

Business Description:

OneCall Wireless, LLC (OneCall) is a SaaS (Software-as-a-Service) company providing businesses with tools to manage their mobile inventory and its associated costs. Our solutions provide businesses with end-to-end **mobile lifecycle management**, meaning, we will manage a device from the time it is purchased to the time its service is cancelled.

We are rolling out our solutions in different phases. Initially, our solutions reside on our servers, and clients will access them via a web browser. Ultimately, we will create mobile device applications that reside on the mobile devices to provide dynamic management over-the-air. At the same time, we will collect enterprise mobile usage behaviors (anonymously.) This information will assist our clients and the industry in creating a better end-user experience.

Products and Services:

Instead of addressing mobile management issues one at a time, we looked at all of the problems that our clients are facing today, observed how they are linked to one another, and designed a suite of software and services to address these issues.

Our software and services provide enterprise clients with the followings:

- Optimization on carrier plans and features to lower mobile spending
- Device procurement assistance and device management
- Monthly invoice reconciliation and issue resolutions
- Employee support on day-to-day issues
- Reporting tools for chargeback and usage and spending tracking

We have designed a flexible and scalable software system that gives our clients and affiliates access to what they need now, enabling them to add functionality as they grow. This ensures that their business requirements are continually supported as mobile technologies evolve

Value Proposition:

OneCall has been offering mobile management consulting services to small and medium businesses since April 2005. We recognized that existing systems and processes in managing mobile voice and data devices were labor intensive and lacked flexibility to meet our clients' needs. In 2007, we decided to build a software system using our proven mobile management methodology. We are different from our competitors because:

- System is based on one common platform
- International focus
- Solutions are scalable and flexible for both small and large clients
- Knowledge database

Our value proposition is to increase profitability for our clients. We help clients implement and manage wireless solutions more efficiently and at a lower cost.

Management Team:

Berylle M. Reynolds — President

- Strategic account manager with Cingular (now AT&T) Wireless and Sprint.
- Telecom experience includes engineering, marketing, project management, and sales.
- BS in electrical engineering, Univ. of Illinois at Chicago.
- MBA, The Anderson School at UCLA.

Rene Tenazas — Potential CTO

- President of Changes and Trends Software.
- Successfully created and sold three software companies.

Bill Joyce — Potential COO

- President of Vision Management, a financial and organizational consulting firm.

Advisors:

Dean Bachman — Technology Advisor. Telecom Director at Dyno Nobel, Inc., North America

Johnny Crippen — Industry Advisor. Program Manager at Sprint Wireless Division.

Roy Strauss — Operations Advisor. President of Strauss Consulting Group, LLC.

Legal Counsel:

Pillsbury Winthrop Shaw Pittman LLP — Security Legal Counsel.

Demetrios Tsarouhis — General Counsel.

Accountant:

Salim Omar, CPA — Author of "Straight Talk About Small Business Success In New Jersey".

Enterprise Mobile Industry:

The world topped 2 billion wireless subscribers in 2006. Data applications and services are projected to exceed US\$32 billion globally in 2007. At the same time, convergence of fixed and mobile technologies and enterprise mobility driven by e-mail and laptop connectivity will continue to drive the use of mobility in the workplace.

According to a Jan 5, 2008 article by Communication News, "Almost all the CIOs surveyed (95 percent) are currently looking for a solution for managing and securing enterprise mobile devices and applications."

Yet there are few options for enterprises to turn to when it comes to mobile lifecycle management. OneCall intends to change this by offering these enterprises a comprehensive suite of tools and services to manage these mobile devices.

Previous Investments:

- Founder: \$40,000
- F&F: \$105,000

Financing Sought:

- \$200,000

Valuation:

- \$2MM - \$3MM pre-money

Documents Available:

- Business Plan
- Investor Presentation
- Financial Model

Current Status:

- We signed our first software customer in October 2007 for an initial fee of \$16,000 with repeat orders expected.
- We have an additional \$100,000 in pending orders in our pipeline, some through direct sales while others through channel partners.
- We are in negotiation with CDW to resell our software.
- We ramped up operations in April with three commission-only sales and operations employees.
- NJEDA will match up to \$500k with a low-interest loan.

Capital Expenditure:

We are currently seeking \$200,000. In conjunction with the NJEDA's matching loan, we will use this fund for our sales funnel, continual R&D, and sales and marketing activities. We are Regulation D 504-compliant. The offering is in Convertible Promissory Notes and will be converted to equity at the closing of this capital round.

Capital Expenditure	
Operations	\$ 200,000
R&D	180,000
Travel	10,000
Sales and Marketing	20,000
Misc.	60,000
Legal	30,000
Total	\$ 500,000

Income Projections:

Revenues projected include one-time implementation fees, recurring monthly fees based on the number of devices under management, % of invoice savings generated, and licensing fees. In the following projections, an average client has 500 lines under management.

\$ shown in 000's	2008	2009	2010	2011	2012
# of NEW Clients	18	102	180	312	498
Revenue	\$ 450	\$ 6,580	\$ 22,740	\$ 51,370	\$ 97,600
Operating Expenses	760	6,670	20,380	44,530	83,370
EBITDA	(\$ 310)	(\$ 90)	\$ 2,360	\$ 6,840	\$ 14,230

Exit Strategy:

In 2007, three wireless management companies were acquired by wireline telecom expense management (TEM) companies. Therefore, the possibility of being acquired by a wireline TEM company is very high. We will also consider acquisition by a carrier or a large company that may want to bring mobile management in-house.

Key Success Factors:

- One common platform
- International focus
- Strategic alliances with telecom consultants and carriers
- Flexible and customizable offerings