



<http://www.Tree-Talk.com>  
[info@Tree-Talk.com](mailto:info@Tree-Talk.com)



# TreeTalk

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## Instant Voice Telecommunications:

Supported by:





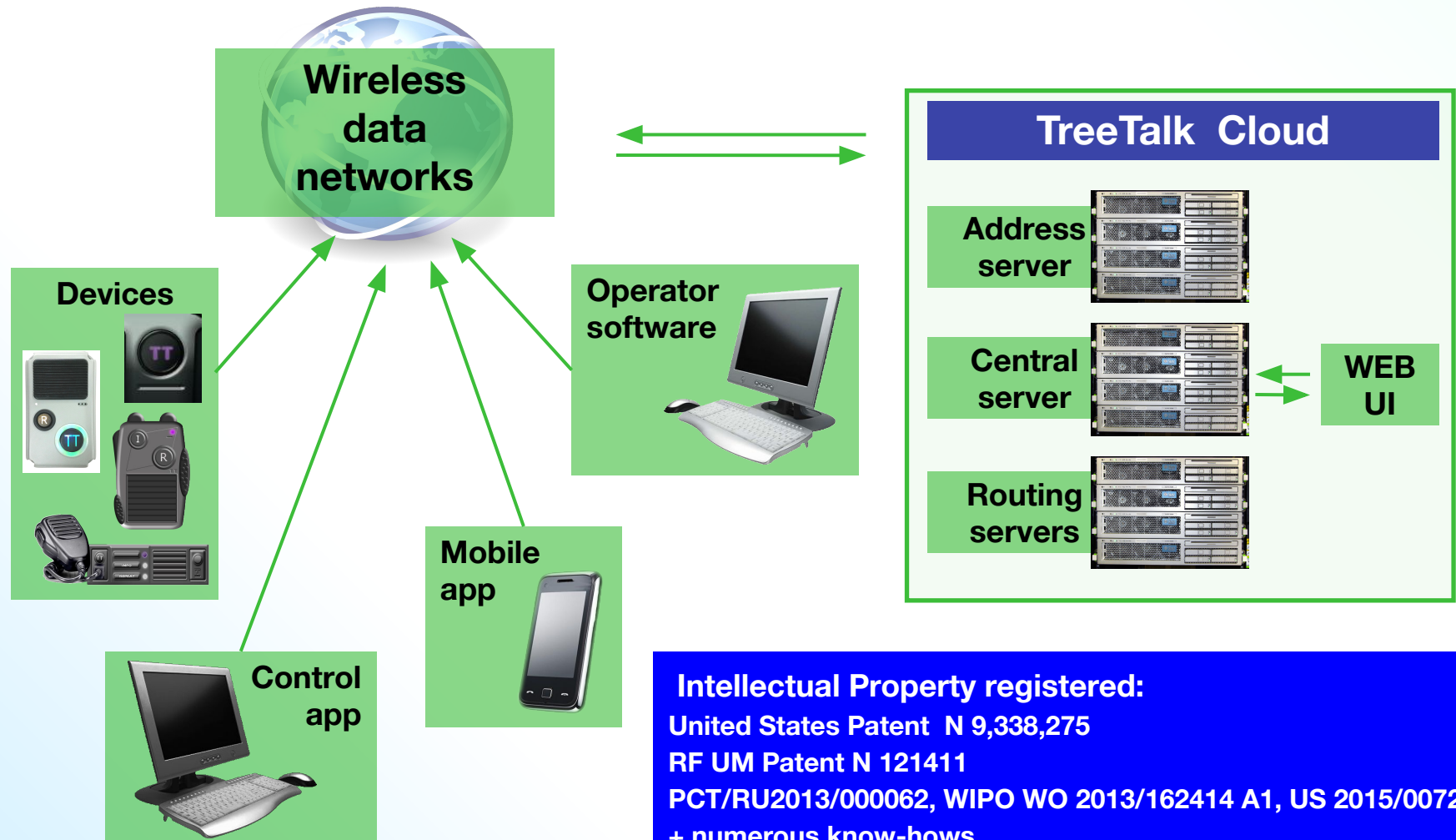
# TreeTalk Telecommunications Ecosystem. Overview



**TreeTalk is a SaaS/hardware startup, developing a new global Telecommunications ecosystem, working under the paradigm of constant connection and instant voice calls.**



