Unomobi
one source mobile messaging

UnoMobi has a unique messaging solution that enables “Blackberry” like functionality on all mobile phones worldwide!

Unomobi

no CapEx...

Unomobi

no OpEx...

Unomobi

The Big Ideas

1. How It Works.
2. How You Make Money.
3. How We Implement.
4. Who We Are.

Unomobi

1. How It Works.

UnoMobi is a unique one source push Email to SMS solution, carrier tested, and ready to go, immediately!

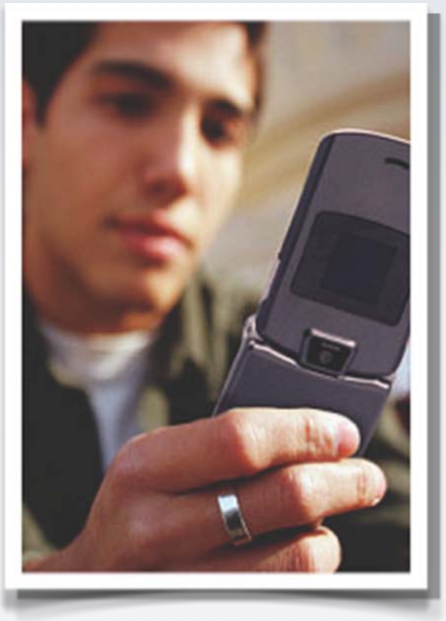
simple to use...

Unomobi

easy as SMS!

Unomobi

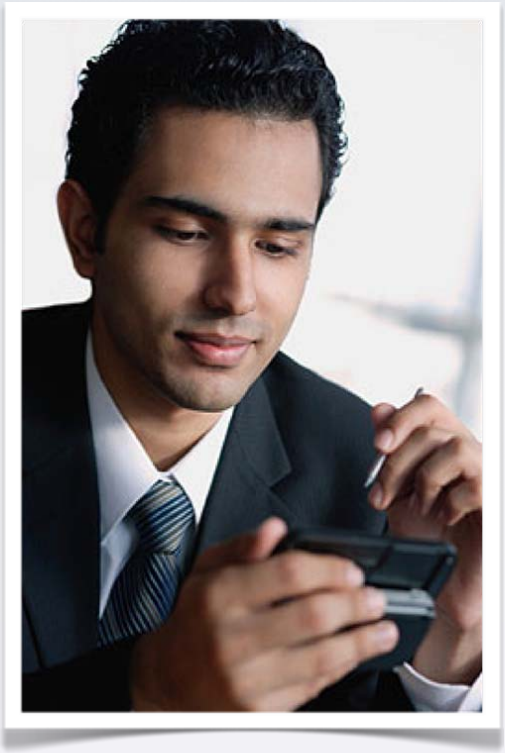
UnoMobi... Email to SMS



how it works.

