

Phonio's Objectives:

1. To enable influencers to earn income by connecting with their fans.
2. To enable fans to intimately connect with their favorite influencers.

Assumptions:

1. Influencers prefer to earn income than not and will favor platforms that share revenue with them.
2. In order to reach more fans, communication must be at scale.
3. Hearing someone's voice is more intimate than reading their text.
4. Receiving a phone call is more intimate than in-app communication.
5. Intimacy is increased by making communication between fan and influencer similar to fan and friend.
6. Communication from an Influencer is more valuable than an Influencer's representative.
7. A live experience feels more authentic than a studio/pre-recorded experience.
8. Authenticity is more intimate.

	Influencers share revenue?	Communication for 1 to many?	Voice?	Phone Call?	Influencer content (vs. Agency)?	Content Received and Viewed in "Real-Time"	Simple to Use and Add Content
Phonio	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media							
Facebook	No	Yes	No	No	Yes for small influencers. Large influencers typically use agencies.	Sometimes	Yes
Twitter	No	Yes	No	No	Yes for small influencers. Large influencers typically use agencies.	Usually	Yes
Instagram	No	Yes	No	No	Yes	Sometimes	Yes
Vine	No	Yes	Yes (w/ video)	No	Yes	Not really	Yes
Bubbly	No	Yes	Yes	No	Yes	Sometimes	Yes
Telephony Communication Services							
Line	No	No	Yes	No	Yes	Yes	Yes
WhatsApp	No	No	Messaging	No	Yes	Yes	Yes
WeChat	No	No	Messaging	No	Yes	Yes	Yes
Landline & Cellular Phones	No	No	Yes	Yes	Yes	Yes	Yes
Other Communications							
Email	No	Yes	Yes	No	Yes	Not really	Yes
Website/Blogs	No	Yes	No	No	Yes for small influencers. Large influencers use agencies.	No	Yes
Youtube	Yes	Yes	Yes	No	Yes	Not really	No, at least for most "good" content
Telephone Conference Call Technology							
Plivo	No	Up to 100	Yes	Yes	-	-	-
Twilio	No	Up to 40	Yes	Yes	-	-	-
Mass Call							
broadnet	No	Yes	Yes	Yes	Yes	No, calls are typically pre-scheduled and participants wait at start.	No
Mixlr	No	Yes	Yes	No	Yes	Yes	Yes
Other Services							
Publications (Newsweek, People, etc.)	Yes/No, depends on nature of investor/pub.	Yes	No	No	Yes/No	No	No