
MBVT and AS

6 messages

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

Wed, Mar 13, 2013 at 6:39 PM

To: asaf.shamir@mobivate.com, Ari Berman - Mobivate <ari.berman@mobivate.com>

Asaf, you mentioned you want 13% of the equity of Mobivate.

Please can you send me:

1. The guaranteed deliverables
2. Your salary expectation
3. Your bonus expectation
4. The lump sum fee for the equity of Raw Mobility or is there an equity swap?

Thanks

Brad

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

Thu, Mar 14, 2013 at 3:04 AM

| Month | Profit/Loss (USD) |
|------------|-------------------|
| Jan 2012 | 179,970 |
| Feb 2012 | (10,052) |
| Mar 2012 | 86,459 |
| April 2012 | 58,872 |
| May 2012 | 63,765 |
| June 2012 | 66,436 |
| July 2012 | (158,159) |

July is most recent we have.

From: Asaf Shamir [mailto:asaf.shamir@mobivate.com]
Sent: Wednesday, March 13, 2013 9:31 AM
To: Brad Gishen - Mobivate
Cc: Ari Berman - Mobivate
Subject: Re: MBVT and AS

I'll get this to you asap, meanwhile please send me the p&l.

On 13/03/2013, at 6:39 PM, Brad Gishen - Mobivate wrote:

Asaf, you mentioned you want 13% of the equity of Mobivate.

Please can you send me:

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Thanks

Brad

Bradley G Gishen

<image001.jpg>

Tel: +44 7 588 388 677

Skype: bradgish

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Brad,

See below.

On 13/03/2013, at 6:39 PM, Brad Gishen - Mobivate wrote:

Asaf, you mentioned you want 13% of the equity of Mobivate.

Please can you send me:

1. The guaranteed deliverables

Me.

- Standardising development, testing & deployment processes
- Except for issues caused by the underlying infrastructure:
 - No unscheduled downtime on SRS, PSS and Blender
 - No pollers delay greater than 1 hour
 - No slave delays greater than 1 hour
- Turning Blender into the core platform for Mobivate

Its hard to guarantee queue sizes/delays/throughput as they are largely dependant on upstreams. However, i will work to make sure we get the best performance possible out of those systems.

Please note that this is a process that will take time and resources, i'm not a magician.

2. Your salary expectation

160k/annum

3. Your bonus expectation

5%.

At the 2% you offered this would be around \$300/month.. nothing to write home about (and this is before the new employees, recent loss of customers etc).

4. The lump sum fee for the equity of Raw Mobility or is there an equity swap?

\$70k; 50% upfront, 50% over 6 months.

Justification:

1. You're gaining 12 months
2. Blender is a stable product, which will become the core technology for Mobivate
3. You're not just getting a working product, you're getting staff with years of experience

Thanks

Brad

Bradley G Gishen

<image001.jpg>

Tel: +44 7 588 388 677
Skype: bradgish
E-mail: brad.gishen@mobivate.com
Web: www.mobivate.com

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

Thu, Mar 21, 2013 at 3:30 PM

Brad,

See below.

On 13/03/2013, at 6:39 PM, Brad Gishen - Mobivate wrote:

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Please can you send me:

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Its hard to guarantee queue sizes/delays/throughput as they are largely dependant on upstreams. However, i will work to make sure we get the best performance possible out of those systems.

Please note that this is a process that will take time and resources, i'm not a magician. This means i'm unlikely to see any bonuses in the near future.

2. Your salary expectation

160k/annum

3. Your bonus expectation

5%.

At the 2% you offered this would be around \$300/month.. nothing to write home about (and this is before the new employees, recent loss of customers etc).

4. The lump sum fee for the equity of Raw Mobility or is there an equity swap?

\$80k; 50% upfront, 50% over 6 months.

1. You're gaining 12 months

2. You're not accounting for goodwill - the in depth knowledge of mobivate core software, infrastructure and service providers.

3. Blender is a stable product, which will become the core technology for Mobivate

4. You're getting back 8.5% of revenue from bulk sms - based on recent months this is about \$75k annually (not accounting for growth).

As for equity, frankly i'd rather see upfront cash than argue over that. Let me know what you think is a reasonable %, we'll discuss it.

Thanks

Brad

Bradley G Gishen

<image001.jpg>

Tel: +44 7 588 388 677
Skype: bradgish
E-mail: brad.gishen@mobivate.com
Web: www.mobivate.com

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

Wed, Mar 27, 2013 at 2:31 AM

1. The guaranteed deliverables
 - Standardizing development, testing & deployment processes
 - Except for issues caused by the underlying infrastructure:
 - No unscheduled downtime on SRS, PSS and Blender

- No pollers delay greater than 1 hour
- No slave delays greater than 1 hour

- Turning Blender into the core platform for Mobivate, including both subscriptions and gateway

Its hard to guarantee queue sizes/delays/throughput as they are largely dependant on upstreams. However, i will work to make sure we get the best performance possible out of those systems.

Please note that this is a process that will take time and resources, i'm not a magician. This means i'm unlikely to see any bonuses in the near future.

Deliverable sounds great and we are on the same page here.

2. Your salary expectation

160k/annum

Depends on equity

3. Your bonus expectation

5%.

Depends on equity

At the 2% you offered (and according to the P&A) this would be around \$300/month - nothing to write home about... and this is before the new employees, recent loss of customers etc.

I think your math is a bit wrong:

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$287,291 \times 2\% = \$5745.82$ for 6 months = \$957/month and this is prior to the bulk and all new biz we getting but also prior to lost biz and new staff.

4. The lump sum fee for the equity of Raw Mobility or is there an equity swap?

\$75k; 50% upfront, 50% over 6 months.

1. You're gaining 12 months

2. You're not accounting for goodwill - the in depth knowledge of mobivate core software, infrastructure and service providers.

3. Blender is a stable product, which will become the core technology for Mobivate

4. You're getting back 8.5% of revenue from bulk sms.

As for equity, i've thought about it and frankly i'd rather see cash than argue over that. Let me know what you think is a reasonable %, we'll discuss it.

If you happy to not have equity and just have a great salary and bonus, then let me know? And I can revert on numbers above.

Asaf Shamir <asaf@rawmobility.com>
To: asaf@shamir.com.au

Thu, May 26, 2022 at 10:10 PM

----- Forwarded message -----

From: **Brad Gishen - Mobivate** <brad.gishen@mobivate.com>
Date: Wed, Mar 27, 2013 at 2:31 AM
Subject: RE: MBVT and AS
To: Asaf Shamir <asaf.shamir@mobivate.com>
Cc: Ari Berman - Mobivate <ari.berman@mobivate.com>

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Asaf Shamir
Raw Mobility



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