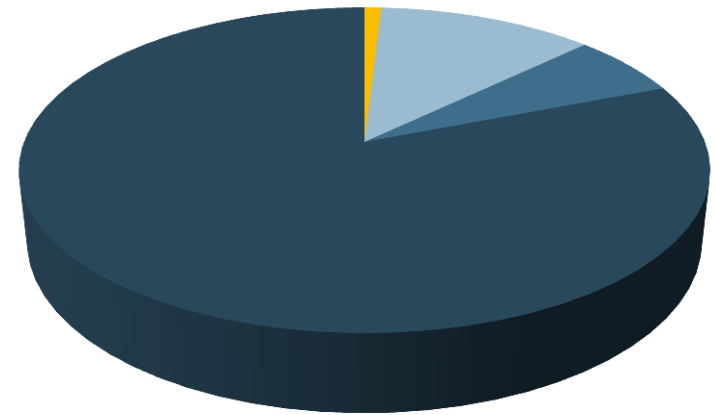# BlueText

Text Messaging for your computer

Andrew Guibert

Market Opportunity

- Text messaging is the most commonly used short message communication platform

- Device integration is becoming more popular (Google Drive, Dropbox, iCloud, SkyDrive)

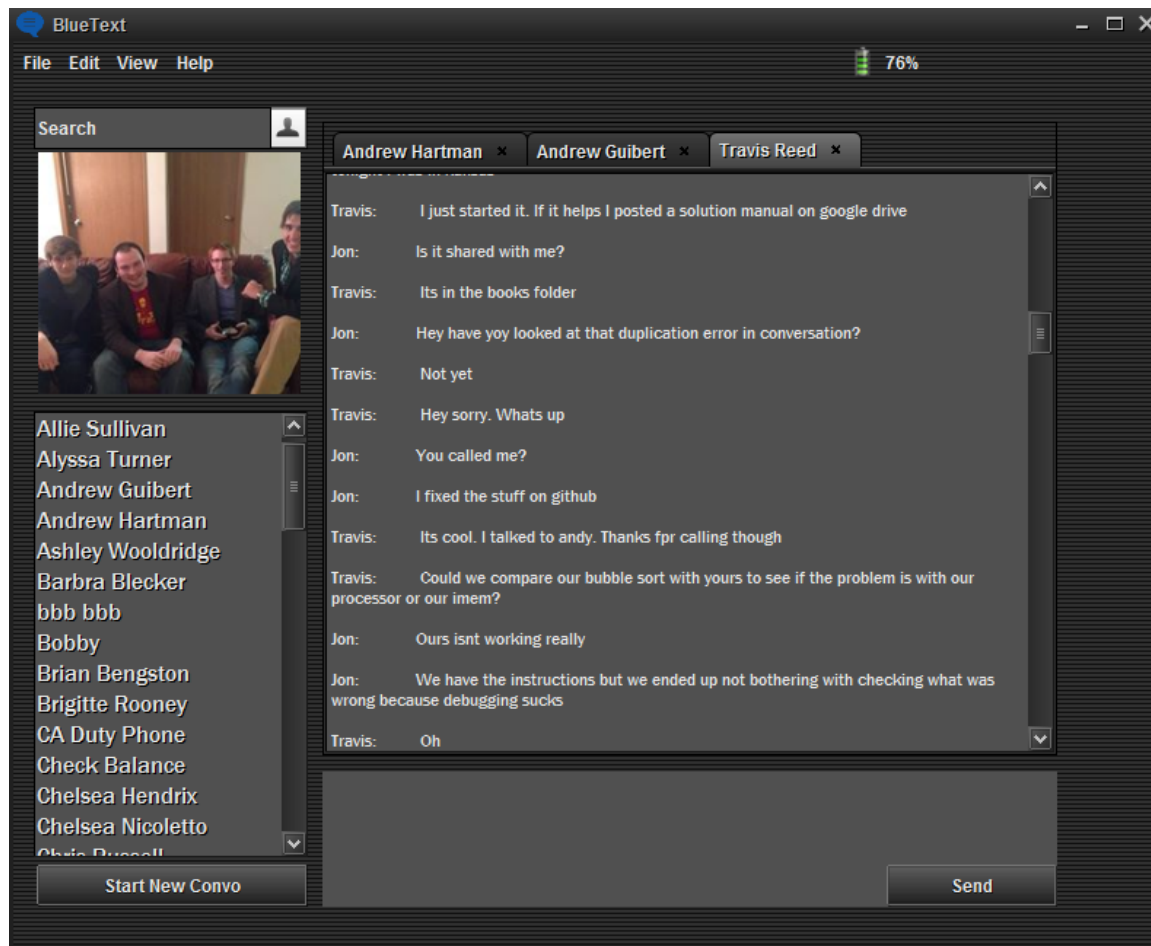- Proof of concept: Apple's iMessaging service

