

wadja

One-to-many messaging made easy

Problem

The last five years have seen amazing advancements in over the top (OTT) messaging.

Person-to-person messaging has been massively disrupted...



Now business messaging is undergoing the same disruption....



No one has tackled **business-to-consumer messaging** with the elegance and simplicity as the above companies.

For all intensive purposes, SMS is still the king of hill in B-2-C texting.

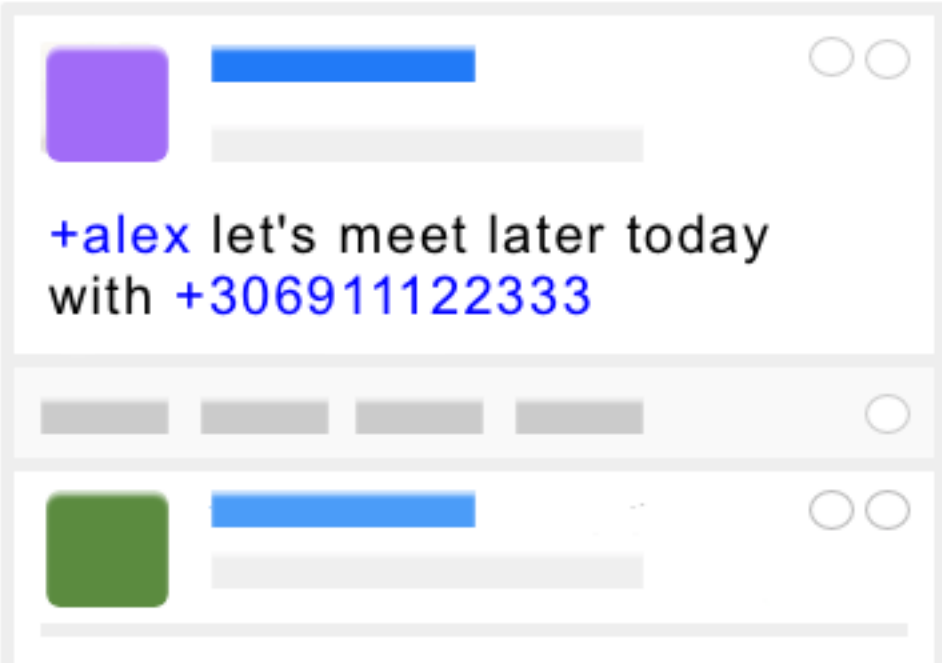
Solution

Business-to-consumer messaging is a bit more complicated than person-to-person and coworker-to-coworker messaging.

Why?

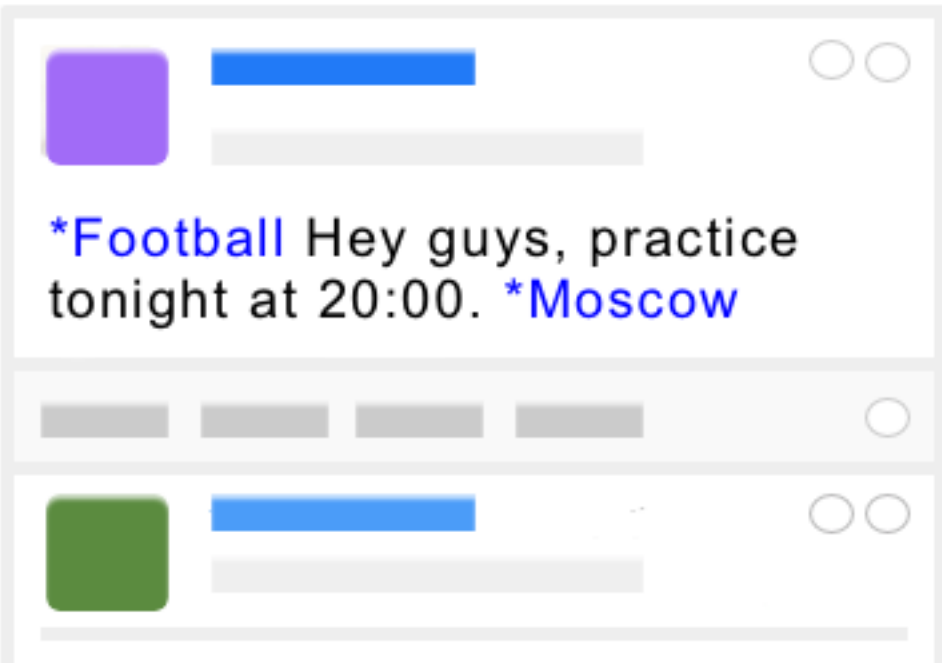
A viable solution has to...

