

representative:
Igor Yanovski



TreeTalk

Wireless Voice Terminal and System

supported by:

KRITBI 

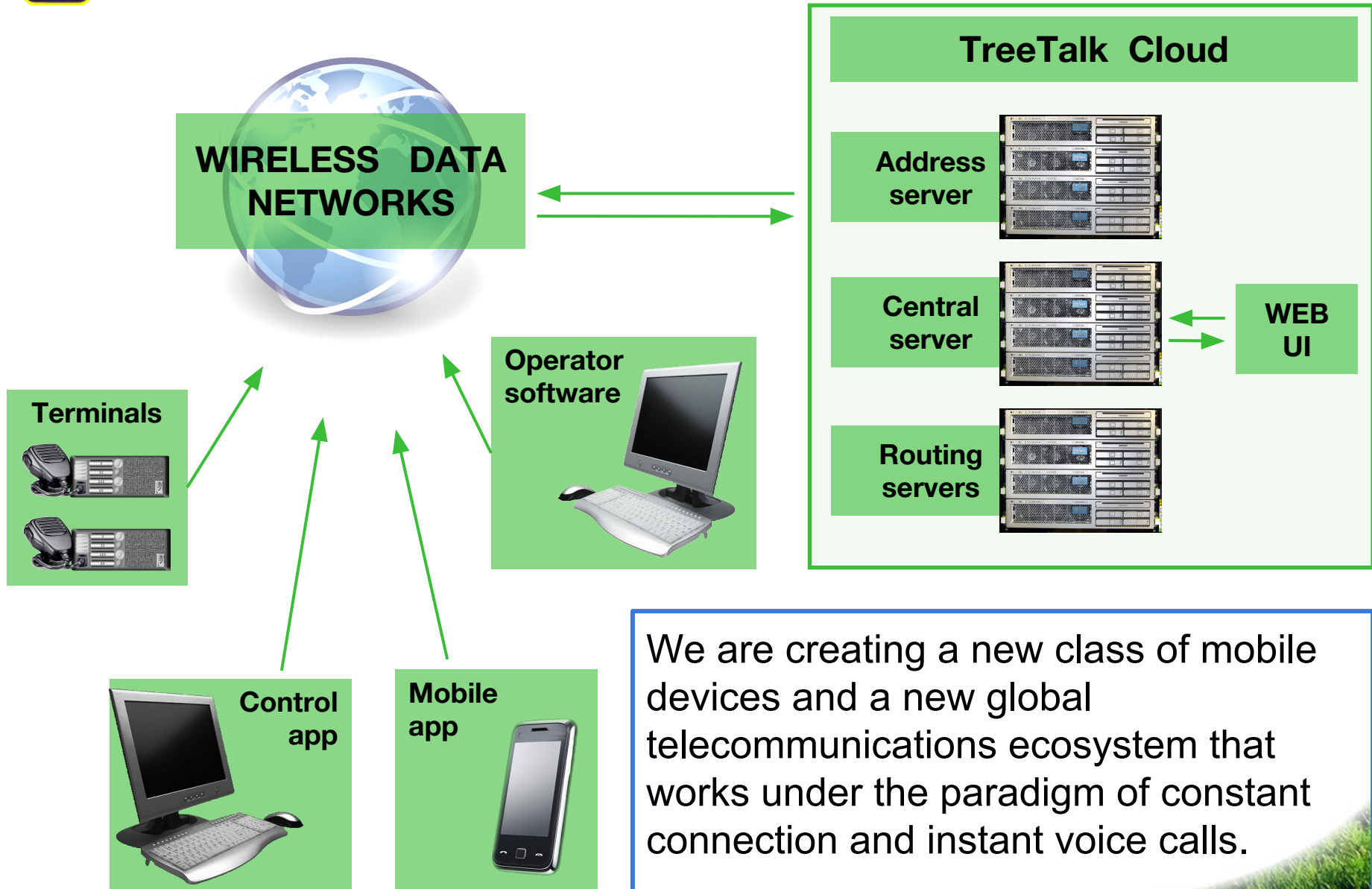


Let me start by introducing TreeTalk.
We are building the **Terminal**, the **System** and the **software environment** for real-time voice group telecommunications.

