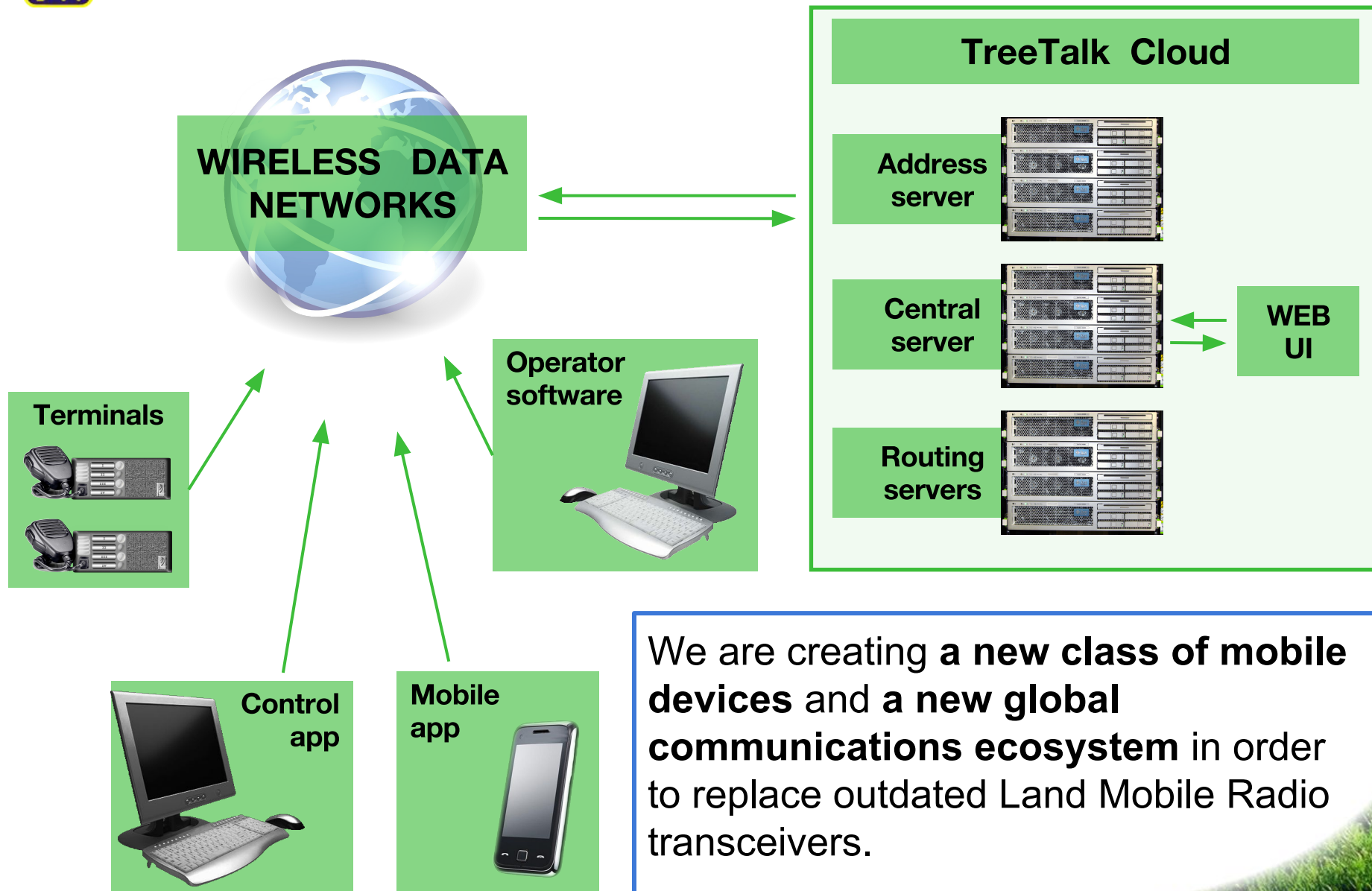# TreeTalk

*Wireless Voice Terminal and System*

Let me start by introducing TreeTalk.
We are building the **Terminal**, the **System** and the **software environment** for real-time voice group communications.