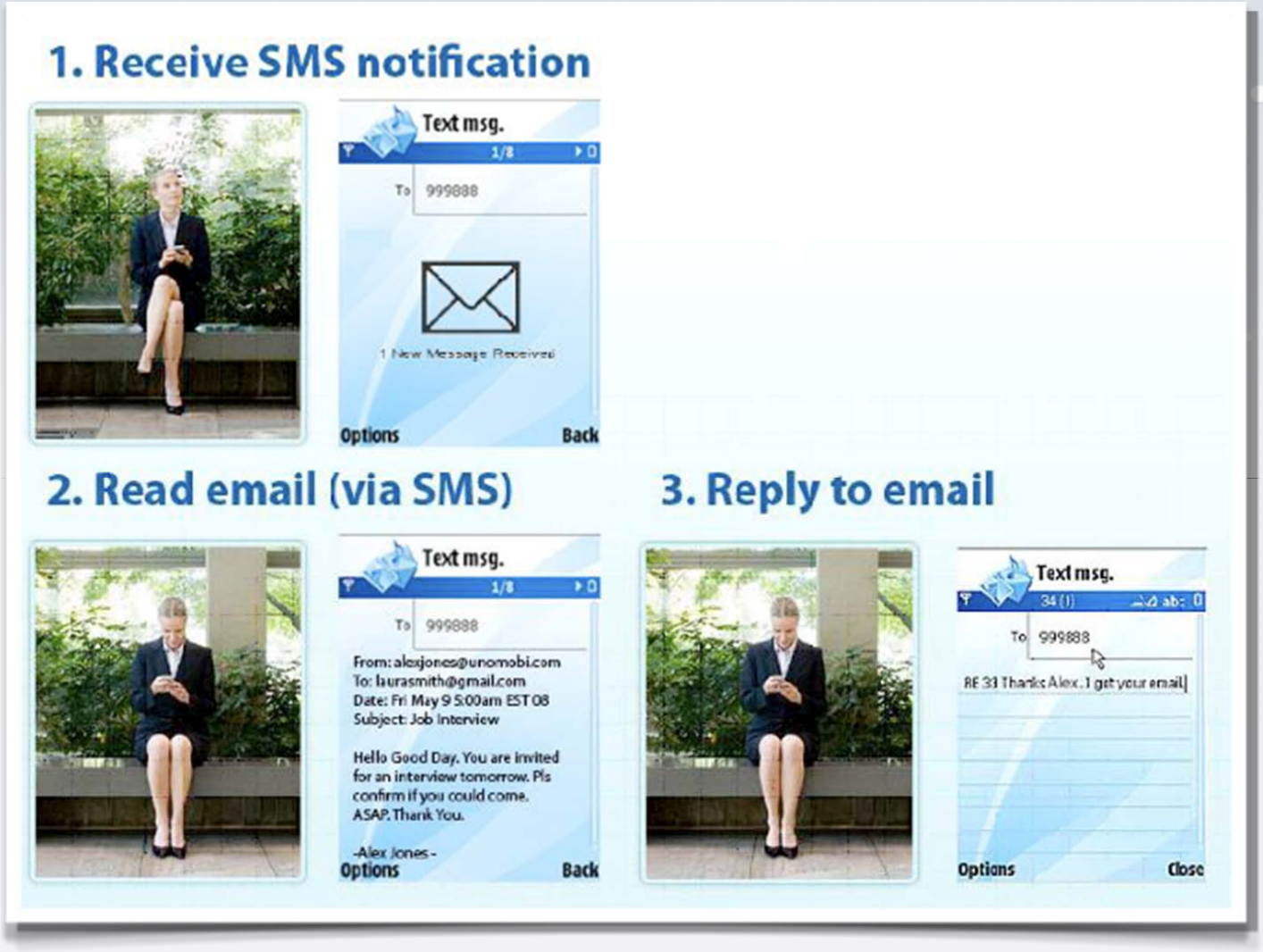
Combines the simplicity of SMS with the functionality of Email allowing 100% of your subscribers to send, receive, reply and forward emails from up to five POP3 accounts with SMS, through a clientless WAP/Web user experience.

UnoMobi... how it works when



1. The subscriber does not have WEB/WAP
2. The subscriber has WEB/WAP

UnoMobi... no WEB/WAP



- Email • to • SMS is a simple and easy way to receive email for anyone with a mobile phone.
- Receive SMS notification.
- Read & reply to email via SMS, or listen to voice message play back.

UnoMobi... with WEB/WAP

- User receives an SMS notification in their SMS inbox.
- Recipient opens SMS message to read summary.
- She decides to read the entire email and clicks/selects the embedded hyperlink, opening the WAP/XHTML browser to read the full message.
- She can also view any associated attachment of any size or format in a highly optimized manner.
- Optionally she can reply, reply all, forward, delete, and check her inbox.

2. How You Make Money.

UnoMobi provides a one source mobile messaging application that adapts to any global market - building loyalty and generating revenue now!

