# Vision

The most intelligent platform for message-based marketing

Connectly helps businesses convert customer connections into revenue.

Our **cloud platform** makes it easy for businesses to adopt a **message-first** approach to drive engagement and sales.

Connectly is creating the **AI-powered** messaging infrastructure of the future - enabling businesses to operate the full flywheel, all within the customer's thread of choice.
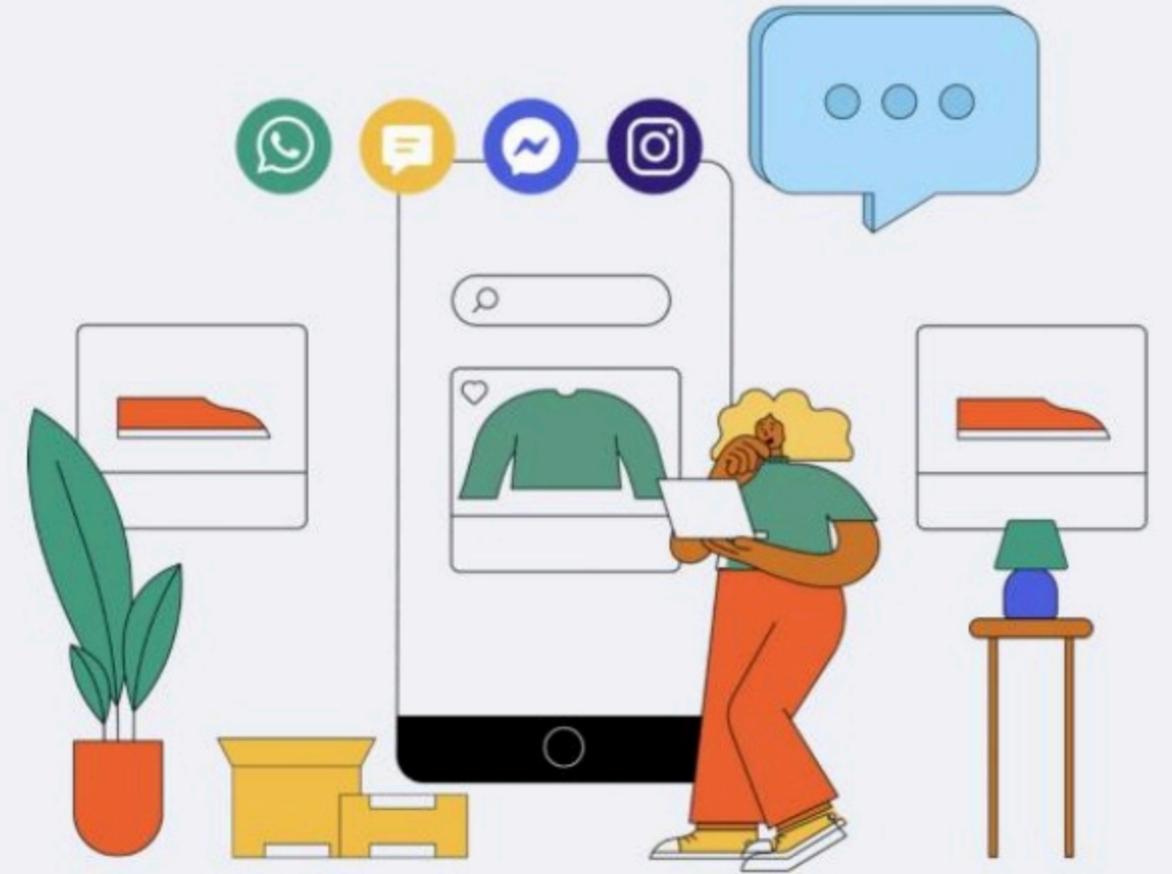
Team

