



# Text-First Conversational Business Messaging



**Today, customers would rather text a business than talk or email.**

**67%**

of customers would rather text than talk with a person at a business

**58%**

of customers try to text back after missing a call from a business

Source: Zipwhip

**Getting paid is a problem for SMBs.**

**49%**

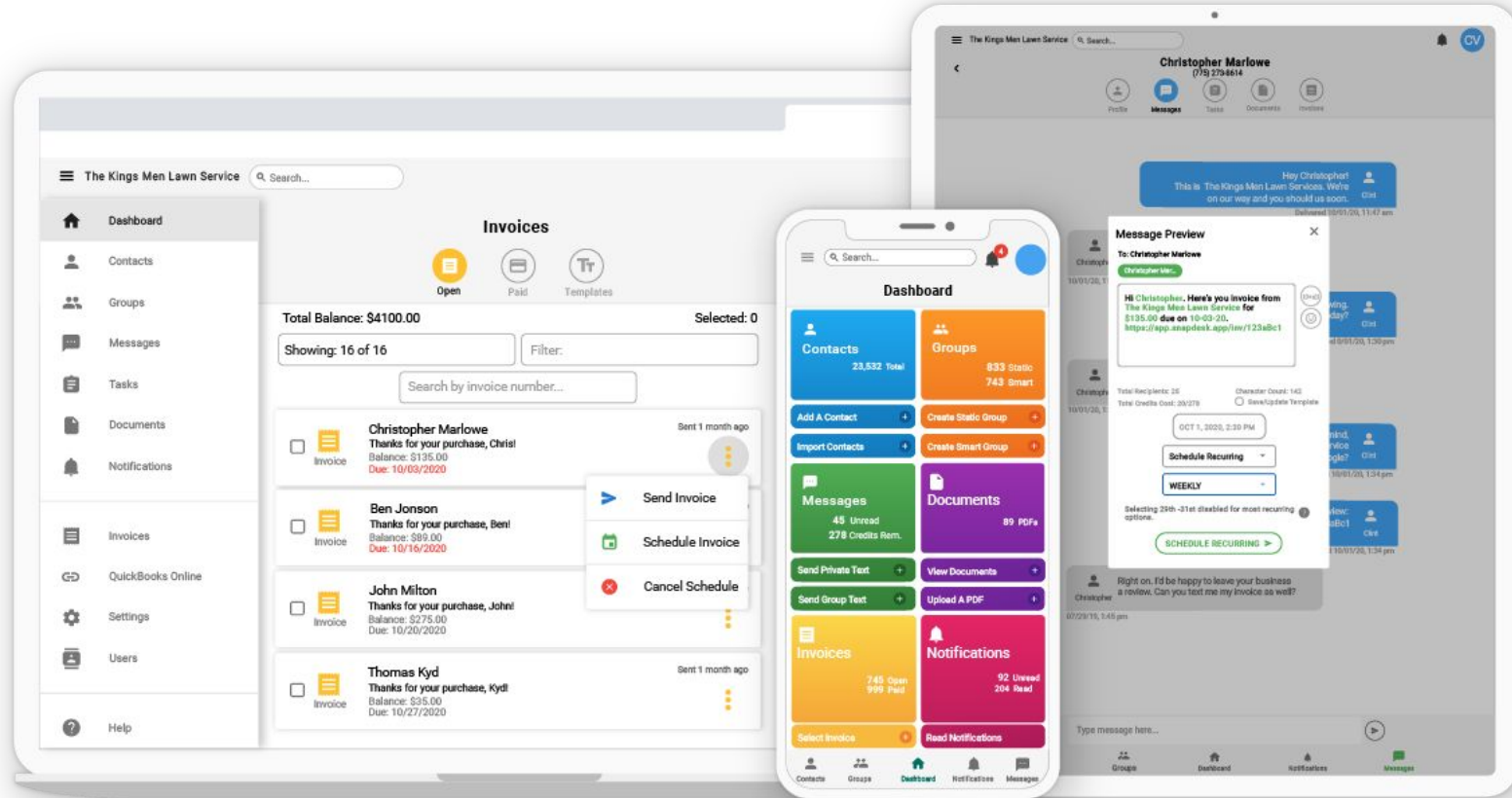
of SMBs have a hard time following up with customers on late payments

**46%**

of SMBs find it difficult to get paid on time

Source: Hubspot

# Text Customers and Get Invoices Paid with SnapDesk



# Our SaaS Category

Our  
Category

Market  
Opportunities



## Business Text Messaging

- More businesses and organizations are embracing optimized business text messaging strategies.



