Board Meeting
March 23, 2010

I'm convinced @twilio is the greatest thing to be created in a long time.

about 3 hours ago via Tweetie

Reply Retweet

sunnythaper
Sunny Thaper

twitter

OMG. #twilio is just about the coolest thing I've seen in years. Took about 15 minutes to hook SMS sending into my ruby app. Love it!
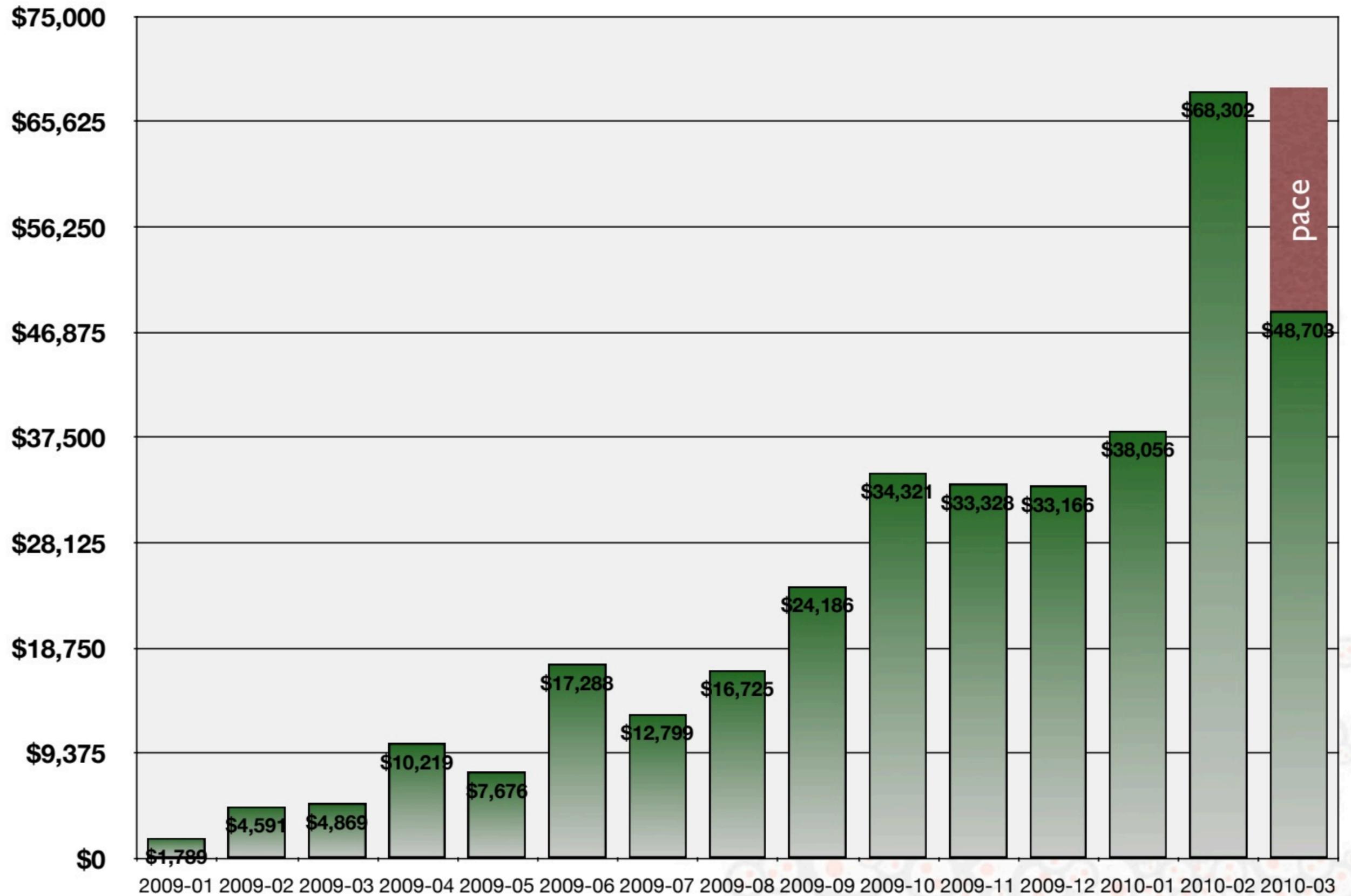
12:15 AM Mar 14th via Tweetie
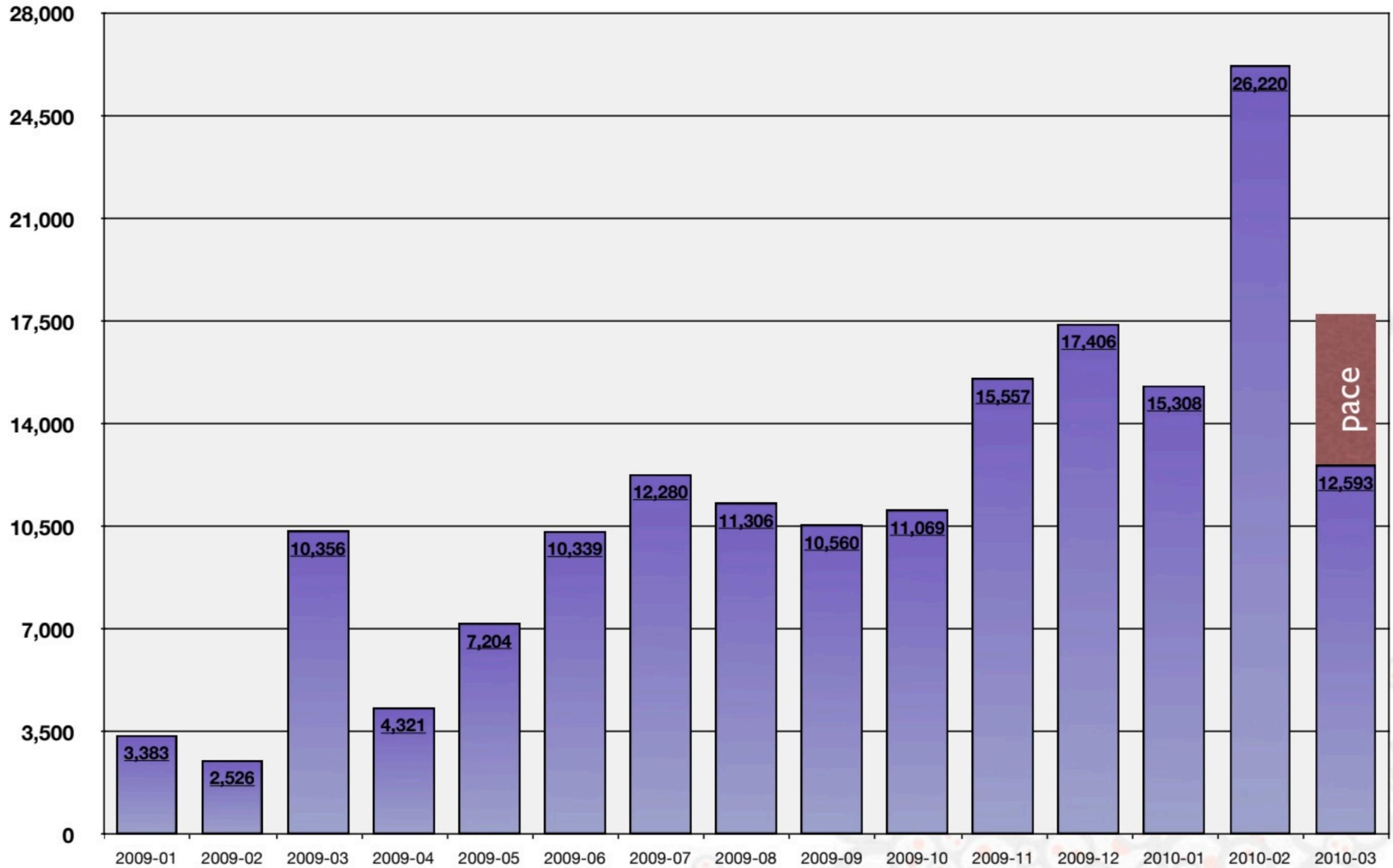
↩ Reply   ⟲ Retweet