Business

Stefanos Loukakos
Co-founder & CEO

Isabelle Brenton
Head of Marketing

Juliana Schlesinger Felippe
Head of Sales, LATAM

Engineering

Yandong Liu
Co-founder & CTO

Andreas Nomikos
Engineer, Front End

Neil Teng Hu
Engineer, AI/ML

Oliver Nguyen
Full Stack Engineer
Software Engineer OctoX, ETOP.VN; BE in Computer Science

Yulin Chen
Engineer, Back End

Joel Simonoff
AI Engineer

Evgeny Nadymov
Engineer, Front End
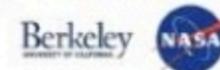
Bolat Khojayev
Engineer, Back End

Product

Joscha Koepke
Head of Product

Vincent Lan Shi
Head of Design

Consumers want frictionless, message-first business experiences

2.5B+ monthly active users

1.3B users, expected to grow to 2.4B by end of 2021

95% of text messages are opened 3 minutes after being sent

1B+ monthly active users

>80% of people perceive a business positively if they can message them directly

9 out of 10 people want to communicate with businesses through messaging

65% of people ages 18–37 reported that a mobile app or wallet for checkout influences where they shop

Enabling messaging is essential – but current solutions fall short

Existing messaging solutions

- Are not built to leverage customers' preferred communication channels

- Focus on automating outbound messages vs understanding the 2-way thread

- Are unable to prioritize messages and articulate the actions that need to be taken

- Lack personalization

- Don't provide direct API access

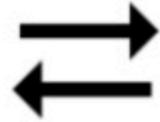- Cannot easily integrate into a business's existing tech stack

▶ *This makes it impossible for businesses to maximize their connections*

What we're building

Meeting customers where they are

We're building turnkey CPaaS solutions that enable businesses to leverage the #1 customer service channel[1]

Filling the personalization gap

80% of marketers are expected to drop personalized advertising by 2025[2]

