Programmable Unified Communications

Series C - v4

Our Value Proposition

Democratizing Communications thru Ease of Use with Customization

Over 200 years of cumulative experience, our team has developed and maintained the number one open-source communications platform in the world, FreeSWITCH.

Early adopters demonstrate the upside of making this technology available to the masses. SignalWire is leading the digital transformation of Telecommunications and Unified Communications with **software-defined logic on our cloud native platform.**

Our technology forms the backbone of modern communications applications:

sprinklr

Deutsche Telekom

ORACLE

Five9

dialpad

zoom

amazon

ring

CISCO

THE HOME DEPOT

Programmable Unified Communications
Customization made simple

○ Programmable, scalable, flexible **CPaaS** combined with core **UCaaS, CCaaS UCaaS and AI** capabilities.

○ **Low-code/No-code** for creators, **SDKs** for **easier integrations**, and **APIs** for developers for **extreme customization**.

○ **Highest quality offerings** to support advance third party applications, e.g. sentiment analysis, **Voice-enabled AI natural language** processing

○ **Programmability** for customization simplifies and delivers only the features required by customers.

Winning by Disruption

Simple, Intelligent Programmable Unified Communications

Our cloud-native, enterprise unified communications infrastructure is architected to be **more agile and scalable than ANY other solution** which allows us to respond faster to emerging use cases and adjacent technologies. We enable our customers to **deliver innovation faster to their customers.**
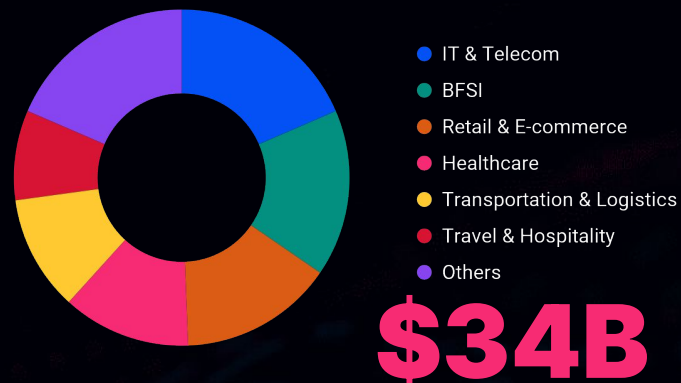
Paying Users	2019	2020	2021	2022	2023
	6,332	20,130	32,397	49,463	53,000

Over 14,800 paying users **Healthy pipeline** with product led growth, including enterprise customers

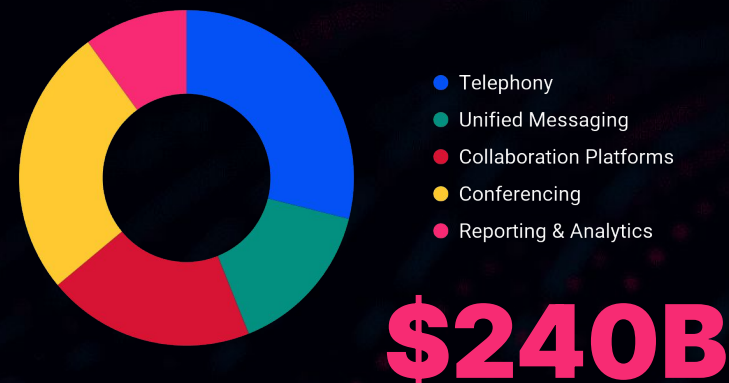**Sales Qualified Opportunities**

Opportunity: Programmable Unified Communications

Convergence of CPaaS with Customizable Unified Communications

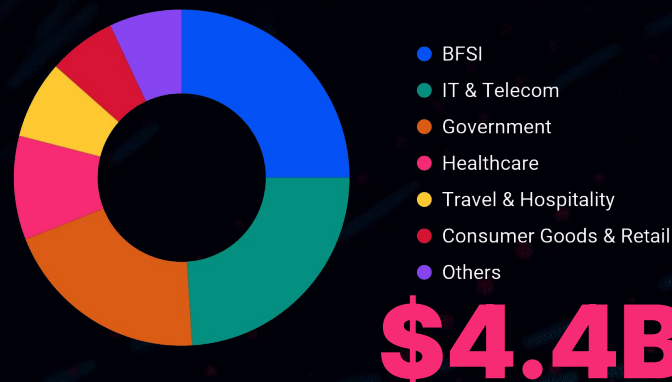### Global CPaaS Market - Share by End-Use 2021

- IT & Telecom
- BFSI
- Retail & E-commerce
- Healthcare
- Transportation & Logistics
- Travel & Hospitality
- Others

$34B

Global UCaas Market Share, By Component, 2020

- Telephony
- Unified Messaging
- Collaboration Platforms
- Conferencing
- Reporting & Analytics

$240B

Global CCaaS - Share by End-Use 2022

- BFSI
- IT & Telecom
- Government
- Healthcare
- Travel & Hospitality
- Consumer Goods & Retail
- Others

$4.4B

High Growth, Large Market

Significant opportunity even in CPaaS alone

- CPaaS
  - **$34B** by 2026[2]
  - **28.1% CAGR** resulting in **95%** of global enterprises utilizing **API-enabled CPaaS** by 2025[3]
  - "Through 2026, the market is projected to almost **triple in size**, from $62.0 billion in 2021 to more than **$237.6 billion**."[1]
  - 30.1% revenue share in North America in 2021[5]
- UCaaS
  - **$240B in 2030 with 26.43% CAGR** from 2022 to 2030, according to CMI
- CCaaS
  - $4.4B worldwide in 2022 with U.S. Market CAGR of 16.8% from 2023 to 2030
- **Programmable Unified Communications creates new white space** and deliver PUC through **APIs, SDKs, no/low-code and apps**, including **white label** apps and **partner portal.**

[1] Gartner, July 2022
[2] Forbes, February 2022
[3] Gartner, September 2021
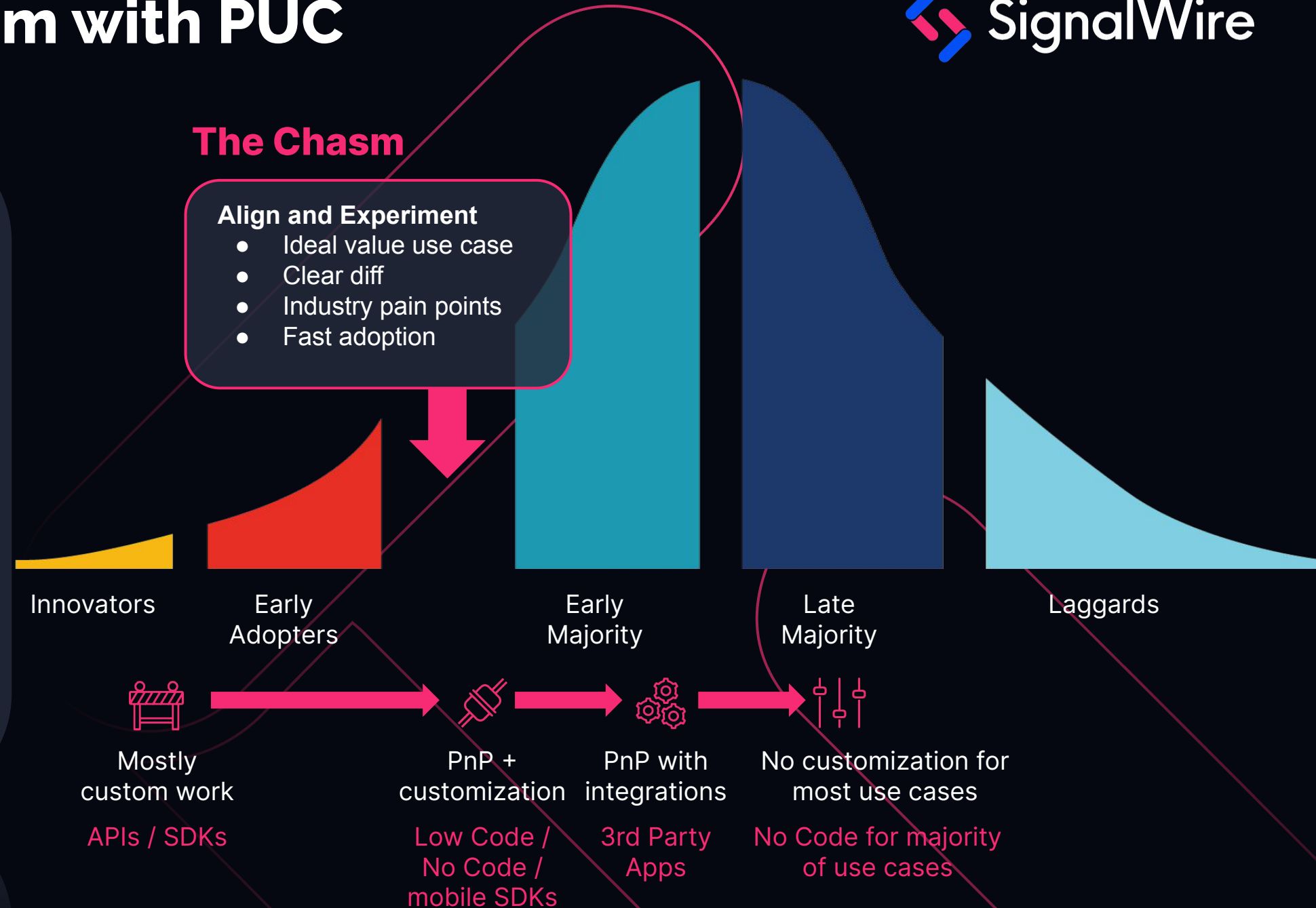[4] Forbes Business Insights, October 2021
[5] Grand View Research, 2022

