TWILLIO PRICING

1. Phone
   1. $0.025 per minute to make calls or per minute per participant
   2. $0.0025 per minute for recording
   3. $0.0040 participant/ minute for conference
   4. Recording storage : first 10,000 minutes of storage then $0.0005 per minute per month.

10,000 minutes = 334 Half an hour sessions.

1 call 2 participant 1 minute ( Ideal Situation :Both of them picking up the call) =

2.5 cents \* 2 participants = 5 cents

0.4 cents \* 2 participants = 0.8 cents

0.25 cents for recording = 0.25

Total = 6.05 cents

1$ = Rs 66.031

6.05 cents = Rs 3.99 per minute call.

1. Webchat:
   1. EndPoint Connectivity (Peak number of connected endpoints each hour) = $0.0001 per endpoint per hour.
   2. Conversation Participants( Total times an endpoint joins a conversation) = $0.0001 per conversation join
   3. Server –side API Interactions (Total Conversations REST API calls and event notifications) = $0.0001 per API Interaction.
   4. Major Problem: We cannot record video calls as this feature is in beta phase. So what we can do is the admin can be present at the call and record the video calls. We can have a talk about this.

Costing : 1 video call 3 participants :

* 1. cents \* 3 = 0.03 cents

Assuming maximum times a participant can join 3 times:

* 1. \* 9 = 0.09 cents

Taking 3 events per endpoint

0.01 \* 9 = 0.09 cents

Total = 0.09+0.09+0.03 = 0.21 cents

0.21 cents = Rs 0.14

KNOWLARITY

One Time Cost - INR 5,000

Fixed Monthly Rental (Per 6 channels : This means that 3 calls can go simultaneously if 2 participants are there in one call) - INR 3,000

Usage Charges - 50 Paisa / 60 Second per participant

Cost per session (Ideal situation: Both of them picking up the call):

Half an hour session 2 participants : Rs 30

1 month billing : Rs 3000 + Rs 1 per minute

Profit per half an hour session : Rs 40

300 half an hour sessions in one month = Rs 12000 profit

300 half an hour sessions in one month = 9000 minutes

Cost if we opt for knowlarity : Rs 3000+ Rs 9000 =Rs 12000

It means we must have 300 half an hour sessions in one month in order to breakeven.(This does not involve the one time cost.)

In order to cover onetime cost =Rs 5000, we need to have more 167 half an hour sessions.

For 3 months we need to have 355 half an hour session in order to use knowlarity. This would also cover the one time cost.

After 3 months we need to have 300 half an hour sessions in one month.