
From: "Seymour Duncker" <sduncker@gmail.com>
Sent: Thur 3/29/2007 2:48:51 AM (UTC-07:00)
To: "Augenreiz | Tyron Montgomery" <tyron.montgomery@augenreiz.de>
Subject: iCharts Pppt
Attachment: iCharts Presentation_20060305.ppt

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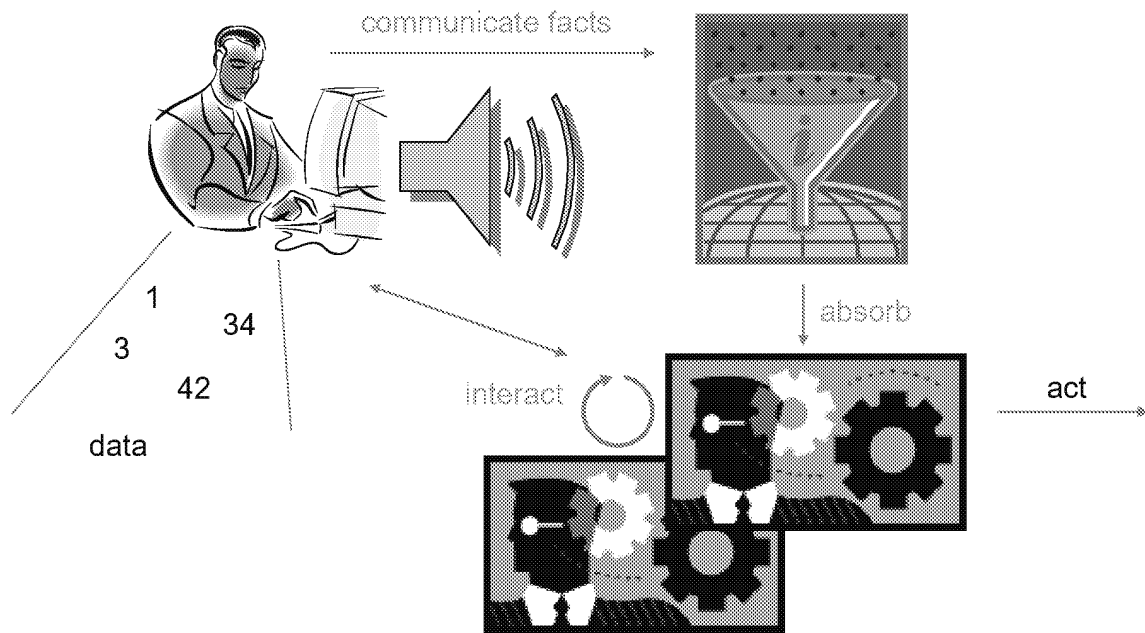
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iCharts

Interactive. Information. Immediately.

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„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



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1) Edward Tufte – The Visual Display of Quantitative Information, 2001

Our vision is to
organize the transmission and absorption
of quantitative data in
webspacetime.

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iCharts provides...

...the *best, easiest and fastest*

way to share, update and absorb

facts & figures using charts

on the net

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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.

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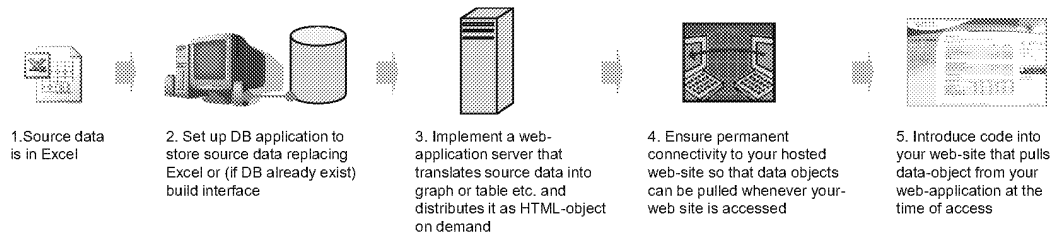
Today an inefficient, costly process

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.

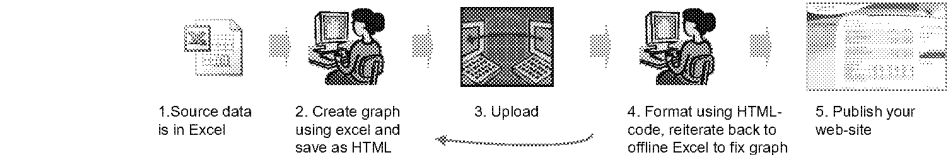
Today's solution 1: To automate, programming required

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 intial setup, 1-2h per update)



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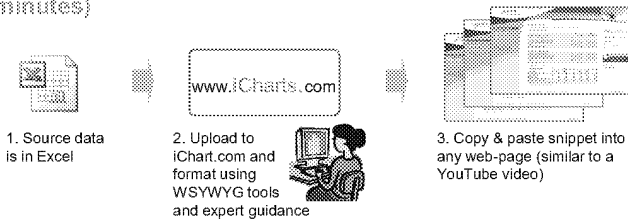
iCharts – A simple, easy and fast alternative

The requirement

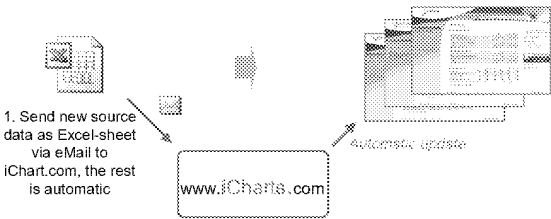
Company XYZ wants to show an interesting statistic on their homepage that helps them communicate their USP, value proposition and/or customer success.

