CallFire

Built to provide Text and Phone service in the US

Agenda

- CallFire Overview
- Consumer Protection is Top Priority
- CallFire and the FCC on TCPA Policy Discussions

CallFire

WHO WE ARE

CallFire

About CallFire

About CallFire

We are an institutionally backed, innovative telecom carrier and software technology firm with the heart of a start up.

- 7 years in business
- Over 60 employees
- 5 UCI, UCLA, USC & Harvard alumni founders
- Offices in in Santa Monica, CA, and Hoboken, NJ

CallFire

CallFire Facts

- Fully engineered internally; all software hand-written
  - More than 600,000 lines of code, equating to more than 54,000 man hours in software engineering
- Over 1.5 billion* call events since inception
  - 14,000,000 calls sent in a single day (historical max)
  - Over 1 million call events per day
- Over 200,000 customer sign ups
- 25% of our customers become "lifers"
  - a lifer has been on the platform at least 3 years, oldest tenure is 7 year
- 30% growth in platform usage 2012 to 2013

CallFire

**As of June 2013*

CallFire Milestones

2004:	Company founded
2007:	Founders identified and created a telecom product the world needed; “Bootstrapped" the business through product and service sales
2008:	Signed first national customer and generated over $2 million in annual revenue
2010:	Revenue growth to $5 million; introduction of new products
2012:	Raised equity capital from Investor Growth Capital and Morgan Stanley; Acquired Ez Texting

CallFire

CallFire Milestones

Technology Fast 500™ 2013 Ranking (cont.)

Rank	Company name	Primary industry	% Growth	City	St./ Prov.	CEO name
173	SCIO Health Analytics	Software	635%	West Hartford	CT	Siva Namasivayam
174	Usablenet	Internet	634%	New York	NY	Nick Taylor
175	LLamasoft, Inc.	Software	630%	Ann Arbor	MI	Donald Hicks
176	Promevo	Software	626%	Erlanger	KY	Aaron Gumz
177	Adometry, Inc.	Software	625%	Austin	TX	Paul Pellman
178	Telogis, Inc.	Software	624%	Aliso Viejo	CA	David Cozzens
179	HealthEquity, Inc.	Software	618%	Draper	UT	Stephen D. Neeleman, M.D.
180	Yodle	Internet	602%	New York	NY	Court Cunningham
181	Idenix Pharmaceuticals, Inc.	Biotechnology/Pharmaceutical	593%	Cambridge	MA	Ronald C. Renaud, Jr.
182	Rally Software Development Corp.	Software	590%	Boulder	CO	Tim Miller
183	AvePoint	Software	590%	Jersey City	NJ	Xunkai Gong / Tianyi Jiang, Ph.D.
184	CallFire	Communications/Networking	583%	Santa Monica	CA	Dinesh Ravishanker

"The Deloitte Technology Fast 500™ is the pre-eminent technology awards program in North America (US and Canada). "

"These companies are on the cutting edge and are transforming the way we do business."

CallFire

CallFire Milestones

2010 Inc. 500 | 5000

2010 STATISTICS			
RANK:	285	EMPLOYEES:	10
3-YEAR GROWTH:	1,070%		
2009 REVENUE:	$2.9 MILLION	FOUNDED:	2004
2006 REVENUE:	$244,245	LOCATION:	LOS ANGELES, CA
WEB SITE:	CALLFIRE.COM	INDUSTRY:	TELECOMMUNICATIONS

