Series B - January, 2021

SignalWire is a technology company providing managed communications infrastructure.

Our technology is accessed from telephone lines or mobile and web applications.

Interactions are managed and controlled by innovative APIs.

Software-Defined Telecom

Market Opportunity

- **5G** extends unprecedented bandwidth
- Shifting reliance on r**emote collaboration**
- **Scalable solutions** are difficult for competitors to create

Market Size & GTM

- **$14B** Unified Communications
- **$1.5T** IT - Digital Comms
- **$600M** immediate open-source user base

Traction

- **400%** ARR growth in 2020
- **$6M** revenue in 2020
- 2021 projected revenue $25M

Revenue Model

- Customer Growth 60% of 2020 Revenue expansion
- Product/Marketing led acquisition with sales led expansion

IP

- #1 telecom software stack
- Exclusive expertise
- Defensible full-stack

Results

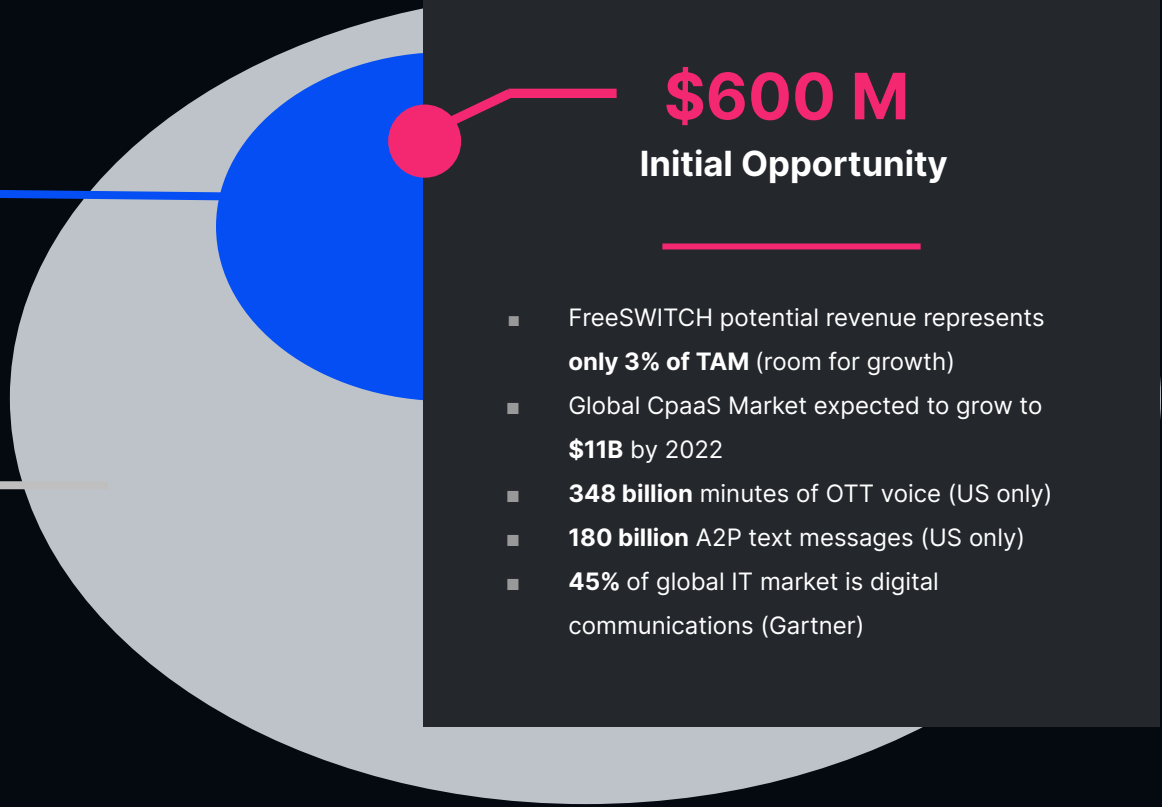
- Grew cloud API business to $4.5M ARR
- Launched advanced video communication platform

Raising $20M Series B

Achieve
Cash flow positive in 2021
with $20M+ ARR

SignalWire

Addressable Market



$14B

Unified Communications

$1.5T

IT Spend on Digital Communications

$600 M

Initial Opportunity

- FreeSWITCH potential revenue represents **only 3% of TAM** (room for growth)
- Global CpaaS Market expected to grow to **$11B** by 2022
- **348 billion** minutes of OTT voice (US only)
- **180 billion** A2P text messages (US only)
- **45%** of global IT market is digital communications (Gartner)

SignalWire

- SignalWire evolved from FreeSWITCH, the leading open source RTC platform.
- FreeSWITCH paved the way to a new era of software-defined telecom.
- A vibrant developer community has enabled millions of end users.

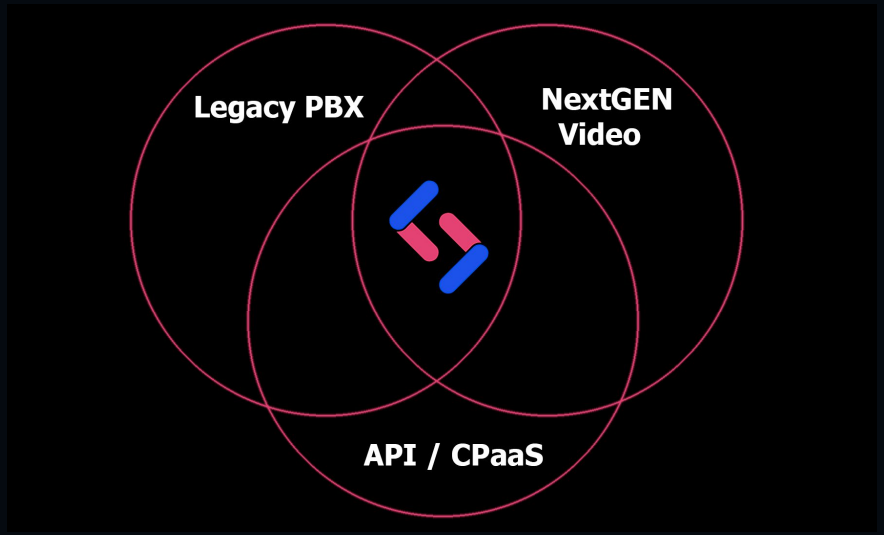
SignalWire

We are changing the way the world communicates by making complex software-defined telecom technology ubiquitous and accessible.

