

Pitch Deck 2025

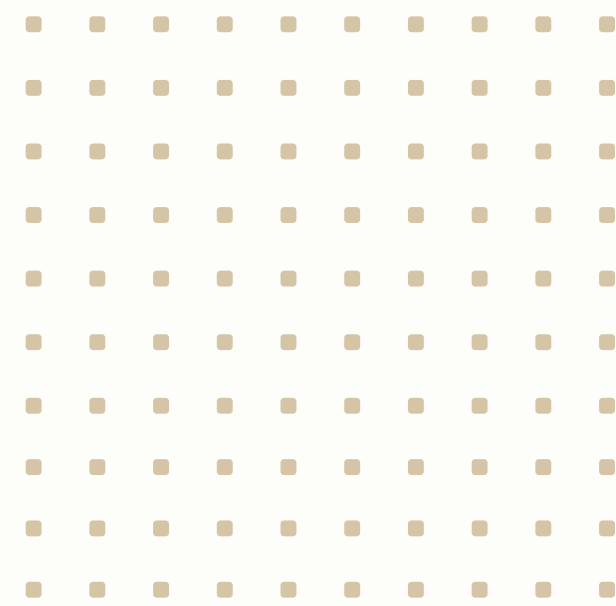
Match LCR

Modern, AI-powered Least Cost Routing, billing, and telecom infrastructure management.



A bit of context for investors unfamiliar with telecom:

How Global Voice Routing Works



Telecoms route millions of calls

Large carriers handle global voice traffic, routing millions of international calls every day across partner networks.

Revenue based on smart routing

For each call, carriers earn money from their users, but must pay another carrier to deliver it. The margin in between is their core profit.

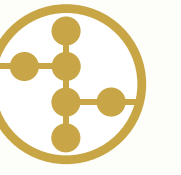
Routing rules matter

Each call destination can be reached through multiple partner carriers, each offering different costs and quality levels. Choosing the wrong one means losing money, or delivering poor service.

Prices change constantly

Carrier costs fluctuate daily, potentially turning profitable routes into losses. Telecoms must continuously monitor and adapt their routing rules.



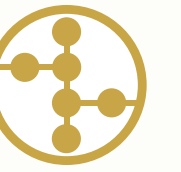
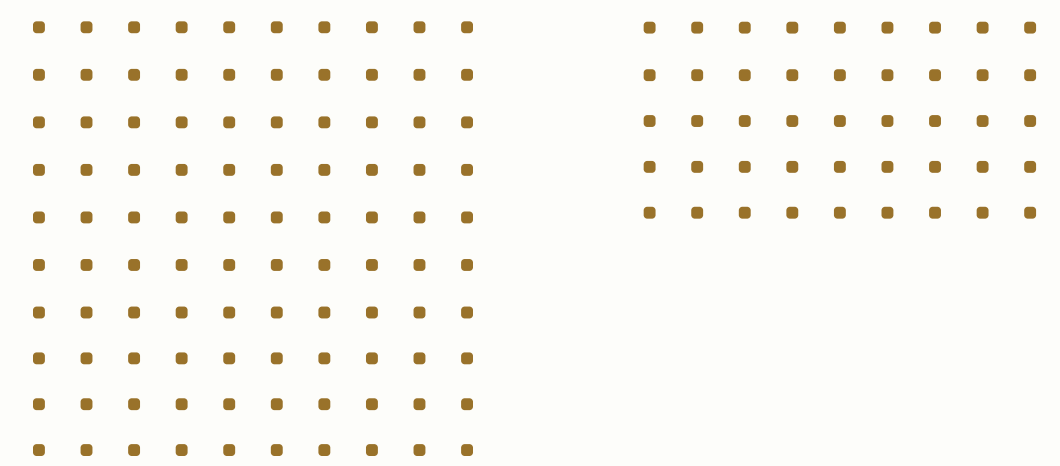


The Problem

Telecom tooling and infrastructure are stuck in the past.

Most carriers still rely on outdated, expensive software, patched together with spreadsheets, manual processes, and vendor-specific tools.

This makes it harder to react quickly, increasing the risk of unprofitable routes and lost revenue. Cost optimization is slow and painful, and integrating with modern systems is far more difficult than it should be.



