

# Treasuremytext

World's #1 SMS archive and sharing service



**SMS Forwarding /  
Smartphone Apps**



**Save, Organise, Share.**

[www.treasuremytext.com](http://www.treasuremytext.com)

# Business Overview

- UK / Netherlands based early stage start up
- Started 2007 / Privately funded
- #1 on Google for “SMS Storage”
- 22,000 existing active users, +1,000/month
- 1/2 Million+ SMS Archived
- Local services in USA, UK, NL

# Market Opportunity

- Mass market opportunity:
  - 2.5 Billion SMS sent daily in the USA alone
  - USA Market 480 million Mobile Subscribers
  - 2/3rds active SMS users (316 million)
  - 50% interested in product = 158 million
  - 10% conversion ratio of new visitors to site
  - 15.8 Million Total Accessible Market (USA)
  - Cloud Storage is the Future!

# Strategy

	<b>&lt; 6 Months</b>	<b>Year 1</b>	<b>Year 2 +</b>
<b>Focus</b>	<b>Android Organic Growth</b>	<b>Operator Partnership iPhone, Blackberry Marketing</b>	<b>Multiple Operator Partnerships Expand Product Portfolio</b>
<b>Dependency</b>	-	<b>Seed Investment Business Development / Industry Expertise</b>	

# Financial

- Low operational costs, easily scalable
- Revenue Forecast:
  - 6 months: **€50,000+**
  - Year 1: **€0.5m+**
  - Year 2: **€1.5m+**
  - Year 3: **€5m+**
- Financing Needs: **<€500,000** seed funding