SignalWire

Our Purpose

SignalWire's purpose is to **Elevate** Video Communication By **Replacing** Legacy Infrastructure and to **Democratize** software-defined telecom adoption with user-friendly low/no code interfaces



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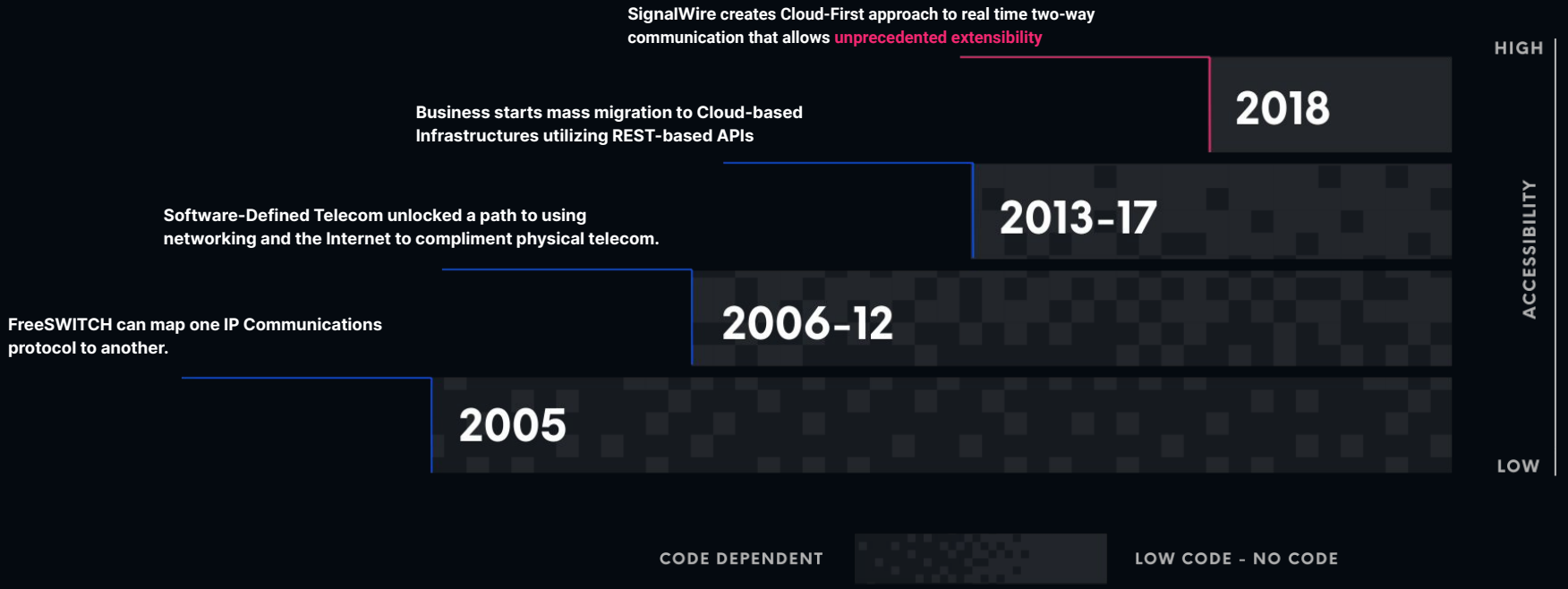
Our Roots:
FreeSWITCH to Relay



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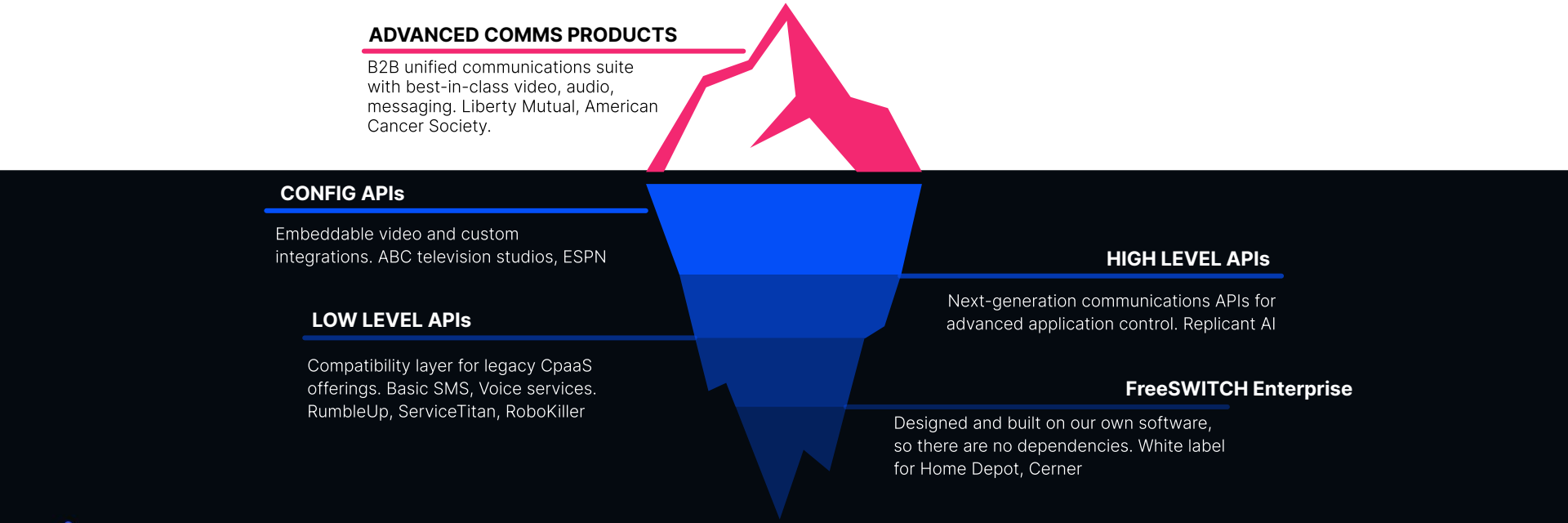
A Full-Stack Approach

Today, SignalWire represents a unified product stack that leverages our defensible in-house technology to address Business to Developer and Business to Business markets.



