

cloud VoIP communication platform

a Lycos product proposal

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1. Purchasing Phone Numbers

The screenshot displays the iGroups web application interface. At the top, a blue header bar contains the iGroups logo, a status bar with 'Browser Phone' and 'Accepting Incoming Calls to Your Browser', and links for 'Your Account' and 'Logout'. A left sidebar lists navigation options under 'GENERAL' (Dashboard, Call Details), 'MESSAGES' (Inbox), and 'MANAGE' (Numbers, Devices, Builder, Scheduled Events, Polls, Members). The main content area is titled 'Phone Numbers lets you manage your numbers, capabilities and call flows' and includes a 'Get a Number' button. Below this is a table with columns 'PHONE NUMBER', 'CALL FLOW', and 'CAPABILITIES', showing 'You have no numbers!'. A modal window titled 'Add a number' is open, featuring fields for 'Country' (United States), 'Number Type' (Local selected, Toll-Free unselected), and 'Area Code' (+1 () ...). A note states: 'Buying a phone number will charge your iGroups account \$2/local number and \$4/toll-free number'. At the bottom of the modal are 'Cancel' and 'Add number' buttons.

Phone Numbers lets you manage your numbers, capabilities and call flows [Get a Number](#)

PHONE NUMBER	CALL FLOW	CAPABILITIES
You have no numbers!		

Add a number

Country United States

Number Type ☒ Local ☐ Toll-Free

Area Code +1 () ...

Buying a phone number will charge your iGroups account
\$2/local number and **\$4/toll-free number**

[Cancel](#) [Add number](#)

1. Purchasing Phone Numbers

The screenshot shows the iGroups web application interface for managing phone numbers. The top navigation bar includes the iGroups logo, a status bar with 'Browser Phone', 'Accepting', and 'Incoming Calls to Your Browser', and links for 'Your Account' and 'Logout'. The left sidebar contains a menu with categories: GENERAL (Dashboard, Call Details), MESSAGES (Inbox), and MANAGE (Numbers, Devices, Builder, Scheduled Events, Polls, Members). The main content area is titled 'Phone Numbers lets you manage your numbers, capabilities and call flows' with a 'Get a Number' button. Below this is a table with columns 'PHONE NUMBER', 'CALL FLOW', and 'CAPABILITIES'. The table is currently empty, displaying the message 'You have no numbers!'. A modal window titled 'Add a number' is open, showing 'Here's your new number' followed by the large text '(617) 294-9967'. At the bottom of the modal are two buttons: 'Setup Flow' (green) and 'Setup later'.

Phone Numbers lets you manage your numbers, capabilities and call flows [Get a Number](#)

PHONE NUMBER	CALL FLOW	CAPABILITIES
You have no numbers!		

Add a number


Here's your new number

(617) 294-9967

[Setup Flow](#)

[Setup later](#)

2. Creating Call and SMS Flows (IVR Builder)





Browser Phone

Accepting Incoming Calls to Your Browser


Your Account Logout

GENERAL


 Dashboard


 Call Details


MESSAGES


 Inbox


MANAGE


 Numbers

 Devices

 **Builder**

 Scheduled Events

 Polls

 Members

Flows

Manage the way your phone numbers respond via voice and SMS

New Flow

NAME	PHONE NUMBERS	CALL FLOW	SMS FLOW	
Sample Political Poll Flow	None	<div>Edit Call Flow</div>	<div>Edit SMS Flow</div>	<div>Delete</div>
Sample Restaurant Flow	None	<div>Edit Call Flow</div>	<div>Create SMS Flow</div>	<div>Delete</div>
Sample Florist Flow	(617) 294-9967	<div>Create Call Flow</div>	<div>Create SMS Flow</div>	<div>Delete</div>

Flow Test

can help you

Test Flow

sms flow 1

through the Virtual Phone right in your browser

Import Flow

Flow Name

Choose File no file selected

Import iGroups Flow File (.igf)

Soon, you will be able to import sample flows from our gallery, please stay tuned :)

Export Flow

sms flow 1

Export to iGroups Flow File (.igf)

2. Creating Call and SMS Flows (IVR Builder)

Sample Restaurant Flow

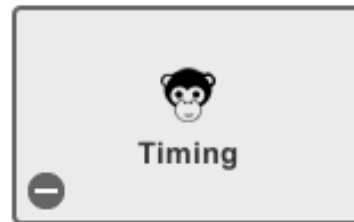
Save

Close

Call Start

When a call begins, what should we do?