<http://www.Tree-Talk.com>



TreeTalk Telecommunications Ecosystem



We are creating a new class of mobile devices and a new global telecommunications ecosystem that works under the paradigm of constant connection and instant voice calls.



Land Mobile Radio Flaws

- Noise

- Bulky antennas
- Limited range of communication
- Need for power amplifiers
- Complex mounting, commissioning, and maintenance



First, we have addressed the problems of the low-cost segment of the LMR market.



Land Mobile Radio Sales



2 billion U.S. dollars
a year



Despite those flaws,
segment ratings show a
growing annual profit.



The Advantages of Radio

(and of TreeTalk too)

Why have people been buying these pricey radios for 100 years?

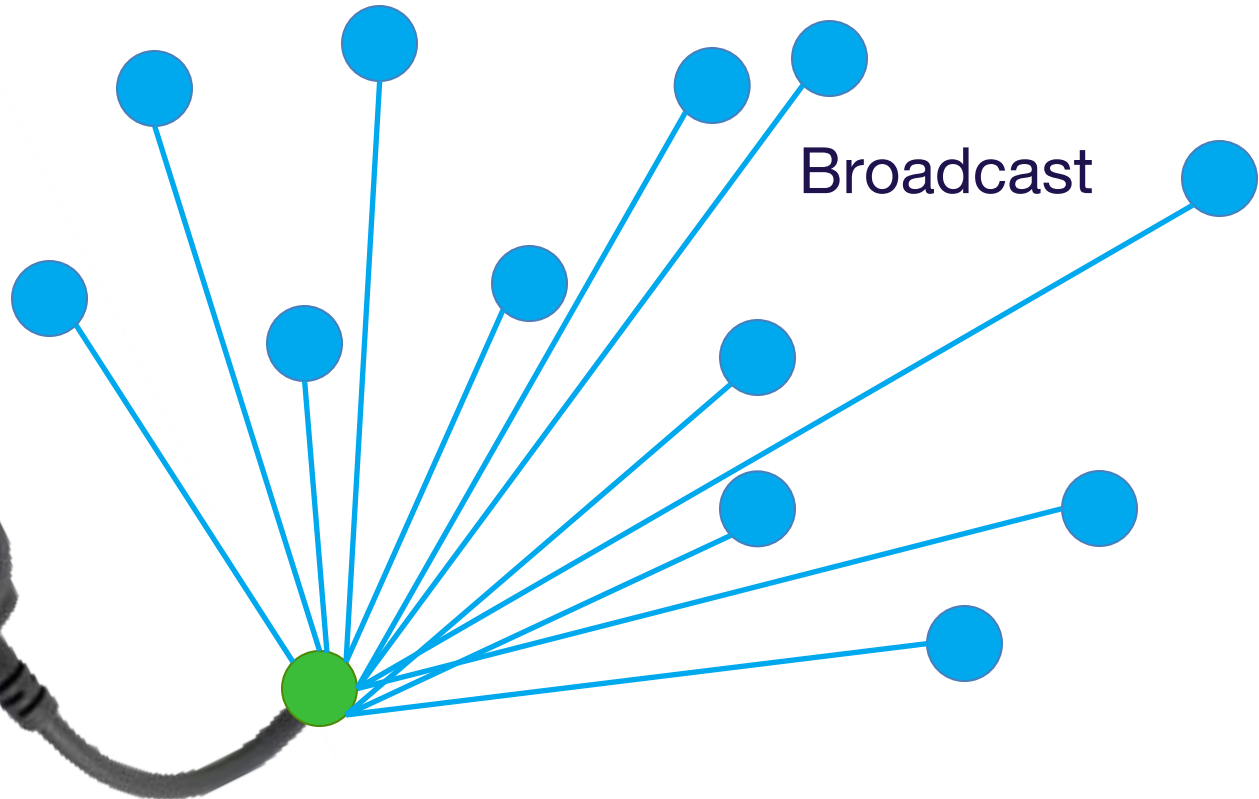
Instant connection

Broadcast

Push & Talk



Easiness



Because of those 3 simple advantages!