## Small and Medium Sized Businesses

- Messaging is not a "one-winner-take-all" category - needs are broad and varied.

Enterprise



## Conversational Messaging

- The next generation of messaging is conversational.

Bulk Messaging



## Day-to-Day Business Operations

- Operations is an underserved market segment.

Marketing & Sales



## Invoicing and Payments

- Few text messaging invoice and payment options currently exist.

Reviews



## Accounting Integrations

- SnapDesk is the only option.

CRM Integrations

# SaaS Business Model

Year 6 Projection Based on  
Current Market Size

**\$64 M**

SOM  
46 K Users at  
\$115 Avg. Mthly

**x 0.79**

**79% Gross Margin**

**\$50.5 M**

SnapDesk Annual  
Gross Profit

# Growth

**291 K**

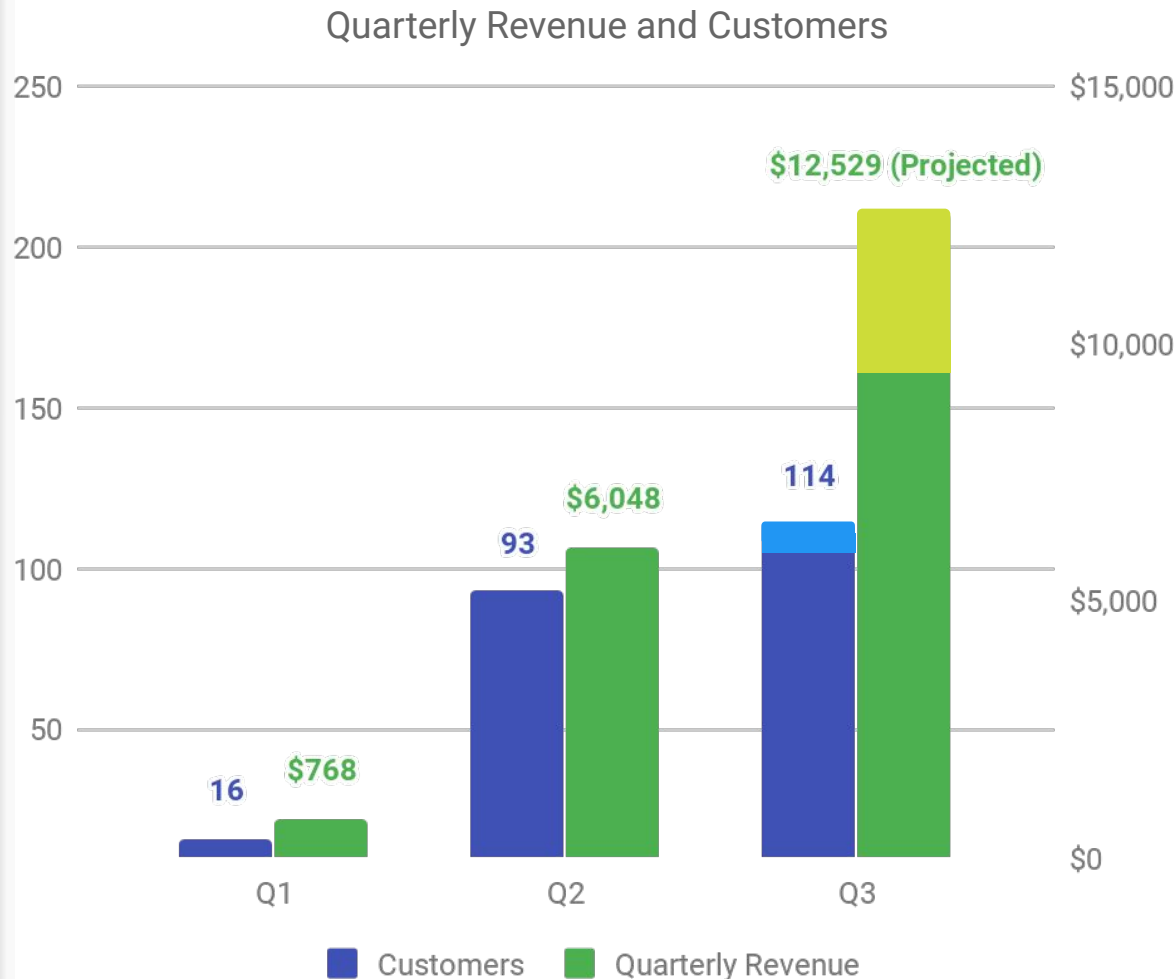
Total Outbound SMS YTD

**44 K**

Total Inbound SMS YTD

**1,266**

Average Daily SMS Sends



# Current Customer Breakdown



## **Pediatric Clinic - Pays \$192/mo.**

Office staff uses SnapDesk everyday for appointment reminders, scheduling and "room ready" texts



## **Pastor - Pays \$150/mo.**

Uses SnapDesk almost every day to send prayer and devotional texts to congregation of hundreds



## **Dance Studio - Pays \$468/year**

Instructors use SnapDesk to schedule class reminders and updates



## **Insurance Agent - Pays \$109/mo.**

Uses SnapDesk for marketing and sales follow-ups on a daily basis



## **Lawn Service - Pays \$49/mo.**

Office staff and landscapers uses SnapDesk everyday to send invoices, invoice reminders and "we're on our way" texts

