder
- What tasks AI can and can't do (yet)
- The mindset shift required for AI-first companies
- Why most companies fail at AI adoption

Founder Journey

- Running three companies simultaneously
- The working-class accent that changed everything
- Building in public vs. stealth
- First-generation professional challenges

Industry

- The $15B corporate training market's blind spot
- Why executive coaching hasn't been disrupted until now
- DEI implications of communication bias
- The future of professional development

Boilerplate Copy

Short (50 words)

ExecReps.ai is an AI-powered platform that helps professionals practice high-stakes conversations before they happen. Using proprietary Voice Performance Score technology, ExecReps delivers the executive communication coaching previously reserved for Fortune 500 leaders to everyone. Founded by Jay Stansell, HBR Advisory Council member.

Long (100 words)

ExecReps.ai is an AI-powered platform delivering "voice workouts" — realistic practice scenarios for the high-stakes conversations that shape careers. From board presentations to post-parental-leave reintegration, ExecReps offers 50+ scenarios across all career levels. The platform's proprietary Voice Performance Score analyzes executive presence, clarity, confidence, and persuasion. Founded by Jay Stansell — who simultaneously runs $20M EdTech company Find Your Grind and 1M-reader publication Product Coalition — ExecReps operates as an AI-first company: one employee orchestrating 15 AI agents and 100+ sub-agents. ExecReps is democratizing the communication coaching that Fortune 500 executives pay $1,000/hour for.

Contact

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