Business phone for modern teams - the 'next Slack, but for the telephone'

Close sales and respond to support requests faster

with

shared phone numbers

9:41

MY WORKS

SALES TEAM
(949) 929-1222

CATERING TEAM
(949) 929-1233

backed by
Google for Startups

phone2.io   Irvine CA

Software   Telecommunications   Sms   Telecom   Cpaas

Highlights

1. 🔥 Member of Google for Startups

2. 💰 An $80b market

3. 👥 Talented team led by former CTO of Uklon

4. 🎥 Partnerships w/ CapitalOne, AngelList Stack

5. 🦠 Integrated platform with Hubspot, Intercom, Slack

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6. 💸 40% of workforce will be "full-time remote" by 2024

7. 📈 25% industry YoY growth

8. 💰 Post-revenue. 📝 14k on waiting list

Our Team

Andrew Shaker Founder
Member of Google for Startups 12th batch. SoCal Native. Telco geek. 1x exit founder.

By 2022, most business tools have been revamped to fit the modern era. However, the telephone has remained

antiquated. By allowing teams to collaborate and improve communication flow, we aim to streamline businesses.

Dmitrii Poroshkov CTO / Co-founder

Former CTO of Uklon, one of Europe's largest ride-sharing apps.

Ahror Kayumov Senior Backend Developer

Architecting Phone2 to receive a call in USA and forward it to Poland, within seconds. Former Team Lead at Bolt

Alex K. Frontend Developer

Architecting Phone2's web version

Anton Ocheredko Front-End Developer

Andrew Shaker Founder

Member of Google for Startups 12th batch. SoCal Native. Telco geek. 1x exit founder.

Why Phone2?

Our **Goal**

To create the ***collaborative*** telephone for businesses *without hardware*

The business phone for modern teams - phone2.io

If you walked into a typical office in the 1990's you would see ...
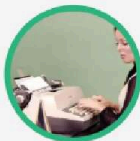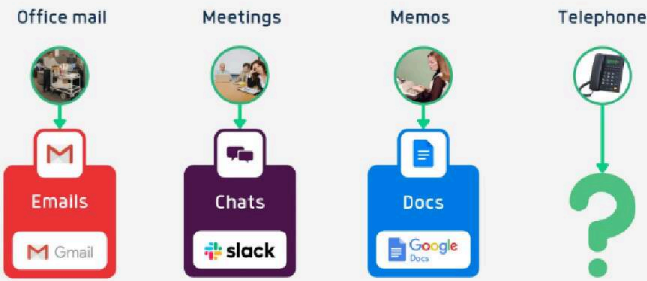
Mail   Meetings   Memos   Telephone

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But today these tools have been redefined to let teams

collaborate... *except the telephone*

Office mail	Meetings	Memos	Telephone
Emails	Chats	Docs	?
Gmail	slack	Google Docs	

Because of smothering telecom regulations, the evolution of the telephone has stalled

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So businesses have only 3 phone options - which disrupt and create silos in their workflow

Cloud-based phone systems	CRM & Helpdesks	Contact Center Software
RingCentral nextiva 8x8 dialpad Skype for Business	ZOHO salesforce zendesk	talkdesk Five9 NewVoiceMedia
✗ Not collaborative	✗ Not collaborative	✗ Not collaborative
✗ Limited or no analytics	✗ Can't send SMS to customers	✗ Not SMS-friendly
✗ Limited integrations	✗ Bad for multiple teams	✗ Clunky hardware setup

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But in 2022, the US and EU telecom regulators have all but *removed* cloud-communication *regulations* completely

This opportunity is *HUGE*

Which allows Phone2 to innovate and make a telephone that *modernizes* every businesses' workflow!

Phone2

| Cloud-based phone systems | CRM & Helpdesks | Contact Center Software |

✓ Collaborative	✓ Collaborative	✓ Collaborative
✓ Rich analytics	✓ Send SMS to customers	✓ Send SMS to customers
✓ Rich integrations	✓ Manage multiple teams	✓ Setup new teammates without hardware

The Status Quo
What our users say

nextiva
We needed a full time IT guy just to keep our phones on. I can't waste that time.
- Eric S, Shipping Logistics

Google Voice
I can't use this for my growing team. No tools. It's a basic phone that needs 2+ apps just to run.
- Kelly H, Wedding Planner & Events

RingCentral
No collaboration features. I'm taking calls on one platform, and coordinating with my team on another. I'm wasting hours a week.
- Allen G, Event Promoter

HubSpot
I need a CRM in my phone, not the other way around. I have no control of calls here.
- Justin K, Copywriting & SEO Agency

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Our Magic Sauce
Why customers use Phone2 instead

Collaborate Faster!
Respond to customers as a team. Share phone numbers!