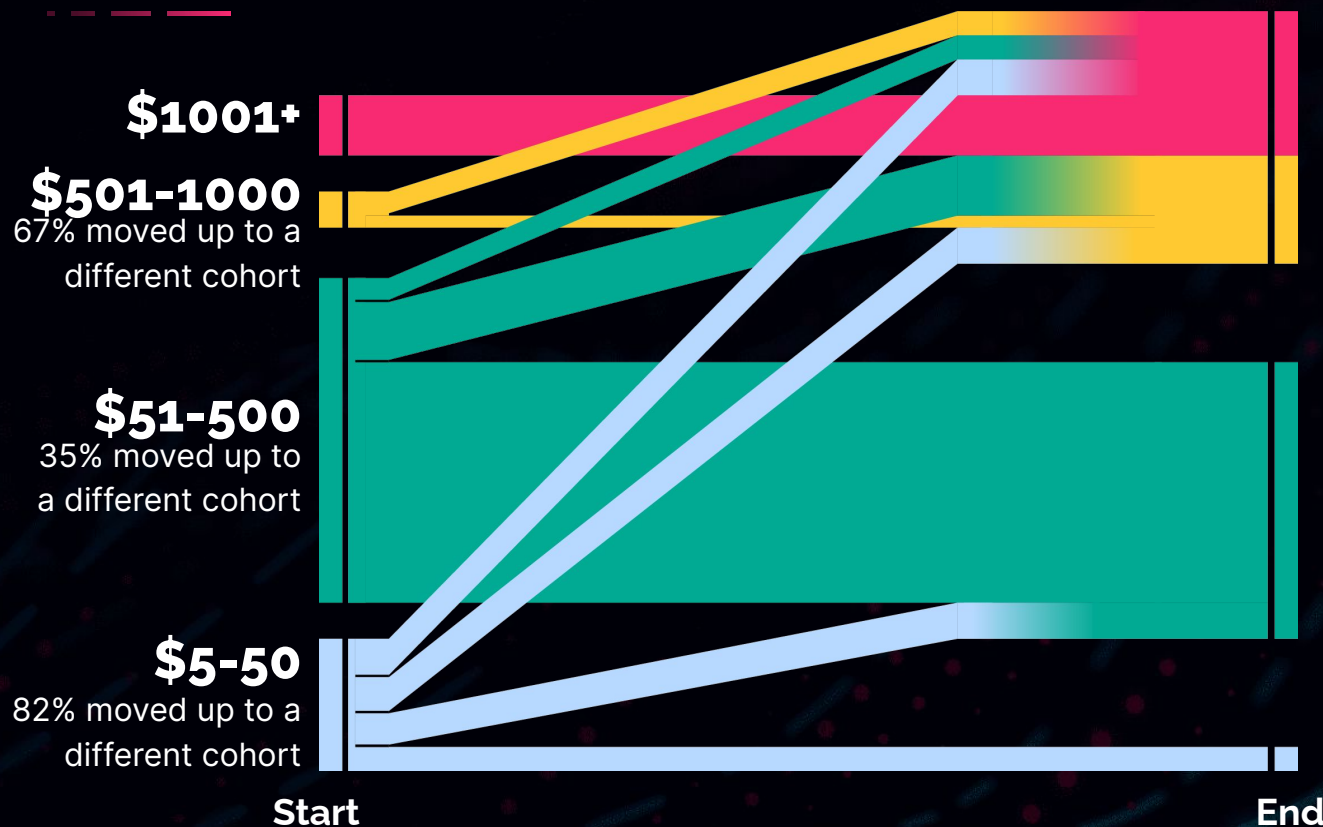# Crossing the Chasm with PUC

Tornado Hunters

- **New category with PUC to take away business from both CPaaS, CCaaS, UCaaS, and UC**
- **Call Fabric (CF), our NextGen architecture, nearly implemented**
- **AI built on CF demonstrates unmatchable quickest TTM**
- **v1 CF UI GA delivers most intuitive building of PUC - MAR**
- **PUC mobile app w/ SDK delivers UC app out-of-box - MAR**
- **FSA to fund rising star (PUC)**
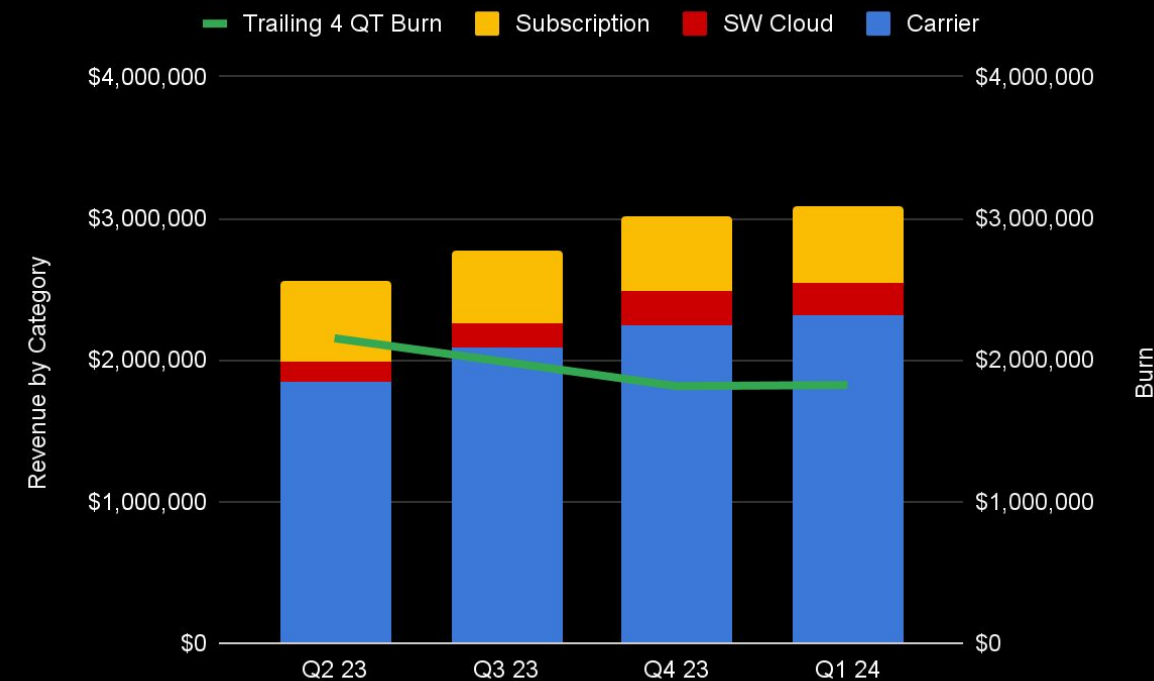- **Call Center and Marketing service providers**
- **Partnerships**

The Chasm

Align and Experiment
- Ideal value use case
- Clear diff
- Industry pain points
- Fast adoption

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

Mostly custom work

PnP + customization

PnP with integrations

No customization for most use cases

APIs / SDKs

Low Code / No Code / mobile SDKs

3rd Party Apps

No Code for majority of use cases

Revenue Growth through PLG

Company restructuring to increase productivity and ROI while increasing revenue

$1001+

$501-1000
67% moved up to a different cohort

$51-500
35% moved up to a different cohort

$5-50
82% moved up to a different cohort

Start   **End**

Customers enter PLG engine **climbing to higher consumption** cohorts with **very low churn.**

Legend: Trailing 4 QT Burn — Subscription — SW Cloud — Carrier

Axis: Revenue by Category / Burn
Categories: Q2 23, Q3 23, Q4 23, Q1 24

<u>2020-2021</u>: **118%** increase in revenue
<u>2021-2022</u>: **70%** increase in revenue
<u>2023-Present:</u>
- Restructuring started in Q2
  - COO/co-founder and VP Product departed
  - New sales leader
- Increase productivity while reducing burn
  - Agile product development
  - Targeted verticals and use case campaigns
- Most product releases in history
  - AI
  - Low-code/No-code
  - UX improvements
- Programmable Unified Communications launch Q1 2024

Opportunity: Programmable Unified Communications (PUC)

Convergence of CPaaS with Unified Communications

Programmable Unified Communications
Easy to use and customizable

- Programmable, scalable, flexible **CPaaS** combined with core **UCaaS, CCaaS and UCaaS** capabilities: **messaging, voice, video, apps, APIs and SDKs** plus **managed identities, call routing, end-user application framework, voice AI with actions**.

- **Low-code/No-code** for creators, SDKs for **easier integrations**, and APIs for developers for **extreme customization for highly proprietary use cases**.

- **Highest quality service** to support advance third party applications, e.g. sentiment analysis, **Voice-enabled AI natural language** processing

- **Programmable customization** of only the features required by customers, **decomratize with easy of use and costs**.

Our Value Proposition

Democratizing Communications

For over 19 years with over 200 years of cumulative experience, our team has developed and maintained the number one open-source communications platform in the world, FreeSWITCH.

Early adopters demonstrate the upside of making this technology available to the masses. SignalWire is leading the digital transformation of Telecommunications and Unified Communications with **software-defined logic on our cloud native platform.**

Our technology forms the backbone of modern communications applications:

sprinklr · ·T· Deutsche Telekom · ORACLE · Five9

dialpad · ZOOM · amazon · ring

CISCO · THE HOME DEPOT

Intuitive, Flexible, Scalable

Our customers build faster and realize value sooner

Building UC made simple & faster
Our low/no-code enables users with little to no coding experience to **quickly test, demonstrate value, and further consume** our offerings. Our intuitive APIs and SDKs enables developers without deep technical experience to build solutions for highly complex use cases. **Our customers deploy solutions faster.**

Flexible Deployments
Our trusted solution provides flexibility to deliver **hybrid cloud, multi-cloud, and outpost solutions** to best fit the needs of our customers and market trends, including strict data privacy and residency. Our solution allows customers to scale faster **without building their own infrastructure or engineering team**.

Our Disruption

Democratize intelligent, unified communications

Our cloud-native, enterprise unified communications infrastructure is architected to be **more agile and scalable than ANY other solution** which allows us to respond faster to emerging use cases and adjacent technologies. We enable our customers to **deliver innovation faster to their customers.**

Outpace Competitors with our next generation platform that enabled us to develop, deliver and disrupt CPaaS, CCaaS and UCaaS with **our AI framework**.

Fully customizable infrastructure to meet present and future customer use cases. Our intuitive console delivers customization with **no code or low code**. **Unparalleled advanced integrations**, such as Natural Language Understanding, Sentiment Analysis, and human-like conversational AI Agent.
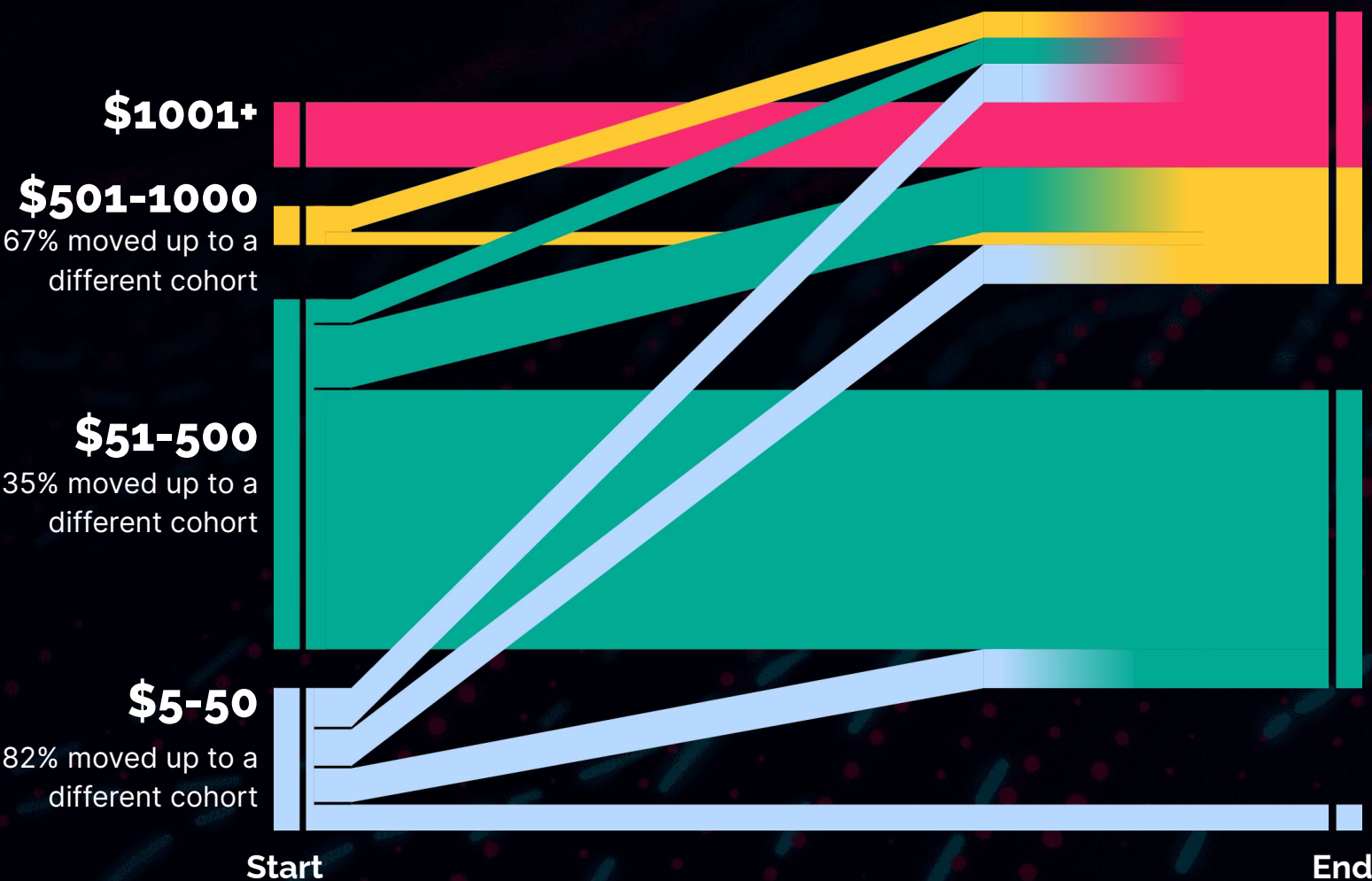
Programmable and approachable advanced technologies, such as AI, CPaaS, UCaaS, and CCaaS, to deliver customer centric solutions faster than any competitor.