# TreeTalk Telecommunications Ecosystem. Infrastructure



**Intellectual Property registered:**

United States Patent N 9,338,275

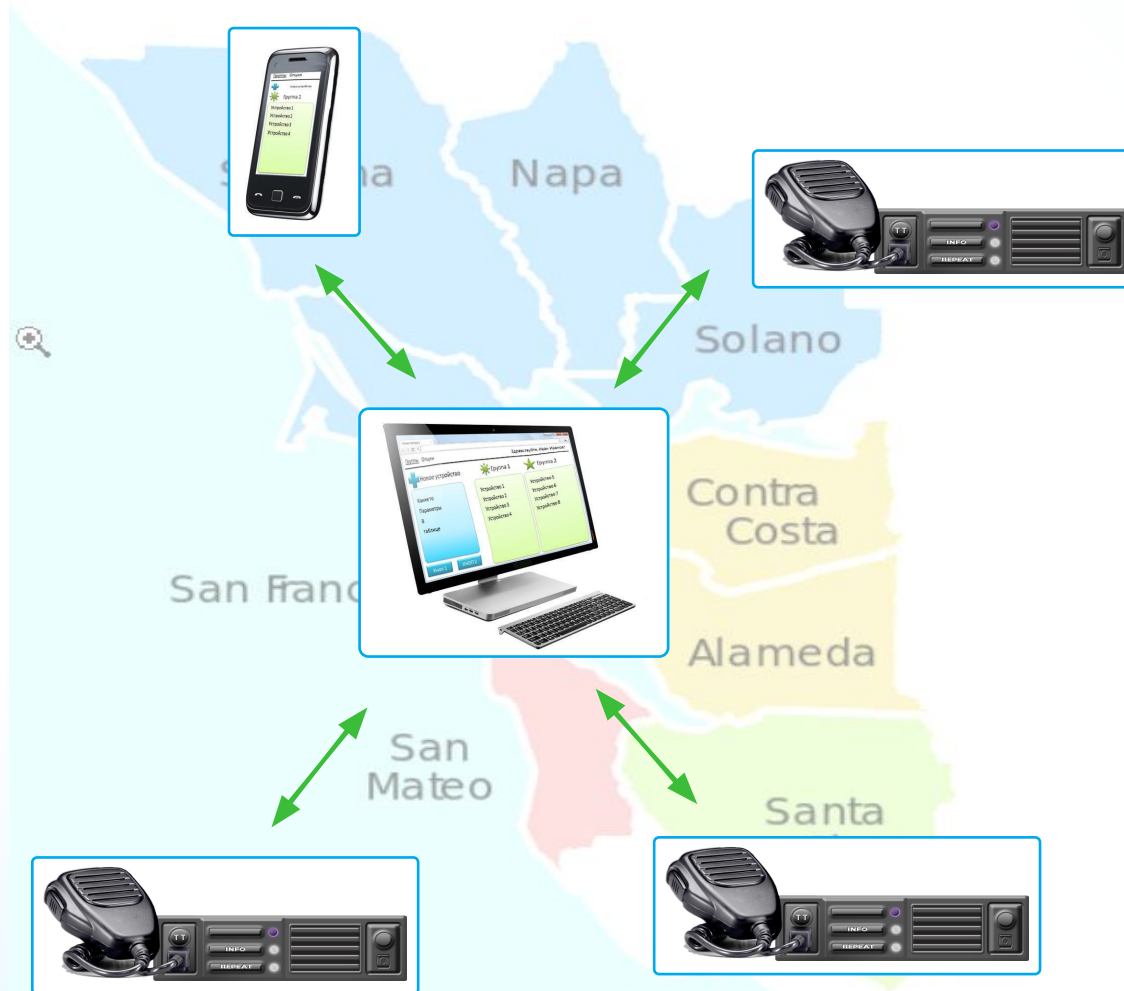
RF UM Patent N 121411

PCT/RU2013/000062, WIPO WO 2013/162414 A1, US 2015/0072724 A1

+ numerous know-hows...