# TreeTalk Ecosystem

**WIRELESS DATA NETWORKS**

**TreeTalk Cloud**

Address server

Central server

**WEB UI**

Routing servers

Operator software

Terminals

Control app

Mobile app

We are creating **a new class of mobile devices** and **a new global communications ecosystem** in order to replace outdated Land Mobile Radio transceivers.

# Land Mobile Radio Flaws

- Noise

- Bulky antennas

- Limited range of communication

- Need for power amplifiers

- Complex mounting, commissioning, and maintenance

First, we have addressed the problems of the low-cost segment of the LMR market.

# Land Mobile Radio Sales

2 billion U.S. dollars
a year

Despite those flaws, segment ratings show a growing annual profit.

# The Advantages of Radio
*(and of TreeTalk too)*

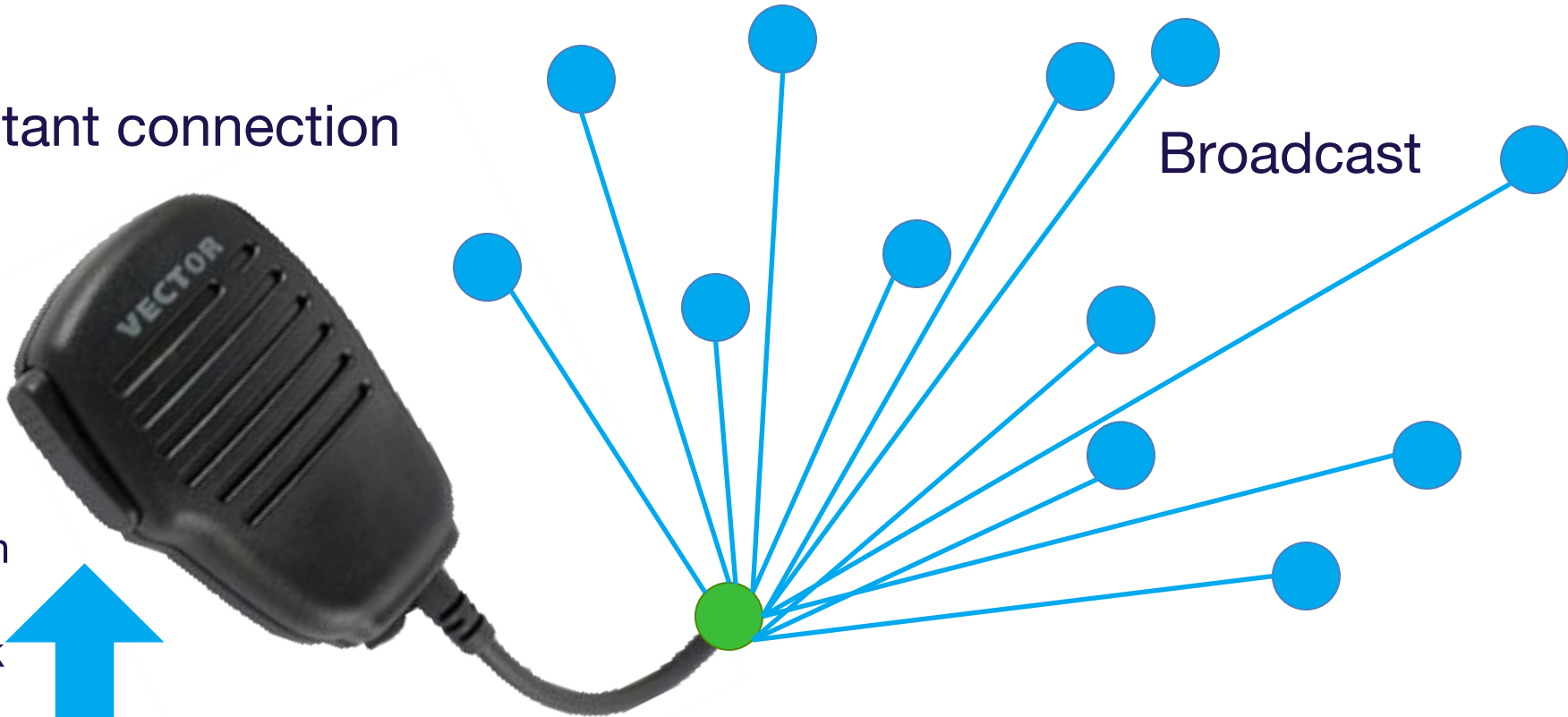Why have people been buying these pricey radios for 100 years?

