



The Future Is Here

Alec Saunders, CEO

iotum

***"GREAT PRESENTATION.
I HAVEN'T SLEPT THAT WELL IN WEEKS."***



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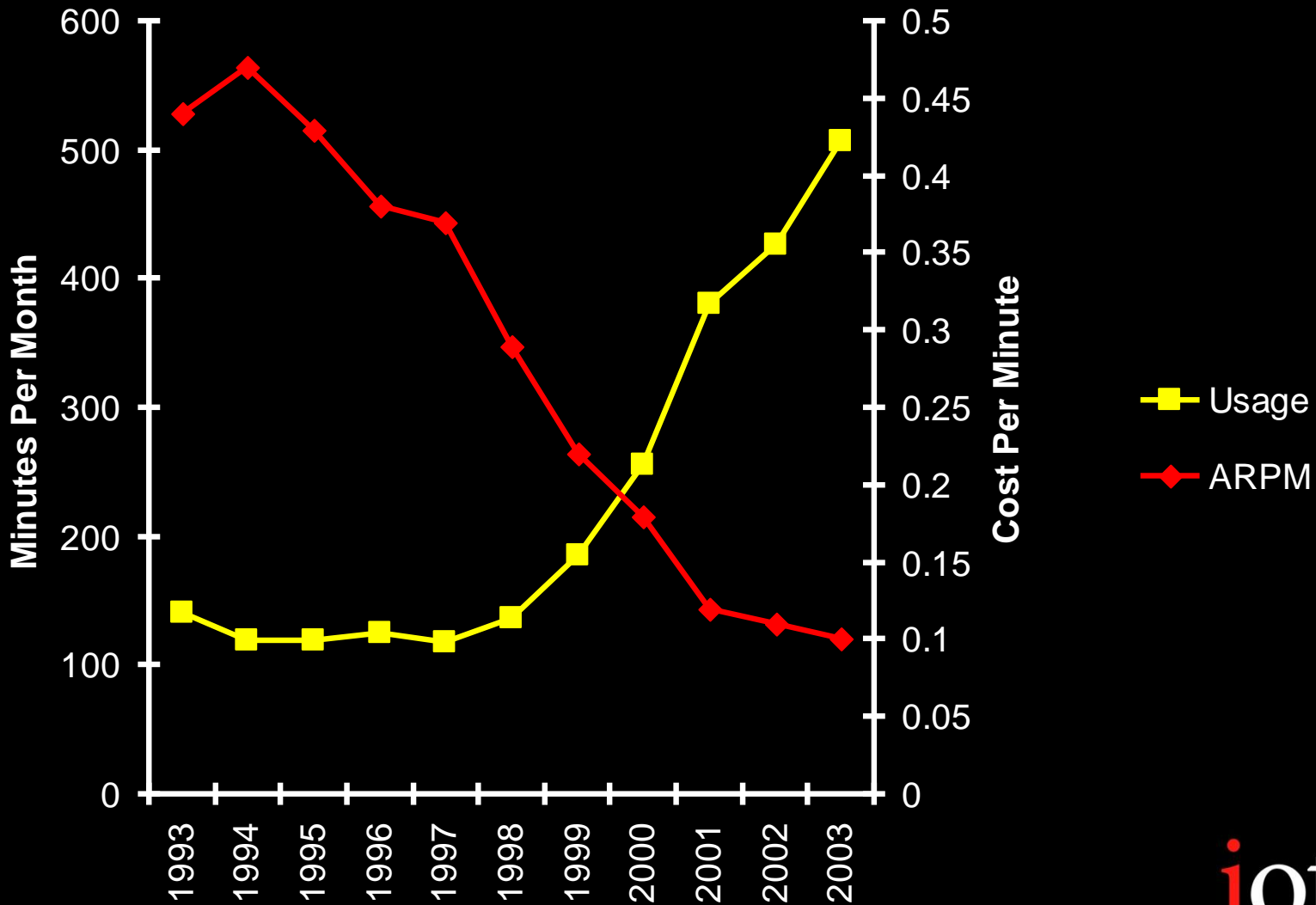
10,000

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Voice 2.0

“People like to talk”