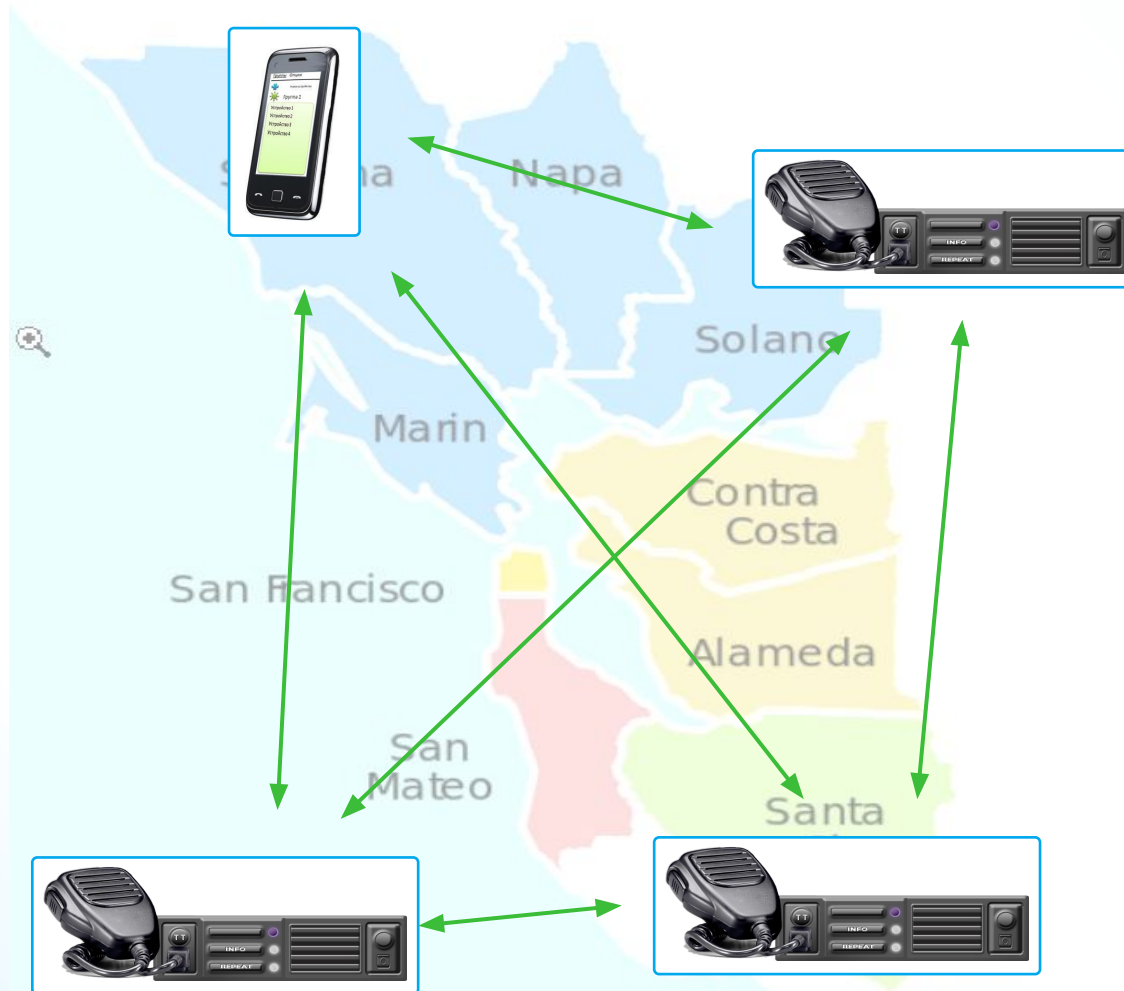


# Dispatcher Mode Definition (Selective Call)





# Group Call Mode Definition (Public Address)





# TreeTalk Selector Software.

## Main Window - Smart Working Mode

TreeTalk Selector 0.04 : Leonardo

Options

User is speaking now

Broadcasting

Event history, text and file interchange

31.12.2020 (17:59) Tatiana: Happy Hollidays!!  
01.01 (00.01) D. V.: Happy NEW YEAR!!  
16.15 Vera: Anybody here?  
16.45 Vera: new plans.pdf  
17.45 Vera: Let's discuss this in 2h  
17.46 OP 876309: Voice Message

@ OP 876309 I'm on it

Installing the TreeTalk Selector application on a personal computer allows you to be in the **constant connection with group**.

Main features:

- **Instant voice communication (selective call) at the push of a button**
- **Broadcasting (public address)**
- **Text messages (chat) and file interchange**
- **A simple and convenient interface** allows you to use most of the functions from a single window
- **Visual and audible alerts** remind you of a missed (unanswered) call

More info:

<http://tree-talk.com/wp/treetalk-selector-as-a-new-software-solution-for-effective-collaboration/>





# TreeTalk Selector Software. Presentation / Education Mode

TreeTalk Selector 0.04 : Blackboard

Options

Hovering pointer

31.12.2020 (17:59) Tatiana: Happy Hollidays!!

01.01 (00:01) D. V.: Happy NEW YEAR!!

16:15 Vera: Anybody here?

16:45 Vera: new plans.pdf

17:45 Vera: Let's discuss this in 2h

17:46 OP 876309: Voice Message

@ OP 876309 I'm on it

- Any scanned image or photo, even a photo of a familiar blackboard, can become a teaching aid in the **image demonstration mode**
- **Voice functionality** allows you to poll specific students in private conversation mode or broadcast to the entire audience
- The duration of the session is **unlimited**
- TreeTalk **protocol is super modest and undemanding** to data networks. Even slowest 2nd generation (GPRS / EDGE) works well

More info:

<http://tree-talk.com/wp/treetalk-selector-as-a-new-software-solution-for-effective-collaboration/>



# TreeTalk Selector Software. Contact Window

TreeTalk Selector 0.04 : Contacts

Options



**Clotilde I.**

on-line



## MEETING



Name	Type	Size
cats.jpg	JPG File	1,637 KB
notes28.11.20.txt	Text Document	3 KB
snippet.js	JavaScript File	9 KB
vacation - Copy.odt	Текстовый докуме...	6,548 KB
vacation.odt	Текстовый докуме...	6,546 KB
we.jpg	JPG File	13,096 KB

15.12.2020 (15.59) vacation.odt

31.12.2020 (16.59) Hello

31.12.2020 (17.03) Voice Message

31.12.2020 (17.59) Happy Hollidays!!

31.12.2020 (23.50) Happy NEW YEAR!!

01.01.2021 (17.59) Anybody here?

11.01.2021 (08.59) Let's discuss this

11.01.2021 (09.15) Voice Message



We used to develop our products primarily for professionals, so **privacy and communication security** is our absolute priority.

**We do not store your personal data, files, voice and text messages** on our servers. All information is stored only on your devices, and you can dispose of it at your discretion.