The iChart solution:

Setup (10 minutes)



Update (2 minutes)



Founding Team

Seymour Duncker

- 35 years, married with 2 children, German/Indian-British background
- Education:
 - Diploma in Business Administration from University of Passau, passed with distinction (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, Oceans Business Consulting, in Heidelberg.



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.



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iCharts

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Service Concept

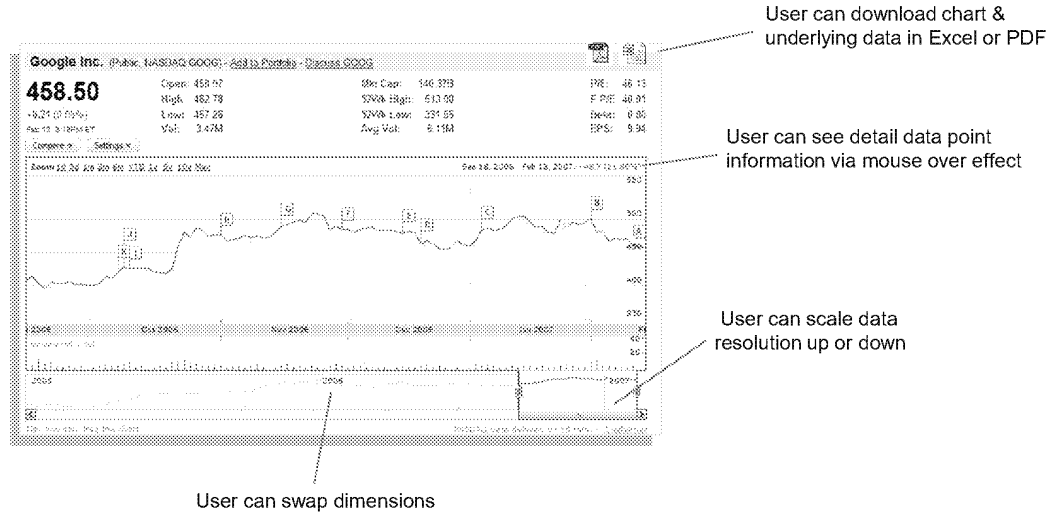
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Introducing... iChart: Graph or table with dynamic content

iCharts provide the capability to show **more information in less space, delivering the message more effectively** ...and they are fun.

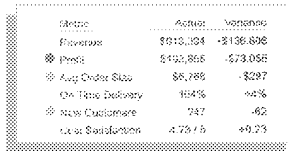
Level of interactivity comes in the following variants:

1. **Basic** – only detail data point information via mouse-over, classic 2-dimensional static chart
2. **Light** – user can swap one dimension and/or scale data resolution
3. **Power** – user can swap multiple dimensions, scale data resolution and download underlying data tables as PDF or Excel



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Introducing... iChart: Works for different chart types (I)

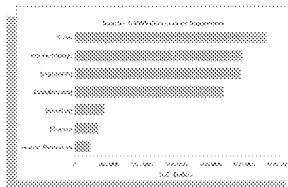


Metric	Actual	Variance
Revenue	\$915,104	+\$136,896
Profit	\$145,866	-\$73,056
Avg Order Size	\$6,786	-\$297
On-Time Delivery	99.4%	+0.2%
New Customers	747	+62
Client Satisfaction	4.75 / 5	+0.23

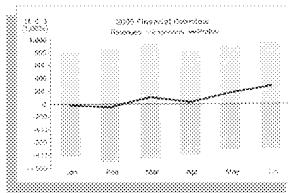
- **Simple table with signal buttons**
 - 2nd level: Sparklines
 - Swap dimensions Year, Variance, Target



- **Sparklines graph** (Trend information)
 - Mouse over: Detail data point
 - Scale data resolution



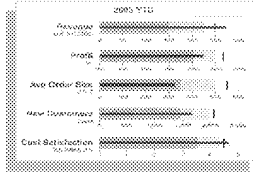
- **Bar chart**
 - Mouse over: Percentage data, additional information
 - Include, exclude additional categories
 - 2-level drill



- **Combination chart**
 - Mouse over line: Detail data point
 - Mouse over bar: Percentage data, additional info
 - 2-level drill

