
From: "Seymour Duncker" <sduncker@gmail.com>
Sent: Thur 2/15/2007 8:17:13 AM (UTC-08:00)
To: ""Valerie Duncker"" <valerie.duncker@t-online.de>
Subject: iCharts Dokumente
Attachment: iCharts Business Plan.zip
Attachment: iCharts Presentation.ppt

Damit Du auch eine Kopie hast – just in case...

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No virus found in this outgoing message.

Checked by AVG Free Edition.

Version: 7.5.441 / Virus Database: 268.17.39/687 - Release Date: 14.02.2007 16:17

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

Jeezee Service Description

Introduction

Purpose of this document is to provide a description of the Jeezee web-service as well as serve as a design guideline for constructing and implementing the service.

Tag Line

The objective of the service is to be *"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net"*

User Need

The service is targeting users who have a common desire for wanting to

1. design interactive graphs (charts or tables) and dashboards (group of charts) based on the user's own, proprietary data, for either online (Blogs, Homepages, Intranets, Extranets) or offline (Powerpoint) usage

and/or

2. mesh their own content with 3rd party statistical content from public or private data service providers for informational or contextual purposes

and

3. regularly share and distribute their charts/dashboards with others (either securely or openly), using web technology (i.e. HTML)

Of Dashboards and Visualization Techniques

Prospective Users

By nature of their need, typical users can be found in any of these communities:

Community	Nature of need	Example
Company Websites	Financial information for investor relation purposes	- Any publicly listed company needs to show investor relations data on its corporate home page - A medium-size, privately held company wants to provide general statistics regarding its product portfolio, customer base or distribution channel on its public website as an informative measure - A small-to-medium size company wants to share key metrics/product characteristics for it's entire product
	Key company data for marketing purposes	
	Product related information	

		catalogue online
Company Extranets	Order status, inventory statistics, revenue statistics Service level statistics Quality management statistics	▪ A 650 employee-Company would like to offer vendor-managed inventory services and needs to provide regular inventory statistics to it's client ▪ Web shop site provider wants to provide its customers access to statistics on current and historical orders/revenues generated from their sites ▪ A small Telemarketing agency would like to be able to provide to its clients - who regularly outsource business to them - call statistics ▪ An small company who provide outsourced R&D services would like to provide a regular update on Quality Management statistics to it's clients
Small/Medium Businesses	Maintain an internal dashboard of current company key financial data and non-financial KPIs that can be viewed either on the web or read regularly via HTML emails	▪ Rather than receiving weekly company results via Excel, text-based emails , phone or paper, the management of a small-medium size Business (800 employees) would like to have a weekly update on key data (e.g. revenue by key customers, order status by product, inventory by site) in an easy-to-read, no-nonsense graphical format.
Public Bodies, NGOs, Sport Leagues, Communities	Maintain a dashboard with current information of interest to it's community available on the homepage (e.g. Member statistics, League results, City Demographics)	▪ A local soccer league would like to update its members via the homepage on the weekly sports results as well as show current member statistics ▪ The city counsel of a 150.000 people-town would like to provide current information on local demographics and city service utilization
Semi-Professional Blog Publishers	Maintain graphs (tables/charts) on their blogs that contain proprietary data or syndicated 3rd party data (e.g. for economy, industry, environmental or demographical statistics)	▪ A semi-professional investment blog with 500.000 readers would like to set up an easier to maintain way of showing statistics showing the performance of its stock picks ▪ A journalist maintains a private news blog with 250.000 regular readers and has interesting human rights abuse data it wants to regularly share with its readers ▪ This environmental watch blog would like to display on its site a

		tracker showing the the rate of extinction for mammal species living in the Antarctic
Students, Teachers, Hobbyists	Download graphs (tables/charts) that have been created through uploaded proprietary data or provided through from 3rd party data service providers(e.g. for economy, industry, environmental or demographical statistics) into their local presentations, thesis or studies.	▪ A student who doesn't have his own laptop with Excel/Powerpoint on it, uses the service to create and maintain high quality charts to download and embed in his thesis ▪ A teacher who is not the expert in using Excel/PPT to create, copy and paste charts he likes to use for his classes, utilizes the service to create high quality charts he then downloads and pastes into his presentation ▪ A hobbyist likes to use the service to prepare his evening presentation he has been asked to hold at his local yachting club

What are the users doing today?

The typical approach to showing data on a public web-site is any one of the following:

- Embed data in text instead of using graphs
- Use tables embedded in HTML (dynamic or static)
- Use PDFs
- Use JPGs/GIFFS embedded in HTML
- Build a dedicated web-application
- For web-site traffic data, use Google Analytics or Alexa
- For stock-data use a professional financial data provider
- Don't do anything, avoid the hassle

For sharing data with a restricted external community (i.e. customers or partners) the typical approach is:

- Build a dedicated web-application with controlled external access
- Share data via Excel & eMail

For internal Management Information Systems the typical approach is:

- Implement an off-the-shelf client/server application
- Share data via Excel & eMail

The manual process to represent data in a graphical format online is very cumbersome and prohibitive:

1. create a graph (table/chart) using Microsoft Excel or Powerpoint,
2. save graph as a JPG or GIF file,
3. upload the file into homepage webspace,
4. embed the file into HTML source code
5. format graph using HTML Editor tools

6. publish content
7. repeat process each time new data is available

Automating the process only makes sense, if the data changes very frequently (i.e. more often than once a week or perhaps once a month). Automation is achieved either by building a proprietary web-based application (for extranets or public websites) or implementing an off-the-shelf client/server application for internal use. The cost of this approach is low end-user experience, as the value of a singular application does not offset the investment required to build a superior user experience.