Complicated Architecture

Video, Voice, SMS/MMS, AI, Events/Alerts, Users/Identity, Messaging

PSTN, Internet, 5G

For cloud-native platform agnostic architecture

Multi-cloud   Private Cloud   Hybrid   Outpost   Public Clouds

Through simplified, low-code, building blocks

On a unified development layer
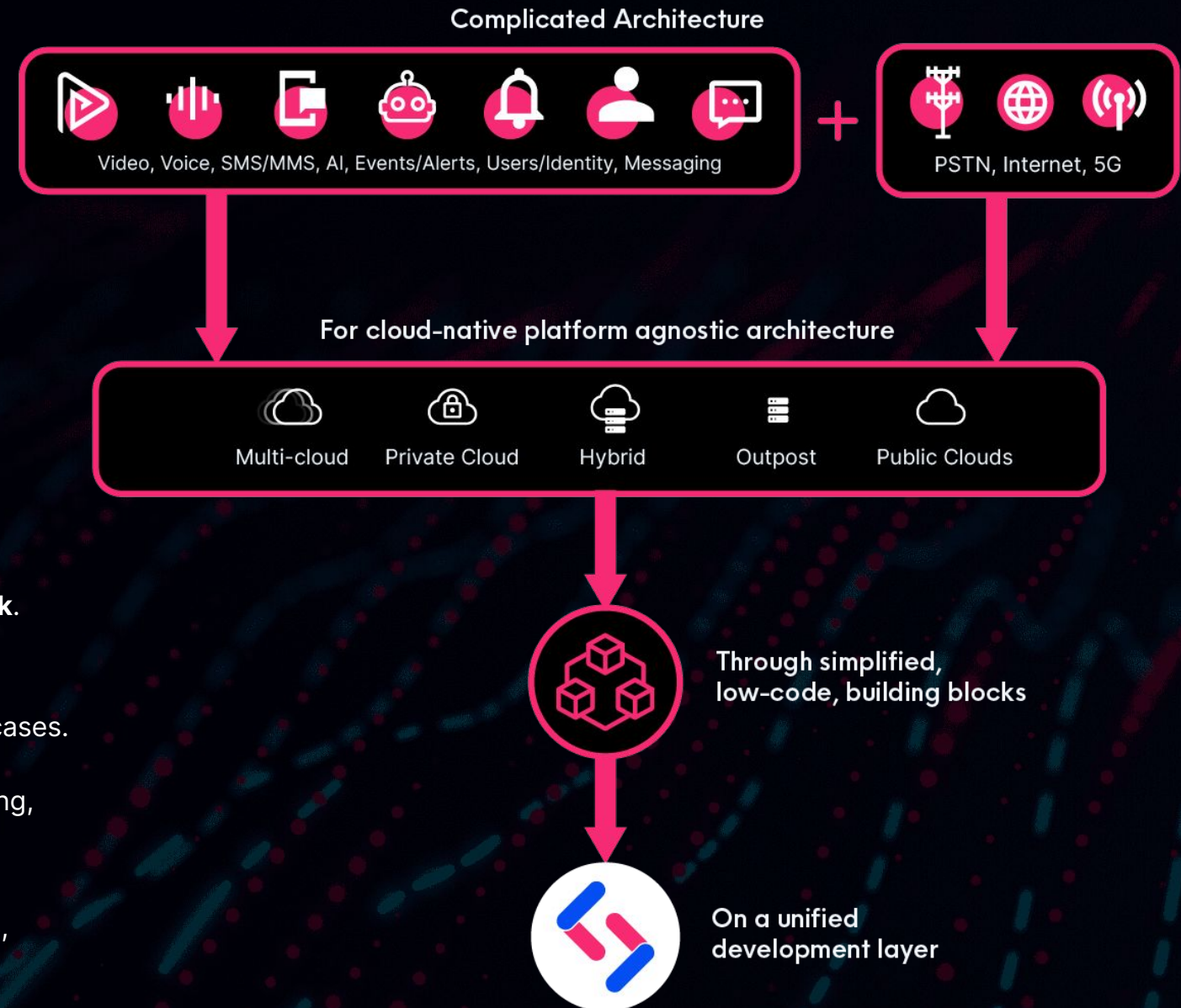
Delivering innovation faster to
Intelligent Omnichannel Communications

Customer Revenue Journey - 2023

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Start

End

Recognized Revenue Growth - Previous 4 Qs

A year of restructuring to increase productivity, launch new products,
and create a new product category during an economic downturn.

Growth

118%	2020-2021
70%	2021-2022

2023-Present:
- Restructured starting Q2
  - COO/co-founder and VP Product departed
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- Increase productivity while reducing burn
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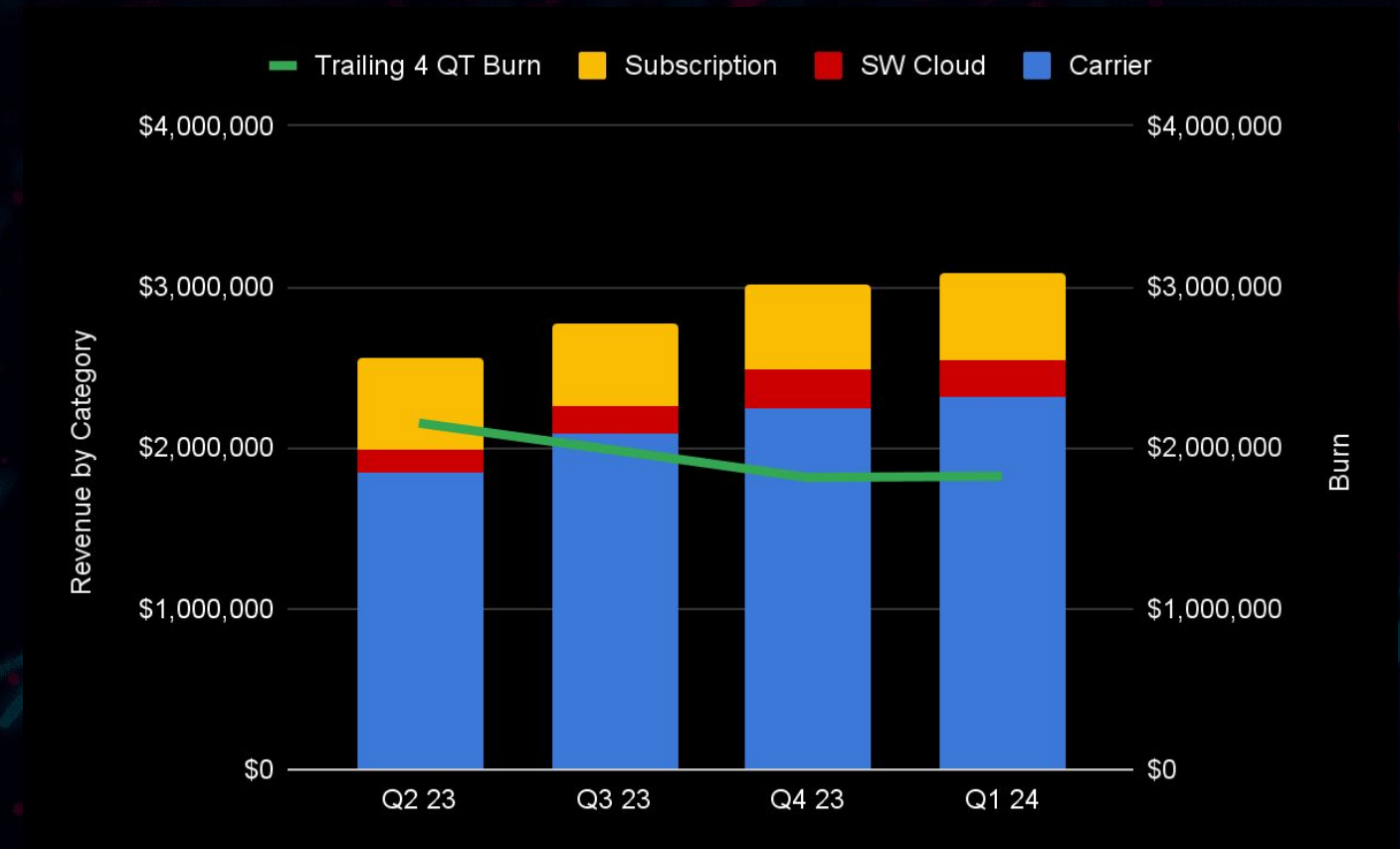
Smart Investments for Growth

Delivering new technology and products while
lowering expenses and **extending runway**

3 months Avg Accrual Burn	($496,301)
6 months Avg Accrual Burn	($545,571)
9 months Avg Accrual Burn	($572,677)
12 months Avg Accrual Burn	($592,151)
3 months Avg Cash Burn	($286,314)
6 months Avg Cash Burn	($452,684)
9 months Avg Cash Burn	($505,732)
12 months Avg Cash Burn	($535,908)
Runway in months	16
Revenue for this month	$1,053,864
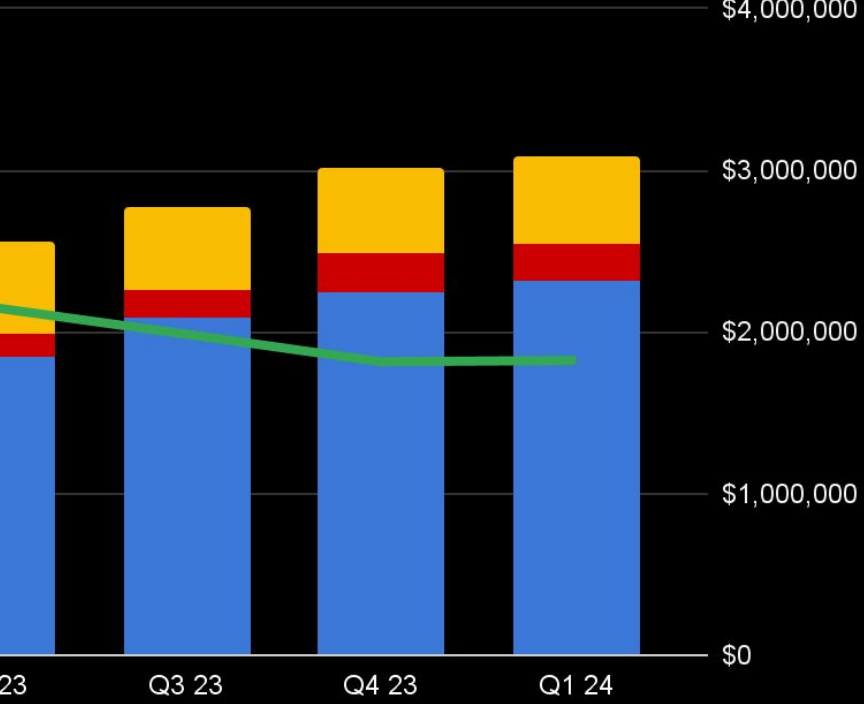
le Growth - 2