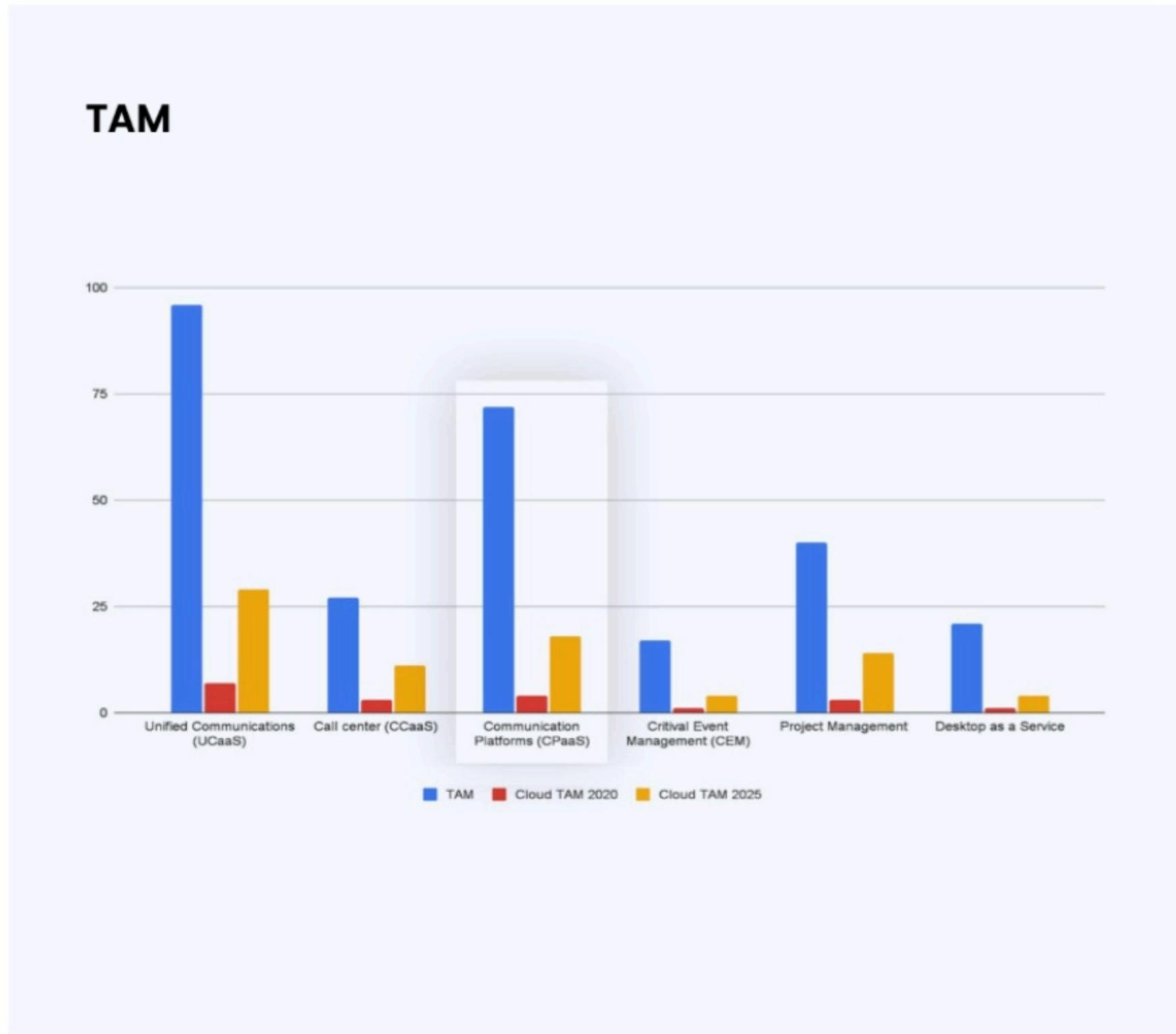## Future-proof communications

The CPaaS market has a $72B TAM and a 30%+ annual growth potential[3]

