



*Great voice experiences are built from real user testing*

## OVERVIEW

**Founded:** 2017

**HQ:** Seattle, WA

**Web:** [www.pulselabs.ai](http://www.pulselabs.ai)

### Founders:

Abhishek Suthan (CEO) and  
Dylan Zwick (CPO)

### Leadership:

Abhishek Suthan, Dylan Zwick,  
Ashish Shah

### Board:

Abhishek Suthan, Dylan Zwick,  
Maria Karaivanova

### Investors:

Seed round led by Madrona  
Venture Group, Alexa Fund,  
Bezos Expeditions, Google  
Assistant Investments, and  
TechStars

**Staff:** 12

### Key Statistics:

Pulse Labs has done testing  
for skills from over 150 brands

Pulse Labs tested 7 of the top  
10 Alexa skills from 2018,  
according to Business Week

## What We Do

Pulse Labs — User research and analytics solutions for the voice ecosystem. We let you hear what your customer is telling you.

- Pulse Labs provides user research / insights, usability testing, and analytics for voice apps
- Brands use our platform to capture real user insights during the exploratory, design, development, and release phase
- Handle all UX testing for Amazon's Alexa Managed Partners
- Work closely with product, engineering, and UX teams at Amazon and Google to define best in class voice experiences
- Helped launch over 150 brands on voice platforms in 2018 and 2019. Key clients include: Amazon, Disney, HBO, NPR, Kaiser Permanente

## Solving What Problem

Voice applications succeed or fail by how well they understand and interact with real people. People have innate expectations for how they expect conversations to flow, and if these expectations are not met, they'll be disappointed and abandon the experience. Consequently, testing with real people is a critical part of the development of a successful voice application. Pulse Labs provides a platform and a vetted testing panel for testing voice applications with real users quickly and effectively.

## Value Proposition

Pulse Labs provides an online SaaS platform and a vetted panel of usability testers for testing voice applications (Alexa, Google Assistant, etc.) quickly, inexpensively, and easily