



**RCS Live #2:
Drive Revenue with
Messaging Contextual
Shortcuts (MCS)**

Shawn Conahan
President and Chief Revenue Officer

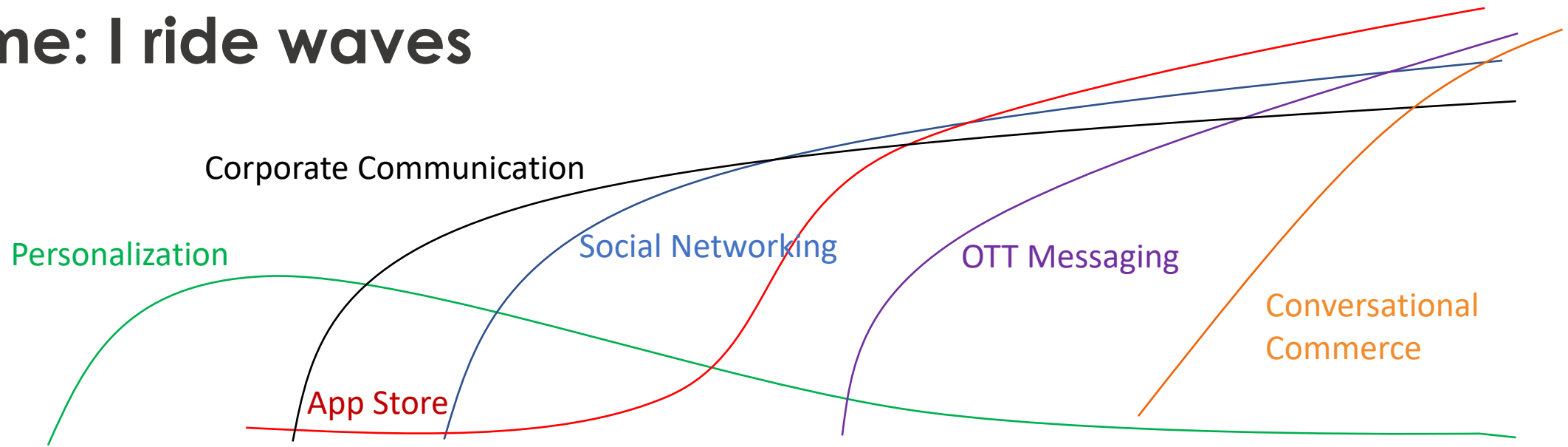


shawn@wildfire-corp.com

- Agenda:**
- **About Me**
 - **What are *Messaging Contextual Shortcuts* (MCS)**
 - **MCS and RCS**
 - **Brand Perspective**
 - **Q&A**

shawn@wildfire-corp.com

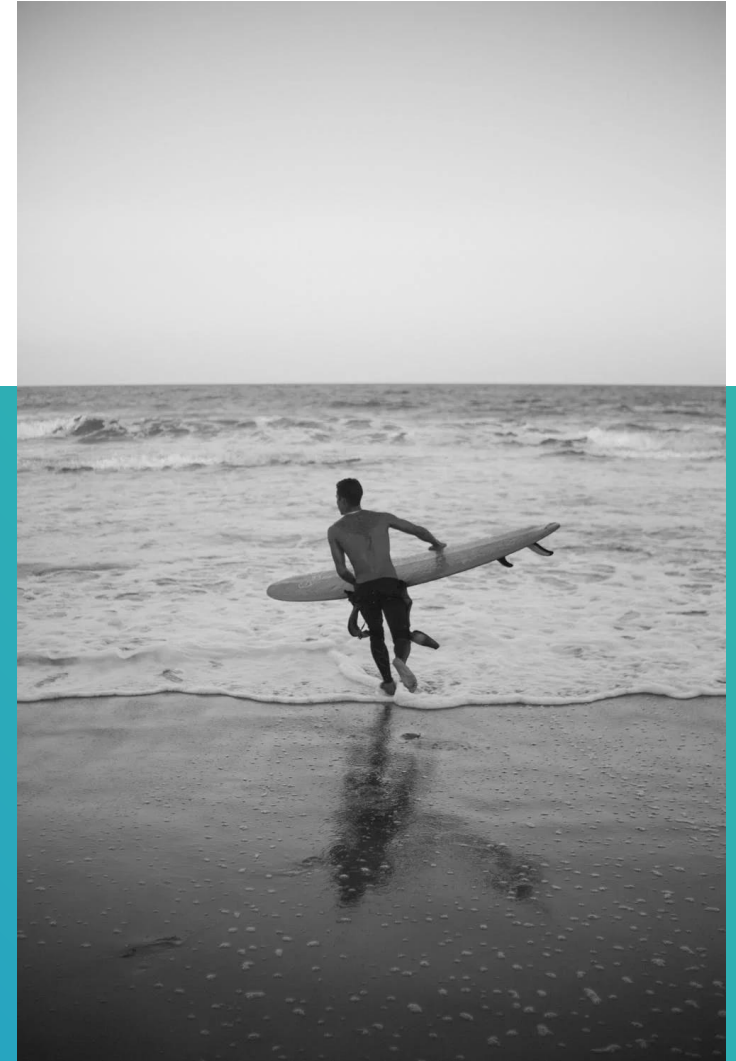
About me: I ride waves



1992	1997	1999	2003	2007	2009	2012	2020
1 st text message	Mobile Commerce	BlackBerry Qualcomm BREW 1 st camera phone	MySpace	iPhone RCS	WhatsApp Mobile data surpasses voice	RCS launch in Europe Emojis WeChat	Mobile Centricity x10

Text Messaging is turning into *Smart Messaging*

By making
rich communication
easier for users



What is a *Messaging Contextual Shortcut* (MCS)?



