



Online communication, reimagined.

The future of communication:

Imagine a future where you could message someone who is talking to you and talk to someone who was messaging you, seamlessly.

- **Seamless switching between voice and text based communication**
 - Users should be able to message or voice call someone regardless of whether the other party is messaging or in a voice call.
 - Combines the benefits of voice calls: multitasking, intuitive communication with the benefits of messaging: convenience, no noise generated.
- **Multi-lingual communication**
 - Talk with anyone from anywhere in any language you prefer, and have it reach them in their own favorite language
- **Voice bots**
 - Enable automated business to customer interaction through an intuitive voice based interface
- **Always have communication history, whether you're talking or texting**

Beep: presenting the future

Beep is a voice/text messaging application that bring the future of communication to fruition, with the latest advancements in TTS and STT technologies.

A Voice over IP (VoIP) app that has 4 key features:

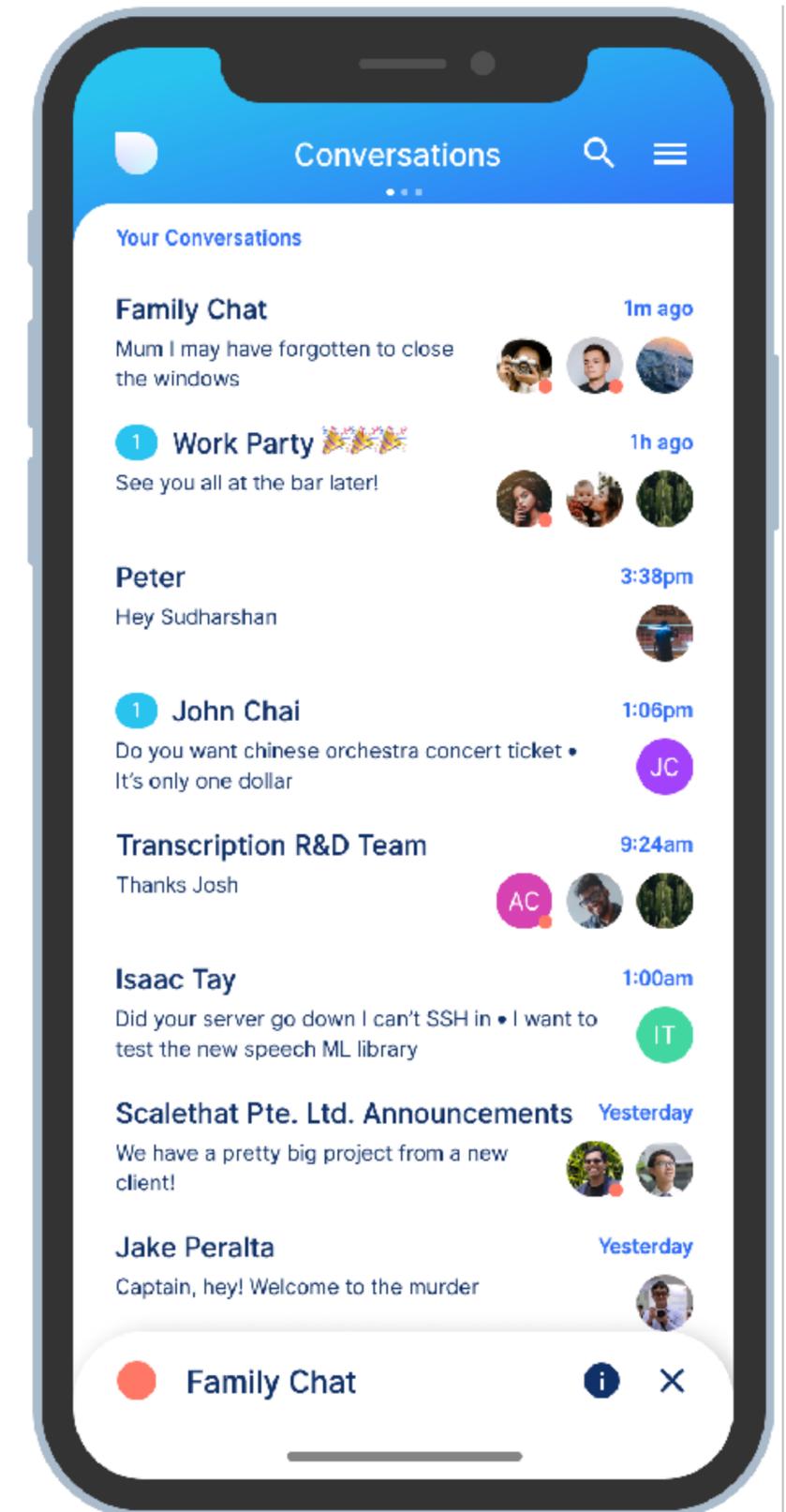
- Always on communication even in other apps, keep talking while doing your work
- Searchable conversation history, whether you are speaking or typing
- Effortless group conversations, over voice or text
- Seamless voice and text transition, pick whichever one you want to

