

# 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](http://www.totalvoice.com.br)  
[www.bossainvest.com](http://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