**Professional**  
**25.0%**

**Field Service**  
**31.0%**

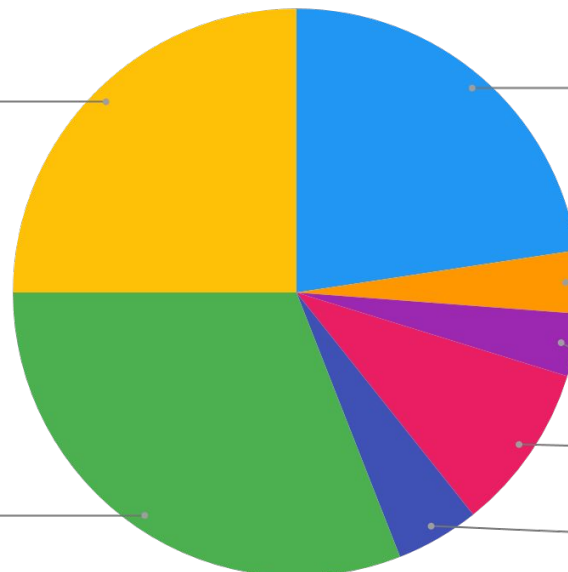
**Individuals**  
**22.6%**

**Manufacturing**  
**3.6%**









**Logistics**  
**3.6%**

**Nonprofit**  
**9.5%**

**Retails & Restaurants**  
**4.8%**

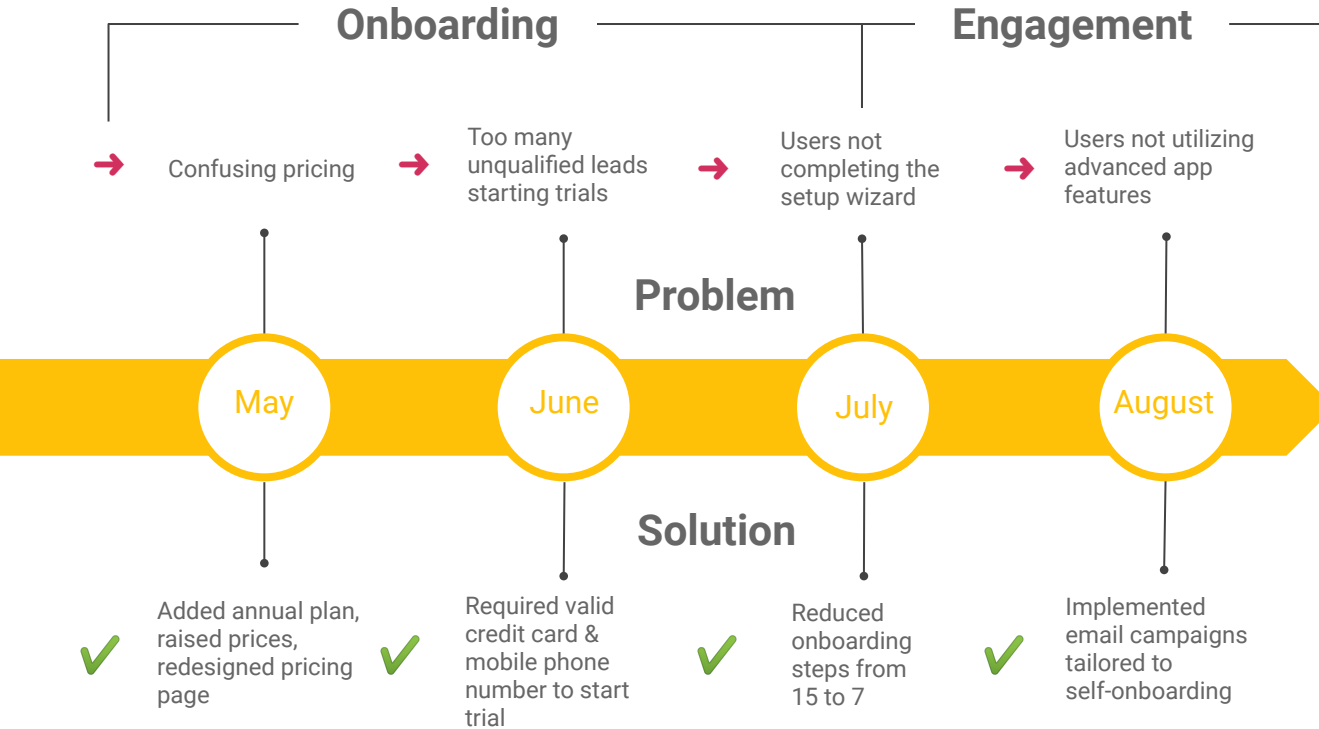


# What We've Accomplished: Core Feature Parity

								
Scheduled Messaging	✓	✓	✓	✓	✓	✓	✓	✓
BCC Groups	✓	✓	✓	✓	✓	✓	✓	✓
Smart Groups	✓	✓	✓	✓	✗	✓	✓	✓
Custom Fields	✓	✗	✓	✓	✗	✓	✓	✓
Invoice/Payment Collection	✓	✗	✓	✓	✓	✗	✗	✗
QuickBooks Online Integration	✓	✓	✗	✗	✗	✗	✗	✗
Xero Integration Q4 2020	✓	✗	✗	✗	✗	✗	✗	✗
Number Porting Q4 2020	✓	✗	✓	✓	✗	✓	✓	✓
Automated Campaigns Q4 2020	✓	✓	✓	✓	✓	✓	✓	✓
Auto Responders Q4 2020	✓	✓	✓	✓	✓	✓	✓	✓



# The Learning Journey



## Outcome

- = Trialing to paid conversion rate increased from 7% to 13%
- = Number of unqualified leads and spammers dropped by 57%
- = Time to “first text” fell from 15 to 2 min with a 15.5% increase in setup completion
- = Users receive automated emails with tailored content to achieve their “ah-ha!” moment faster

# COVID-19

## Long-term Advantages

- ✓ COVID is accelerating the move to “digital first” customer interactions.
- ✓ Communications tools are critical, non-discretionary expenses.
- ✓ Companies look to process touchless payments, lower accounts receivable and maintain cash-flow.

## Short-term Disadvantages

- Event cancellations limit our direct access to end-users and reseller networks.
- SMBs suffered an initial shock with interrupted business.