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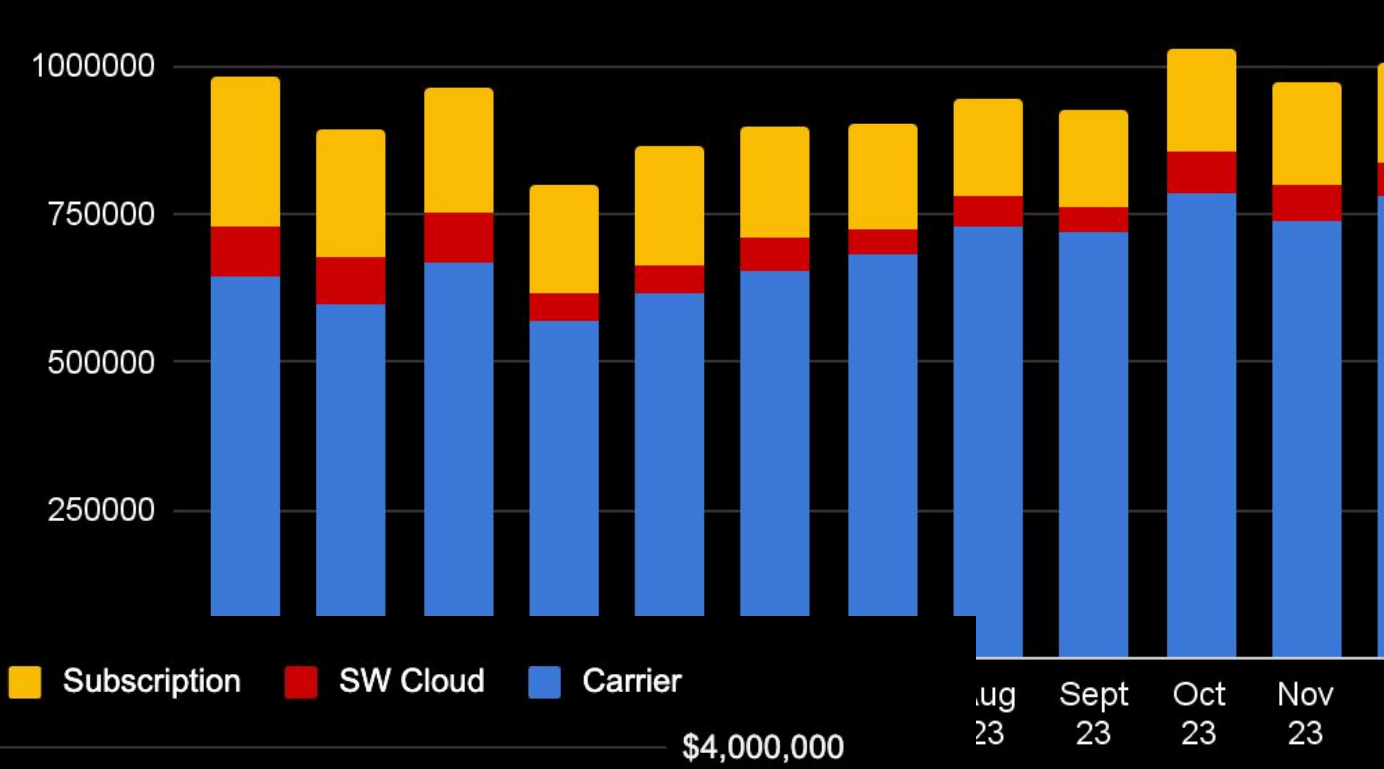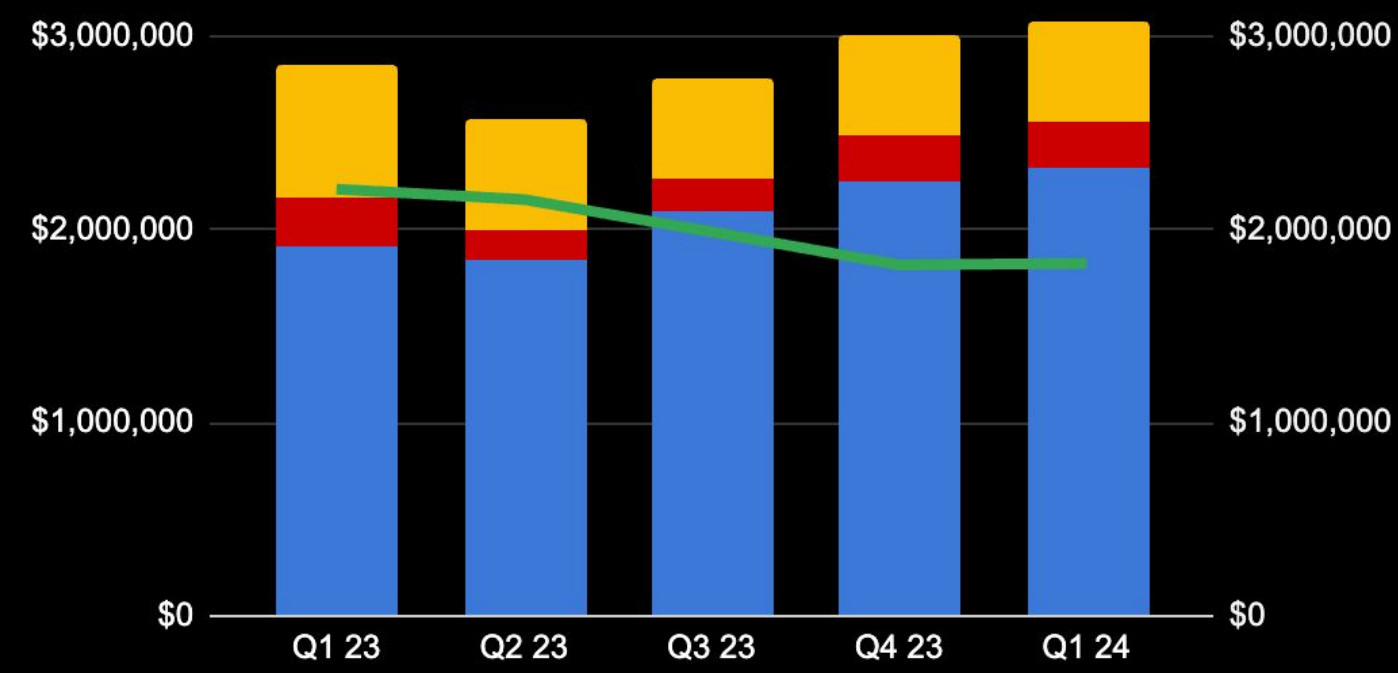
2023:
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- Increase productivity while reducing burn
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- Most product releases in history
  - AI
  - Low-code/No-code
  - UX improvements
- New Category - PUC

5-Year Growth Plan to $200M ARR

Through Differentiated Value

2024

- PUC launch (mobile and web)
- Call Center v1 (low-code)
- Omnichannel AI Agent (Voice, Video, Chat)
- Call Center and Marketing use case positioning
- PUC expansion in Telco
- ABM marketing
- Vertical marketing
- Enterprise PUC

$21.5M ARR

2025

- Call Center v2 (reporting
- PUC full-featured with no-code
- Richer UC collaboration features
- Expansion of No-code use cases
- Out-of-box white label PUC for Telco/ISPs
- True Virtual Office
- FED & SLED

$40M ARR

2026

- Entertainment
- Enterprise expansion
- International, including APAC
- Call Center LLM
- Outpost on-prem
- Identity Verification & Management

$74M ARR

2027

- PUC for individual consumers
- Workbench for mobile apps
- Customer Data Platform
- Hosting AI models

$123M ARR

2028

- Quantum network transport
- DIY AR/VR

$201M ARR

Our Vision

Revolutionizing telecommunications with AI and Cloud Telecom

Empower businesses with **easy-to-use and customizable cloud communications tools**, moving beyond one-size-fits-all solutions to **spark innovation and growth**.

Deliver our pioneering communications technology that took decades to develop and present it in a digestible format that **allows customers to deploy exactly what they want, freeing them from the obstacles of time, cost, and resources**.

SignalWire AI, Voice, Video and Messaging powered by **software-defined logic** accessible via **no-code visual builders, a low-code cloud console, and intuitive APIs** that replaces cumbersome development for complex deployments.

The SignalWire platform democratizes Unified Communications by simplifying development for complex communications.

Our Evolution to Programmable Unified Communications

Focused on the future, not the present

Disrupting telecommunications by demystifying AI with a *no code voice AI Agent* while continuing to **simplify messaging, voice and video** with a *cloud-native platform* that bridges telco with **simple, intelligent, programmable unified communications**.

SignalWire

Communications Technology

Industry Miss

Course Correction

Telco & CPaaS Industry
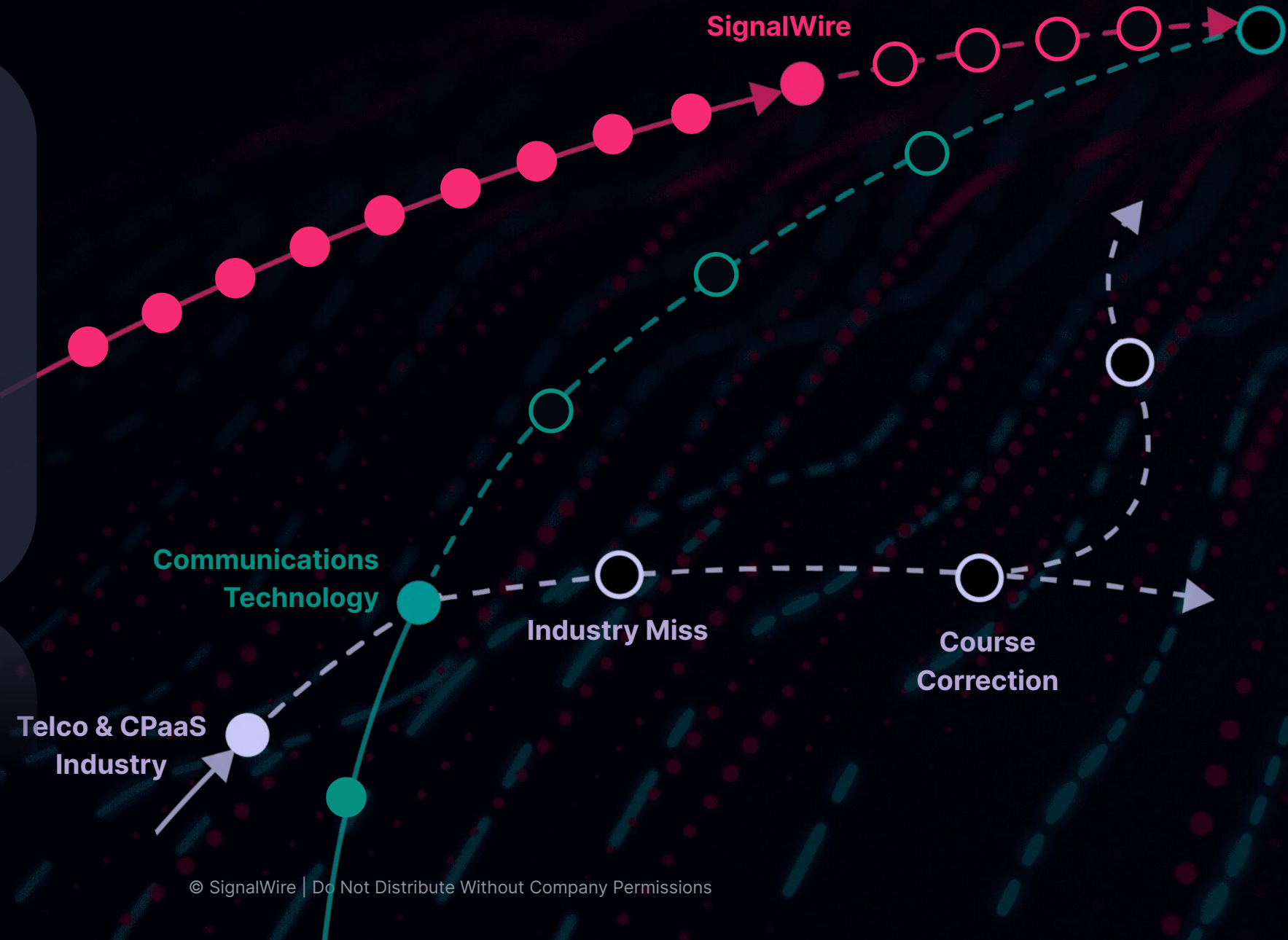
Our FreeSWITCH Origin