Niklas Zennstrom, 2005

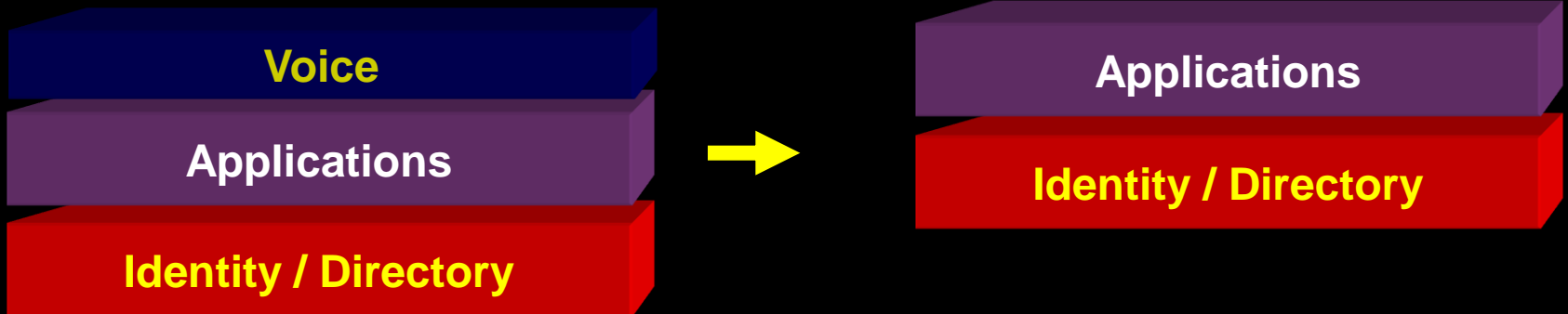


Voice Minutes Are Price Elastic

The **Price elasticity of demand** is the tendency of demand to change, as price changes.

**What happens
when price
approaches \$0?**

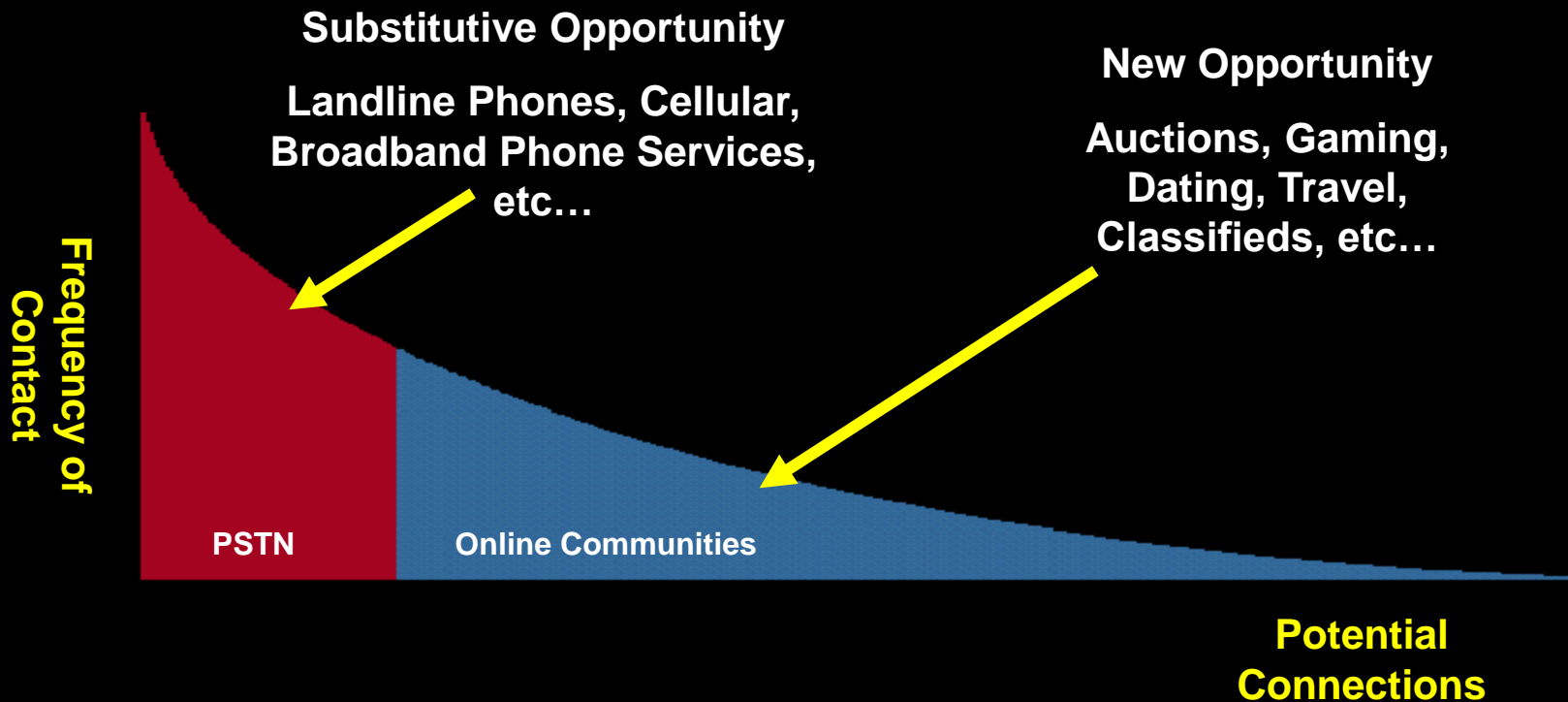
Value Moves Elsewhere



Social Networks are the Directory / Identity Assets

Some Conversations Are More Valuable Than Others.