Instant connection

Broadcast

Push & Talk

Easiness

Because of this 3 simple advantages.

# Pros & Cons

**+ Traditional conventional radio**

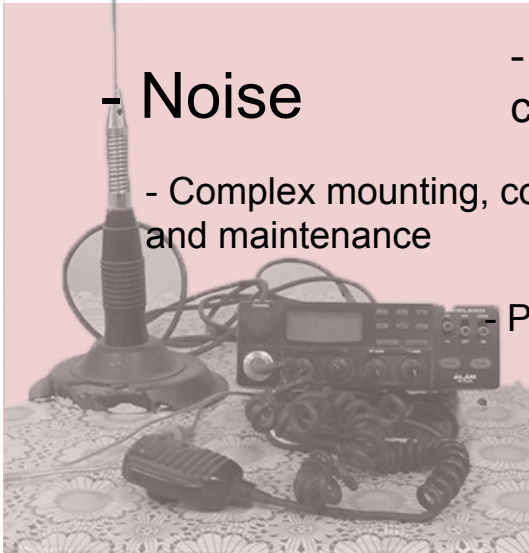+ Broadcasting    **+ Simplicity**

+ Instant connection

**- Noise**    - Limited range of communication

- Complex mounting, commissioning, and maintenance

- Power amplifiers

- Bulky antennas

**+ TreeTalk system**

+ Broadcasting    **+ Usability**

+ Instant connection    + Duplex mode operation

+ Digital sound    **+ No noise**
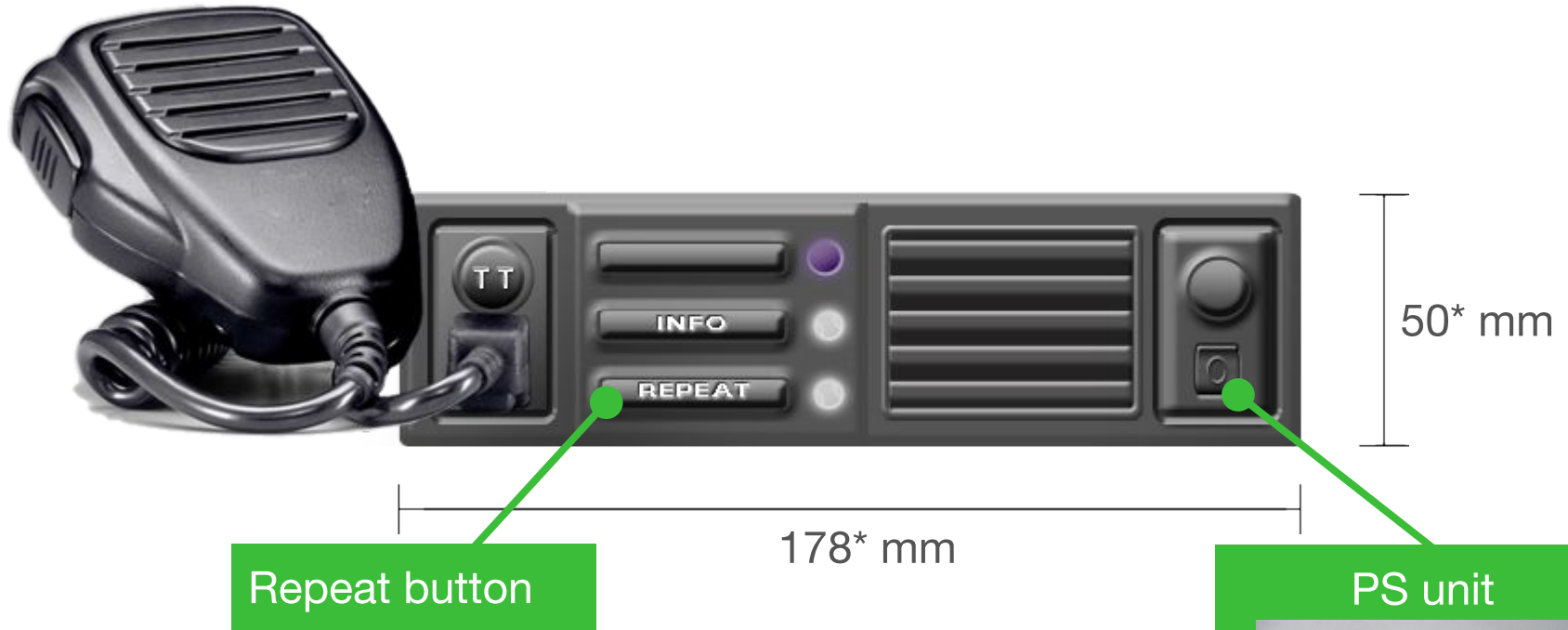
+ Extra features (GPS etc.)