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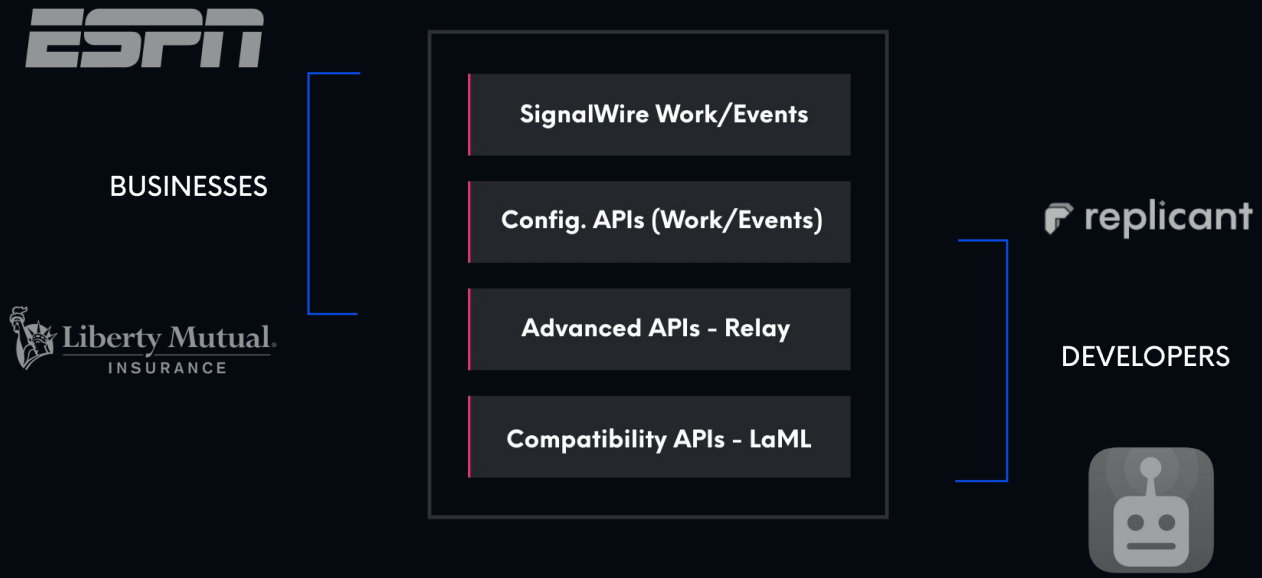
One Tech Stack. Multiple Uses.

A massive internet-first suite of advanced communications products and services built on top of what is already the #1 open-source telecom platform in the world.



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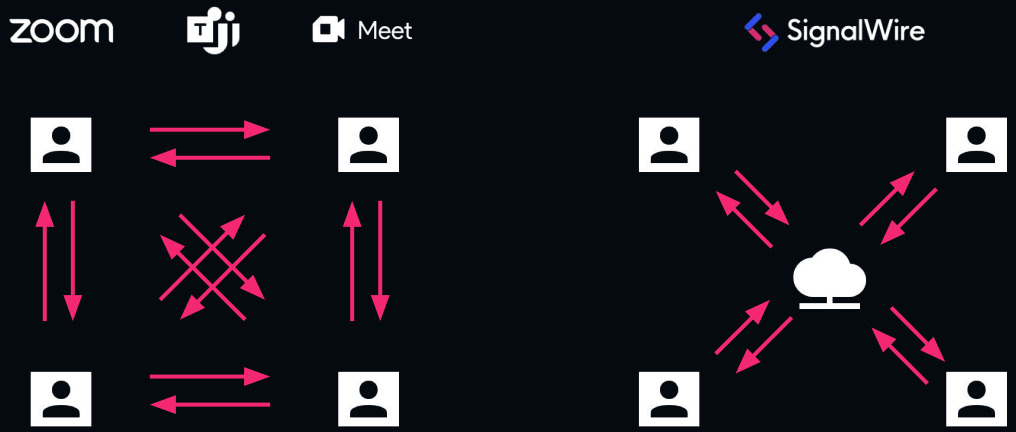
Technical Differentiation

Our exclusive expertise in the core media-switching technology allows us to provide better quality and most importantly, scalability of multi-stream audio and video.



