



## **FLOCK MEDIA KIT**

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### **Tell me about Flock**

Flock is a free chat service for work and business environments that speeds up and simplifies communication within teams or organizations. No more long and confusing email threads with multiple people. No more waiting for responses. Just sign in, and start chatting.

### **Features**

- Free
  - No charges whatsoever for any number of users
- Scalable
  - Can be used by small organizations with <10 employees and large organizations with 1000s of employees
- Easy setup
  - No IT admin required
  - No admin access required
  - Anyone in the company can set it up for themselves, and invite their team or the entire company
- Company directory
  - No need to search and add contacts. Everyone in your company will be available automatically
  - Auto updated company directory
- Group chat
  - Create temporary or permanent groups for teams or projects
  - Invite participants from within your company or outside
- Multi device
  - Available on Desktop - Windows, Mac, Chrome
  - Available on mobile - iOS and Android

- Available on tablets - iPad and Android tablets
  - Amazing feature rich desktop client
- Synced conversations
  - Conversations are synced across multiple devices - Start a conversation on one device and seamlessly continue it on any other device
- External parties
  - Chat with folks from within your company or outside
  - Invite clients, vendors and others for one-on-one or group chats
- Read and delivery receipts
  - Know when your messages are delivered and read by colleagues
- Notifications
  - Customize your notifications
  - Turn Flock off when you leave work so you are not bothered during offtime
- File sharing
  - Drag and drop files to share with the team and keep everyone on the same page
- Unlimited Chat history
- Admin interface
  - Your company IT admin can delete accounts of employees that have left the organization

### **How does it work?**

In order to set up Flock, just download the app from [flock.co](http://flock.co) for all the devices you need it on. You can set it up using your work email ID and the contact list auto populates with all your colleagues that are within your organisation. All you need to do is select a contact and start chatting!

### **What problem does it solve?**

Traditional methods of communication within organizations, like emails are slow, asynchronous and cumbersome. Many situations require quicker interaction and faster turnaround times. Flock solves this problem by providing an easy, feature-rich product for teams and workplaces to seamlessly chat in a one-to-one or a group setting, thereby eliminating delays in responses inherent with emails.

Enterprise chat applications that attempt to solve this problem such as Lync, are cumbersome to setup and manage, require IT admin support and set up costs and are expensive to use. Flock, on the other hand is FREE. Regardless of the number of users, and the scale of set up, there are absolutely no costs involved.

Using chat applications like gtalk, skype etc. in the workplace is a substandard alternative. Users have to share their personal email ID's, or chat IDs with work colleagues, something they might

not be comfortable doing. Users end up having to use and install multiple chat clients depending on which work colleague uses what. It also mixes personal and official conversations and can result in being disturbed by either during work / non-work hours. Flock is a pure business specific chat application. You can sign in using your work email ID and all your office colleagues are auto synced into your contact list. You dont have to mix work and personal messages. A different application for a different need!

### **Who are your customers?**

Flock can be used by small to large enterprises. We are specifically targeting businesses with 10 to 500 employees that are looking for a easy to setup, feature-rich, simple instant messaging client. Flock need not be adopted by an entire company. Fast moving teams within a firm can use it for internal conversations to get work done faster.

### **Who do you compete with?**

Flock competes with

- Free public instant messaging services like gtalk, Skype and Whatsapp that serve as substandard alternatives for workplace communication
- Enterprise messengers like Microsoft Lync, IBM Sametime, Lotus notes
- Other startups in the space like Hipchat, Cotap, Slack, Hall, Fleep and Campfire

### **What's different/better about you than your competitors?**

Flock has a single minded focus on providing the fastest way for teams to connect unlike other chat apps that provide a plethora of functions that no one ever uses. Our differentiators vis-a-vis some of our competitors are -

- Free for unlimited users
- Awesome desktop client - most competitors have substandard browser based desktop clients that don't match up
- Ability to chat with external work contacts such as clients and vendors
- Awesome feature rich mobile clients for ios and android
- No IT admin required for setup

### **What countries is Flock available in?**

Flock is available worldwide and can be downloaded via flock.co or through the Apple Appstore or the Google Playstore.