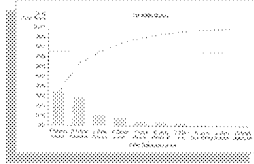
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Introducing... iChart: Works for different chart types (II)



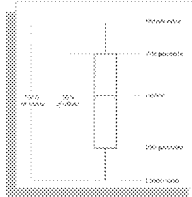
• Bullet Graph

- Mouse over: Percentage, Total, 2nd level drill
- Sparkline graph



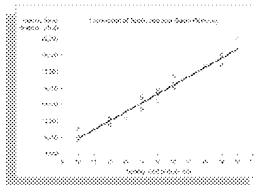
• Pareto Graph

- Mouse over bar: Percentage, Total, 2nd level drill, add. data
- Mouse over line: data point info
- Second level drill



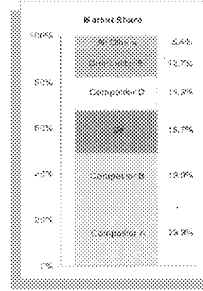
• Box Plots

- Mouse over bar: Distribution graph of data



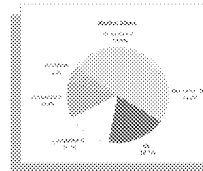
• Scatter plots

- Scale data resolution
- Detail data point information



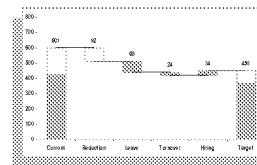
• Stacked bar graphs

- Swap dimensions
- Mouse over: Show data point info



• Percentage of total

- Mouse over: Show data point info

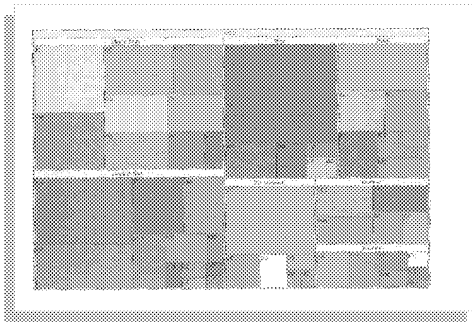


• Waterfall graph

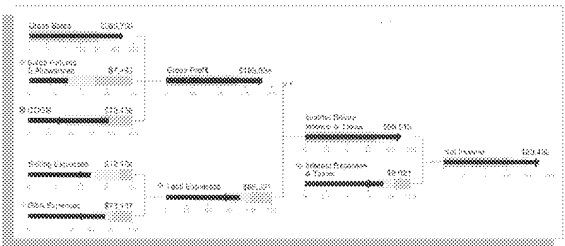
- Mouse over: Show data point info

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Introducing... iChart: Works for different chart types (III)



- **Treemaps**
 - Mouse over: show 2nd. level summary as table or graph
 - Include, exclude entities

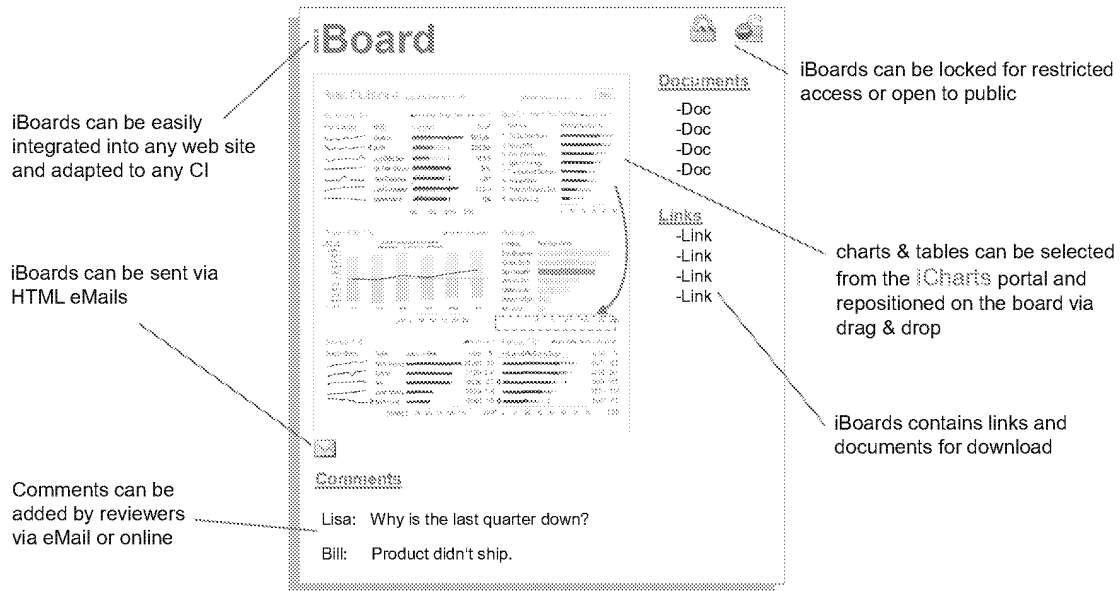


- **Drawing Objects**
 - Mouse over: show 2nd. level summary as table or graph
 - Include, exclude entities