1. Have guaranteed “consumer” reach...this means incorporating traditional SMS
2. Make it easy for a business build contact lists (collect names)
3. Make it simple for businesses to compose messages to their contact lists
4. Keep a directional channel for person-to-business (one-to-one) messaging open



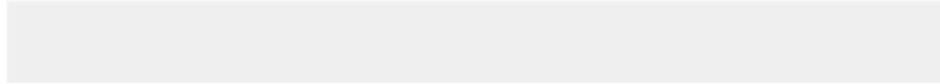
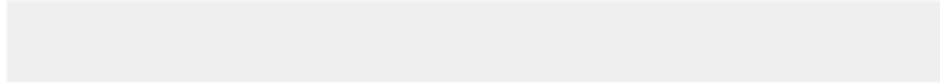
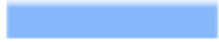
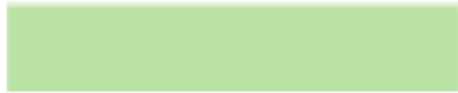
Plus Messaging: To reach a contact directly, send them a Plus Message.

It's completely private and simple to compose. Plus Messages reach recipients over the web or via direct SMS



Star Lists: Organize your text messaging into quick contact lists. Make a Star List for a project, event, group of friends, or anything.

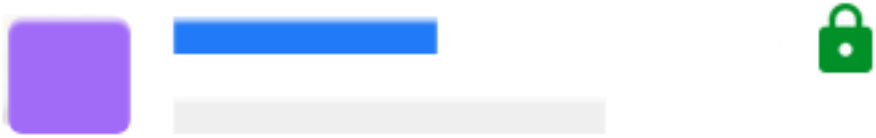
Reach that list with Over the Top messaging and SMS direct messaging.



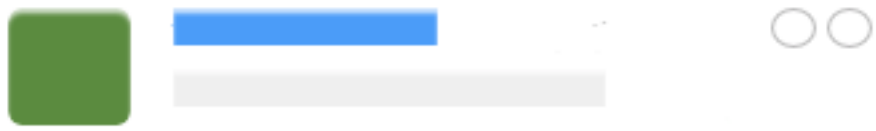
Give Button: Add a Give button to your site to seamlessly build contact lists for future messaging. With one click, visitors click opt-in to your Star Lists.

Give your contact info to Star Lists.





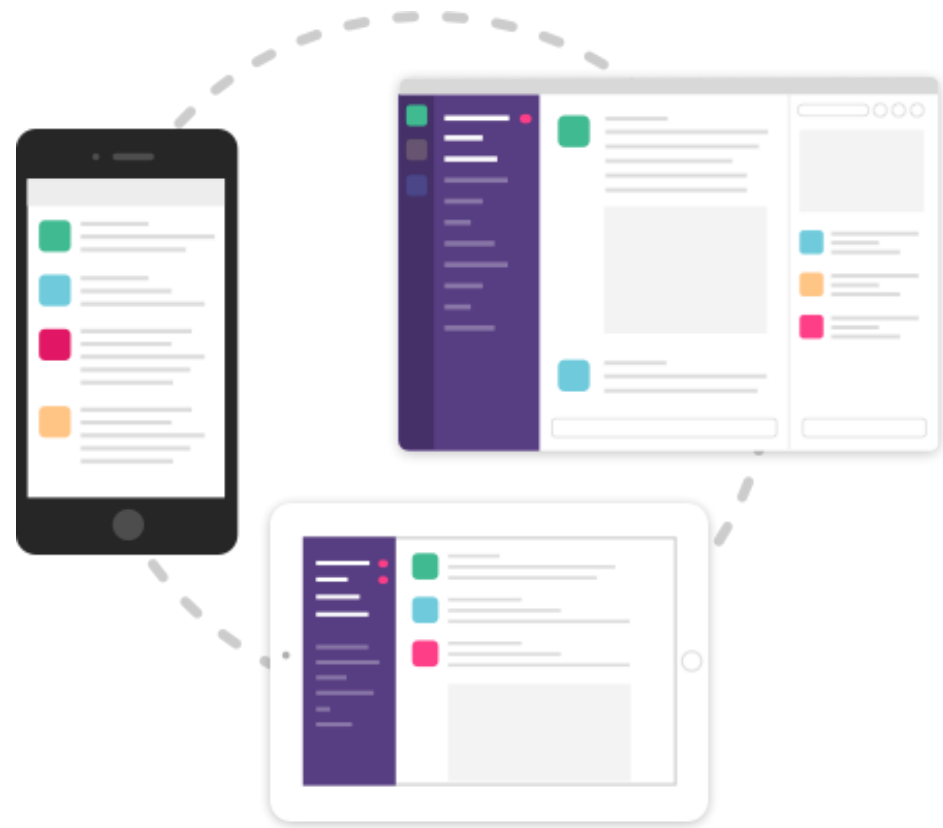
Did you get the invite I sent out to you for my bday? +Maria



