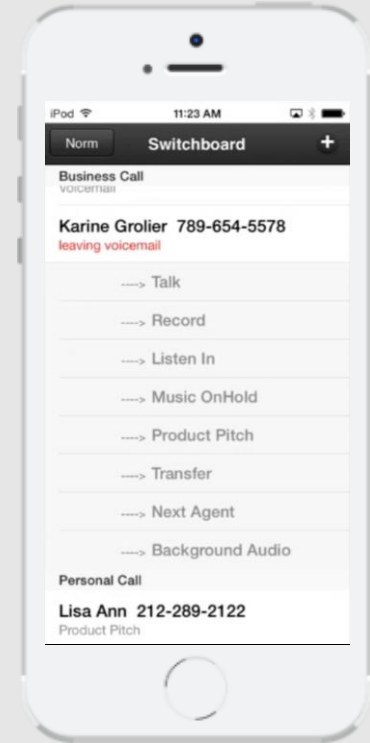# SWITCHBOARD

THE MODERN CLOUD PHONE SYSTEM

1 DECEMBER 2017

Joe Sansalone

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Overview

The modern cloud phone system

THE PROBLEM

- *Many small businesses combine fixed lines, mobile phones, key systems and old PBXs to create their own phone systems. Unfortunately, such improvised solutions are inflexible, expensive, impede productivity and lack functionality.*

- *Despite their size, small businesses need the features and functionality of a sophisticated phone system but are confused as to which phone system to choose. Even existing cloud phone system providers have limitations.*

SWITCHBOARD IS THE SOLUTION

- *It's a new approach to cloud based phone systems that's easy to configure and use and that's **affordable** and **complete** (no limitations) and **reduces capital and operating costs**.*

- *It's **suitable for even the smallest sized businesses**, professionals and remote workers (expands the market). Small businesses with less than 10 employees comprise 85% of businesses and 20% of revenues in the US market.*

What is Switchboard?

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MOBILE CENTRIC PHONE SYSTEM

- *Brings the phone system into the modern age.*

- *Puts a "multi-line phone system in your pocket" via an **intuitive** user interface on your smartphone.*

- ***Converts** a fixed telephone, web browser or VoIP phone into a software-based full-featured phone system controlled via Switchboard's mobile app.*

- *Is **portable** allowing you to take your phone system features, including multiple call sessions, anywhere you go.*

REVOLUTIONARY CALL FUNCTIONALITY

- *Puts the power of a **modern switchboard right in your hands**, allowing you to control and monitor multiple call sessions, including shared call sessions with your network of users.*

- *Is **personalized** enabling users to select the features they want or to create their own functionality.*

Our Technology

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INDEPENDENT CONTROL OF MULTIPLE CALL SESSIONS

- *Custom-developed server-side run-time call engine software that executes "call flow" on a per channel basis allowing for **independent control** of call sessions.*

- *Mobile app with a unique visual interface that allows the user to fully control and monitor **multiple call sessions**. Only one voice connection to the cloud per user.*

- *Novel technology protected by patent.*

SCALABLE

- *Switchboard has a **distributed** network architecture and leverages Twilio's cloud platform to reach millions of users.*

- *Software designed to deliver a **responsive** user experience for a large subscriber base.*

VIRTUALIZATION BUILT-IN

- *Enables configuration and customization per user including creation of new functionality.*

The Opportunity

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POWERFUL PHONE SYSTEM THAT'S EASY-TO-USE

- *Functionality ranges from a single user phone system to a dynamic multi-user call center.*

- ***Complete solution*** *(no limitations) compared to the competition (unlimited multiple call session control).*

- *Powerful and flexible phone system features available from the start.*

COST REDUCTION

- *Migration from on-premise to cloud-based phone systems.*

- *Smart use of a single voice connection.*

USERS WANT SWITCHBOARD

- *When users view Switchboard's visual demo, they realize how easy-to-use a powerful phone system can be.*

- *Users have access to call sessions that matter to them. Users join Switchboard and create their own phone systems simply by associating with other users.*

The Entrepreneur

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PROVEN TRACK RECORD

- *Joe Sansalone (Founder, Principal Engineer and CEO) (B.Eng. Computer Engineering) (Concordia University) (1991) (with distinction)*

- ***Serial entrepreneur*** *who created, launched and managed 2 successful telecom services startups (1 of which was sold) with **> 20,000 paid subscribers and > $6 million in revenues**.*

