



twilio

Board Meeting
March 23, 2010

PRIVILEGED & CONFIDENTIAL

I'm convinced @twilio is the greatest thing to be created in a long time. 

about 3 hours ago via Tweetie

 Reply  Retweet



sunnythaper

Sunny Thaper

OMG. [#twilio](#) is just about the coolest thing I've seen in years. Took about 15 minutes to hook SMS sending into my ruby app. Love it!



12:15 AM Mar 14th via Tweetie

[↩ Reply](#) [↻ Retweet](#)

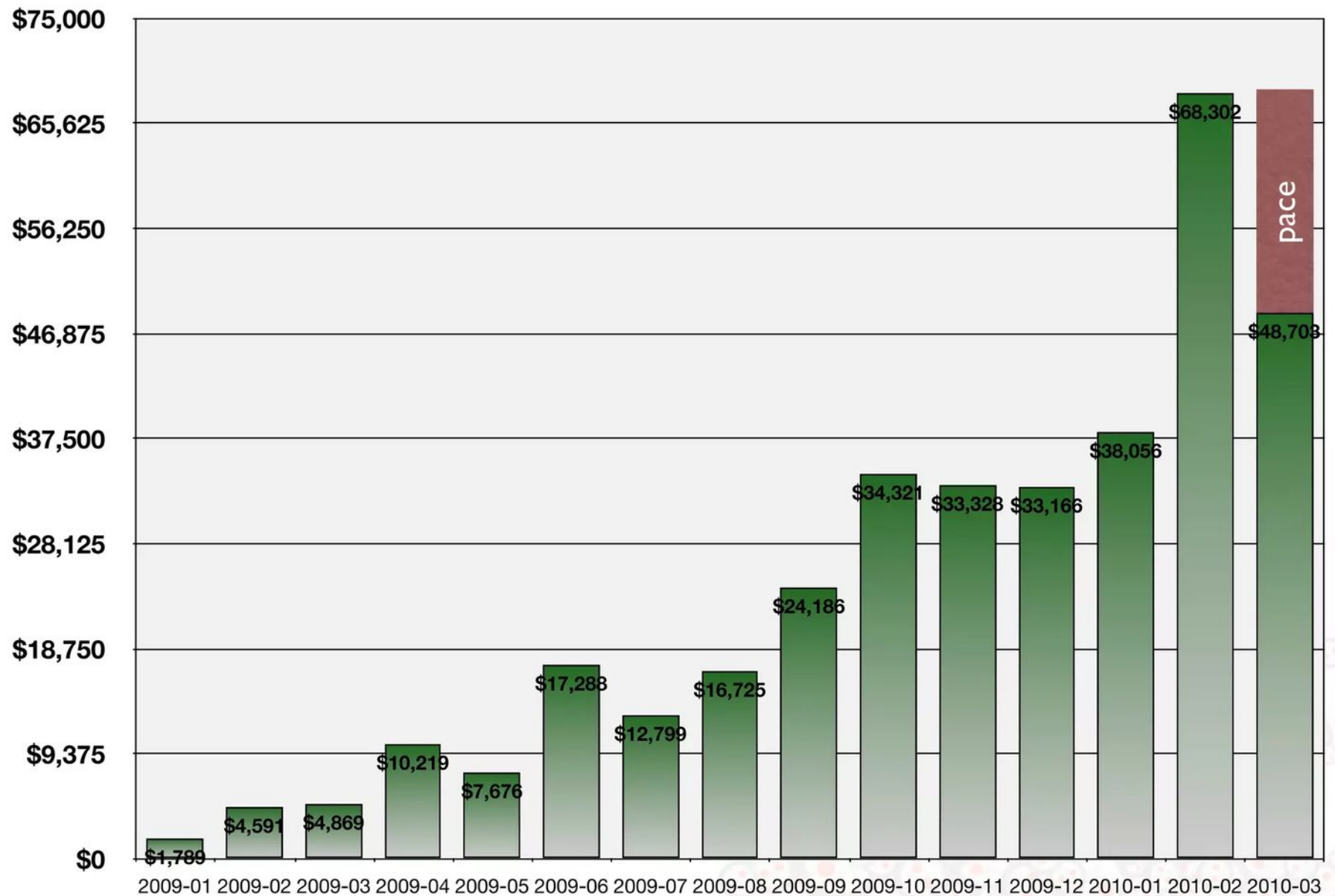


[xjohnson](#)

