

# kvats.net Business Concept

## Executive Summary

kvats.net aims at becoming one of the top three unified [VoIP](#) messaging softwares used worldwide until 2010.

As the [VoIP](#) challenge is hitting mobile phone operators and landline telcos, new business models are emerging in the [VoIP](#) market. Big players are starting to offer [VoIP](#) services to their existing customer bases, in order to widen the service portfolio within existing connectivity contracts (private and business) or to attract new target groups.

kvats software is based on WengoPhone<sup>2</sup>, for which financed development has been stopped end of 2007 due to a change of Wengo's business model. The open source software is very competitive, is available for all platforms (Windows, Mac, Linux) and has a qualified developer community. osAlliance has a contract by a mobile phone operator to relaunch WengoPhone<sup>2</sup> under the new brand kvats.net in March 2008, followed by an innovation event with international guests focussing on [VoIP](#) technologies.

kvats 1.0 features include

- [VoIP](#) audio and video telephony
- SIP-Conferencing
- Instant Messaging (including gateways to MSN, ICQ, Jabber, ...)
- Presence
- Address Book

kvats 2.0 will focus on social software features (such as to allow contacting a friend-of-a-friend or integrating Twitter), to support more codecs, presence interoperability (such as from Skype) and to run on mobile devices.

kvats.net has the potential to become many telco's first choice when offering [VoIP](#) services. Revenue streams are not generated by traditional licensing, but by

- Customisation Contracts
- Support Contracts
- Free client's ads exposure
- [VoIP](#) Provider Listing

Investment activities will focus on establishing a strong trademark, a high commitment to developers improving and supporting the software and sales activities to telcos worldwide.