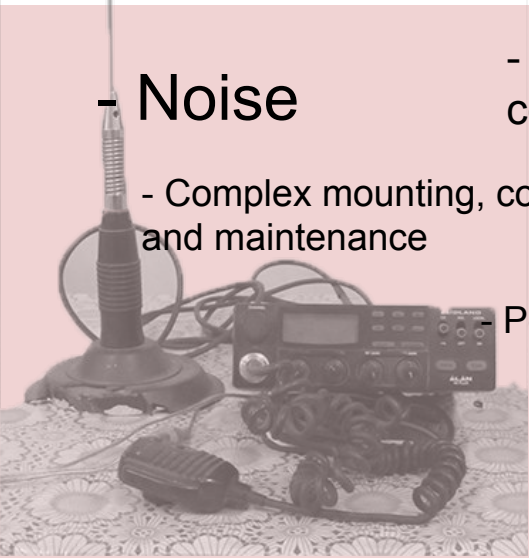


Pros & Cons



Traditional conventional radio

- + Broadcasting
- + Simplicity
- + Instant connection



- Noise
- Limited range of communication
- Complex mounting, commissioning, and maintenance
- Power amplifiers
- Bulky antennas



TreeTalk system

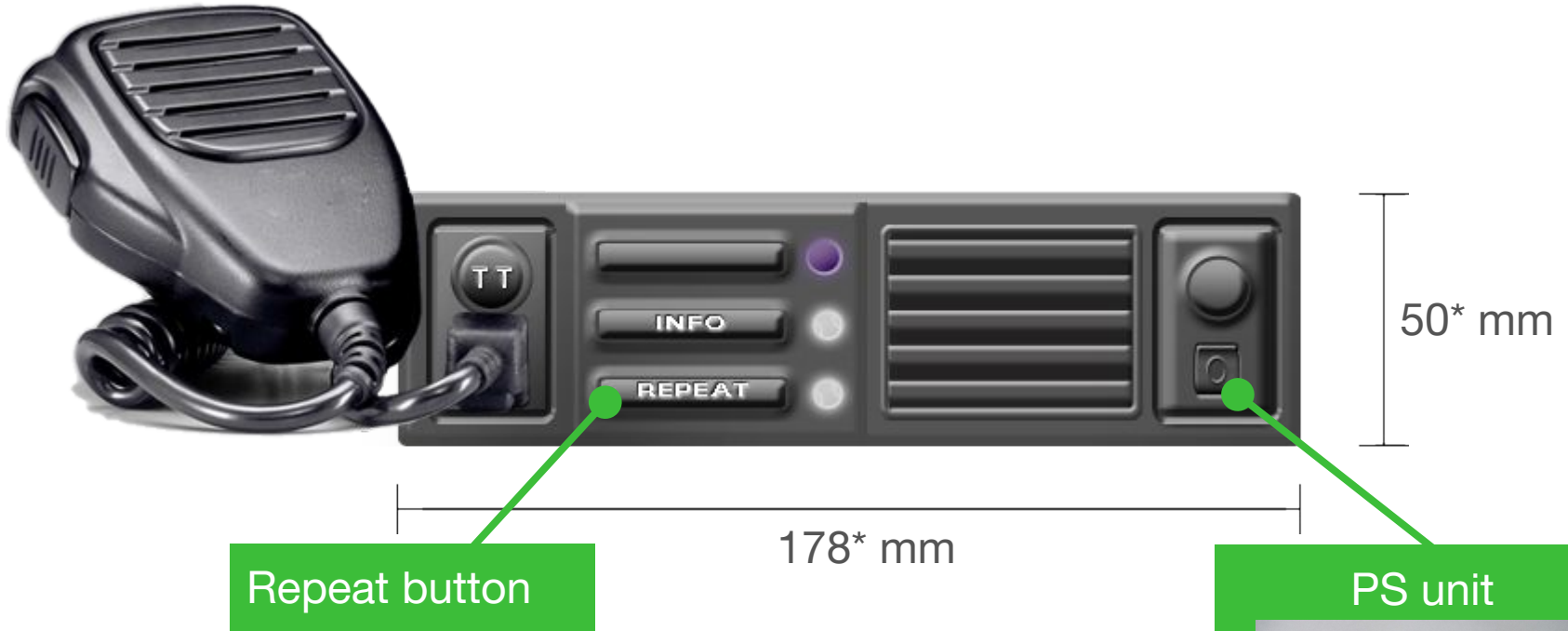
- + Broadcasting
- + Usability
- + Instant connection
- + Duplex mode operation
- + Digital sound
- + No noise
- + Extra features (GPS etc.)
- + Selective call
- + Flexible groups