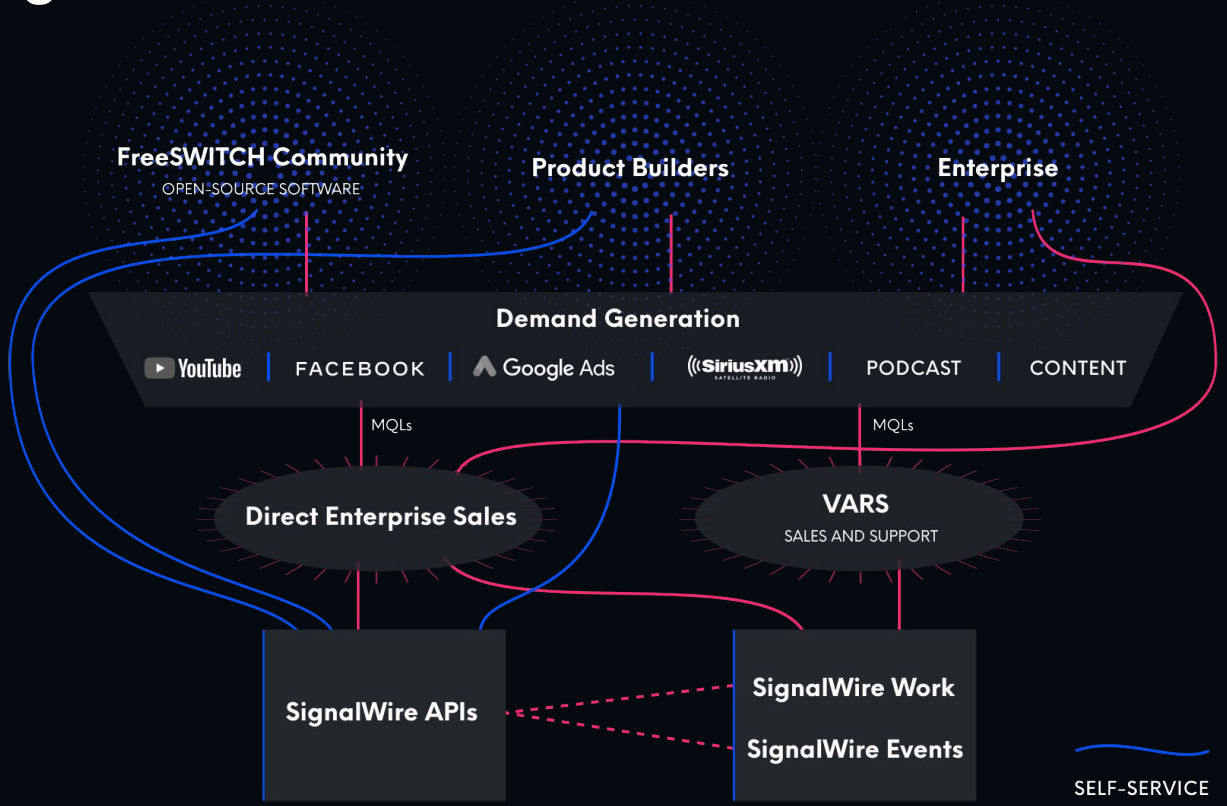
Technical Differentiation

- **Software-defined telecom** network eliminates the need for on-prem communications
- Our underlying platform is **infinitely scalable** allowing **rapid development** of new products and services
- Our **core technology** is world-class and has already laid the groundwork for the digital age of communications

SignalWire

GTM - Sales & Marketing Motion

- VARs can only sell SW Work and SW Events
- APIs are either self-service or sold direct through our enterprise teams
- Demand generation funnel feeds both businesses (video and APIs)
- We cherry-pick the best leads for ourselves to assist in product development and sales process improvement
- SW Work and SW Events feed an API pipeline which we're taking direct



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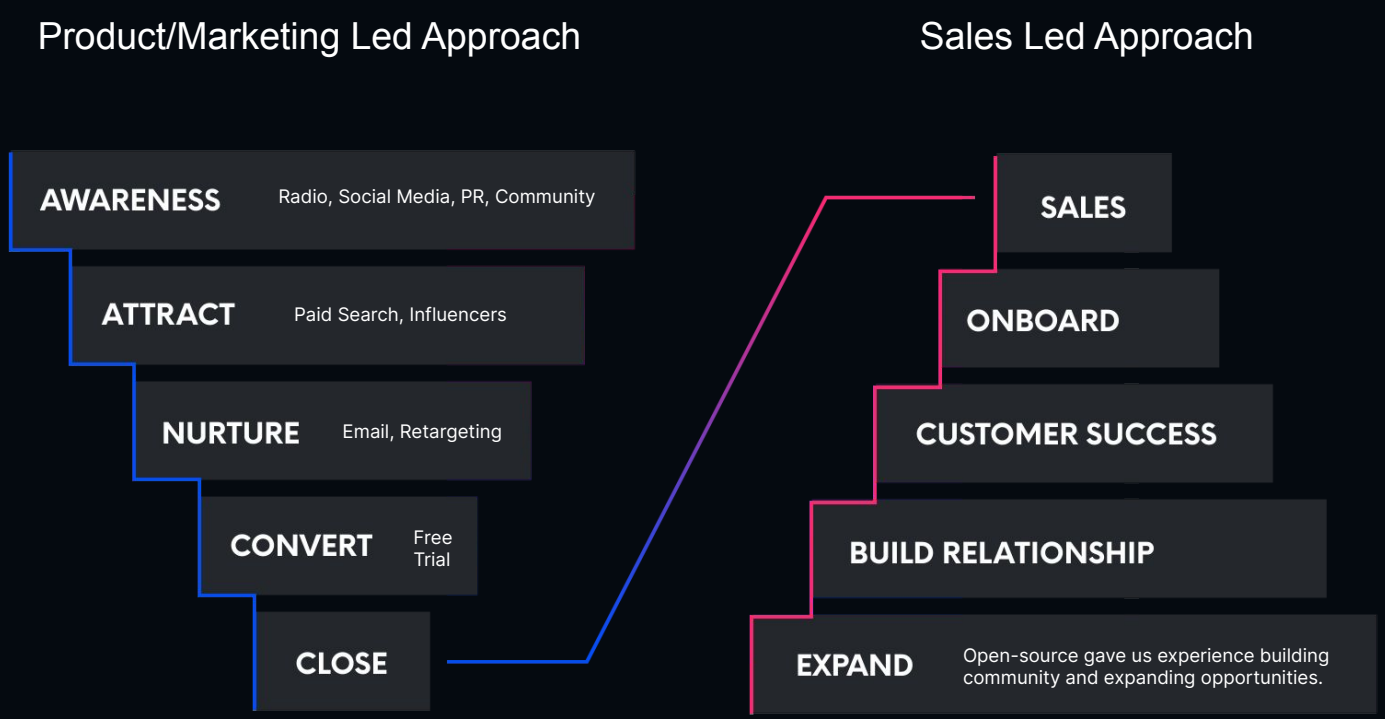
GTM - Land & Expand