Introducing... iBoard: Business collaboration reloaded

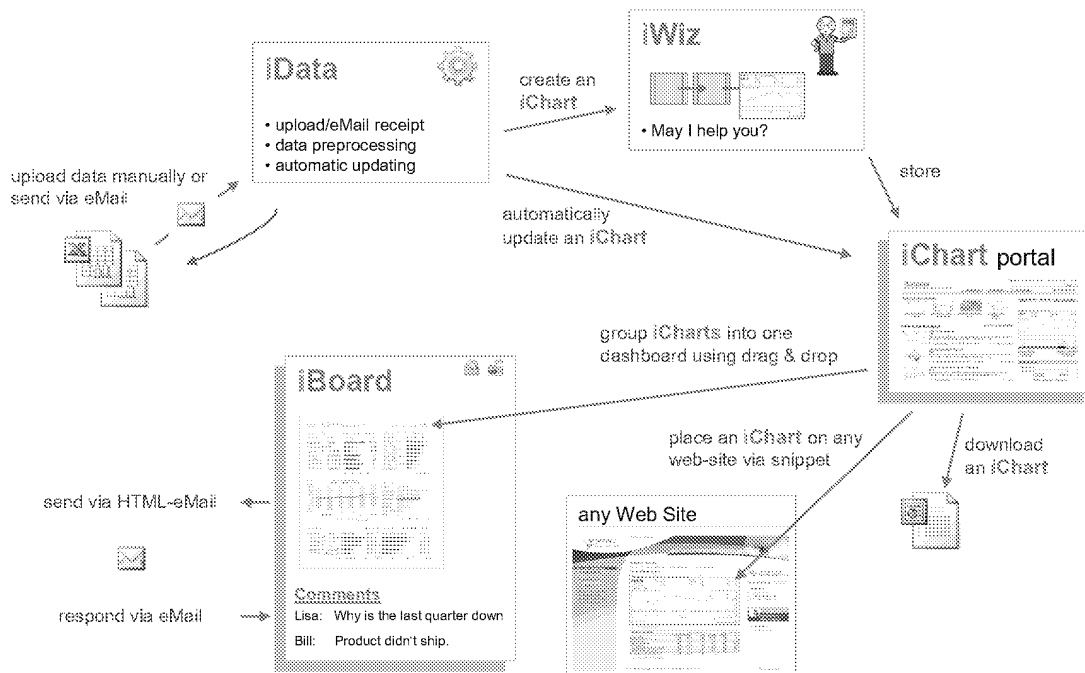
iBoards enable **facts driven business collaboration**.

iBoards group multiple iCharts into one user-defined context and allows to associate documents and/or ancillary information, shared with others for comments either publicly or privately.



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iChart Web Service



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iData & iWiz

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 intelligent engine room that does the „dusty“ job for you...

iWiz



- May I help you?
 - 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...

iChart portal

One-stop-shop for accessing, managing and exchanging both public and secure iCharts and iBoards.

[Sign Up](#) | [My Account](#) | [History](#) | [Search](#) | [Help](#) | [Log In](#)

iCharts

Interactive. Immersion. Inspiration.

Categories
Channels
Community

Upload Videos

Featured Data Releases

[New Informations...](#)
Seymour Duncker

[The "Be A Cow" Song...](#)
LCS

[MY HOME Place Stereo...](#)
Treasure

New Data Releases

GOOG Q4 Release
 02:51
 Starting some numbers you might recognize and some you won't. If you want I may post a "how to/tutorial" next week. Thanks for th views!
From: [johnduncker](#) Views: 59,124 ★★★★★ Share & Comment

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Q4 Employment Figures
 03:25
 Beatboxing Flute player Greg Fattillo inspects gadget with a twist like nothing you've heard (unless you've been wandering through Vegas)
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[Crating Worlds](#) Login to rate video
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 Comments: 31 177 ratings

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Q4 Baby Boomers Health Statistics
 03:31
 Swedish popstar's Loney, Dear have a new video for the Song "I am John" from their album Loney, Noir. The video was directed and c...oreo)
From: [seymourduncker](#) Views: 166,996 ★★★★★ Share or Watch

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Benefits

1. You can create iCharts with dynamic content, that help people absorb more information in less time, 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 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 easily set up secure iBoards for your key customers, partners or project team members to interact with and share facts, comments & documents
7. You can easily set up public iBoards for new data or reports you are releasing, providing a forum in which you can present your facts in a more comprehensive, more focused way
8. As public listings of iCharts in the portal grows, you can easily mesh 3rd party statistical content with your own content to enrich your message

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.

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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

iCharts

Interactive. Information. Immediately.