A link
embedded in a message
derived from context
that gives users a
shortcut.

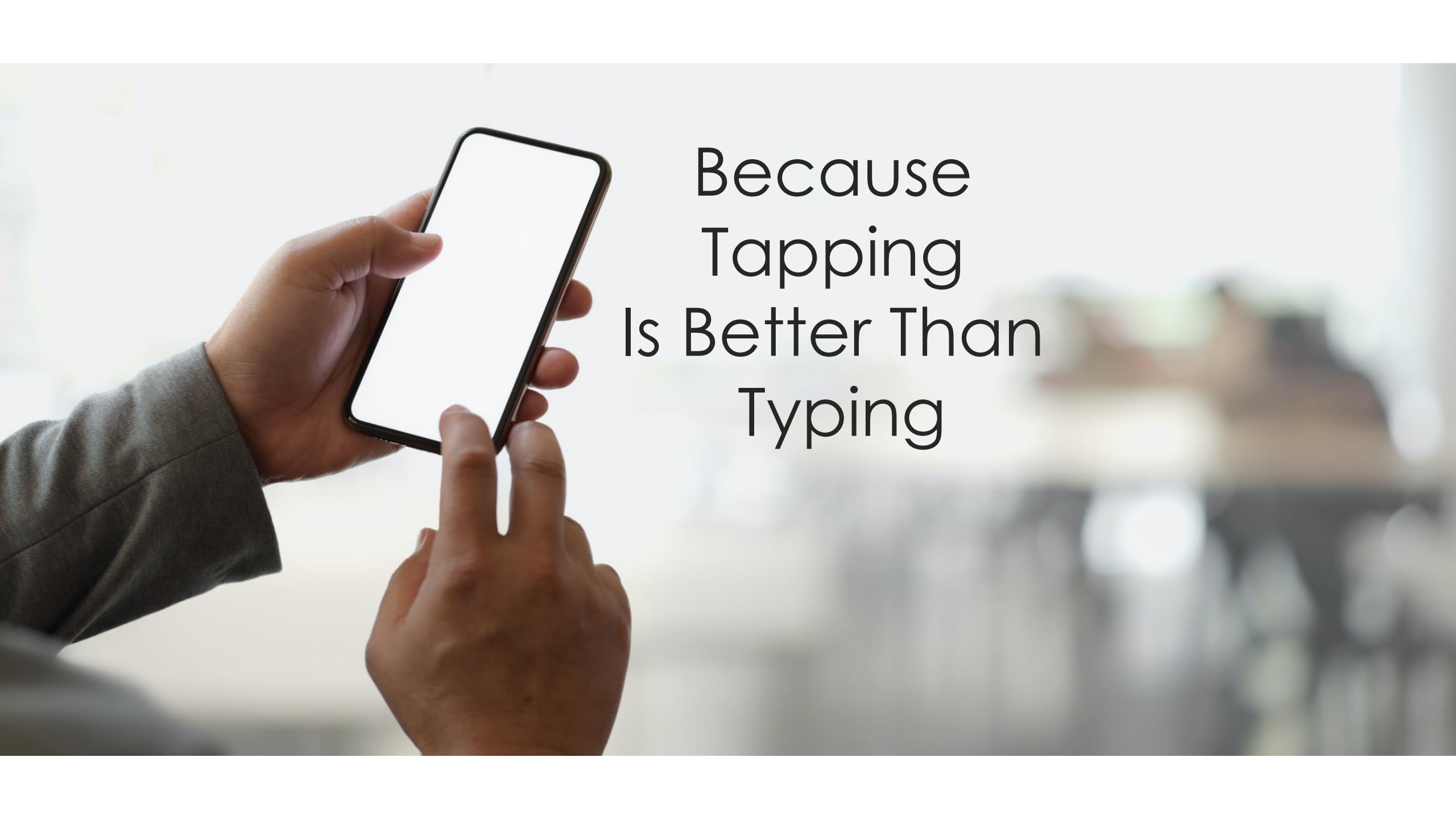
“Can you order some toilet paper from Walmart?”

vs.

“Can you order some toilet paper from Walmart?”

Is a simple UX improvement that:

- Reduces friction for users
- Provides “smart assistance”
- Increases user satisfaction
- Drives commerce revenue



Because
Tapping
Is Better Than
Typing

Contextual Shortcuts:

to other apps

“Meet me at 11am tomorrow”

to discover RBM

“Have you seen the CDC symptom evaluator?”

