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**INTRODUCTORY
PRESENTATION**
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Founders

**Dan Soha****CMO**

- Serial entrepreneur
- Managed \$100M+ in online marketing spend
- BA, Computer Science



eHealth

**Matt Caspari****CEO**

- Founding CEO, \$100M+ VC backed company
- Significant negotiation and deal experience



Bloomberg

**Conrad Decker****CTO**

- Technologist / entrepreneur
- 10+ years architecting and building high traffic, scalable systems

**Legal**

Mario Rosati, WSGR

John Ferrell, Carr & Ferrell

Instant and Intimate Communication

Mobile-based platform enables people to deliver audio content to mass audiences via mobile phone calls

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CELEBRITY **TO** FAN

EMPLOYER **TO** EMPLOYEE

PHILANTHROPY/NON-PROFIT **TO** DONOR

GOVERNMENT **TO** CITIZEN

POLITICAL CANDIDATE **TO** SUPPORTER

BUSINESS **TO** INVESTOR

Social media today isn't personal or exclusive



Rihanna @rihanna · Sep 8

My second #VIVAGLAMRihanna installation is released TODAY!!! Get it as soon as we're LIVE online at MACcosmetics.com #MACgirlMONDAY



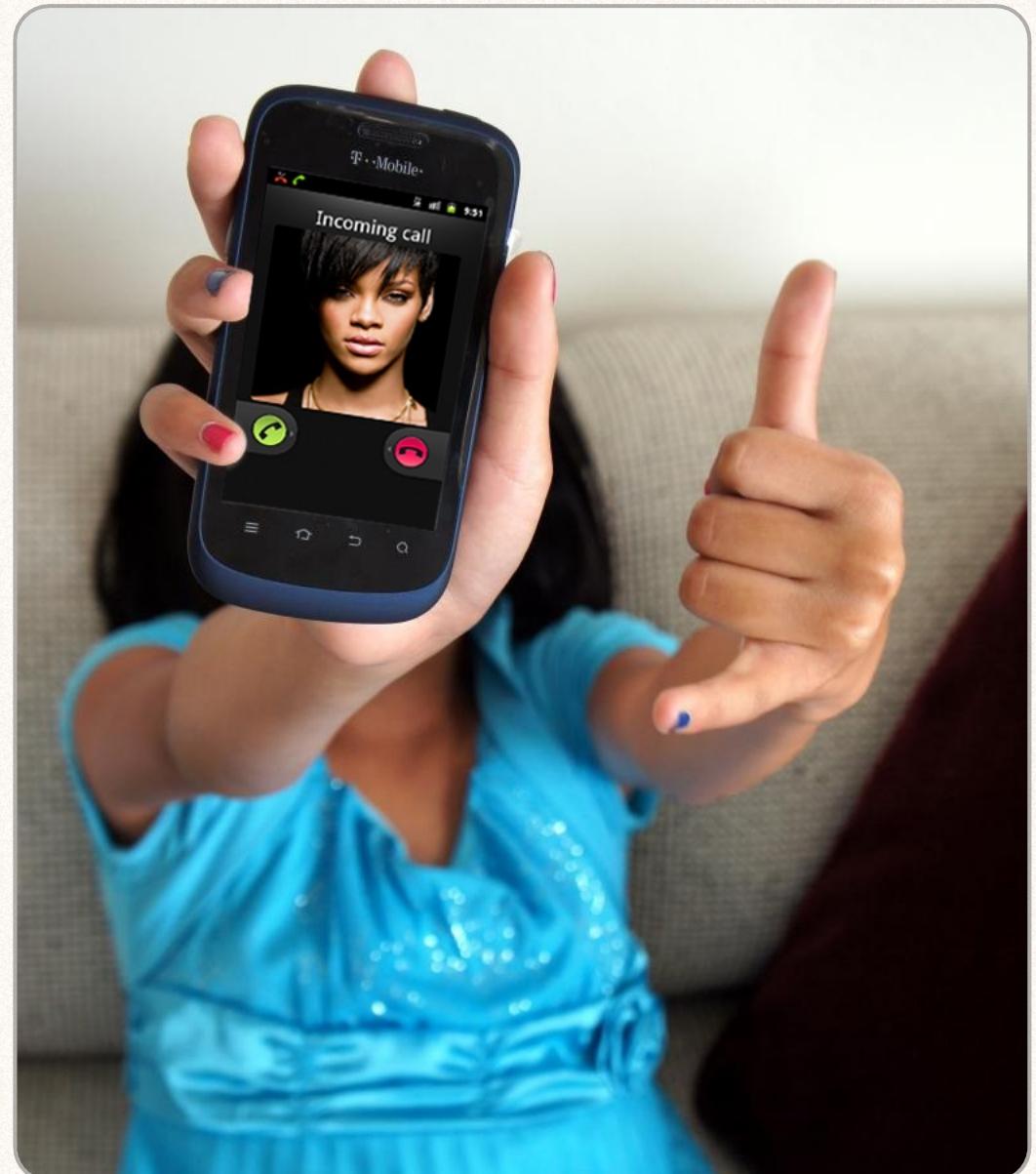