Usage Scenarios

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Usage Scenarios (exemplary, non-exhaustive)

- ※ Anybody who wants to leverage publicly available quantitative content in his own context
- ※ Companies who show/would like to show general interest, company-specific statistics on their web-sites in a more attractive, more condensed, more focused way
- ※ Project teams who want set up a collaboration rooms in which they can share data, documents and comments
- ※ Companies who want to or have already set up collaboration rooms for their key customers, partners, suppliers to manage inter-company relationships
- ※ Companies who want to handle the investor relations section on their web-site more effectively at less cost
- ※ Issuers of tradable instruments (Bonds, Mutual Funds, Certificates, etc.) who want to provide an easy to copy prospectus format for their financial instruments
- ※ Associations or government and state bodies who want to deliver their statistical data in a more effective format
- ※ Organizer of scientific/medical congresses & seminars who want to introduce a more effective presentation format for researchers filing papers
- ※ Sport leagues and communities wanting to show club/community results in a more intuitive, attractive way

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Example scenario: Investor Relations

Companies who want to handle the investor relations section on their web-site more effectively at less cost

The screenshot displays the Schering Investor Relations website. The header includes the Schering logo and the text "INVESTOR RELATIONS". A navigation bar lists "Home", "Investor Relations", "Dienste & Partner", and "Anschlussspezialisten". The main content area is titled "Finanzkennzahlen" and shows data for the period "2007 Q3". It includes a table of financial ratios and a pie chart. A sidebar on the right contains a "Bayer HealthCare" logo and a "Bayer Schering Pharma" logo. The iBoard logo is visible in the bottom right corner of the main content area.

