

**RETEL<sup>®</sup>**

the people's communications company

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CEO, co-founder

**RETEL**

everything that can be digital  
will be **digital**

everything that can be digital  
will be **free**

# internet VS telecom

**open**  
**free if you can**

**innovation drives growth**

**serve customers**

**CHANGE IS GOOD**



**closed and proprietary**  
**charge as much as you can**

**regulatory control drives profit**

**control customers**

**CHANGE IS BAD**



free

VS

rip off's

netvibes  
(re)mix the web

facebook

flickr BETA™

Google™

YouTube  
Broadcast Yourself

A globe icon with various characters and symbols is also present.

NTT DoCoMo

vodafone

verizon

RELIANCE

TELI A

at&t

A mobile phone icon is also present.

RETEL

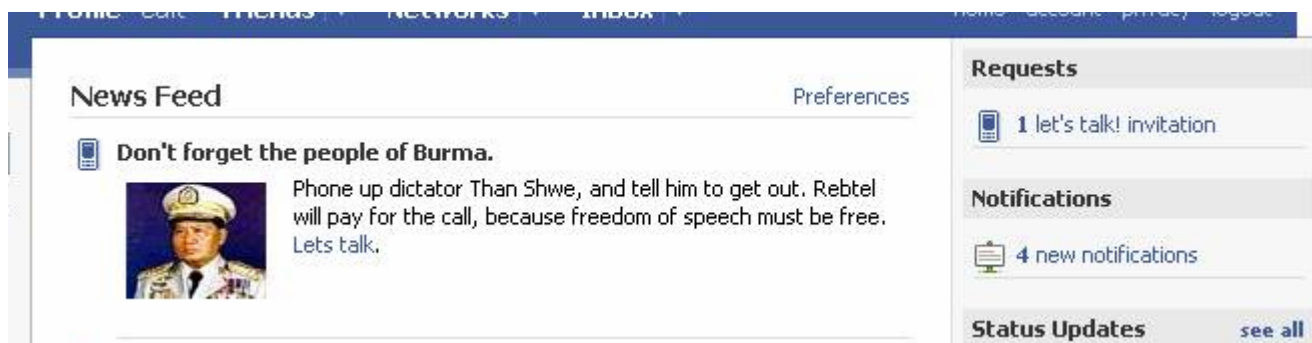
# Rebtel today

- Provides international calls at local rates
- Turns local calls into international calls through national numbers now in 48 countries
- Just save the numbers and call from your ordinary mobile phone.
- Gives the savings to our users by leveraging Internet and VoIP
- Activates customers as business partners
- **That's why we have 98,6% happy users.**



# Do good, not just avoid being evil...

- For profit but with a cause
  - Be on the Customer side
  - Rebtel offers free calls to disaster areas
    - 20% of all Calls to Burma carried by Rebtel the weekend after the Cyclone hit
    - 100 000 calls to china after the Earthquake
  - Call for Change
    - Help people who want's to take actions against...
    - Facebook app promoting people to call to Burma and express their views direct to the Junta.



The screenshot shows a Facebook news feed post. The post is titled "Don't forget the people of Burma." and includes a small profile picture of a man in a military uniform. The text of the post reads: "Phone up dictator Than Shwe, and tell him to get out. Rebtel will pay for the call, because freedom of speech must be free. Lets talk." To the right of the post, there are three sections: "Requests" with 1 "let's talk! invitation", "Notifications" with 4 new notifications, and "Status Updates" with a "see all" link.



# Rebtel tomorrow

- Open API's to a Global VOIP/SIP Network



Let's talk! Here's a way to call me in Sweden for the cost of calling text about!

Get my number!

Hjalmar's recent calls

- Mark Assely Smart call 23:00:00 4:00 2nd call Get Mark's number
- Markus Gebel Received call 23:00:00 4:44 1st call Get Markus's number
- Christer Lunden Smart call 23:00:00 3:03 1st call Get Christer's number
- Greg Spector Smart call 23:00:00 3:03 1st call Get Greg's number

Hjalmar's smart numbers

- Number added for Alyn Sarkis. Get Alyn's number
- Number added for Anna Marie Oswald. Call Anna Marie's number

Friends in Other Networks

Let's talk! Here's a way to call me in Sweden for the cost of calling text about!

Get my number!

Hjalmar's smart numbers

- Number added for Alyn Sarkis. Get Alyn's number
- Number added for Anna Marie Oswald. Call Anna Marie's number

Friends in Other Networks

120 friends Smart numbers | See all

	Iennie United States <b>+46 8 5032 1101</b>	
	Mark Assely United Kingdom <b>+46 8 5032 1103</b>	
	Anders Emblad Sweden <b>+46 8 5032 1112</b>	
	Hjalmar Winblad Sweden <b>+46 8 5032 1139</b>	
	Katarina Carlsson Sweden <b>+46 8 5032 1159</b>	
	Patric Blixt Sweden <b>+46 8 5032 1149</b>	

10 friends not yet activated See all

	Amanda Jarvis United Kingdom <b>+46 8 5032 1126</b>	
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My details

Add credit Settings

Number: **+46 704615169**

Bonuses: Earn Bonus Minutes

Balance: **SEK 12.91**

- Get numbers for friends
- Send invites to earn minutes
- Learn how to make a Smart Call

Conferences by Rebtel

Conference members

Administrators

- Pernilla Ross  
Conference number: +46 8 5032 1121

Participants

- You  
Conference number: **+46 8 5032 1155**
- Conny Trannergo
- Adnaan Verstgren  
Conference number: +31 20 890 29 19
- Peter Suma  
Conference number: +46 8 5032 1126
- Jakob Borgstrom  
Conference number: +46 8 4650 0028
- Jonas Lindroth  
Conference number: +46 8 5032 1144

Remove from call

Conference details

Your local number for the conference  
**+46 8 5032 1155**

Name  
Conferences by Rebtel

Start time  
Thursday, December 06, 2007 8:40 AM

End time  
Thursday, December 06, 2007 9:40 AM

Access (what's this?)  
Public

Share with friends



# The bottom of the pyramid needs Entrepreneurship

- Disrupt existing industry structures on behalf of the consumers
- Move Internet innovation into telecom
- Enable communications on Consumer terms
  - Evolve the long tail of users in developing countries to sell the service and “become micro businesses”



**RETEL**