Trophy Case

#15 in Telecommunications

#18 in Los Angeles

CallFire

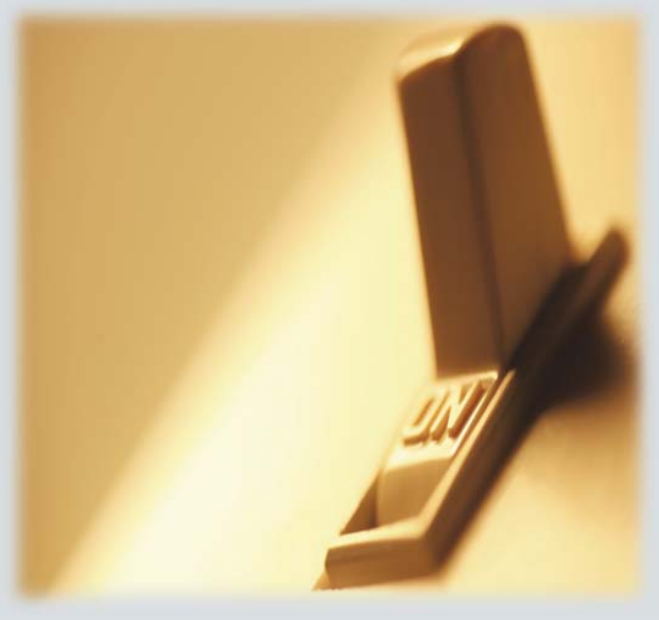
WHAT WE DO

CallFire

CallFire: Creating Disruptive Technology

The Old Phone Company

The New Phone Company



CallFire transforms dumb copper lines into smart applications by decoupling hardware from telecom services, creating the next wave of innovation in the market.

CallFire

CallFire Software Platform

- CallFire sells hosted software to clients
- Services are delivered online
- APIs allow customers to integrate their software with CallFire's text and voice services
- CallFire makes telephony as simple as email

CallFire

WHO ARE OUR CUSTOMERS

CallFire

CallFire Customers

Sprint
Domino's Pizza
planet fitness
Allstate. You're in good hands.
Interplay
RE/MAX
WELLS FARGO
THOMSON REUTERS
CHEVROLET
Century 21
FedEx
UBER
MetLife
THE PENTAGON WASHINGTON DC
FARMERS
SIERRA CLUB FOUNDED 1892
American Red Cross
THE HOME DEPOT
AVON
Nationwide On Your Side
blue
BYU BRIGHAM YOUNG UNIVERSITY
OppenheimerFunds The Right Way to Invest
U.S. AIR FORCE
StateFarm
Curves
NY Communities for Change
Raley's BEL AIR NOB HILL FOODS
SEIU.ORG
The Washington Post
MONEY MAILER
Merrill Lynch
CallFire

Case Study: NationBuilder

- NationBuilder is attempting to become the premier CRM application for political causes.
- A direct answer to the "*Democrats' NGPVAN platform*".*
- NationBuilder integrates via API with CallFire giving its customers the ability to send text messages and voice calls seamlessly.

CallFire

**TechPresident Article, 10/13/2013*

NationBuilder

Case Study: Politics

- 4.2 Million Member Organization
- Needed an IVR to provide reporting capabilities for volunteers
- Up and running on CallFire within a week
- Able to scale on demand

"When we have 10,000 volunteers who need to report in on the same day, CallFire's IVR system is a breakthrough solution for us."

-Political Director

CallFire

CallFire: In the News

FiveThirtyEight

Nate Silver's Political Calculus

During the 2012 Presidential Elections CallFire's third party opinion polls were featured in *The New York Times* blog *FiveThirtyEight*

President Nov. 6 Forecast | President Now-cast | Senate Nov. 6 Forecast

POLLS	538 WT.	DATE	DEM	REP	MARGIN
PPP		10/24	49.0	47.0	Obama +2.0
Gravis Marketing		10/24	50.0	46.0	Obama +4.0
Rasmussen		10/21	48.0	48.0	Tie
PPP		10/19	48.0	49.0	Romney +1.0
PPP		10/19	49.0	48.0	Obama +1.0

More

Nevada Likely Obama

FIVETHIRTYEIGHT PROJECTIONS	DEM	REP	MARGIN
Polling average	49.4	46.3	Obama +3.1
Adjusted polling average	49.3	46.5	Obama +2.8
State fundamentals	49.1	45.1	Obama +4.0
Now-cast	49.3	46.4	Obama +2.9
Projected vote share ±3.6	51.0	48.0	Obama +3.0
Chance of winning	80%	20%	