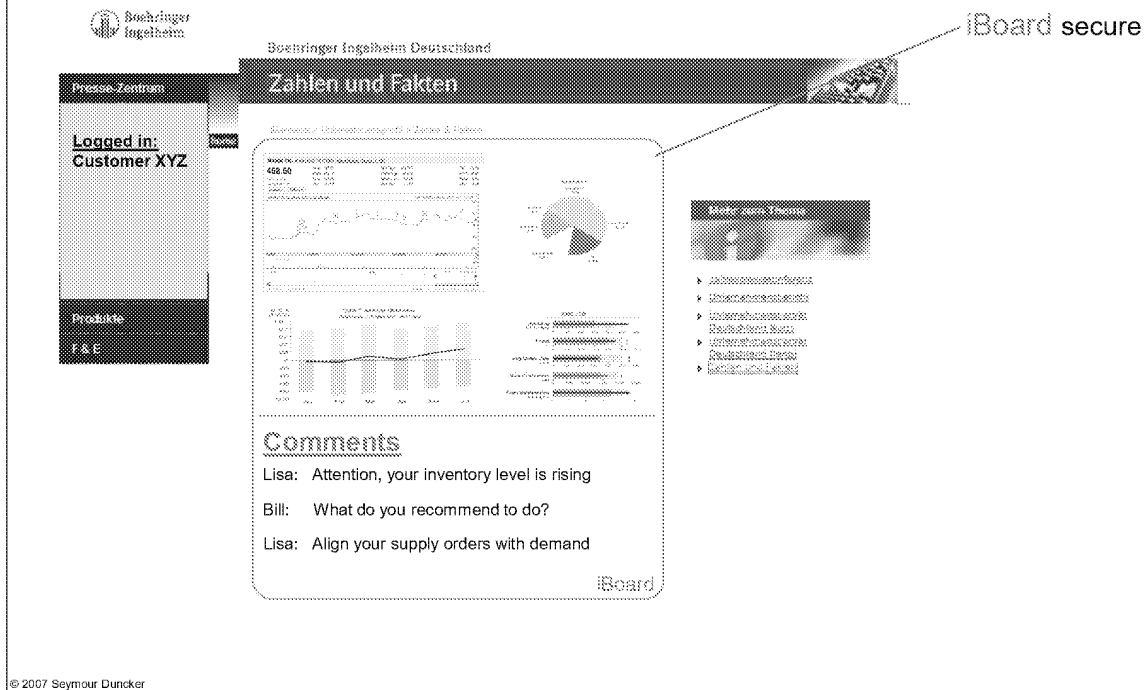
Finanzkennzahlen

2007 Q3 (2007: 1-9 Monate)

Kennzahl	2007 Q3	2006 Q3	2005 Q3	2004 Q3	2003 Q3	2002 Q3	2001 Q3	2000 Q3	1999 Q3	1998 Q3	1997 Q3	1996 Q3	1995 Q3	1994 Q3	1993 Q3	1992 Q3	1991 Q3	1990 Q3	1989 Q3	1988 Q3	1987 Q3	1986 Q3	1985 Q3	1984 Q3	1983 Q3	1982 Q3	1981 Q3	1980 Q3	1979 Q3	1978 Q3	1977 Q3	1976 Q3	1975 Q3	1974 Q3	1973 Q3	1972 Q3	1971 Q3	1970 Q3	1969 Q3	1968 Q3	1967 Q3	1966 Q3	1965 Q3	1964 Q3	1963 Q3	1962 Q3	1961 Q3	1960 Q3	1959 Q3	1958 Q3	1957 Q3	1956 Q3	1955 Q3	1954 Q3	1953 Q3	1952 Q3	1951 Q3	1950 Q3	1949 Q3	1948 Q3	1947 Q3	1946 Q3	1945 Q3	1944 Q3	1943 Q3	1942 Q3	1941 Q3	1940 Q3	1939 Q3	1938 Q3	1937 Q3	1936 Q3	1935 Q3	1934 Q3	1933 Q3	1932 Q3	1931 Q3	1930 Q3	1929 Q3	1928 Q3	1927 Q3	1926 Q3	1925 Q3	1924 Q3	1923 Q3	1922 Q3	1921 Q3	1920 Q3	1919 Q3	1918 Q3	1917 Q3	1916 Q3	1915 Q3	1914 Q3	1913 Q3	1912 Q3	1911 Q3	1910 Q3	1909 Q3	1908 Q3	1907 Q3	1906 Q3	1905 Q3	1904 Q3	1903 Q3	1902 Q3	1901 Q3	1900 Q3	1899 Q3	1898 Q3	1897 Q3	1896 Q3	1895 Q3	1894 Q3	1893 Q3	1892 Q3	1891 Q3	1890 Q3	1889 Q3	1888 Q3	1887 Q3	1886 Q3	1885 Q3	1884 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Q3	1008 Q3	1007 Q3	1006 Q3	1005 Q3</
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Example scenario: Collaboration rooms with secure access to project team members

Project teams who want set up a collaboration rooms in which they can share data, documents and comments



Example scenario: Sport leagues, societies and communities

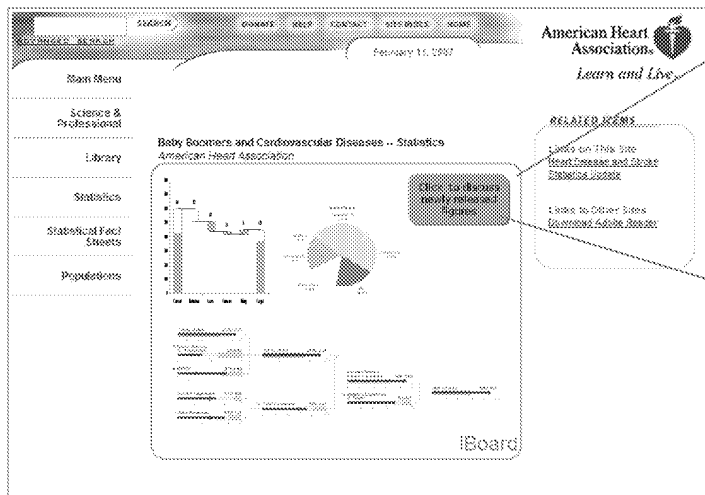
Sport leagues and communities wanting to show club/community results in a more intuitive, attractive way

The screenshot shows the FC Bayern Munich website from 2007. The main content area displays statistics for the 2006/07 season, including a table of goals scored by players and a pie chart showing the distribution of goals. The sidebar on the right contains links to various sections, including 'FCB.tv' and 'iBoard public'. An annotation points to the 'iBoard public' link, stating 'Link to dedicated iBoard page to discuss league „hot topics“ (recent match etc.)'. Another annotation points to the 'iBoard public' link, stating 'iBoard public'.

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Example scenario: Associations

Associations or government and state bodies who want to deliver their statistical data in a more effective format



