



Shailesh Kaul, Founder & CEO

Confidential



Vayyoo © 2008

Vayyoo Introduction

❖ Expertise Wireless Mobility Solutions: Radio aware design

❖ Focus

- Mobile data convergence
- Enterprise mobility Design for IT solutions

❖ Services:

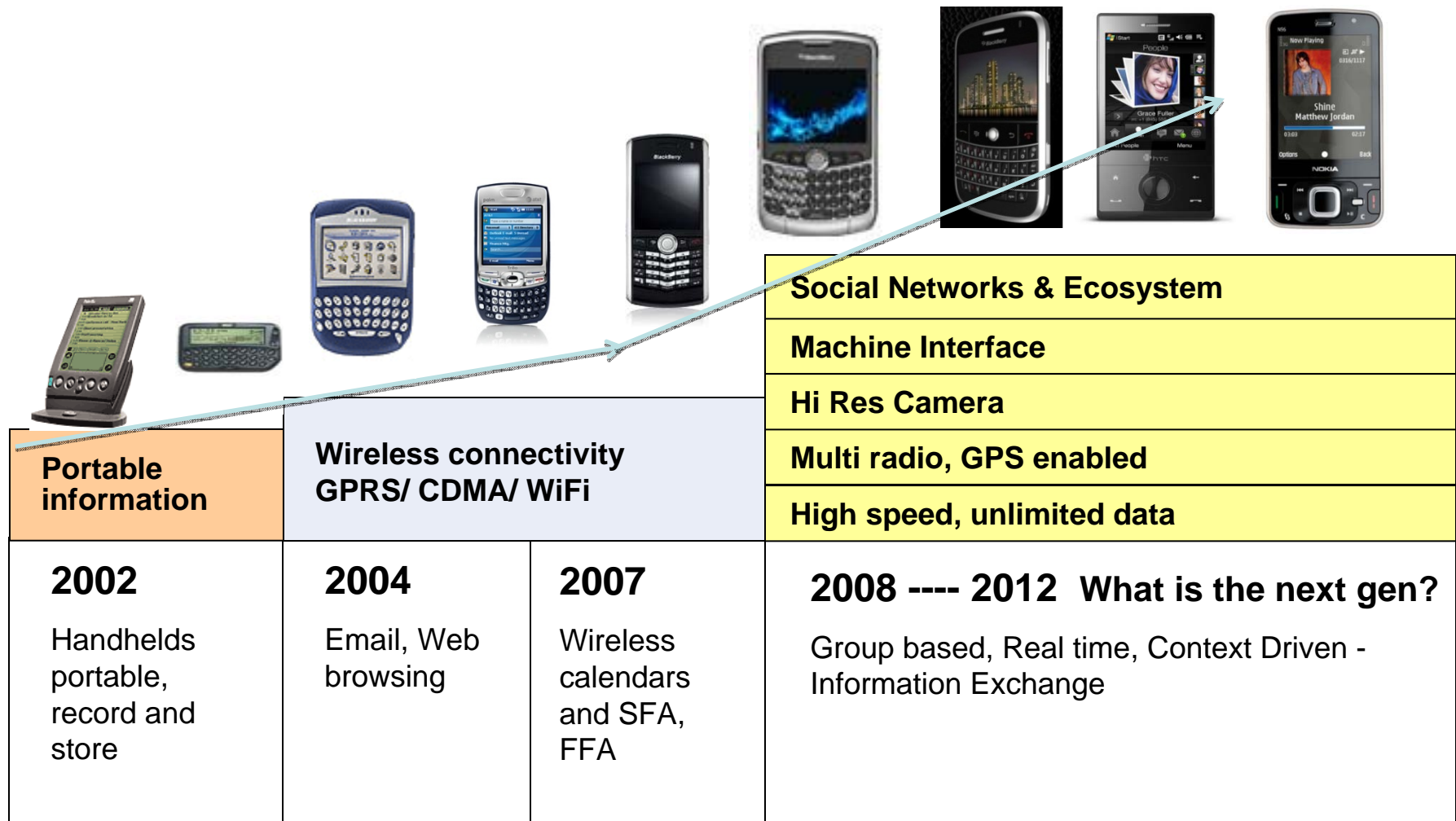
- Enterprise solutions
- Prosumer solutions