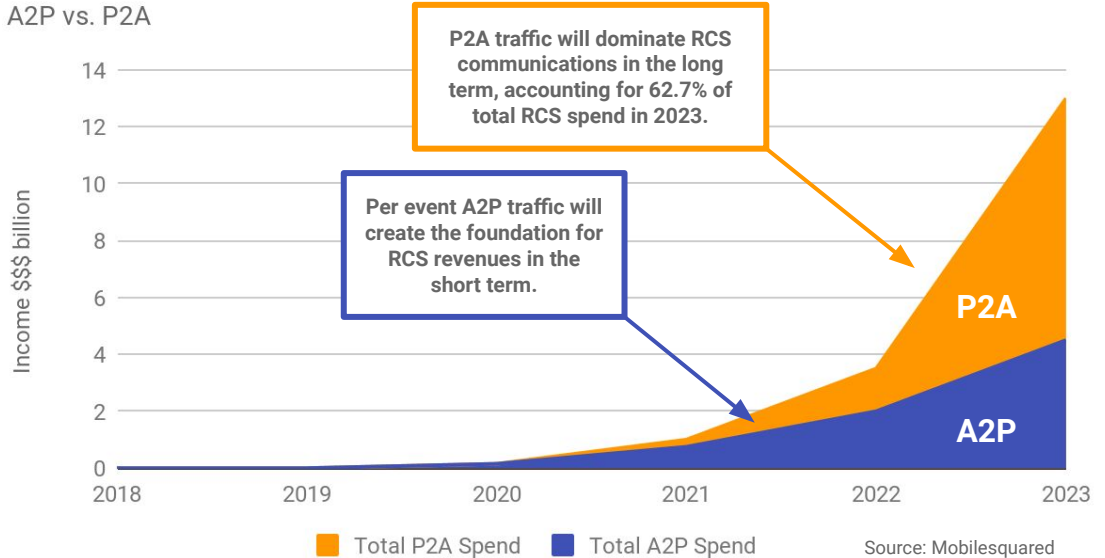
# Rich Communication Services

**SnapDesk has been accepted as a Google Messaging Partner.**

We've been granted early access to Google's proprietary cloud platform API for the development of RCS Business Messaging (RBM).

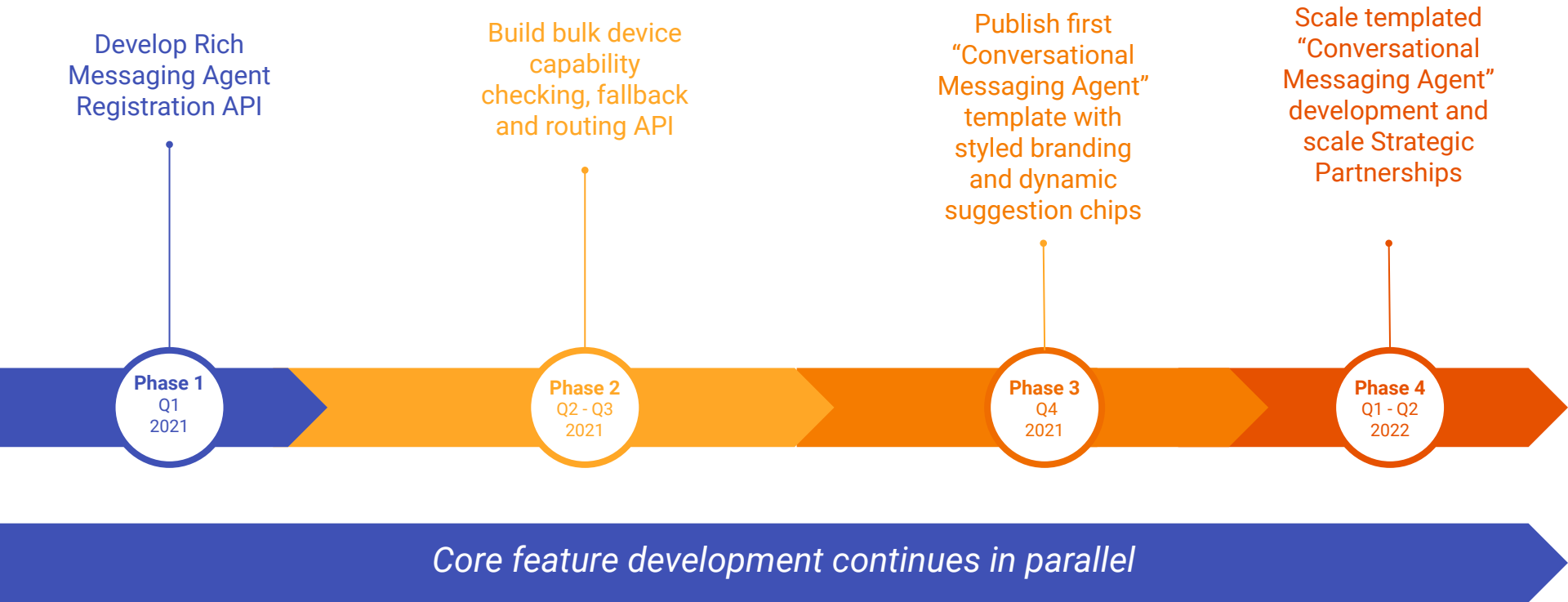
## RCS Spend (\$US)