Onboard with Ease
Add *phone numbers* & *new users* to your existing devices. No hardware needed.

We've built a phone where all can *collaborate...*

Follow any conversation, on any number, in real time.

See a contacts' voicemails, texts, and calls in one view

Manage calls and texts as a team with shared numbers.

Tag teammates and chat internally under any call or text.

Invite users in and out of Workspaces, under the same account - just like Slack!

Teams can quickly put their customers first

Our "mini CRM" lets teams chat and take notes under their shared contacts

Why now?

- Businesses want **collaborative** tools
- **Hardware** telephony is dying
- 40% of workforce will be **remote** by 2024
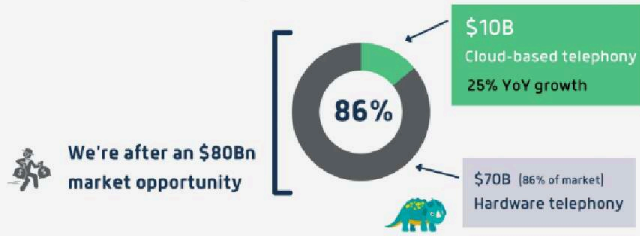
We're after an **$80Bn market opportunity**

86%

$10B
Cloud-based telephony
25% YoY growth

$70B (86% of market)
Hardware telephony

Projection

$1bn exit in 5 years

176,000 workspaces
i.e., accounts

X

$10 per user/mo
$5 per number/mo

$50 /mo

=

$105m ARR

9% monthly growth rate*

1 Account with 4 users, 2 numbers

Dec 2027

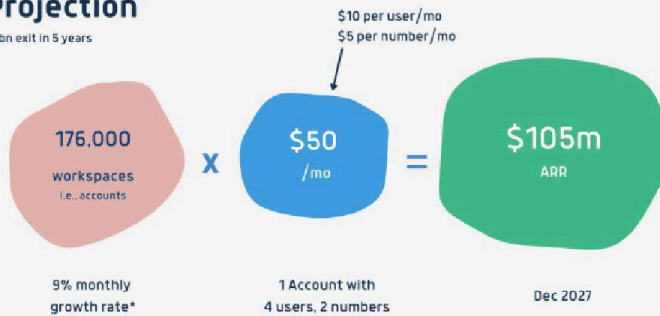*Starting point of 1000 workspaces in December 2022. US market only. In July 2022, we signed large telecom contracts in France, UK and Poland. Germany by Q4 2022.

Forward looking projections cannot be guaranteed.

How we'll do it

Actual data from our beta users. Based on 379 accounts in July 2022

Account: 1 user, 1 number

Messaging $1.25
Hosting $0.02
Gov Fees $0.75
Voice Usage $0.30
Costs

77% margin

MRR: $10

Profit $7.70

PRICE: $10 per user/mo + $5 per number/mo

Account: 5 users, 1 number

Messaging $3
Hosting $0.10
Gov Fees $0.75
Voice Usage $1.25

90% margin

MRR: $50

Profit $45

Extra users increase our margins

Actual data from our beta users. Based on 379 accounts in July 2022

Account: 1 user, 4 numbers

Messaging $2.00
Hosting $0.02
Gov Fees $0.75
Voice Usage $0.50

87% margin

MRR: $25

Profit $21.75

Account: 5 users, 4 numbers

Messaging $3
Hosting $0.10
Gov Fees $0.75
Voice Usage $2

91% margin

MRR: $65

Profit $59.15

Upside: Our costs decrease as our volumes increase.

Roadmap For Growth

(1) Integrations

Dev kicked off July 2022
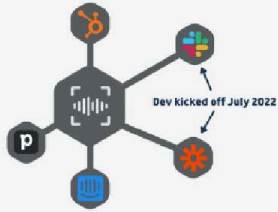
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(2) Partnerships

Contracts Signed

| CapitalOne for Business
| Brex Perks
| AngelList Stack Perks

The Team behind the magic

Andrew Shaker, Founder
SoCal native. 1x exit experienced Founder. Telco geek.

Dmitrii Poroshkov, Founder
CTO.
Former CTO of Uklon

Anton O.
Front-end developer

Ahror K.
Senior Backend Developer
Former Team Lead at Bolt

Alexander K.
Front-end Developer

Hripsime G.
QA & Customer Support
Speaks 4 languages

Summary

April 13, 2022
Phone2 Inc.
incorporated via
AngelList Stack

July 7, 2022
iOS launched

August 1, 2022
Begin Fundraise
of Seed Round

October 15, 2022
Launch in EU:
Poland, France, UK

Feb. 20, 2022
Development Starts

May 14, 2022
MVP launched

July 20, 2022
Accepted into
Google For Startups Accelerator

Nov 1, 2022
Close Beta. Start
charging users

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Forward looking projections cannot be guaranteed.