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

• About Me
• What are Messaging Contextual Shortcuts (MCS)
• MCS and RCS
• Brand Perspective
• Q&A

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About me: I ride waves

1992
1st text message
Mobile Commerce

1997
BlackBerry
Qualcomm BREW
1st camera phone

1999
MySpace

2003
iPhone
RCS

2007
WhatsApp
Mobile data surpasses voice

2009
RCS launch in Europe
Emojis

2012
WeChat

2020
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

to discover RBM

to enterprise content

to commerce

“Meet me at 11am tomorrow”

“How you seen the CDC symptom evaluator?”

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

“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

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

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.
“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.

Source: Nielsen; WOMMA; Keller Fay Group
Users Currently Leave Messaging to Search and Transact When Friends Recommend Stuff

1. **Sender Types Message**
2. **Recipient Leaves Chat**
3. **Opens Browser**
4. **Searches Imagine Dragons Tickets (Browser Makes $)**
5. **Browses to Correct Event**
6. **Transacts with Merchant**

Proprietary & Confidential

Wildfire Systems, Inc. | www.wildfire-corp.com
MCS Improves User Experience While Generating Passive Revenue

1. SENDER MENTIONS PRODUCT
   - NLP/AI detect products & purchase intent. Wildfire automatically generates trackable links to merchants.

2. RECIPIENT TAPS & BUYS
   - Recipient easily links to product and stays within Messaging to transact. Carrier earns a portion of transaction.
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Source: Nielsen; WOMMA; Keller Fay Group
Proprietary & Confidential
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.
What about privacy?
Wildfire Ignores PII

De-Identified

How can Wildfire do what it does without “reading my text messages?” Because it 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**

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.

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).

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!!
Integration
Simple RCS Integration

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.

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.
Brand Perspective: Wade Tonkin from Fanatics

Hosted by James Revell, VP Wildfire
Summary: RCS is a platform

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<th>A2P</th>
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<td>RBM</td>
<td>MCS</td>
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Next Steps:
Complete additional trials and focus groups
Continue collaboration with GSMA
Define integration specification
Commercial launch
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