Vonage®

safe
chat

Introduction

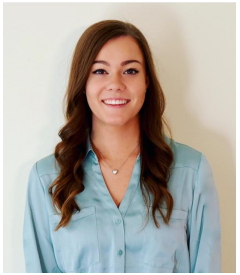
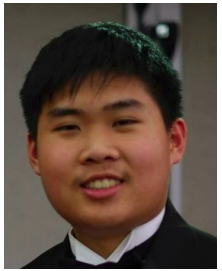
Team Challenge:

"Identify a communication issue on college campuses and provide an innovative solution"

Team Members:

Holmdel:

- Kasey McFadden
- Christine Mauro
- Matt Lu

Atlanta:

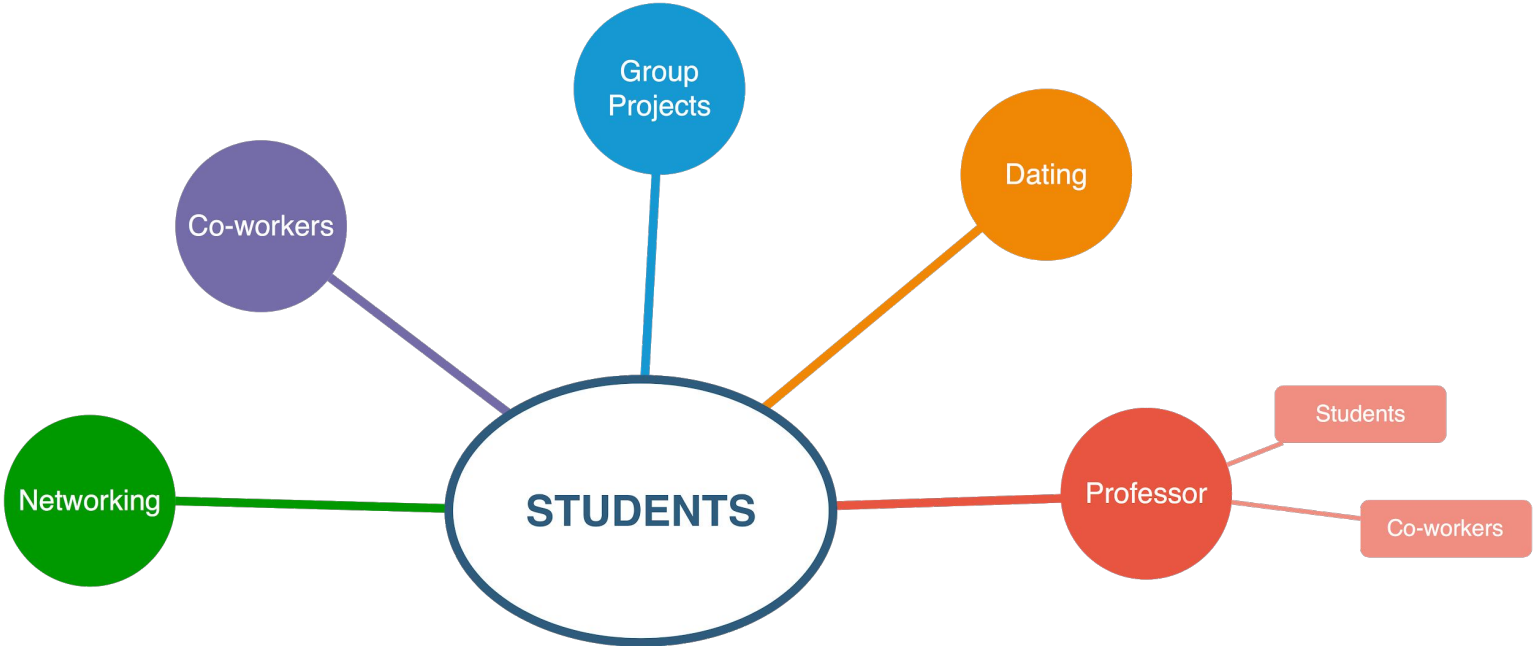
- Regine Lewis
- Ashna Momin

Overview

Why should students, professors, and college staff have to expose their personal phone numbers to effectively communicate?

- Students, faculty, and campus staff often compromise their privacy to communicate with others that they work with on academic contexts.
- Professors disclose their personal phone numbers to college students for after-hours help.
- Students give out their numbers to other students to collaborate on projects.
- **People shouldn't have to change the way they communicate to protect their privacy.**

Buyer Needs Perspectives



What Are My Options?

- Offers virtual phone numbers for different contexts
- Can “burn” numbers and data at any time
- In-app communication only
    - Text/image SMS, voice calls
    - Image SMS limited to certain plans

- Provides **one** Google Voice number through the app (must use backup phone number to verify)
- Can forward SMS and calls to personal number

Our Solution...