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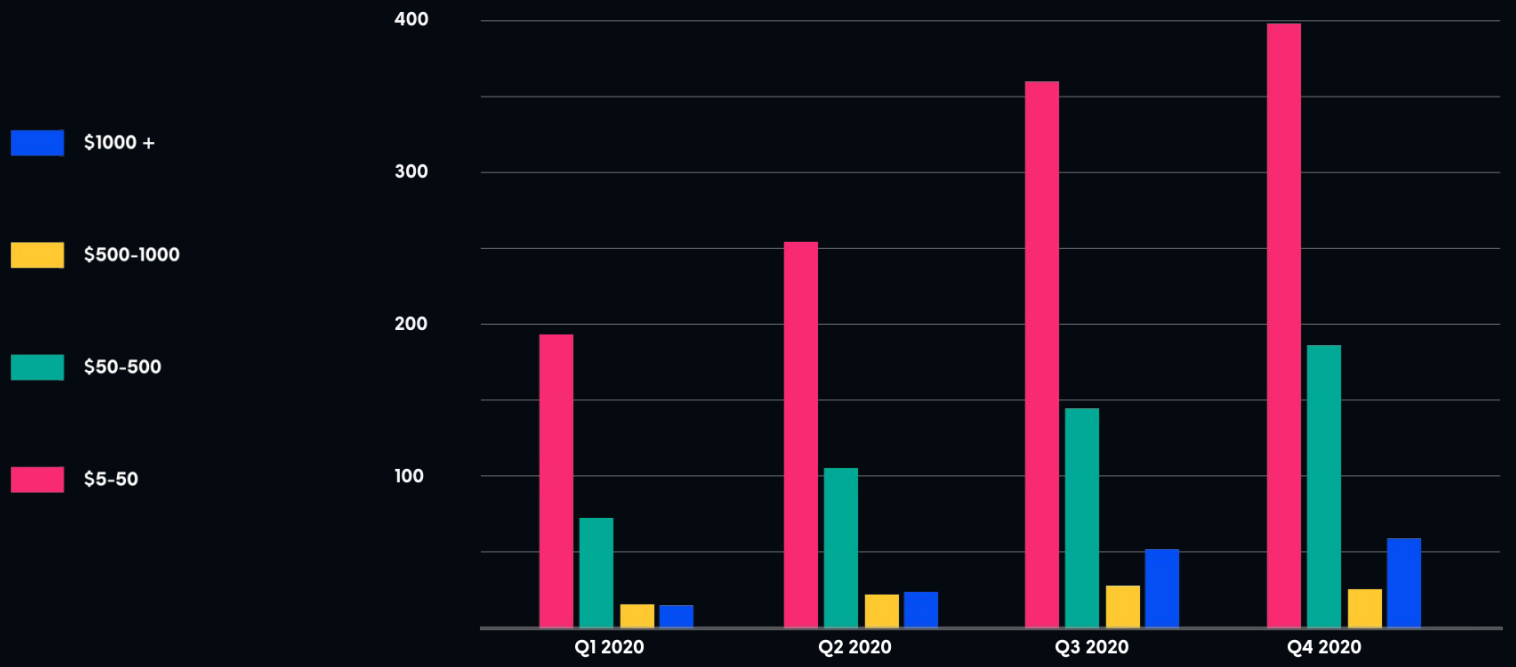
Cohort Revenue Growth



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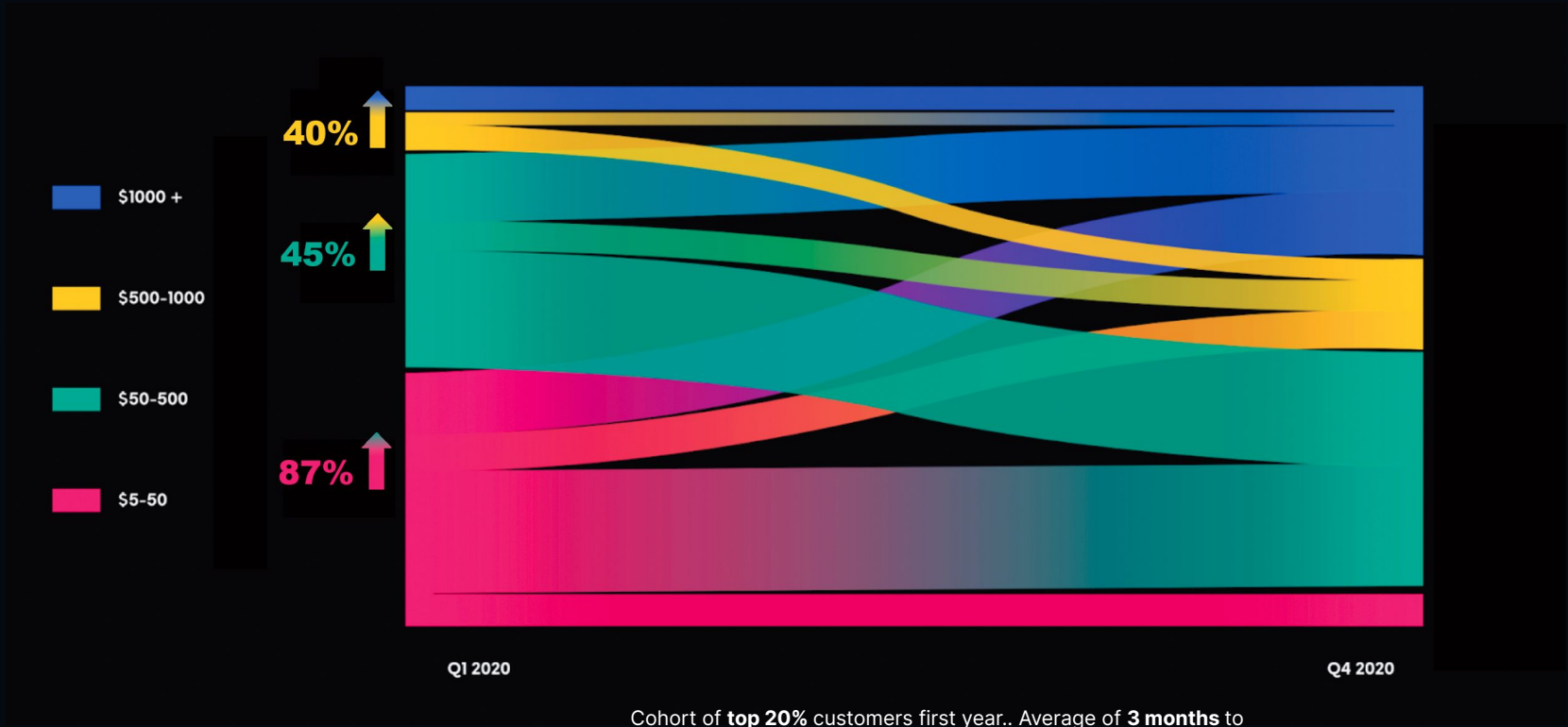
Customer Journey, 2020



Cohort of **top 20%** customers first year.. Average of **3 months** to move up in spend group.