Market Opportunity

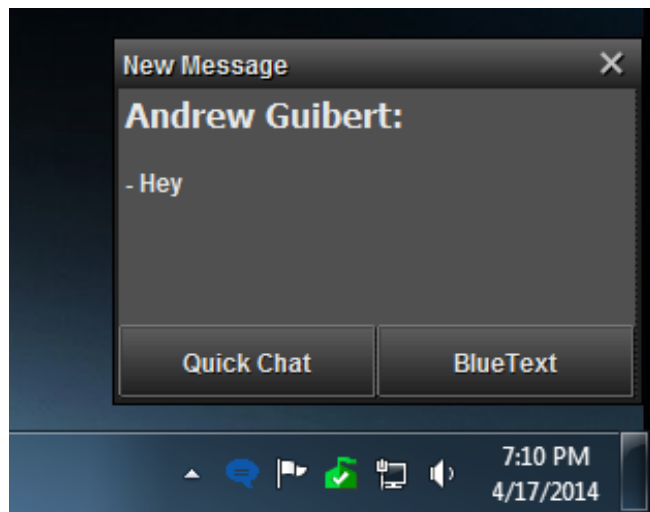|	iPhone (12.1%)	Android (81.9%)
Mac (7.1%)	✔	✔
Windows (91.6%)	✔	✔

- 🟧 iPhone + Mac
- 🟦 iPhone + PC
- 🟦 Android + Mac
- 🟦 Android + PC

Source: Net Applications Web Analytics 2013

The product

The product
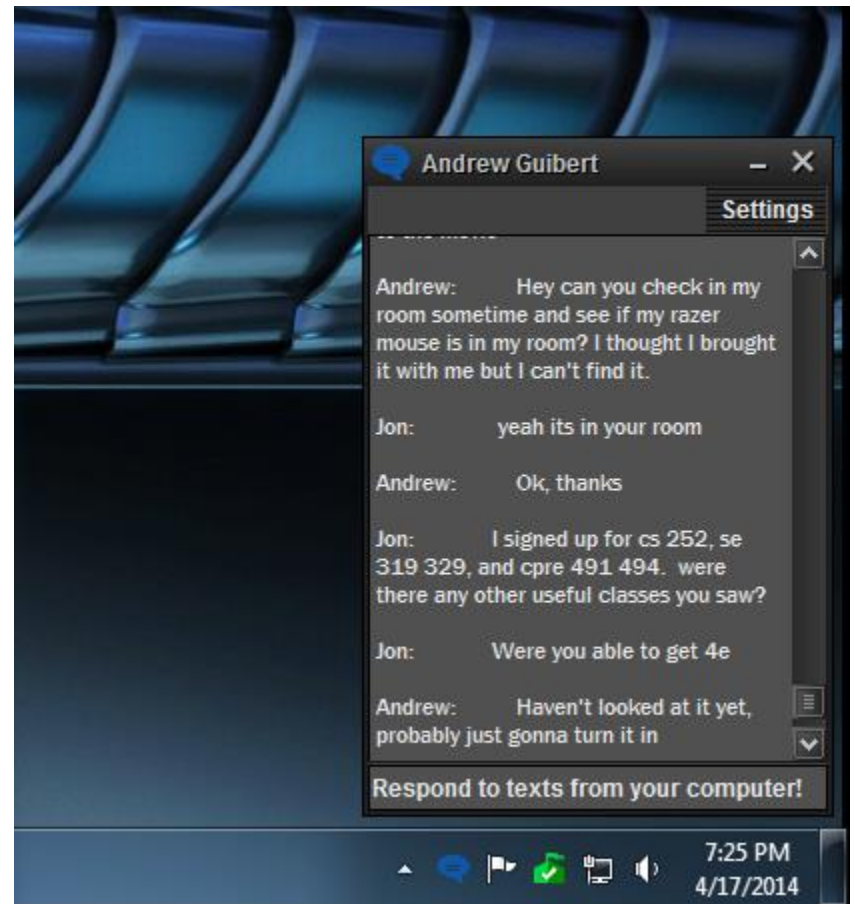
Expected cost and revenue

- **Expenses:**
  - **Developers**
  - **Advertising**
  - **Databases**
  - **Download server**

- **Revenue**
  - **In-product advertising**
  - **Registration fee**
  - **Corporation contracts**

Questions?

- https://www.youtube.com/watch?v=Zs9SUmxJtVo