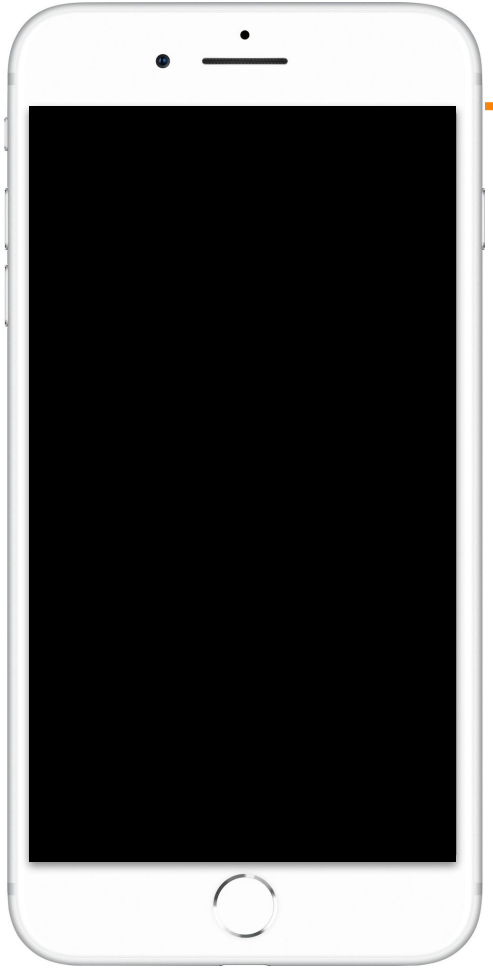
safe
chat

App Design / Demo

Click Here

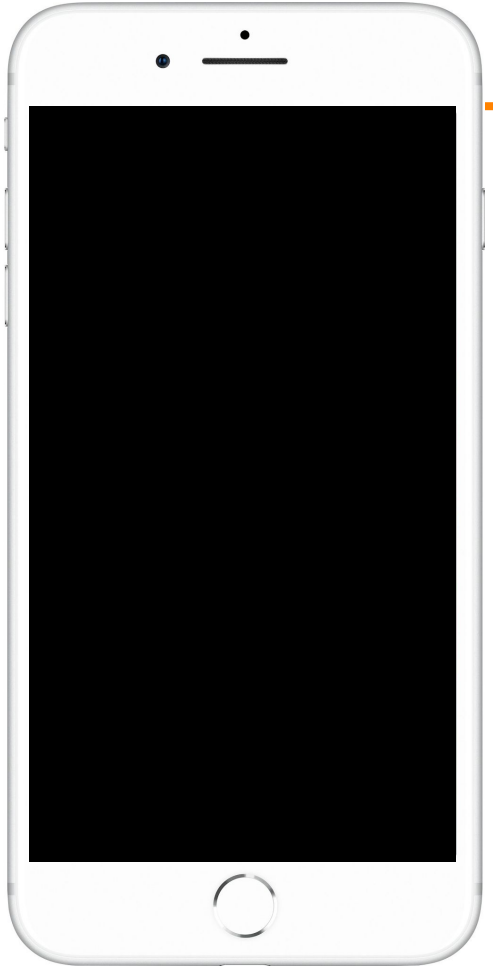
SMS Demo – Dating

nexmo® | The Vonage® API Platform

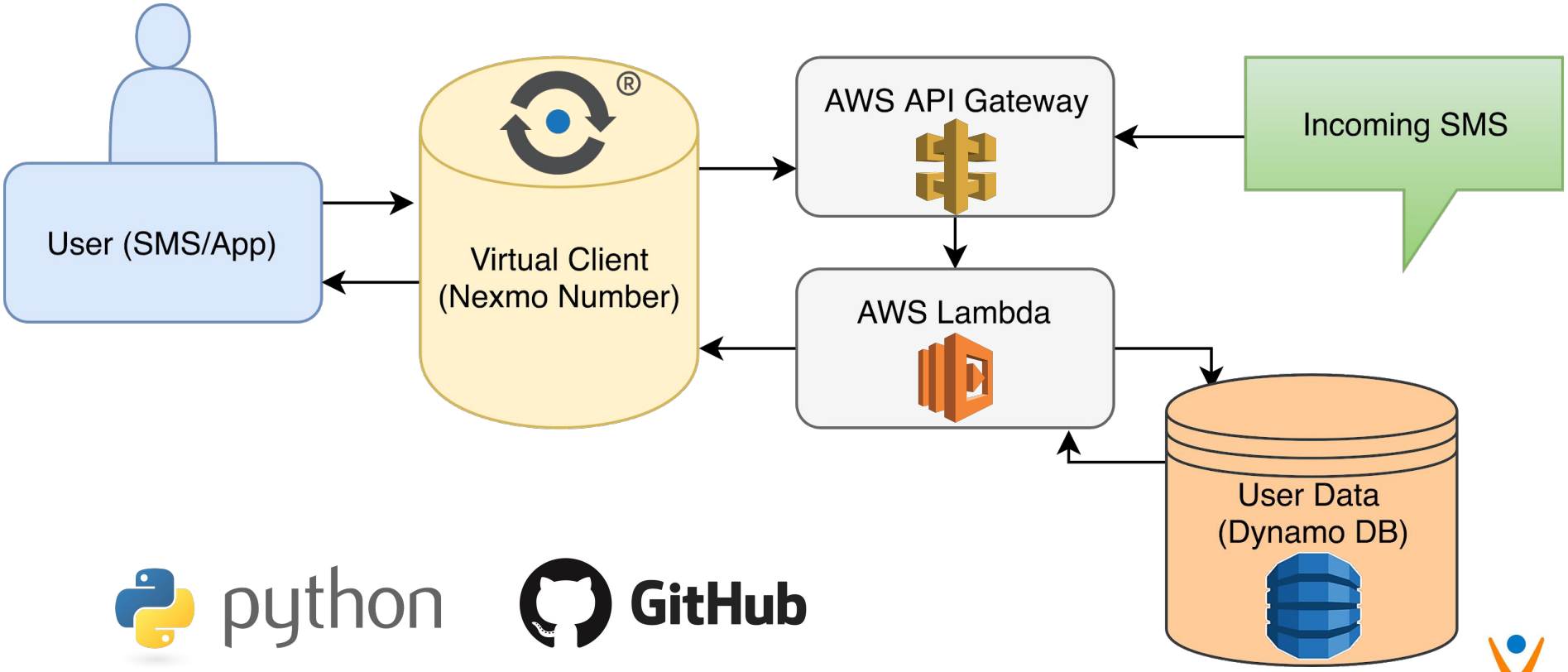


SMS Demo – Professor

nexmo® | The Vonage® API Platform



Software Architecture



Pricing Model

- **Revenue**
  - Safe Chat is a subscription-based product

1 Line	2 Lines	3 Lines
$1/month	$1.50/month	$2.00/month

- **Revenue Goals**
  - $3,000 in the first month
- **Costs**
  - Price of MO (sending a message) - none
  - Price of MT (receiving a message) - $0.00048/text
  - Price of US virtual number - none
  - Marketing:
    - 50 Student Ambassadors with 3 free lines - $100/month (opportunity cost)

Why Safe Chat?

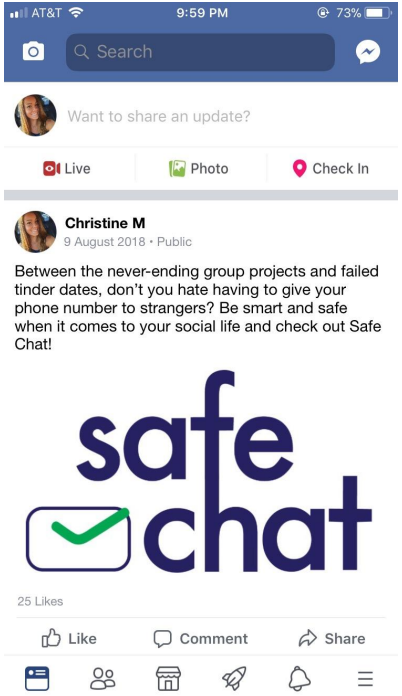
Features	safe chat	BURNER®	Google Hangouts / Google Voice
Price	$1.00/month for first line $0.50/month each additional line	1 Line Subscription (Monthly) - $4.99 3 Line Subscription (Monthly) - $14.99 1 Line Subscription (Annual) - $47.99 3 Line Subscription (Annual) - $139.99	Free
In-App Communication	✓	✓	✓
Voice Calls	✓	✓	✓
Multiple Lines Available	✓	✓	✓
Personalized Contexts	✓	✓	
“Burn” Numbers and Data	✓	✓	
Free Image SMS	✓		✓
SMS forward/respond	✓		
SMS Feature Controls	✓		

SWOT Analysis

Strengths	Weaknesses
• Competitive pricing • Nexmo software • Cell data not required/used for out-of-app communication	• Few major differentiating features from competitors • Not a well-known market
Opportunities	**Threats**
• Recent targeted marketing tactics and privacy exploitation has consumers worried about releasing personal contact info • Not a well-known market; opportunities for making our product/brand top-of-mind • Expand audience and usage possibilities outside of college students/professors	• Target audience may not want to pay for the product • Increase in communication through school-provided platforms

Marketing Plan: Promotional Strategy

- Campus/Student Ambassadors
  - Free social media promotion
  - Ambassadors receive 3 free lines
- Refer a friend discount
- Email promotion
  - Reach professors and students



Looking forward...