

iCharts

Intelligent. Interactive. Informative.

Business Concept

© 2007 Seymour Duncker

Main Hypothesis

1. A universal desire exists to communicate facts & figures. Each year, the world over, somewhere between 900 billion (9×10^{11}) and 2 trillion (2×10^{12}) images of statistical graphics are printed.
2. In a online context, the process of sharing and updating facts & figures can be radically simplified, minimizing the use of webspace and time, i.e. webspacetime.
3. Due to a tedious and cumbersome process on the net today, this capability is not utilized.
4. www.iCharts.com is a service, that radically changes how facts & figures can be shared and updated across the internet.
5. In addition, by introducing a new level of data interactivity, iCharts help people absorb more information in less time, making it a better, easier and faster experience
6. By fixing the supply issue and providing a new level of user experience, a reinforcing cycle driving demand for the service can be created.

© 2007 Seymour Duncker

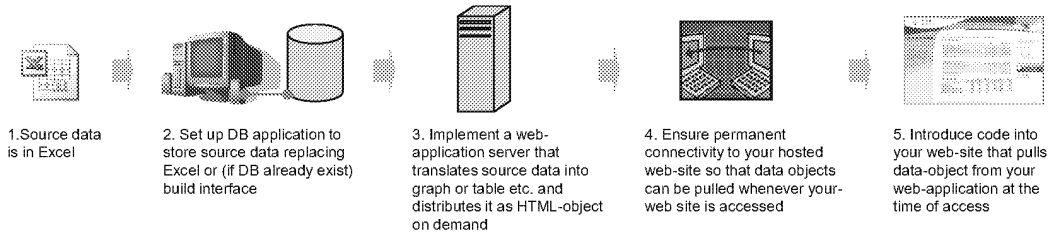
Today an inefficient, costly process

The requirement

Company XYZ wants to show an interesting statistic on their homepage that helps them communicate their USP, value proposition and/or customer success.

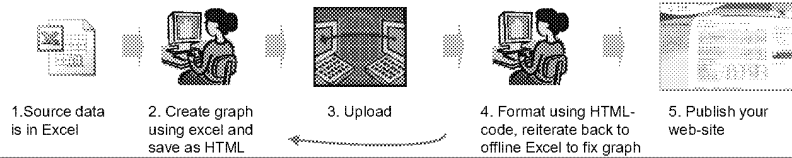
Today's solution 1: To automate, programming required

Implement a DB application and a web-server to automatically display your data on your web-page (cost: min 10-20k €)



Today's solution 2: Maintain a manual process

Have your web-agency, assistant or intern regularly produce graphs via Excel and embed into your web-site (duration: min. 3-4h for initial setup, 1-2h per update)



© 2007 Seymour Duncker

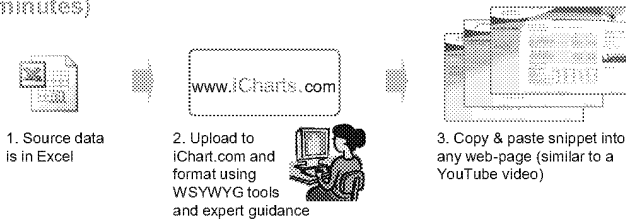
iCharts – A simple, easy and fast alternative

The requirement

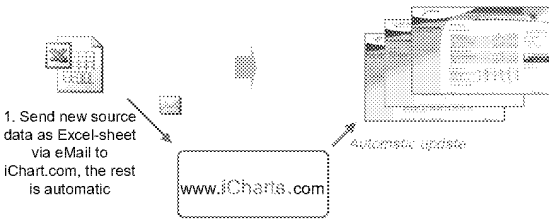
Company XYZ wants to show an interesting statistic on their homepage that helps them communicate their USP, value proposition and/or customer success.

The iChart solution:

Setup (10 minutes)