**All transmitted information is protected by strong end-to-end encryption** (where encryption laws allow).

More info:

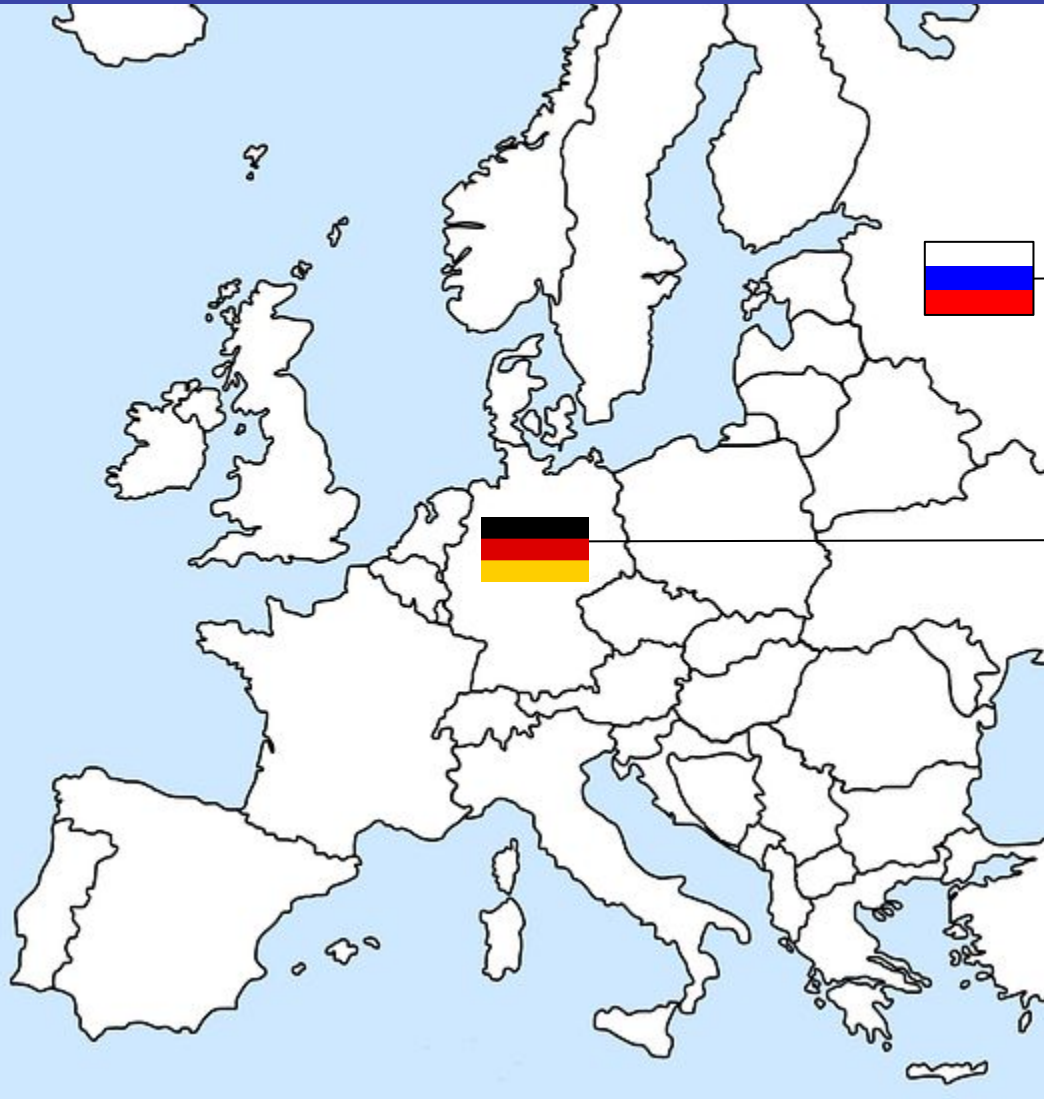
<http://tree-talk.com/wp/treetalk-selector-as-a-new-software-solution-for-effective-collaboration/>





# GDPR Compliance

TreeTalk platform  
instances deployed



Moscow, Russia



Nuremberg, Germany



[panel.tree-talk.com](https://panel.tree-talk.com)  
Login: demo  
Password: demo12345



# TreeTalk Ecosystem. Web Front End.

**Protection against unauthorized access to the group** (virtual channel). Only the administrator has access to the web control panel and is able to add a user to a particular group.

TreeTalk terminal.list

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	Yes	No	No	Default	Edit
DEMO 14	Terminal	012015061612	No	No	No	Default	Edit
DEMO 15	Terminal	012015061613	Yes	No	No	Default	Edit
							Add new

10 25 50 100



# TreeTalk Ecosystem. Web Front End.

It is impossible for two users with the same login (as well for cloned applications) to work simultaneously in the system (even in different groups).


The screenshot shows a web browser window with the URL [https://web3t.cloud\\*\\*\\*.\\*\\*\\*](https://web3t.cloud***.***). The page title is "TreeTalk :: The new solution...". The browser tabs include "TreeTalk terminal.edit" and "Azure Service Fabric 102 - ...". The page has a navigation bar with links: "TreeTalk", "Virtual channels", "Terminals", "Payments", and "Account settings". The user is logged in as "TreeTalk private BETA". The page content is titled "Main settings" and displays the configuration for a terminal. The terminal's name is "DEMO 01", its type is "Terminal", and its serial number is "012015031704". The terminal is configured to receive, send, and be active. It is assigned to "Channel 2 - Black cabs". The main channel is "Fixed", and the notices type is "Beeps". The minimum volume for common and notices is set to 2. The terminal is configured to receive information and additional channels. The page includes "Main settings" buttons (Save, Delete, Cancel) and "Ext. settings: Default" buttons (Add new, Edit).

