

textnow

Year: 2009

Founder:

- **Derek Ting (CEO)**
- **Jon Lerner**

Mission

" To help people connect with technology
for free or as close to free as possible."

Technology

VOIP - Voice Over Internet Protocol.

CELLULAR - SIM Cards

About TextNow

TextNow leverages VOIP to **offer free** phone service with unlimited talk & text and also essential data on the nation's largest 5G network.

TextNow offers free or low-cost plans, supported by ads, and operates on a "bring your own device" model.

VoIP technology, meaning it uses the internet for calls and texts. Traditional telecom companies use cellular networks

Org Value

1. **Customer Obsessed** (We strive to have a deep understanding of our customers)
2. **Do Right By Our People** (We treat each other with fairness, respect, and integrity)
3. **Accept the Challenge** (We adopt a "Yes, We Can" mindset to achieve ambitious goals)
4. **Act Like an Owner** (We treat this company like it's our own... because it is!)
5. **Give a Damn!** (We are deeply committed and passionate about our work and achieving results)

Business Models

- **Freemium business** model with a blend of free and paid services, which includes revenue generation through advertisements, premium subscriptions, and low-cost mobile plans.

Apps



Android



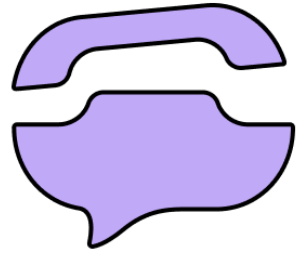
iOS



Windows

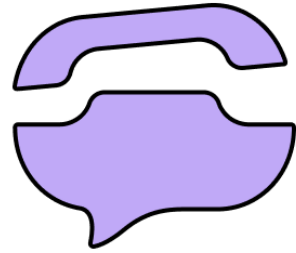
Key Revenue Streams:

1. Advertisements (from free users).
2. Premium Ad-Free Subscriptions.
3. Low-Cost Mobile Plans (Cellular Data).
4. International Calling Charges.
5. Affiliate Sales (Phones, Devices).



Competitors

- **Google Voice** – Offers free calling, texting, and voicemail services using a Google account, making it a direct competitor in the VoIP space.
- **FreedomPop** – Provides free mobile phone service using VoIP, with options for paid data plans, similar to TextNow's hybrid model.
- **Hushed** – A privacy-focused VoIP app that offers temporary phone numbers for calling and texting.
- **WhatsApp/Signal** – While primarily messaging apps, they offer VoIP calling and messaging over the internet, often serving as free alternatives to traditional mobile plans.
- **Mint Mobile** – Offers affordable prepaid wireless plans with talk, text, and data, competing with TextNow's low-cost cellular options.
- **Skype** – A long-standing player in the VoIP space, offering free video and voice calls globally.
- **Textplus** - offers free calling and texting services



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Emmanuel Adeyemo

About TextNow

I am a Senior Technical Product Manager with over 6 years experience driving large scale product initiatives, In my previous job, I was a Lead PM at a company building AI/ML Solutions to scale S-IAM, IDV, IDM products for Telecom, Financial Institutions, Edutech, HR-Tech amongst others. I'm passionate about creating innovative, customer-centric solutions that enhance user experience and drive business growth. I've successfully led cross-functional teams, using data-driven insights and design thinking methodologies to deliver products that consumers love.

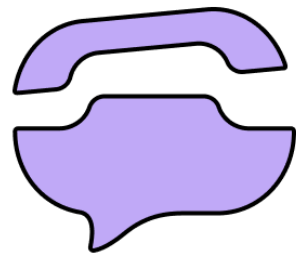
I maintain a good bridge between business and technology because my career started in Business Development after which I transitioned to Business Insight and then Led Strategic Partnership which closed companies like



At TextNow, I'm excited to bring my expertise in mobile apps and customer experience to lead a product vertical, develop a cohesive user experience strategy, and create seamless, impactful journeys for millions of users, all while staying true to the company's mission of democratizing communication

Example: *Enhanced user experience by reducing support inquiries by 40%, optimizing platform performance with real-time data.*

Unique Selling Point

"My unique blend of cross-industry experience, expertise in AI/ML, and proven success in building customer-centric products sets me apart. I've consistently driven business growth by leveraging emerging technologies, simplifying complex solutions, and aligning product development with compliance standards. My passion for democratizing access to technology and communication perfectly aligns with TextNow's mission, and I'm excited to contribute to building innovative products that customers love."



			Hushed	 WhatsApp			
Freemium	Yes			Yes		Yes	Yes
Premium		Yes	Yes		Yes	Yes	Yes



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