

Mappa Raises \$3.4M to Decode Human Behavior for Better Hiring with AI-Powered Vocal Mapping

Led by Draper Associates, the funding will scale Mappa's behavioral intelligence platform to meet growing enterprise demand



Mappa

Mappa Logo

MIAMI, FL, UNITED STATES, September 9, 2025 /EINPresswire.com/ -- Mappa, the voice-AI platform redefining how

companies evaluate talent through behavioral analysis, today announced it has raised \$3.4 million in an oversubscribed seed round. The round was led by Draper Associates, with participation from Serac Ventures, Riverwalk Capital, Sher Ventures, Seagrass, Angel Squad (Hustle Fund), Grão VC, SoGal Ventures, The Pitch, and AngelHub México.

Mappa helps organizations identify candidates' cultural fit, communication style, and decision-making approach - without relying on gut feel or résumé bias. In under 60 seconds, Mappa's platform analyzes over 30 vocal biomarkers - including speech rate, pause frequency, and the use of specific verbs and nouns - to deliver predictive, real-time insights into how someone communicates intent, takes ownership, and responds to high-stakes situations like pressure, and conflict. By studying linguistic patterns such as action-oriented verbs or deflective language, Mappa helps hiring teams understand not just what a candidate says, but how they show up when it matters.

"We're entering a new era where behavior is finally measurable, and that changes everything we know about hiring," said Sarah Lucena, Founder and CEO of Mappa. "Traditional ways of judging talent are biased and often miss how people truly show up in high-stakes moments. Mappa makes those invisible signals visible, turning human behavior into one of the most valuable data assets in modern decision-making. This funding is a catalyst to scale that impact - embedding our technology directly into clients' hiring systems to make their most critical people decisions faster and more accurate."

Key features that set Mappa apart include:

* Behavioral decoding in under 60 seconds, analyzing over 100,000 vocal data points to assess

how candidates handle pressure, feedback, and ambiguity

- * Proprietary 12-layer AI stack integrating voice biomarkers with public data for multidimensional candidate profiles
- * Action-oriented language analysis, identifying verb usage, noun density, and first-person markers to evaluate initiative, accountability, and cognitive focus
- * Two-sided analysis - profiling both candidates and companies to ensure deep cultural and behavioral alignment

"Resumés tell you the highlights of what someone has done - Mappa AI shows you how they'll perform in the real world," said Tim Draper, Founding Partner at Draper Associates. "By turning live, behavior-based data into hiring signals, Mappa is giving companies a smarter way to spot talent, build stronger teams, and uncover the next generation of leaders. We're excited to back a team that isn't just improving HR; they're rewriting how the world makes its most critical people decisions."

Mappa is already powering hiring decisions at scale for leading enterprises, helping them reduce attrition, accelerate decision-making, and build teams that actually work. Its API-first design integrates effortlessly into existing systems, enabling talent leaders to embed deep behavioral intelligence into every stage of the hiring process - without adding friction.

"Mappa gave us immediate clarity on how candidates respond to pressure, take ownership, and communicate across functions - critical traits in our fast-moving work environment," said Jacky Korn, Founder & CEO at K2, a leading financial services and FinTech innovation agency. Mappa has delivered perfectly compatible candidates! We have often gone from interviewing to same-day job offers. It's now an essential part of our hiring stack. The insights are fast, precise, and deeply aligned with how we build high-performing teams at scale."

Since launching in 2022, Mappa has seen rapid adoption across industries:

- * \$30,000+ saved per hire by reducing turnover through stronger behavioral alignment
- * 300+ hours saved per role through faster, data-driven decision-making
- * <1-minute turnaround for full behavioral decoding and compatibility scoring
- * 100+ companies onboarded, including enterprises across the U.S. and LATAM
- * \$3 million in annualized revenue, driven by growing demand from hiring teams seeking deeper insight and faster results

The new capital will be used to scale Mappa's enterprise product, grow its technical and go-to-market teams, and deepen API integrations with key ATS platforms and systems like Airtable, Notion, and Excel.

About Mappa

Mappa is a behavioral intelligence platform that decodes how people show up under pressure, in conflict, and in high-stakes situations. By analyzing over 30 vocal signals, it delivers fast,

predictive insights to improve hiring, matching, and decision-making. Built API-first and used by 100+ companies, Mappa is trusted to drive better outcomes across enterprise hiring and beyond.

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