Solve our own challenging problems

PROBLEM
We could **not find a stable, scalable solution** to implement our 2004 call center as a service product. DIY implementations were a collection of random tools with constant **stability and maintenance issues**. Premade solutions were **massively expensive** and still required physical data centers anyway.
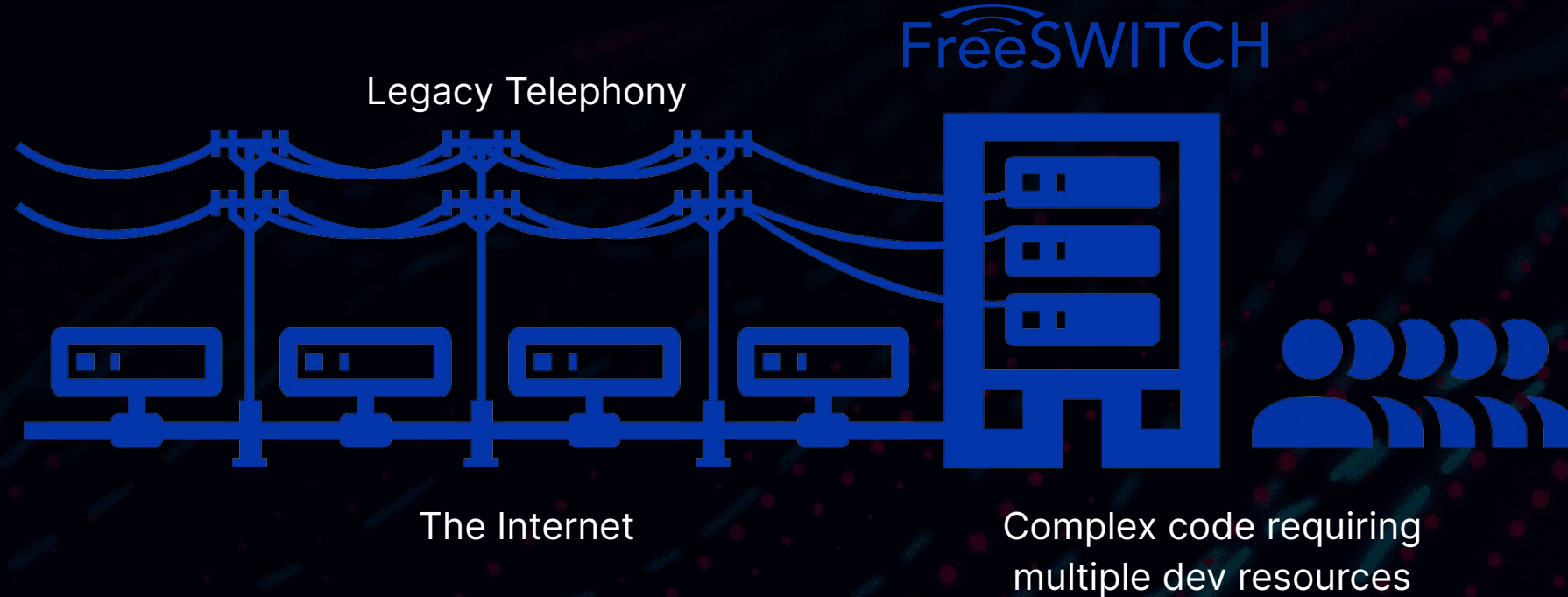
SOLUTION
We built **FreeSWITCH** on our vision of how to solve those problems, made a community, and used it for insight, and it went well beyond the original goal.

RESULT: FreeSWITCH became so **ubiquitous** that the world made many vertical products with it that **generate billions of dollars a year**.

Our Evolution - Hardware to Software

On-Prem → **Cloud Native** → **Any Cloud** → **AI**

FreeSWITCH

Legacy Telephony

The Internet

Complex code requiring
multiple dev resources

On-Prem
2005-2017

Market: Expensive, one-size-fits-all, on-prem proprietary telecom appliances.

SW Disruption: Through **FreeSWITCH** SignalWire delivered software-defined telecom with on-prem Open Source that is **downloaded thousands of times per day** by an engaged and highly active community of **developers around the world.**

Our Evolution - On-Prem to Cloud

On-Prem → **Cloud Native** → **Any Cloud** → **AI**

Minimal code maintained by fewer resources

Simple API Calls
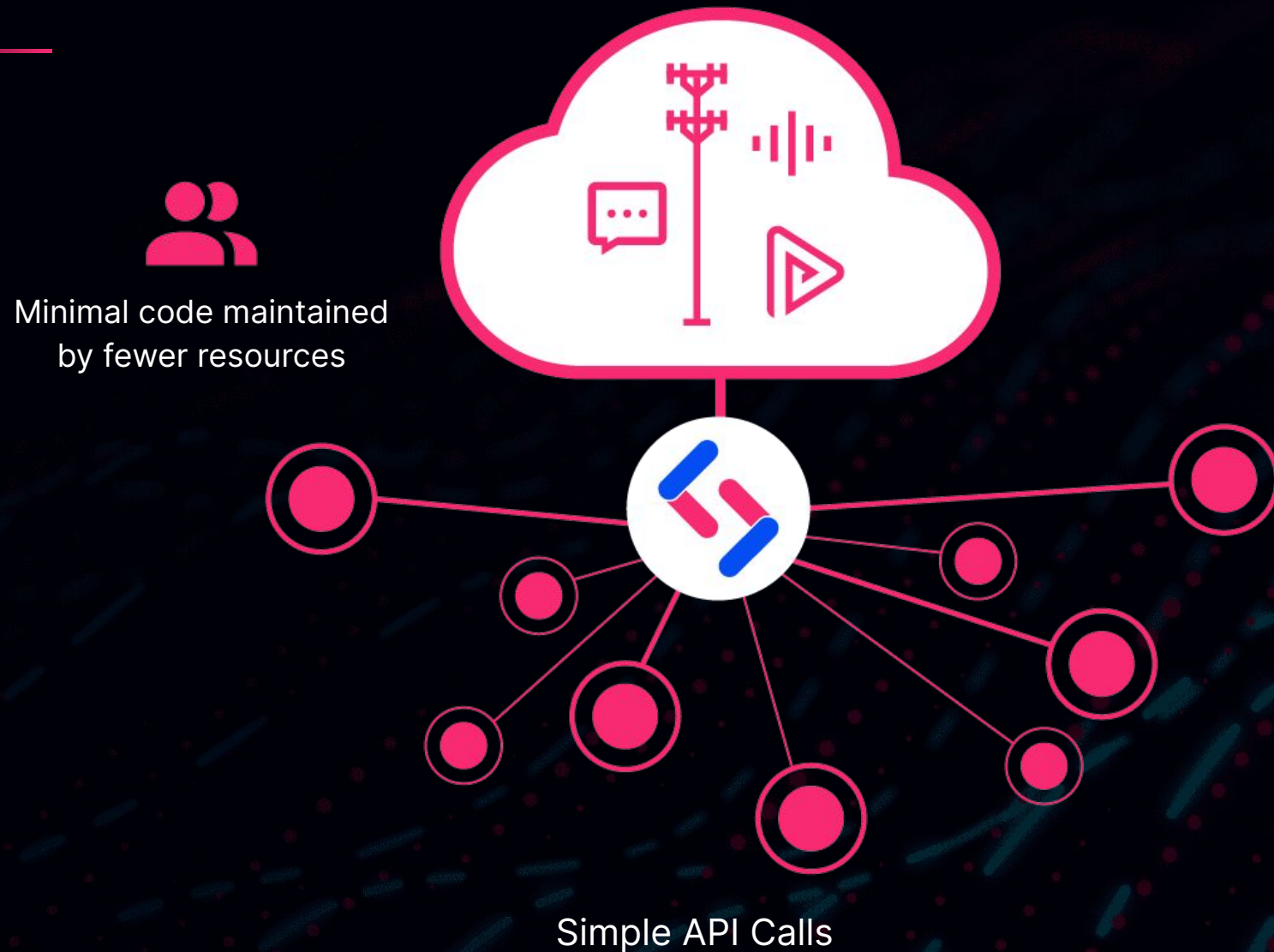
Cloud Native
2018-2022

Market: Migration from on-prem hosted servers to scalable cloud infrastructure.

SW Disruption: Starting with PSTN calls and SMS messaging, SignalWire delivered a **cloud-native, enterprise platform** that bridges on-prem and legacy telecommunication with software interconnected by the internet.

Our Evolution - Programmable Unified Communications

on-Prem → Cloud Native → **Any Cloud** → **New tech/use cases/problems**
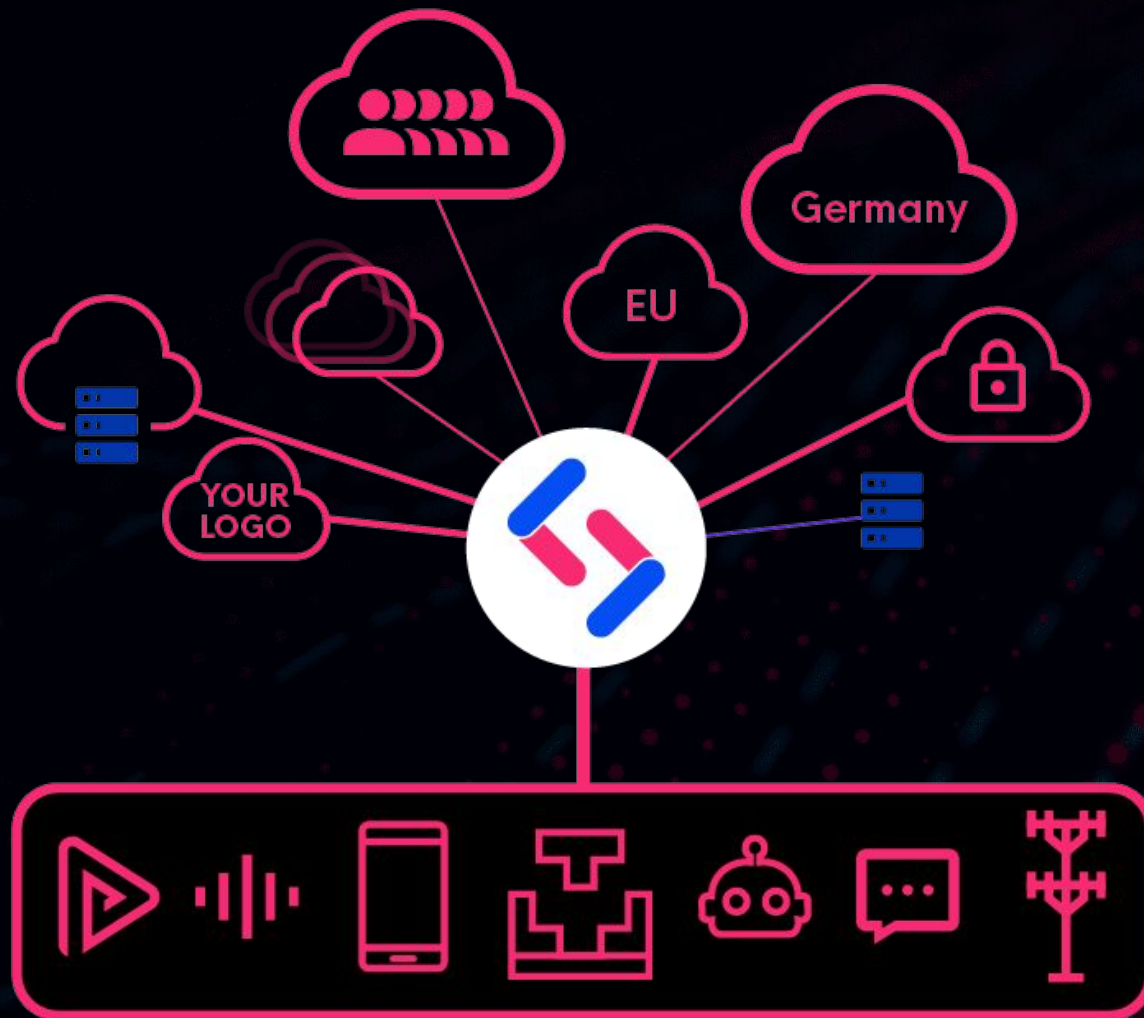
Programmable, No-Code, & New tech/probs
2023-Present