The Opportunity

01

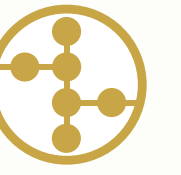
Global telecom market is \$50B+ and underserved by modern cloud solutions.

02

Growing demand for automation, cost optimization, and flexibility.

03

Fragmented competition opens the door for a unified solution.



The Solution: Match LCR Platform

LCR System

Least cost routing rules management system with, modern UX and AI integration.

Billing Portal

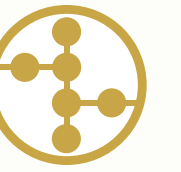
Web portal for carrier credit management, as well as inter-carrier billing and commitments.

Matching Engine

Switch incoming call routing rules matching engine, built in Rust for ultra-fast response time.

Hosted Switches

Heroku-style FreeSWITCH/ Kamailio provisioning with load balancing and seamless horizontal scaling.



Key Differentiators

Unique expertise

Founder with hands-on telecom product experience (LCR systems used by carriers serving millions of users) combined with financial systems and banking integration expertise.

Support variety

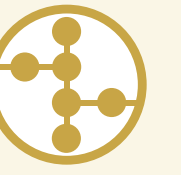
Our LCR system will support modern FreeSWITCH and Kamailio, as well as some legacy switches like Dialogic.

AI-driven automation

Most actions will have option of being done manually in a modern UX interface, as well as accessible to our AI Agent, to be executed based on slack messages/emails/dashboard prompts.

Unified and streamlined

All routing, billing, and infrastructure management in one seamless platform, replacing fragmented tools and manual workflows.



Revenue Model



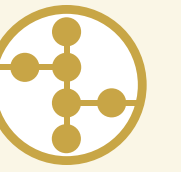
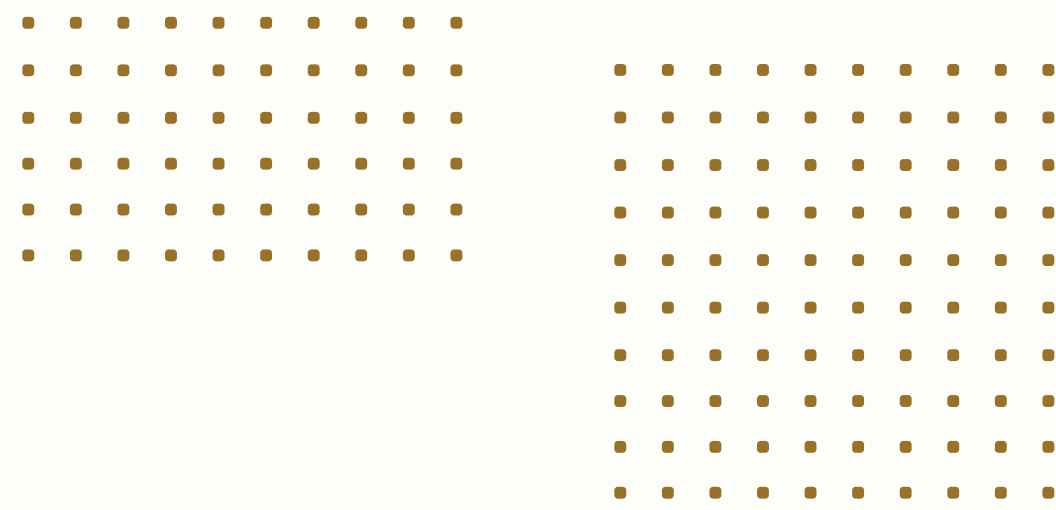
LCR Rules management system SaaS subscription.

Billing portal add-on subscription.

Switch deployments platform infrastructure costs
margin (like Heroku with AWS).

Calls termination profits of our own carrier (we will
be the default starting carrier available for switches
deployed on our service).

Estimated total monthly revenue per client: \$500–\$15,000+
(~\$6,000–\$180,000 annually), depending on company size,
features used, and level of infrastructure integration.



Roadmap & Milestones

MVP

LCR system, switch rules matching engine, billing portal.

Next

Early customer pilots and partnerships.

Future

Official MatchLCR carrier and Hosted switch provisioning platform.



LCR Preview

Sneak peak of the LCR rules management system.
Work in progress with placeholder values.

