

## JR Guerrieri of Nynja Inc

[00:00:04.77] This is the Investor Connect podcast program. I'm Hall Martin and the host of the show in which we interview Angel Investors, venture capital, family offices, private equity, many other investors for early stage and growth companies. I hope you enjoy this episode.

[00:00:23.90] Hello, this is Hall Martin with Investor Connect name here, JR Guerrieri CEO and co-founder at Nynja. Nynja is a unified communications platform for remote work that solves the problem of fragmented communications. Combining the best features of Zoom and you send it to you is the fastest way to make an automatic conference call with a large number of participants. Just click and join. That simple with no software download required ninja's mission is integrity and data and absolute business continuity. I thank you for joining us.

[00:00:49.79] Hi, very nice to be here.

[00:00:52.34] So what was your background before cofounding NINJA? What did you do before this?

[00:00:56.33] I did serial entrepreneur. So I've done three startups and exited. My last exit was software hardware company that focused on LEDs, light emitting diode technology and heat seeking technology. And I sold out to a private equity firm in twenty eighteen and was kind of morphing into I don't know what I'm going to do next, kind of never even crossed my brain because I was kind of necessity is the mother of invention. And we had a major communications problem at this global company that I sold and that's where Ninja was born, pretty much great.

[00:01:32.63] And so what's your advice for people investing in this space? What do you tell them to do before they write that check?

[00:01:37.50] Well, you have to do your due diligence, of course, and you have to have a good product. Nowadays is a lot of competition. So you need a robust, scalable product and you need people that have done it before, number one. And number two, you need a really good go to market strategy.

[00:01:53.90] Right. And so let's talk about this sector that we're in now. How is the industry evolving? Where do you see it going?

[00:01:59.66] Well, I think, you know, we're seeing the new norm today and the new norm is, you know, I mean, it's a bad thing for the entire planet, but for business and the economics of it, the new way to do business with a lot less overhead, able to hire more people. So you're putting your money into resources, human resources, versus like a fancy office space on Fifth Avenue that has really nice glass windows that cost a million dollars a month. Right. So I see a lot of good things coming out of it. People are adapting and they're able to do business and continue to do business on a vast scale, but with a lot less overhead, so to speak. So I see this as a new norm and almost a better norm to attack the market with.

[00:02:40.13] What is the growth rate of the sector now, if you can put a number on it?

[00:02:43.61] We were we were putting numbers on it. Unified communications by twenty twenty five was one hundred and sixty two billion dollars. And this was like a year pre colvert. So I wouldn't if the McKinsey surveys aren't even done or out. Yeah. I can just imagine it's through the roof and still watching these different stocks go up and they just skyrocket. It's a great, great sector. The communication sector and all this virtual remote collaboration workflow is amazing. We were doing it in 2016 when we first started this company and we were building products remotely with this, not knowing covid was going to hit and covid hits. And it just gives us a really, really good, great boost. A lot of awareness and a lot of traffic and a lot of business that got right.

[00:03:28.17] And so how many companies are engaged in it, if you can estimate?

[00:03:31.40] Oh, well, you know, there's obviously the usual suspects, right? Microsoft and Zoome and stuff like that. But there's a lot of more collaboration companies that do, you know, one or two things really well. And we were using a lot of these things going back to the 90s, you know, 2000s. Skype was one of them we went to and it's very fragmented. There's a lot of small companies, you know, a handful of big players.

[00:03:55.85] And so what are the challenges in this space? What do you have to overcome to make a successful product and entrance into it?

[00:04:01.94] You know, marketing, marketing, marketing. Right. You need to really get your name out there and let people know why you're different, what the differentiators are and what makes you better. And that's the biggest our biggest goal. And probably all the companies that ever started have been from an education background where you need to educate the consumer and like they say, and educated consumers, our best customer. So, you know, this is the type of product that you need a little bit education. It's super easy to use. It's not like going and getting a sales force, buying it, having to hire a third party to make it work, having to hire somebody to run it. And you're ten, twenty thousand dollars into it and you have a working product. So this is a very easy get your company up and running on five productivity tools in less than ten minutes.

[00:04:45.74] So how does Ninja fit into this landscape? Are you on the high end, low end or where exactly are you positioned?

