

Why XYZ?

Why does the world need a new wireless phone company? It doesn't. Everyday people aren't yearning for a yet one more way to feel ripped off by the kind of wallet-eating, complexity-spewing, opaque blob-monsters that rule big wireless today. All people want is a clean, simple, high value, low cost way to stay connected to their world.

So, we created XYZ—because we believe there's a better way.

This world is crazy-fast-busy. Real people, working people, young people, single parents—all people—need to stay in touch. They need to feel connected with the world; to feel like they're not left behind; to feel like they're keeping up. They don't need to feel like they're paying down the national debt just to stay connected with the people and information important to them. What they need is affordable reliability.

So, we created XYZ—to put high-value wireless technology into everyone's hands.

Big wireless has forgotten it exists to serve people, not technology; that phones don't call or text each other, people do. They've forgotten the people who can't afford their bills; and even the ones who can, can't understand those bills. When people call customer service, all they want is straight talk from a live person—without growing old on hold. We believe the wireless business is no different than life: People don't need someone to do the impossible; people just need someone who cares about them; value for their money; and respect.

So, we created XYZ—to bring people back into the equation.

Everybody likes cool toys, and few toys are cooler than a cool phone. We believe everybody should have one. But nothing's un-cooler than a phone that's not reliable, a network that works sometimes, or the feeling that someone's smiling in your face while they pick your pocket. There's no rule that says you can't mix great technology, a reliable network and a simple, honest, inexpensive billing plan. It's just never been done before now.

So, we created XYZ—to break the rules, then change the game.

Yes, we're idealists, but we're practical idealists. We believe in making a profit; forward momentum dies without it. But the world is learning that when you chase dollar signs blindly, you never see the wall until it smacks you in the mouth, and in the soul. We don't believe dollar signs will save the world; we believe its people will. And for them to do that, we believe they need to be connected—simply, easily and less expensively.

So, we created XYZ.

