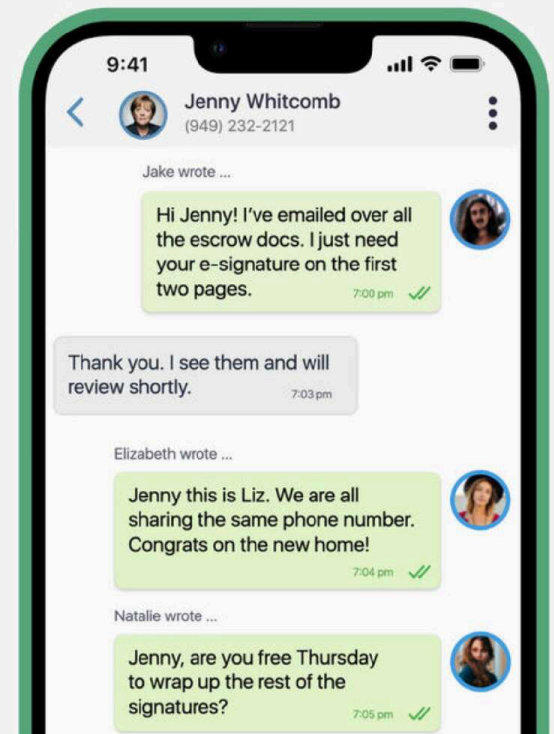




Phone2



INVEST IN PHONE2

Manage calls & texts as a team with shared phone numbers. No extra hardware!

LEAD INVESTOR



phone2.io Irvine CA



Steve Mino

To individual investors, the Phone2 value proposition is fantastic: with relatively little money, you can own a piece of a fast-growing telephone network. Andrew and Dmitrii have solved some huge problems: finally building a software-based telephone where businesses and colleagues can collaborate together. Having collaboration in our software is a central part of our workflow. I think Phone2 will revolutionize the telephone, just as crypto did to banking or as Slack did to email. Now it is time for Phone2 to develop and scale. In addition to being an investor in the company, I am also a user of the platform. I am happy with the product, the ease of use, and the continuing adding of new features. I see the value that it has brought to my own business and that's why I'm backing it.

Invested \$25,000 this round

Highlights



 Member of Google for Startups

1 🏆 Member of Google for Startups

2 💰 An \$80b market

3 👥 Talented team led by former CTO of Uklon

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4 🤝 Partnerships w/ CapitalOne, AngelList Stack

5 🧩 Integrated platform with Hubspot, Intercom, Slack

6 🏠 40% of workforce will be "full-time remote" by 2024

7 📈 25% industry YoY growth

8 💰 Post-revenue. 📝 14k on waiting list

Our Team



Andrew Shaker Founder

Member of Google for Startups 12th batch. SoCal Native. Telco geek.

By 2022, most business tools have been revamped to fit the modern era. However, the telephone has remained antiquated. By allowing teams to collaborate and improve communication flow, we aim to streamline businesses.



Dmitrii Poroshkov CTO / Co-founder

Former CTO of Uklon, one of Europe's largest ride-sharing apps.



Ahror Kayumov Senior Backend Developer

Architecting Phone2 to receive a call in USA and forward it to Poland, within seconds. Former Team Lead at Bolt



Alex K. Frontend Developer

Architecting Phone2's web version



Anton Ocheredko Front-End Developer



Andrew Shaker

Why Phone2?

Our Goal

To create the **collaborative** telephone
for businesses *without hardware*



The business phone for modern teams - phone2.io

If you walked into a typical office

in the 1990's you would see ...

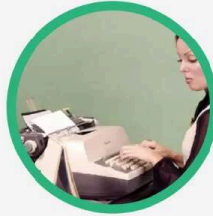
Mail



Meetings



Memos



Telephone



The business phone for modern teams - phone2.io

But today these tools have been redefined to let teams collaborate... *except the telephone*

Office mail



Emails



Meetings



Chats



Memos



Docs



Telephone



Because of smothering telecom regulations,
the evolution of the telephone has stalled



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So businesses have only 3 phone options -
which disrupt and create silos in their workflow



 The business phone for modern teams - phone2.io

But in 2022, the US and EU telecom regulators have all but
removed cloud-communication **regulations** completely

This opportunity is **HUGE**

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Which allows Phone2 to innovate and make a telephone
that **modernizes** every businesses' workflow!



- ✓ Collaborative
- ✓ Rich analytics
- ✓ Rich integrations

- ✓ Collaborative
- ✓ Send SMS to customers
- ✓ Manage multiple teams

- ✓ Collaborative
- ✓ Send SMS to customers
- ✓ Setup new teammates without hardware

The Status Quo

What our users say

nextiva

We needed a full time IT guy just to keep our phones on. I can't waste that time.

- **Eric S**, Shipping Logistics



Google Voice

I can't use this for my growing team. No tools. It's a basic phone that needs 2+ apps just to run.

