

Arenia integrates Live AI Coaches, progressive Campus and Effectiveness Reports into training providers' programs. Measurable practice, proposal-based activation.

What Arenia is

Arenia is a B2B platform that integrates Live AI Coaches into the training programs of providers, training companies, academies and HR/Human Capital firms.

Participants practice critical conversations with Live AI Coaches, receive an Effectiveness Report after every simulation, and the partner gets cohort-level reports useful for targeted follow-up. Arenia does not replace human trainers: it extends the path beyond the classroom with observable, repeatable, measurable practice.

The value chain

1. Campus

Learning container that organizes scenarios across levels and objectives.

2. Scenario + Live AI Coach

Concrete professional situation with a realistic real-time AI interlocutor.

3. Effectiveness Report

Structured output of every simulation: strengths, areas to reinforce, indicators, next step.

4. Cohort report

Aggregated view for the partner: adoption, progression, recurring weak spots.

5. Training follow-up

The partner proposes follow-up modules, refreshers or new cohorts based on real patterns.

Areas of application

- Sales / consultative selling
- People management / leadership / feedback
- Customer care and complaint handling
- Purchasing / supplier negotiation
- Soft skills and difficult communication

Why it works

The World Economic Forum (Future of Jobs Report, 2025) ranks leadership, communication and soft skills among the top 10 skills with fastest growing global demand.

Ebbinghaus (1885): up to 70% of learned content is forgotten within 24 hours without active practice. Repeated conversational practice directly counters this.

Ericsson, Krampe and Tesch-Romer (1993): complex skills are developed only through deliberate practice: intentional repetition, structured feedback, realistic context.

LinkedIn Learning Workplace Report (2025): demand for practical, measurable training programs is at all-time highs in corporate organizations.

Commercial terms

You start with a SPRINT: one Campus, 1-3 conversational scenarios, guided configuration, go-live and a facilitated final review. The Campus is permanent (up to 5 scenarios), is included in the purchase of the scenarios and remains the partner's even when credits run out.

Initial credits, practice volume and overall commercial terms are defined only by proposal, after clarifying scope, scenarios, cohorts and editions. Arenia does not publish a public price list at this stage, so no economic commitments are made before the real case is calculated. The platform currently operates in Italian; English-language delivery is evaluated per project.

Next step

A 20-minute conversation to identify which path, already sold or sellable in the next 60-90 days, can host Arenia as a conversational practice phase.

Contacts

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