Private Feed: Your feed and messaging is private. Activity is shared only between sender and receiver. No one else can see your private feed.

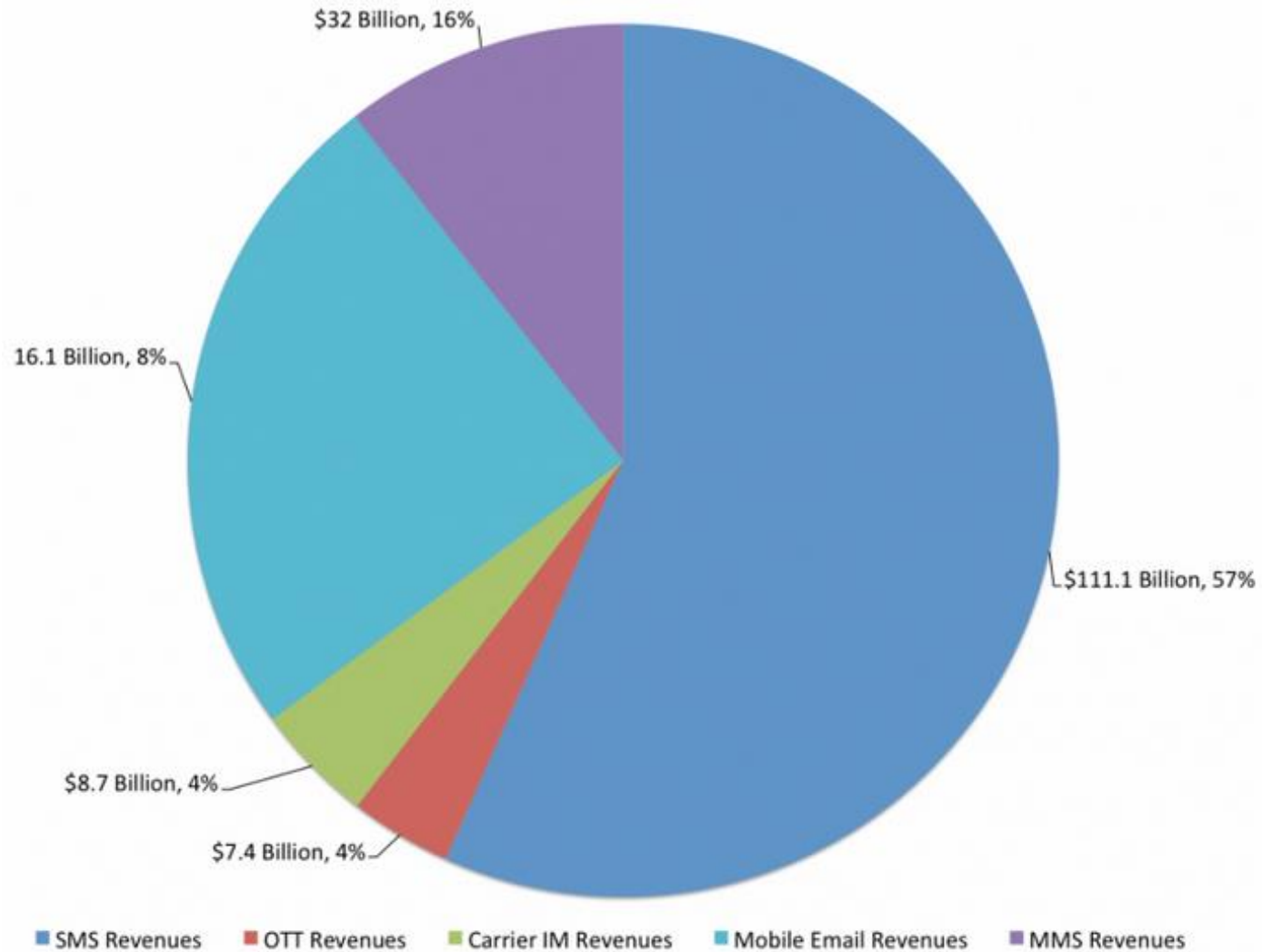
Everywhere you go: Fully native apps for iOS and Android, whatever you do on one device is reflected everywhere.