POLLS	538 WT.	DATE	DEM	REP	MARGIN
CallFire		10/25	50.0	46.0	Obama +4.0
PPP *		10/24	49.0	47.0	Obama +2.0
Gravis Marketing		10/24	50.0	49.0	Obama +1.0
NBC/Marist		10/24	50.0	47.0	Obama +3.0
Rasmussen		10/23	50.0	48.0	Obama +2.0

More

Published 10/28/2012

CallFire

Case Study: Market Research

- National pharmacy chain needed an inbound hosted survey to measure customer satisfaction
- Legacy provider was not agile or adaptive to business needs
- CallFire migrated IVR to its platform
- At last count, CallFire had helped complete over 2.4 million surveys for customer

Program Director called CallFire "the most scalable system design" he has worked with, citing its ability to exponentially increase capacity on short notice when needed.

CallFire

WHAT WE OFFER

CallFire

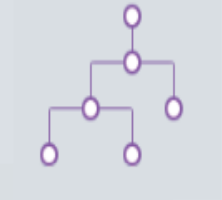
CallFire Product Suite

Cloud Call Center

Voice Broadcast

Call Tracking Numbers

SMS Text Messaging



Interactive Voice Response

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COMPLIANCE

CallFire

CallFire Guiding Principle

What is good for the consumer is good for us.

CallFire has a Zero-Tolerance policy for spammers and scammers.

CallFire

Consumer Protection

CallFire takes three important steps toward educating and protecting consumers:

1. Rigorous education practices for employees and customers
2. Proactive monitoring of accounts
3. Software tools for compliance

We actively police our services.

CallFire

Customer Education

- Terms of Service agreement that is repeatedly shown to the user each time they input contacts into the system not just when they sign up
- Every campaign requires an “I Agree” confirmation for legal compliance
- Terms of Service has multiple references and links to the TSR
- Easy to understand & readily available compliance information on our website: http://callfire.com/legal/compliance
- Help Documentation: https://www.callfire.com/help/docs/getting-started/managing-contacts/do-not-contact-list

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Employee Education

CallFire Operations Wiki

Search this site

Navigation
- Home
- Allstate Dashboard - Everything Allstate (under construction...)

Fraud & Compliance >

Regulatory Overview

- Fraud & Compliance
  - Blocked IP Addresses
  - Communication w/ Fraud EU
  - Compliance
  - Regulatory Overview
  - Tier 1 Sound File Monitoring Rules

- Solicitation/Marketing/Most calls which have any commercial goal:
  - **Prior Express Written Consent**
    - Consumers written consent to receive telemarketing robocalls (prerecorded vm) must be signed & clearly show that the consumer:
      - **Received "clear and conspicuous disclosure" of the consequences** of providing the requested consent, i.e., that the consumer will receive future calls that deliver prerecorded messages by or on behalf of a specific seller; and
      - Having received this information, **agrees unambiguously to receive such calls at a telephone number the consumer designates.**
    - The written agreement must be obtained "without requiring, directly or indirectly, that the agreement be executed as a condition of purchasing any good or service."

CallFire

Software Automation

1. Automatic locking of accounts based on rules that are learned over seven years of business:
   - Campaign creation too fast
   - Payment too fast
   - Accounts created during off-hours are automatically locked until support has a chance to review them