Drag an applet from the right to get started.



Voice Applets



Menu



Dial



Voicemail



Conference



Hangup



Greeting



Transfer



Timing



Track



Set Cookie



Reset Cookies



Read Cookie



New Call



Check Cookie



Sms

2. Creating Call and SMS Flows (IVR Builder)

Menu Prompt

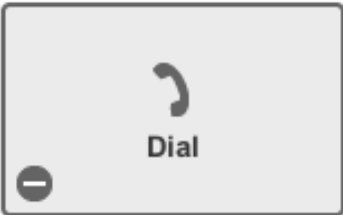

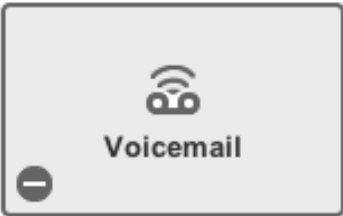

When the caller reaches this menu they will hear:

Read Text

Thank you for calling Our Restaurant. To speak with a representative, press 1. To leave us a take-out order via voicemail, press 2.

edit

Menu Options

Keypress		Applet	Add & Remove
1	then		
2	then		

Do you want to repeat the menu back?

Repeat the menu back to the caller. Enter zero if you do not want the menu to repeat.








3 time(s)

Timing

Set your open hours.

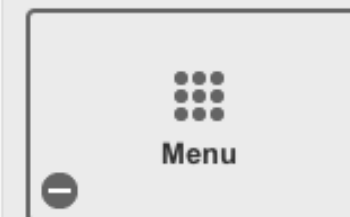
Use the table below to set the hours which you are open. Time is based on the server's current time. We use the timezone specified in your Settings.

(current time: Mon, 05 Mar 2012 12:05:51 -0500)

Monday	Closed	
Tuesday	Closed	
Wednesday	Closed	
Thursday	Closed	
Friday	Closed	
Saturday	Closed	
Sunday	Closed	

Open applet.

When someone calls or SMS while open, use the applet below.



Closed applet.

When someone calls or SMS while closed, use the applet below.

2. Creating Call and SMS Flows (IVR Builder)

Conference

Moderator

If you set a moderator, callers are placed on hold until a moderator calls in from one of their configured devices.

Select a User or Group

Hold Music

Music is played until two or more people have dialed in, or until a moderator has joined.

Classical

Track

Google Analytics account

URL to track

Use %caller% to substitute the caller's number or %number% for the number called.