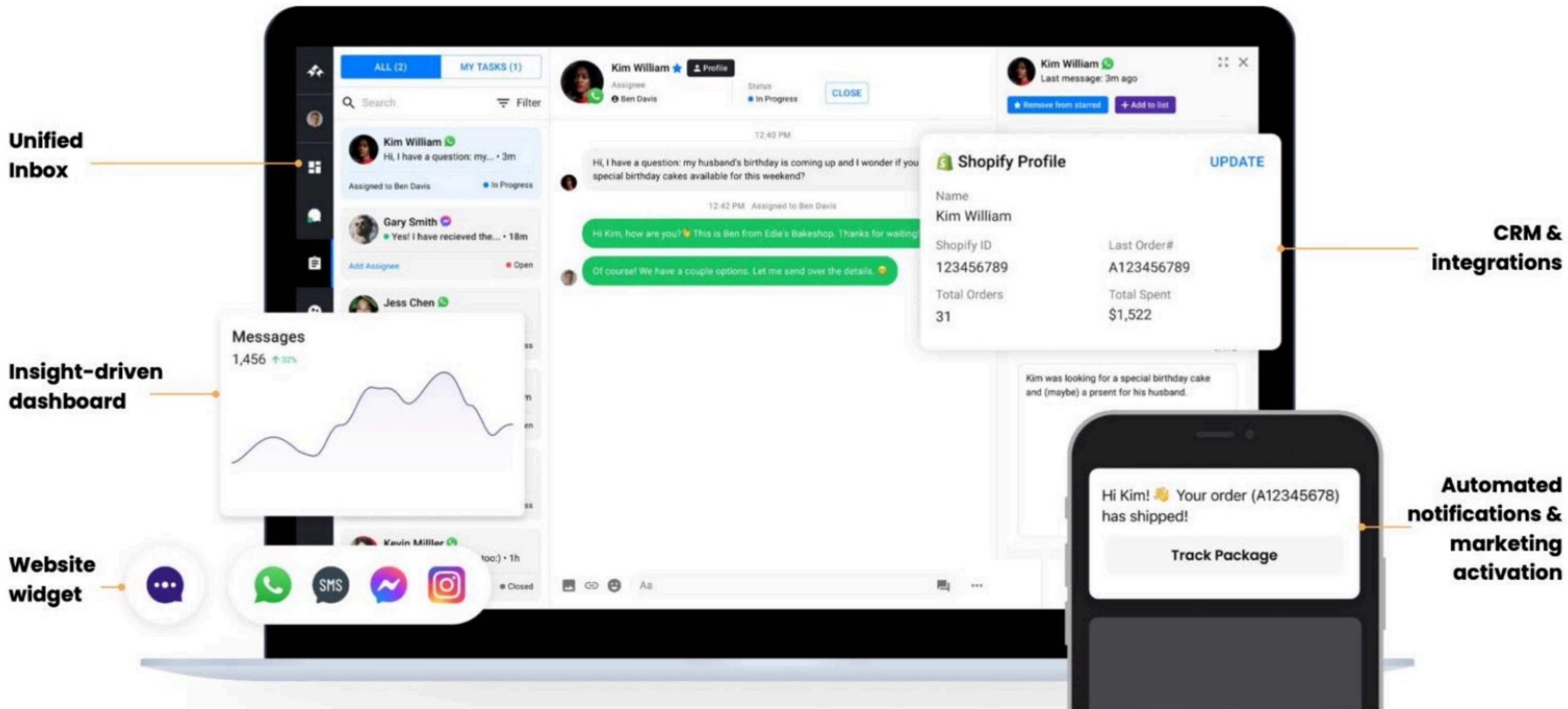[1] Twilio Global Mobile Messaging Report
[2] Gartner Predicts 2020
[3] Goldman Sachs Software Report, December 2021