We are going to transplant the advantages onto the new technical platform.



The Terminal



Repeat button



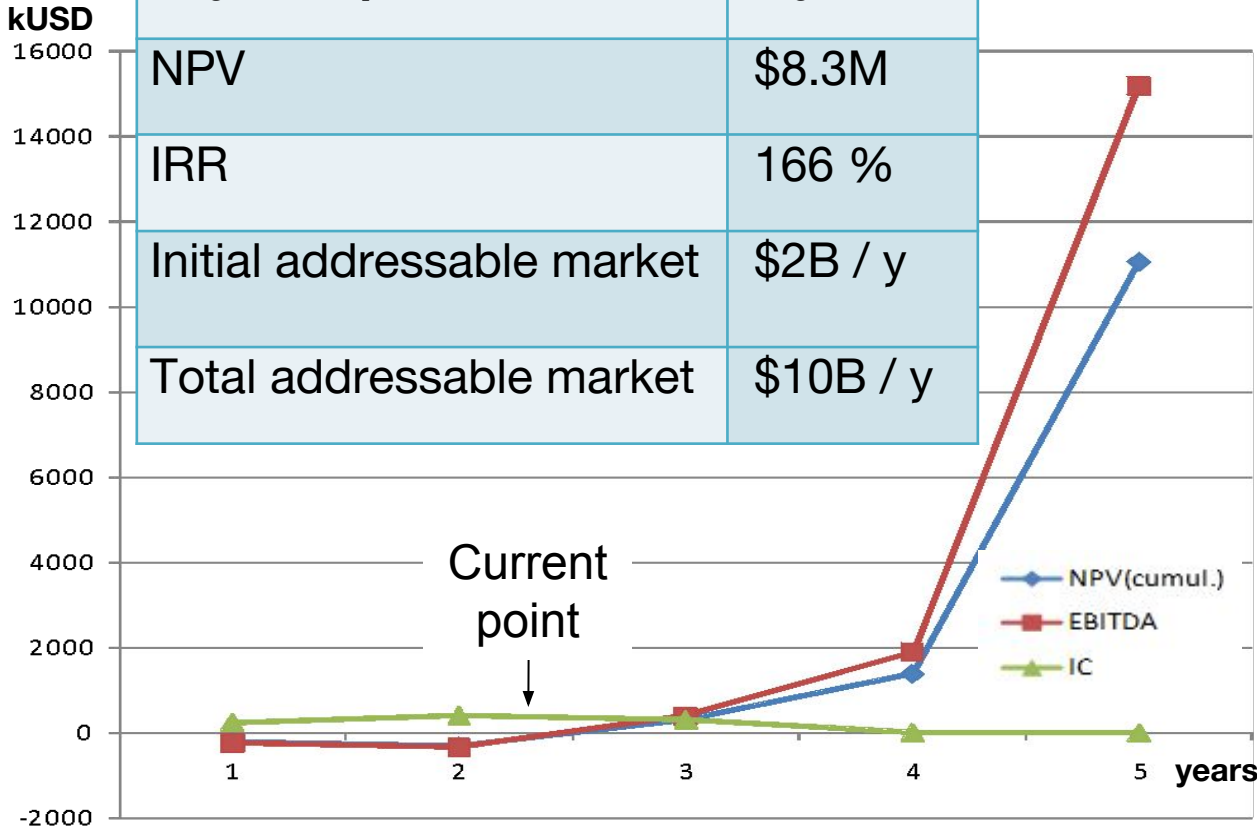
* ISO 7736 / DIN 75490 compliance

**** Intellectual Property registered:**
United States Patent N 9,338,275
RF UM Patent N 121411
PCT/RU2013/000062, WIPO WO 2013/162414 A1, US 2015/0072724 A1
+ numerous know-hows...



Financial Model

Payback period	3 years
NPV	\$8.3M
IRR	166 %
Initial addressable market	\$2B / y
Total addressable market	\$10B / y



Sales of our web-services



\$5 / mo

Sales of our software



\$99

Sales of our devices



\$249



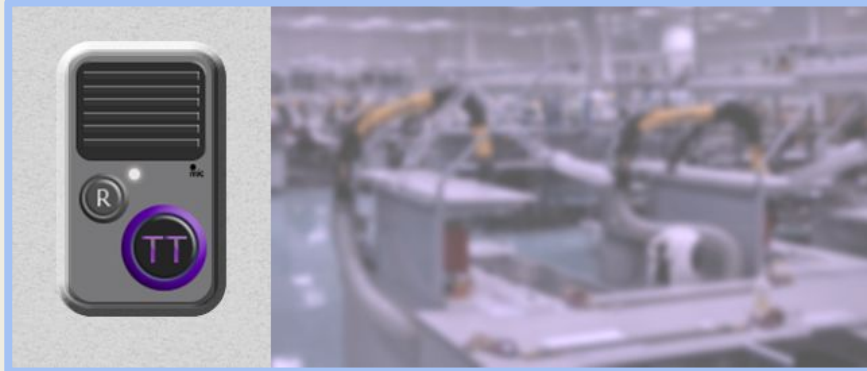
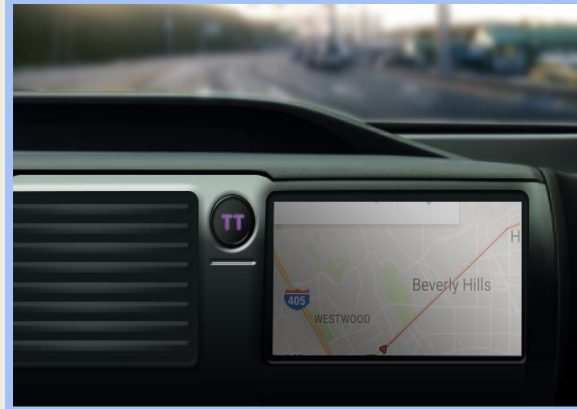
Market Fit and Competition

	Digital sound quality	Cheap exploitation	Quick launch	Spectral efficiency	Coverage area
TreeTalk	V	V	V	V	V
Analog radios		V			
Digital radios	V	V			
Digital trunked systems	V				V

We offer a modern and convenient solution to meet the existing needs of the customers. We have no direct competitors for our solution, as there are no similar devices. Indirect competitors are worse.



Product Line Expansion



Wireless intercom modules



Handheld Communicator



Instant-call Messenger

On the next step, we will expand the product line and rapidly branch out into adjacent niches. The existing TreeTalk platform allows us to do that faster.