Page title to track

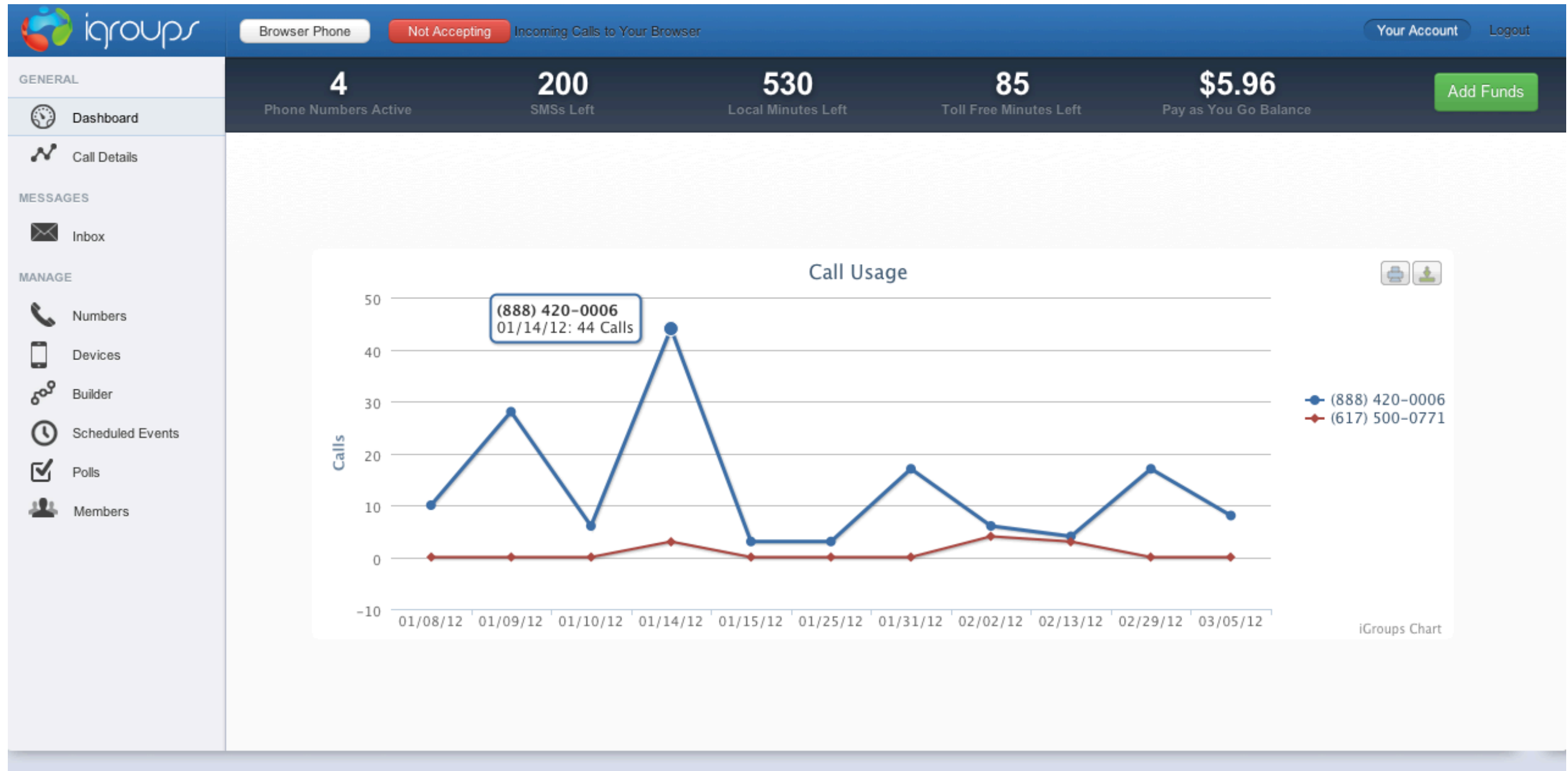
Use %caller% to substitute the caller's number or %number% for the number called.

Next


After this applet is tracked, continue to the next applet

Drop applet here

3. Tracking Minute Usage per Line & Limits



3. Tracking Minute Usage per Line & Limits



Browser Phone

Accepting

Incoming Calls to Your Browser

Your Account

Logout

GENERAL

Dashboard

Call Details

MESSAGES

Inbox

MANAGE

Numbers

Devices

Builder

Scheduled Events

Polls


Members

Call Details

shows you a history of all calls, duration, geo-location of customers, and more

Date	To	From	From Geo Data	Call Status	Direction	Duration	Cost
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	in-progress	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	in-progress	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	in-progress	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/09/12 12:01 AM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/09/12 12:01 AM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/09/12 12:01 AM	(888) 420-0006	1		completed	inbound	1 min (4 sec)	\$0.02
01/09/12 12:01 AM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		\$0.00
01/09/12 12:01 AM	(888) 420-0006	1		completed	inbound	1 min (4 sec)	\$0.02