Unomobi

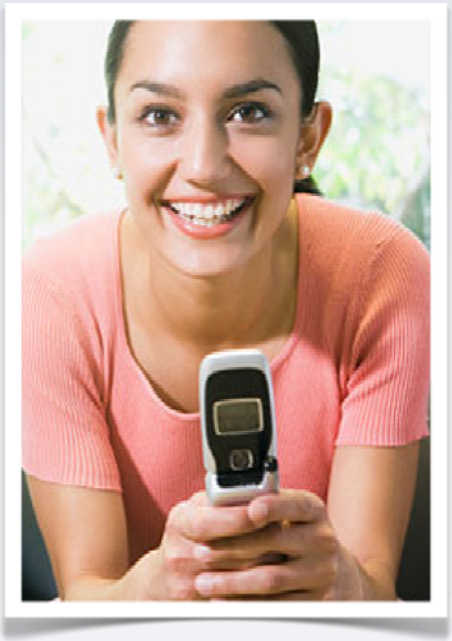
flexible models

Unomobi

churn mitigation

Unomobi

UnoMobi... revenue models

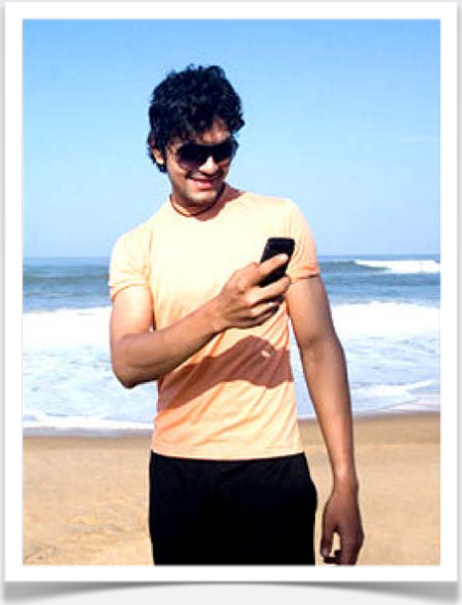


1. Subscription.
2. Subscription + SMS mobile advertising.
3. Increased SMS, Data, and Voice traffic.

UnoMobi... example revenue model

	Monthly Revenues Y1	Monthly Revenues Y2
Subscribers	1 MM	1.3 MM
Subscription Revenue $0.99/mo	$1 MM	$1.3 MM
Advertising Revenue 400 per mo/user; $10 CPM; 15% sellout rate $0.6 MM	$0.6 MM	$0.9 MM
TOTAL REVENUE	$1.6 MM	$2.2 MM
ARPU Increase	$1.60	$2.00

UnoMobi... carrier benefits



1. Increased ARPU.
2. Increased Customer Loyalty.
3. Churn Mitigation.

3. How we Implement.

UnoMobi provides a one source mobile messaging application that seamlessly integrates within any network, with limited operator involvement.

Unomobi

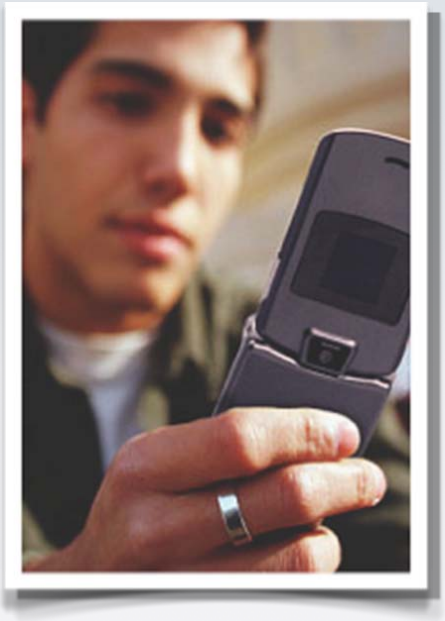
no OpEx...

Unomobi

no CapEx.