TreeTalk Core Team

TreeTalk Team



Igor Yanovskiy
 System Architect,
 Software developer
 Siberian Institute
 of Technology,
 1992
 Founder, CEO

TreeTalk Team



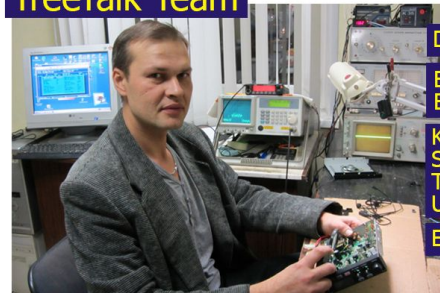
Maria Yanovskaya
 Web and
 industrial
 designer
 Siberian Federal
 University, 2012
 Co-founder

TreeTalk Team



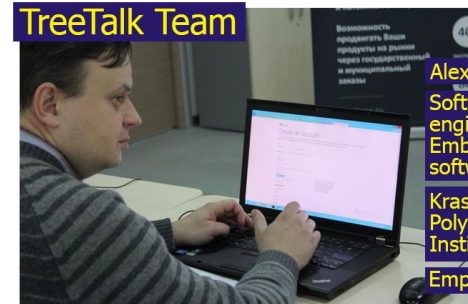
Nicholas Dzel'tovskiy
 Software
 engineer /
 Servers, web,
 c++, python
 Khakas State
 University, 2000
 Employee

TreeTalk Team



Dmitry Potylitsyn
 Electronics
 Engineer
 Krasnoyarsk
 State
 Technical
 University, 2002
 Employee

TreeTalk Team



Alex Podrezenko
 Software
 engineer /
 Embedded
 software, c++
 Krasnoyarsk
 Polytechnical
 Institute, 1992
 Employee

I.Y.: "I was fortunate to gather a team of highly educated professionals."



Traction and Plans

July 2014: Investment of founder.

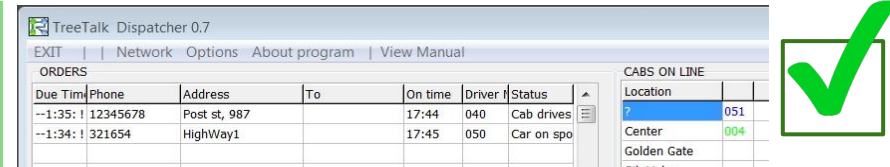
Dec 2014: Grant for R&D has been won in the "Start" contest.



Apr 2015: First working prototype of the Terminal is ready.



May 2015: First prototype of the dispatcher's software is developed.



Feb 2016: The first R&D study, funded by FASIE, was finished.

May 2016: U.S. Patent N 9,338,275 was issued.

Feb 2017: Field tests of the communicator, Web UI and server infrastructure.



2017 Q4: Web UI and server infrastructure. Pilot batch of terminals.

2018 Q2: Final version of the **Terminal One** ready for production.





TreeTalk: Wireless Voice Terminal and System

Welcome to the future of professional communications!



TreeTalk: The new solution... x TreeTalk terminal.list x Azure Service Fabric 102 - ... x +

https://web3t.cloud***.*** Instant and constant voice connection

TreeTalk Virtual channels Terminals Payments Account settings TreeTalk private BETA Lang Exit

Name ^	Type ^	Serial N ^	Active ^	Receive ^	Send ^	Settings ^	Action ^
Channel 2 - Black cabs (TreeTalk private BETA)							
Add new							
Channel 1 - Yellow cabs (TreeTalk private BETA)							
DEMO 13	Terminal	012015061611					
DEMO 14	Terminal	012015061612					
DEMO 15	Terminal	012015061613					



TreeTalk Dispatcher (TDisp 0.91 on Averion, DEMO 091215)

Options || Network || Reports || About

ORDERS

Due Time	Phone	Cab	Status	Address
09:00	555-5555	456	On SPOT	50 Post st, SF
09:22	555-5556	234	Arriving	PIER 39, Beach St, SF

CABS ON LINE

Location							
Center	330	745					456
Golden Gate	234	753					
Sil. Valley	245	080	466				
Airport	430						
Oakland	460	609	368	990	523	745	
San Mateo							
South SF	455						

Log Messages

456: On Spot, waiting, SMS sent
234: Arriving in 10 minutes





Appendixes



Financial Projections

Capital required to obtain the positive cash flow	\$0.45M
Capital required to break-even	\$1.2M
Initial addressable market	\$2B / year
Total addressable market	\$10B / year
Customer lifetime value (3-year basis)	\$280
Payback period	3 years

We are **not** dreaming up any new market.