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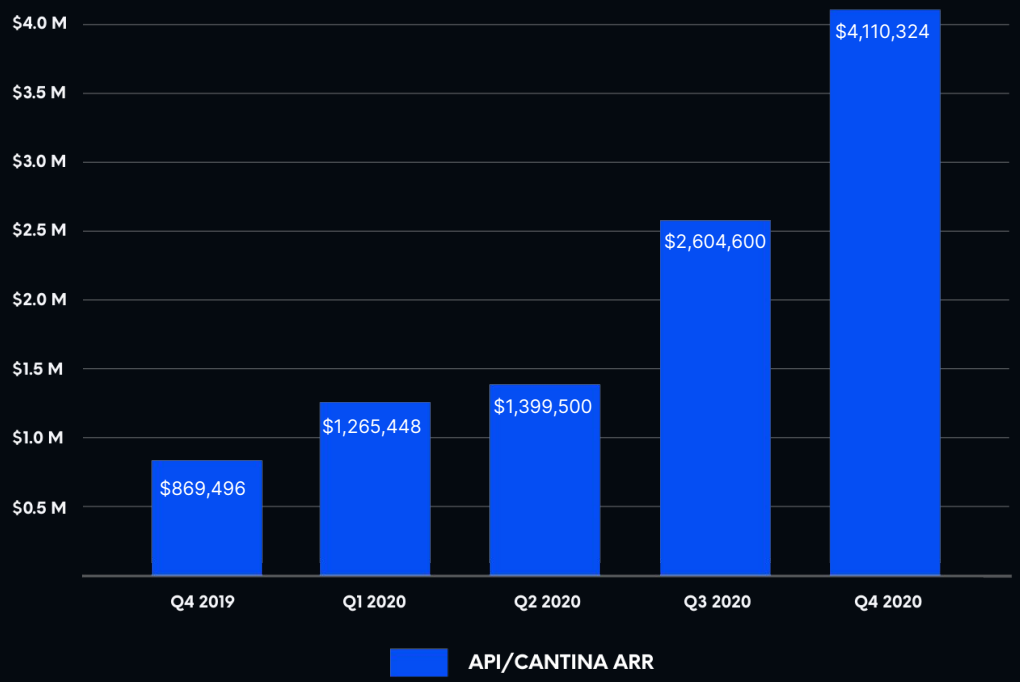
2020 Growth -ARR



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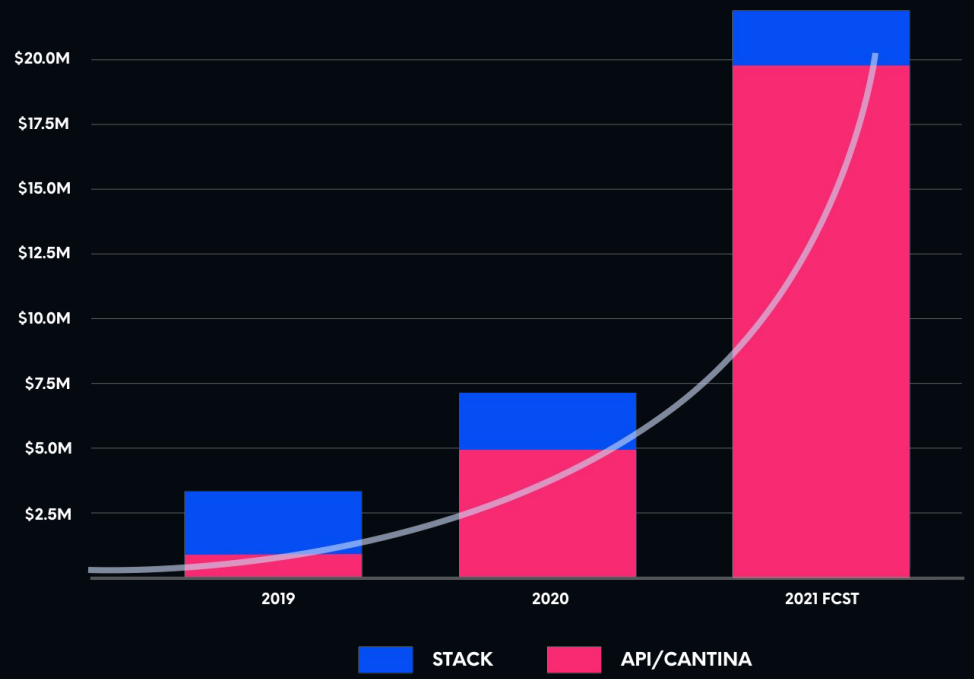
2021 Projections - ARR



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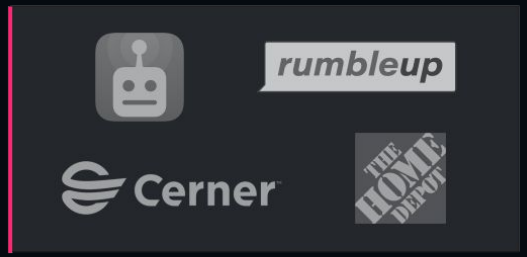
GTM Expansion

$4M



2020 Revenue

$12M

replicant abc

Liberty Mutual. INSURANCE ESPN

Targeting

- **100** Net new $500-$2000/mo API customers from current developer base.
- **800** Net new $5-$100/mo API spaces (currently adding 600 total spaces/mo)
- **46** Work customers $4k/mo average (booked 9 in Q4 2020 alone)

2021 Forecast

60% of 2020 Revenue from **Customer Expansion**

- **Home Depot** - deployed at 4000+ locations across the US
- **RumbleUP -** migrated SMS traffic from Twilio easily and continue to ramp campaign messaging.
- **RoboKiller IAC -** power backend of mobile app. Potential for millions of minutes/day as they continue to ramp.minutes of OTT voice (US only)
- **Cerner -** provide secure stack for medical application. Priced to grow with per-user model.

