



Asaf Shamir <asaf@rawmobility.com>

Raw Mobility / Mobivate

10 messages

Brad Gishen - Mobivate <brad.gishen@mobivate.com>
To: asaf.shamir@mobivate.com
Cc: Ari Berman - Mobivate <ari.berman@mobivate.com>

Tue, Aug 27, 2013 at 6:37 PM

Hi Asaf,

1. Please remove powered by Raw Mobility off the Mobivate site with immediate effect.
You are showing me out to not be the owner of the software which is my key USP

2. When you communicate with Mobivate customers, Mobivate requires you to use a Mobivate email address – if you are not willing to do so with immediate effect, please let me know

BGG

Bradley G Gishen



Tel: +44 7 588 388 677

Skype: bradgish

E-mail: brad.gishen@mobivate.com

Web: www.mobivate.com

Mobivate Limited is a mobile solutions company, offering shortcode aggregation services, premium messaging (PSMS), bulk SMS, mobile content, mobile marketing, and robust technology to its customers worldwide. Its powerful, reliable and user-friendly systems ensure that its customers can monetise their content, promote their brands and always have cutting edge mobile solutions.

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Asaf Shamir <asaf@rawmobility.com>

Wed, Aug 28, 2013 at 3:44 PM

To: Brad Gishen - Mobivate <brad.gishen@mobivate.com>

Cc: Ari Berman - Mobivate <ari.berman@mobivate.com>

Brad,

See my comments below regarding your questions.

With the move to a larger (clustered) environment and attempts to keep the cost down, rwm needs to make commitments for leasing servers and other resources.

In order to do that, we need to have a long term agreement between RWM and Mobivate with regards to Blender.

System: \$5,600 PCM (Up to 10 million messages / month)

Support: \$2,000 PCM (optional. integration assistance, enduser technical queries)

Development: \$150 per Hour

Messaging: 8.5% of sale price

Term: 24 Months

I believe the pricing is very low considering the time and effort required.

Additionally you'll continue to enjoy the benefit of getting free features and enhancements initiated by raw mobility (e.g. smppserver), and naturally the high quality, stable and fast system which has allowed you to acquire big players like dodo, tpg and clickatel.

The alternative is to remain with the current setup, which at some point would reach maximum capacity.

Asaf

--
Asaf Shamir
Raw Mobility

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P: +61-3-90182505

www.rawmobility.com

On 27/08/2013, at 6:37 PM, "Brad Gishen - Mobivate" <brad.gishen@mobivate.com> wrote:

Hi Asaf,

1. Please remove powered by Raw Mobility off the Mobivate site with immediate effect.
You are showing me out to not be the owner of the software which is my key USP

where is that showing on the mobivate whitelabel?

2. When you communicate with Mobivate customers, Mobivate requires you to use a Mobivate email address – if you are not willing to do so with immediate effect, please let me know

my mail client selects this for me when i reply to an email. if the email is to asaf.shamir@mobivate.com, it replies from that address. if you send an email to my rwm address, it will reply from that address.

With regards to support, we can do one of the following:

1. RWM trains a mobivate employee on supporting the API and face mobivate customers.
2. RWM provides customer support for mobivate customers. Cost is \$2,000/month, response within 36 hours during business hours.

Asaf

BGG

Bradley G Gishen

<image001.jpg>

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Brad Gishen - Mobivate <brad.gishen@mobivate.com>
To: Asaf Shamir <asaf@rawmobility.com>
Cc: Ari Berman - Mobivate <ari.berman@mobivate.com>

Wed, Aug 28, 2013 at 7:10 PM

Not close to possible or feasible.

1. We cannot pay you 8,5% on any big deal as that means you either take all the margin (Dodo/TPG etc) or we make a massive loss (Clickatell)

2. Response within 36 hours may be ok if it was 1985. Come on mate. You mean 6 hours?

3. I don't want RM to train anyone at MBVT for bulk. I am not playing that MBVT / RM game any more. Ask your employee.
But Asaf he doesn't know. Well then send him to do a Java course. Asaf I cant get hold of him. Well that's your problem he is your staff etc etc etc

BGG

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Asaf Shamir <asaf@rawmobility.com>

Thu, Aug 29, 2013 at 4:51 PM

To: Ari Berman <ari.berman@mobivate.com>, Brad Gishen <brad.gishen@mobivate.com>

Brad,

Comments below.

1. We cannot pay you 8,5% on any big deal as that means you either take all the margin (Dodo/TPG etc)
or we make a massive loss (Clickatell)

nonsense, 8.5% on clickatel means Mobivate makes a 25% margin.

we can discuss reducing the cost to mobivate in specific cases, but i think mobivate should sign a non-compete first.

2. Response within 36 hours may be ok if it was 1985. Come on mate. You mean 6 hours?

We can do 24 hours if you want. i am talking about email support for your end-users.
If the clickatel volumes come thru, we can probably provide 24/7 support.

