

● AI PREP LAYER

Context.SE

Every demo, personalized. Every question, anticipated.

The prep layer for technical, demo-led selling.



The meeting moved up. The prep didn't.

least time

The prep that decides whether a deal moves forward gets the least time.

\$7B

sales enablement
market today



\$25B+

headed past by 2034

- 01 Reps walk in with a generic deck and a guess
- 02 Technical buyers ask different questions — and the demo rarely adapts fast enough

Our wedge: the personalization + rehearsal layer

One prospect URL. A complete prep loop.

01

Live company research

Signals, brand, and context from the prospect URL.

02

A personalized, branded demo

Realistic data, shaped for the meeting you are about to run.

03

Rehearsal against the buyer persona

A conversation that pressure-tests the prep before the real meeting does.

Context.SE turns scattered context into a meeting you are ready to run.

Research → build → rehearse → refine



- 01 Paste a prospect URL and watch relevant signals populate
- 02 Generate a branded demo with realistic data
- 03 Create a briefing doc for the meeting
- 04 Select the buyer persona you are about to meet
- 05 Simulate the conversation and surface the questions they are likely to ask
- 06 Rewrite the brief and demo to answer them

The feedback loop gets smarter after every meeting.

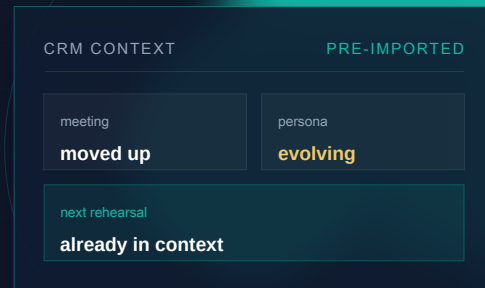
- 01 Feed meeting minutes back into the buyer persona
- 02 Capture the language, objections, priorities, and questions that actually came up
- 03 Continuously improve the feedback
Context.SE gives you next time
- 04 Every rehearsal makes the next demo more relevant



The demo that already knows what they'll ask.

The context layer inside your CRM.

- 01 When a meeting moves, CRM context is already pre-imported
- 02 Rehearse against every stakeholder in the room
- 03 Let meeting minutes continuously sharpen each buyer persona
- 04 Start with one URL and one persona; grow into an always-on rehearsal partner



Know the room before you walk into it.

Context.SE

The demo that already knows what they'll ask.