What the service will provide to the users

The service will provide to users

- an easy, intuitive and fun way of creating and sharing charts (tables/graphs) based on spreadsheet data the user uploads or sends to the service via eMail
- an vastly superior experience of interacting with the charts (both graphs and tables) as compared to any option today
- an intuitive, appealing way (i.e. drag & drop) of grouping multiple charts into one dashboard
- expert guidance helping the user create superior charts
- a gallery of 3rd party data service provider charts, where the user can search and select statistical content showing e.g. demographical, business, market or governmental information
- a fast and simple way of placing charts or dashboards in any HTML-based context using HTML snippets (like Google Video)
- a capability of setting up a secure, password protected web-site that carries dashboard content
- a super-simple way of updating charts and dashboards by simply sending a spreadsheet with current data via eMail to the service or manually uploading a new spreadsheet and then publishing the data
- a capability to download charts and dashboards as JPGs/GIFs or even Powerpoint format to support off-line usage

Why the service matters and what will make it appealing

Showing graphical information has always been a superior, powerful way of representing key data to reveal underlying messages. In the pre-PC era, creating a superior chart originally required an expert who used sophisticated tools and methods to create physical, printed charts. With the advent of the PC, Microsoft Powerpoint and Excel effectively made this a "self-service" capability every user could do at his writing-desk. However, what did get lost in the process, is the Expert knowledge of how best to design a graph that supports a particular message. While embedding and updating Powerpoint/Excel charts across the Office suite is a standard feature today, the capabilities of the internet era have not yet been applied to the charting process. Placing, distributing and updating charts in an online context remains cumbersome and unintuitive.

This service wants to take the next step in the way charts get created and how they are shared and distributed across the internet. In addition, it wants to reintroduce the expert's expertise through online rich content combined through wizard or avatar techniques. In a nutshell, it wants to be ***"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net"***.

It is believed that the key criteria for making the service appealing and therefore successful are:

- a **highly interactive and dynamic format** for charts giving the user a hitherto unreached level of experience
- an **easy and fast way to update** charts anywhere in the web by simply uploading or sending an email with new data to the service
- a **simple, fast, easy-to-use, intuitive and fun user-interface** leaving out the "whistles and bells"
- for proprietary data, the feeling that **service is as secure or even more secure** than the current way of sharing data and charts

- **rich-content features for guiding** users through the chart-creation process
- **3rd party data service provider content** that allows to mesh own proprietary with 3rd party statistical content
- a revenue model that allows both **free** (that is ad-financed) **as well as paid usage** of the service

Guiding users through the chart creation process

Meshing 3rd party statistical content with own proprietary data

How the service will be used

The service will be used in a number of different modes and depending on the modes, the type of service offered will need to vary:

Service Usage	Type of service	Model	Scope	Relevant Community
Free usage	Standard Service (Self-Service)	Free	Charts creation and distribution for proprietary data & self-created charts	Public Institutions, Communities, NGOs SMBs Corporate Web-Sites Semi-professional Bloggers Students, Teachers, Hobbyists
Free usage	Standard Service (Self-Service)	Ads-based	Dashboards Sharing of 3 rd party statistical content	Public Institutions, Communities, NGOs SMBs Corporate Web-Sites Semi-professional Bloggers Students, Teachers, Hobbyists

Business usage	Business Service (Self-Service)	Add-free subscription	Dashboards Sharing of 3 rd party statistical content	SMBs Corporate Web-Sites Public Institutions, Communities, NGOs Corporate Divisions Semi-Professional Bloggers
Platform usage	Platform Service (Self-Service) Professional Services	DSPs will be earning through revenue sharing Custom Pricing	All functionality + special platform functionality (distribution & utilization statistics) Custom-tailored design services to help Data Service Providers move their content online	Data Service Providers Data Service Providers

Jeezee Business Model

Introduction

Purpose of this document is to provide a description of the Jeezee web-service as well as serve as a design guideline for constructing and implementing the service.

Tag Line

The objective of the service is to be *"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net"*

Summary of Business Idea

< Business Idea Graph >

Value Offered

We believe that the service offers several main values that will make it highly appealing to users:

1. It is an **easy-to-use, free service** that **empowers** the user to create, share and distribute dashboards by himself through the click of a mouse
2. It provide a **vastly superior user experience** in viewing and interacting with charts using latest web technology
3. It provides users with a **rich, expert-like guidance** helping users create superior charts that visualize their communication objectives
4. It significantly increases the communication capabilities of the user, by providing **3rd party statistical content** that can be easily meshed with the user's own proprietary data

We believe that the first three are sufficiently attractive as compared to today's options for users to adopt the service quickly. We believe that adding 3rd party content over time (allowing users to mesh up internal proprietary data with external statistical content) will make the service even more attractive, driving additional users to the service.

We therefore believe, there is an inherent growth loop built into the service's value proposition:

- *An attractive, easy-to-use and free service that is tackling today an inhibitive process enabling users to show/update online quantitative data in a superior graphical format will attract users and generate traffic.*
- *Traffic will attract the interest of data service providers to push their content via the service platform (given the right economic incentive).*
- *3rd party syndicated content will make the service more attractive and attract additional user and usage. Etc.*

Competitive Advantage

The service provides a significant, double competitive advantage as it provides

- **a highly differentiated product** (superior user experience, online chart creation, distribution and updating mechanism, dashboard set up & maintenance mechanism, rich user guidance & 3rd party content)

as well as

- **a low-cost process** to deliver the product to the customer (Internet self-service)

Compared to the alternatives

- 1. doing it the traditional way (create graph using Excel, save as JPG, store somewhere online, develop HTML code to bind in, tune HTML code to make it look nice),
- 2. buying a traditional software package (NetCharts was the only one found and is proprietary, difficult to set up and needs administrative help to maintain it) or
- 3. doing nothing (lose the opportunity to send a stronger message using graphical data),

we believe the service provides a compelling, sustainable edge.

Differentiating Competences

To deliver the core values the following competences will be required. The quality and depth of those competences will serve as the main differentiator of the company and reflect in the appearance of the service:

- Solid knowledge of Web 2.0 technologies to deliver a rich, modern and highly interactive user-interface
- Architectural know-how and capability to deliver an ultra-fast service
- Expert knowledge of the best way to turn quantitative data into graphical content, supporting a user's message
- Analytical/BI and technical expertise to be able to handle statistical analysis, aggregation and conversion of data
- Design skills allowing to produce a elegant and simple user interface/ service appearance

Sources of Revenue

The service offering will provide three sources of revenue

- 1. Ad-revenue
- 2. Subscription-based revenue
- 3. Professional Services

Ad-revenue will be the primary targeted revenue stream, as the service should be available free-of-charge. Adds would be primarily used in dashboards, either placed on the side or bottom of a dashboard page. The provisioning of individual charts would largely be free, however, over time, when 3rd party data service provider content becomes available via the service, micro-adds could be placed on those charts at the bottom, next to the copyright notice of the DSP.

