TreeTalk
Modern communication solutions

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Management
CEO, Founder: Igor Yanovskiy
CTO: Maria Yanovskaya

Industry: *Real-time voice telecommunications*

Number of Employees: *5*

Bank: Bank Otkritie Financial Corporation *(PJSC)*

Financial Information
Company stage: Private beta,
Workable device prototype
Previous Capital: $60,000
Monthly Net Burn: $3,100
Amount of Financing Sought:
$450,000 - 1200,000
Current Investors: Founder,
FASIE (grant for R&D)

Use of Funds
80% Product Development
10% Operation
10% Legal/Other

Business Description: TreeTalk is the new class of mobile devices and the new global communications ecosystem, working in the instant-call paradigm. Our products inherits advantages of LMR/PMR (broadcasting and constant connection), avoiding their flaws.

Company Background: Our team has dealt with real-time telecommunications equipment for more than 15 years, thus we know the pain of the users, and we know the industry. Now, powerful SoCs and fast data networks allow us to transplant advantages of conventional two-way radio onto a new technology platform.

Problem and Opportunity: Usually, those, who seek a real-time voice connection, tend to buy two-way radios and then they face a bunch of problems: regulations, limitations, barriers during frequency acquisition, complex commissioning and maintenance, limited range of communication, a need for power amplifiers and bulky antennas, an unstable signal quality, and so on.

Solution (Products/Services): Our device digitizes voice and sends it via existing data networks. (It makes no sense to build primitive infrastructure for each new channel, while modern networks cover 90 percent of the world population). The system, beside terminals, comprise web frontend, backend, databases and servers for addressing and routing. Messenger for PCs and mobile devices is in line.

Technologies/Special Know-how: We have developed the voice compression and the reliable transmission technologies, cloud infrastructure software. The core patent of the system is "TERMINAL FOR WIRELESS VOICE COMMUNICATION" (RF UMP 1211411; WO 2013/162414 A1; US 9,338,275 B2). 5 know-hows are registered also.

Market: Initial addressable market $2B / year; total addressable market $10B / year. Versatile TreeTalk protocol allows to expand the product line and rapidly branch out into adjacent niches that also require a permanent connection and high-quality voice communication: communication modules for ATMs, parking meters, self-service kiosks, unmanned vehicles and delivery drones, shops, elevators, etc.

Distribution Channels: Existing transceivers distribution network and direct internet sales (for devices). Our software and services will be available online.

Competition: Analog and digital transceivers, trunked systems, some new developments like DMR and PPDR. Our all-purpose system has more features, but is many times simpler and cheaper for users.

Financial Projections (pessimistic scenario) :
Payback period: 3 years.
Customer lifetime value (3-year basis): $280;
NPV (5y)= $8,300,000; IRR (5y) = 166%;
Capital required to obtain the positive cash flow = $450,000 ; Capital required to break-even = $1200,000