- **Kelly H**, Wedding Planner & Events

RingCentral

No collaboration features. I'm taking calls on one platform, and coordinating with my team on another. I'm wasting hours a week.

- **Allen G**, Event Promoter

HubSpot

I need a CRM in my phone, not the other way around. I have no control of calls here.

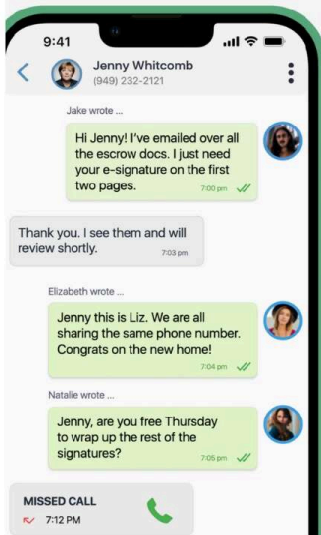
- **Justin K**, Copywriting & SEO Agency



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Our Magic Sauce

Why customers use Phone2 instead

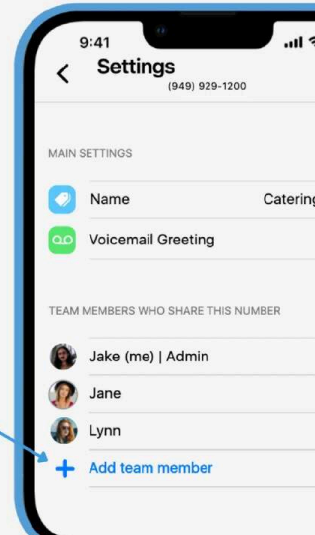


Collaborate Faster!

Respond to customers as a team.
Share phone numbers!

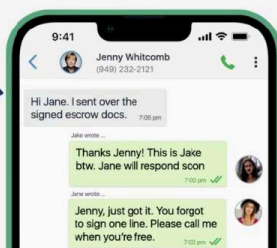
Onboard with Ease

Add phone numbers & new users to your existing devices. No hardware needed.



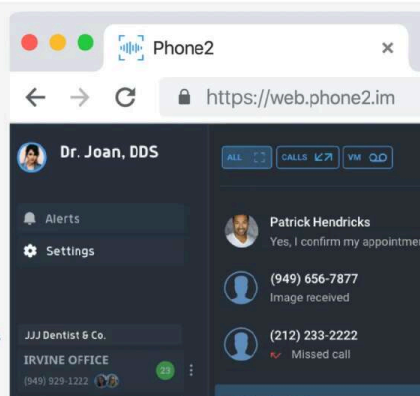
We've built a phone where all can collaborate...

Follow any conversation, on any number, in real time.



Manage calls and texts as a team with shared numbers.

Tag teammates and



See a contacts' voicemails, texts, and calls in one view

chat internally under any call or text.

Invite users in and out of Workspaces, under the same account - just like Slack!

ANAHEIM OFFICE (949) 929-1233

APPOINTMENTS (949) 929-1230

Dr. Joan, Private Practice

INCOMING LEADS (949) 929-1311

MAIN LINE (949) 929-1211

Doris Brown Incoming call

Jason Green Outgoing call

Angela Smith Voicemail received

Teams can quickly put their customers first

Our "mini CRM" lets teams chat and take notes under their shared contacts

Dr. Joan, DDS

Patrick Hendricks 10:38 AM

(949) 656-7877 Image received

(212) 339-2222 Missed call

Doris Brown 8:12 AM Incoming call

Jason Green Outgoing call

Angela Smith Voicemail received

Doris Brown

Checking... 10:00 PM

Yes it's ok 10:00 PM

I'll be there at 2pm

Team notes

Dr. Jason April 10, 4:21 pm

Doris came in for an appointment last April. We promised her a 40% discount on her next cleaning.

Dr. Jane April 12, 1:36 pm

She came back today for a deep cleaning. I gave her 40% off.

Dr. Joan May 14, 12:45 pm

Doris is my favorite patient. She brushes her teeth before every appointment!

Take a note...

Why now?

- Businesses want **collaborative** tools
- Hardware** telephony is dying
- 40% of workforce will be **remote** by 2024

We're after an \$80Bn market opportunity

86%

\$10B Cloud-based telephony 25% YoY growth

\$70B (86% of market) Hardware telephony

Source: Gartner 2021 global UaaS report of \$80Bn breakdown: \$23Bn US & CA, \$25Bn EU, \$32Bn rest of world

Projection

\$1bn exit in 5 years

\$10 per user/mo

\$5 per number/mo

176,000

\$50

\$105m

workspaces
i.e., accounts

X

\$80
/mo

=

\$100M
ARR

9% monthly
growth rate*

1 Account with
4 users, 2 numbers

Dec 2027

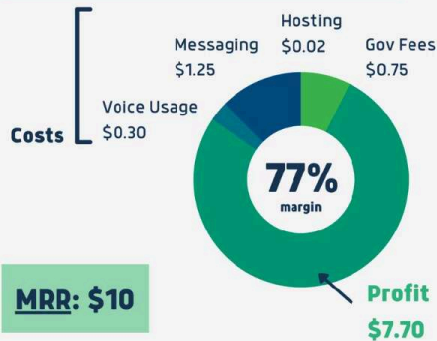
*Starting point of 1000 workspaces in December 2022. US market only. In July 2022, we signed large telecom contracts in France, UK and Poland, Germany by Q4 2022.

