Businesses needing a full suite of online communication often rely on multiple platforms with separate subscriptions, complicating management and costing $62–280 per employee per month.

Product	Monthly Cost
Zoom Business	$22
Zoom Video SDK	$67
Zoom Contact Center	$150
Fireflies.ai	$40

Baasi provides all communication tools under one, affordable subscription, helping businesses save up to 83% on costs and simplify workflows.

Product	Monthly Cost
Baasi Business App	$20
Baasi Video API	$25

Baasi Offers

- **Meeting App (UCaaS):** Seamless video conferencing.

- **Video Studio:** Record, edit, stream, and analyze content with AI-powered tools.

- **Contact Center (CCaaS):** Manage calls effortlessly.

- **Video API (CPaaS):** Build custom apps integrated with your CRM, CMS, and ERP.

- **Customization Tool:** Tailor branding and UI to match your business needs.

We believe in transparent and fair pricing, avoiding overcharges and double billing.

That's why we came up with unique pricing model:

- **Users are charged only for the specific services they use on API calls, such as audio, video, or presentations, based on the number of minutes spent on each.**

- **With Baasi's hybrid model, Baasi App subscribers join API calls free of charge, reducing overall communication expenses.**

- **App users can choose from flexible annual or monthly plans, with several options tailored to different needs.**

Why Baasi?

Feature/Provider	baasi	ZOOM	dyte	Cisco	Fireflies
UCaaS	✓	✓	✗	✓	✗
CPaaS	✓	✓	✓	✗	✗
CCaaS	✓	✓	✗	✓	✗
AI Note-taking/Analytics	✓	Transcription and Basic Summary	✗	Transcription and Basic Summary	Transcription and Summary
Webinar	✓	✓	✗	✓	✗
Video Streaming	✓	Limited Platforms	✓	Limited Platforms	✗
Hybrid Billing (Subscription + Usage)	✓	✗	✗	✗	✗
Granular CPaaS Billing (Audio/Video)	✓	✗	✓	N/A	N/A

We secured a **$500K** contract by migrating an enterprise client away from **Zoom.**

Key Financial Projections

Metric	2025	2026	2027
CAC	$384	$85	$12
CLTV (B2B)	$350,000	$562,500	$933,333
CLTV (B2C)	$600	$1,218.75	$2,000
Number of Customers	698 (B2B)	3,515 (B2B & B2C)	23,918 (B2B & B2C)
MRR	$117,749	$392,858	$833,524
Gross Margin	70%	75%	80%

Target Audience

- **Healthtech**
- **Call Centers**
- **Fintech**

- **Consulting Firms**
- **Government Agencies**
- **Translation Services**

- **Online Education**
- **E-commerce**
- **IoT**

Go-to-Market Strategy

- **Build a dedicated, industry-specific sales team to engage with key enterprise decision-makers across target verticals.**

- **Offer Baasi API to U.S.-based companies looking for custom communication solutions, focusing on high-value sectors like Healthtech and Fintech.**

- **Baasi's referral program rewards API clients for introducing Baasi App to their customer network, helping to expand our user base and awareness.**

Go-to-Market Strategy

- **Utilize CRM tools and targeted email campaigns to track leads from interest to signed contracts.**

- **Execute industry-focused webinars and educational content (e.g., API integration in Online Education, AI in Call Centers) to generate inbound leads and drive interest.**

- **Strategic alliances with ERP, CRM, CMS, and communication tools.**

The U.S. **online communication** market is currently valued at **$33B**, with projections indicating it will reach **$80B** by 2030.

Roadmap

Today

Baasi API is ready with all essential video conferencing features

The Baasi Web App supports:
- Video Calls
- Screen Sharing
- Whiteboard
- Recording
- Whispering

Targeted Sales and Marketing for CPaaS Users

After 6 Months

A comprehensive solution for UCaaS B2B customers

Baasi Video Studio is getting its first customers

Early version of the Baasi Mobile App

Expanding business into the B2B market

After 12 Months

Complete version of the Baasi Mobile App

Boosting capacity and raising awareness through B2C customers, as their usage spreads the word about our products

After 18 Months

Baasi Messenger is ready for both B2B and B2C Customers

Continuously acquiring both B2C and B2B customers, while offering a comprehensive products for seamless online communication

Team

Our company has 25+ years of experience in telecommunications and video streaming.

Zurab
CEO, Founder

25+ years of expertise across government, telecommunications, and software development. His leadership and technical skills have driven growth and transformation in multiple industries.

Gvantsa
COO, Co-founder

12+ years of experience leading operations, streamlining processes, managing business activities, and driving team productivity to ensure efficiency at Baasi.

Tornike
CPO, Co-founder

10+ years in video streaming. Drives product strategy, innovation, and leads teams in embedded systems.

Giorgi
CTO

25+ years in technology strategy and IT infrastructure. Experienced in business analytics and project management.

Iveri
Lead Backend Developer

11+ years in backend development, specializing in building video conferencing systems to ensure high-quality, reliable solutions.
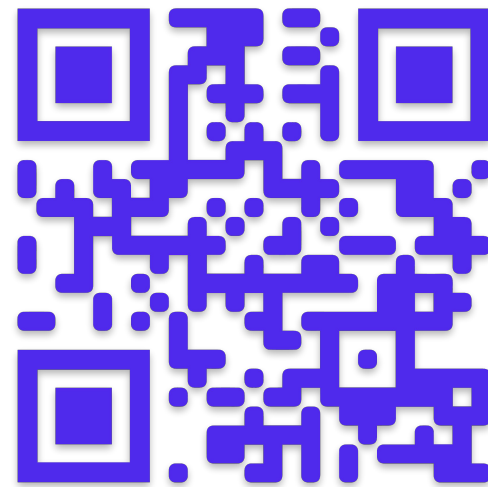
Aleksandre
Lead Full Stack Developer

7+ years of experience in building advanced web solutions, ensuring Baasi's platform delivers seamless and user-friendly experiences.

We are raising **$1.5M** to fuel our next phase of **accelerated growth and expansion.**

THE WAY WE MEET

Reach out at info@baasi.com

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