+ Selective call

+ Flexible groups

We are going to transplant the advantages onto the new technical platform.

# Terminal's Design

**T T**

**INFO**

**REPEAT**

50* mm

178* mm

Repeat button

PS unit

12V/24V

* ISO 7736 / DIN 75490     1DIN = 180mm x 50 mm

** RF UM Pat 121411, PCT/RU2013/000062, WIPO WO 2013/162414 A1,
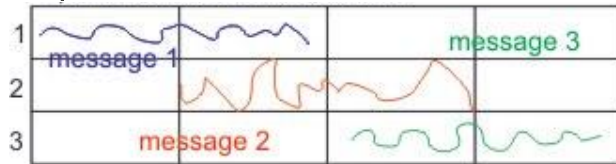US 2015/0072724 A1 + numerous know-hows...

The design is developed and patented, based on customer feedback, to fit both - cars and trucks.
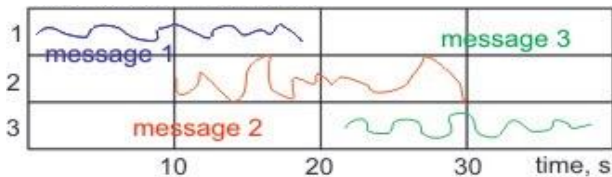
# Collision Handler