### **Why venture into business chat applications?**

There is a serious dearth of messaging applications for teams and businesses. Existing solutions are not feature complete, difficult to set up or expensive to use. Flock promises to be free of cost for unlimited users and is extremely simple to setup and use.

### **Tell me about the team**

Flock has a small and fast moving team comprising of 20 individuals who are passionate about providing the best experience in this space.

### **What Challenges does Flock face?**

Flock targets business users and we feel that the product will greatly help the way teams communicate.

Businesses are generally slow to adopt changes and new technology. The main challenge Flock faces is to get companies to change their existing communication approaches and adopt Flock for seamless messaging.

## **EXECUTIVE BIO**

Bhavin Turakhia, CEO, Ringo is a serial entrepreneur. He has founded and continues to run several successful Internet businesses, including <http://bigrock.com>, <http://resellerclub.com>, <http://logicboxes.com>, <http://radixregistry.com> and <http://ringo.co>.

He is passionate about the communications space and envisions a world where high quality communication is free for the masses. Ringo is one of several planned services that he intends to launch in this space.

### **The Early Years**

Bhavin was first exposed to computers in 1986, when he was in 6th grade. The 12-seater computer lab at school soon became his “Mecca”. He spent countless hours after school exploring GWBASIC and other programming languages on his own. He read various manuals and books to teach himself, what perhaps even his teachers did not know. By grade 9, he was a “computer guru” teaching lessons to students and teachers after school hours.

Bhavin fondly recollects working on several software projects, back in school, writing routines for advanced features such as mouse enablement, simulation engines and music players on primitive systems over 2 decades ago. When he was 13, he developed an advanced stock market simulation game to track stock prices. From an early age Bhavin was passionate about whatever he undertook.

By the time he was 14, Bhavin had discovered his entrepreneurial zest, constantly pushing himself to "Create something of Value in the world" – a personal philosophy Bhavin stands by even today.

### **The Entrepreneur in Bhavin**

Bhavin came from a family that had no background in business. His mother, a lawyer by education had taken up the primary responsibility of looking after her two sons. His father, a Chartered Accountant by profession, had moved onto establish his own practice in Bombay after working for a Shipping company. His father played an instrumental role in stimulating Bhavin's intellect. He encouraged Bhavin to read extensively, providing him with all possible books of his choice. As a young boy Bhavin averaged 3 books every month. His personal favorites remain biographies, which he believes were his source of inspiration to tread the path of entrepreneurship.

When the time came to choose his line of education at college, he was presented with the two classic Indian aspirations – Engineering and Medicine. His natural orientation to logical reasoning, math and puzzles made him consider Computer Engineering in premier institutes in India. A hard look at the curriculum of the course left him convinced that an Engineering degree would be a colossal waste of his time. He knew more and he couldn't wait to begin. He enrolled into a Bachelors of Commerce course from Sydenham College, Mumbai. All through college he didn't lose focus on his vision of creation.

He proceeded to start multiple businesses and founded the Directi (<http://directi.com>) group while in college. Within Directi, Bhavin continues to run several successful Internet businesses including - <http://bigrock.com>, <http://resellerclub.com>, <http://logicboxes.com>, <http://radixregistry.com>. His younger brother – Div Turakhia – is also a serial entrepreneur and has founded and operates many successful businesses in the Online Advertising space including – <http://media.net>, <http://skenzo.com>, <http://domainadvertising.com>. A few unique characteristics of each of the above businesses - every business is bootstrapped, self sustaining, and has no external debt or investment. All of the businesses were started with limited capital from internal accruals and then subsequently grown into large global businesses that rank amongst the top 5 or 10 worldwide. Recently Bhavin divested a few of the Directi businesses in a part cash, part stock deal with the Endurance Group – a publicly listed cloud and web services provider.

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