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

https://web3t.cloud\*\*\*.\*\*\* Modern and reliable real-time voice connection

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

### Main settings

  
[Edit](#)

**Name**  
DEMO 01

**Channel**  
Channel 2 - Black cabs

**Type**  
Terminal

**Serial N**  
012015031704

☒ Receive ☒ Send ☒ Active

**Main Channel**  
Fixed

**Notices type**  
Beeps

**Min volume (common)**  
2

**Notices min volume**  
2

☒ Info Channel  
☒ Additional Channel

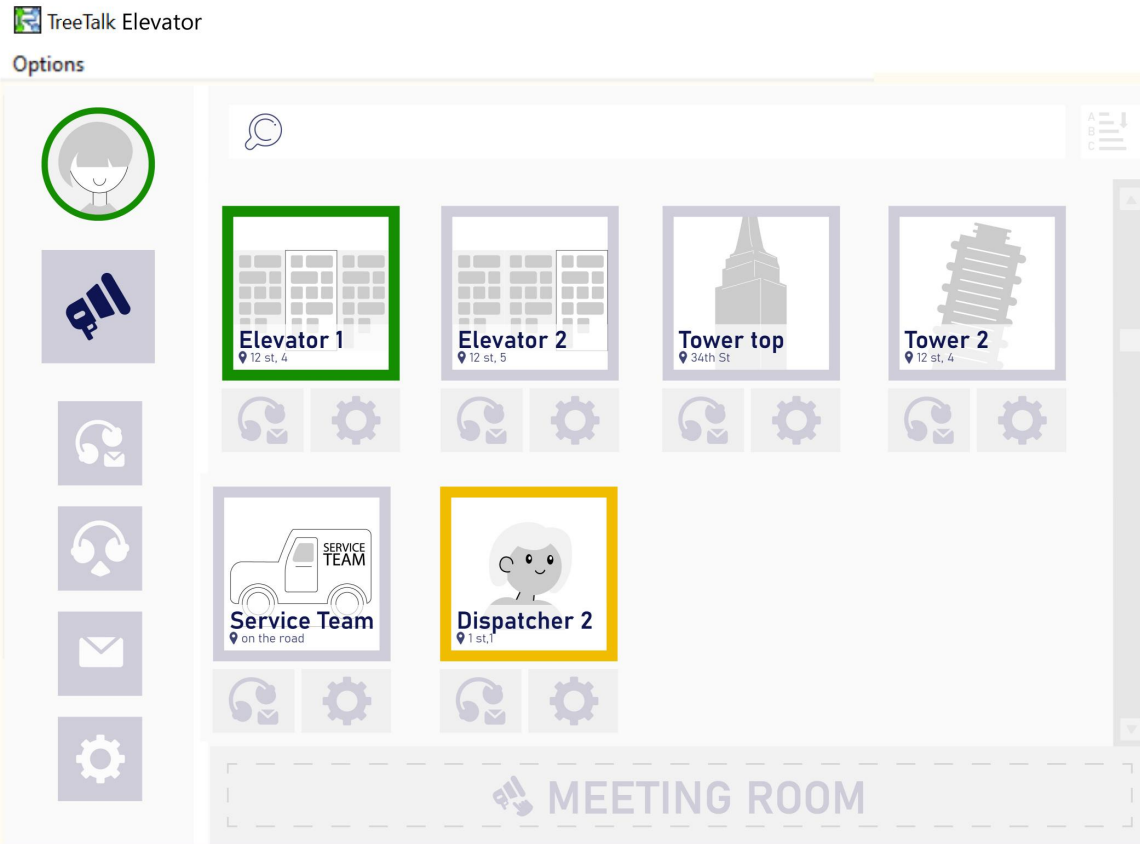
**Main settings:**  
Save Delete Cancel

**Ext. settings: Default**  
Add new Edit



# TreeTalk Dispatcher Software.

The **application is compatible with other TreeTalk programs and devices.**



More info:

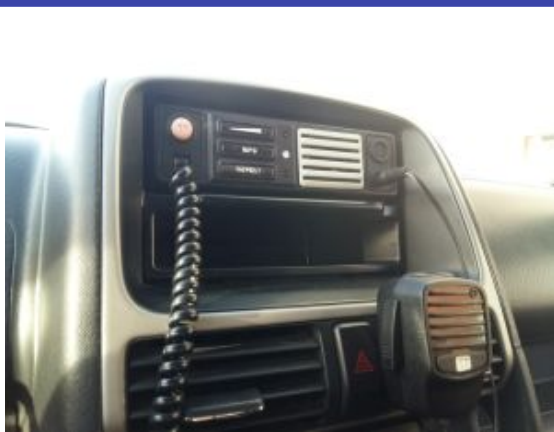
<http://tree-talk.com/wp/universal-communicator-plus-support-panel/>



# Examples of Compatible Devices

(workable prototypes / MVP stage)

The virtual channel may include, for example, a car/handheld communicator, an intercom, or a communication panel in a warehouse, laboratory, or shop.