The Long Tail – Markets of Conversations



Voice 2.0

Talk + Web

Facebook Mobile

- SMS
- m.facebook.com
- iPhone Facebook
- APIs for developers
- 1/3 of Facebook users use mobile



The Police May 1, 2008 Ottawa




By [asaunders](#) on May 02, 2008 | 31 views



asaunders

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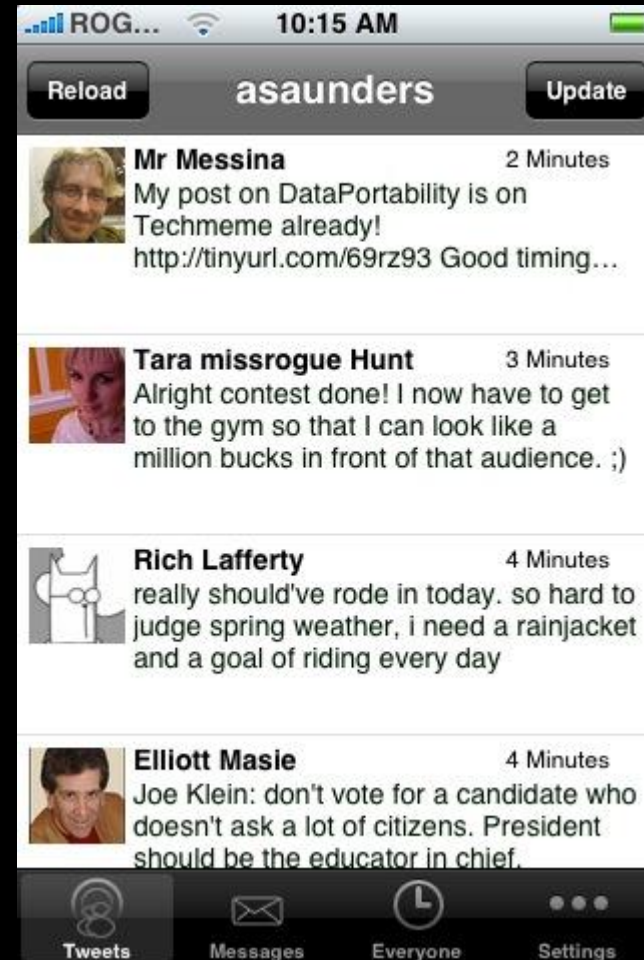
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twitter

- Micro-blog service
- Open APIs
- Today's news channel
 - China earthquake



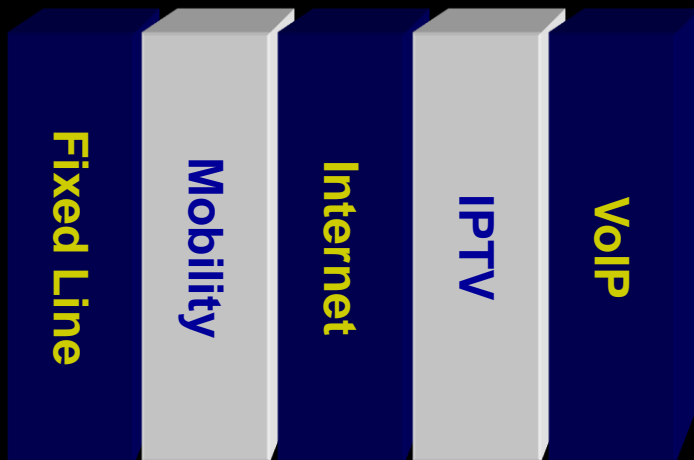
lotum Conferencing

- Initially built on Facebook
- Web services + telephony
- Social network as directory

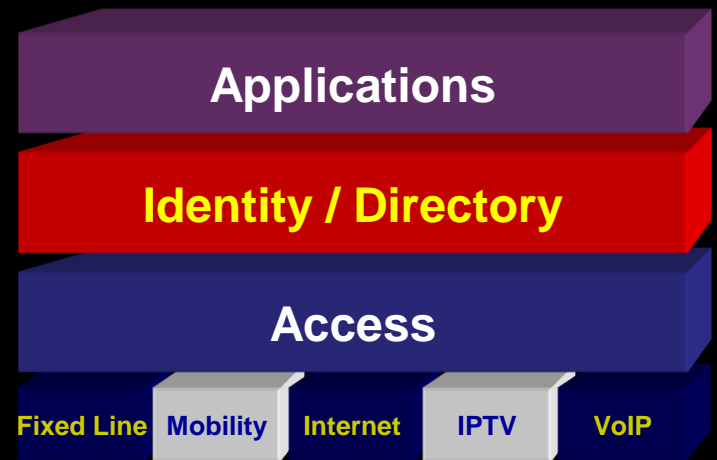


**Presence
Identity
Web Services
Web Browser**

“Carrier 2.0”



Vertically Integrated



Horizontally Integrated

Monetizing the Long Tail Demands A Platform Based Approach

It's All About Me

...and...

It's All About Developers

Thank You



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