



Secure cloud videoconferencing in a click



**Edoardo Tosetti**  
**CEO & Co-founder**

External relationships, Organization, Sales

Edoardo and Alessandro's previous experience was in the telco sector, developing a fiber optic network for SME in a mid-sized city in the North-West of Italy. They experienced Unified Communication adoption barriers in SME, while speaking with entrepreneurs on the field.

After a bad experience with their first team, they rebuilt it to continue the challenge, and finally, in December 2013, they won Switch2Product, PoliHub's "call for ideas". The whole team works and fights together since 2013.

**Alessandro Giuliano**  
**CFO & Co-founder**

Finance, Accounting, HR





**Alberto Villa**  
**CEO & Co-founder**

IT infrastructure  
Software development

Alberto Villa (a FreeBSD developer) was employed as a consultant by Médecins Sans Frontières to work on the assessment of an international healthcare project in Amman, Jordan, where he experienced the difficulties in arranging communications and exchange data among the many camps and the headquarter.

Michele Rosso completely redesigned the user interface of Blender (3D modeling software) as the subject of his master's thesis, making him fully qualified for the realization of a user-friendly UI.

**Michele Rosso**  
**Designer**

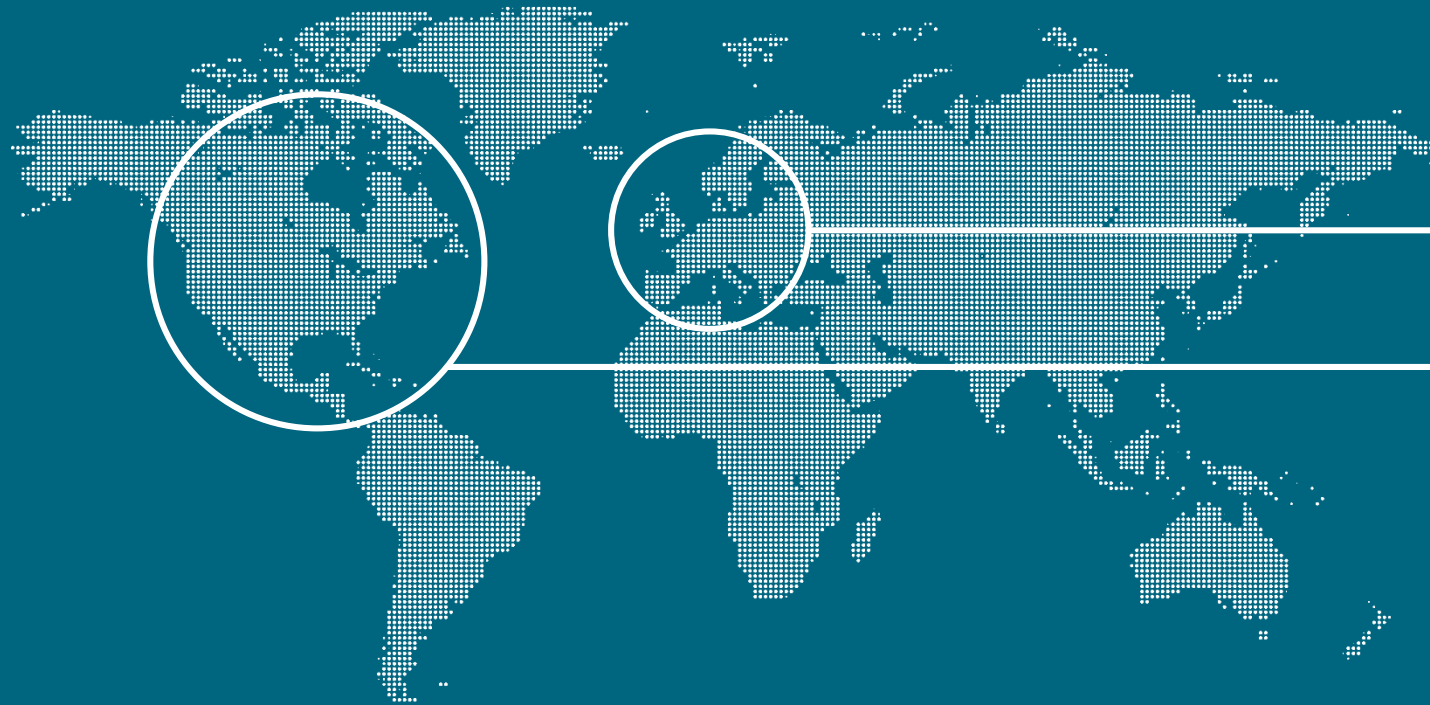
User interface & experience  
Solution branding



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Engineer Guido Gerlotti, advisor with multi-year Experience: domestic / international / global Executive positions in the IT industry at IBM.