A2P vs. P2A



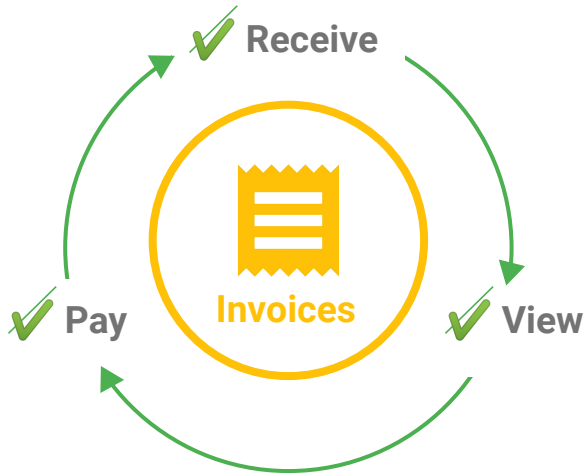
A2P - App Messaging a Person  
P2A - Person Messaging an App

# Proposed RCS Development Plan



# Potential Payment Processing RCS Strategic Partnership

We're interested in building an in-line  
invoicing experience to:



*Directly in a text message thread.*

## We're currently working to integrate with payment processing companies

- ✓ Process payments through text message
- ✓ Update accounting software when payment completed
- ✓ We gain access to payment processor customer base
- ✓ Potential additional revenue source from fee sharing

# Current Ask and Use of Funds

**\$250,000**

*6 Months Runway*

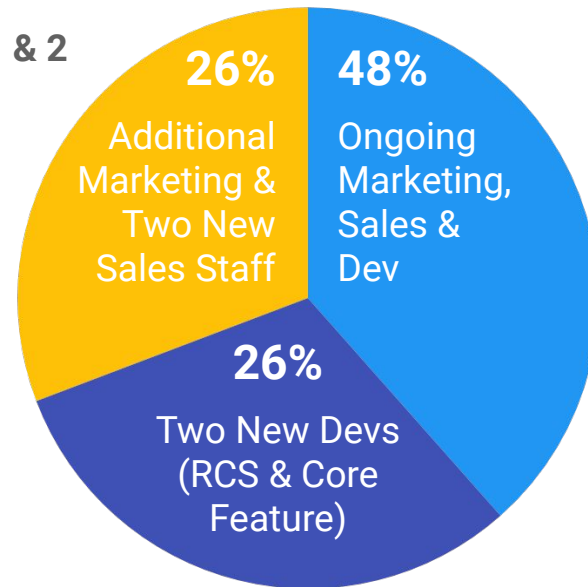
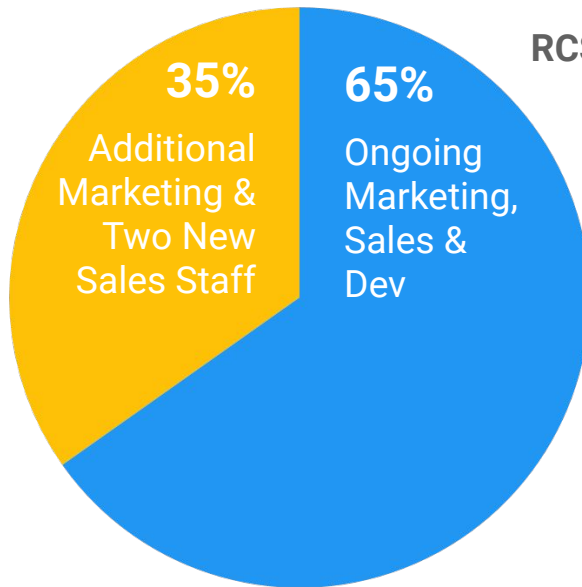
*up to*

**\$500,000**

*9 Months Runway*

Deliverable Milestones:

**25K MRR  
RCS Phases 1 & 2**



Funding To Date: \$240 K Pre-Seed Round

# Our Team



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*Built by:*