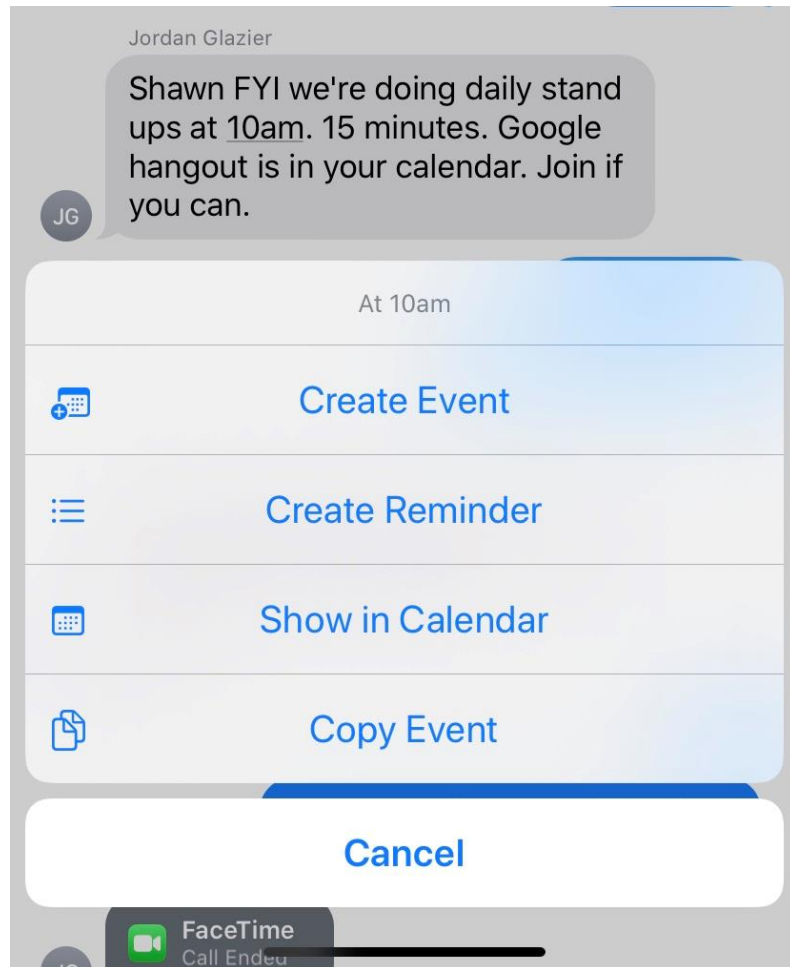
to enterprise content

“The new version of the TPS report cover sheet is on our intranet.”

to commerce

“Remember to get your mom flowers for Mother’s Day.”

iMessage users now expect this

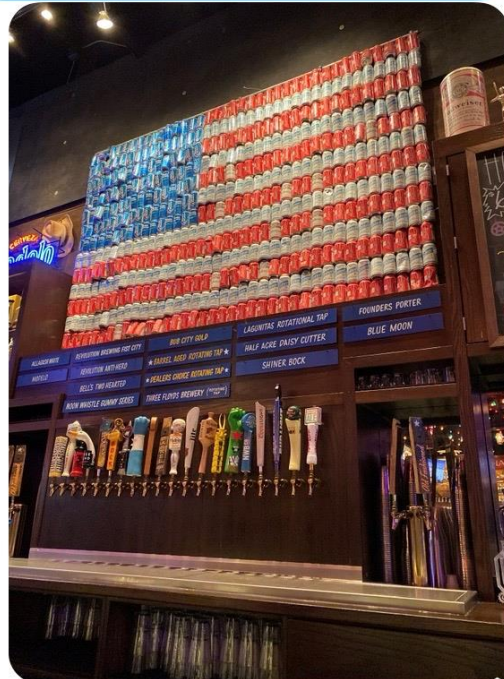


For:

- Calendar
- Maps
- Pay

...and Apple is extending to commerce

Anyway, more importantly, there is now a [dueling piano bar](#) in rosemont!!! Not open sun/mon, but I feel like there is opportunity there beyond Bub city.



Read Yesterday

7:49 LTE

dueling piano Done

Bobby McKey's Dueling Piano Bar
Music Venue · Closed Now
★3.5 (377) on Yelp · \$\$

Directions

Call Share

Hours
Sunday Closed
Monday – Friday 10:00 AM – 6:00 PM
Saturday Closed

Address
172 Fleet St
National Harbor, MD 20745
United States

Phone
+1 (301) 602-2209

Website
bobbymckey.com

It doesn't always work well for Apple: I was referencing a venue near ORD while in Chicago, and the Apple link took me to a bar in Maryland.

The telecom industry has the opportunity NOW to take the lead on conversational commerce.