ISO 7736 / DIN  
75490 compliance

**The Terminal One**



**TreeTalk Universal Communicator  
plus Support Panel**



**TreeTalk  
Intercom**

<http://tree-talk.com/wp/universal-communicator-plus-support-panel/>

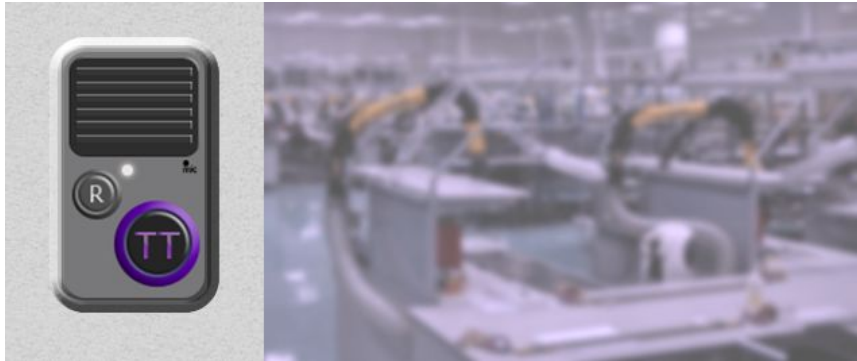


# Examples of Compatible Devices

(in development)



**Handheld Communicator**



**Wireless intercom modules**

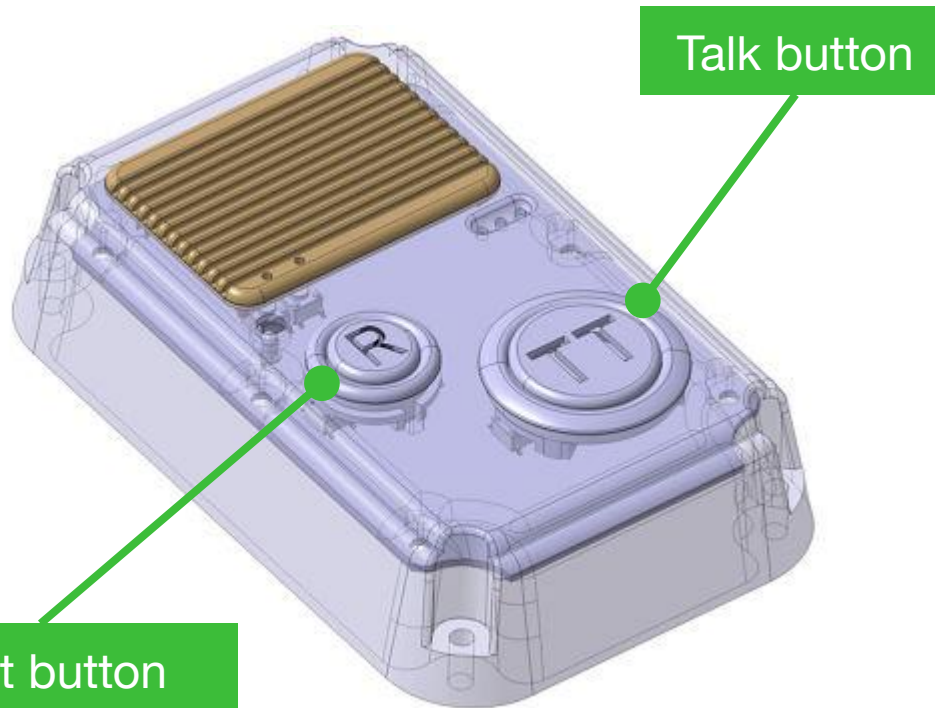


**Instant-call Messenger**





# TreeTalk Intercom. Device



A digital device with advanced functionality.

TreeTalk Intercom **does not require hardware control desk, switches or commutators** – it runs on a cloud-based TreeTalk platform

TreeTalk Intercom **can work with any network** (depending on the chosen modification) as well as with a twisted pair connection.

More info:

<http://tree-talk.com/wp/treetalk-intercom-prototype-ver-0-1/>



# TreeTalk Universal Communicator. Universal Communication Box

IP53 protection



Universal Socket

Based on the TreeTalk Intercom prototype, we have developed the **Universal Communicator**. It is designed for real-time voice conversations between remote objects, for example:

- separated rooms, shops or offices
- elevators and control room
- mobile objects (delivery robots, unmanned vehicles) and a support service or emergency response
- etc

Universal Communication Box (UCB) contains all the electronics.

More info:

<http://tree-talk.com/wp/universal-communicator-plus-support-panel/>



# TreeTalk Universal Communicator. PTT Panel. Smart City Solution.



A miniature panel with a Push-To-Talk button (PTT Panel) can be integrated, for example, into the wall of an elevator car, as well as into an ATM or kiosk.