SignalWire

Appendix

- Team and Senior Biographies
- Case Studies
- Detailed Feature Set Functionality - Upon Request
- Detailed Financials – Upon Request

SignalWire

SignalWire Team

Founders

Sean Heiney, COO

Experienced Product Leader and GTM Executive

Barracuda, Periscan

Anthony Minessale, CEO

Technical Founder, creator of FreeSWITCH

Barracuda, ClueCon

Evan McGee, CTO

Expert in Microservices and Cloud Architecture

RingPlus (MVNO)

SignalWire

SignalWire Team

Leadership

Nigel Thomas, VP Sales

Experienced Sales Leader from Redhat and Inktank

Aseem Asthana, VP Product

10 years PM experience with Barracuda Networks

Ezra Hookano, VP Biz Dev

Extensive company building - Barracuda, Fusion-io, Exablox

SignalWire

Case Study (API)

Major Retail Customer Service Rollout

Home Depot uses SignalWire to bridge traditional customer phone calls with real-time voice chatbot for automated inventory inquiries.

Deployed at over 4000 locations.

Implementation

- Ripped out Cisco and Nuance
- Deployed at 4000 locations across the United States
- Integrated with Google Cloud and Google Dialogflow
- Low-latency, high quality voice enables fast and accurate transcription and chatbot interaction.

Results

- Home Depot can now autonomously answer product inventory and availability questions over the phone on a per-store basis
- Reduction of store clerk time on phone and increased efficiency of call direction
- Modern interactive voice response system

SignalWire

Case Study (API)

Twilio compatible SMS migration

RumbleUp easily migrated from Twilio's TwiML to SignalWire LaML using our syntax compatible API.

rumbleup

Saved 80% vs. Twilio

Implementation

- Syntax-compatible API makes minimal code change migrations simple
- Eliminated stickiness to Twilio platform
- Facilitated high-throughput SMS and MMS for regional campaigns using local numbers

Results

- Cut their bill by over 80%
- Increased deliverability and throughput rate
- Committed to a 12 month agreement after seeing results of first quarter onboard.

SignalWire

Autonomous contact center

replicant.ai needed a voice API with the lowest-possible latency to facilitate it's conversational AI telephony services.

replicant

90% faster API transaction speed

Implementation

- Chose our new, websocket based API, Relay
- Used existing carrier connections to bring voice traffic into SignalWire with minimal infrastructure changes

Results

- Created a true "Virtual trading floor" experience
- Preserved the buzz of the trading floor
- Paved the way forward for a new era of communications and remote work

SignalWire

Case Study (Work)

Fortune 100 virtual trading floor

Liberty Mutual investments division uses SignalWire Work to keep their team connected, focused, and energized as if they were on the trading floor together.

Liberty Mutual INSURANCE

Preserved the ‘buzz’ of the trading floor

Implementation

- Always-available video rooms in SignalWire Work allow for a natural co-working experience
- Simple for team members to come and go
- Fast-paced collaboration without scheduled meetings or delays was critical

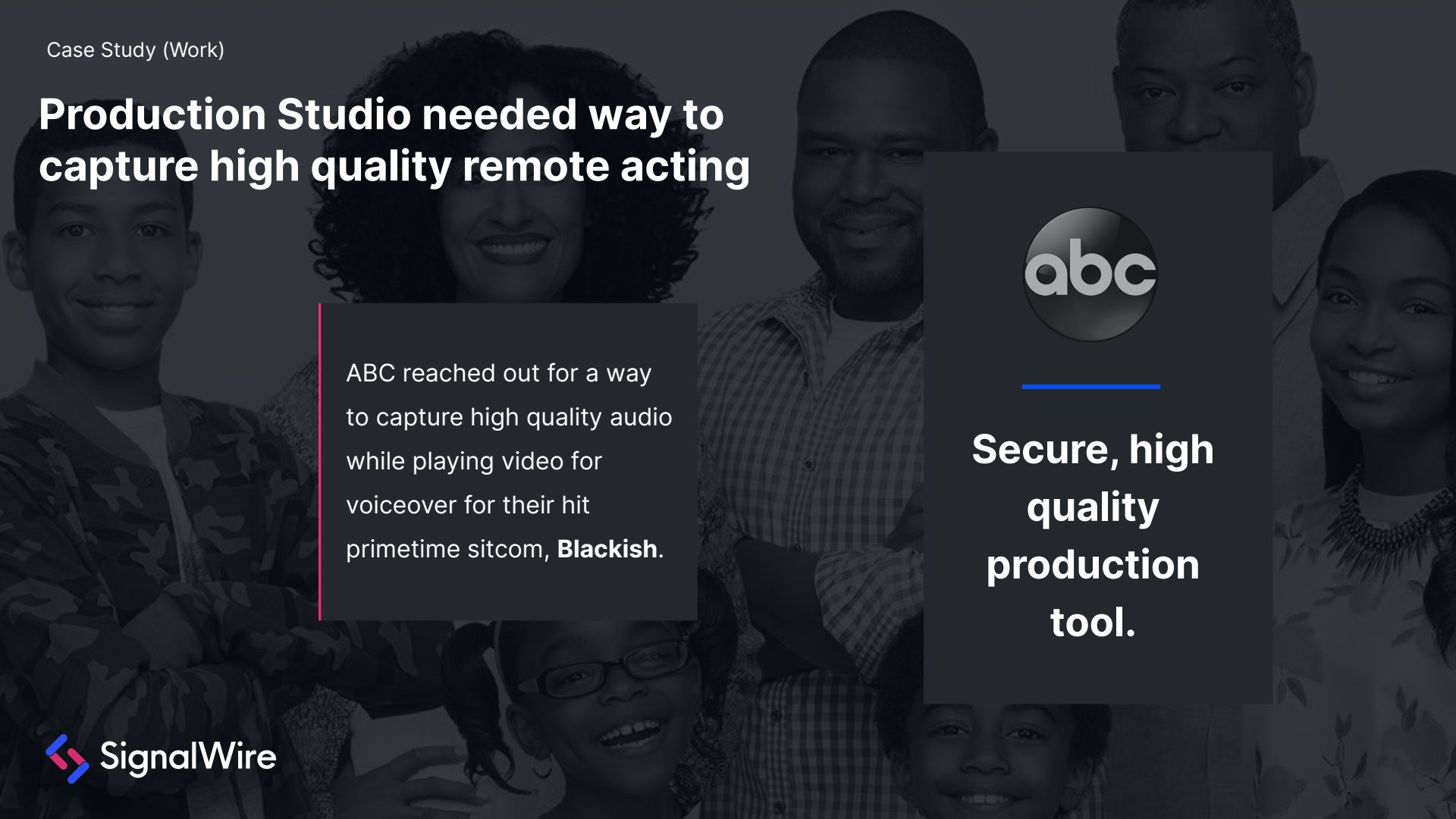
Results

- Created a true “Virtual trading floor” experience
- Preserved the buzz of the trading floor
- Paved the way forward for a new era of communications and remote work

SignalWire

Case Study (Work)

Production Studio needed way to capture high quality remote acting



ABC reached out for a way to capture high quality audio while playing video for voiceover for their hit primetime sitcom, **Blackish**.