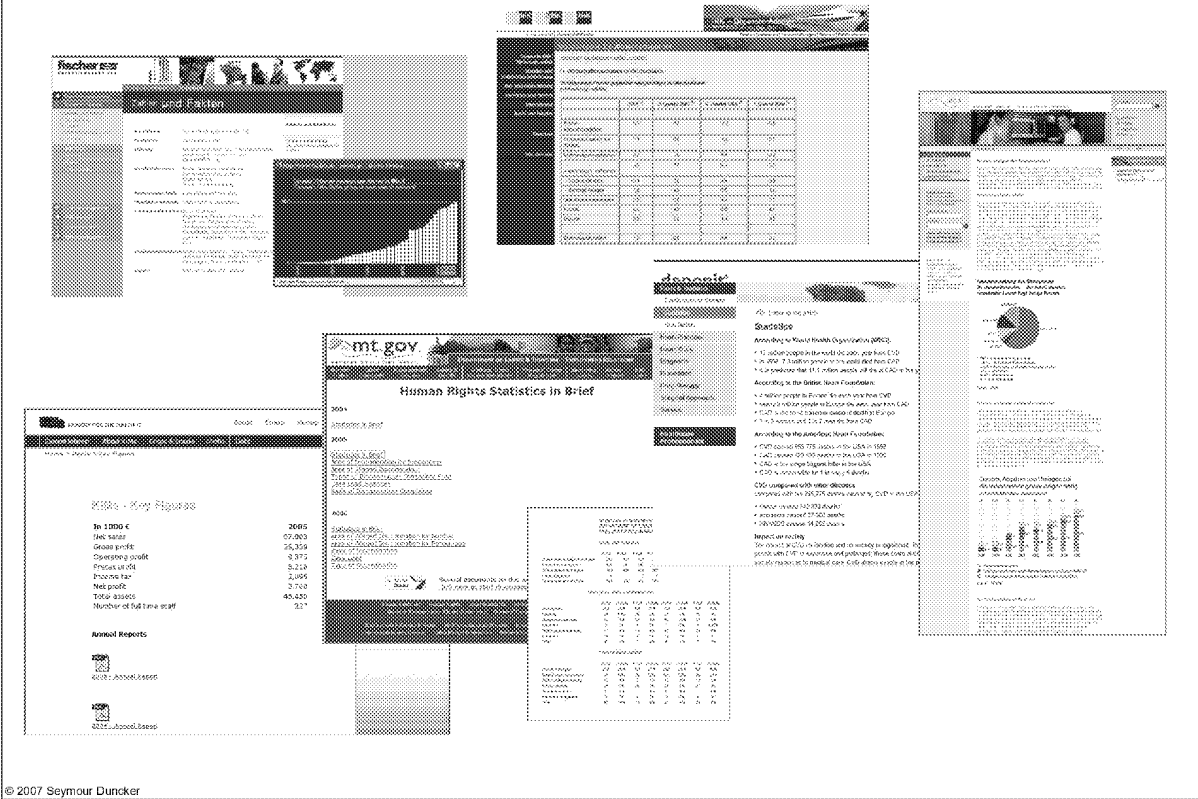
iBoard public

Link to dedicated iBoard page to discuss recently released statistics

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

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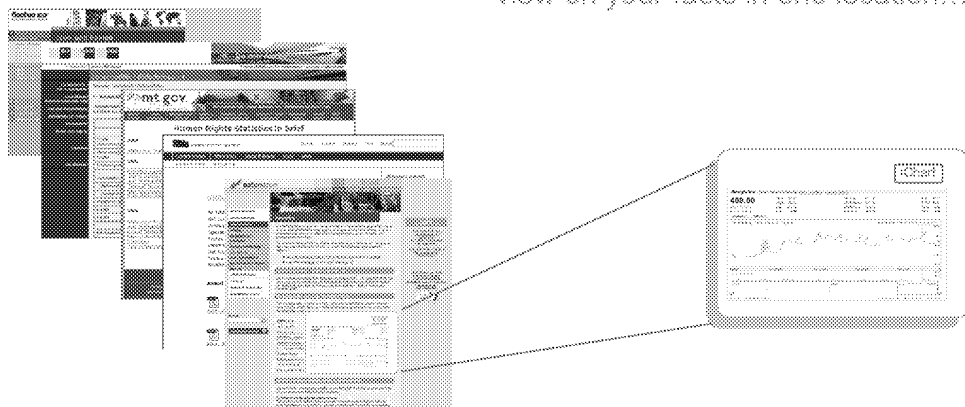
Current solutions...



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An iChart delivers a...

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



...to set up an iChart, simply go to
www.iCharts.com, set one up and copy &
paste it into your web-site

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iCharts

Interactive. Information. Immediately.

Business Opportunity

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Over the Envelope Calculation (I)

„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⁾

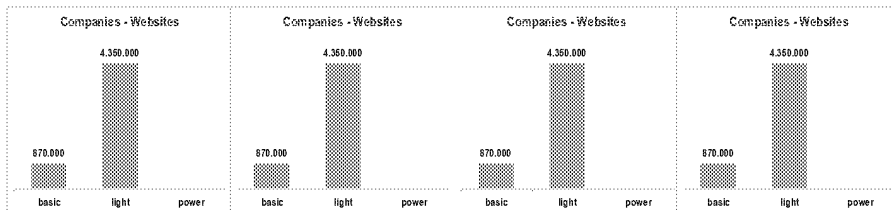
Assuming that only 1% (or 9 billion) of these have or will move online....