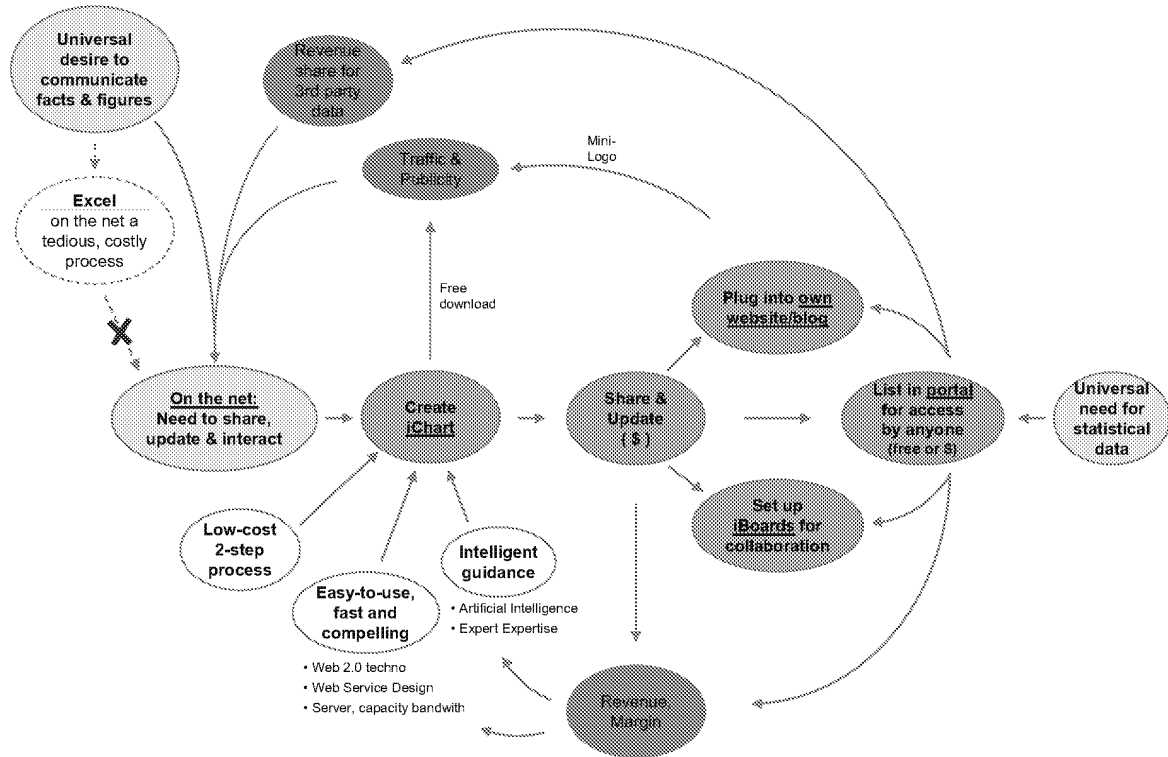


Update (2 minutes)



© 2007 Seymour Duncker

Business Graph



© 2007 Seymour Duncker

Pricing Structure

Product	Functionality	Charge to user
iChart personal	create basic chart (limited charting options) for download and store in personal space, download publicly listed iCharts	Free
iChart basic	1 basic chart with detail data point effect, optional listing in iCharts portal, copy & paste by any one into any web-site	5 EUR per quarter & update
iChart light package	3 charts with light dynamics (swapping one dimension/scaling data resolution), optional listing in portal, copy & paste by anyone into any web-site	25 EUR per month & update
iChart power package	3 charts with superior dynamics (swapping multiple dimensions, comparison overlays) and extended charting options, download as pdf and excel with underlying data, optional listing in portal, copy & paste by any one into any web-site	100 EUR per week & update
iBoard secure	Secure log-in, un-moderated comments, documents handling	Free
iBoard public	Public access, un-moderated comments, documents handling	Free

Note: All usage is restricted to a limited number of pageviews. Additional pageview packages can be purchased.

© 2007 Seymour Duncker

Pricing – Future Options

- Charge extra updates, e.g.
 - 5 EUR per additional update of basic chart (default: 1x year)
 - 25 EUR per additional update of light chart (default: 1x month)
- Offer additional chart-bundles, e.g.
 - 5 basic charts for 20 EUR instead of 25 EUR
 - 5 light charts for 100 EUR instead of 125 EUR
- Offer a chart flat fee for heavy users, e.g.
 - Unlimited charts for X EUR per month
- Offer a service to moderate comments in public iBoards (iBoard jam session)
- In public iBoards offer to place ads and share the revenue (via Google AdSense for example)
- Once portal has enough traffic, charge for placement in "featured data of the month" section
- Introduce an offline widget version (iChart active) that can be integrated into Powerpoint and that can be automatically updated when connected

Over the Envelope Calculation

„Each year, the world over, somewhere between 900 billion (9×10^{11}) and 2 trillion (2×10^{12}) images of statistical graphics are printed" ¹⁾

Assuming that only 1% (or 9 billion) of these have or will move online....

...and iCharts achieves only a market share of 10% of supplying those charts...

...charging only 1€ per chart per year....

