

Project: Jeezee

The Offering

Tag Line

The best, easiest and fastest way to create, distribute and update dashboards or individual charts on the net

What it is

- It is a Web 2.0 Service that allows users easily to convert Excel-based/Google spreadsheets based input data into charts that can be tied into any **Web-Page** or **Blog** via an HTML-Snippet
- The user should be able to group multiple charts into one context – **Dashboards** – and be able to set this up **as a dedicated web-page** or send those via an **HTML-based eMail**
- The charts – by choice - are updated either automatically by pulling new input data or by manually uploading new input data
- Chart types could range from simple to sophisticated, i.e. drillable versions. The user should be guided intuitively in setting up his chart, advising him on the best way of showing his data graphically
- Finally, the user should be able to select predefined professional chart content from professional Data Service Providers (Bloomberg, etc.) to enrich their own proprietary

For whom it is

- The offering is targeted at
 1. private and professional users who would like to enhance their blogs and web-sites with easy-to-set up, professional looking charts
 2. SMBs who would like to use the service for simple-to-set-up eMail or web-based dashboards
 3. Professional data providers who are interested in a platform to distribute their content to a mass-market

How it would be offered

- The self-service based offering would be divided into two types:
 1. Standard Service: Push-type updating of charts – Users need to update their charts manually by uploading current data
 2. Business Service: Pull-type updating of charts – A link to a local database is built from where data is pulled to automatically update the charts
- On top, telephone-based Professional Services could be offered
 1. to advise customers on the best way to turn their data into chart and design for them professional, custom-built charts
 2. to install the required links to local databases (required for the Business service)
- From a gallery, users can select finished charts with predefined content from marquee professional data service providers (Bloomberg, etc.)

The Business Model

Pricing

- Free-of charge Standard Service with slightly enlarged charts carrying ads + a powered by XX (Oceans for charts created via the service, DSP name for finished content) logo,
- Basic Package, monthly fee for ad-free charts + access to basic type of charts (including DSP content)
- Professional Package, like Basic Package + access to more sophisticated charts (including DSP content)
- On-Demand phone services, fixed fee per call, to advise customers on their charting requirements

Demand-Generation, Route to Market

- Viral marketing (i.e. get it talked about)
- Online self-service for Private Users, Professional Users, SMBs to enhance their web-sites, blogs, e-mail dashboards
- Direct Sales activities to media houses who require the service to enhance their online publishing capabilities
- Referral partnerships with Blogging Service Providers (Blogger etc.)
- Content partnerships with Data Service Providers

The Business Idea

Advantage offered/value generated

- For anyone to generate a web-based chart requires multiple steps from turning the given data into a chart using e.g. Microsoft Excel, then saving as JPG/GIF etc. then uploading into your web-site. Becomes tedious for frequent changes of charts in a static context (show my current financials, market share etc.). In addition quality of graph is not web-based, i.e. what sort of looks ok on a local PC doesn't necessarily look great in a web-based setting. The service should provide a way to easily generate high-quality, professional looking web-based charts that can easily be updated.
- The layman often doesn't know what the best way is to generate a graph from a given set of data. The service could provide a resourceful guide to help people create professional looking charts that are downloadable (with a "Powered by Oceans" Logo") or that can be used online (by using HTML snippets, with or without ads). Students who don't use Excel might use this free, download service – generating traffic.
- A rich platform for content from data service providers may provide a new mass distribution channel for individual professional users.

Competitive Advantage

- Differentiated product (web-based Chart updating service, content-rich chart creation guidance as compared to using Excel) using low-cost production methods

Distinctive Competences

- Web 2.0 Development Capabilities
- Professional Charting Knowledge
- Graphical Representation
- BI Knowledge

Growth Loop

- Free-downloadable charts creates initial traffic and spreads name
- The bigger the traffic, the richer the content (in terms of graph types, predefined charts from professional DSP) will get
- The richer the content the more attractive for users
- The more users, the more traffic
- The more traffic, the more revenue from advertisers, subscription-based users

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