❖ Products:

- Built for mobile devices enabling businesses to collaborate more effectively delivering over 10X ROI through improved productivity
- Target mobile professionals

❖ Partners: BlackBerry ISV Alliance, Microsoft Partner & Vendor, DMTI Spatial, Tirestamp

Evolving Landscape



Top Trends

Five Top Developing Trends Defined By Critical Path

- ❖ **The Emergence of the 'Real' Smartphones**
 - iPhone and Blackberry Storm setting a precedence
- ❖ **The Development of Vertical Ecosystem**
 - Creating supporting infrastructure like App Store and iTunes
- ❖ **The Digital Divide**
 - Majority of mobile internet users in developed countries
- ❖ **The Re-Emergence of Location-Based Services**
 - Mashing up application with location data and overlapping adverts
- ❖ **The Economic Outlook**
 - More emphasis on value and price competition

Growth Drivers

❖ Expanding Domains

- Mobile Shopping
 - Mobile Advertising
 - Mobile Health
 - Mobile Media, Entertainment and News
 - Social Networks: Specialty, General & Business
 - Business solutions
- Over 100% smart phone growth in first world countries
 - All Smartphone will grow at double digits over the next five years
 - A smartphone user that travels has twice the ARPU of a typical feature phone user
 - Smartphone will grow 30% compound annual growth rate for the next five years globally
 - Businesses seek timely access to corporate data and information regardless of their location
 - 851 IT/Business professionals surveyed worldwide; 56% will increase Investment in enterprise mobile equaling \$1B spend
 - Carrier ARPU expected to increase from \$4.56 (2007) to \$10.57 (2011) for misc. data
 - Non SMS txt industry worth over \$100B

Social Networking Ecosystem

- ❖ **Social networking:** Facebook, Twitter
- ❖ **Blogging sites:** SixAppart, Blogger etc
- ❖ **Photo sharing:** Photobucket , Flickr
- ❖ **UGC video sharing sites:** YouTube and Bolt
- ❖ **Professionally produced video:** Joost, Veoh, and Brightcove.
- ❖ **Special interests sites:** Fishing, Travelling



Social Media: Currency

We need to be able to tap on the “tangible knowledge assets” that live and breathe all around us.

- ❖ Share Experience
- ❖ Learn situations
- ❖ Exchange learning
- ❖ Build Relations
- ❖ Promote ideas

If it looks like money, it will behave like money, guaranteed:

From Ingensis: Inducing the Innovation Economy

Social Networks: Mobility

- ❖ Combination of HH devices and broadband services is driving the shift of internet use from PC to mobiles
- ❖ MySpace and Facebook putting a lot of focus on mobile extensions
- ❖ On-deck players: through WSP example Loopt
- ❖ Off-deck players: bypass WSP: example Buzzcity
- ❖ Wireless Service Providers are adopting more and more social networks to enhance their ARPU

	2007	2008	2009	2010	2011	2012
Mobile Phone Subscribers (MPS)	3,078	3,417	3,697	3,894	4,150	4,275
Mobile Internet Users	406	490	596	757	982	1,228
Mobile Social Network Users	82	147	243	369	554	803
% Mobile SN Users as a % of MPS	3%	4%	7%	9%	13%	19%

