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Sent:	Tue 1/8/2008 9:40:13 AM (UTC-08:00)
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Subject:	2008 Kick-Off / Priority Update

Dear iCharts Team

First of all, a very Happy New Year to all of you. May 2008 be a healthy and happy year for all of you.

In kicking of 2008 I wanted to provide some perspectives for this year and also share the current priority list with you.

Before we get started, let me briefly recap the main achievements to date. Most importantly, the product is taking nicely shape. We continue to receive very positive feedback on what has been created so far. The best measure is when people actively request to become pilot users for the system. So we already have one publishing team from Springer signed up as pilot user starting in February. Outside Springer, we have one team from SAP and one small legal firm who have requested to be pilot users. While we still have a long way to go, this shows we are heading in the right direction. So, well done, Tyron, Girish and team!

In November, Rajesh joined Tyron and myself as a member of the core founding team to spearhead activities in the US and act as the chief catalysator to get the iCharts buzz going. We are very excited about this. Now we truly can refer to iCharts as a global (perhaps one of the first of its kind) start-up with three primary locations, Silicon Valley, Munich and Bangalore/Pune. Rajesh already has gotten the stir going. Thanks to Raj, investors are getting excited and are starting to line up.

Finally, while still not incorporated, we are already acting as a real company – iCharts Logo, Wiki, iCharts email addresses, regular CoffeeCornerCalls, etc. Most importantly, all of these are helping us to shape the iCharts identity. Being in so remote locations pro-active communication and sharing of information is very critical to help us grow into a strong and highly successful global team.

So here are the priorities for Q1 2008:

1. **Product**

- **Alpha-version of iCharts Studio ready for launch early February:**

Have an end-to-end version of the iCharts Studio ready and available online that lets pilot users upload data, produce a chart and download it or distribute it as a URL

- **2 forms of interactivity available to end-users:**

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Next to the slider, end-users should have the possibility to show/hide individual data points as well as whole data series

- **Create an Apple product, not a Microsoft product:**

Formulate a set of iCharts design principles and conduct continuous iterations between Design and Development to help ensure our end-product is on the front-end as intuitive, easy- and fun-to-use and on the back-end as powerful as Apple products are known for.

2. **Pilot Phase**

- **Implement and manage a customer feedback channel**

With the launch of the alpha-pilot, be prepared to proactively collect and incorporate prioritized customer feedback into the ongoing-product development. Feature request prioritization will become a key topic.

3. **Funding**

- **Collect funds starting in February**

Obviously: no mon, no fun. Starting to collect funds as of February is a key priority.

4. **Corporate Development**

- **Incorporate the company**

Now that everything else is becoming real, we need to make the company real too.

I am more than convinced that we have a great opportunity lying ahead of us. Being able to spearhead a paradigm shift does not happen often.

So lets make 2008 the year of the iChart!

All the best,
Seymour

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