The subscription model would be offered as an alternative option for users who like to avoid ads being placed near their content. Pricing the subscription model needs to be closely aligned with the ad-revenue model to avoid any inbuilt incentive in the company to favour one model over the other. It is strongly believed, that the service should be free in principle.

Professional Services is an add-on source of revenue targeted at Data Service Providers to help them move bulk content online. The professional service should be operated offshore and interaction mainly telephone-based. It is believed that there are 100's if not 1000's of small to medium DSPs that would be supported this way.

The following communities are sources for the anticipated revenue streams:

Revenue Stream	Relevant Community
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Add-financed	Public Institutions, Communities, NGOs SMBs Corporate Divisions Semi-professional Bloggers Students, Teachers, Hobbyists
Add-free subscriptions	SMBs Public Institutions, Communities, NGOs Corporate Divisions
Professional Services	Data Service Providers

Data Service Providers

Over time, acting as a distribution platform, the service will be able to attract 3rd party Data Service providers such as

- tier 2 providers - Industry Associations, Governmental Organisation, NGOs, Niche market research companies but also – over time -
- tier 1 providers - Bloomberg and Thomson Financial Services for Finances, GartnerGroup, Forrester for IT, ACNielsen for Consumer, etc.

We believe that users will highly appreciate the ability to mesh in dashboards 3rd party syndicated statistical content with their own proprietary content to provide richer information in a larger context.

In addition many one-time or low-usage users would like to beef up their presentations with the one odd chart that the data service provider have in their portfolio. However, these low-end users do not have the ability or do not want to pay the fees to gain access to the data service provider subscriptions or even individual, very costly reports.

Today, the current, the large data service provider model ignores the "long tail" of the market that is providing their content to one-odd or low-usage users and in the process, foregoing significant revenues. Furthermore there are probably 100's if not 1000's of 2nd tier data service providers that don't have a great reach with their content and/or provide a very low level user experience in accessing their proprietary content, also leaving money on the table.

The service will offer a solution to both, i.e.

- providing a high quality platform for distributing statistical content for 2nd tier providers as well as
- accessing the "long tail" for 1st tier providers.

To allow the service to generate revenue, micro-adds could be placed on those charts at the bottom, next to the copyright notice of the DSP. The revenue would be shared with the DSPs.

With sufficient traffic, the service should become a viable alternative, mass-distribution and revenue generation

channel for Data Service Providers. However, it is well understood, that the service potentially is upsetting to the current incumbent data service provider model and therefore will face resistance. The initial focus therefore will be to go after the 2nd tier providers.

Special professional services will be offered to DSPs to help them move bulk data to the service.

Traffic Generation

For this service the key metrics to measure success of the service will be

- traffic to the site,
- conversion to registered users and
- frequent use by registered users.

It is believed that a known, easy-to-use, free service providing the value aforementioned will in itself attract users. Over time, adding 3rd party data service provider content will make the service more attractive and draw additional user and usage.

Initial measures to make the service known would primarily focus on *viral marketing* efforts. The focus therefore would be on making the service known to key editors and journalists who are covering the web 2.0 hype in the US and Europe. The objective would be to get the new service written about and mentioned as part of the new league of web 2.0 services out there. Currently there is a hype and search for new web 2.0 services going on and as they are mostly consumer oriented, it is believed that a business level web 2.0 service could attract a lot of media interest.

The initial users attracted to the site would be early adopters and experimenters. It is critical to leverage these users as testers and early feedback providers improving the services usability and utility. The service initially would be run in *Beta-Mode*, i.e. complete free with no ads. The objective is to be able to build enough traffic to secure adequate pricing for ads when the switch to operational mode takes place.

Once into operational mode, these following direct acquisition efforts will be implemented:

- placing ads using a service like Google's adsense online will be used to generate additional traffic,
- winning data service providers to move their proprietary content online for mass distribution (via a direct sales force) and
- targeting marquee users (high profile SMBs, non-Profit organization and Bloggers) to adopt the service (via tele-sales)

Growth Loop

It is believed that the model has an inbuilt growth loop:

- An attractive, easy-to-use, free service will attract early adopters and experimenters as well as generate hype coverage
- A robust service (field tested via a Beta-mode) plus hype coverage and word-of-mouth propaganda will grow traffic
- Increasing traffic will lead to a point, where ad-revenues can be generated
- With ad-revenues (plus initial funding) direct traffic acquisition can be implemented
- Increasing traffic will lead to 2nd tier Data Service Providers moving online
- 3rd party content plus an easy-to-use service will make the service even more attractive, leading to more traffic
- More traffic means more revenue and more profit to invest into making the service more compelling, which leads to more traffic

Jeezee Development Stages

Introduction

Purpose of this document is to outline funding requirements of the company with a link to its development stages.

Tag Line

The objective of the service is to be *"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net"*

Development Stages

The development stages of the company would look as follows:

Development Stage	Objective	Time Span	Funding required
Angel Stage	• Deliver proof-of-concept • Build network of supporters • Secure seed funding	April – May 06	15k
Seed Stage	• Finish prototype of the service for Beta-Launch of the Service • Build core team • Secure VC funding	June – December 06	150k??
VC Stage	• Make service robust for Business Launch of Service • Viral Marketing to build Traffic, Traffic, Traffic • Sign up DSPs • Target marquee customers	1 year	1.500k??
Operational	• Make operations profitable	Infinite	Decreasing to zero

Angel Stage

Objective of the angel stage is

- to deliver a proof-of-concept for the service,
- to build a network of supporters and
- to secure seed funding for the business venture

The **proof-of-concept** is to capture the core-essence of the service in a visible format, to effectively help building a supportive network as well as secure seed funding.

The key criteria for the proof-of-concept demo are as follows:

- the demo needs to be visually attractive
- the demo needs to demonstrate
 1. configurability,
 2. superior charting experience and
 3. the capability to distribute

The following diagram captures the required scenario for the demo

<PPT SLIDE>

The **network of supporters** is to foster a set of think-a-likes, think-a-longs to help nurture the business idea and help set up the venture. The network would provide candidates to join either the core team or the advisory board of the venture or provide valuable input 1:1.

