

## A unified conversation & social collaboration platform

Unified Inbox is a cloud based unified conversation & social collaboration platform that centralizes external conversations, social engagement and internal team collaboration into one single platform across desktop and mobile devices.

Unified Inbox enables employees to respond faster, more efficiently and build better business relationships improving your ability to connect with prospects, customers and other internal departments across multiple channels and devices.

Employees simply manage external conversations, social engagement and internal collaboration from one single place.

## Pain points for today's companies

The [2011 IBM CMO study surveying over 1,700 CMOs](#) worldwide highlighted social media, combined with the growth of channels and devices as today's largest pain points for companies. With multiple channels across email and social media, companies have more potential contact touchpoints than ever.

Typical pain points for today's companies include:

- No overview of conversation and interaction with customers and prospects across channels;
- Customer contact details spread over multiple channels and platforms;
- Departments are working in silos using email or IM-like tools as the only means of internal collaboration;
- Hard to maintain a consistent voice across channels and knowing the cross-channel conversation history;
- Difficult to fulfill legal compliance needs across all communication channels;
- With increased numbers of communications channels it is difficult to reduce noise and prioritise what information is really important for your job.

## The Unified Inbox solution

The unified conversation & social collaboration platform is built around three core pillars: 1) unification, 2) collaboration and 3) social engagement. The minimum viable product (MVP) will support email (IMAP), Facebook, Twitter, LinkedIn, Twilio, Interfax and integrate with tools such as Evernote, Basecamp, Google Calendar & documents, Dropbox, RapLeaf and FullContact. Mobile apps to follow.

### *Unification*

Unified Inbox aggregates, centralizes and integrates conversations, interactions and contacts from email and social media using customizable inboxes, streams and a synchronized address book. The user decides what they want to see in their inbox and streams.

### *Collaboration*

Anything in a users' inbox or stream can be the subject of collaboration between team members, departments and groups. By allowing the user to 'assign', 'comment' and/or use '@mentions', Unified Inbox provides powerful tools for internal team collaboration, which most importantly are easy to understand and easy to use. Additionally; users, are by system default, assigned to the messages they have opened and are required to take action.

## Social

Every business must be able to effectively manage their social presence. Unified Inbox covers the social stuff that really matters for businesses; listen, talk and engage on your owned social media profiles.

Customer use cases include:

- Customer service reps see what the customer has previously written to or about the company on any communication channel or social platforms before responding to them;
- Community Managers assign sales leads found on any social platforms to sales reps;
- Sales reps in need of product information get feedback from the product team before responding to the prospect;
- Busy C-levels stay up to date with what is important to them by filtering out unnecessary noise and clutter.

## Our market opportunity

According to ITU, 2.7bn individuals use emails, IM and social networks respectively on a regular basis. 1bn people check their messages frequently each day on their mobile devices. 56% of total internet time is spent on communication. According to Basex, Gartner, and Forrester there is high demand for a technology to solve this ever-growing communication volume and to process it for B2B collaboration. This is a multi-billion dollar market.

## The business model

Unified Inbox seeks partnerships with platform providers and system integrators. Furthermore, Unified Inbox also makes possible a white label solution for such organisations as: ISPs, TelCos, mobile phone providers (an integrated unified inbox directly on the mobile device), government agencies, and universities/schools - allowing them to replace their proprietary webmail systems and upgrade them with a Unified Inbox for their users.

## Marketing and Sales

Unified Inbox is an enterprise solution, hence focusing on business users due to their inherent need to communicate and collaborate ubiquitously in the most efficient manner. Emphasis will be on companies and decentralized teams with strong communication requirements, such as Marketing, PR, Sales, and HR. To reach this customer profile Unified Inbox believes it is essential to adopt a customer centric marketing strategy built around customer service outreach, education around product and use cases, and referrals.

## Competition

Competitors include Desk.com (B2B), Nimble (B2B), Highrise (B2B), Hootsuite (B2C and B2B), Alternion (B2C), Zendesk (B2B), and Zimbra (B2B) covering the landscape from email to social networking, from social CRM verticals such as social notification and social media management, from collaboration to communication, especially centralization and aggregation. None of these players neither truly unify messages and break up communication silos, nor offer a similar breadth of features around communication and collaboration.

## Competitive advantage

Unified Inbox is neither a new email inbox nor a better social media management system. It is the bridge between unified external communication and internal collaboration that is currently unrivalled

and makes Unified Inbox unique.

Unified Inbox already has access to the protocols of the most important email firms and social networks under its belt. This could not be done by one of the big players as they would not easily get API access from their biggest competitors. Unified Inbox does not store the message content, but rather acts as the platform independent and non-intrusive application access layer on top of other communication channels/protocols and platforms, i.e. Google Apps, Microsoft Exchange, and other email servers and/or communication channels. It is a truly independent information broker, protecting the data access of its customers.

## Mission & Vision

Unified Inbox enables its users to be present on all channels and devices at anytime, anywhere by unifying communication, social engagement and collaboration across multiple channels and devices in real time. No more missed messages, no more chasing after communication - simply communicate. It is our ambition to empower people to be in control of communication, open up internal departmental silos for cross team collaboration, reduce information overload and ultimately increase productivity.

## Financials

First revenues are expected to come from eCommerce companies, freelancers, heavy users and early adopters. Revenue streams include monthly subscription fees, one-off setup/integration costs, support and maintenance, and charge per API calls made. Additional revenues to come from 3rd party services and highly addictive add-on features. Only approximately 1,000 paying customers are required to be profitable. Operating cash flow positive to be expected in 2014.

## Team

The team consisting of focused thought leaders with different senior experiences capable of executing the business plan. Most prominent members of the team include:

Toby Rückert, Founder and CEO ([www.linkedin.com/in/tobyruckert](http://www.linkedin.com/in/tobyruckert))

- 18 years expertise in computer based communication
- Serial entrepreneur in New Zealand, Germany, China, and India

Markus Lehnert, Co-Founder and CFO ([www.linkedin.com/in/markuslehnert](http://www.linkedin.com/in/markuslehnert))

- 13 years expertise in (corporate) finance, strategy, CorpDev, technology, and M&A
- Global Head of Technology Investment Banking at international investment bank
- Global Head of Corporate Development and M&A at global software company

High calibre advisors include Brad Feld, Tim Schumacher, David Coleman, Dylan Schieman, Tim Howell, Darl Kolb, and Nathan Zeldes.

## Company information

Founded in April 2012, Unified Inbox is incorporated in New Zealand with a marketing office in the USA and R&D labs in Europe and India. We currently have 15 staff and a highly advanced proof of concept product. Unified Inbox has already been granted one patent and filed three more.