- *Concept to profitability including in-house platform development with no VC funding.*

- *Bell-Northern Research (Northern Telecom)*

SUPPORTING TEAM

- *Shareholders of Joe's previous start-up company and other angel investors have provided **$100,000 of investment**.*

- *John Casacalenda (Senior Software Developer) (B.Eng. Computer Engineering) (Concordia University) (1991)*

- *Full commercial / technical team available upon funding.*

Our Status

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PATENT PROTECTION

- ***US patent granted*** *(US9049696) (2 June 2015)*

- ***Canadian patent granted*** *(CA2853544) (19 September 2017)*

DRIVING TOWARDS APP LAUNCH

- *Partly adapted **existing run-time call engine**, used to create and launch services at previous start-up, on top of Twilio's cloud platform.*

- *Completed overall software architecture.*

- *Developed **high-level visual demo** of Switchboard's mobile app that simulates the unique way users navigate and manage / control call sessions and features.*

VOID IN THE $60B PHONE SYSTEM MARKET

- *Competitors: RingCentral, 8x8, Grasshopper, VirtualPBX, Dialpad and Mitel*

- *Substitutes: Second mobile and/or fixed lines*

The Ask

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$1.5 million for 15% to get Switchboard's disruptive mobile app into the hands of subscribers in 24 months (beta version will be ready in 12 months).
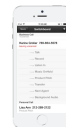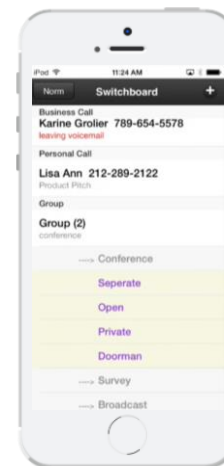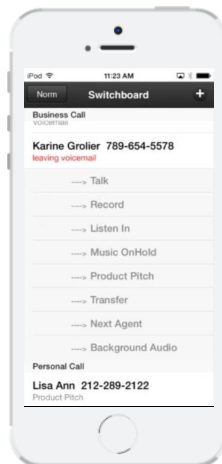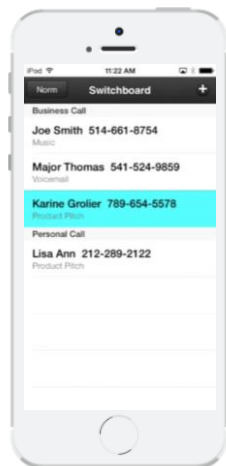
Switchboard's Mobile App

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YOUTUBE DEMOS

- *How Switchboard's mobile app may be used to control multiple fixed and/or mobile phone lines and multiple phone numbers: https://youtu.be/gBv144OfkC8*

- *More examples of how Switchboard's mobile app can be used including call center features, voice/text integration: https://youtu.be/BBg1Jw7HWEc*
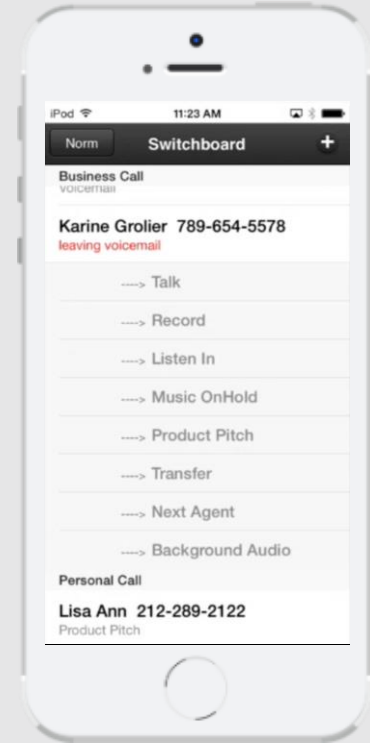
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Use Case #1 – Multi-User Call Center
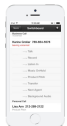
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- *Your business continues to grow and now you need a multi-user call center that spans different locations. But you need agents to assist each other on calls (e.g. sales, customer service, technical support, etc.).*