...then the revenue opportunity for iCharts is

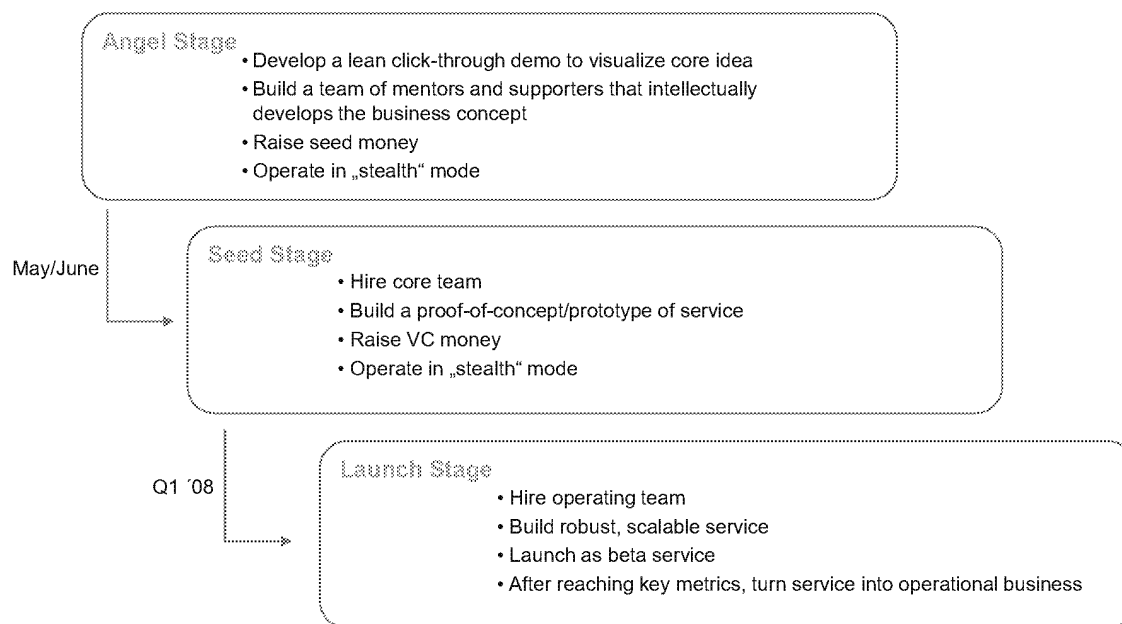
...900 Mio € per annum.

What the competition is doing

Company	Offering today	Inhibitor to enter market	Competitive response	Risk	Risk Assessment
Microsoft	Excel and Powerpoint are the de-facto tools to create charts	Locked into their model as chart creation is key feature of Office suite	As the model could endanger their monopoly on chart-creation, MS could offer an add-on web-based service that allows easier publishing of charts as part of Office Live	Medium	Laggard response due to size Moving chart creation online is key, something MS is unlikely to do Microsoft is uncool
Netcharts	Have a client/server based web-application server that enables to push data online	Locked into their Client Server development model	Could reinvent their business model to provide a similar service	Low	Niche player likely to resist throwing away their existing model
Zoho	Developing an Office Online suite of applications	Highly focussed in building and scaling their current model	Could expand their business model focus to capture business opportunity provided by concept	Medium - High	Building their core business is keeping them busy
„The B-Team“ (i.e. another start-up working on a similar offering)	Not visible	N.A.	Accelerate their launch	?	Not necessarily a threat, competition is healthy Many teams focussed on emulating office on the net
GOOGLE	Google spreadsheets	None	Build the service themselves or attempt to buy	High	Hope & Pray Google is focussed on launching a SMB offering targeting Microsoft Office

© 2007 Seymour Duncker

Roadmap



© 2007 Seymour Duncker

Founding Team

Seymour Duncker

- 35 years, married with 2 children, German/Indian-British background
- Education:
 - Diploma in Business Administration from University of Passau (specializing in Corporate Finance, Accounting and Information Sciences)
 - Studied Mathematics for 2 years at the TU Munich, Germany
- Co-founded and build VC-backed TPS Labs, a company pioneering the CRM market
- Pioneered the Software-as-a-Service market at Asera, a Kleiner-Perkins financed and McKinsey incubated company
- Introduced Portfolio Management at SAP AG, responsible for coordinating planning for two entire product cycles leading to the introduction of the SAP Business Process Plattform and A1S mid-market suite
- Set up own consulting and business development company



Tyron Montgomery

- 39 years, married with 1 child, German/Irish background
- Education:
 - Studied physical science at the Bergische Universität, Wuppertal.
 - Studied visual communication at the University of Fine Arts in Kassel, passed with distinction.
- Won more than 40 international awards incl. an Oscar with his first animated short film.
- Produced and directed the world's first all digital stop motion film in cinema resolution.
- More than 20 years of programming experience in the fields of games, 3D, knowledge management, self-learning systems, AI, voice portals, eCommerce et alii, today focusing on content management and database-driven Flash applications.
- Set up own full-service media agency AUGENREIZ in Munich.



© 2007 Seymour Duncker

Related Dates

Last Modified	3/2/2007 5:37 AM
Created	2/7/2007 4:54 AM