Key profiles required are

- Flash techno + good architectural know-how
- Knowledge Management for capturing and recommending chart creation best practices
- BI/Analytics competence
- Company builders & legal expertise

Actual required **seed funding** volume is specified in a separate document. The key requirements driving seed funding are:

- Hire core programmer/architect to develop prototype
- Contract in additional development capacity
- Hire a creative BI/analytics mind to develop a KM based chart wizard and overall web-site design
- Contract in PR/Media agency support
- Administrative costs (Legal, Office)
- Travel expenses

Jeezee Company Structure

Introduction

Purpose of this document is to outline the company structure and support network of Jeezee.

Tag Line

The objective of the Jeezee service is to be *"The best, easiest and fastest way to create, share and update interactive dashboards or charts on the net"*

Governance & Shareholder Structure

XX

Advisory Board

XX

Employee Ownership

XX

Legal & Share Structure

XX

Jeezee Market & Competitive Analysis

Introduction

Purpose of this document is to outline the addressable market and pinpoint current or likely competitors.

Tag Line

The objective of the Jeezee service is to be *"The best, easiest and fastest way to create, share and update interactive dashboards or individual charts on the net"*

Competitive Analysis

Zoho

[Net Charts from Visual Mining](#)

[Alexa Data](#)

Google

Design Guidelines

The following should serve as the design guideline/philosophy for implementing/constructing the service:

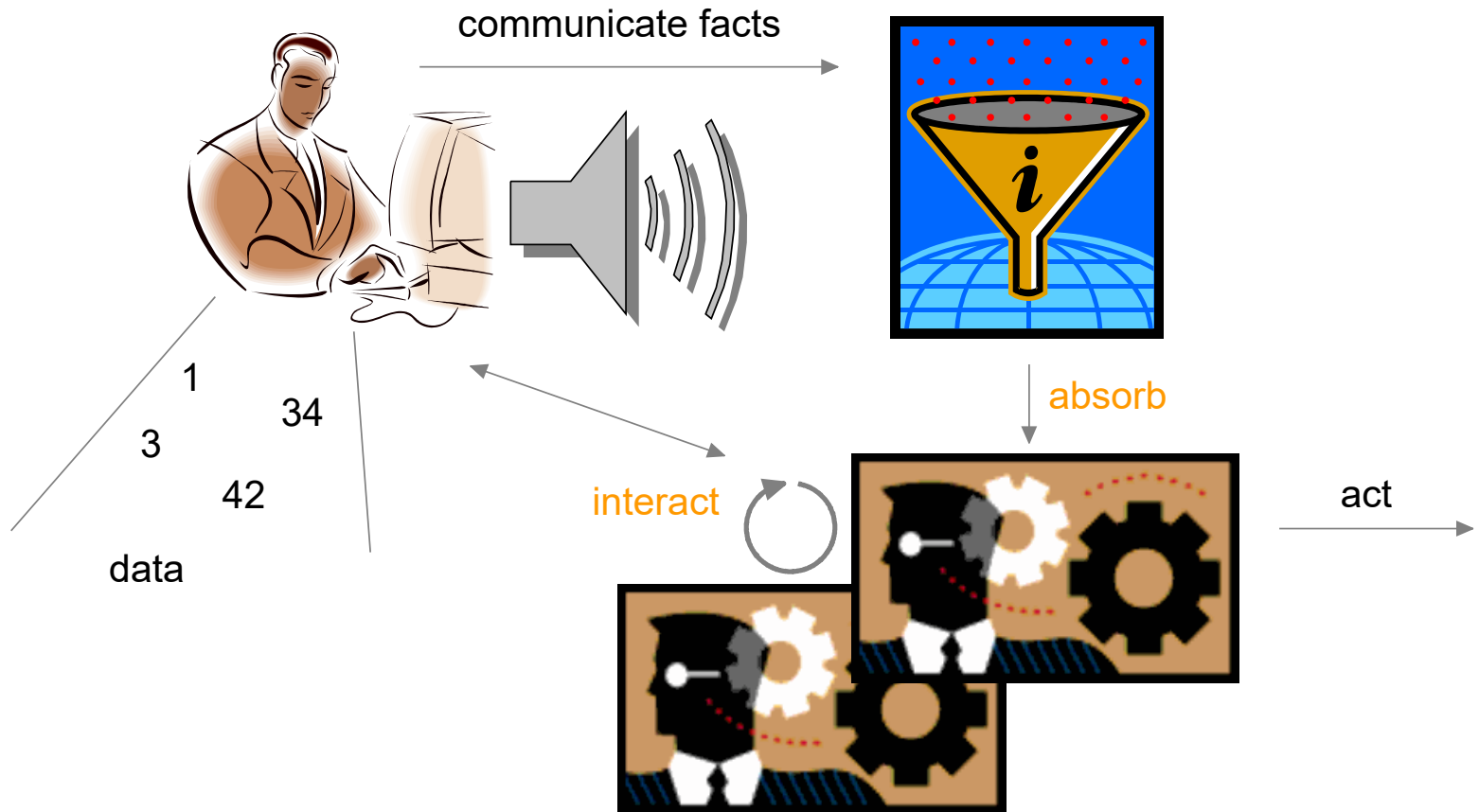
- UI needs to be sleek and elegant, not using too many colours (→ Google formula)
- The less the better - as long as the essentials are served
- Use Web 2.0 features extensively to create a rich user experience
- The user is the centre of the universe, i.e. his convenience is king
- The service needs to be super fast (use Google services as a benchmark)

iCharts

informative. interactive. intelligent.

We want to change the way how people **absorb** numbers and facts
and, as a result, **interact** with each other.

Today an ineffective and broken process...



iCharts provides...

