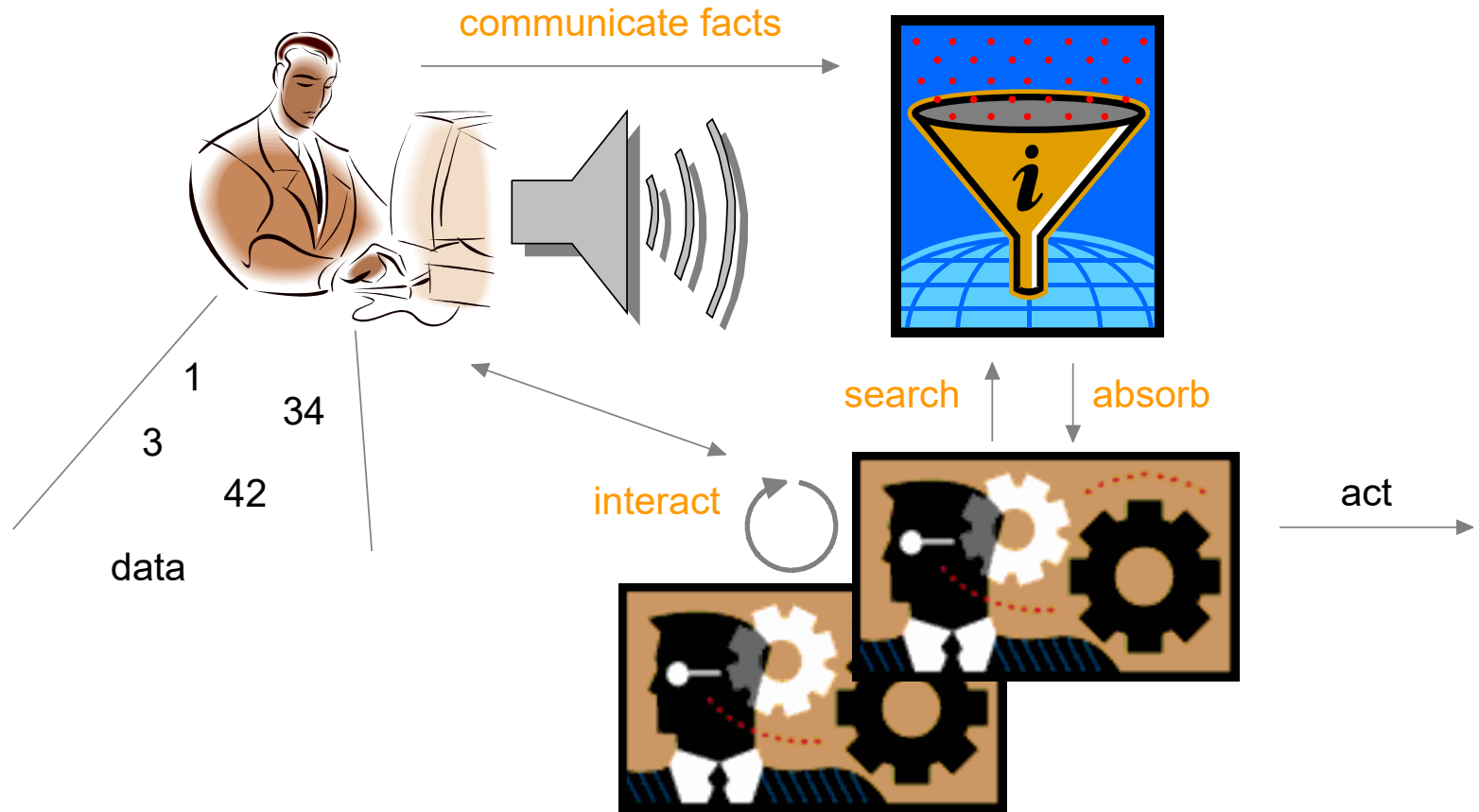




your source for facts & figures

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



iCharts *provides...*

*...the best way **to search** for facts & figures
on the net....*

and

*... the easiest and fastest way **to publish and update**
embeddable, interactive charts and tables
to the net.*

iCharts Investment Opportunity

„Each year, the world over, somewhere between 900 billion (9×10^{11}) and 2 trillion (9×10^{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...