BUSINESS METRICS

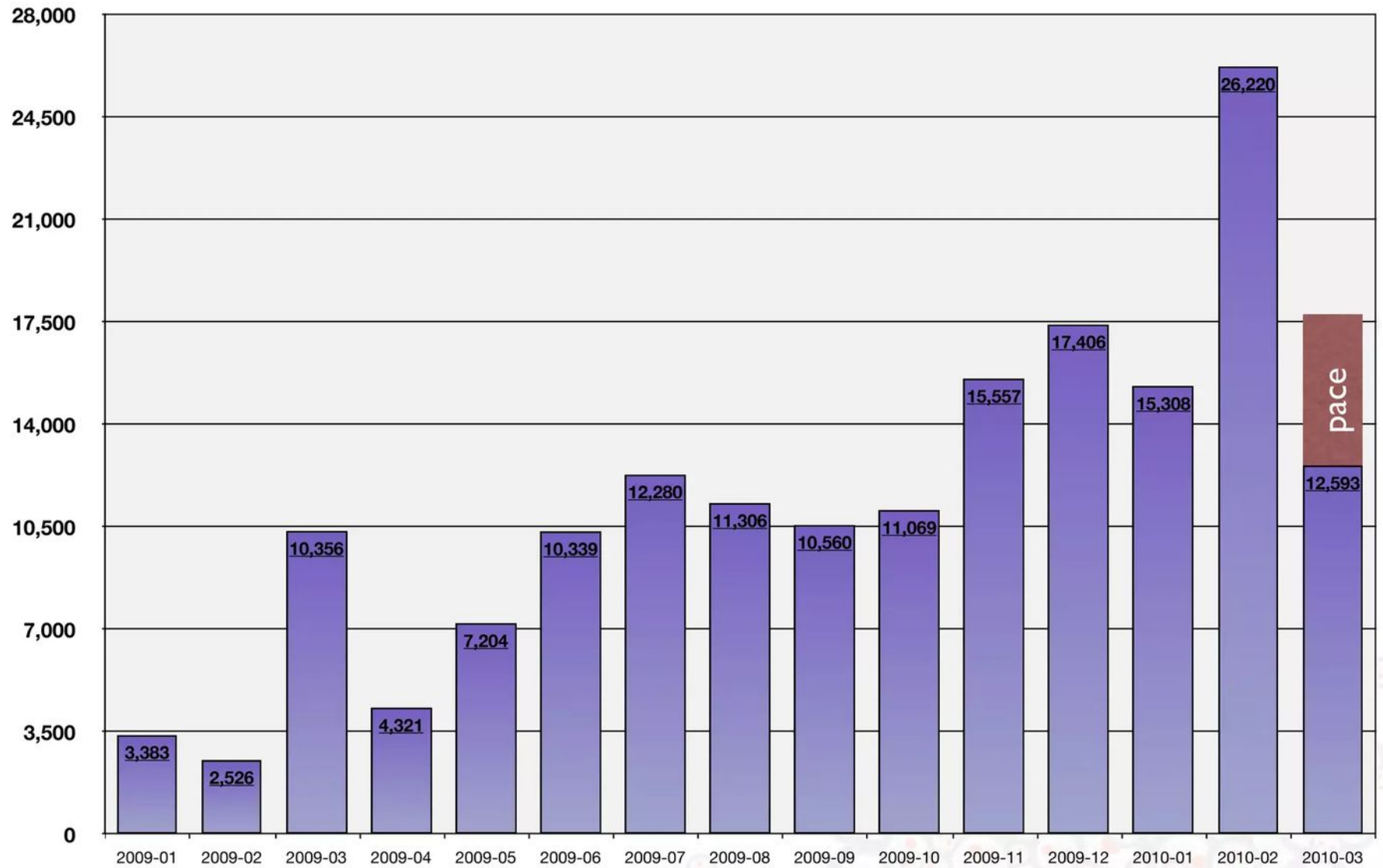
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Sales