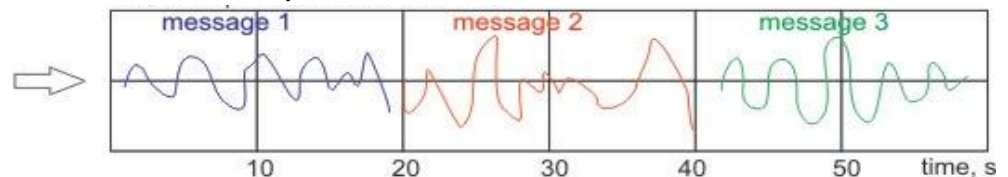Input of conventional transceiver → Audio output of conventional transceiver
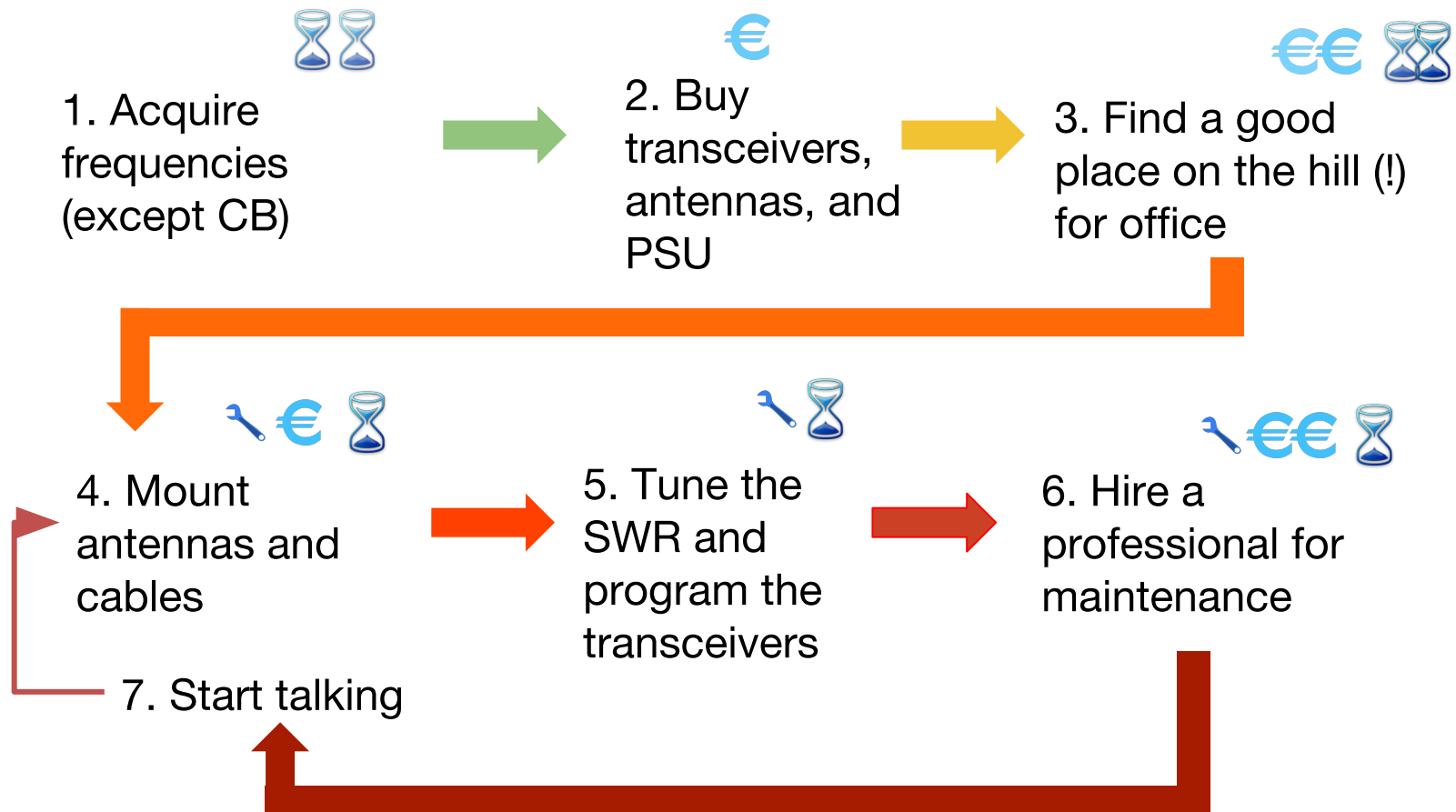
Mess...

Input of TreeTalk terminal → Audio output of TreeTalk terminal

E E F G   G F E D   C C D E   E   D D

Besides the evident advantages and extra features, we are currently developing a new one - **#CollisionHandler**.