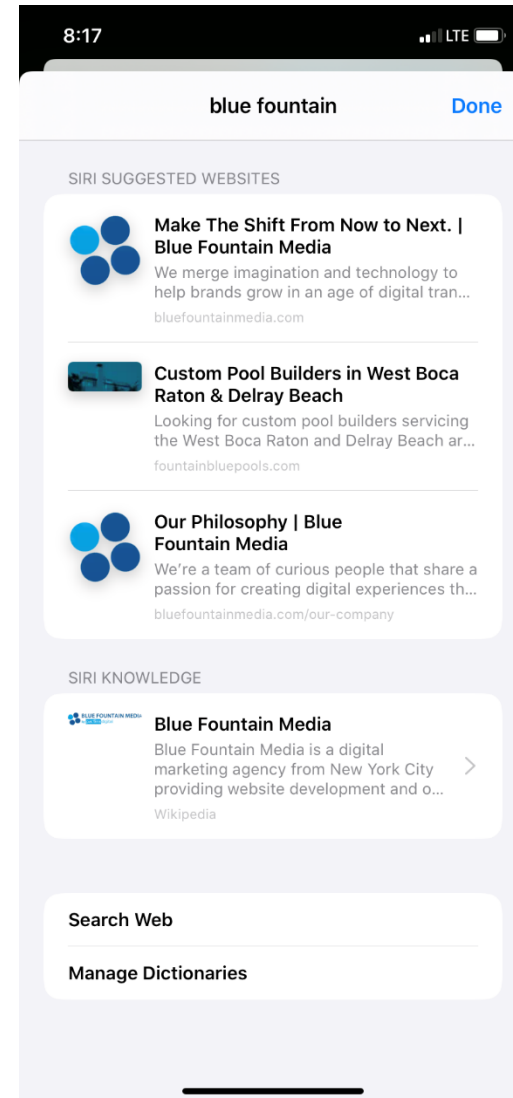
...and Apple is extending to commerce

Dropping your phone off now.

Ok yay

Read Yesterday

It's tucked in your little blue fountain in a ziploc



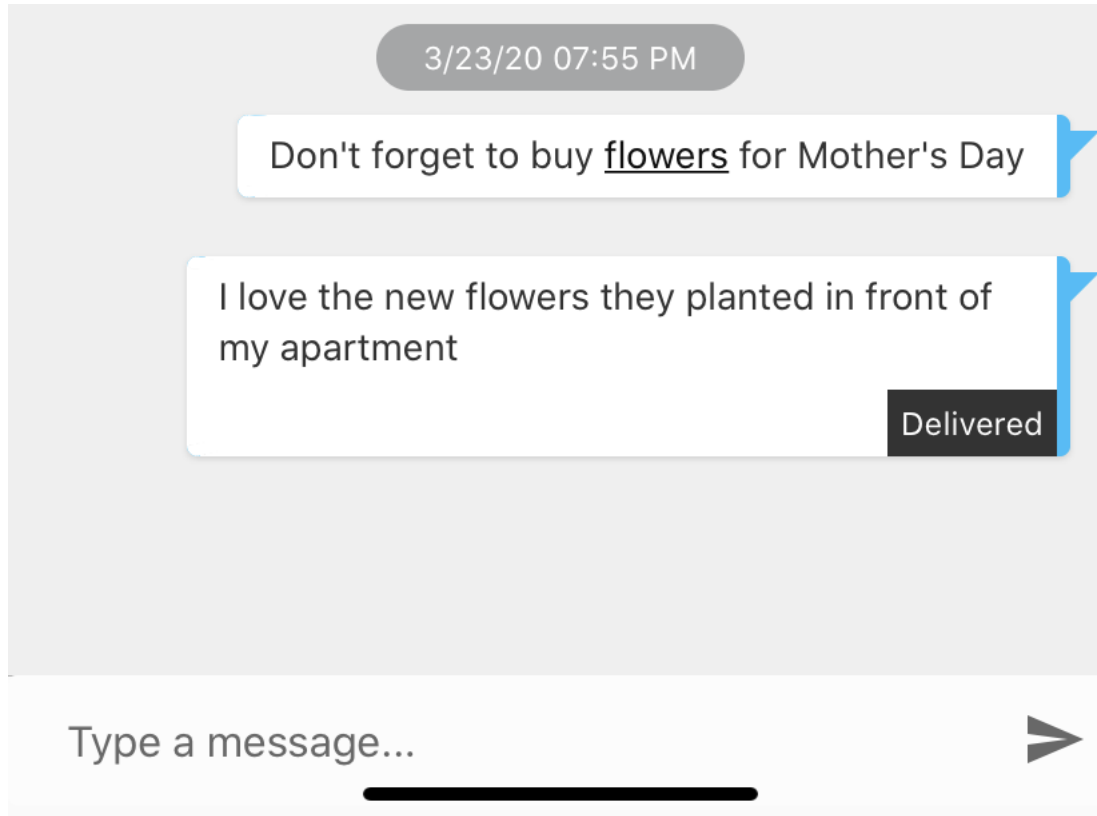
A user in San Diego does not care about a pool contractor in Florida.

This clumsy approach upsets users.

Hard-linking keywords is NOT the way to do this.

Context is critically important.

Wildfire does it right with MCS



Patented Technology:

Our technology uses

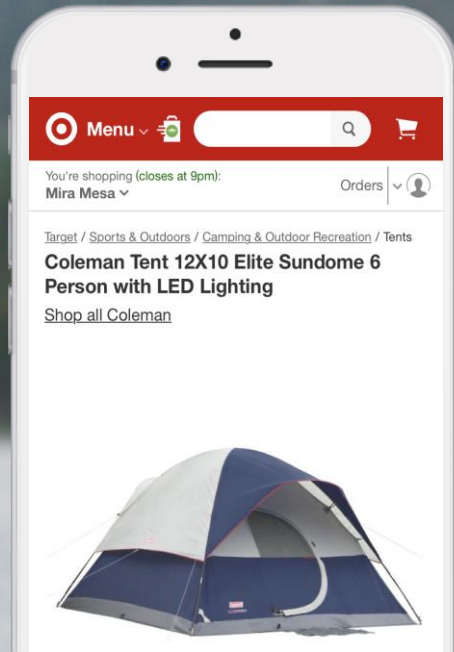
- **Natural Language Processing**
- **Machine Learning**

to ensure contextual relevance for a superior user experience.

