

Total Voice

42%
Gross Margin
Before Exit

7.17%
Monthly growth
in 2018 2019

“The support of Bossa Nova was vital for the company construction process. Countless business connections were made, buttressed by networking and the benefits offered to us by the Bossa Network, underpinning interactions with other top tier founders.”

João Selarim - CEO, Total Voice

\ Fast tracked by Darwin Startups, Total Voice was an active player in the Santa Catarina State business sector, heading up the VOIP telephone market . It was acquired by Zenvia in order to include the following options in its services: API voice calls; automated TTS voice messages ; teleconferencing; and telephone switchboard configurations. This acquisition was prompted largely by the Total Voice technology.

COMPANY NEEDS

- Innovation for the Zenvia Communication Platform
- Portfolio diversification, extending the services offered to clients and companies
- Updating portfolio services to beyond SMS and including voice services

VALUE CREATION THROUGH PE&VC

With input from the Fund, the company was professionalized, introducing improvements such as:

- Business connections for the company
- Relationship network with other founders and mentorships
- Discounts and benefits with more than thirty platforms

OUTCOMES

- Average growth of 13.44% over the period
- More than 1000 clients listed by November 2018
- Pre purchase gross margin of 49.13%

totalvoice 

HEAD OFFICES
Palhoça/SC

ADMINISTRATOR
Bossanova

INFO
www.totalvoice.com.br
www.bossainvest.com

INVESTMENT
March 12, 2017

AMOUNT INVESTED
BRL 0.1 million

MANNER OF ACQUISITION
Common shares

STAKE
INITIAL / MAXIMUM / CURRENT
2.78% / 2.78% / 0%

DIVESTMENT
February 11, 2019

MANNER OF DIVESTMENT
Sale to Strategic

PAYBACK
IRR: 150%
MOIC 2.5