Product Manager	Mark Warrick	Business Owner	
Date Submitted	12/27/2011	Product Name	SMS Short Code Keyword Marketplace

Estimated Revenue: Market driven	Estimated Cost / Hours: $18,000/year & 440 hours
ESTIMATED PROFIT: TBD	

Priority   (check one)

☐ TBD ☐ Low ☐ Medium ☐ High ☐ Urgent

Overview

At its core, ChannelBridging.com (powered by Our Company) is an online market place for common SMS Short Code keywords. Expanding upon that is the fulfillment of actually bridging the various marketing channels with custom software development and delivery of SMS messages utilizing the existing Our Company bulk-messaging platform.

Business Case

Companies seeking specific keywords will quickly discover by attempting to purchase common keywords from competitors that the most common keywords are already taken. At that point, they will be forced into purchasing their own short code and the accompanying keyword service by one of the providers. As common keywords are commonly unavailable, companies seeking keywords like "sales" will have find that they need to buy their own short code. A minimum commitment level of $1500 to obtain is required a random short code, plus a 12-week approval process which has no guarantees (and is non-refundable), as well as associated SMS provider costs. Additionally, at a minimum there is a $6,000 annual fee just to have a short code. This represents a significant barrier to entering the mobile marketing world for most businesses.

All of the competitors in this business space sell keywords at a fixed price – either as a one-time fee or as a monthly fee. These companies are not realizing the actual value of common keywords, but rather, treating them all equally. As we have found with proven business models like Google Adwords, keywords most definitely have different market values. ChannelBridging.com will allow the market to decide the value of these keywords. We will reap the benefits by letting companies bid against one another for the most wanted keywords.

The ChannelBridging.com market place will enable smaller companies to enter the SMS marketing playing arena at a far lower cost than all other available services. In addition, in doing so will stimulate further growth, both for our customers and for the customers themselves. The market place will also enable quick time-to-market, which is essential for one-time, time-sensitive campaigns for companies of all sizes.

Since there is a limited supply of 5 and 6 digit common short codes, that means that companies such as ours with the financial means to hold onto short codes and market them with this business process stand in a position not seen since the great domain name grab of the early 2000's.

Once a customer obtains a keyword, they will then need to implement a campaign. Such campaigns may include:

- Alerts / News
- Appointment Reminders
- Auto Reply Mobile Websites
- Contests
- Coupons / Promotions
- Daily Messages
- Data Collection
- Donations
- Event Times
- Instant Information
- Live Audience Engagement
- Opt-in List Generation
- Surveys / Voting / Polling
- Virtual Business Card

The fulfillment side of this business model is not unique, in fact, at least twenty companies provide at least one of the fulfillment services noted. Our advantage is quite simply that our customers would not be able to go elsewhere to have these needs met. It is an all-in-one deal, they get the keyword with us, and we implement the campaigns. Of course, the scope of these campaigns is not limited to the services noted.

Finally, since the concept of selling keywords on premium, market-driven basis vs. a flat fee, we will have developed a uniquely patentable business process. The process itself could have substantial resell value in the future.

Competitive Market Analysis

No known competitors in this business space.

SWOT Analysis

Our Strengths	Our Weaknesses
• Established bulk messaging platform. • High capacity availalble. • Custom development services for any type of campaign.	• Slow implementation of new products due to internal bureaucracy. • Limited dedicated resources to implement and oversee ongoing operations. • Limited freedom to market the product, and lack of marketing resources. • No graphic designers on staff.
Opportunities • First to market. • Patentable business process.	**Threats** • Any of our competitors can do the same thing, which means if we do not act quickly, we may never be able to do this.

Introducing the Product to the Market

The product will be marketed as a stand-alone brand "powered by Our Company". We will use all the standard internet marketing channels, including PPC ads, CPM ads, press releases, SEO, and an affiliate marketing program to further increase market exposure and sales opportunities.

Third Party Information

USShortCodes.com – CSCA - The official administrator for common SMS Short Codes.

2011 Mobile Messaging Stats & Facts

Mobile Coverage
- 5.3 billion cell phones world wide
  - That's 5 times the number of personal computes
- 90% of the world's population is within a cell coverage area

SMS
- 90% of text messages are read within 15 minutes of delivery
- Mobile phone users within reach 14 hours per day on average
- 10 trillion SMS messages are expected to be sent in 2013
  - That's 200,000 messages every second

SMS Marketing
- SMS coupon opt-out rates are below 5%
- Mobile coupons are 10 times more likely to be redeemed than printed coupons.
  - 50% of people make a special trip to redeem a mobile coupon.

References

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Estimated Revenues

Revenue	Per	Description
$25-1500	Keyword	Market-driven pricing will determine the value of each keyword.
$.02-$.05	Message	Customers will purchase bulk messaging packages in blocks of thousands starting at $.05/msg and as low as $.02/msg for high volume.
TBD	Custom application development services.	Some customers will need fulfillment services such as those noted in the business case.

Estimated Costs

Cost	Per	Description
$500	Month	SMS Short Code
$1000	Month	Google Adwords

Estimated Time

These estimates include time to get the product to market. Ongoing management costs are not included in these figures.

Task	Estimated Hours
Research, write business and functional requirements.	80
Design	40
Marketing	40
HTML development	40
Software development	160
QA	40
UAT	40
TOTAL	**440**

APPROVED BY

Biz Owner	Date	Stakeholder	Date