Unomobi

UnoMobi... implementation process

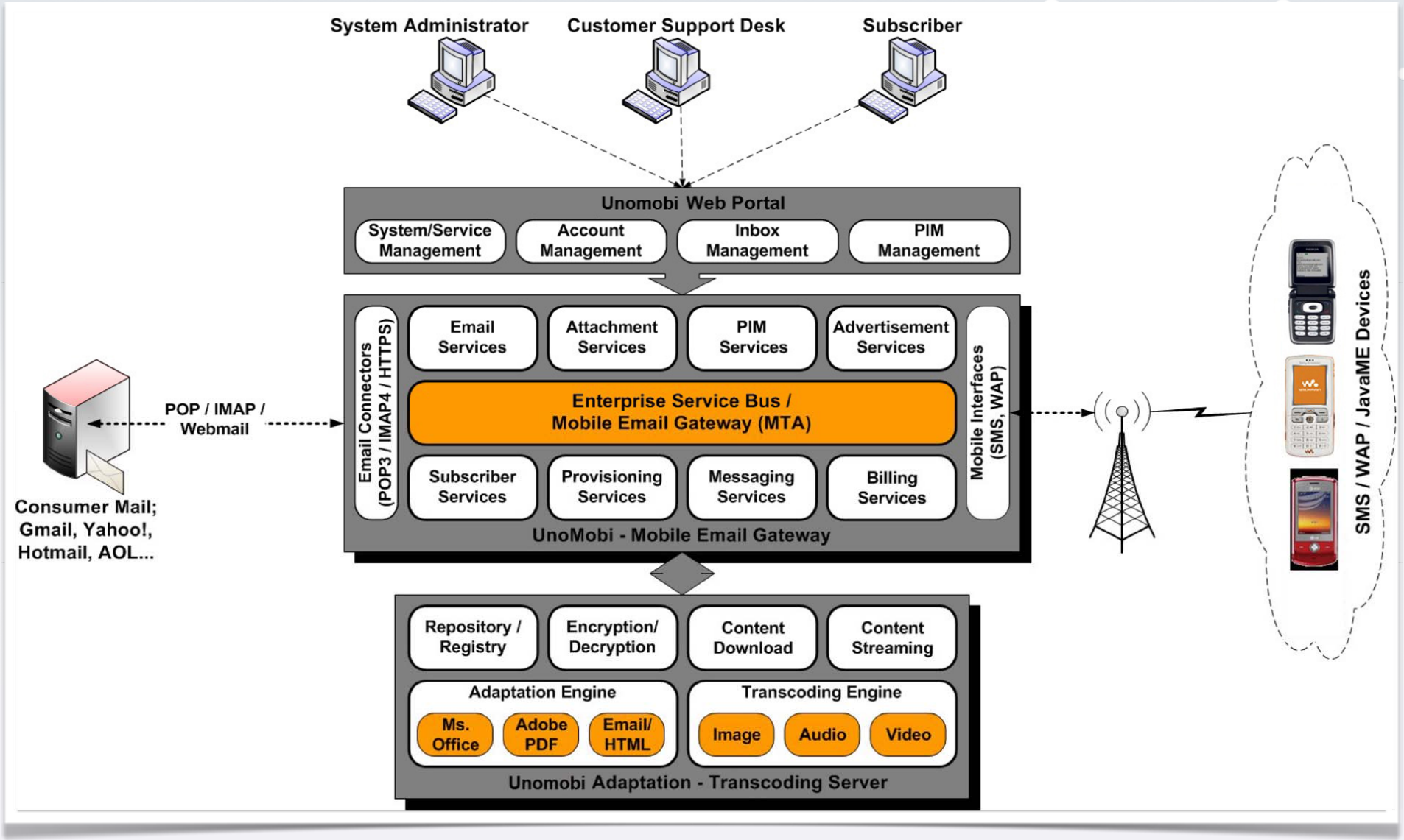


Deployment Process:

1. Planning, Set-up, Customization
2. Testing, Certification
3. Launch

< 45 days for hosted deployment.
Only network touch point is the SMSC.

UnoMobi... Architecture



4. Who We Are.

Unomobi's team of Executives and Engineers have over 20 years of experience in the sale, deployment and support of products and services to Carriers throughout Asia, Europe, Latin America, the Middle East and North America.

Unomobi

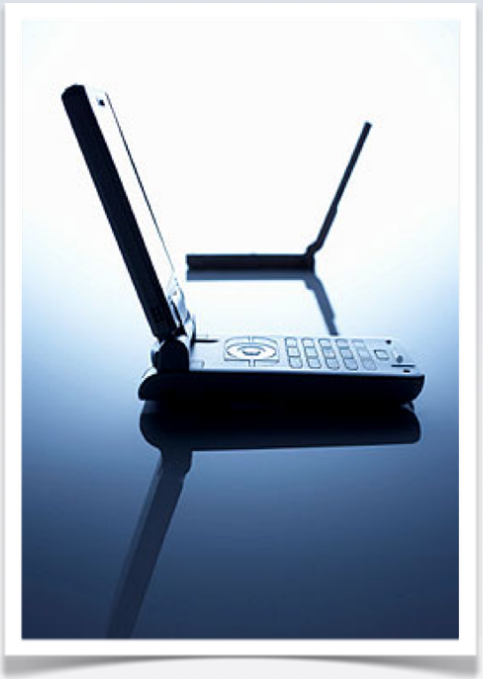
UnoMobi... our key people.