Everything is in sync, wherever you go.



Market Size

Projected Global Messaging Revenue Breakdown In 2016



Skype Effect

Over the top messaging is growing. That doesn't mean revenue earned by messaging apps is anywhere close to SMS.

The analogy likely will be the impact of Skype on international long distance revenue. Skype displaces some amount of international long distance revenue. But it displaces a huge amount of usage.



Business Model

Point Top Ups: \$5.00 gets 500 points to use for global SMS termination

Sponsored Gives: Brands feature their Star Lists & Give buttons to web and mobile users.
Increase contact list subscriptions

The screenshot displays the Wadja mobile application interface. At the top left is the 'wadja' logo in blue. To its right is a search bar with the placeholder text 'search people, hashtags'. On the far right of the top navigation bar are several icons: a blue profile icon, a purple profile icon, a menu icon, a plus icon, a speech bubble icon, an information icon, and a share icon.

The main content area is split into two columns. The left column shows a messaging interface. At the top, there's a header with a lock icon. Below it is a text input field with the placeholder 'Type a + in front of a contact or mobile number to send SMS'. Underneath the input field are icons for camera, gallery, voice recording, and music. On the right side of this section is a link icon with '160' and a blue 'Send' button. Below this is a conversation header with two profile icons and a lock icon. The main body of the message contains three lines of greyed-out text. Below the message is a row of actions: 'Star - Reply - Delivery - Share'. At the bottom of the message is a green 'Reply to message...' button.

The right column is a sidebar. It starts with a 'Welcome' message and two profile icons. Below that is a white rectangular box. Further down, there's a promotional card with a red border. The card displays '23585 POINTS' in bold, followed by two buttons: an orange 'Get more points' button and a blue 'Get free points' link. Below this is another promotional card, also with a red border, featuring the Spotify logo, the word 'Spotify' in green, a yellow 'Promoted' button, and a red 'Give' button with a person icon.