People Recommend Stuff Every Day

“Hey Shawn. You camp a lot. What is a good starter tent for our trip to the arroyo?”

“Mine is the [Coleman](#) 6 person tent from Target. Is bomb.”



People reference
products and brands

2.4 BILLION

times every day
in social messaging

Digital word-of-mouth drives

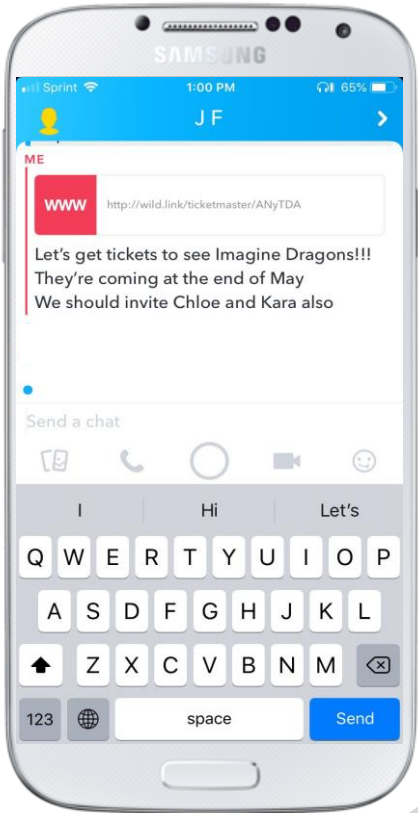
\$2T

of global commerce

83%

of people trust and act
on recommendations
from friends and family

Users Currently Leave Messaging to Search and Transact When Friends Recommend Stuff



1

SENDER TYPES MESSAGE

RECIPIENT LEAVES CHAT

2

SEARCHES IMAGINE DRAGONS TICKETS (BROWSER MAKES \$)

4

TRANSACTS WITH MERCHANT

6

3

OPENS BROWSER

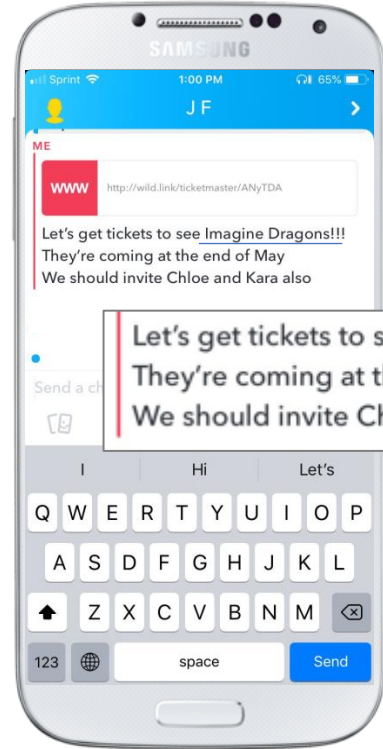
5

BROWSES TO CORRECT EVENT

7

BROKEN USER EXPERIENCE

MCS Improves User Experience While Generating Passive Revenue



SENDER MENTIONS PRODUCT

1

NLP/AI detect products & purchase intent. Wildfire automatically generates trackable links to merchants.



RECIPIENT TAPS & BUYS

2

Recipient easily links to product and stays within Messaging to transact. Carrier earns a portion of transaction.



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products and brands

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Digital word-of-mouth drives