Powered by 3 innovative technologies:

- Accurate neural network model for **conversational** speech to text (STT) for transcription
- Machine learning powered text to speech (TTS), capable of **realistically recreating user voices for identification in group conversations**
- Cutting edge **multi-language translation** capabilities

How it works, don't worry it's easy!

- Tap a conversation to open it and start messaging **or** tap and hold to start the voice conversation.
- Leave the application, read some news, watch Netflix, all while talking to your friends when in a voice conversation.
- Send a message to your friends, they'll hear you talking in your own voice even if you don't say anything.
- If you're offline, you'll get a notification on what everyone is saying, just like other familiar chat apps.
- Once you're back, open up the app, catch up and join the conversation.



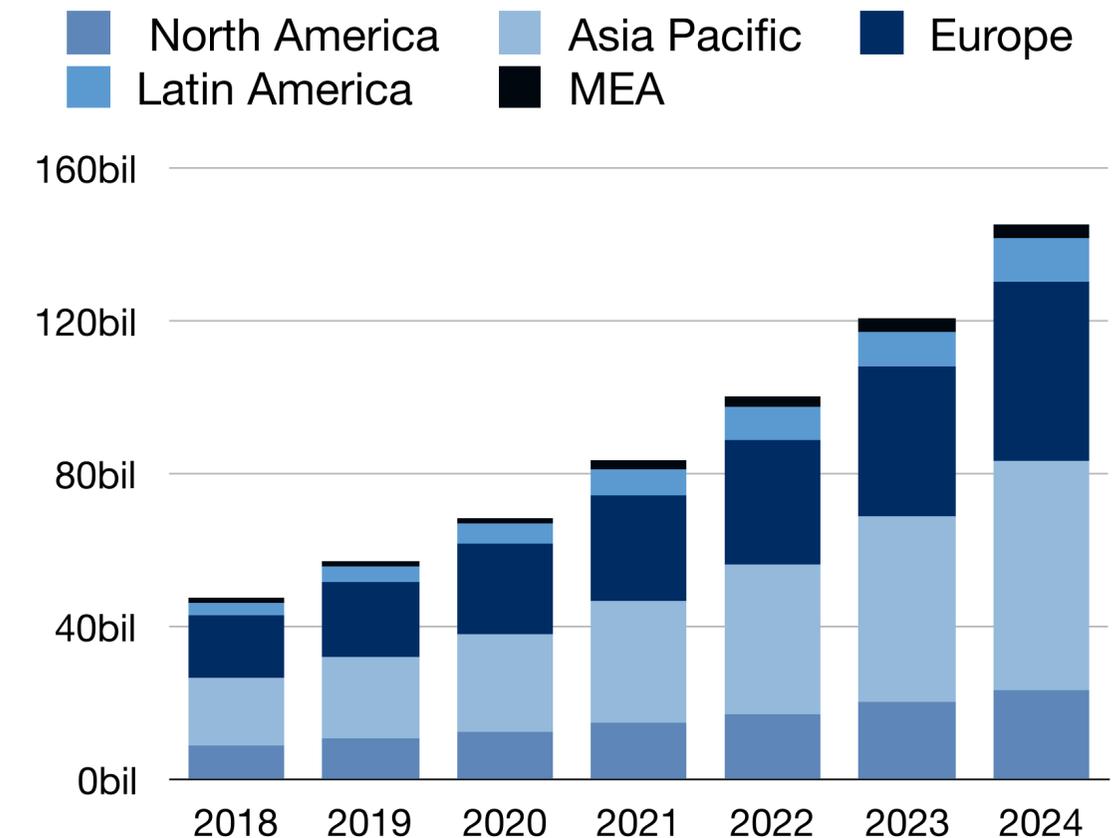
Market analysis

Total Available Market (TAM)