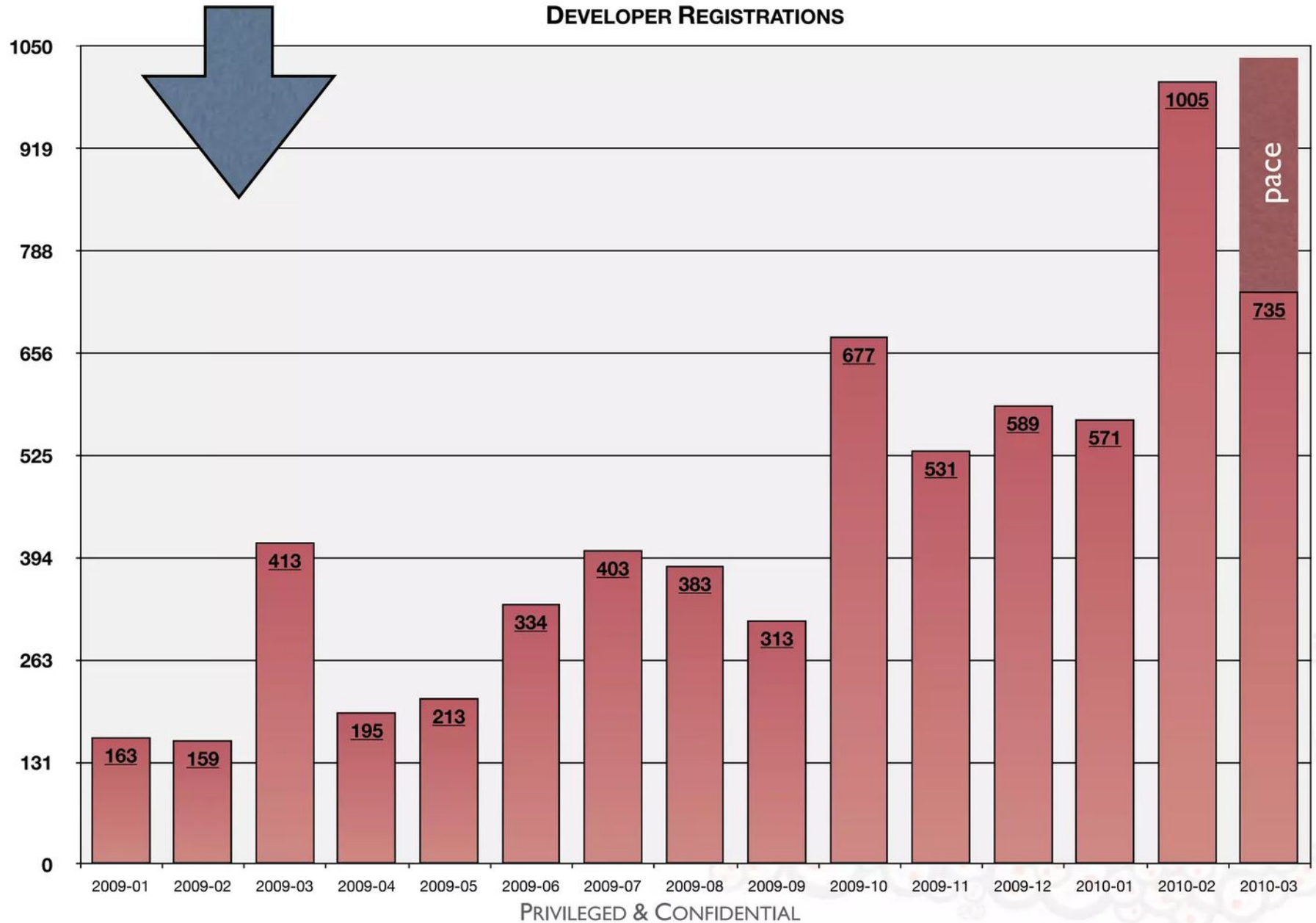
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NEW VISITORS