Market: Accelerated application development with simplified building for diverse use cases. Gen-AI frenzy with limited adoption.
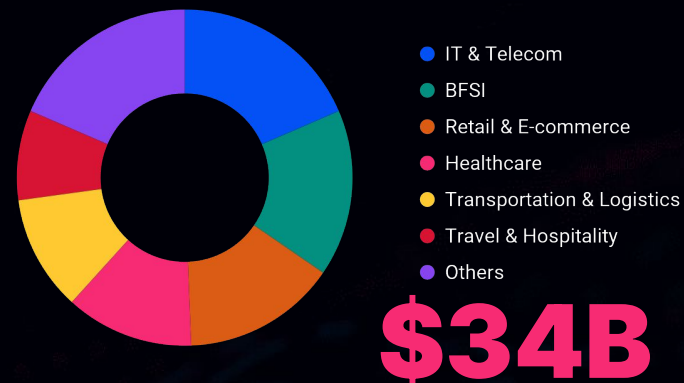
SW Disruption: Simplified complex development while accelerating innovation with **no-code, low-code, and intuitive APIs and SDKs.** Demystified AI with no-code AI - empowering our customers to **deploy custom, intelligent, unified comms, e.g. human-like AI Agents within hours.**
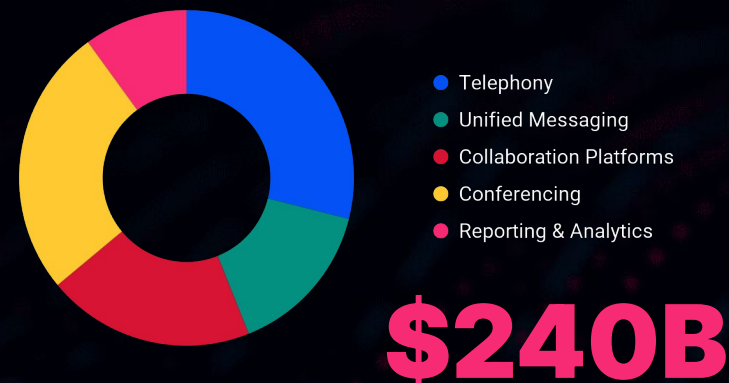
Opportunity: Programmable Unified Communications

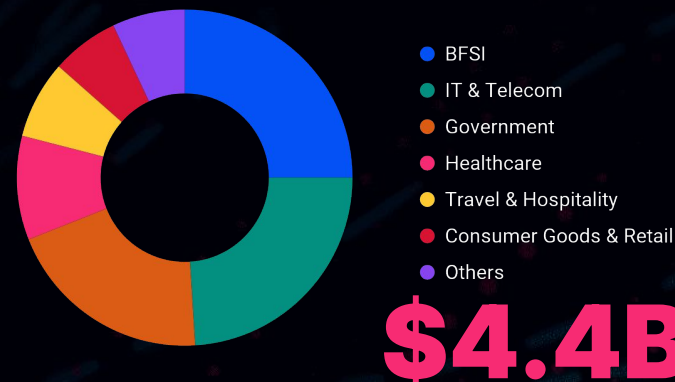**Convergence of CPaaS with Customizable Unified Communications**

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- CPaaS

  - **$34B** by 2026[2]

  - **28.1% CAGR** resulting in **95%** of global enterprises utilizing **API-enabled CPaaS** by 2025[3]

  - "Through 2026, the market is projected to almost **triple in size**, from $62.0 billion in 2021 to more than **$237.6 billion**."[1]

  - 30.1% revenue share in North America in 2021

- UCaaS

  - **$240B in 2030 with 26.43% CAGR** from 2022 to 2030, according to CMI

- CCaaS

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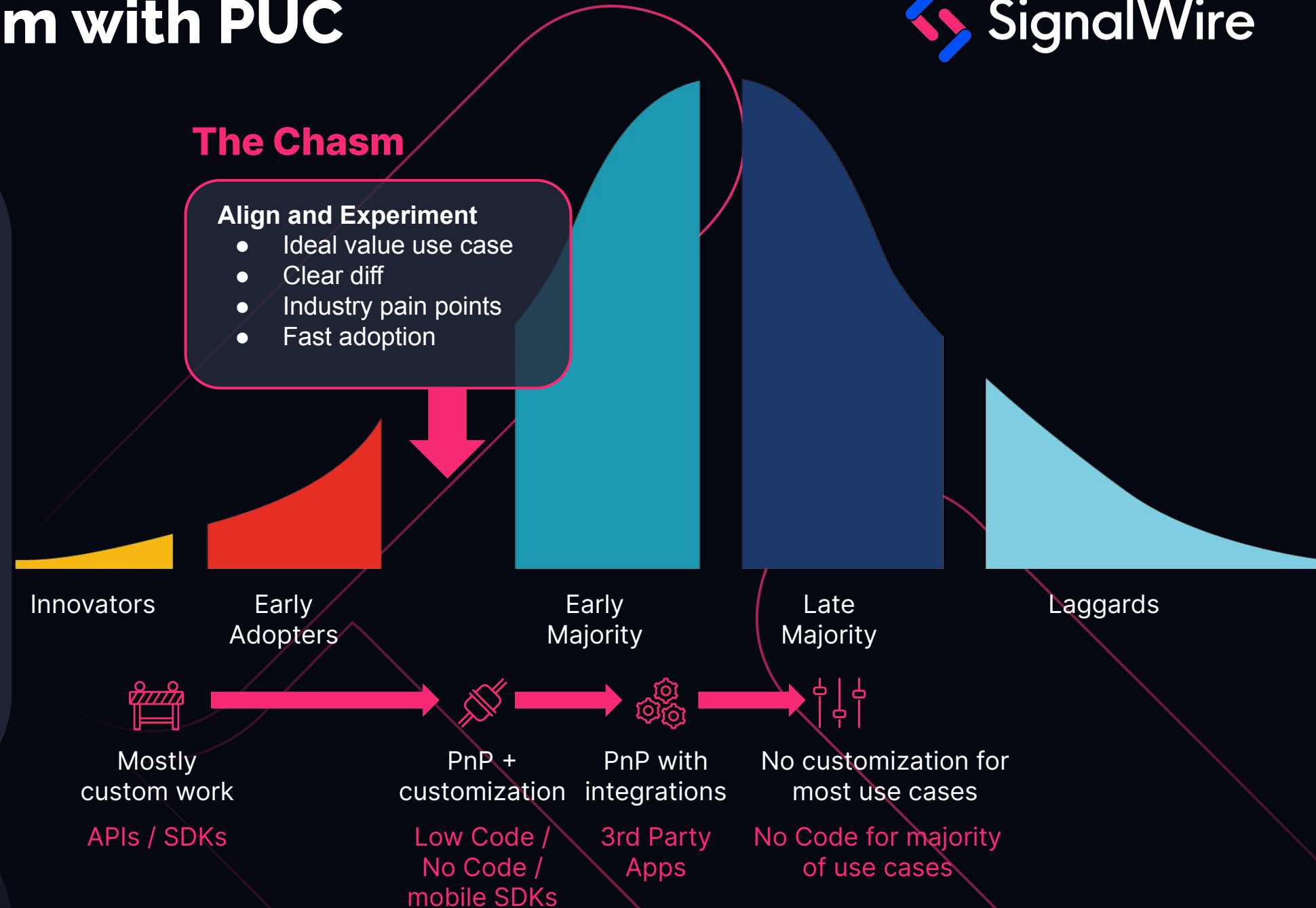[4] Forbes Business Insights, October 2021
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Crossing the Chasm with PUC

Tornado Hunters

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The Chasm

Align and Experiment
- Ideal value use case
- Clear diff
- Industry pain points
- Fast adoption

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

Mostly custom work

PnP + customization

PnP with integrations

No customization for most use cases

APIs / SDKs

Low Code / No Code / mobile SDKs

3rd Party Apps

No Code for majority of use cases

Outpacing Competitors with Voice Artificial Intelligence

Fastest Time-To-Market for New Technologies

SignalWire is an established leader with AI integrations and will maintain our lead with our new **AI-powered** natural language **voice** interface built on our **Unified Communications** architecture.
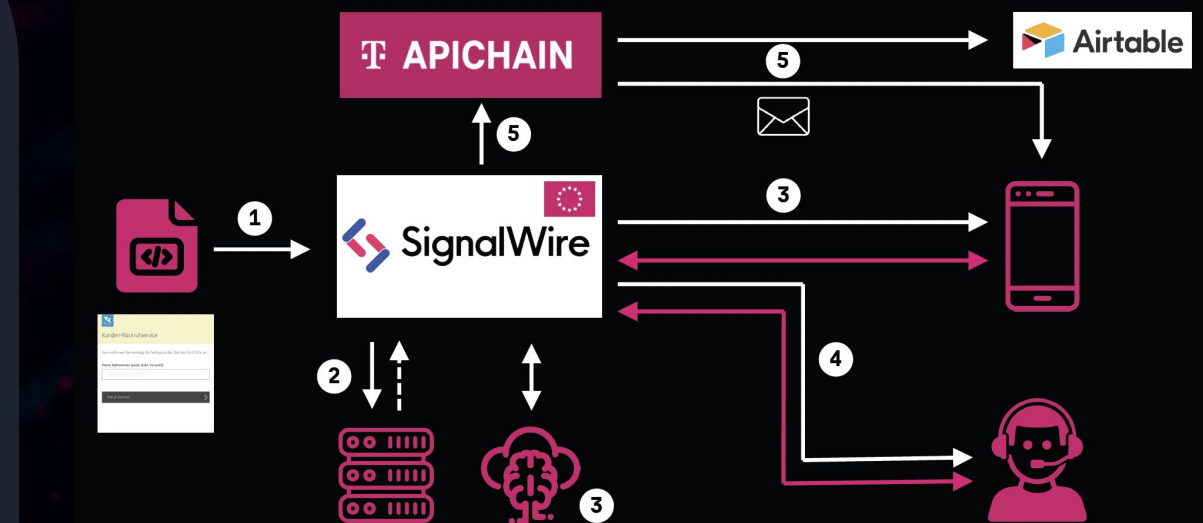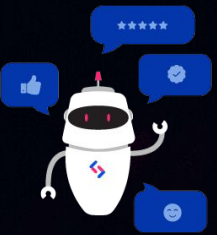
Since 2018, SignalWire offered industry leading **text-to-speech** and **speech-to-text** integrations which are **rapidly** improving.