## **Advantages** of TreeTalk Universal Communicator:

- Modular design
- The built-in emergency power supply
- Sound collision handler

TreeTalk Universal Communicator **does not require wiring and may be easily installed in:**

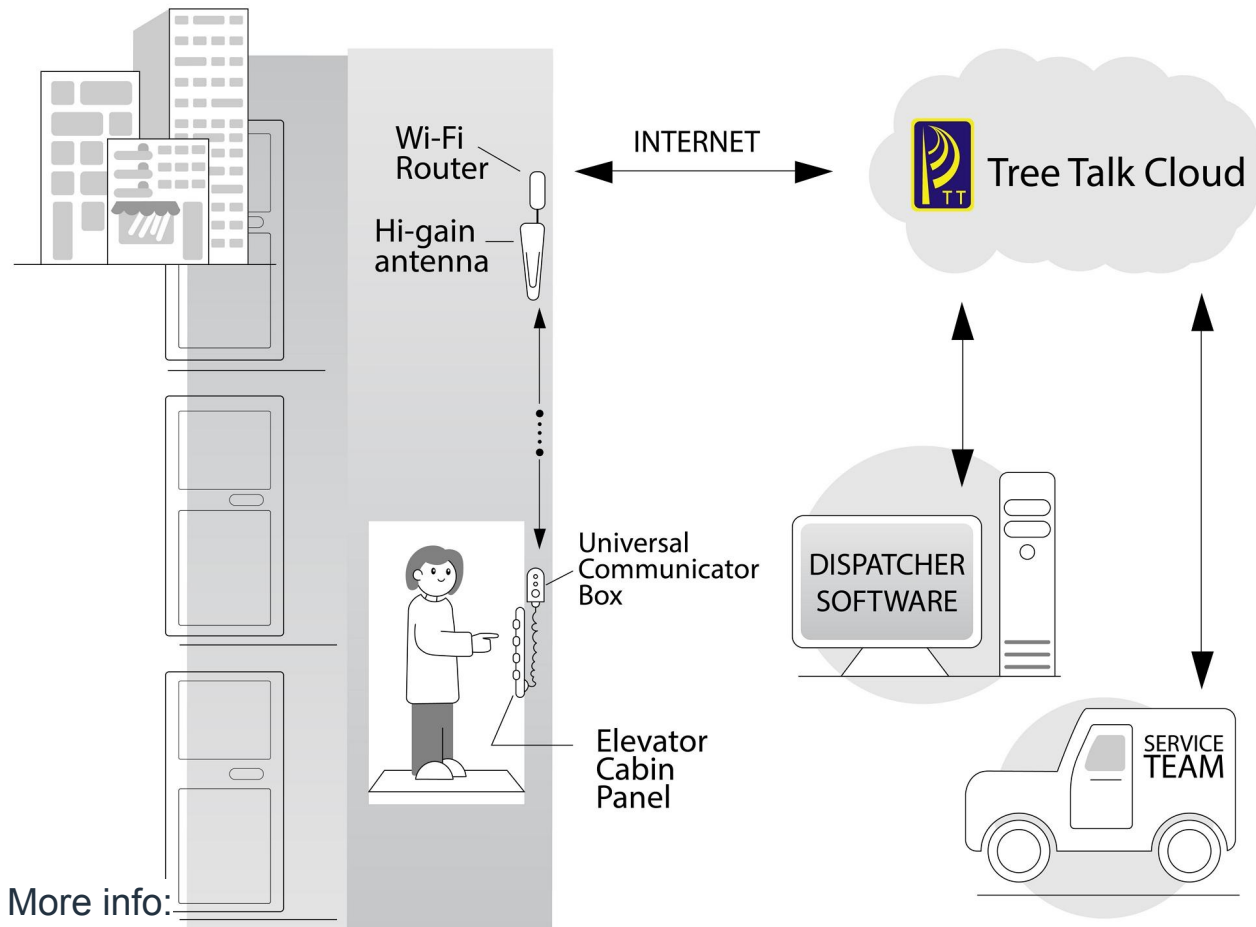
- Temporary constructions
- Mobile hospitals
- Hangars
- Old and historical buildings
- etc

More info:

<http://tree-talk.com/wp/universal-communicator-plus-support-panel/>



# TreeTalk Universal Communicator as an Elevator Communicator



More info:

<http://tree-talk.com/wp/universal-communicator-plus-support-panel/>

Using the same program, the operator can **communicate** with mobile repair crews, concierges, service personnel and other staff.

Thanks to the modular design, you can use the wireless protocol that is less costly.

Standard elevator panel already equipped with a call button, microphone, and speaker, **may be connected to the Universal Communicator Box** using a universal twisted cable. In this case, there is not even a need to buy a dedicated front panel.

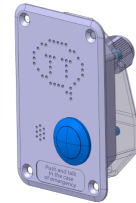


# TreeTalk Ecosystem.

## The Easy Way of a TreeTalk User



Start  
talking!