# The Difficult Way of the LMR User

1. Acquire frequencies (except CB)

2. Buy transceivers, antennas, and PSU

3. Find a good place on the hill (!) for office

4. Mount antennas and cables

5. Tune the SWR and program the transceivers

6. Hire a professional for maintenance

7. Start talking

Usually those who seek a real-time voice connection, tend to buy two-way radios and then they face a bunch of problems.

# TreeTalk User's Easy Way

Start talking!

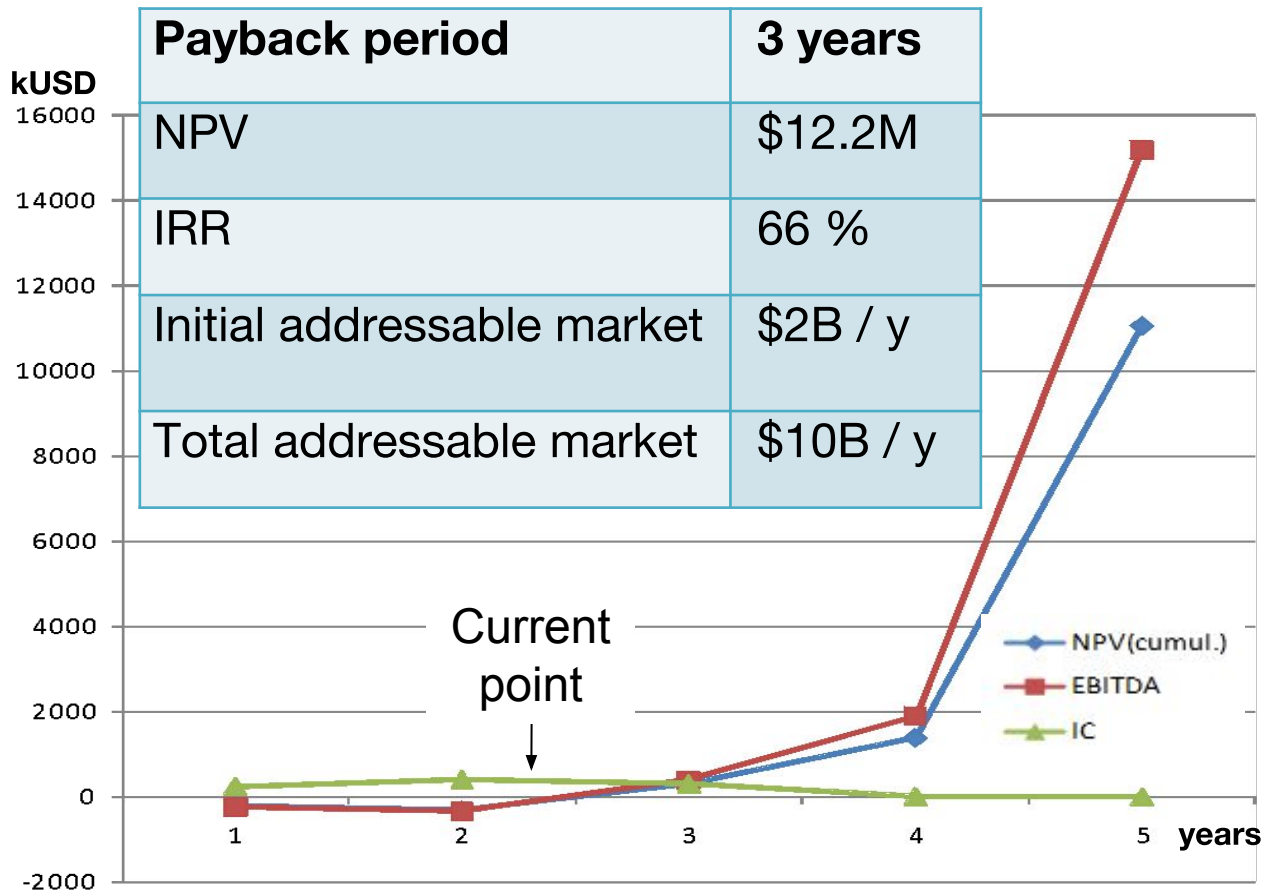Buy the terminals → Create an account on the TreeTalk website

| 3 steps | Fast | Simple |

Our solution is very simple for end users.