Our **real-time interface** includes all the essential building blocks for our **customers** to build voice-based automated **digital employees.**

SignalWire empowers anyone to build an AI Agent with **no-code, low-code plain text,** or **APIs** for highly specialized use cases.

Only **our** customers can **build a voice AI agent in minutes** that can answer their customer questions and perform follow-on actions unlike any other offering available by our competitors. Our customers to **realize the value of AI now.**

With Voice AI Agent, our customers can **repurpose $15/hr employees** to tasks that actually need humans. Drastically **increase customer satisfaction and retention** without any hold times to speak with our AI Agent.

Complex AI made Simple for Customer-Centric Communications

Transforming CPaaS into NextGen Communications

Simple, Intelligent Programmable Unified Communications

Call Flow Builder

Enabling **serverless call processing** in existing paradigm of **CPaaS**, but our platforms takes communications to the next level by allowing **unified access** to **video rooms, registered phones** and **integrations** with other products all accessible from **web** and **mobile clients** or **PSTN.**
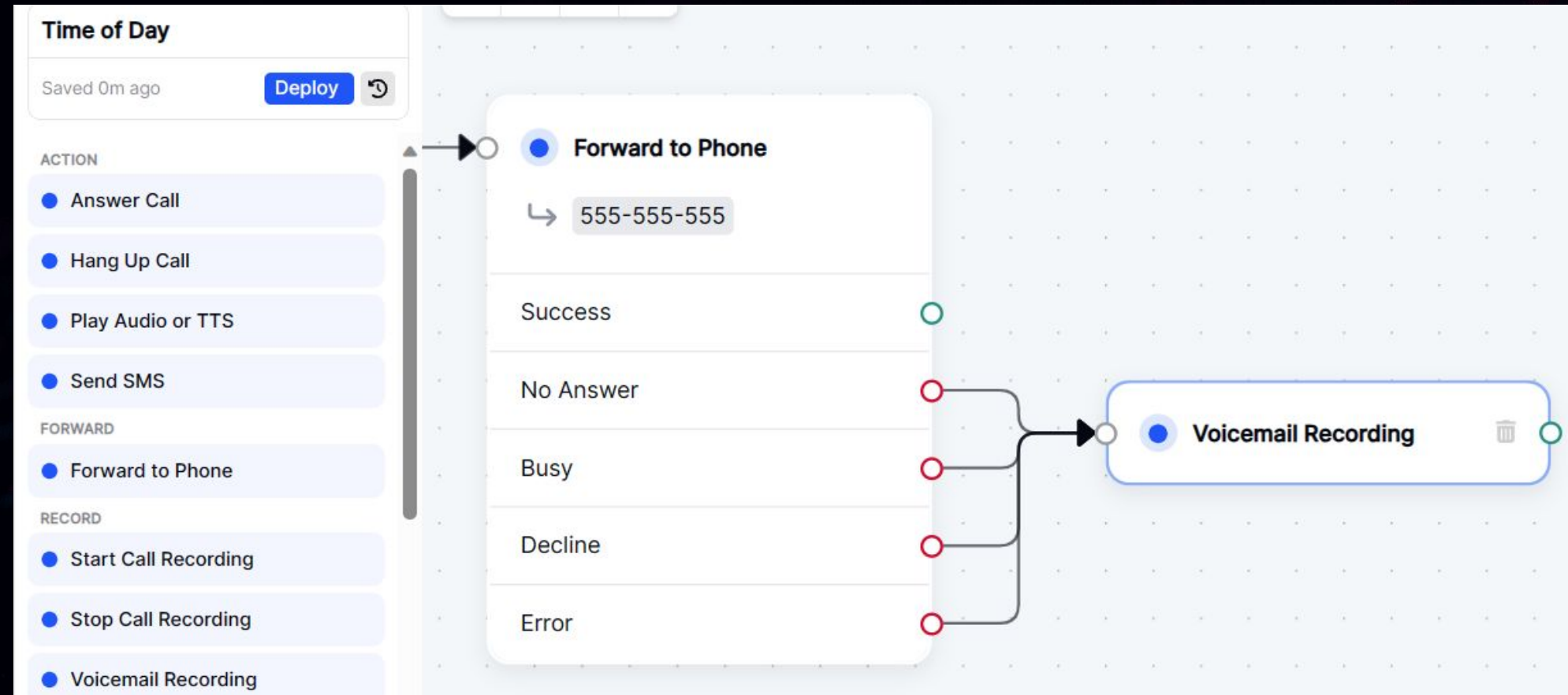
SMB, Enterprise, and Telco customers easily create **AI agents, call queues, failover routing**, and **voice menus,** then post **meta data** to 3rd applications.

Go-To-Market

Product Led Growth partnering with Sales Led Growth

SignalWire is built by developers for **ease of use** for all, from developers to creators that do not know how to code, resulting in a history of success in **product led growth** with **free trials** and complemented by sales led growth.

- **Customer focused platform** designed for **Product Led Growth (PLG)**, including self-service and POC acceleration.

- **Developer and ITDM** acquisition through SEO, community engagement, and targeted marketing feeds PLG. **BDM** conversion with Account Based Marketing..

- **Customer Support and Customer Success** increases consumption and retention.

- **Integrations** with **third-party applications** in **marketplaces,** e.g. Google. Partner with communications service providers, e.g., contact center services, marketing services, and telcos.

Value/Use Case based messaging: Improve Customer Experience, Deliver Innovation Faster, Communicate Better

Vertical Focus: Healthcare, Retail, Transportation, etc.

| FS Community | SEO | Paid Media | Events | Marketplaces | Social |
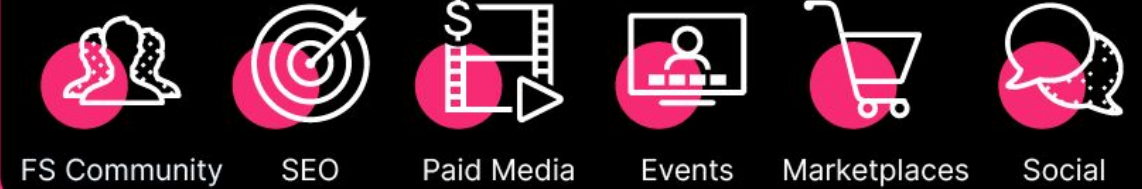
Sales Led
Large customers
Complex use cases
Small team

Product Led
SMB customers
Free trials
Community
Support
Success

SELECT QUOTE

Increased Consumption   **Paying Customer**   **In-product Cross-sell/Upsale**

Land and Expand

No/low-code for POCs and initial consumption

No/low-code enables **free, instant POCs** to build and evaluate a majority of use cases in hours. Then, delivery a better customer experience to their customers faster than our competitors, resulting in a **faster consumption ramp up.**

No-code **AI Agent** can be live in production in hours which requires voice services. Low-code **messaging** campaigns can be tested in minutes which will lead to our future chat option to our **AI Agent.** Low-code or SDK **PUC app** for one service leads to easy consumption of **all services**.

Services expansion

Services expansion

No/low-code options

Easy consumption of all services
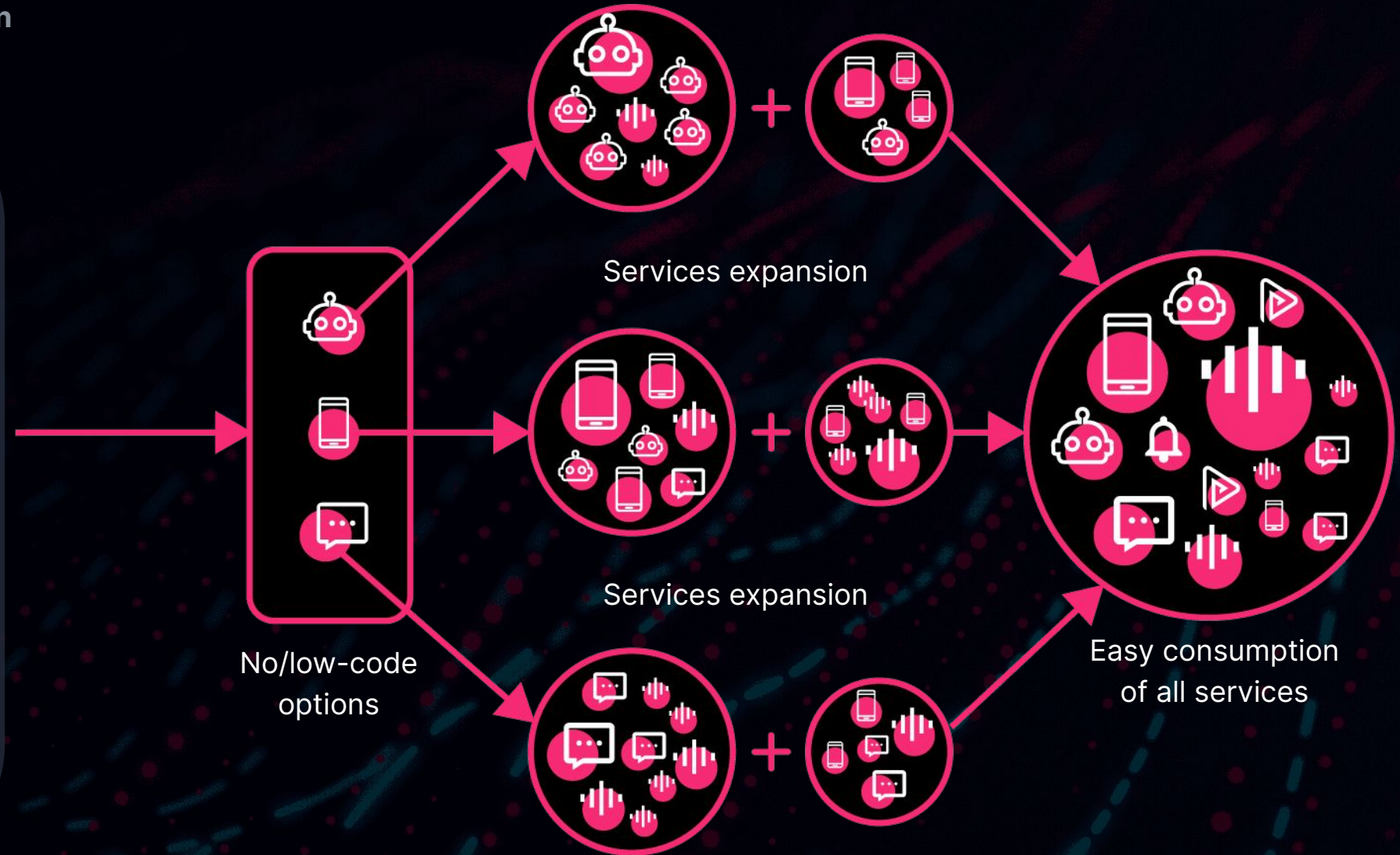
Our Technology