[00:04:50.93] Ninja is in the mid range from a price point of view, but high end from a functionality point of view. And what we've done is we've taken the five of your mission critical applications, you're sending large files, you're having video conferences, you're sending things to groups, you have file storage. You're trying to get people to sign up for events and organize people, which is really hard nowadays to do. And we basically automated at the conference call. You don't even need to click a link anymore. It just calls you conference calls at ten o'clock. It calls everybody in the group. So we try to send. A fight to create a meeting, to making the meeting and having a meeting in one touch, just automatic.

[00:05:29.08] And what do people like most about the product?

[00:05:31.21] Well, we have a lot of different testimonials. And the thing that I guess that I like the most is that in office experience virtually. So what I mean by that is we're in a conference call right now. Now you're using a traditional Web Xoom. You have to send somebody a link. Can you please call in on this link so I can get you and yada, yada, yada. And it's just sometimes you don't get them and it's just time consuming. So I have my whole company or my groups of

offices, my sales department, my technical support. They're all on ninja. So I want to call somebody and have a quick question. I hit the button adamantium call and instantly in the call itself in the room and we're conversing. And I could bring three or four people and I could drop them out. I could bring more other people in. I could have outside people from our company come in, maybe a vendor that we want to talk to all in real time, instantly without inviting anybody, just like you would make a regular phone call.

[00:06:20.35] So it's just removing friction from the process and making it that much easier.

[00:06:24.25] Exactly. That's a good way of removing all the friction. Pretty much frictionless.

[00:06:28.60] So what's the next stage for you guys? Where do you go from here?

[00:06:31.15] We have a phenomenal, scalable, robust platform. It's a suite of products. I like to look at it as a SAP module driven, but we have the app. They are the CRM. We have all those productivity tools in one suite. And now it's marketing and awareness and sales, marketing awareness. And we're just going we're in a growth mode right now. And that's really where we're going. And we're tackling people that need that mission critical software and they need it to work. And we're mobile first. So our mobile is as robust as our desktop, which all I could say that about all our competitors. It's not ever trying to send or organize something on Slack mobile. I don't even know anybody that has done that. And I have a lot of developers I talk to so we can do everything from a mobile device. So it's a really nice product that works as easily on mobile as it does on desktop.

[00:07:18.34] Who's using it these days?

[00:07:19.75] We have lawyers using IT account and using it, real estate firms using it, a property developer, managers using it, municipalities doing their meetings. Because all the Zune stuff, you know, they don't they want a closed network. They want to have that extra layer security. And Ninja provides a closed caption for lack of a better word, like a closed circuit, closed circuit TV would be ninja's thing. And then a traditional WebEx resume would be like broadcasting on ABC where anybody could grab it out of the air. So they want to do that. You know, we work with a lot of municipalities, different type of government agencies were SOTA

were Hepple, were doing a lot of telemedicine now. So we have a quite a wide array of customers that just have come to us, you know, just because they know the platform. But our main focus is going to be in two general areas. So we're going to focus our sales efforts in two general areas, the remote workers, which is fifty four million person business and one point two trillion dollars. So that's really where we sit. Well, it's the person that needs those tools that doesn't have an unlimited budget that wants all those things. Kind of like the Swiss Army Knife of Virtual Workspaces.

[00:08:18.43] Great. Any company names as well that use it?

[00:08:21.04] I'd rather not mention companies names right now. And there we have big company names, small company names. But I don't like to throw those things around. If you're interested in knowing who they are, then we could talk to them. But I don't like to throw names around.

[00:08:33.90] Understood. So what else should we care that we haven't covered almost everything?

[00:08:38.41] Your questions are great. More information. You can always reach me at Jaara Ninja Dobby's and it's NY. NJ that this is my email. The website is Ninjago work. Real simple. We actually happen to be the editor's choice on the Samsung Galaxy store this week and we're we're hitting something like a thousand downloads today right now. So, you know, things are things are really starting to rock and roll, which is a good thing for us and a good thing for the community.

[00:09:05.95] Right. We want to thank you for joining us today and hope to have you back for a follow up soon.

[00:09:09.43] That would be great. Thank you very, very much.

[00:09:11.20] All investor connect helps investors interested in startup funding. In this podcast series Experience, investors share their experience and advice. You can learn more at Investor Connect, Doug. Paul Martin is the director of investor Canek, which is a five C3 nonprofit

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