

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
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

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