Rihanna @rihanna · Sep 8

My new @maccosmetics #VivaGlam is avail NOW in North America bit.ly/vgriri2 & globally later this month. Sales go to @macaidsfund

Phonio

Delightful Surprise

**Phonio delivers
an intimate and
exclusive
experience**



Simple to Use

Make a phone call to thousands of listeners as easily as making a call to one person

“Real-time Experience”

Minimize delays through algorithms and streaming technology

Addressing Bottlenecks

- Calls per Second (CPS)
- Number of people on a call

“Systems and Methods for Real-Time Voice Calling”

Phonio, Inc. patent application filed October 15, 2013

Phonio

~40,000 Users





AllieCat aka Punky @Punky4Daughtry · 16m

I can SO get used to this!!! RT @havetosmile: @CHRIS_Daughtry Well that was uber awesome! 😊😊 I can get used to this:-)



Retweeted by Phonio



Mrs.Pulido @joyce_sweet_ · Jul 1



@TheZacMann OMG got your call just made my day and I'm trying to do the reaction video for sunshine YAHHHHHHH look out for it zac



Retweeted by Phonio



vestibule @vestibulicious · Jun 23

Call me plz Cuz! RT: @SacramentoKings Want to get calls from Kings players/personalities? Call 916-245-9325 & sign up as we test @phonio!