xjohnson

BUSINESS METRICS

Sales

Month	Sales
2009-01	$1,799
2009-02	$4,591
2009-03	$4,869
2009-04	$10,219
2009-05	$7,676
2009-06	$17,288
2009-07	$12,799
2009-08	$16,725
2009-09	$24,186
2009-10	$34,321
2009-11	$33,328
2009-12	$33,166
2010-01	$38,056
2010-02	$68,302
2010-03	$48,703 (pace)

NEW VISITORS

Month	New Visitors
2009-01	3,383
2009-02	2,526
2009-03	10,356
2009-04	4,321
2009-05	7,204
2009-06	10,339
2009-07	12,280
2009-08	11,306
2009-09	10,560
2009-10	11,069
2009-11	15,557
2009-12	17,406
2010-01	15,308
2010-02	26,220
2010-03	12,593 (pace)

5.8% Conversion

DEVELOPER REGISTRATIONS

Month	Value
2009-01	163
2009-02	159
2009-03	413
2009-04	195
2009-05	213
2009-06	334
2009-07	403
2009-08	383
2009-09	313
2009-10	677
2009-11	531
2009-12	589
2010-01	571
2010-02	1005
2010-03	735 (pace)
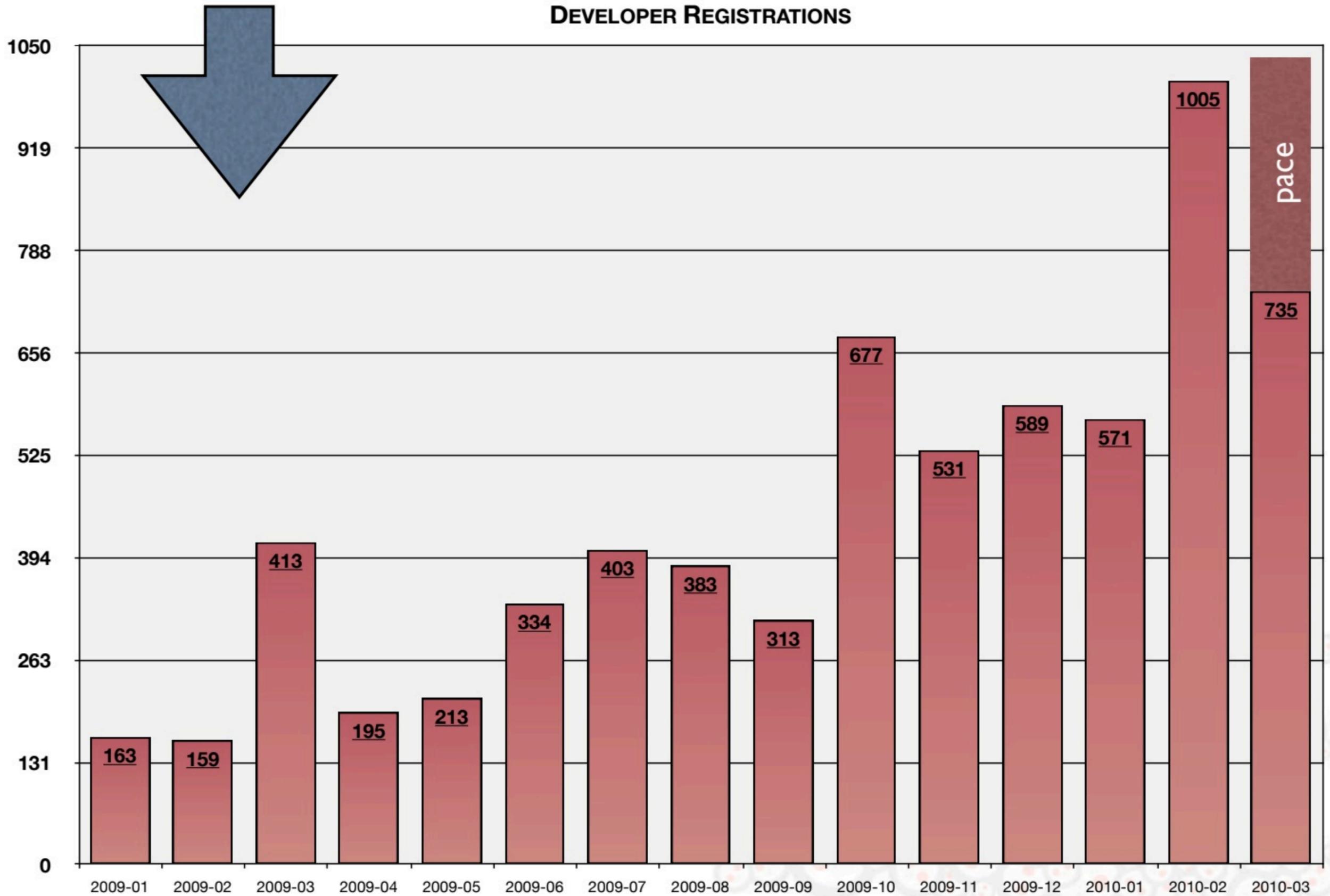
24.2% Conversion Upgrades