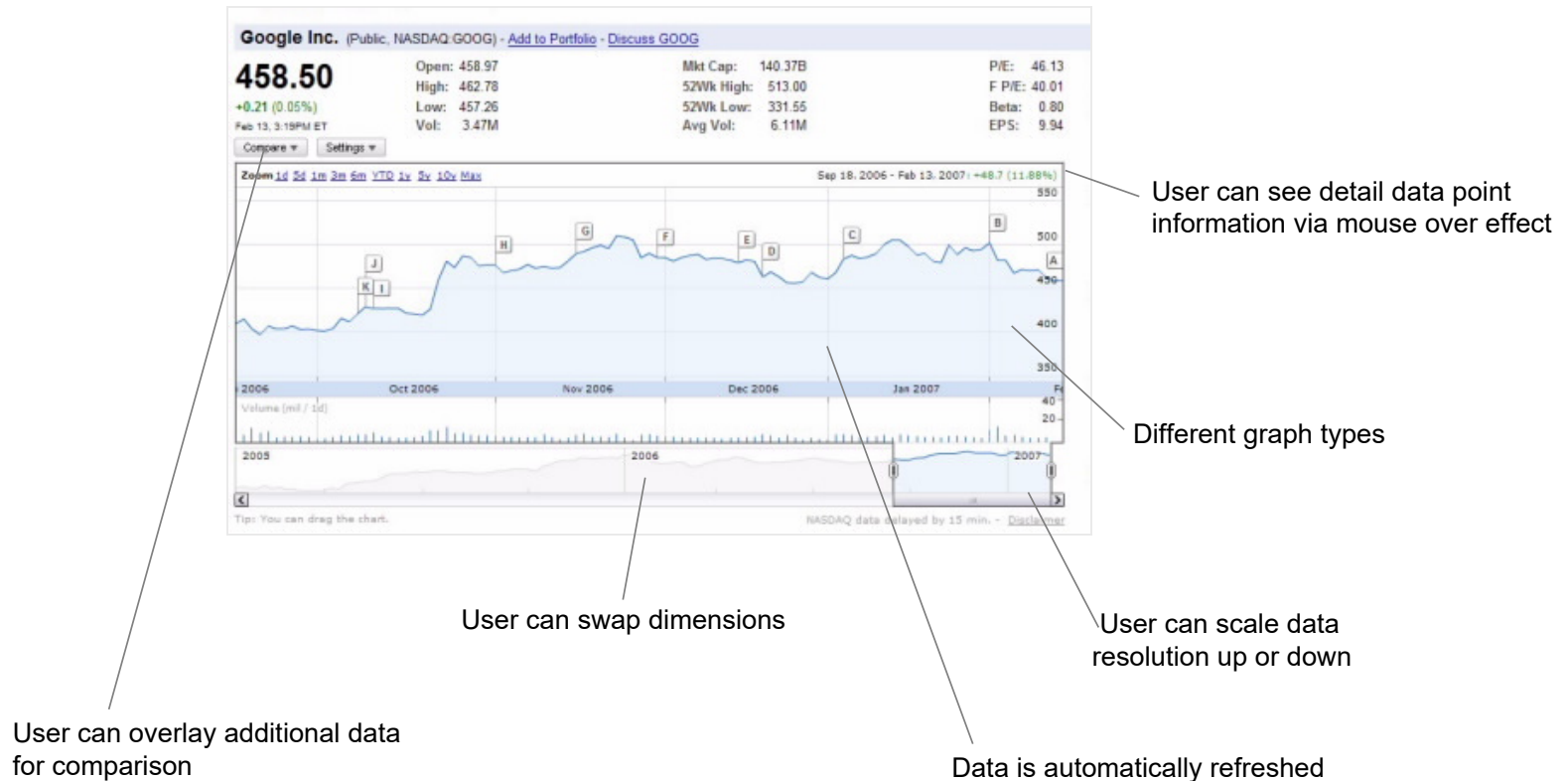
...the *best, easiest and fastest*

way *to create, share, update and comment*

interactive dashboards and charts

on the net

Introducing... iChart: Graph or table with dynamic content



Introducing... iBoard: Dashboards rethought

iBoards can be easily integrated into any web site and adapted to any CI

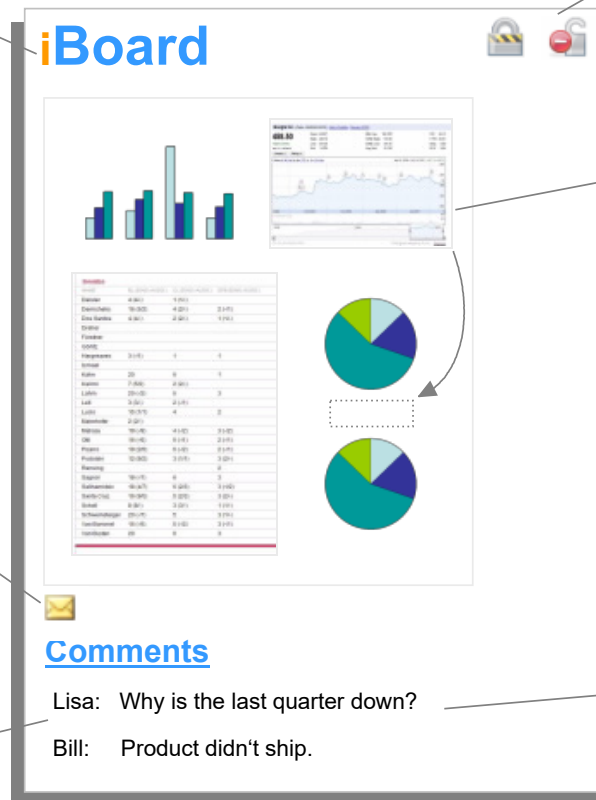
iBoards can be locked for restricted access or open to public

iBoards can be sent via HTML eMails

Charts & tables can be repositioned via drag & drop

Comments can be added by reviewers

Comments can be sent in via eMail



Introducing...

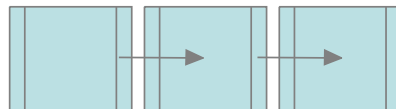
iData



- Receive and extract Excel data (via eMail or upload)
- Link to Google Spreadsheet data
- Preprocess data
 - Check data quality
 - Automatically categorize data
 - Highlight exceptions

iData: The engine room that does the „dusty“ job for you...