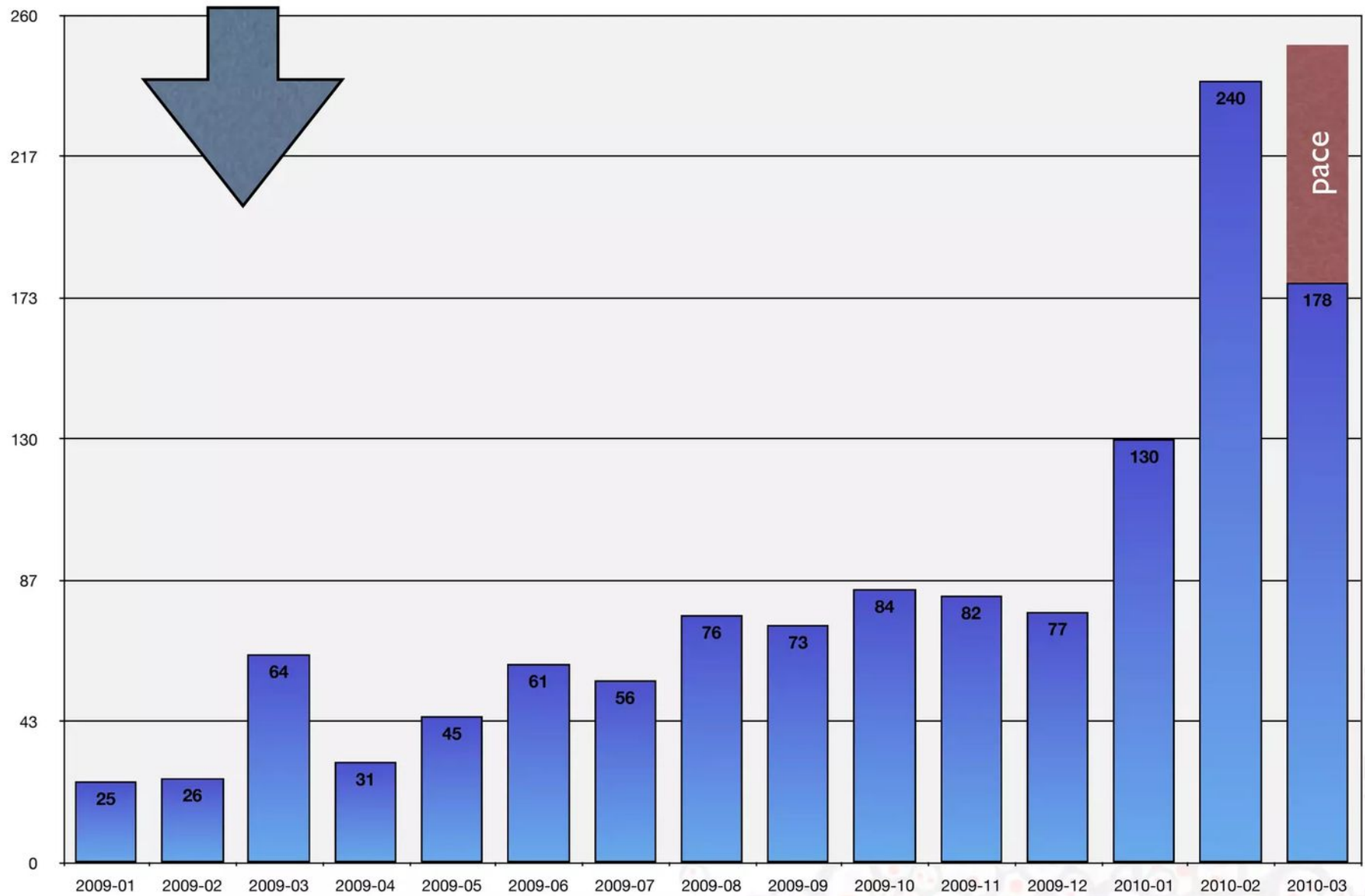


5.8% Conversion

DEVELOPER REGISTRATIONS



24.2% Conversion_{Upgrades}



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As of March 22nd

7841

DEVELOPER ACCOUNTS

> 1000 / Mo

1316

UPGRADED ACCOUNTS

> 250 / Mo

COMPANY PRIORITIES

Hiring
Metrics
Scalability & Reliability
OpenVBX

RECRUITING

Filled:

(Since last Board Meeting)

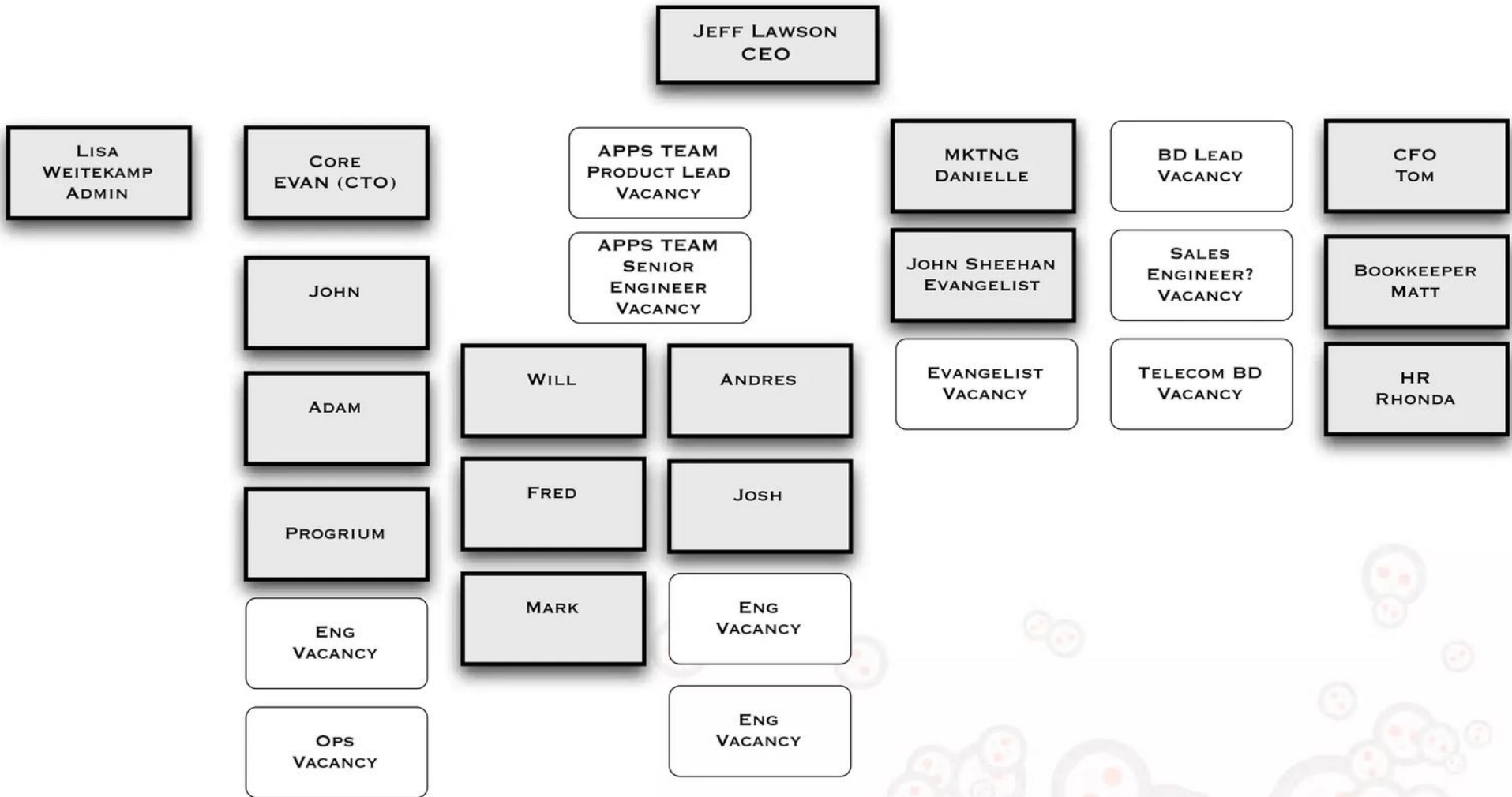
- I Office Manager (FTE)
- I Evangelist / CS (FTE)
- Recruiting Consultant (C)
- Recruiting Contractor (C)