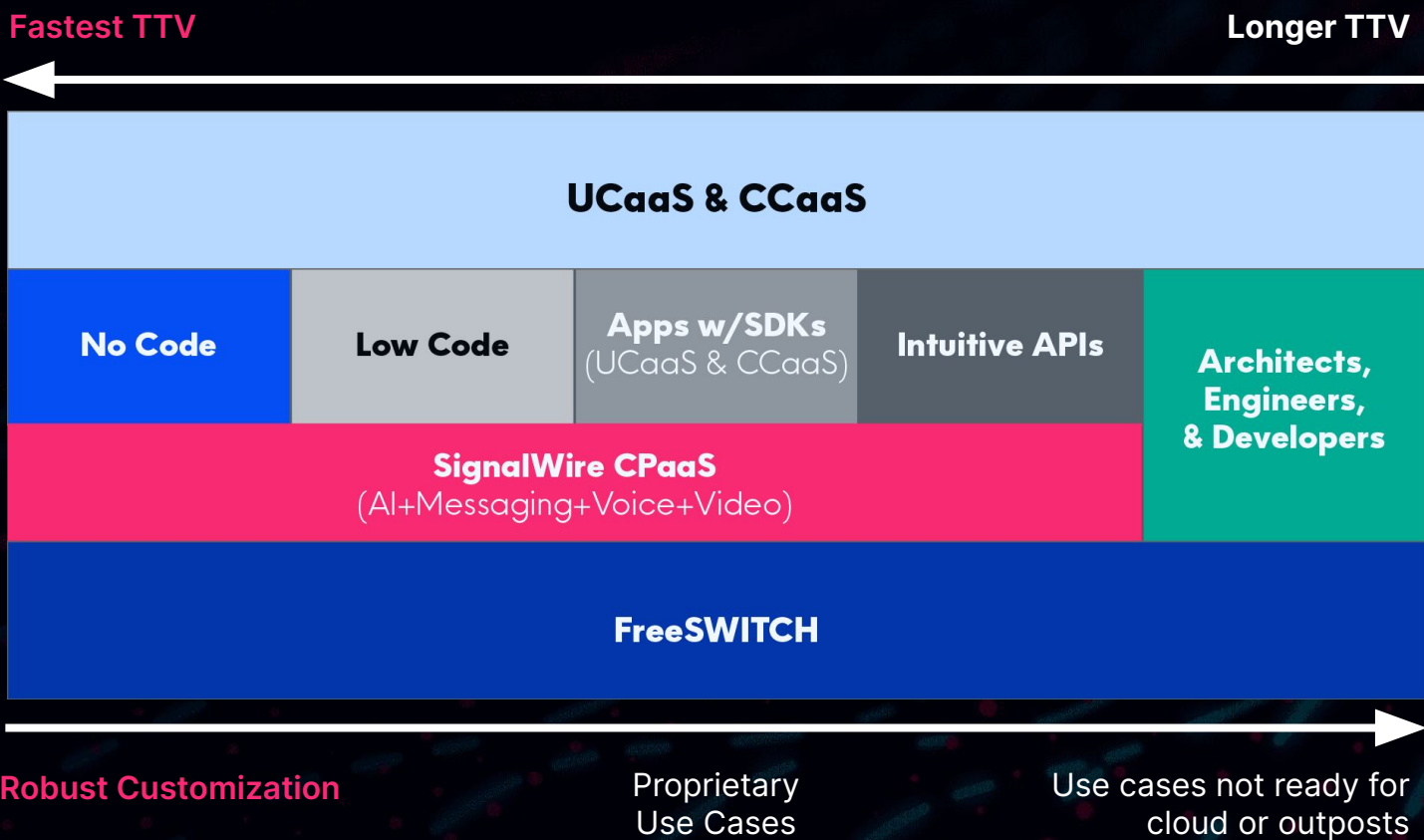**The complete solution for Programmable Unified Communications**

> **Full stack approach** that delivers **faster and greater customer value** without costly, legacy infrastructure.

Adding Value at Each Step in the Stack

No-Code Customization and More Code for Proprietary Use Cases

Fastest TTV ←——————————————————→ **Longer TTV**

UCaaS & CCaaS

No Code	Low Code	Apps w/SDKs (UCaaS & CCaaS)	Intuitive APIs	Architects, Engineers, & Developers

SignalWire CPaaS (AI+Messaging+Voice+Video)

FreeSWITCH

Robust Customization →

Proprietary Use Cases   Use cases not ready for cloud or outposts

Technical Differentiation

Faster time-to-value for our customers

Programmable Unified Communications network delivers the most capable solution to anticipate evolving customer demands and respond rapidly to emerging market trends

Our underlying platform is **infinitely scalable** allowing **rapid development** of new technologies and services by SignalWire and our customers to their customers

Our platform meets **every deployment use case:** any cloud, hybrid, multi-cloud, and outpost on-prem, in addition to white label.
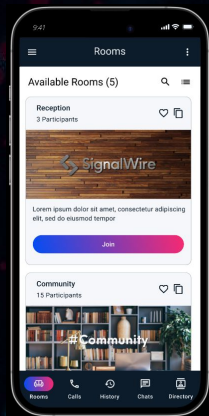
US / Germany / etc

2024 Product Roadmap
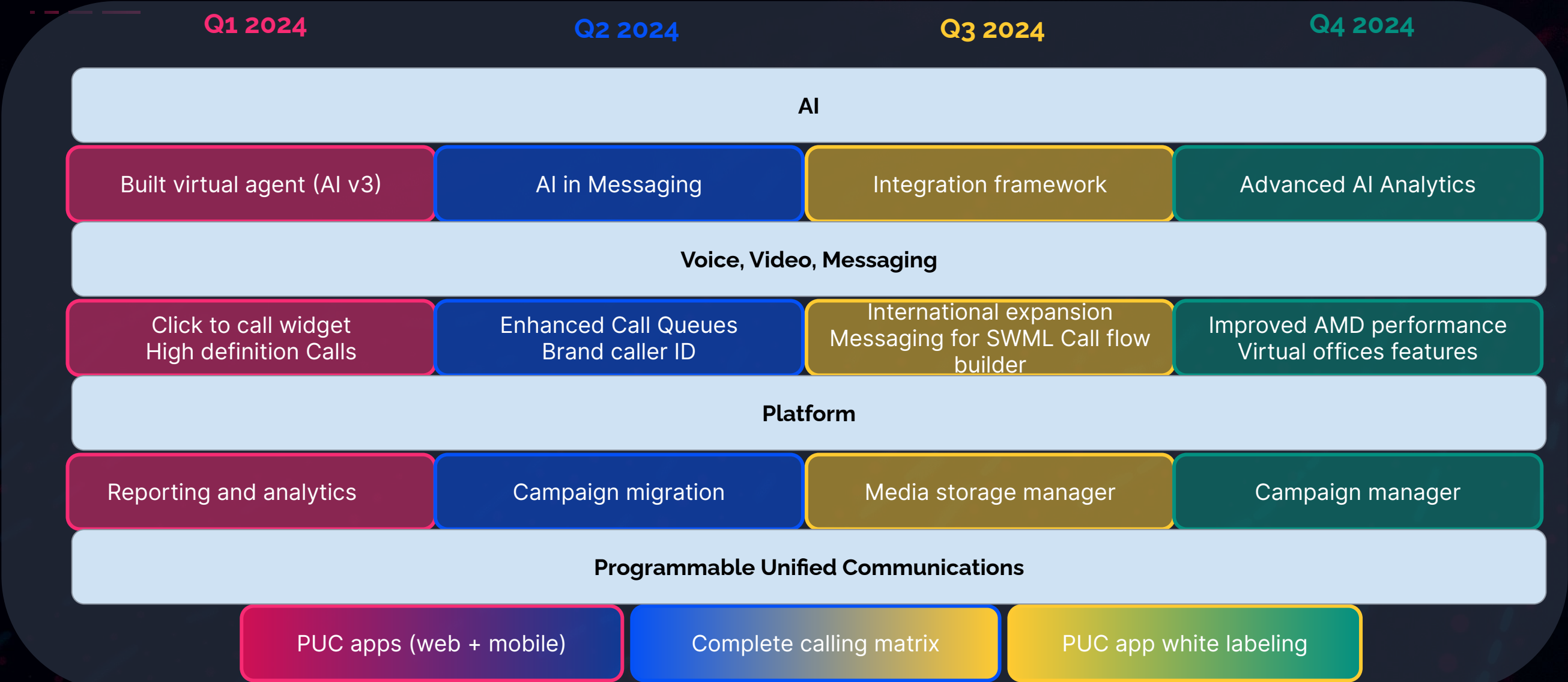
More uses cases through no/low-code and APIs

Deliver **more value** and allowing our customers to **innovate faster** to improve their customers' experience.

Q1 2024	Q2 2024	Q3 2024	Q4 2024
AI			
Built virtual agent (AI v3)	AI in Messaging	Integration framework	Advanced AI Analytics
Voice, Video, Messaging			
Click to call widget High definition Calls	Enhanced Call Queues Brand caller ID	International expansion Messaging for SWML Call flow builder	Improved AMD performance Virtual offices features
Platform			
Reporting and analytics	Campaign migration	Media storage manager	Campaign manager
Programmable Unified Communications			
PUC apps (web + mobile)	Complete calling matrix	PUC app white labeling	

Leadership

Disruptors

Anthony Minessale
CEO

Creator of FreeSWITCH and a pioneer in the advanced communications industry. At SignalWire, Anthony is now bringing his vision of the next generation of communications to the mainstream and working together with some of the great minds and personalities of the industry.

Evan McGee
CTO

An expert in microservices and real-time cloud architectures, with 15+ years of experience in telecom and startups. Evan helped create and grow the RingPlus MVNO from initial conception to 120k+ mobile users and founded an AI-backed real-time voice company.

Chris Grillone
EVP of Operations

Chris brings over 20 years of product management and go-to-market experience from start-ups to Fortune 100 companies, including Apple, Microsoft, VMware and Cisco. His expertise includes an IPO, P&L, HW, SW, cloud, data science, and turning around a start-up to a successful acquisition.

Bryan Rite
Chief Architect

An experienced full-stack engineer and developer with 20+ years in the industry across a wide range of fields. Before SignalWire, he co-founded the small business telecommunications platform Felix, helped build, scale, and innovate for RingPlus, and founded other successful companies in many areas such as point of sale service and the education industry.

Christopher Rienzo
VP of Engineering

Christopher is lead of the engineering team, which is responsible for building the SignalWire platform. Prior to joining SignalWire, Chris was the director of engineering for voice systems at Grasshopper.

Jamie Wheeler
SVP of Global Sales

Jamie is a strategic revenue leader with 20+ years of sales and leadership experience across start-ups and Fortune 500 companies, building and scaling teams with an emphasis on strong culture and a customer-centric approach. Jamie has also started and sold his own Fintech company.

Funding for Accelerated Growth

Through Differentiated Value

ENTERprise

Richer features with no/low-code
Native and 3rd party integrations without code. AI bots, ML, advance call center features, more intuitive visual builder, conversational API. **Faster time-to-value customers.**

Telcos, ISPs & MSPs
Advance partner features for white label Programmable Unified Communications. **Build offerings ready for partner sales teams.**

3rd party Marketplaces
Easier to find, test, deploy and consume. Spotlight use cases that resonate for each marketplace. **Deliver greater value at a higher premium with Apps.**

International Expansion
Increase value to international customers through localization of offerings and support. **Lower friction for testing and consumption.**

Trials and Quality Leads
Expand industry use case marketing and launch account-based marketing. I**mprove customer experience supporting product led and sales led growth.**

Faster, More Agile SignalWire
Further investment in Agile tools, business processes, and resources. **Thoughtful hiring of talent to design and build faster to crush the competition.**

Thank You

Anthony Minessale
CoFounder & CEO

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SignalWire