CPaaS TAM is very large: ~$72bn* and expected to grow 30%+ per year between 2022-25

TAM

Chart legend: TAM (blue), Cloud TAM 2020 (red), Cloud TAM 2025 (yellow)

Categories: Unified Communications (UCaaS), Call center (CCaaS), Communication Platforms (CPaaS), Critival Event Management (CEM), Project Management, Desktop as a Service

Our product enables businesses to have meaningful 2-way dialogue with their customers

Unified Inbox

Insight-driven dashboard

Website widget

CRM & integrations

Automated notifications & marketing activation

And extract the full potential: **convert, transact & retarget** customers at scale. All within the customer's preferred channel.
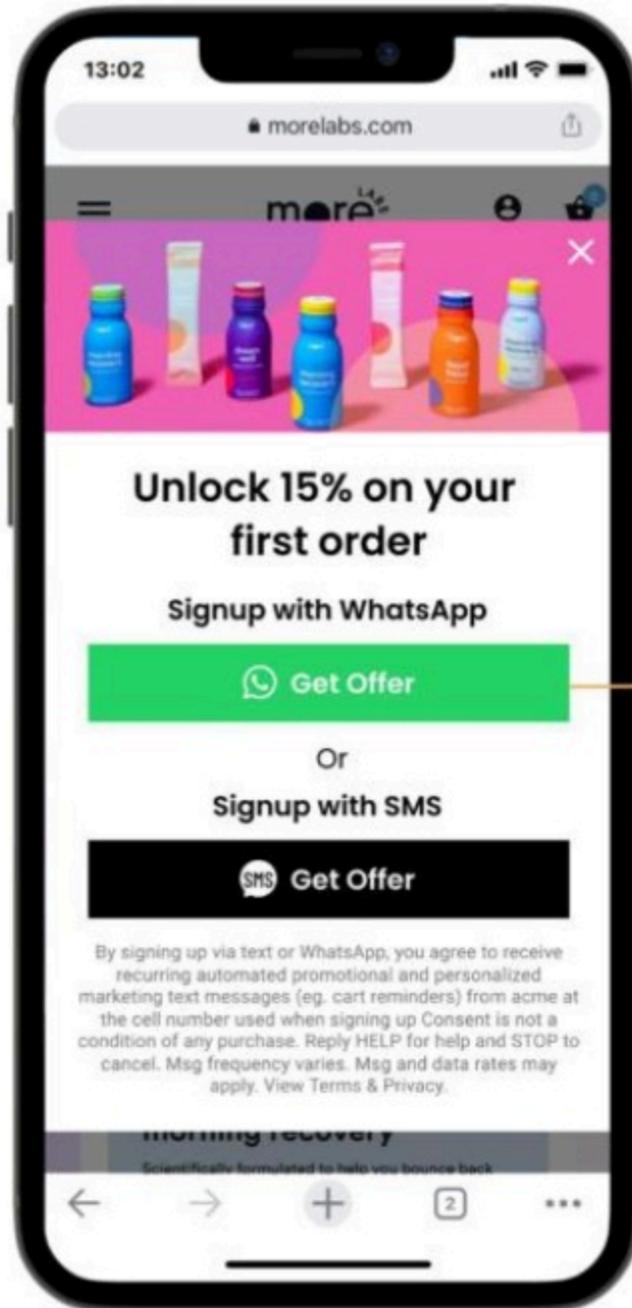
Lead generation & Conversions
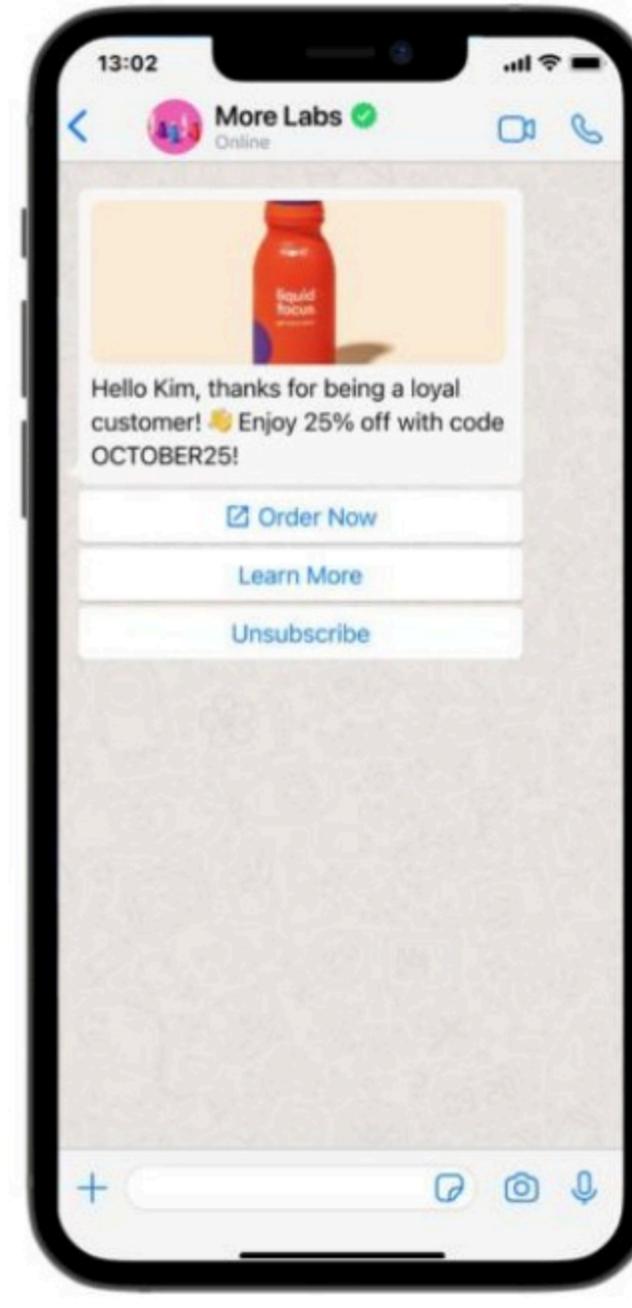
Transactions