\$2T

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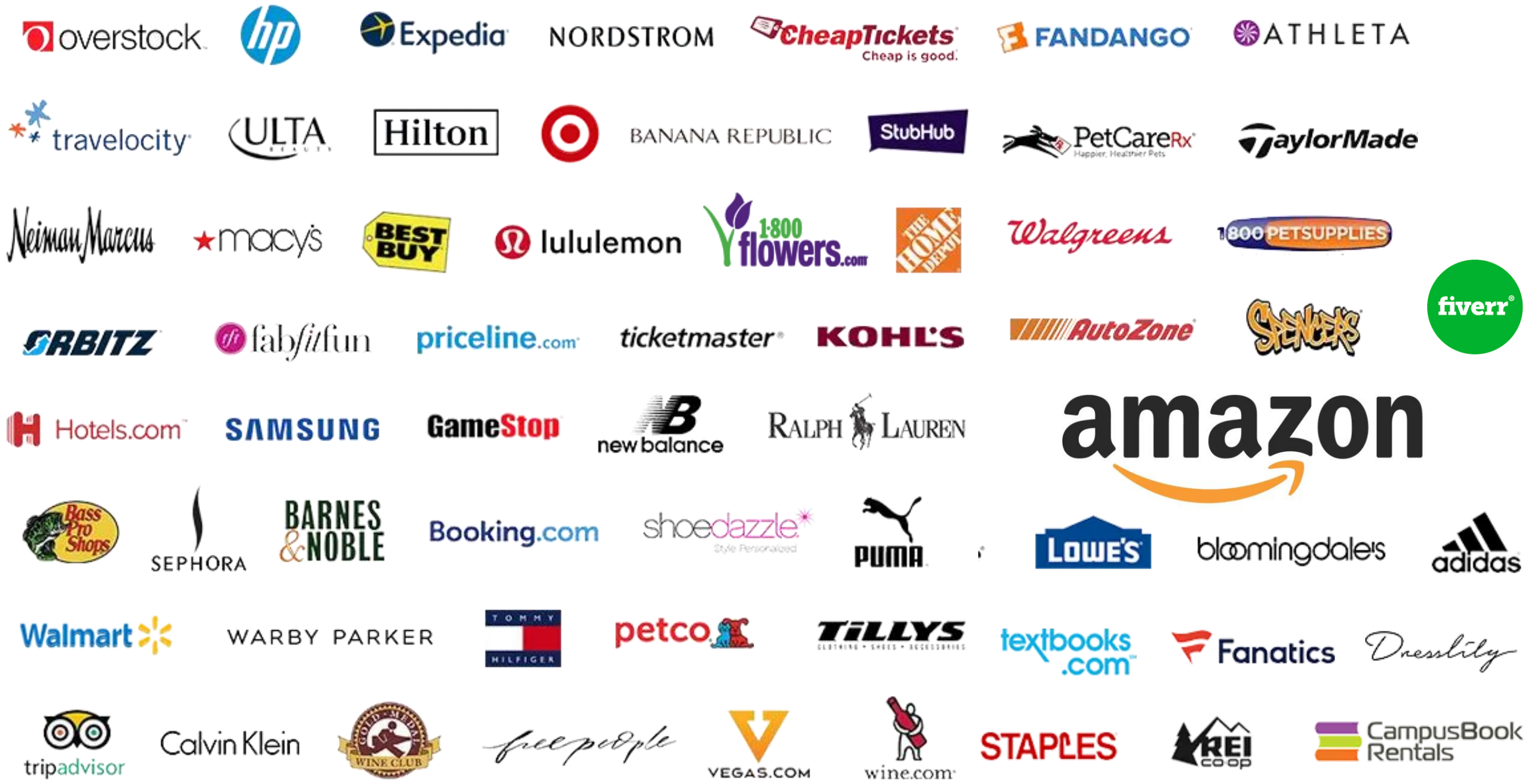
of people trust and act
on recommendations
from friends and family

People send
80B
messages each day

Wildfire passively
monetizes @
0.25¢
per message

\$73B
annual opportunity

Plus, better UX and happier customers



We tap the unlimited affiliate marketing budgets from merchants, and share the revenue with our partners.



DETECT PRODUCT
REFERENCES

1



GENERATE LINKS
TO BEST MERCHANT

2



TRACK
TRANSACTIONS

3



EARN REVENUE
SHARE

4

What about privacy?



Wildfire Ignores PII

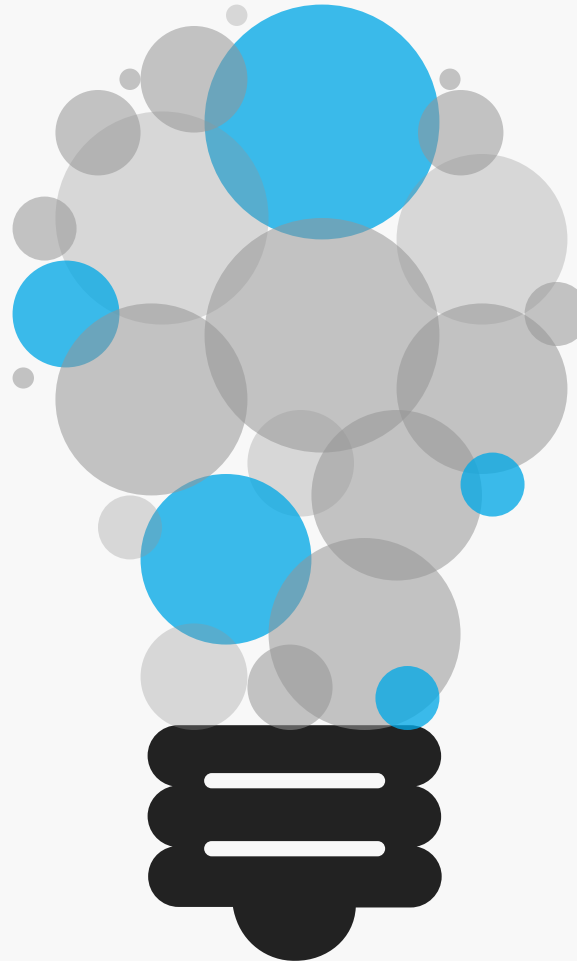
26

De-Identified

How can Wildfire do what it does without “reading my text messages?” Because its simply analyzing text strings with no context of who wrote the message.

Narrowly Focused

Wildfire only recognizes a small, finite list of relevant words and phrases (brands & product names). Everything that doesn't match something in this dictionary (i.e. a password) is ignored by the algorithm.



“Let’s get flights to Denver”

“Did you already get tickets to Engame?”

“You should check out the Marriott Del Mar.”

“My address is 126 W Fir St.”

“Looking for a new pair of Allbirds”

“The pw for the server is tictact03”

“I love southwest airlines!”

“Should we get your dad a new ice cream maker?”

“Want to go see Billy Joel in Vegas?”

“My favorite flavor is strawberry.”

“I prefer a 9” chef’s knife.”