Buy the  
terminals



Create an account  
on the TreeTalk  
website



3 steps

Fast

Simple





<http://www.Tree-Talk.com>  
[info@Tree-Talk.com](mailto:info@Tree-Talk.com)



# TreeTalk

Instant Voice Telecommunications

*Welcome to the future of professional  
telecommunications!*





# Appendixes



# Market Fit and Competition

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



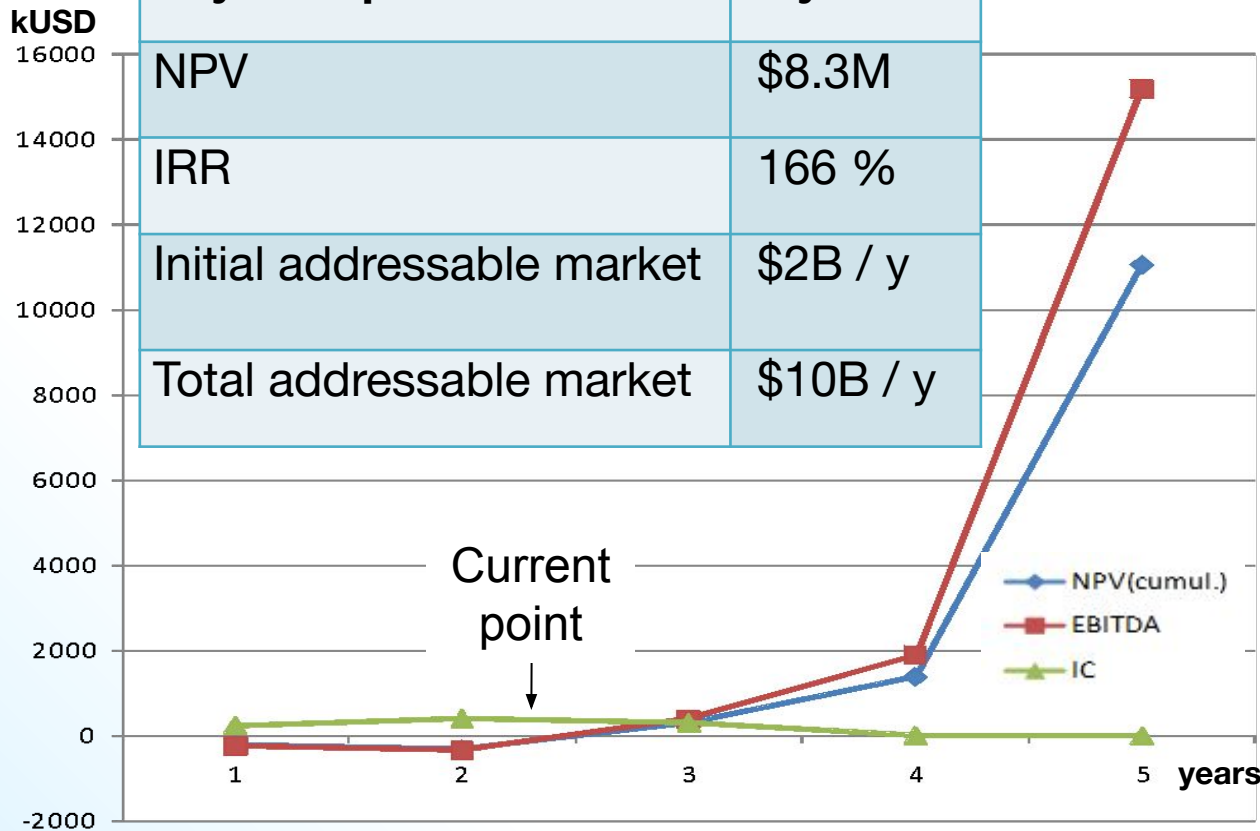
# Financial Projections

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
<b>Payback period</b>	<b>3 years</b>



# 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





# 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

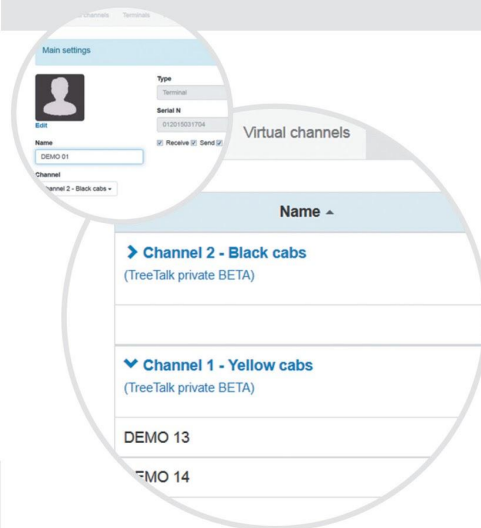
## Web front-end

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

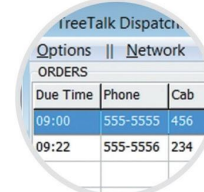
Account support	\$0.00
Unit Software rental Daily for each, up to 4	\$0.00
Unit Software rental Daily for each, from 5th	\$0.10
GNSS Software rental Daily, for each	\$0.12



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

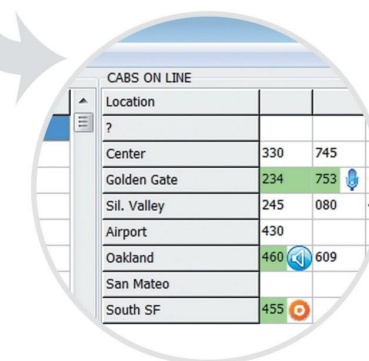
## Dispatcher's application

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



Due Time	Phone	Cab
09:00	555-5555	456
09:22	555-5556	234

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.



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

### Prices

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



# Market Research - Economic Forum



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





# Market Research. Maker Faire Roma



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