Voxie AI SMS Service Proposal

Powered by Messages Improved

Executive Summary

Voxie is an AI-powered conversational assistant that operates entirely over SMS, enabling every subscriber—even without data or a smartphone—to chat with a personal AI. For the MVNO, Voxie offers a new revenue stream, increased engagement, and improved brand perception as a tech-forward carrier.

Key Highlights:
• Works on any phone with SMS capability
• Zero setup for the user — just text a keyword (e.g. "HI" to 12345)
• Fully hosted by Voxie (no network upgrade required)
• Revenue share on subscription or usage fees

Product Overview

Feature	Description
Access Method	2-way SMS short code or long code
Core Service	Conversational AI powered by Voxie engine
Channels	SMS (Phase 1), optional USSD and Voice IVR (Phase 2)
Availability	24/7 intelligent chatbot experience
Languages	English + local languages

Commercial Model

Voxie operates under two partnership structures, each with a monthly retainer that includes a prepaid message allowance. Messages are billed at $0.01 each, counting both user and AI replies (2 SMS per interaction). Overages are charged at discounted, tiered rates as volume increases.

Item	Option A: Revenue Share + Minimum	Option B: Wholesale License
Retail Price (example)	$1.00 / week (auto-renewing)	$1.00 / week

Carrier Share	50% of net revenue	100%
Voxie Share	50% of net revenue	Fixed wholesale rate
Monthly Service Retainer	$5,000 (includes up to 500,000 SMS)	$20,000 (includes up to 1,000,000 SMS)
Overage Rate	Tiered pricing: • Next 1M → $0.009 • Next 4M → $0.008 • Beyond 5M → $0.007	Same tiered structure applies
Billing Method	Prepaid balance debit via MVNO billing API	Same
Settlement	Monthly reconciliation; retainer offsets Voxie's share	Monthly reconciliation; retainer offsets wholesale usage

Example Cost Scenarios

Monthly SMS Volume	Cost	Effective Rate	Notes
500,000	$5,000	$0.0100	Within base allowance
1,000,000	$20,000	$0.0200	Wholesale flat, no revenue share
1,500,000	$24,500	$0.0163	$20k base + 500k at $0.009
5,000,000	$66,000	$0.0132	Tiered discount applied
10,000,000	$101,000	$0.0101	High-scale discount tier

Usage Metering & Billing Terms

• Each user message and each AI response are counted as separate SMS units.
• Monthly retainer covers included SMS usage (500k or 1M).
• Once usage exceeds allowance, tiered discounts automatically apply.
• Overage fees are billed at the end of the month via reconciliation.
• All messages are logged and auditable via Voxie's analytics dashboard.

Implementation Plan

Phase 1: Pilot Setup (2 weeks) – Short code provisioning, keyword config, billing integration.
Phase 2: Soft Launch (4 weeks) – Limited rollout and analytics.
Phase 3: Nationwide Rollout (8–12 weeks) – Full campaign and scale.
Phase 4: Enhancements – Voice IVR and USSD integration.

Next Steps

1. Sign Mutual NDA
2. Confirm integration method (SMPP or REST API)
3. Define retail pricing and revenue split
4. Schedule pilot launch (30-day rollout recommended)