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

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

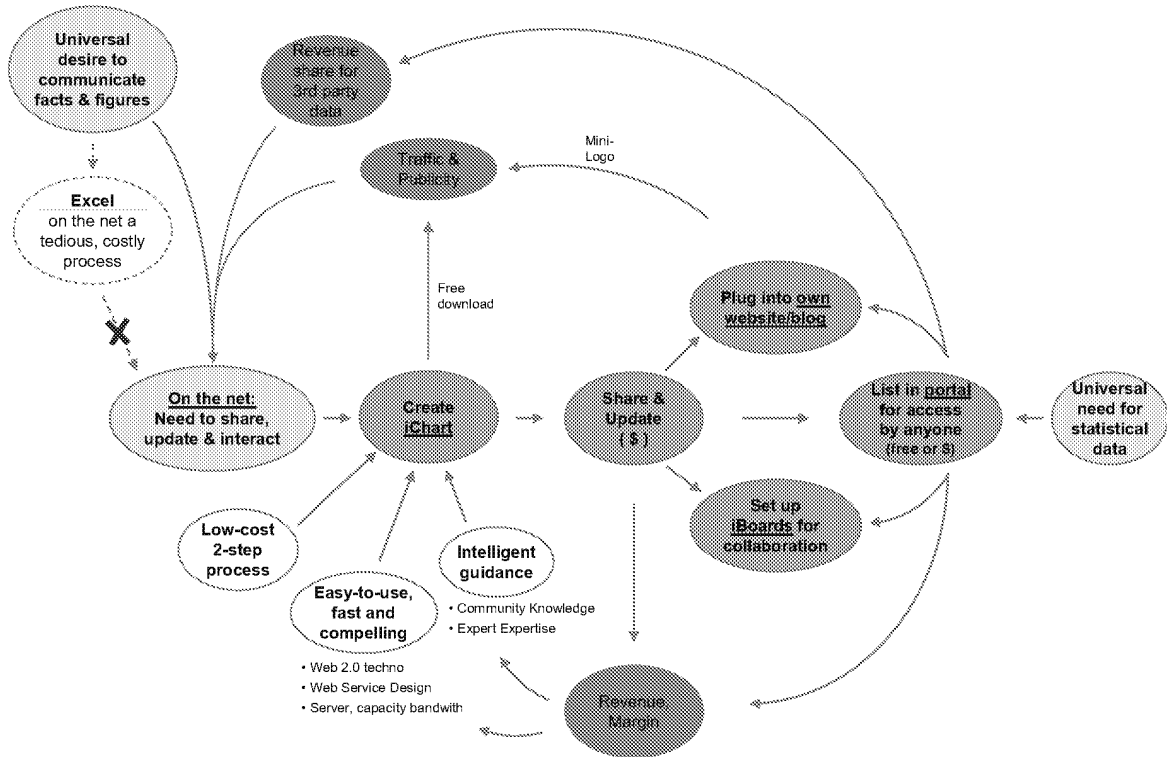
...then the revenue opportunity for iCharts is

...900 Mio € per annum.



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Business Graph



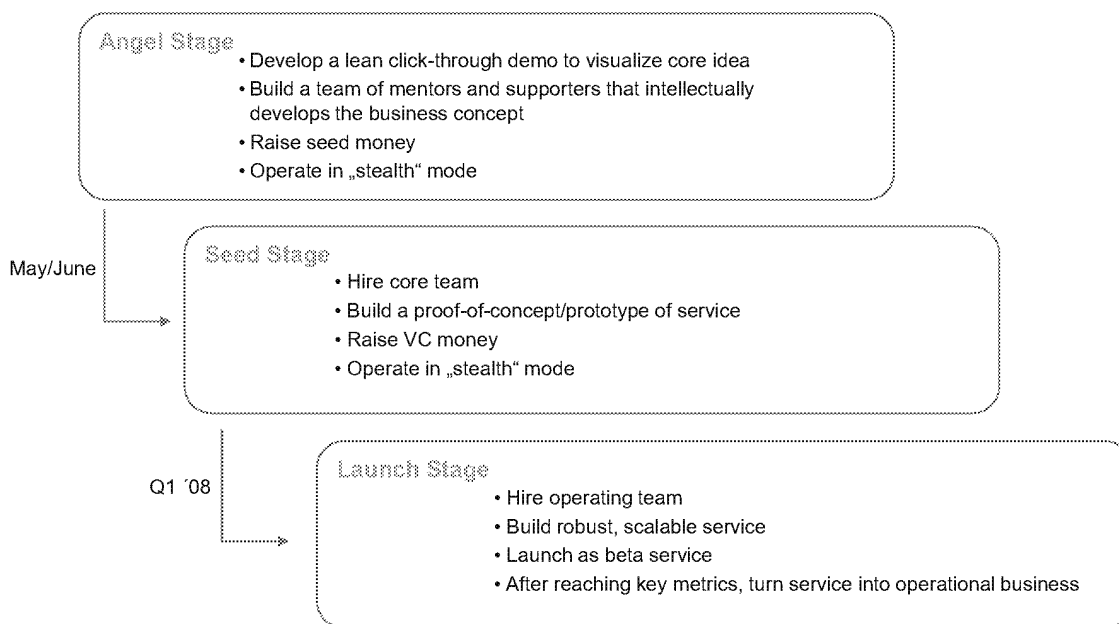
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What the competition is doing

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	MS could offer an add-on web-based service that allows easier publishing of charts as part of Office Live or buy the service.	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 focused 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 focused on emulating office on the net
GOOGLE	Google spreadsheets	None	Build the service themselves or attempt to buy	High	Hope & Pray Google is focused on launching a SMB offering targeting Microsoft Office

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Roadmap



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