# MARKET OPPORTUNITY

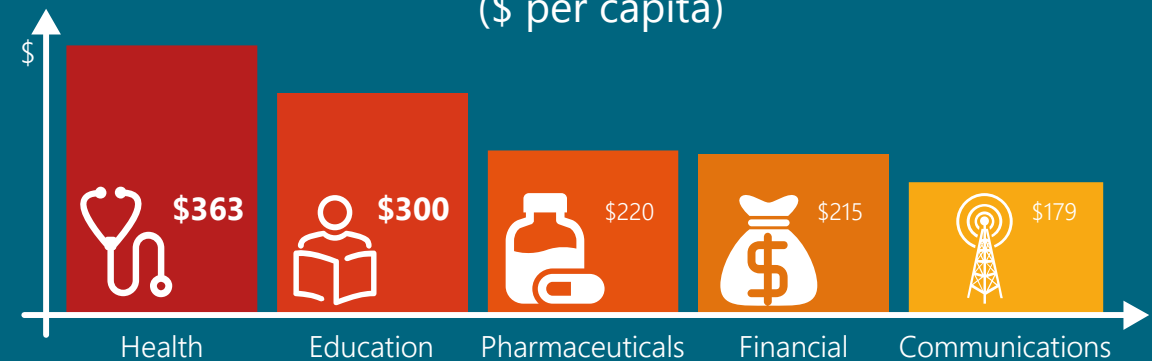


€ 3,8B Europe

€ 6,3B USA

UC addressable market  
+14% CAGR

Cost of data breaches by industry  
(\$ per capita)