CEO - Marvin Igelman has over 12 years experience in the online media and advertising segment. He was the founder of Portfolios.com one of the largest B2B platforms for the creative community.

CTO - Elie Makhoul is a wireless industry visionary with over 15 years experience in building and launching services for mobile operators. He leads an experienced team that has been working together for over 8 years developing and deploying service delivery infrastructure for mobile operators worldwide.

EVP Sales & Marketing – Damon Miller has over 20 years of successful experience in global sales, marketing, and business development with both wireless and other technology start-ups and multinationals. He has a MBA from Wharton and a BSEE from Cornell University.

UnoMobi... ongoing projects.



Mobile Operators: Syria, UAE, Mexico, United States

Others: Wireless Trade

Partners: Iseemedia (global), Pakistan, Indonesia, India, Turkey

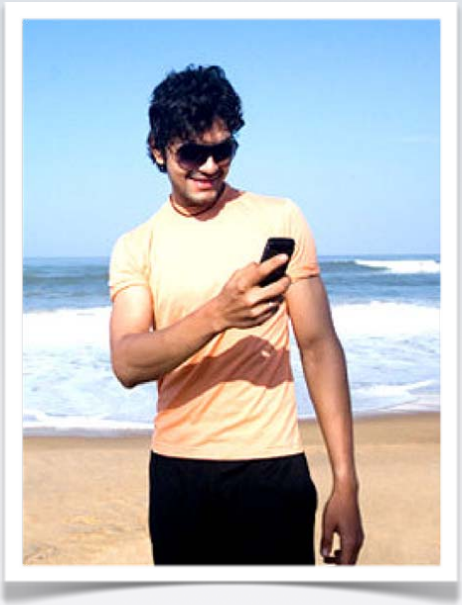
Beta Service: United States

one source mobile messaging

Thank You!

presentation created by JSP design

UnoMobi... validation



consumer mobile Email is poised for growth

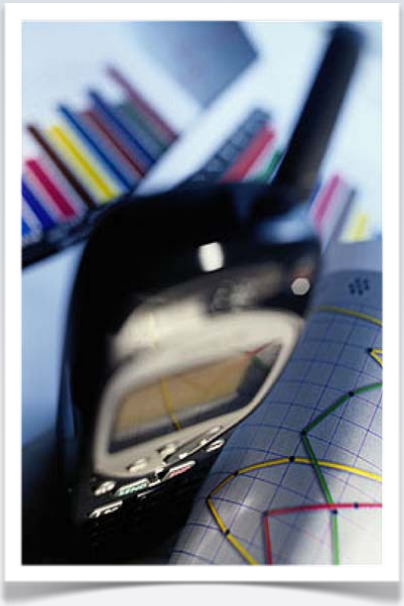
Mass market mobile email is still in its infancy, but poised to explode from a base of 20MM users today to 350MM users by 2010.*

This represents 20% of all email accounts.*

Consumers who do have mobile email spend more time using it than almost all other mobile applications available to them in the market.

Customers want mobile email today, but what is preventing mass adoption?

UnoMobi... adoption issues



adoption of mass-market consumer mobile email has been a problem due to:

Smartphone cost/availability*:

- 14% of 2008 shipments.
- < 4% of installed base.
- MAY account for up to 40% of global user base by 2015.

Data/eMail enabled phones:**

- Feature phone ~ 50% of installed base.
- WAP/data connected ~ 50% of feature phones.
- Net: 3B out of 4B phones cannot support email.
- Low cost, basic phones are predominate in emerging markets.
- Basic phones will likely be the only web/internet access method for many emerging markets for years to come.

Among those that do have capable devices, many are unable or hesitant to load another application on their mobile device – the 5% cap, find it too complex to use, or just too expensive.

SMS is the simplest and most widely used mobile messaging protocol in the world, though it is not yet feature rich. How do we provide a simple yet feature rich mobile email service that will be as widely adopted by consumers as SMS?

* Analyst reports and company estimates. ** Varies based on market, carrier and handset vendor.