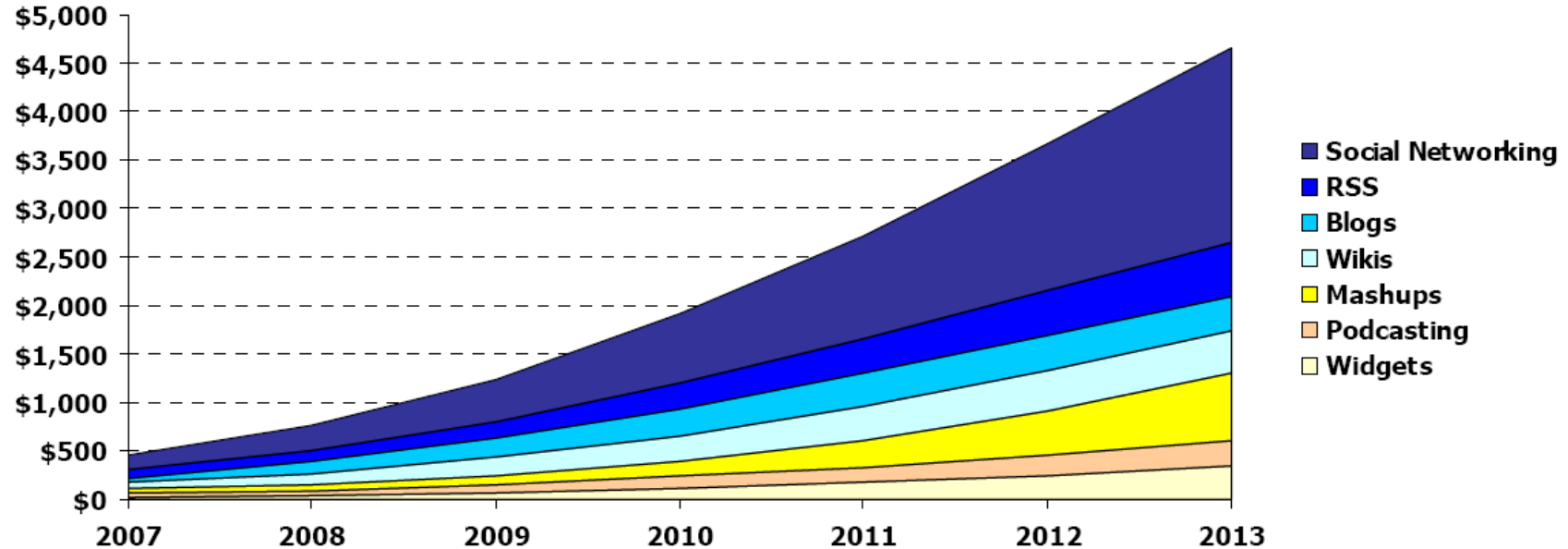
Source: eMarketer.com, April 2008

Business use of Social Networks

- ❖ Social-networking communities to build brand affinity
- ❖ The twelve sponsors of the Beijing Olympics spent over \$6 billion dollars for Social Media /social networking advertising within China.
- ❖ Marketing platforms such as Facebook's open API aka "widgets": opportunity to monetize
- ❖ Widgets allow for users to contribute functionality and content
- ❖ Internal virtual communities to enhance knowledge sharing and collaboration
- ❖ Covering and sharing trade shows, events, etc
- ❖ Working at distributed locations and business convergence

Projections: Positive Outlook

Enterprise Web Spending is Expected to Reach \$4.3B in 2013



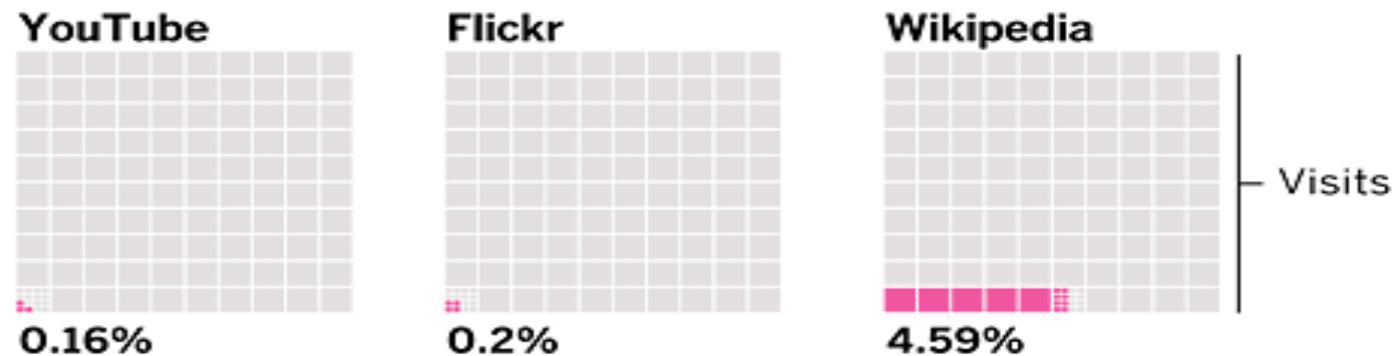
Source: Forrester

Social Media: Usage

Social media usage is still small but growing fast



But very few users create content



Source: ReadWriteWeb, JUNE 11, 2007 INSIDE INNOVATION -- IN DATA

Mobile SN: What are the barriers?