	2009-01	2009-02	2009-03	2009-04	2009-05	2009-06	2009-07	2009-08	2009-09	2009-10	2009-11	2009-12	2010-01	2010-02	2010-03
	25	26	64	31	45	61	56	76	73	84	82	77	130	240	178 (pace)
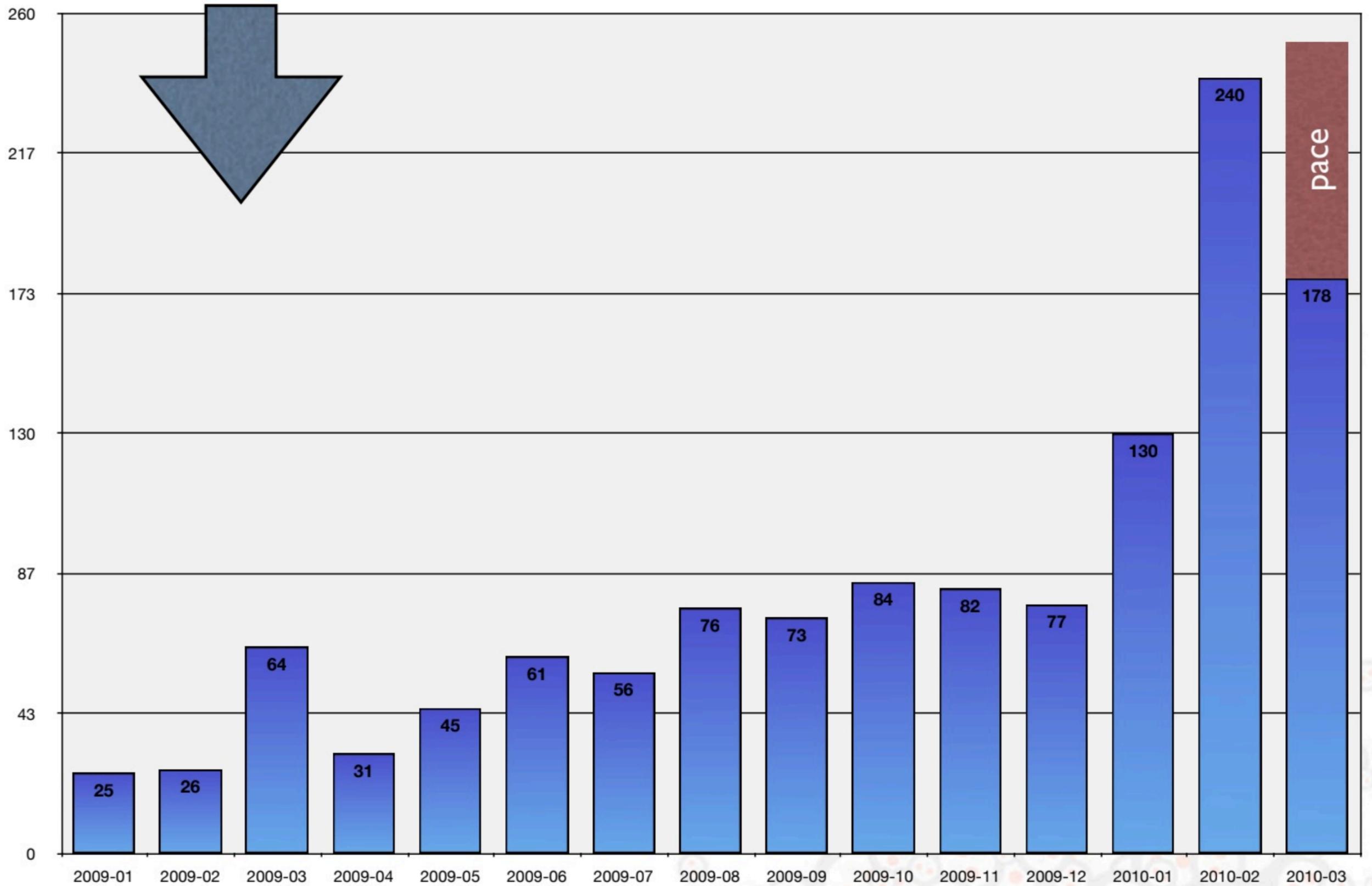
As of March 22nd

7841

DEVELOPER ACCOUNTS

1316

UPGRADED ACCOUNTS

> 1000 / Mo

> 250 / Mo

COMPANY PRIORITIES

Hiring
Metrics
Scalability & Reliability
OpenVBX

RECRUITING

Filled:
(Since last Board Meeting)

1 Office Manager (FTE)

1 Evangelist / CS (FTE)

Recruiting Consultant (C)

Recruiting Contractor (C)

Open:
2 Web Engineer

1 Senior Web Engineer

1 Core Engineer

1 Ops Engineer

1 Sales Evangelist(?)

1 Developer Evangelist

1 Apps Product Manager

1 Telecom BD

Big Hire:
1 VP Bus Dev

JEFF LAWSON
CEO

LISA WEITEKAMP ADMIN

CORE EVAN (CTO)

APPS TEAM PRODUCT LEAD VACANCY

MKTNG DANIELLE

BD LEAD VACANCY

CFO TOM

JOHN

APPS TEAM SENIOR ENGINEER VACANCY

JOHN SHEEHAN EVANGELIST

SALES ENGINEER? VACANCY

BOOKKEEPER MATT

ADAM

WILL

ANDRES

EVANGELIST VACANCY

TELECOM BD VACANCY

HR RHONDA

PROGRIUM

FRED

JOSH

ENG VACANCY

MARK

ENG VACANCY

OPS VACANCY

ENG VACANCY