

Copyright © 2003, Intellectus - All Rights Reserved

# XandMail

Generating Incomes with Messaging Applications

Ky-Ming Jen,  
General Manager and co-founder

Global Forum 2003 - Roma - Nov 7, 2003




Copyright © 2003, Intellectus - All Rights Reserved

## End of Internet second generation

- ❖ With the E-crash, the second generation of Internet is finished
  - PC-based Internet terminals
  - Dialup connections
  - Internet Explorer and Outlook Express for everyone
  - Everything was free
  - Internet was a “fashion toy” for early adopters and technophiles

Global Forum 2003 - Roma - Nov 7, 2003




Copyright © 2003, Intellectus - All Rights Reserved

## Internet third generation has began

- ❖ Internet third generation is started
  - More Internet terminals
  - Broadband connections
  - Wireless and mobile access
  - Paying services
  - Internet is part of our day-to-day life
  - Internet is a productivity tool for enterprises

Global Forum 2003 - Roma - Nov 7, 2003




Copyright © 2003, Intellectus - All Rights Reserved

## E-mail remains the key application

- ❖ E-mail remains the « killer-app » of fixed, wireless and mobile Internet
- ❖ E-mail address becomes the Internet ID
- ❖ E-mail is responsible for over 70% of Internet traffic

Global Forum 2003 - Roma - Nov 7, 2003



Internet and e-mail new users

- ❖ More and more beginners from different population segments start to use Internet and e-mail
  - Children
  - Seniors
  - ...
- ❖ “One-fits-all” product strategy does not work anymore.

Global Forum 2003 – Roma – Nov 7, 2003

New messaging applications

- ❖ Messaging applications must be “rethink” for each user segment
- ❖ The new application must
  - Solve a end-user problem or need,
  - Be easy to use,
  - Save time and
  - Be easy to charge.

Global Forum 2003 – Roma – Nov 7, 2003

Mail for kids

- ❖ A recent study (Symantec) shows that
  - 76% of kids have one or more email accounts
  - More than 50% of kids check emails without their parents’ guidance
  - 80% of kids using email receive inappropriate SPAM
- ❖ Children want to use appropriate application
- ❖ Parents are willing to protect their children from SPAM and others

Global Forum 2003 – Roma – Nov 7, 2003

Mail for kids

- Parental control
- Anti-SPAM features
- Paying option
- Increase customer retention
- Reduce churn

Global Forum 2003 – Roma – Nov 7, 2003

Mail for kids


❖ Mail for kids is

- Designed for a user segment: Family
- Solving a need/problem: Parental control
- Easy to use: User interface for kids
- Easy to pay: Subscription based product

Global Forum 2003 – Roma – Nov 7, 2003

Mail for beginners

- Attachments are automatically filed as files
- Address book is automatically updated.
- Paying option



Global Forum 2003 – Roma – Nov 7, 2003

SMS and MMS web storage


- SMS and MMS backup
- Picture and video publishing
- Multi-channel access
- Paying service (storage)
- Indirect revenues: SMS, MMS traffic



Global Forum 2003 – Roma – Nov 7, 2003

Mobile blog

- Manage a blog by SMS or MMS
- Multi-channel access
- Indirect revenues: SMS, MMS traffic



Global Forum 2003 – Roma – Nov 7, 2003



**THANK YOU !**

**Ky-Ming JEN**  
General Manager, co-founder  
[jen@xandmail.com](mailto:jen@xandmail.com)  
[www.xandmail.com](http://www.xandmail.com)

Global Forum 2003 - Roma - Nov 7, 2003