# Financial Model

| Payback period | 3 years |
|---|---|
| NPV | $12.2M |
| IRR | 66 % |
| Initial addressable market | $2B / y |
| Total addressable market | $10B / y |

kUSD

Current point

- ◆ NPV(cumul.)
- ■ EBITDA
- ▲ IC

years

Sales of our web-services

$5 / mo

Sales of our software

$99

Sales of our devices

$249

# Financial Projections

| | |
|---|---|
| Capital required to obtain first sales | $0.45M |
| Capital required to break-even | $1.2M |
| Initial addressable market | $2B / year |
| Total addressable market | $10B / year |
| Customer lifetime value (3-year basis) | $280 |
| **Payback period** | **3 years** |

We are **not** dreaming up any new market.
**There is** a huge niche in the B2B segment already, developed and growing.

# Market Fit and Competition

| | Digital sound quality | Cheap exploitation | Quick launch | Spectral efficiency | Coverage area |
|---|---|---|---|---|---|
| **TreeTalk** | V | V | V | V | V |
| **Analog radios** | | V | | | |
| **Digital radios** | V | V | | | |
| **Digital trunked systems** | V | | | | V |

We offer a modern and convenient solution to meet the existing needs of the customers. We have no direct competitors for our solution, as there are no similar devices.

# Traction and Plans

July 2014: Investment of founder.
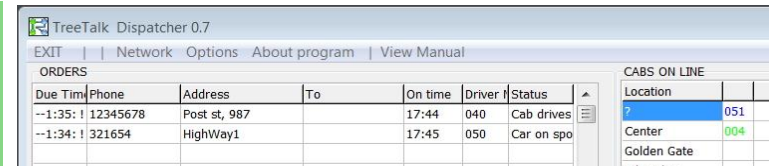Dec 2014: Grant for R&D has been won in the "Start" contest.

FASIE

Mar 2015: U.S. Patent Application was published (US 2015/0072724 A1).

Apr 2015: Working prototype of the Terminal is ready.

May 2015: First prototype of the dispatcher's software is developed.