Detecting Target Concepts

01

The Concept Database (ConceptDB) is much like a dictionary that contains all the words that Wildfire is designed to detect. Text to be analyzed is first scanned for target concepts (brands or products that are in the Wildfire Merchant Network, Marriott, for example).

When one is detected, it passes through a normalization process (catches things like pluralization, misspellings, etc.) to see if there exists an exact match in the Concept DB. This process does not alter the actual message.

02

An optional step is available where the target can be further filtered by sentiment analysis. This can be to make sure that no negative sentiment surrounds the target (Marriott sucks), but also can detect purchase intent (stay at the Marriott)

03

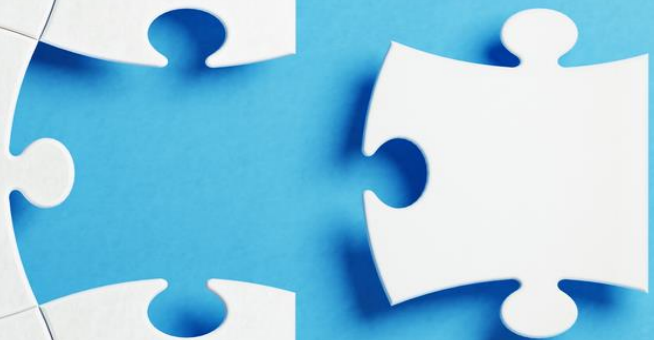
Then the target can be further refined, where the algorithm detects any modifiers specific to that target. (Marriott Del Mar the last weekend in June) This can then be used to provide a more specific link. (Not just to Marriott's home page, which is of marginal usefulness to the recipient of the link, but to Expedia's booking page for the Marriott Del Mar with the last week in June pre-selected in the booking calendar) Not all targets have a related list of modifiers, so if the target does not, this step is skipped.

I NEED to see **Dave Matthews Band** when they come to Nashville!!

I NEED to **see** **Dave Matthews Band** when they come to Nashville!!