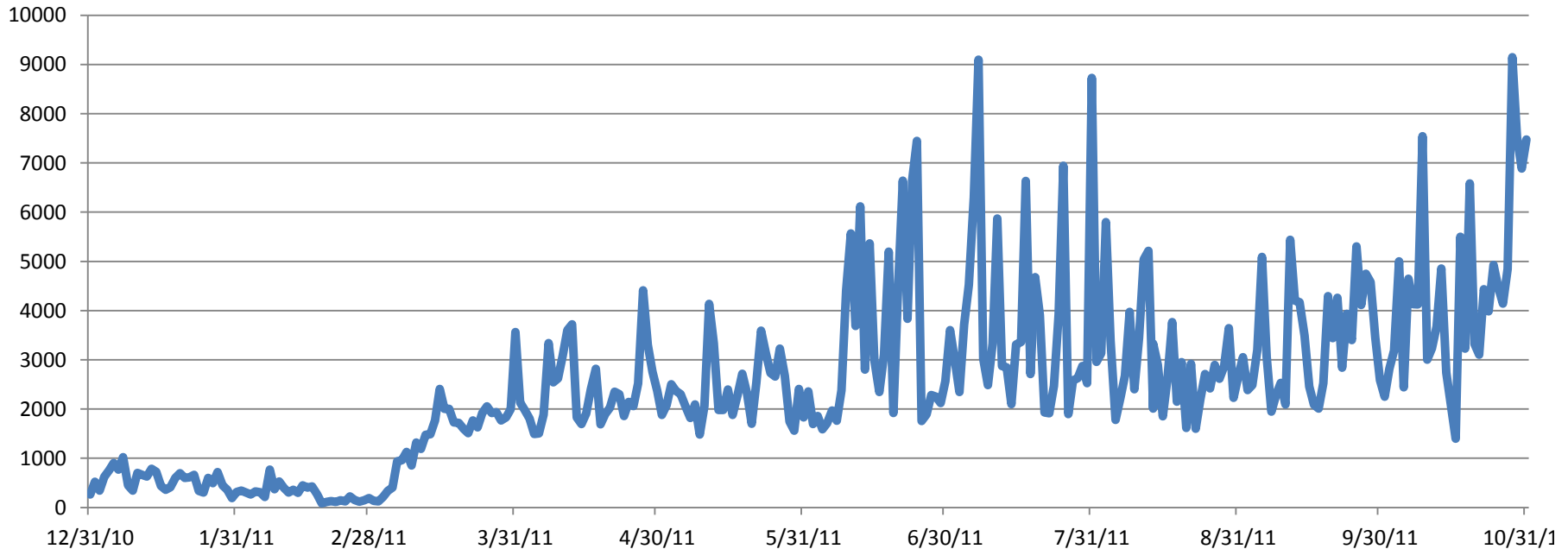
Growth and Adoption

Total registered user base = 7 million sign ups to date

Top ten country registrations

U.S.A.	613,036	France	232,280
Morocco	562,924	Nigeria	189,269
Hungary	455,000	Chile	168,979
Nepal	310,513	India	152,895
FYROM	278,142	Tunisia	147,425

User sign ups from January 1, 2015 to Nov 1, 2015



Competition

The Reach of Messaging Apps in Different Countries

Source: Onavo

This is the percentage of iPhone users in each country that use these apps on a monthly basis

Country	Facebook Messenger	WhatsApp	Pinger	Line	Kik	Voxer	KakaoTalk	textPlus
Austria	26%	59%	< 0.25%	0.6%	2%	1%	1%	< 0.25%
Australia	17%	19%	< 0.25%	3%	3%	2%	2%	< 0.25%
Brazil	34%	71%	< 0.25%	< 0.25%	1%	17%	0.26%	< 0.25%
Canada	16%	16%	< 0.25%	1%	2%	3%	1%	< 0.25%
Switzerland	13%	69%	< 0.25%	1%	1%	2%	0.25%	< 0.25%
China	1%	11%	< 0.25%	4%	0.26%	< 0.25%	2%	< 0.25%
Germany	31%	84%	< 0.25%	0.5%	1%	2%	0.50%	< 0.25%
Spain	13%	97%	2%	0.3%	1%	1%	0.50%	< 0.25%
France	18%	14%	< 0.25%	0.4%	1%	0.4%	0.30%	< 0.25%
Great Britain	14%	39%	< 0.25%	0.4%	3%	1%	< 0.25%	< 0.25%
Ireland	15%	31%	< 0.25%	0.3%	1%	4%	0.40%	< 0.25%
Italy	32%	81%	< 0.25%	0.4%	1%	1%	0.40%	< 0.25%
Japan	15%	6%	2%	44%	1%	6%	6%	1%
South Korea	3%	2%	< 0.25%	6%	< 0.25%	0.3%	88%	< 0.25%
Netherlands	12%	83%	< 0.25%	0.3%	1%	0.4%	< 0.25%	< 0.25%
New Zealand	19%	19%	< 0.25%	2%	1%	4%	2%	< 0.25%
Russia	4%	34%	< 0.25%	1%	0.32%	1%	< 0.25%	< 0.25%
United States	11%	7%	2.0%	1%	3%	5%	1%	1%

Use of Capital

100,000 Euros - 10% Equity - Runway 1 Year

Product development

20% Product Development

New features and user interface enhancements

35% Native Mobile Applications

iOS and Android

10% Hosting and infrastructure

Cloud, database, messaging

Operations / marketing

10% User engagement

Newsletters marketing to current user base

20% New user acquisition

Grow sign ups & user activity (Gives embeds)

5% Miscellaneous

Overhead and travel (pitches, road shows etc...)