2015 Q4: Field tests.
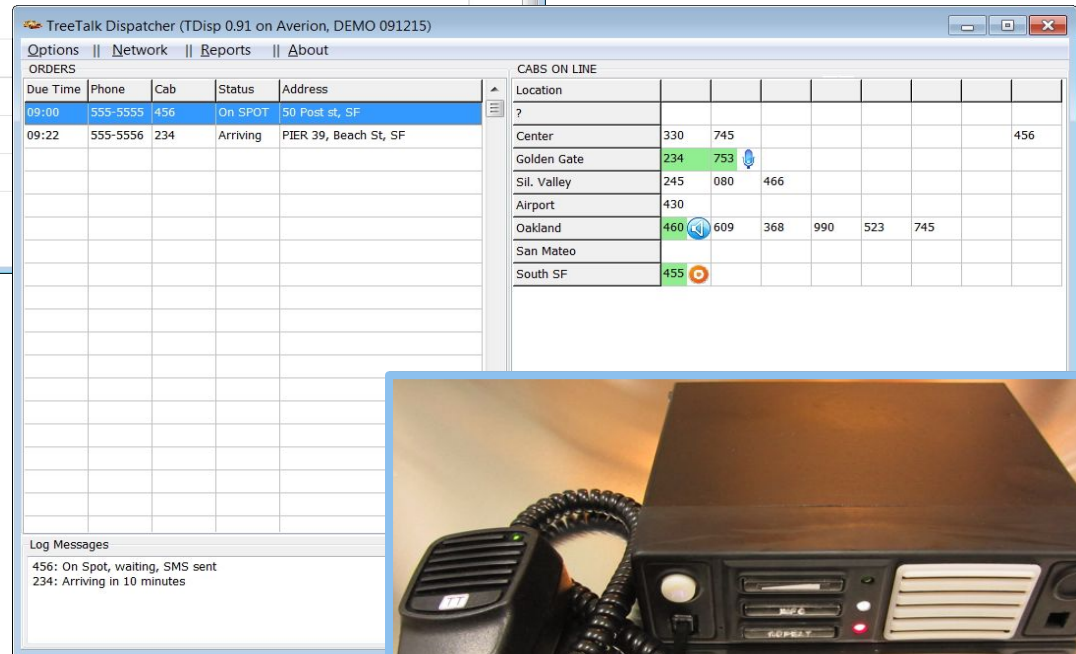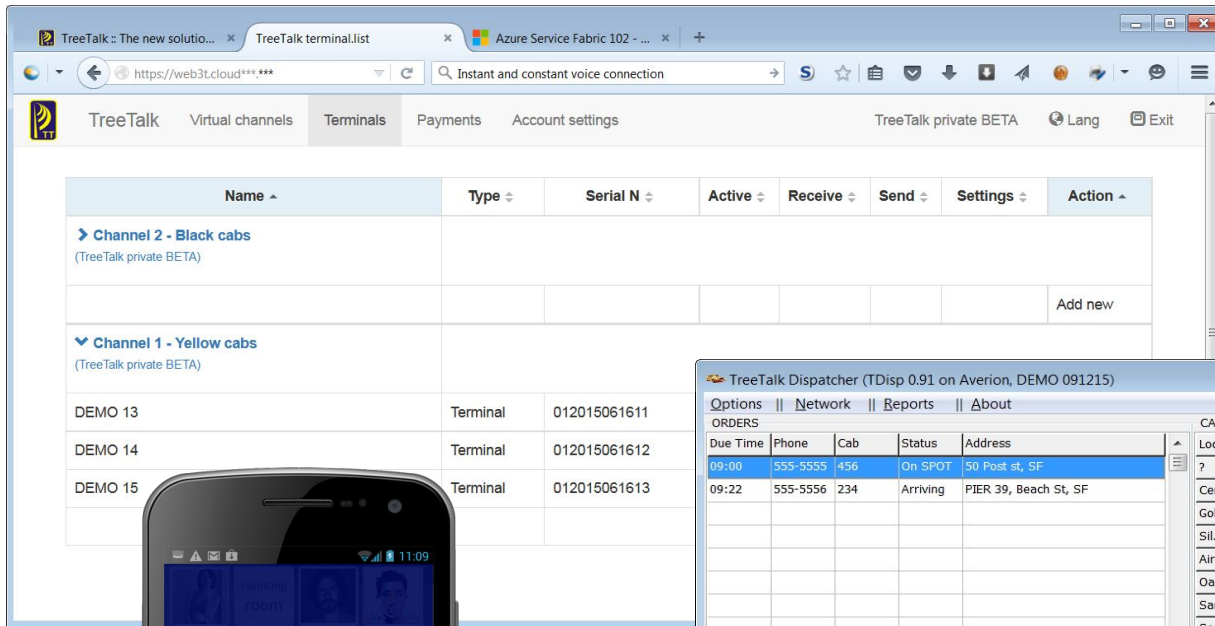2016 Q1: Web UI and server infrastructure.
2016 Q3: Final version of the Terminal One ready for production.

# TreeTalk:  Wireless Voice Terminal and System

*Welcome to the future of professional communications!*



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info@Tree-Talk.com