I NEED to **see** **Dave Matthews Band** when they come to **Nashville!!**

Integration



Simple RCS Integration

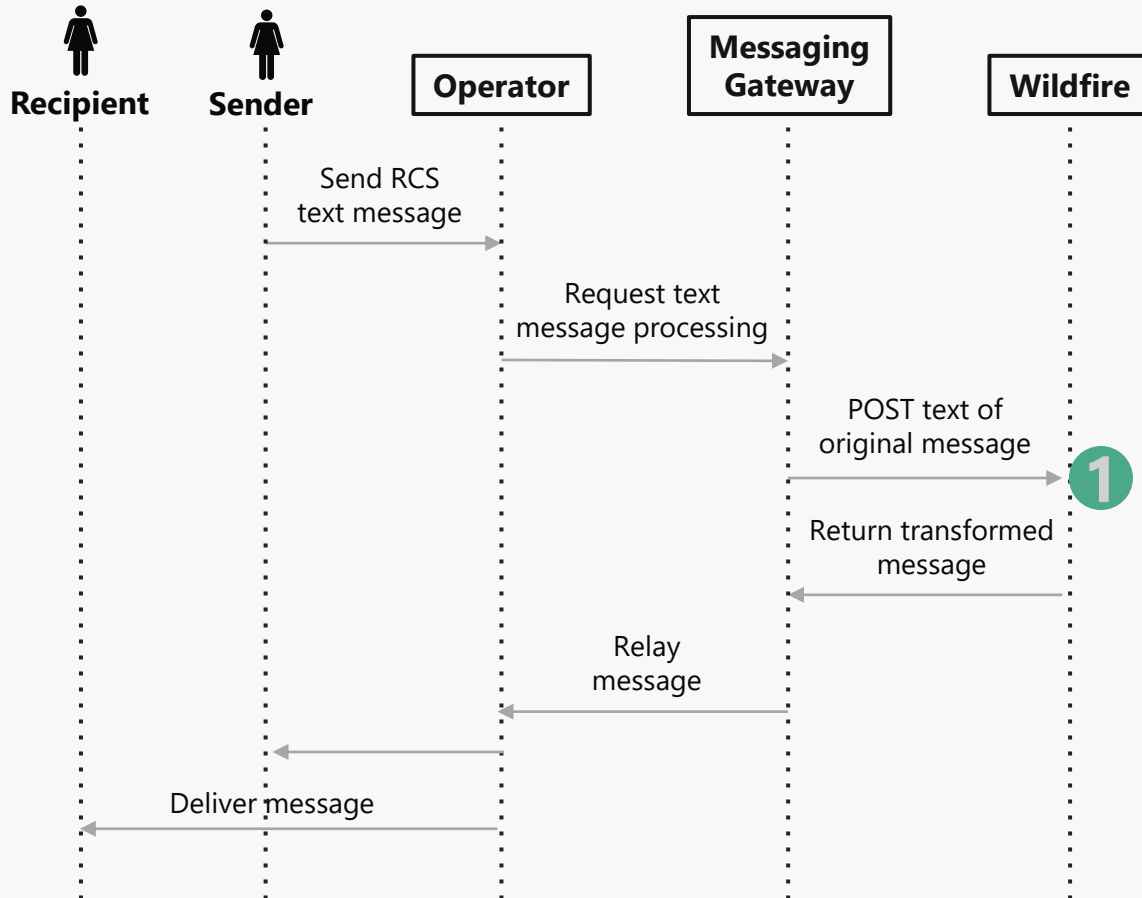


fig. 1

A Feature of Smart Messaging

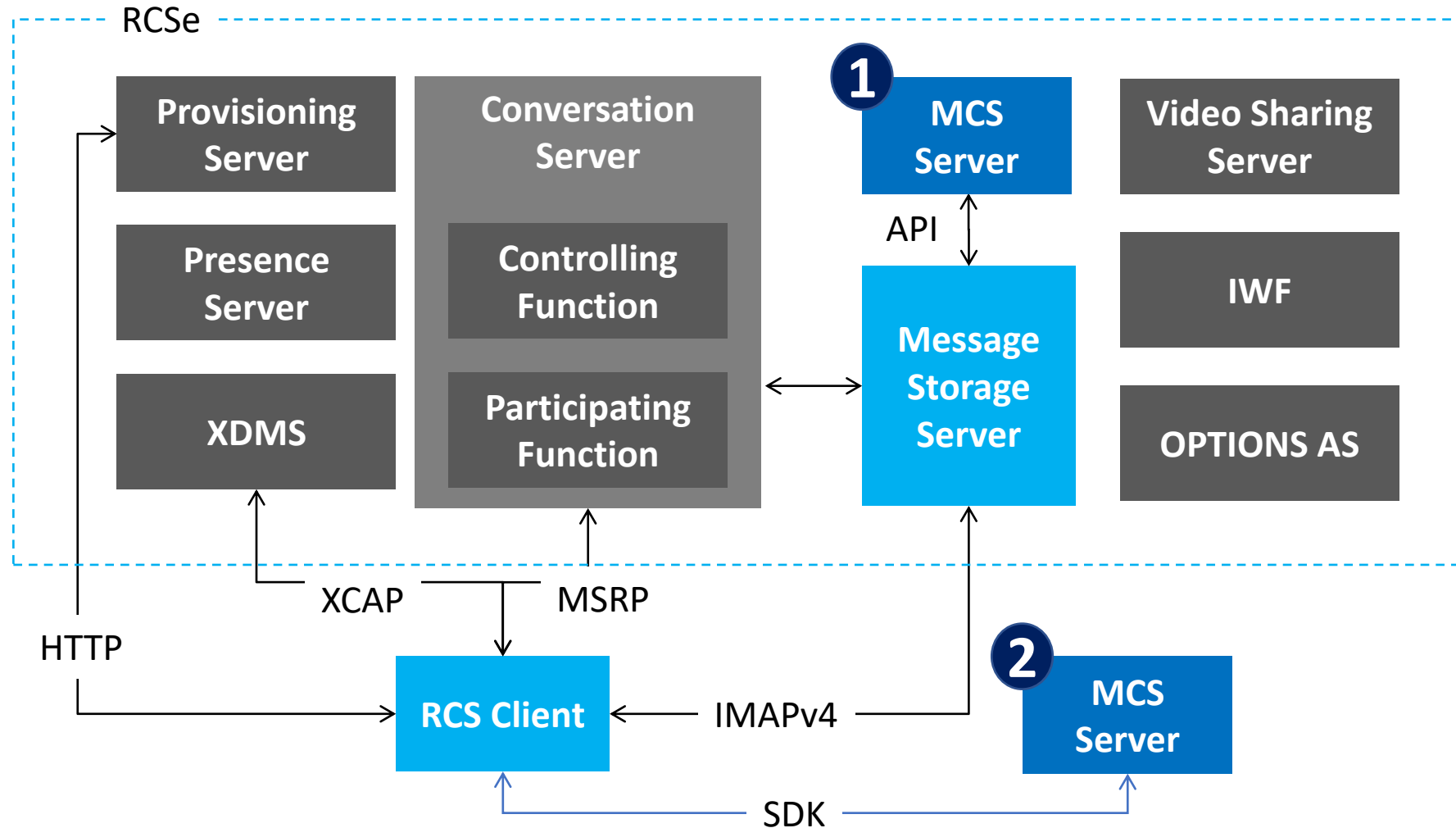
Wildfire offers software as a remotely-hosted, secure API that accepts anonymized text and returns transformed text that includes links to partner online stores. No data is sent to Wildfire as part of the API call that would identify the sender or recipient of the message. Only the content of the subject text itself is transmitted. Text sent to Wildfire's API is stored temporarily (one week) to improve the quality of our system and processes. After this storage period, the data is completely and permanently expunged.

Extremely Limited Information Flow By Design

- We expect the flow of information to pass through an intermediary (i.e. Syniverse) en route to the Wildfire API, as described in Fig. 1
- Links to partner online stores are attributed to the carrier only and do not identify, in any way, the specific sender or recipient of the message.

1 Note 1: Wildfire only receives the content of the text to be analyzed and authentication details for the request. Neither the text nor the authentication specify any information about the sender or the recipient party.

RCS Integration





Brand Perspective: Wade Tonkin from Fanatics

**Hosted by
James Revell, VP Wildfire**

Summary: RCS is a platform

A2P

RBM

P2P

MCS

Next Steps:

Complete additional trials and focus groups

Continue collaboration with GSMA

Define integration specification

Commercial launch





Call me maybe:
Shawn Conahan
President & Chief Revenue Officer

shawn@wildfire-corp.com
858-361-2534