2. Caller-ID verification

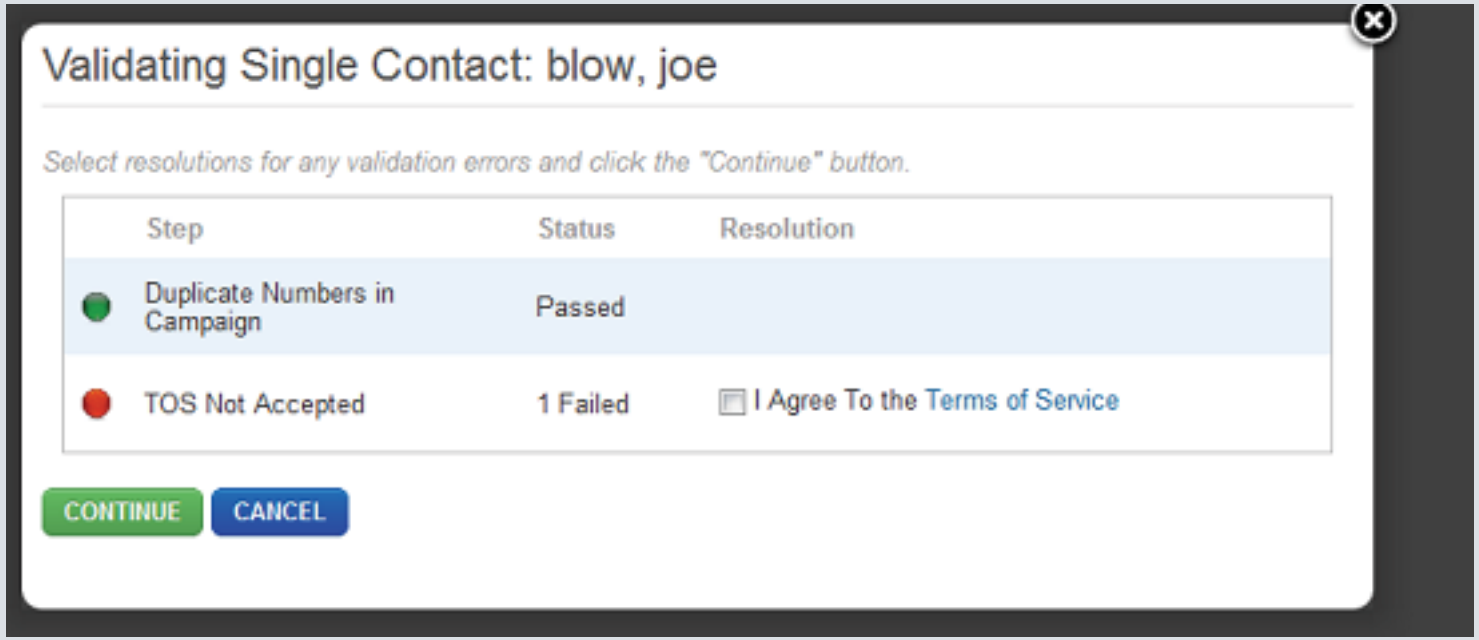
CallFire

Monitoring Accounts

- Zero tolerance policy for any identified compliance issue.
- Any report of non-compliance results in locking of accounts that do not comply to our Terms of Service
- Over 16,000 accounts locked proactively to prevent fraud or non-compliance
- Sound files are screened by staff for new accounts