Differentiation

Message-first

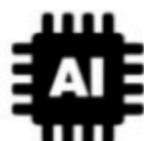- Connectly's marketing solution helps companies use consumer-favorite message channels to market, sell to, and capture data from customers - all within thread

- No-code campaign builders

- Direct API access (we're a WhatsApp BSP)

- Enable 2-way communication at scale

- Built for growing companies with their finger on the pulse, and providers seeking API access

AI-powered

- Connectly uses AI and machine learning to automate, listen and interpret 2-way WhatsApp conversations

- AI is key for businesses to manage 2-way, personalized communications

- Technology understands what customers are responding to

- Businesses receive guidance on how to prioritize and take action on messages they receive

Learnings

Customers

~60

Customer size

Product best suited for growing companies at the and large companies that can move quickly

Verticals

eCommerce, Fintech, travel & healthcare

Use cases

Marketing, OTP CSAT

GTM

Seamless onboarding

Markets

Brazil, India, US, Indonesia are our top markets

Some Customers

| Ecomm

ApnaKlub · BRiKeRR TINTORERÍA

falabella.com · STYLERIGHT Global Corporation

WANDER CABINS · ahazou

upstream · more LABS

needi · Synq•fit

| Fintech

DRIP/c · Bitso

FCMB · mozper · nu

treinta · Liquido

HELLAS DIRECT RETHINK INSURANCE · carbon

| Other

W · govgr · SARONIC FERRIES

talabat · AEGEAN

Wolt · Lipigas

ISA LAB · COLONY TURNING CUSTOMERS INTO CUSTOMERS · Cadbury
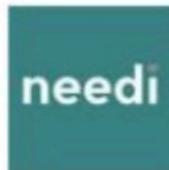
Case Study

Treinta

For Treinta, a biz-tech startup focused on educating microbusinesses on digital transformation, email wasn't sufficient for staying connected with its 3M customers. Treinta turned to Connectly to open a line of personalized, 2-way customer communication; they now send promotional news and product launch updates exclusively via WhatsApp, and are able to prioritize how they respond to incoming messages.

10X
10x better performance than other channels

>80%
>80% read rates

>60%
>60% CTR

Case Study

ISA
L A B

ISA, a digital lab born during COVID, needed to expedite the matching of healthcare providers with nearly 300 in-need patients per day. With the help of Connectly, ISA has been able to automate how they communicate everything from appointment confirmations to reminders of how to access test results, promote new product features, and capture important customer feedback.

60%	**5**	**~2K**
60% customer response rate	An average 5 campaigns sent per day	~2K messages sent per week

Business model

Flat subscription model

Subscription model with incremental cost based on volume

Offering cost per message

Offering cost per message (Whatsapp, SMS) at a margin

Indicative pricing

- License fee per month for marketing & automation and notification tools

- Cost per message given at margin ~5-20%

- Payments in thread: % of transaction value

Expected average ACVs

- **SMB DIY**: $2 - 20k

- **Enterprise**: $30 - 200k+

Product Roadmap

Building the messaging infrastructure for businesses

Now
Q1/Q2

Scaled two-way communication & transactions

- No code messaging workflows
- External cloud messaging API
- Campaign automation & broadcasts
- In-message payment solutions

Next
Q2/Q3/Q4

AI enabled automation

- AI enabled message prioritization, tagging and routing
- Personalized recommendations
- AI sales and agent assistant
- Advanced conversational analytics and dashboards

Later
Q4, onwards

End-to-end CPaaS solutions

- CPaaS solutions for
  - Headless commerce
  - Fintech
  - Healthcare
  - Travel/hospitality
  - Developers
- Enable cross channel customer identity