- Asia Pacific and Europe are the largest consumers for VoIP in the coming years
- VoIP industry is increasing to a total of **145 billion** dollars in 2024

Served Available Market (SAM)

- SAM size of **20% of TAM**, year on year
 - Projected at 29 billion in 2024
 - Restricted by transcription language, internet speed requirements and cost
- Projected market share of **0.02% in 2021**
- Aiming for a market share of **1% in 5 years**



Market projected growth for the VoIP industry
Source: <https://www.grandviewresearch.com/industry-analysis/mobile-voip-market>

Business model and growth strategies

- We charge on cloud history, conversations are always free.
- Subscription model, for cloud storage and audio syncing across devices such as laptop and mobile.
- Allows users build up a history locally before being convinced to buy into Beep Cloud to avoid losing history.

Customer acquisition and go-to-market strategy

- Targets younger population, as they are more likely to adopt new technologies
- Focusing on social media marketing strategies and through online mediums such as YouTube and Instagram
- Emphasis on branding and language to attract the target population
- An invite system built into the app to encourage users to invite and talk to their friends, growing the user base organically

Plan Type	Voice history	Transcription history
Free	Local, unlimited, unsynced	Cloud, unlimited, synced
Paid \$7/mnth	Cloud, unlimited, synced	Cloud, unlimited, Synced

KPI metrics and forecasting

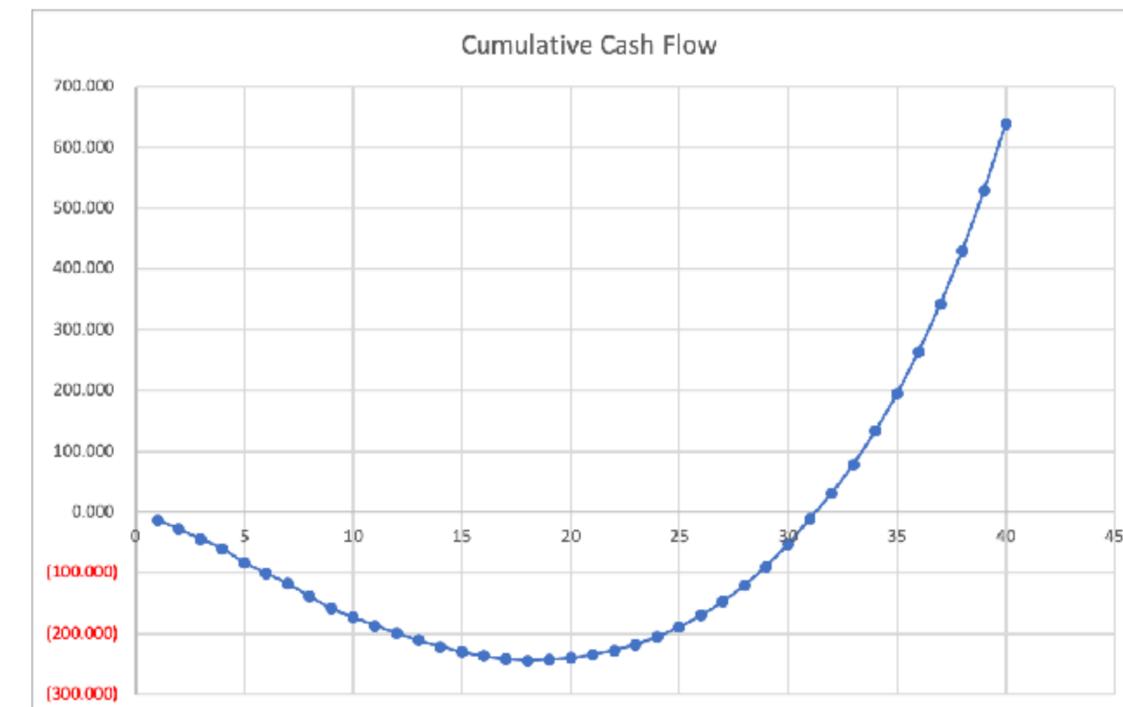
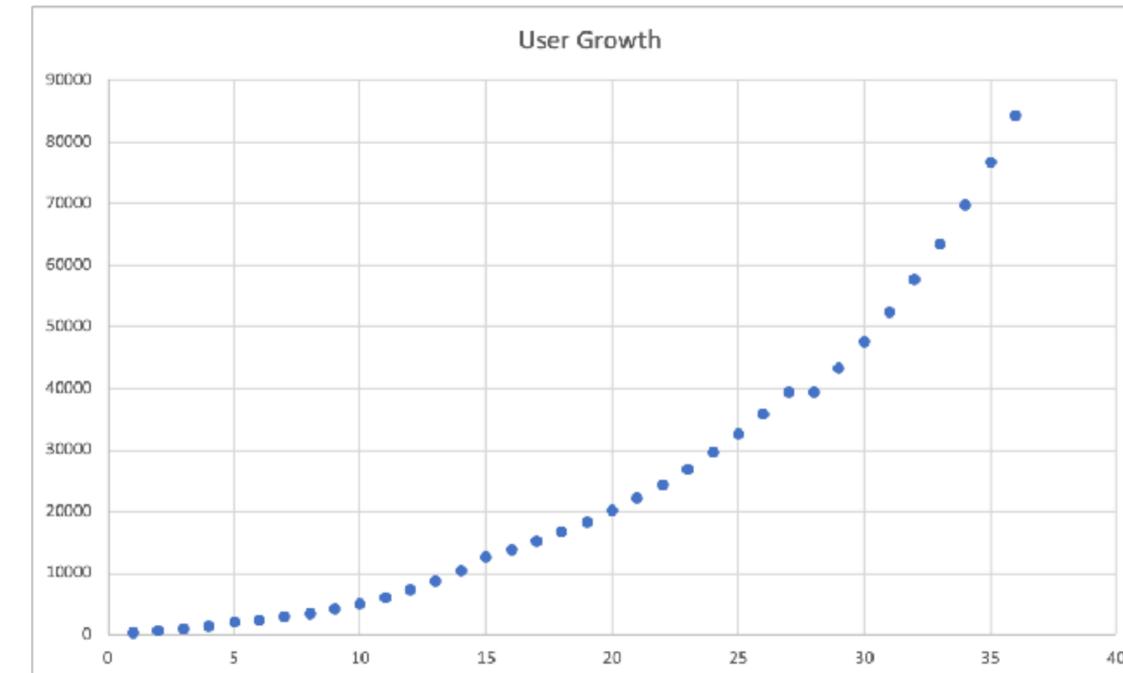
- As a communication app, the primary performance indicator is the user base
- A larger user base attracts more people to use the platform, resulting in a vicious cycle with **exponential growth**