Retweeted by Phonio



ashley lejserowits @AshleyLej · Jun 17

Just got an actual phone call from @DrakeBell....normal



Retweeted by Phonio



elizabeth @Iliizzyy_ · Jun 2

LEVI MITCHELL ON THE PHONE OMFG LITERALLY STARTED CRYING
@levimitchell

Monetization Models

Model 1

Subscription

Free 30-day trial,
then paid
subscription

Model 2

Ad Supported

SMS and/or app
based advertising

Model 3+

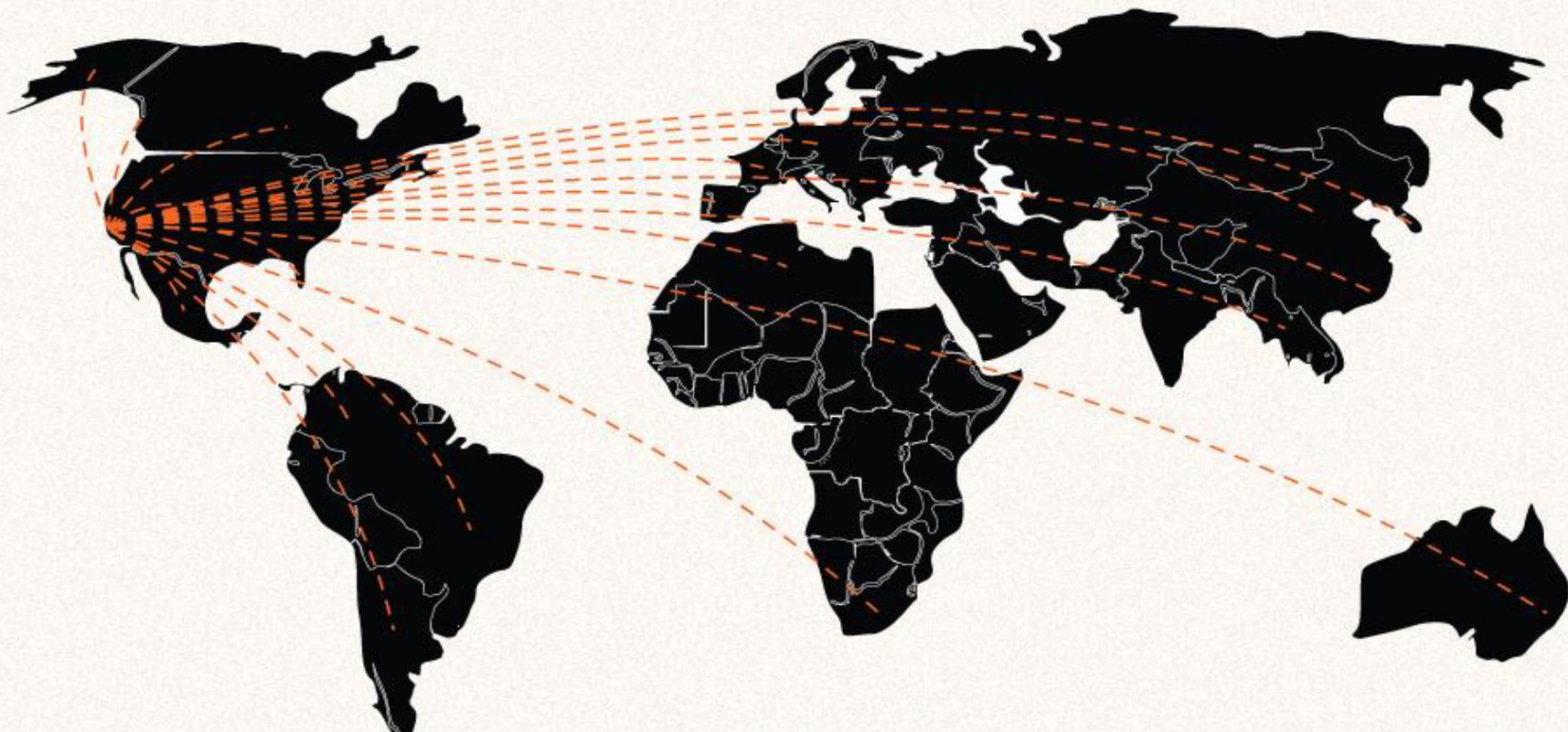
Others

VIP pays Phonio
monthly fee

Freemium

Global Opportunity

Phonio is a multi-billion dollar, global opportunity. Phonio's service covers 49 countries including the US, China, India and Brazil.



Key Milestones

	Q4	Q1	Q2	Q3
Product	<ul style="list-style-type: none">Outbound SMSVIP front-endStreaming calls	Inbound SMS and calls	Updated homepage with categories of VIPs	
VIP Validation	<ul style="list-style-type: none">Initial use casesExpand Rolodex	4+ "A-list" use cases underway	VIPs signing with Phonio	
User Validation	<ul style="list-style-type: none">Test casesFree callsFan feedback	Validate monetization models	10% weekly user growth rate	
Corporate	<ul style="list-style-type: none">Build patent portfolioHire additional members to team	Create marketing materials / PR story	Increase visibility / PR campaign	Raise additional capital or organic growth



Summary Milestones for Current Fundraising

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- Perfect User Experience
- Scale
- Validate Monetization
- Build IP Portfolio

Matt Caspari, CEO

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