- ❖ SMS based engines are running into bottlenecks: Twitter getting restricted
- ❖ Mobile clients need to do more: share experience
- ❖ Large user generated data need to move: Information aggregation
- ❖ Policy management and implementation becoming critical
- ❖ Need to interact with multiple communities is real: Interests, friends, community, work
- ❖ Laws of physics still there (Battery life, wireless coverage, network bandwidth variations)

How is ESN different?

Vayyoo's perspective

Definition

- ❖ ESN is a service for professionals to share and collaborate with real experience and capture them in a business utilizable format.

Key distinction

- ❖ Real time exchange
 - Large files, Audio & visual information
 - Business rule, notification, admin groups
- ❖ File auditable records
 - Integration with corporate IT systems
 - Reports, Analysis, Learning, Knowledge base

What is Vayyoo doing?

Medium for mobile centric collaboration ecosystem

❖ **vPost**

- The Newest Medium In Mobile Communication

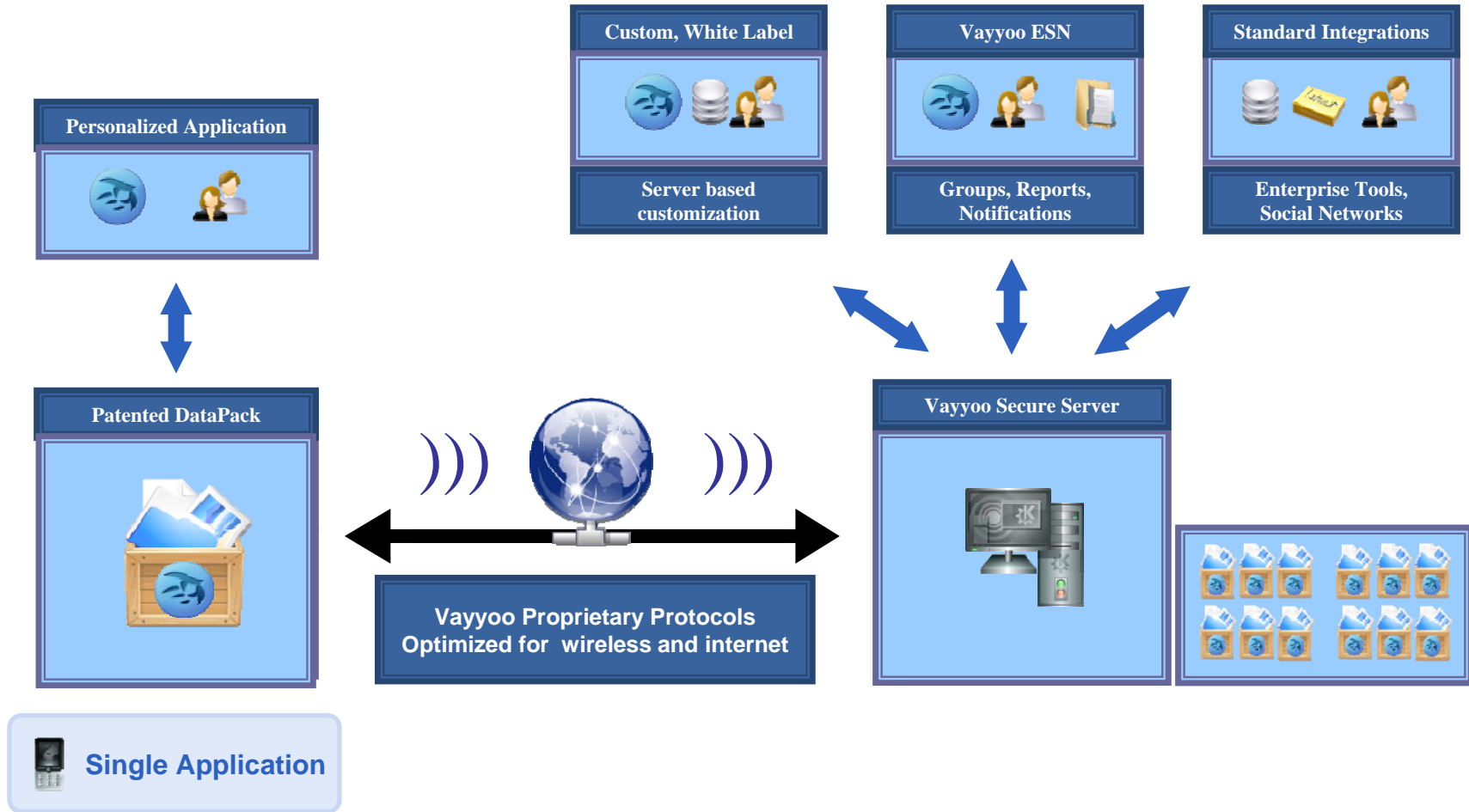
❖ **Who is vPost for?**

- Anyone with a smart-phone needing a better way to capture and file information collected on their mobile device

❖ **What makes vPost so special?**

- vPost ingeniously bundles & utilizes the full-feature set of smart-phones including GPS, Camera, Keyboard & Microphone.

Vayyoo System



vPost Application

- ❖ Single client and single session
- ❖ Intelligent tagged bundling
- ❖ Integrated with natives
 - Email, Calendar, Task
- ❖ Wireless conditioned
- ❖ Switchable destinations
 - Blogs, Groups, Web 2.0
- ❖ Utilizes full capabilities



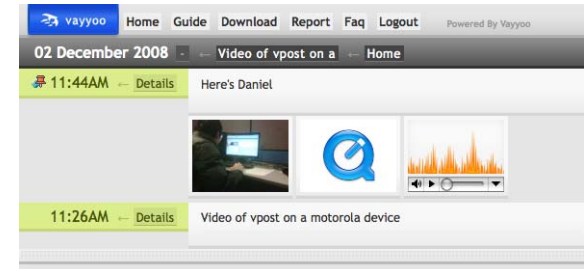
Features

- ✓ Pictures
- ✓ Voice note
- ✓ Video
- ✓ Location
- ✓ Text
- ✓ Forms
- ✓ Groups

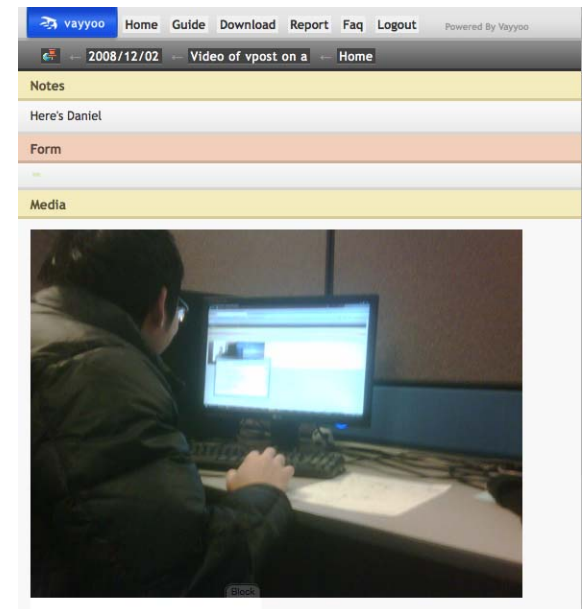
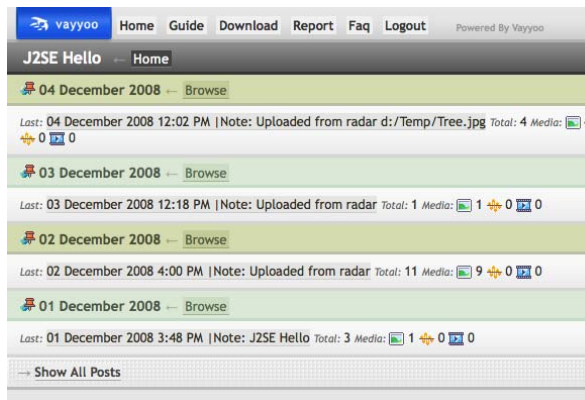
- ✓ Wordpress
- ✓ Twitter
- ✓ Picasa
- ✓ SQL DB
- Facebook
- Myspace
- Sharepoint