There is a huge niche in the B2B segment already, developed and growing.



TreeTalk Road Tests



<http://tree-talk.com/wp/>



TreeTalk Leaflet / Projected Prices

TreeTalk Terminal

The design of our device is developed and patented, based on customer feedback, to fit both - cars and trucks.



- no outer antenna
- fit the standard 1 DIN
- universal 12/24 volt PSU



GPRS/EDGE/UMTS/LTE, WiMAX, HiperMAN iBurst, NGH, FreedomPop and many other compatible.

Prices:

Terminal TT-1	\$249
Terminal TT-1-GPS	\$269

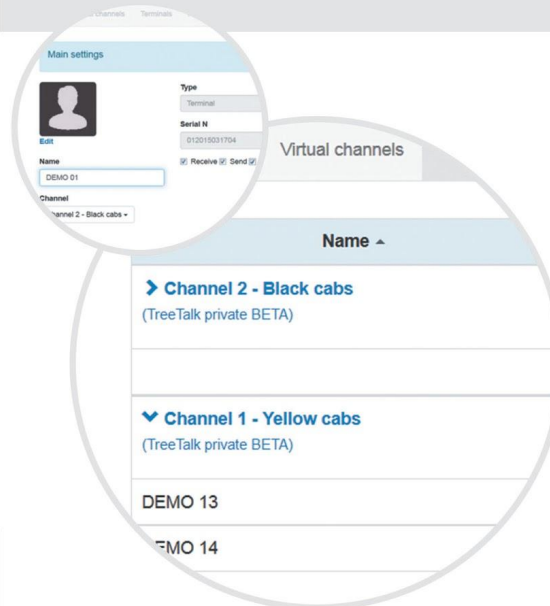
Web front-end

Web front-end provides an access to the user's account.

User can create the virtual channels, add the terminals into them and manage them easily: to connect, to disconnect, to move etc.

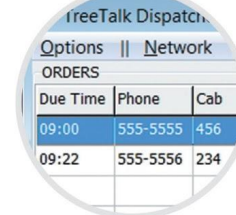
Prices

Account support	\$0.00
Unit Software rental Daily for each, up to 4	\$0.00
Unit Software rental Daily for each, from 5th	\$0.10
GNSS Software rental Daily, for each	\$0.12



Dispatcher's application

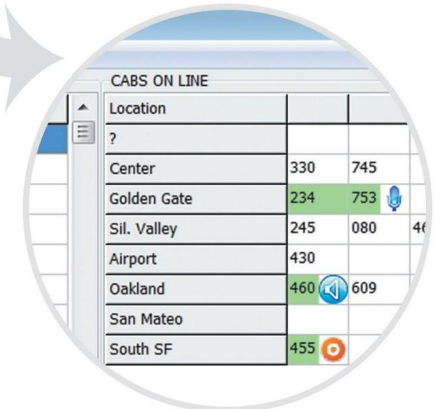
Dispatcher's app combines the standard functionality for orders handling with new voice functions.



The dispatcher can see - who is online and where.

The dispatcher can see - who is calling, and listen to missed messages.

The dispatcher can use a group call or selective call.



Prices

Dispatcher Software setup	Once	\$99.00
Dispatcher Software rental	Daily	\$0.33

* MSRP. Some taxes and fees may be applicable additionally for the certain locations of buyers. Data traffic may need be paid in addition



TreeTalk Winter Tests



<http://tree-talk.com/wp/>



TreeTalk on #KEF2016

<http://tree-talk.com/wp/>