3. I don't want RM to train anyone at MBVT for bulk. I am not playing that MBVT / RM game any more. Ask your employee.
But Asaf he doesn't know. Well then send him to do a Java course. Asaf I cant get hold of him. Well that's
your problem he is your staff etc etc etc

This has nothing to do with java or a java course. We're talking about responses to your endusers regarding questions about the API.

Surely someone at your end can READ A DOCUMENT, understand it (or ask me questions if they dont), and answer your end-users when they ask things like "where can i find my routeld" or "what does the ID field on page 5 refer to".

Alternatively, Mobivate pays RWM to do this under a @mobivate.com email address.

--
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Raw Mobility

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www.rawmobility.com

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Brad Gishen - Mobivate <brad.gishen@mobivate.com>

Thu, Aug 29, 2013 at 6:35 PM

To: Asaf Shamir <asaf@rawmobility.com>, Ari Berman <ari.berman@mobivate.com>

See below.

From: Asaf Shamir [mailto:asaf@rawmobility.com]
Sent: Thursday, August 29, 2013 7:52 AM
To: Ari Berman; Brad Gishen
Subject: Re: Raw Mobility / Mobivate

Brad,

Comments below.

1. We cannot pay you 8,5% on any big deal as that means you either take all the margin (Dodo/TPG etc) or we make a massive loss (Clickatell)

nonsense, 8.5% on clickatel means Mobivate makes a 25% margin.

we can discuss reducing the cost to mobivate in specific cases, but i think mobivate should sign a non-compete first.

cost per sms = 8c for Voda and MTN (rest are insignificant). Sell price = 9c. If we give RM 8.5% = 0.765. We have to give Nathan 20% of gross margin = 0.2c. Therefore between RM and Nathan we pay 0.965 on a gross margin of 1c.

i.e. leaves MBVT with 0.035 per SMS. So you right we don't make a loss but definitely not the margin we are after or deserve for owning this customer. I will consider a non-compete when RM has other people who know blender perfectly else it's too risky for MBVT and I cannot be negligent.

2. Response within 36 hours may be ok if it was 1985. Come on mate. You mean 6 hours?

We can do 24 hours if you want. i am talking about email support for your end-users.

If the clickatel volumes come thru, we can probably provide 24/7 support.

Clickatell is my end user. Sorry I never knew you were referring to 2 types of end users. But all my customers need a response way sooner than 24 hours.

3. I don't want RM to train anyone at MBVT for bulk. I am not playing that MBVT / RM game any more. Ask your employee.
But Asaf he doesn't know. Well then send him to do a Java course. Asaf I cant get hold of him. Well that's your problem he is your staff etc etc etc

This has nothing to do with java or a java course. We're talking about responses to your endusers regarding questions about the API.

Surely someone at your end can READ A DOCUMENT, understand it (or ask me questions if they dont), and answer your end-users when they ask things like "where can i find my routeld" or "what does the ID field on page 5 refer to". You know it best. If you want to train someone to answer the questions, sure. Train Jacy he sits next to you.

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Asaf Shamir <asaf@rawmobility.com>
To: Brad Gishen <brad@bradgish.com>
Cc: Ari Berman <ari@ariberm.com>

Thu, Aug 29, 2013 at 7:22 PM

Brad/Ari

As RWM directors/shareholders:

To operate at the level you're asking will cost RWM about \$35k-\$40k a month.
Assuming a volume of 100 million/month on clickatel, the 75/25 division you suggested gives RWM zero profit.

8.5% means mobivate & rwm make equal profits, which to me sounds very reasonable considering RWM does all of the heavy lifting.

This would also mean we can finally see some dividends on RWM side (especially nice for you two).

--
Asaf Shamir
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Brad Gishen - Mobivate <brad.gishen@mobivate.com>
To: Asaf Shamir <asaf@rawmobility.com>
Cc: Ari Berman <ari@ariberm.com>

Thu, Aug 29, 2013 at 7:25 PM

Fair enough. Maybe we just pool the costs and split the profit.

Where costs are data for messages and Nathan.

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Asaf Shamir <asaf@rawmobility.com>
To: Brad Gishen <brad@bradgish.com>
Cc: Ari Berman <ari@ariberm.com>

Thu, Aug 29, 2013 at 7:37 PM

what does that mean?

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Asaf Shamir <asaf@rawmobility.com>
To: Brad Gishen - Mobivate <brad.gishen@mobivate.com>
Cc: Ari Berman <ari@ariberm.com>

Thu, Aug 29, 2013 at 7:42 PM

what does this mean, and what does it achieve?

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Brad Gishen - Mobivate <brad.gishen@mobivate.com>
To: Asaf Shamir <asaf@rawmobility.com>
Cc: Ari Berman <ari@ariberm.com>

Thu, Aug 29, 2013 at 7:44 PM

We work out what the costs are for clickatell. i.e. the hsting support etc (you mention 35k – 40k below)
then we work out the comm we need to pay to Nathan and the profit is then shared.

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