4. Recording and Transcribing Voicemails





Browser Phone

Accepting Incoming Calls to Your Browser


Your AccountLogout

GENERAL


 Dashboard


 Call Details


MESSAGES


 Inbox


MANAGE


 Numbers

 Devices

 Builder



 Scheduled Events

 Polls


 Members

Inbox lets you manage your voicemails and SMSs, as well as assign calls groups

Archive

	Date	From	Audio	Message
<input type="checkbox"/>	Jan 17	(617) 418-1670	 00:19	Hey Andre it's me I just ... I wanted to your voicemail about that the ... let me know what you think ... call me back at 212...
<input type="checkbox"/>	Jan 17	(530) 574-8844	 00:11	Hey honey it's me ... I just got the Park and contract so that the ... the week thanks bye

4. Recording and Transcribing Voicemails



[Browser Phone](#)[Accepting](#)[Incoming Calls to Your Browser](#)

[Your Account](#)[Logout](#)

GENERAL

[Dashboard](#)[Call Details](#)

MESSAGES

[Inbox](#)

MANAGE

[Numbers](#)[Devices](#)[Builder](#)[Scheduled Events](#)[Polls](#)[Members](#)

Details


see all message details, save notes and update call status

[Update](#)[Archive](#)[Back to Inbox](#)

Received At

Jan 17

From

(617) 418-1670 

To

(646) 480-6976

Status

open

Listen

00:19

Transcription

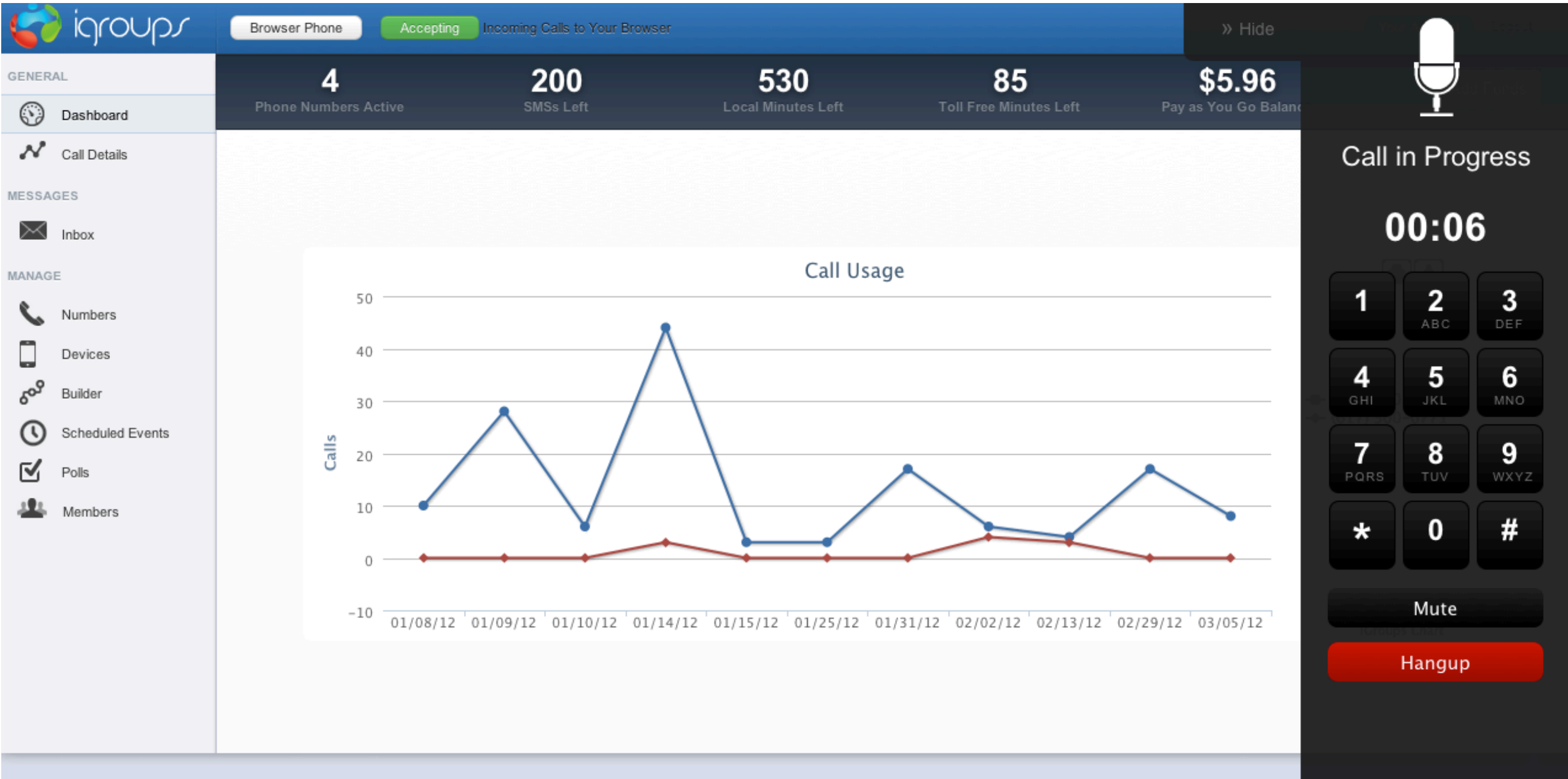
Hey Andre it's me I just ... I wanted to your voicemail about that the ... let me know what you think ... call me back at 212300 bye now or 60212 300 54 46 ... okay thanks bye