Match LCR

- Dashboard
- Product Routing Rules
- Carrier Routing Rules
- Regions Management
- Pricelist Import
- Pricelist Export
- Carriers Configuration
- Product Configuration
- Billing
- Match Simulator
- CDRs

Sarah Johnson
Product Manager

Dashboard

Welcome back! Here's an overview of your business metrics.

Total Revenue

\$

\$45,231.89

↑ +20.1% from last month

Total Profit

\$

\$12,847.32

↑ +15.8% from last month

Minutes Sum

2.4M

↑ +8.2% from last month

Active Carriers

47

↑ +3 carriers from last month

LCR AI Assistant

Chat with AI to manage your LCR operations

Hey, can you update the routing rule for UK Mobile destinations to prioritize Vodafone UK over BT Wholesale for our Premium Voice product?

I'll help you update the UK Mobile routing rule for Premium Voice. Here's what I'll do:

- Fetch current UK Mobile routing rules for Premium Voice
- Update priority: Vodafone UK → Priority 1
- Update priority: BT Wholesale → Priority 2
- Apply changes to routing table

Successfully updated UK Mobile routing rules for Premium Voice product. Vodafone UK is now prioritized over BT Wholesale. Please check the changes and confirm:

View Pending Rules →

Ask me to update routes, configure carriers, or analyze performance...

Recent Activity

Latest actions across your LCR system

- Routing rule updated** 2 hours ago
Sarah Johnson updated routing rule for US destinations - Priority changed to Carrier A
- Pricelist imported** 5 hours ago
Alex Thompson imported new pricelist for Verizon Carrier - 15,432 routes added
- Carrier configuration modified** Yesterday
Michael Chen updated carrier settings for AT&T - Quality threshold set to 4.2
- Special rule created** Yesterday
Emily Davis created new special routing rule for premium destinations
- CDR analysis completed** 2 days ago
System completed profitability analysis for Q4 - 2.3M calls processed
- Margin rule updated** 2 days ago
Lisa Wang modified profit margins for European mobile routes - Increased by 0.5%
- Carrier added** 3 days ago
John Smith configured new carrier Orange France - Premium Voice product enabled
- Route optimization** 3 days ago
System automatically optimized routing for Asia-Pacific destinations
- Quality check** 4 days ago
Quality monitoring flagged Carrier X for low ASR - Investigation initiated
- Billing reconciliation** 5 days ago
Monthly billing reconciliation completed - 99.8% accuracy achieved

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Sarah Johnson
Product Manager

Product Routing Rules

Gold - Germany

☐ Show pending changes ☐ Show future rules

Gold Germany Last 30 days

A Destination	B Destination	Valid From	Position 1	Position 2	Position 3	Position 4
-	Germany Fixed	1/1/2024	Deutsche Telekom €0.0045 99.8%	Vodafone €0.0038 99.5%	Telefonica €0.0042 98.9%	NetCologne €0.0035 98.7%
-	Germany Fixed	7/2/2025	Vodafone €0.0035 99.9%	Deutsche Telekom €0.0040 99.8%	1&1 €0.0038 98.5%	Telefonica €0.0042 98.9%
-	Germany Mobile Vodafone	1/15/2024	Block			
-	Germany Mobile O2	2/1/2024	70% Telefonica €0.0042 98.9% 30% Deutsche Telekom €0.0045 99.8%	Vodafone €0.0038 99.5%	Deutsche Telekom €0.0045 99.8%	NetCologne €0.0035 98.7%
-	Germany Mobile O2	6/20/2025	Vodafone €0.0036 99.6%	1&1 €0.0041 98.3%	Deutsche Telekom €0.0045 99.8%	Telefonica €0.0042 98.9%
-	Germany Premium	2/15/2024	Redirect to Gold			
-	UK Fixed	1/1/2024	BT €0.0048 99.7%	Vodafone UK €0.0038 98.5%	EE €0.0041 98.8%	Three €0.0029 96.1%
-	UK Mobile EE	1/20/2024	Block			
-	UK Premium	3/1/2024	Redirect to Silver			
-	US Fixed	1/1/2024	AT&T €0.0052 99.6%	Verizon €0.0049 99.4%	T-Mobile €0.0036 98.1%	Sprint €0.0031 97.2%