Forecasting parameters and assumptions

- Forecasting assumes that there is an user base growth of 10% month on month organically and up to 50% with cashflow being directed to advertising
- It assumes the 20% of users end up being paying customers
- It assumes a 7 dollar a month subscription cost
- These parameters can be appropriately tweaked appropriately after a beta test has been conducted
- Graphs shown are in units of months after initial launch

Summary of forecast

- Projected break even point in **2021**
- Projected cumulative profit of **\$639,000** by the end of 2021
- Projected monthly profit of **\$110,000** by the end of 2021



Competition and competitive advantages

Skype

- Owns 33% of the VoIP market
- Takes the form of a traditional call but over internet
- Completely free for Skype to Skype call

Discord

- A popular voice communication tool for gamers
- Uses voice channels instead of calls
- Completely free

Competitive Advantages

- Beep has a fresh, disruptive approach to voice communication
- Unique UX/UI focused app
- Completely different business model, based on a subscription plan



Team

Beep is powered by a group of young, slightly crazy founders, passionate about changing the way we communicate online.



CEO-ish

S. Sudharshan, 18

loves electronics and computing and wants to save the world with robots

enjoys reading books in nature reserves and long walks along the beach.



CTO-ish

Ambrose Chua, 19

passionate about building and deploying applications at scale.

cycles insane distances, >50km around Singapore for no reason whatsoever



COO-ish

Joshua Thambiah, 21

extroverted social butterfly, loves to work on interesting ideas and concepts

clearly enjoys dogs as observed from the picture above



Lead Engineer-ish

Daniel Lim, 18

full-stack developer and a nerd for all things relating technology

Has many odd obsessions including ham radios and unicorns

Thank you!