CallFire

Prevention is better than Cure

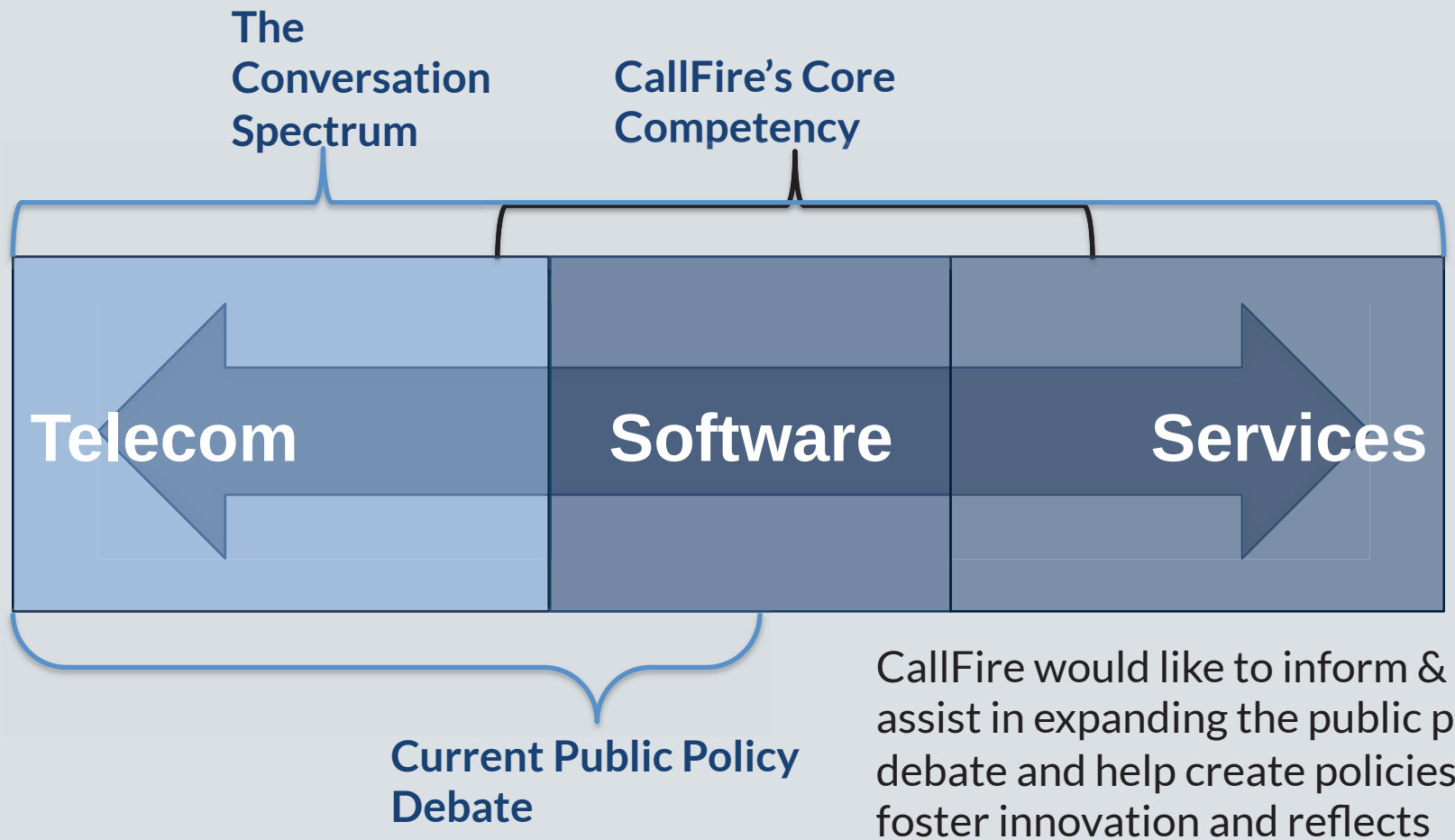


CallFire

CALLFIRE & PUBLIC POLICY

CallFire

CallFire Proposition



CallFire would like to inform & assist in expanding the public policy debate and help create policies that foster innovation and reflects telecom's rapidly evolving role.

CallFire

Outstanding TCPA Issues

- Tremendous increase in expensive TCPA class action litigation.

- Commission guidance has not kept apace of technological changes.
  - When facsimiles were a common mode of advertising in the 1990s, the Commission held that *fax* broadcasters are immune from TCPA liability if they merely transmit, for a fee, the faxes prepared by their customers to the recipients selected by their customers.

CallFire

Club Texting Petition

- In 2009, Club Texting filed a petition for declaratory ruling asking for the same logic to be applied to text broadcasters.

- CallFire and similarly situated software-based platforms cannot police all of the messages transmitted through their services.

- Software providers should likewise be immune from TCPA liability when they do not control the content, timing or recipients of their customers messages.

CallFire

In Closing

- Cloud technology advances create new market opportunity in telecom
- Online acquisition model, low cost low touch
- DIY provides leverage to scale into any political landscape
- Highly innovative company, with proven market demand
- CallFire would like to increase participation in the policy making process

CallFire