Available Carriers

Selected Rule:

CARRIER

- Deutsche Telekom
€0.0045 99.8%
- Vodafone
€0.0038 99.5%
- Telefonica
€0.0042 98.9%
- NetCologne
€0.0035 98.2%
- 1&1
€0.0032 97.5%

SPECIAL ACTIONS

Block

- Redirect to Gold
- Redirect to Silver
- Redirect to Premium

Drop carriers here to remove them

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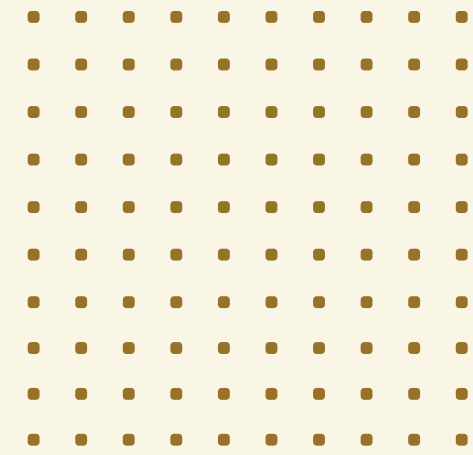
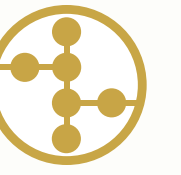
Sarah Johnson
Product Manager

Regions Management

Manage region-prefix configurations for Gold - Germany

Product: Gold Country: Germany Region Name: Filter by region... Prefix: Filter prefix... From Date: dd. mm. yyyy To Date: dd. mm. yyyy

Previous Version	Active Version	From 24.6.2025	From 15.8.2025	From 1.12.2025	History
Germany Fixed Valid from: 12/1/2023 - 1/31/2024 4930 4940 4969	Germany Fixed Valid from: 2/1/2024 4930 4940 4969 +1 more	Germany Fixed Lines Valid from: 6/24/2025 49211 4930 4940 +2 more RENAMED	All Prefixes (5) 49211 4930 4940 4969 4989	+ -	
Germany Mobile Vodafone Valid from: 11/15/2023 - 1/14/2024 49172 49173 49174	Germany Mobile Vodafone Valid from: 1/15/2024 49172 49173 49174 +1 more	+ -	Germany Mobile Vodafone Valid from: 8/15/2025 49172 49173 49176 +1 more	+ -	
UK Fixed London Valid from: 10/1/2023 - 2/29/2024 4420	UK Fixed London Valid from: 3/1/2024 4420 44203	+ -	UK Fixed London Valid from: 8/15/2025 DELETED	+ -	
	US Fixed New York Valid from: 1/1/2024 1212 1646 1917	US Fixed New York Valid from: 6/24/2025 1212 1646 1917 +1 more	+ -	US Fixed New York Metro Valid from: 12/1/2025 1212 1646 1917 +2 more RENAMED	
France Mobile Orange Valid from: 9/1/2023 - 1/31/2024 33606 33607	France Mobile Orange Valid from: 2/1/2024 33606 33607 33608	France Mobile Orange Valid from: 6/24/2025 33606 33607 33608 +1 more	France Mobile Orange Valid from: 8/15/2025 33606 33608 33609 +1 more	+ -	
	Spain Fixed Madrid Valid from: 1/1/2024 3491 3493	Spain Fixed Madrid Valid from: 6/24/2025 3491 3493 3495	+ -	+ -	
Italy Mobile TIM Valid from: 8/1/2023 - 1/31/2024	Italy Mobile TIM Valid from: 2/1/2024	+ -	Italy Mobile TIM Valid from: 8/15/2025	+ -	



The ask

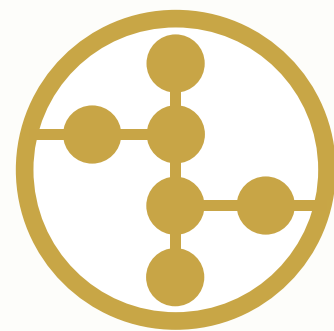
01

Seeking pre-seed funding to complete MVP, onboard pilots, and build infrastructure.

02

Open to strategic partnerships and early customer conversations.





Thanks

Could we be a match? Let's discuss further.



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