Notes


let you save information about your voicemail or SMS

Tuesday, July 10, 12

5. Making and Receiving Calls via Browser/mobile app



6. Call/SMS Automation (Scheduling)




Browser Phone


Accepting Incoming Calls to Your Browser

Your Account


Logout

GENERAL


 Dashboard


 Call Details


MESSAGES


 Inbox


MANAGE


 Numbers

 Devices

 Builder

 Scheduled Events

 Polls

 Members

Schedule an automated voice call or SMS

Voice CallSMS

Schedule Voice Call

Number

Date

03/05/2012

Time

12:00 AM

Flow

Sample Political Poll Flow

Caller ID

(617) 294-9967

Create Scheduled Voice Call Action

Scheduled Events are listed below

You have no scheduled voice calls or SMSs at this time. Add one above!

7. User & Group Management

The screenshot displays the 'igroups' web application interface. At the top, a blue header bar contains the 'igroups' logo, a 'Browser Phone' button, a green 'Accepting' status indicator, and a notification 'Incoming Calls to Your Browser'. On the right side of the header are links for 'Your Account' and 'Logout'.

A left-hand sidebar lists navigation options under three categories: 'GENERAL' (Dashboard, Call Details), 'MESSAGES' (Inbox), and 'MANAGE' (Numbers, Devices, Builder, Scheduled Events, Polls, and Members). The 'Members' option is currently selected.

The main content area is titled 'Members helps you manage your call users and groups'. Below this, a sub-header states 'Users can be added to a group by dragging them to the right'. A user card for 'Andrei Oprisan' (beta@igrou.ps, Administrator) is shown on the left. In the center, an 'Add New Group' dialog box is open, featuring a text input for 'Group Name' and 'Cancel'/'OK' buttons. The dialog text explains that groups can be dialed as one entity and share voicemail messages.

On the right, a 'Groups' section shows two existing groups: 'Sales' and 'Support'. Each group card includes a group icon, the group name, and a list of members (currently showing 'Andrei Oprisan'). Red dashed boxes and a '1' in a circle highlight the 'Add User' button on each group card, indicating the drag-and-drop functionality.