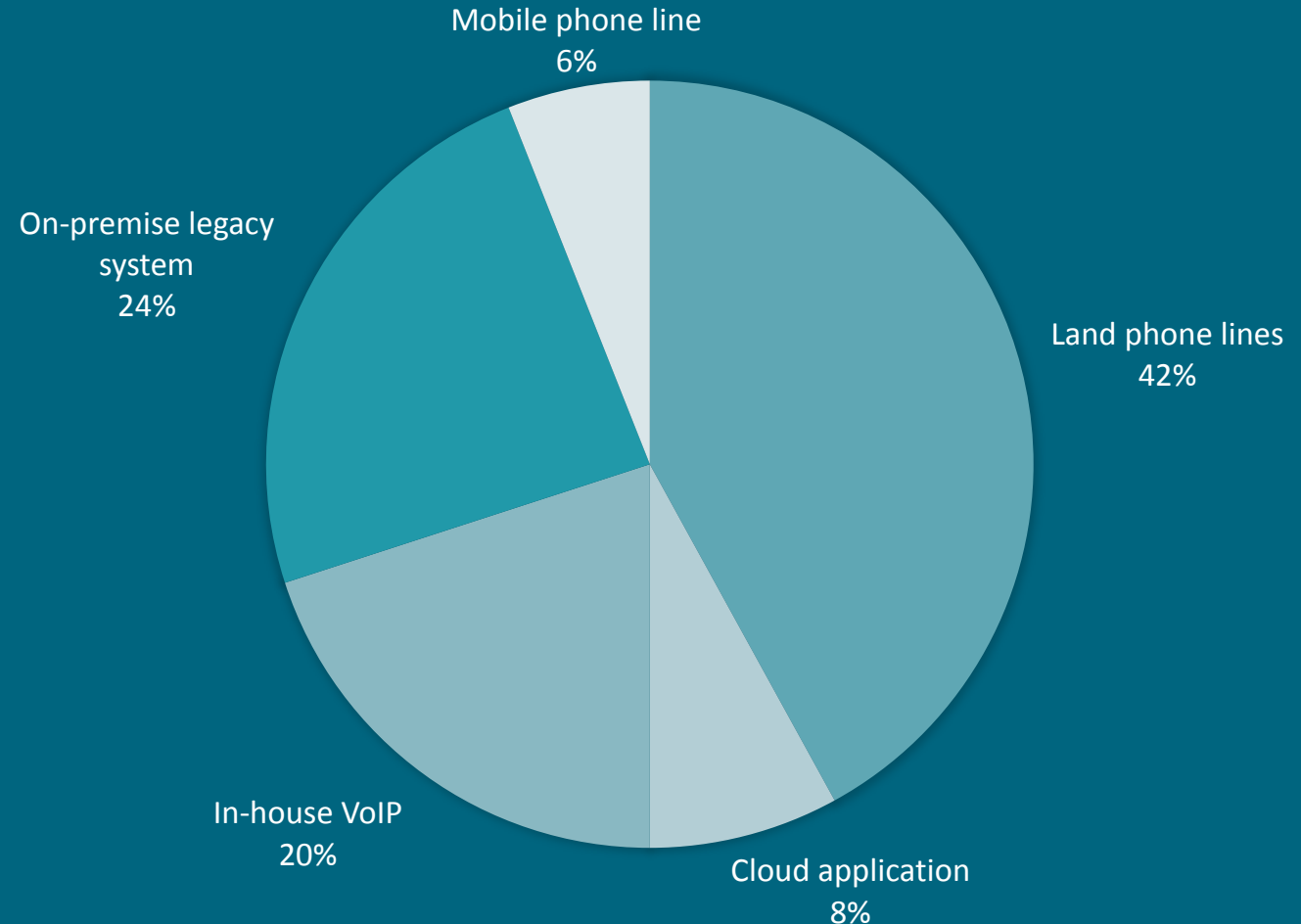


# MARKET OPPORTUNITY

**92%** physicians use unsecure SMS for patient care risking HIPAA violation, data breaches and fines up to **\$ 1.5M** per year.

**45 minutes** wasted per day due to communication challenges = **\$ 5.1B** annually wasted in healthcare

HEALTHCARE AND SOCIAL ASSISTANCE ADOPTION RATE (USA)





# poip.me



Instant  
messaging



Video  
conference



File  
transfer



Audio  
meeting



Your **private workspace** is available on any browser wherever you are, **without** the need for **installing** any software nor plugin. End-to-end encryption, strong password management and temporary tunnel streams: **nobody can overhear your meeting.**

# BUSINESS MODEL

Free tier



SUBSCRIPTION

€ / user / month



STAND-ALONE  
SERVICES



CUSTOM  
INTEGRATIONS



PAY PER USE





FEATURES			
GUEST USERS	✓	✗	✓
VIDEO/AUDIO CALL	Up to 4 concurrent users (unlimited users coming soon) Screensharing (coming soon)	Up to 250 concurrent users	Up to 8 concurrent users + 1 guest user
FILE TRANSFER	Unlimited size and file type	Up to 500 MB, some file types are not allowed	Up to 100 MB (many files are presented in PDF and not in their original format)
INSTANT MESSAGING	General chat, in-call private chat, manage multiple IM conversations at once	Manage multiple IM conversations at once	Instant messaging through Jabber
PLATFORM	Web (Chrome, Firefox, Opera)	Web (Microsoft plugin installation is mandatory), desktop app	Web (Cisco plugin installation is mandatory), desktop app
SECURITY	DTLS-SRTP, HMAC-SHA256, temporary streams not hosted on our servers	No documentation on communication activities	No documentation on communication activities
BANDWIDTH	Optimized for slow internet connections (min. video 50 kb/s, min. audio 6 kb/s)	Major usage of bandwidth for Skype network (even if not online)	No documentation available

# ACHIEVEMENTS

Award Winner



Incubated at

Global  
Entrepreneur  
Program



Top 100 European  
interesting startups



Luis Navarro, i-deals, Everis Group

*"I've been working hand in hand with POIP members and, in my humble opinion, they include all the ingredients to build something amazing... Good ideas supported by professionalism and hard work."*



Our mission is to deliver the most secure software solutions to help our clients improve remote teamwork.

*[www.poip.me](http://www.poip.me)*