

# Cristina Fonseca e Tiago Paiva

## Talkdesk



## The key player

Project created by two former students of the Instituto Superior Técnico, Tiago Paiva and Cristina Fonseca, following an international competition organized by an American company. The two entrepreneurs, were researchers at INESC-ID Lisbon and both founded the Bouncely and VEEP.pt

## The blue print

Talkdesk ([www.talkdesk.com](http://www.talkdesk.com)) is an online platform which allows create a call center in 5 Minutes, for any companies doesn't matter the dimension with less costs and better information about the client.

Through a phone number and information available in the internal company system, operator receives a phone call and you can access all valuable information about the client. This is possible through integration with CRM systems and existing helpdesk as Salesforce.com, Zendesk or Desk.com, as well as public information available on social networks Facebook or Twitter.

## The journey to Silicon Valley

TalkDesk was launched in 2011, first steps happened after the submission of an app, to an international competition for startups. The competition was extremely high, but they were selected and invited to present their project in San Francisco. In the audience more than 500 people, among them, VC, Incubators, and companies from Silicon Valley.

They won and received a great number of proposals from business men and incubators. TalkDesk accepted the invitation to join an immersion program, in one of the most important incubators of the USA.

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## Key lessons from Silicon Valley

**Prototyping** - Put the product on the market as soon as possible. Investors do not invest in ideas, because ideas change. Investing in people.

**Less bureaucracy** – easy and friendly environment to establish the right partnerships.

**Easy Access** - Access to mentors in specific areas which help implement the business