callr

Never miss another call.

Pain Points

- **Remembering the time of calls is hard.**
  There are calendar reminders, but are fundamentally broken, because people get distracted between the calendar reminders and the time they have to call the number.

- **Memorizing phone and pin numbers is difficult.**
  Keeping track of all of the phone and pin numbers is a herculean task especially if you're driving.

- **People join calls late.**
  Calls that do not start on time can be annoying.

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Solution

A **simple** and **secure** platform that **seamlessly integrate** with user's calendar, **automatically** looks for phone numbers and pin numbers and **make a call** at the correct times.
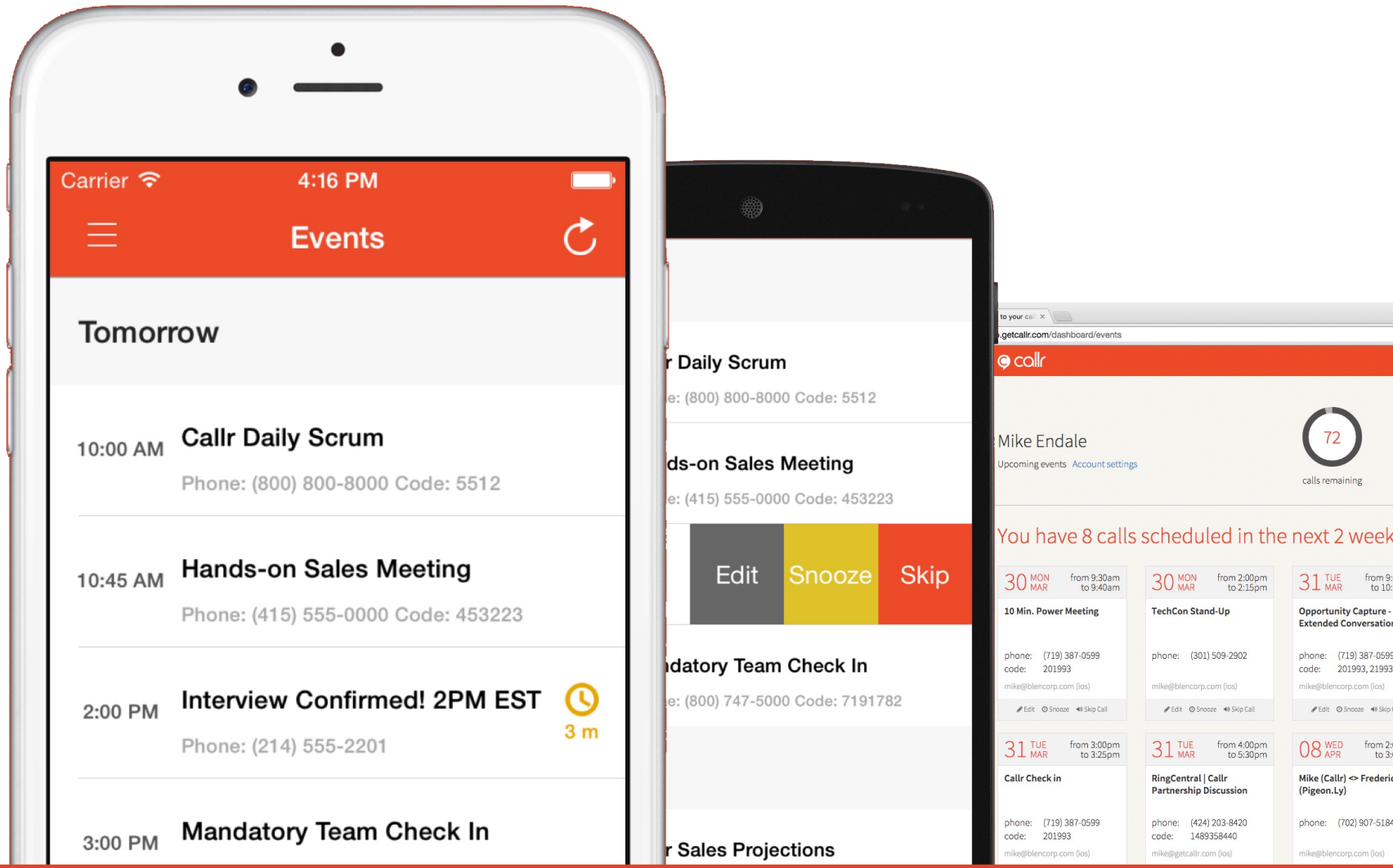
Market Size

$3.1 Billion

a year

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Product

Business Model

	Free	Basic	Pro
Calls	Receive 10 calls	Receive 25 calls	Receive 75 calls
Access to the dashboard	✓	✓	✓
Integrate with Gmail and Outlook	✓	✓	✓
Phone tree for overlapping calls	✓	✓	✓
Vacation/Quiet mode	✓	✓	✓
Missed call text message	✓	✓	✓
Organize a conference call	✗	✗	✓
International calls	✗	✗	✓
	$0	$9 per month	$25 per month

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Competition

Affordable

Complicated

Reliable

Expensive

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Progress

We have launched a public beta in October, 2014 with 30 beta users and we currently have 1,154 users as of March 17, 2015.

Users

- Number of users: 1,154
- Week-over-week user growth: 14%
- Percentage of successfully on-boarded users: 62%
- Churn rate *(users that successfully on-boarded, but disconnected their calendar after trying Callr)*: 5%

Calls

- Total number of successful calls: 15,551
- Total number of minutes connected: 237,832

SMS

- Total number of SMS sent: 5,298

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Competitive Advantage

- **Does not require to create a new conference call line.**
  Callr works as an 'add on' to your existing conference call service.

- **Ease of use.**
  Callr works in the background. Once you connect a user connects to their Google Calendar or Outlook, it works quietly by synchronizing your life.

- **Cheap.**
  Callr uses cutting edge VOIP technology and complex pattern recognition algorithm to keep the cost down.

- **Small and creative team.**
  Callr is built by a small and creative team whose thirst is to scratch their own itch.

- **Patent**
  We have applied for a Provisional Patent with USPTO and planning to file a Utility and Design patent in the coming months.

Contact

For questions or comments

Mike Endale

202.269.2066

mike@getcallr.com

http://www.getcallr.com

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