- *With Switchboard it's easy, the red status indicator tells you the purpose of the call received. Agents can change the status to a flashing "help" to signal to other agents that they need assistance. Various options will then be made available allowing for the most appropriate way to handle the call.*
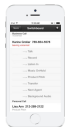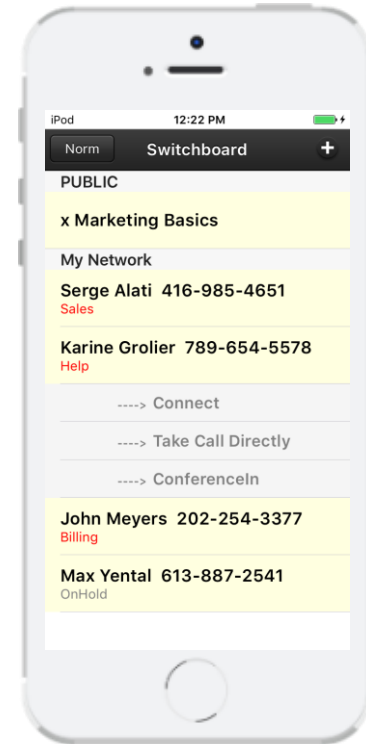
User Case #2 – Mom's Calling

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- *Your mom calls while you're on a business call. You don't want to interrupt the business call but you also want to let mom know your situation. What to do? Easy, click session, and select "Wait, on hold". This automatically plays a pre-recorded message telling her to stay on hold while you finish the call.*

- *The business call runs long. The system prompts your mom that pressing 1 will inform you that she's ready to hang up. Mom's getting impatient. She presses 1 and you're display shows "Caller ready to leave". Now, you decide to put the business call on hold and chat with mom for a bit.*

User Case #3 – Pre-Screening Calls

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- *You're a self-employed business person. You'd like a "professional" phone system. You have a separate business number that greets the caller with a pre-recorded message and then prompts him to "Press 1, for sales. Press 2, for technical support".*

- *There's a little problem - so you think. You only have one mobile phone - that's it. But you'd like to differentiate between a sales call and a technical support call. No problem. Switchboard displays each call session's status (i.e. a sales call will show "Sales" so you can answer appropriately).*

- *Similarly "Press 1, for English. Press 2, for French. Press 3 for Spanish" enables you to respond in the appropriate language.*

Use Case #4 – Tech Support Collaboration

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- *Your business has grown and you now have a full-time tech support guy. Easy - Switchboard routes the call to your new employee (he works from home) whenever the caller presses 2 for technical support. Sometimes the tech support guy needs your help. Easy - your tech support guy puts the client on hold, clicks on your call session (if you're on a call) and selects "Needs your help". Switchboard notifies you and you can join his session to discuss. Afterwards, either the tech support guy returns to the client or you both conference him in.*

- *Suppose you're not on a call but your tech support guy needs your help. With Switchboard, you can monitor your employees' calls. You would get a notification that he "Needs your help" and you can jump right in.*

Use Case #5 – Dynamic Call Center
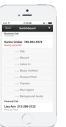
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- *Your business continues to grow and now you need two tech support guys. With Switchboard it's easy to change the "Press 2 for technical support", to a "group" automatically routing incoming calls to the available tech support guy or alternating between them.*

- *Switchboard receives an incoming call and routes it to one of the two tech support guys. The first tech support guy sees the call session but is busy so he selects the call session and clicks on "Next agent". Switchboard routes the call to the second tech support guy and displays the call session's status "Routed by agent". The second tech support guy answers the incoming call, fully aware that it was pushed to him by the first tech support guy.*

Use Case #6 – Custom Call Processing

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- *You're a real-estate agent on a call and the caller asks if you have a listing for a property with 3 bedrooms. You tell him that you will add him to your text broadcast list and notify him of any new properties. With Switchboard, you simply select the call session and click "add number to list" - that's it. It automatically updates the text broadcast list with his mobile number.*

- *You're a lawyer, and on occasion, you need to record the call. But first, you need the caller's permission and a record of it. With Switchboard, you just select the call session and click on "record with permission". Then the caller is prompted to give his permission, which is logged, and the conversation is recorded.*

Use Case #7 – Instant Conferencing

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- *You setup a conference on the spot, either by users calling you OR you called them. During the conference an important call comes in, what do you do? Simply leave the conference, don't worry it will continue and you'll be able to monitor it.*

- *You take the important call. Turns out there's something that needs to be resolved. The easiest way is to conference in another person, so you easily do so. Resolve the issue and get back to your first conference. Setup as many simultaneous conferences as you like with Switchboard.*