Product Scope

	Short Term	Long Term
Scope	Mobile VoIP cloud platform to facilitate user-facing, scalable voice and text messaging operations	
Market	Individuals / Small Businesses	Large Companies & Mobile Apps

Addressable Market

- \$3.2 Trillion Market
Total service revenue for the global tele-communication services market will reach
\$3.2 trillion / 4.6% of global GDP in 2012 (+3.7% YoY)
- Largest growth is in data services (\$200b, +16% YoY)
- VoIP markets are increasingly going mobile with BRIC countries leading demand for mobile VoIP technologies & traditional network interfacing
(15% & 8% annual growth in India and China)
- Within the Lycos network, we can immediately start selling hundreds of plans, increase WebPub stickiness & lower infrastructure costs by +80%

Unified Business Image

- Callers get a professional business greeting from the virtual receptionist
- Integrate remote and home offices under one central phone number
- Create extensions for employees & specify where they can be reached
- Employees work and travel anywhere and never miss calls
- Smart Queues connect callers to employee groups

Next Generation VoIP

- Place and receive calls via traditional phone or the browser
- No PBX hardware or software or capital expenditures
- Purchase local, toll-free and international numbers in seconds
- True business system with the lowest ownership cost
- Save money & increase productivity while better managing customers needs

Virtual Receptionist

- Eliminate the need for human receptionists to receive, screen, and route calls
- Give callers access to all employees and departments in a professional manner
- Disseminate commonly requested information as pre-recorded messages
- Instant text to voice with multiple voices and accents
- Upload, record, or create any greeting that a business needs

7 Core Features

1. Purchasing Local, Toll Free & International Numbers
2. Creating Call and SMS Flows (IVR Builder)
3. Tracking Minute Usage per Line & Setting Limits
4. Recording and Transcribing Voicemails
5. Making and Receiving Calls via Browser/app
6. Call/SMS Automation (Scheduling)
7. User & Group Management

Potential Uses

- Business Phone System (PBX)
- Interactive Voice Response Systems (IVR)
- Sales & Lead Processing Automation
- Conference Calling Services
- Cloud Call Centers
- Call Metrics & Analytics
- Call Screening & Forwarding
- Authentication Systems
- Automated Calling System

and dozens more

Uses & Investment Levels

Use / Feature	Individual / SMB	Larger Business	Infra (API)	Investment
Auth/PIN System		X	X	1
Purchase Phone Numbers	X	X	X	1
Conference Calling	X	X		2
Call Screening & Forwarding	X	X		3
Call Metrics & Analytics	X	X		3
Business Phone System	X	X		4
IVR System	X	X		5
Sales & Lead Automation	X	X		6
Appointment Reminders	X	X		6
“Robo-call”		X	X	7
Cloud Call Centers		X		8

Buy/Build Analysis

	Buy	Build
What	We can risk-hedge and validate our product strategy & offerings, and learn about customer trends while (1) spending 80% less money and (2) going to market 5x faster by developing a front-end and using a 3rd party VoIP provider now.	With a validated product and specific feature set, we can build a full VoIP infrastructure with: (1) hardware stack (2) infrastructure library stack (3) API (4) user front-end
How	3rd Party VoIP API, our Front-End	our Software and Hardware VoIP Stack, Front-End
Risks	Minimal Investment	Medium/High Risk
Rewards	High Reward	High Reward
Cost	Low operational cost	Lower operational cost (5-20%)
Time Span	2-4 months (short term)	12-16 months (long term)
Resources	2-4	4-6

Timeline

- Front-end UI Mostly Ready (85%)
- Lacking registration and billing tie-in
- Back-end Infrastructure via Third Party API
- Go To Market within 2-4 Months
(2-4 resources)

7 Core Features

1. Purchasing Local, Toll Free & International Numbers
2. Creating Call and SMS Flows (IVR Builder)
3. Tracking Minute Usage per Line & Limits
4. Recording and Transcribing Voicemails
5. Making and Receiving Calls via Browser/app
6. Call/SMS Automation (Scheduling)
7. User & Group Management