Open:

- 2 Web Engineer
- I Senior Web Engineer
- I Core Engineer
- I Ops Engineer
- I Sales Evangelist(?)
- I Developer Evangelist
- I Apps Product Manager
- I Telecom BD

Big Hire:

- I VP Bus Dev



METRICS

Service Board

% Responded to in SLA

Current
Open
Tickets

Avg
Resolutio
n Time

Sales Board

\$ Month

Phone
Numbers

Calls

SMS

% Change

% Change

% Change

Today

Today

Today

Adoption Board

Month
Signups

Month
Upgrades

% Change

% Change

Today

Today

System Status Board

Issue Icon

Current Issue

Twitter

CORE TEAM

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“Twilio Scales”

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CORE TEAM

METRICS



METRICS

Scalability	# of Simultaneous Calls
Reliability	Points of Failure

METRICS

Scalability	N Simultaneous Calls
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Metric: # Simultaneous Calls

Tested to 5000

METRICS

Scalability	N Simultaneous Calls
-------------	----------------------

Metric: # Simultaneous Calls

- Risks:**
- Cluster Bottlenecks
 - Persistence layer/Management tools
 - Carrier capacity
 - Inbound limits, toll-free

METRICS

Reliability

Points of Failure

Metric: Customer facing failures

Total tests	0/0
Voice Loopback	0/0
SMS Loopback	0/0

End-to-end Tester Results - Past 30 days

METRICS

Reliability	Points of Failure
-------------	-------------------

Metric: Customer facing failures

Risks:

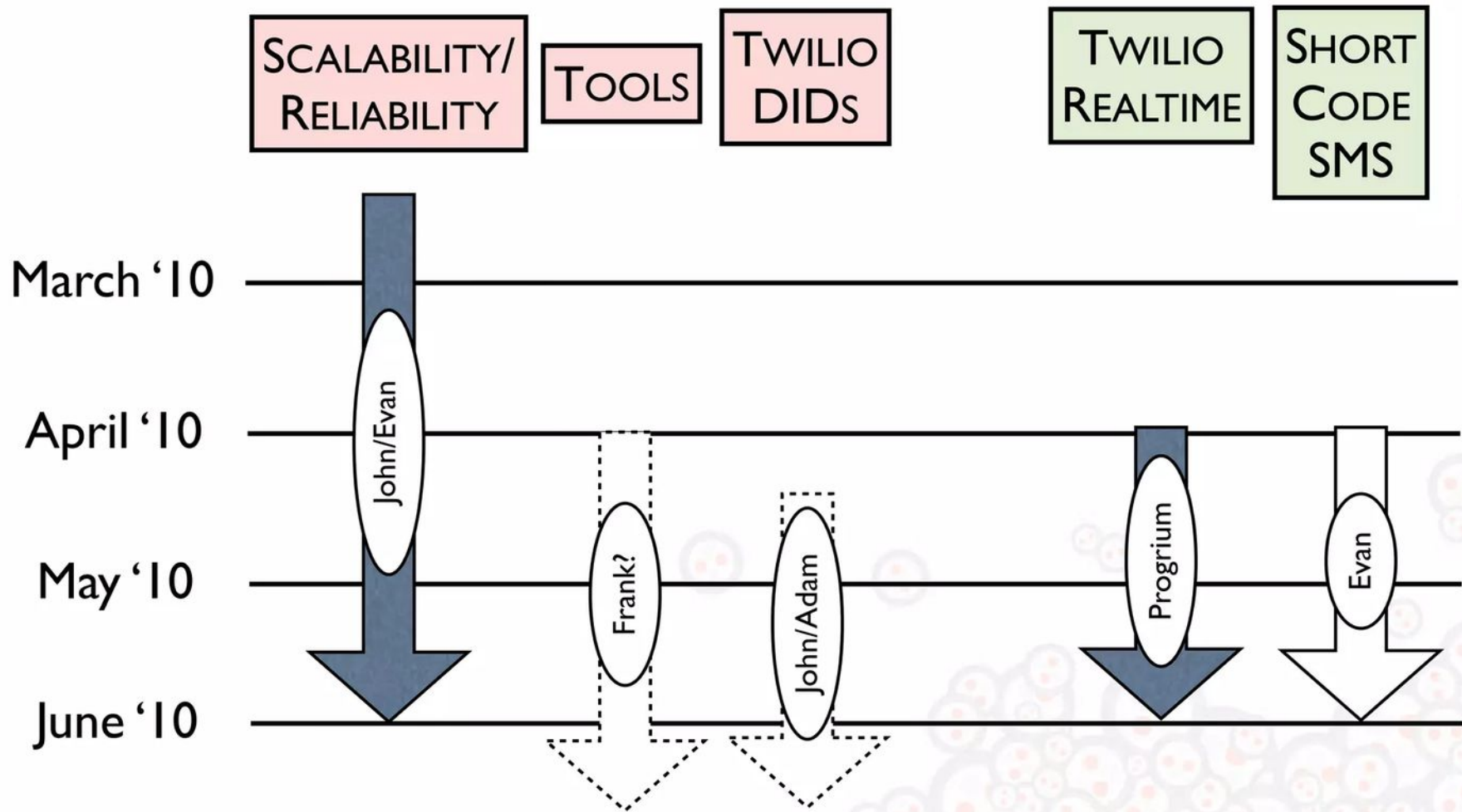
- Single points of failure
 - Persistence/Load Balancers/Queuing
- Massive correlated failures
 - Limited to single EC2 availability zone