Forward looking projections cannot be guaranteed.

How we'll do it

Actual data from our beta users. Based on 379 accounts in July 2022

Account: 1 user, 1 number



Account: 5 users, 1 number

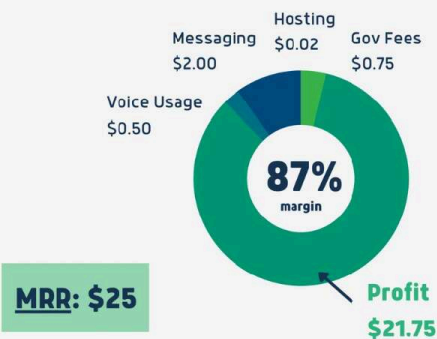


PRICE: \$10 per user / mo + \$5 per number / mo

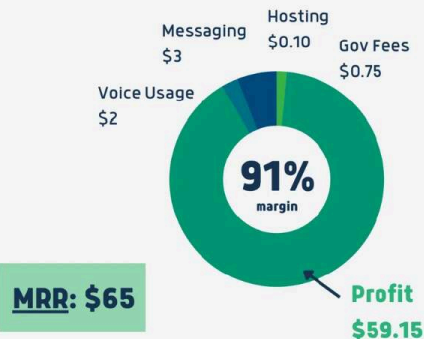
Extra users increase our margins

Actual data from our beta users. Based on 379 accounts in July 2022

Account: 1 user, 4 numbers



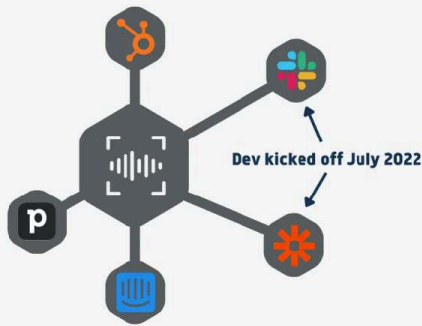
Account: 5 users, 4 numbers



Upside: Our costs decrease as our volumes increase.

Roadmap For Growth

① Integrations



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② Partnerships

Contracts Signed

- | CapitalOne for Business
- | Brex Perks
- | AngelList Stack Perks

The Team behind the magic



Andrew Shaker, Founder
SoCal native. 1x exit experienced
Founder. Telco geek.



Ahror K.
Senior Backend Developer
Former Team Lead at Bolt



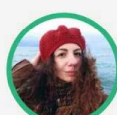
Dmitrii Poroshkov, Founder
CTO.
Former CTO of Ukion



Alexander K.
Front-end Developer



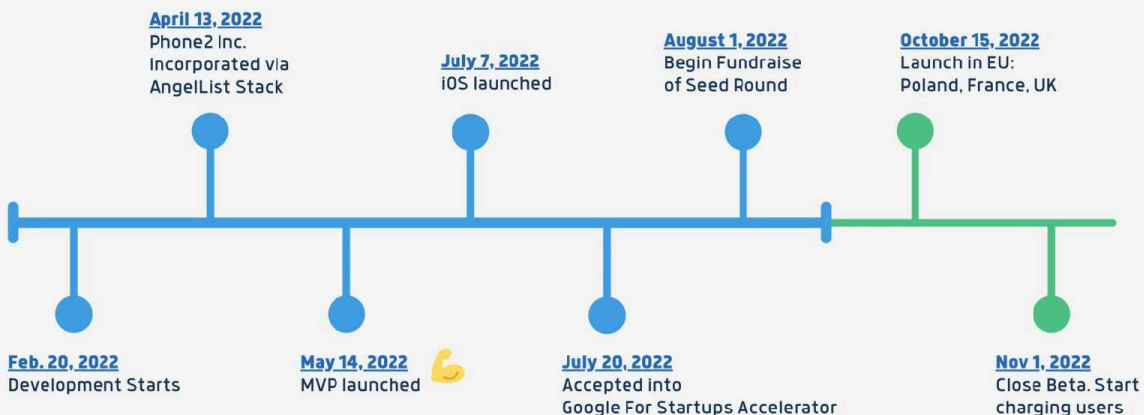
Anton O.
Front-end developer



Hripsime G.
QA & Customer Support
Speaks 4 languages

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Summary



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