Feature Status

- 1. 100% complete
- 2. 100% complete
- 3. 90% complete
- 4. 100% complete
- 5. 100% complete
- 6. 90% complete
- 7. 60% complete

Can be completed within
2-4 months with
2-4 resources

An excellent opportunity
for Lycos and Ybrant
Fusion collaboration,
knowledge transfer &
expansion

Sample Pricing Model

(with 100% profit margins on small scale, 150-300% on medium scale)

	Small	Medium	Large	XLarge	Custom
cost	\$9.99	\$29.99	\$49.99	\$99.99	a la carte
text messages	100	200	400	800	\$0.02
local minutes	250	500	1000	2000	\$0.02
toll-free minutes		500	1000	2000	\$0.04
local numbers		1 included		1 included	\$2.00/month
toll-free numbers			1 toll-free	1 toll-free	\$4.00/month
savings	5%	10%	20%	25%	

We don't charge you setup or add-on fees. There are no additional fees of any kind. Not now, not ever.

Lycos Infrastructure Savings

- We currently use a 3rd party vendor for Lycos Mail new account phone authentication
- Annual operational costs are \$20k+
- Replicating authentication functionality through this new system could
reduce Lycos Mail product
phone verification recurring cost
by 85% annually (\$18k)

Conclusion

- Large, Growing \$3.2 Trillion Market
- VoIP markets are increasingly going mobile with BRIC countries leading demand & growth
- Within the Lycos network, we can immediately start selling hundreds of plans with high stickiness & increase overall WebPub user stickiness
- Low risk, low investment cost Buy option to risk-hedge and validate our product strategy, offerings while spending 80% less
- Medium investment cost Build option would position Lycos and Ybrant to be a leader in mobile VoIP and higher long-term profit
- An excellent opportunity for Lycos and Ybrant Fusion collaboration, knowledge transfer & expansion

Appendix: Market Size

- The global economic crisis appeared to have had only a slight impact on the global telecommunications and IT markets. After a slight dip of 0.5% in 2009, the information and communications (ICT) market will increase by 1.9% to €2.3 trillion in 2010 and by 3.7% to €2.4 trillion in 2011, according to the European Information Technology Observatory (EITO)'s forecast.
- As this new report highlights, the strongest growth markets are in the BRIC (Brazil, Russia, India & China) countries - where in 2010 the Chinese telecom market will grow by 8% to €126 billion and the Indian market will grow by a staggering 15% to €40.5 billion. The inherent cost advantage of mVoIP may help drive and contribute towards wider proliferation of the telecoms sector for the near-term, by way of accelerated take-up among more price-sensitive consumers.

Appendix: Competitors

Feature	Top 3 Competitors
Auth/PIN System	Authenticate, Phonefactor, AT&T
Purchase Phone Numbers	Ring Central, eVoice, Grasshopper
Conference Calling	Intercall, GoToMeeting & every Telecom
Call Screening & Forwarding	Onebox, Ring Central, AT&T
Call Metrics & Analytics	Callsource, Rocket Analytics, Mongoose Metrics
Business Phone System	Virtual PBX, Digium, Vocalocity
IVR System	Cisco, Voxeo, Avaya
Sales & Lead Automation	Salesforce, Callmultiplier, Genius
Appointment Reminders	Voiceshot, Callfire, Teleminder
“Robo-call”	Five9, DialMyCalls, Rocotalker
Cloud Call Centers	Salesforce, Contactual, Teledirect

Appendix: Data Sources

Telecom Size & Growth Research

<http://www.telecomsmarketresearch.com/research/TMAAAVNX-Visiongain--Mobile-VoIP-Market-Report-2010-2015.shtml>

Gartner VoIP Market Research

<http://www.gartner.com/technology/reprints.do?id=1-16YRLHH&ct=110815&st=sg>

Infonetics VoIP Services Market Research

<http://www.infonetics.com/pr/2011/2H10-VoIP-and-UC-Services-Market-Highlights.asp>