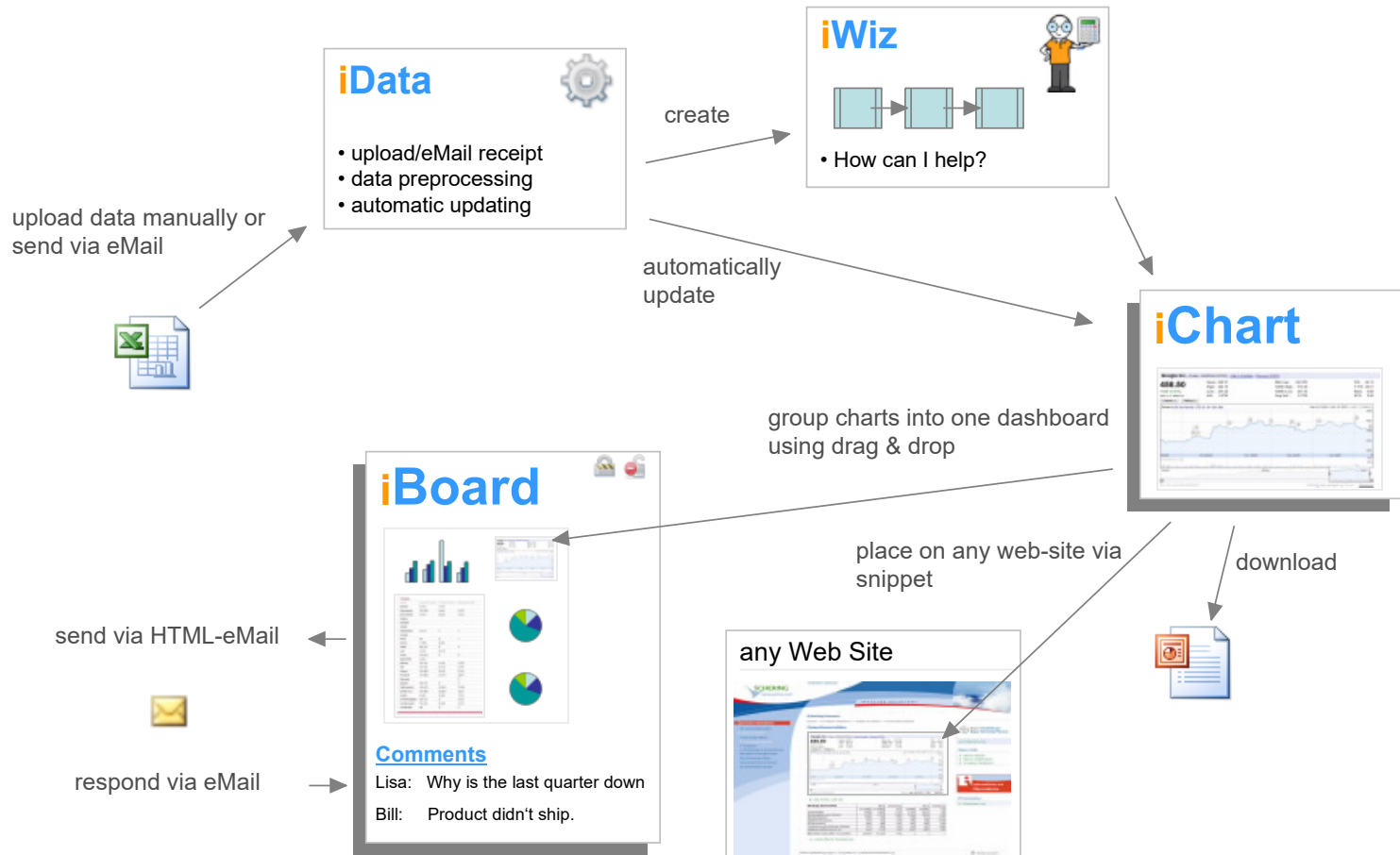
iWiz



- How can I help?
 - A friendly wizard that thinks alongside you and helps you create the right chart for your data
 - A knowledgeable wizard that knows what is the right visualization for your data

iWiz: The „whiz kid“ you always wished for...

Web Service



iCharts provides...

...the *best, easiest and fastest*

way *to create, share, update and comment*

interactive dashboards and charts

on the net

Benefits

1. You can create iCharts with dynamic content with the click of a mouse
2. An intelligent wizard helps you design iCharts that focus on the message, not on the “whistles & bells”
3. An intelligent data machine preprocesses the data going into your iCharts, making life simpler for you
4. You can easily share iCharts & iBoards via snippets, eMails or user-owned web-pages
5. You can automatically update iCharts located anywhere by simply sending in a spreadsheet with current data
6. You can interact with others by sharing and exchanging comments on your data using iBoards

Pricing Structure

A structure that is simple:

Basically a **free** service to create and share **iCharts**.

The user only pays per KB for automatic updating of an **iChart** and a subscription fee for using secure or ad-free **iBoards**.

Functionality	Charge to user	Ads	Traffic
iWiz	Free	Ads next to wizard	-
iChart external placement and downloads	Free	-	iChart logo (with link to iCharts web-site)
iData preprocessing	Free	-	-
iData automatic updating	Per uploaded KB	-	-
iBoard public (Free-of-charge)	Free	Ads on the bottom or side of an iBoard	-
iBoard public (Ads Free)	Monthly subscription	-	-
iBoard secure	Monthly subscription	-	-

Usage Scenarios

- **Company Websites**
 - investor relations
- **Company Extranets** (e.g. websites with secure access for customers or partners)
 - for order status, inventory status, revenue statistics, service level statistics, quality management statistics
- **Associations, public bodies, NGOs, sport leagues, communities**
 - economy/industry/geography statistics
 - surveys
 - studies
 - member statistics
 - demographics
 - league results
- **Semi-professional bloggers**
 - Journalists & News

Example scenario: Investor Relations

iCharts helps companies improve their investor relations by providing high-resolution, data-enhanced visuals on their financials with the capability to easily interact e.g. during earnings season



Example scenario: Extranets with secure access to customers/partners

iCharts helps companies, marquee customers and partners sharpen their business focus by providing high-resolution, data-enhanced visuals on their joint business with the capability to log their interactions



Example scenario: Sport leagues, societies and communities

iCharts helps sport leagues, societies and communities bond to their members and fans by enabling to moderate member interactions linked to recent club news

Die offizielle Website des FC Bayern München

www.fcbayern.de > Fan-Shop > Ticketing > Auktionen > FCB.tv > Community

SAISON | STATISTIK

Statistik der Saison 2006/07

Bundesliga 06/07

SP.	G.	U.	V.	TORE	PKT.
20	10	4	6	32:25	34

Heimbilanz

SP.	G.	U.	V.	TORE	PKT.
10	4	1	5	17:18	13

Auswärtsbilanz

SP.	G.	U.	V.	TORE	PKT.
10	4	1	5	17:18	13

Erzielte Tore

SAISON	H.	A.	GES.
BL	15	17	32
CL	5	5	10
DFB	1	4	5

Torjäger

NAME	BL	CL	DFB
Makaay	10	1	
Pizarro	6	4	
Van Bommel	3	1	
Podolski	1	1	2
Schweinsteiger	3		
Van Buyten	2		
Lahm	1		1
Otti	1		1
Sagnol	1		
Santa Cruz		1	

Click to discuss Saturday's match

Link to dedicated iBoard page to discuss league „hot topics“ (recent match etc.)