CORE TEAM

PROJECTS



PROJECTS



APPS TEAM

“Discover”
Apps & Developers Directory

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EXPLORE APPS AND DEVELOPERS

BY INDUSTRY

Activism
Conferencing
Developer Productivity
Education
Games
Healthcare
Notifications & Alerts

Advertising
Customer Service
Ecommerce
Facebook Apps
Government 2.0
Non Profit

BY TECHNOLOGY

Apple
Azure
Drupal
Heroku
Lead Gen
Salesforce
Telephony
Web
Zend

BY TWILIO FEATURES

Conferencing
Transcription

SMS
Voice

BY LANGUAGE

.NET
Bash
Coldfusion
Java
MySQL
Perl
Python
Visual Basic

UPCOMING PROMOTIONS

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MARKETING METRICS

Key Stages of the Funnel:

New Website Visitors

Signups

Upgrades

BOXEE DEVELOPER CONTEST

2 Weeks
Boxee Box Prize
Dual Coast Hackathons

GOOGLE CHROME CONTEST

2 Weeks
Launch Builders

EVENTS

March	NYC - 3 Hackathons VBX VIP Weekend
May	Gov 2.0 Google I/O GlueCon



CUSTOMER SERVICE METRICS

SLA: Response under 12 Hours
Avg Response Time

VBX UPDATES

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DEVELOPER WEEKEND

March 20th & 21st

~15 Plugins Written
API Feedback
Bug Discovery
Evangelists & Content for Launch
Won Over Most Sensitive Developers

LAUNCH PRIORITIES

Shooting for week of **April 26th**

API Improvements	~2 Weeks
Bug Fixes	Ongoing
VBX Website Collateral	3 Weeks
Plugin Repository	3 Weeks
PR & Marketing Machine	Venue?

G&A TEAM

Ravix Group (CFO)
Krohn & Godby (Accountant)
~Gunderson (Lawyers)
Dan Arkind (Recruiting)
Joanna Samuels (Recruiter)

BOARD HELP

Recruiting

Big BD Hire

OpenVBX

Launch PR

Launch Distribution Partners