Like to work with, Love to have it!!!

Web Access



- ❖ Vayyoo provides an intuitive web interface for efficient browsing of posts on the desktop and mobile.
- ❖ Full API access so it is easy to incorporate vPost into existing website and services.

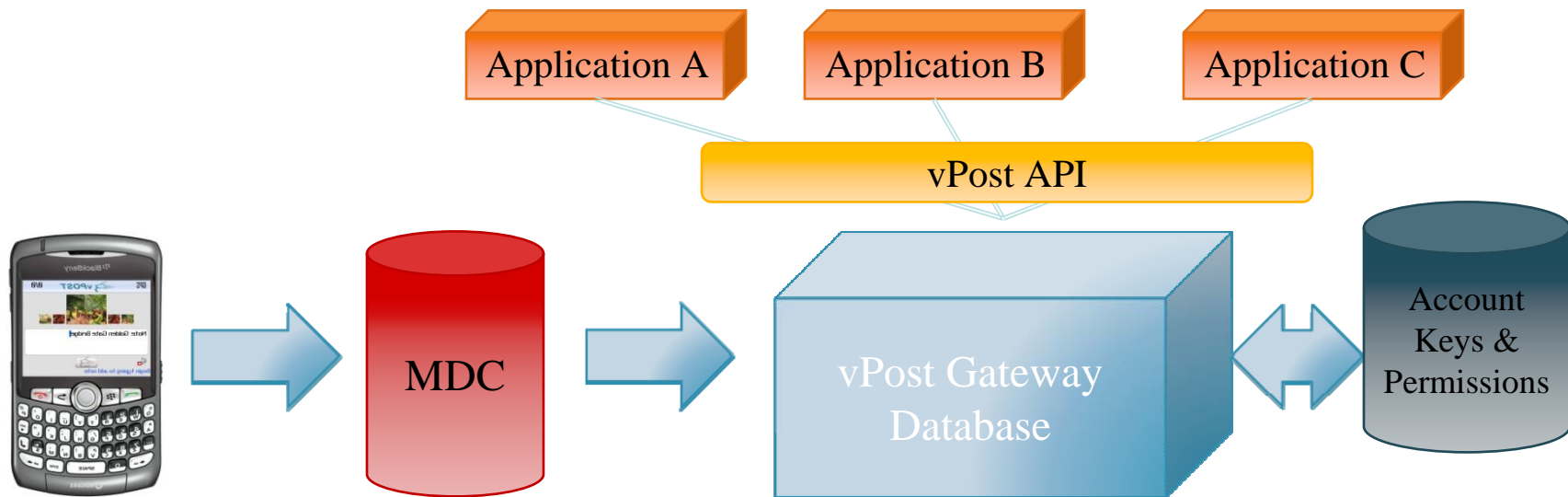


Future: vPost as Unified Client



ONE CLIENT TO SERVE THEM ALL

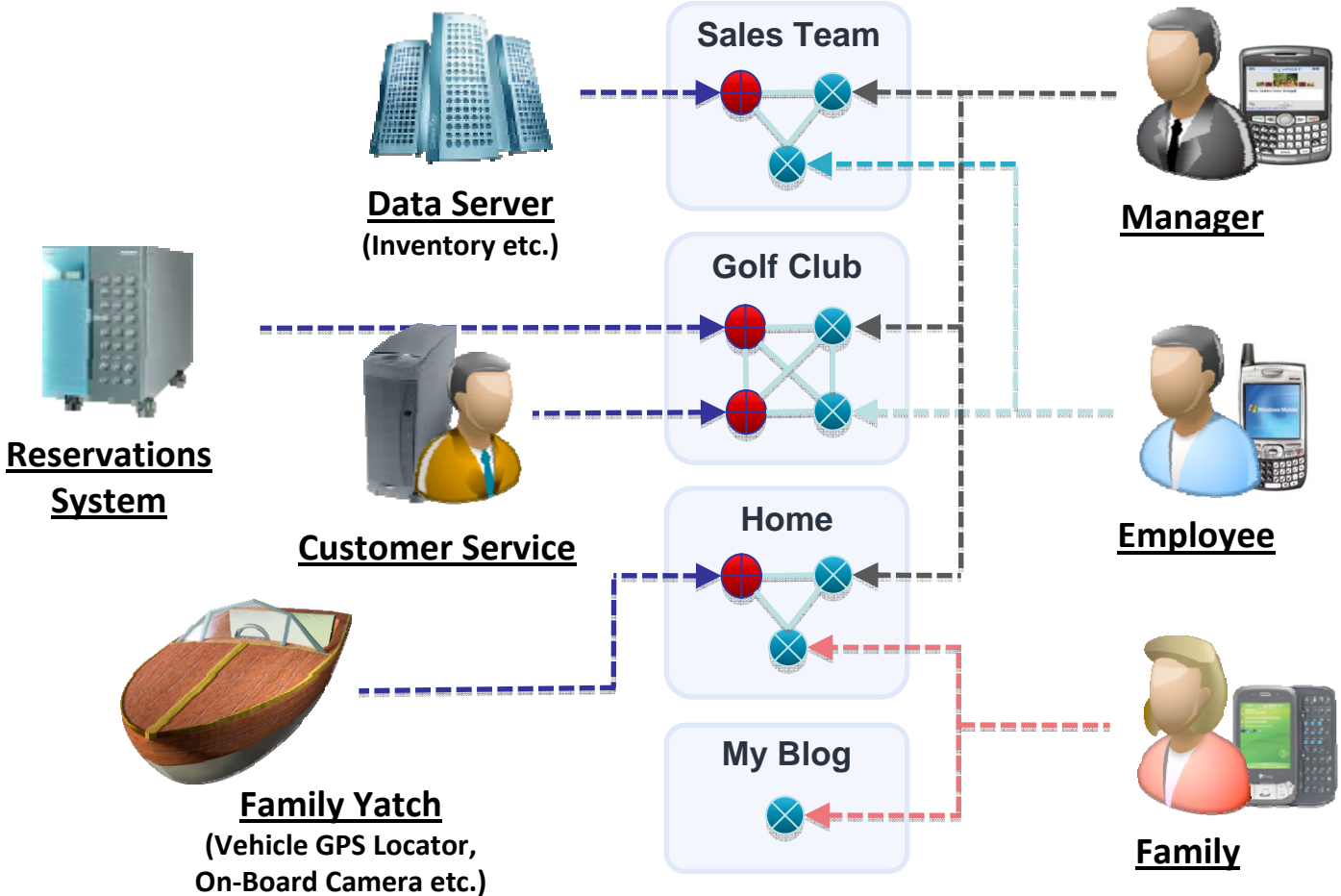
vPost Platform Extendable APIs



Easy capture – Reliable File – Efficient Share

Save 10 person years of effort

User's Perspective



My Life: Work, Family, Friends and Interests

Opportunity

Partner with us to mobilize your smart technology

- ❖ Building mobile solutions
- ❖ Building segment specific enterprise solutions
- ❖ Building Web2.0/ 3.0 based systems
- ❖ Telematics solutions
- ❖ Field worker solutions
- ❖ Special interest social networks
- ❖ Special IT solutions
- ❖ Mobile to Machine/ Sensor solutions

Discussion?

Shailesh Kaul, skaul@vayyoo.com

Blair Patacairk, blair@vayyoo.com



“... vPost has ensured that an exact record of any service call is now captured succinctly and with the minimum of keystrokes.”

Neil Pearson, Chief Strategy Officer, TireStamp Inc.