FCB.tv > Neuanmeldung >

Der FCB vor dem Spiel gegen Bielefeld

Arminis Dindorf wird zum Carina - die Miss FC Bayern im Januar

Programmvorschau >

ERFOLGE FEIERN

iBoard

Example scenario: Associations

iCharts helps associations promote their primary cause by enabling to moderate expert interactions based on newly released data

iBoard public

Click to discuss newly released figures

Link to dedicated **iBoard** page to discuss recently released statistics

American Heart Association
Learn and Live...

RELATED ITEMS

Links on This Site
[Heart Disease and Stroke Statistics Update](#)

Links to Other Sites
[Download Adobe Reader](#)

Baby Boomers and Cardiovascular Diseases -- Statistics
American Heart Association

458.50

Click to discuss newly released figures

iBoard

...plus virtually everybody
who has facts to communicate
could improve their web-site appearance and stickiness
by using
a free **iChart** on their web-site.

Current solutions...: Investor Relations (JPG Pop-Up)



Current solutions...: Economy Statistics (Tables)

IHK

DIHK

AHK

IHK – Die erste Adresse

Wir machen uns stark für Ihren Erfolg.

11. Februar 2007

Home | IHK-Finder

Presse | Initiativen | Veranstaltungen | Börsen | Publikationen

Standortpolitik / Wirtschaftspolitik

Homepage > Standortpolitik > Zahlen und Fakten

>> Wirtschaftswachstum in Deutschland

Veränderung in Prozent gegenüber dem jeweiligen Vorjahreszeitraum
preisbereinigt, verkettet

	2005 ¹⁾	3. Quartal 2005 ²⁾
Private Konsumausgaben	0,2	0,3
Konsumausgaben des Staates	0,1	0,4
Bruttoanlageinvestitionen	-0,2	1,5
- Ausrüstungsinvestitionen	4,0	1,6
- Bauinvestitionen	-3,4	1,6
- Sonstige Anlagen	1,8	0,6
Inländische Verwendung	0,2	0,5
Exporte	6,3	4,9
Importe	5,3	5,2
Bruttoinlandsprodukt	1,0	0,6

IHK

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IHK – Die erste Adresse

Wir machen uns stark für Ihren Erfolg.

11. Februar 2007

Home | IHK-Finder

Presse

Die Veränderungsdaten des realen Bruttoinlandsproduktes (BIP) im Jahr 2005 nach Bundesländern
Vorjahr lauten wie folgt:

Bundesländer	BIP-Zuwachsrates 2005 real
Sachsen	0,1
Thüringen	0,1
Sachsen-Anhalt	0,9
Niedersachsen	0,7
Rheinland-Pfalz	0,6
Bayern	1,3
Baden-Württemberg	1,6
Hessen	0,7
Nordrhein-Westfalen	0,7
Hamburg	1,2
Schleswig-Holstein	1,3
Berlin	0,2
Brandenburg	-1,5
Bremen	1,1
Saarland	2,5
Mecklenburg-Vorpommern	-0,1
Deutschland	1,0

Current solutions...: Investor Relations (download PDF)


HUNGRY FOR THE FUN OF IT

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[Current Interest](#)
[About KiMs](#)
[Crisps & Snacks](#)
[Media](#)
[Links](#)

Home > Media > Key Figures

KiMs - Key Figures

In 1000 €	2005	2004	2003
Net sales	67,063	71,001	63,697
Gross profit	28,339	26,733	25,237
Operating profit	9,375	8,800	8,153
Pretax profit	8,216	8,111	7,402
Income tax	2,096	2,534	2,308
Net profit	5,760	5,511	5,002
Total assets	46,450	47,048	48,078
Number of full time staff	227	270	262

Annual Reports


[2005 - Annual Report](#)


[2004 - Annual Report](#)

Of current interest
KiMs participates regularly in fairs, shows and conferences

Quality at the forefront
Over the years KiMs has built a recognised and respected name

Tropical assortments
TROPE-Snacks makes specialized products, such as dried fruits and nuts

KiMs on obesity
KiMs not only has a position on obesity, but follows it up with concrete action

Current solutions...: Human Rights Statistics (Tables)

mt.gov
Montana's Official State Website

DEPARTMENT OF LABOR & INDUSTRY - EMPLOYMENT RELATIONS

Human Rights | Labor Standards | Management Services | Safety & Health | Workers' Comp Claims Assistance | Workers' Comp Regulation | Upcoming Events | Annual Report | ERD Home

Human Rights Statistics in Brief

2004

[Statistics in Brief](#)

2005

[Statistics in Brief](#)
[Area of Discrimination by Percentage](#)
[Area of Alleged Discrimination](#)
[Types of Discrimination Complaints Filed](#)
[Case Load Summary](#)
[Basis of Discrimination Complaints](#)

2006

[Statistics in Brief](#)
[Area of Alleged Discrimination by Number](#)
[Area of Alleged Discrimination by Percentage](#)
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Bureau Functions | Human Rights | Labor Standards | Safety
 Workers' Compensation Claims Assistance | Workers' Comp
 Employment Relations Division | Workforce Services Division | Unem
 Business Standards Division | Labor Market Information | Workers' Co

MONTANA HUMAN RIGHTS BUREAU DEPARTMENT OF LABOR AND INDUSTRY FY05 STATISTICS IN BRIEF

CASELOAD SUMMARY

	FY02	FY03	FY04	FY05
Cases open at beginning of year	215	181	180	312
Cases filed during year	420	399	582	449
Cases closed during year	459	404	430	507
Cases reopened	5	4	0	9
Cases open at end of year	181	180	312	263