Secure, high quality production tool.

SignalWire

Series B - January, 2021

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Who We Are

A technology company dedicated to bringing **Software-Defined Telecom** to the mainstream

An Always-On **Distributed Team** in 15 states and 11 countries.

The creators and stewards of the **Most Popular and Powerful** open-source telecom platform **in the world**.

Pioneers, developers and **thought leaders** at the intersection of **Internet Communication** and **Remote Work** / collaboration tools.

SignalWire

Historic Timeline

Gen 1 - On-Prem physical devices on a wired network.

Gen 2 - Gateway physical phone network to IP with REST APIs.

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Gen 3 - Build a **Software-Defined Telecom** network that can **Interconnect** the past, present and future, globally.

Gen 4 - **Leverage the Network** to get in the **Communications Path** of all internet-enabled devices and enable a **New Category** of market verticals.

Why Now?

5G will extend **Unprecedented Bandwidth** at low latency to **billions of devices**.

We are at a **Massive Inflection Point** with regards to digital communication and there is an opportunity to fundamentally change the landscape.

Accelerating to critical mass is key to dominance.

Our **Distributed Team Model** can allow us to Innovate while **Moving Quickly** while others are forced to adapt to a work-from-home culture shock.

SignalWire

Internet Speeds Drive Adoption

2007 - 2017	3mb to 17mb	+500%
2017 - 2020	17mb to 100mb	+500%
2020 - 2022	100mb to 500mb	+500%
2022 - Theoretical limit	500mb to 10gb	+2000%

Typical PSTN call	64kb
High Definition Audio call	64kb
Decent Quality Video call	1.2mb - 5mb
High Quality Video call	2.9mb - 11mb
4K Video Call	11mb - 50mb

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Cisco

1986 - The Advanced Gateway Router can map one network protocol into another.

1987-1995 - The demand created by on-prem networking products created a large category of new companies.

1996 - The Internet goes from academia to mainstream and speeds accelerate driving a need for networking products.

2006 - On-Prem networking and the Internet converge and an era of consolidation continues for the next 15 years.

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2005 - FreeSWITCH can map one IP Communications protocol to another.

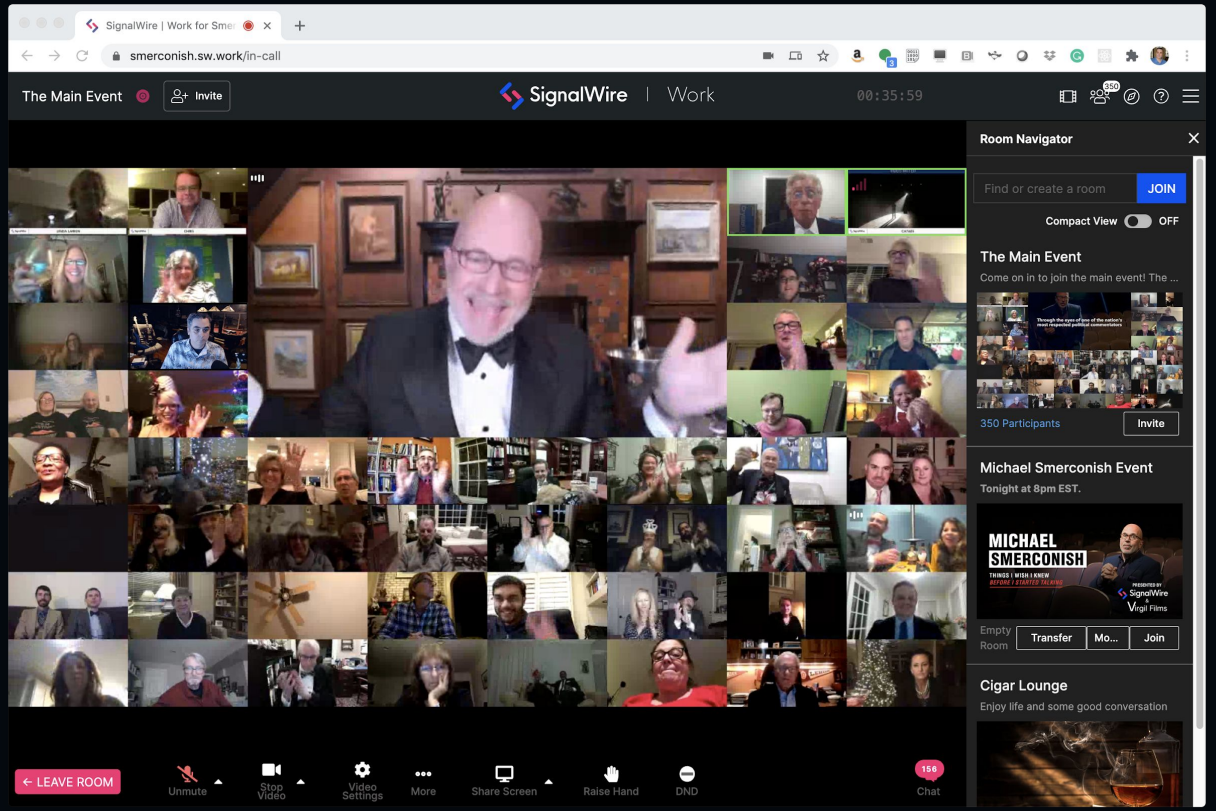
2006-2012 - Software-Defined Telecom unlocked a path to using networking and the Internet to compliment physical telecom.

2013-2017 - Business starts mass migration to Cloud-based Infrastructures.

2018 - SignalWire creates Cloud-First approach to real time two-way communication that allows unprecedented extensibility.

2021 - 5G and StarLink- Mobile and Wired Internet speeds converge.

Theory In Practice - 500 Users



SignalWire