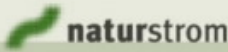
AREA OF ALLEGED DISCRIMINATION

	FY02	FY02%	FY03	FY03%	FY04	FY04%	FY05	FY05%
Employment	313	75%	309	77%	423	75%	368	82%
Housing	59	14%	19	5%	21	4%	19	4%
Government services	14	3%	36	9%	58	10%	27	6%
Insurance	0	0%	1	0%	1	0%	1	0.22%
Public accommodations	14	3%	14	4%	45	8%	24	5%
Education	14	3%	20	5%	12	2%	5	1%
Other	6	1%	0	0%	4	1%	5	1%

TYPE OF RESPONDENT

	FY02	FY02%	FY03	FY03%	FY04	FY04%	FY05	FY05%
Private employers	278	68%	267	67%	382	68%	290	65%
State & local government	41	10%	79	20%	121	22%	96	21%
Public college/university	13	3%	5	1%	13	2%	10	2%
School districts	26	6%	28	7%	27	5%	27	6%
Private landlords	3	1%	0	0%	0	0%	0	0%
Insurance companies	0	0%	0	0%	0	0%	0	0%
Other	59	14%	18	5%	21	4%	26	6%

Current solutions...: Investor Relations (Tables)



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[IMPRESSUM](#)





UNSER ANGEBOT
KUNDE WERDEN
UNTERNEHMEN
PROFIL
PHILOSOPHIE
HISTORIE
ANSPRECHPARTNER
AKTIONÄRE
JOBS & PRAKTIKA
NATURSTROM VOR ORT
PRESSE
STROMERZEUGER
PARTNER
SERVICEFORMULARE
HINTERGRUNDINFO

Aktionäre

Die NATURSTROM AG wurde im April 1998 von 16 Personen gegründet. Heute wird die NATURSTROM AG getragen von insgesamt 822 Aktionären, darunter zahlreiche Naturstrom-Kunden sowie Unternehmen aus der Branche der Erneuerbaren Energien.

Die NATURSTROM AG ist das Mutterunternehmen der Naturstrom Gruppe, zu der neben der NATURSTROM AG u.a. auch die folgenden Unternehmen gehören:

- NaturStromHandel GmbH (100% Tochterunternehmen) und die
- NaturStromAnlagen GmbH (50% Beteiligung)

Hauptversammlung der NATURSTROM AG

Die Hauptversammlung 2006 fand am 26. August 2006 in Düsseldorf statt. Die Einladung zur HV wurde am 21. Juli 2006 im elektronischen Bundesanzeiger veröffentlicht. [Hier](#) können Sie sich das Protokoll der Hauptversammlung ansehen (pdf).

Die größten Aktionäre der NATURSTROM AG

Das Grundkapital in Höhe von EUR 1.600.000 ist auf 836 Aktionäre verteilt (Stand 22.01.2007). Nach der Höhe der Anteile ergeben sich am 22.01.2007 die folgenden Beteiligungsverhältnisse:

Aktionäre	Aktienanzahl	Anteil
eco eco AG	418.120	26,13%
Versiko AG	82.000	5,13%
NATENCO Natural Energy Corporation GmbH	80.000	5,00%
SUSTENTION AG (Schweiz)	40.000	2,50%
Dr. Wenger GmbH & Co KG	40.000	2,50%
Gustav Tietze	26.000	1,63%
EWO Energietechnologie GmbH	25.000	1,56%
Herbert Fleißner	20.000	1,25%
828 Kleinaktionäre unter 1% Anteil	868.880	54,31%

Beteiligungsmöglichkeiten an der NATURSTROM AG

Sie sind daran interessiert, Anteile an der NATURSTROM AG zu erwerben? Wir können Ihnen zwei Möglichkeiten anbieten:

1) Notierung als Aktien-Interessent
Der Erwerb von frischen Aktien unseres Unternehmens ist nur im Rahmen einer Kapitalerhöhung möglich. Derzeit ist noch kein Termin für eine weitere Kapitalerhöhung definiert. Gerne können Sie sich jedoch schon heute bei uns

Aktueller Geschäftsbericht

Hier haben wir den [Geschäftsbericht 2005\(PDF\)](#) für Sie zum Download bereitgestellt.

Und hier finden Sie den [Geschäftsbericht 2004\(PDF\)](#).

Zum Öffnen der Datei benötigen Sie das Programm Adobe® Reader®. Hier können Sie es kostenlos herunterladen.



Current solutions...: Health Statistics (text in HTML)



Facts & Statistics

Cardiovascular disease

- Statistics
- Risk factors

Heart Diseases

Heart Work

Diagnosis

Prevention

Drug Therapy

Surgical Approach

Service

Healthcare Professionals

 Listen to the article

Statistics

According to World Health Organization (WHO):

- 17 million people in the world die each year from CVD
- in 1998, 7.3 million people in the world died from CAD
- it is predicted that 11.1 million people will die of CAD in the year 2020.

According to the British Heart Foundation:

- 4 million people in Europe die each year from CVD
- nearly 2 million people in Europe die each year from CAD
- CAD is the most common cause of death in Europe
- 1 in 5 women and 1 in 7 men die from CAD.

According to the American Heart Foundation:

- CVD caused 958,775 deaths in the USA in 1999
- CAD caused 529,695 deaths in the USA in 1999
- CAD is the single biggest killer in the USA
- CAD is responsible for 1 in every 5 deaths.

CVD compared with other diseases
compared with the 958,775 deaths caused by CVD in the USA in 1999:

- cancer caused 549,838 deaths
- accidents caused 97,860 deaths
- HIV/AIDS caused 14,802 deaths

Impact on society
The impact of CVD on families and on society is significant. The medical care of people with CVD is expensive and prolonged; these costs divert family and society resources to medical care. CVD affects people at the peak of their

Glossary

Glossary entries within this article:

- › Congestive Heart Failure
- › Ischemic heart disease
- › CVD
- › CAD

In the glossary you will find terms that we have provided with some extra-information.

› Glossary

Current solutions...: Investor Relations (JPG pop up)



Current solutions...: Energy market statistics (JPG in HTML)



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...visually enhanced, high-resolution, more focused view on your facts in one location...



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informative. interactive. intelligent.