...and we make on average **1€ per chart per year**....

...then the **revenue opportunity** for **iCharts** is

...900 Mio € per annum.

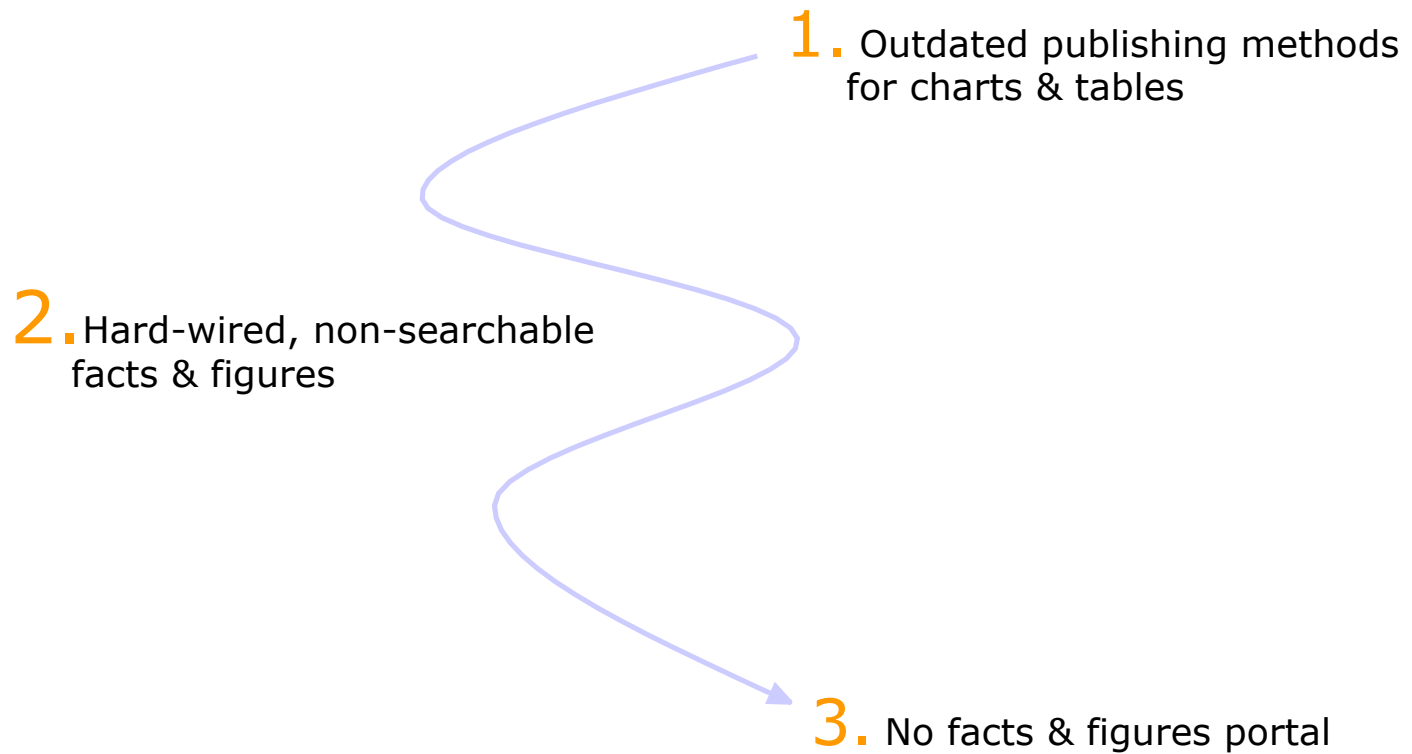
Outline

The Challenge		
Publishing data	Hardwired charts	Search Methods

The Opportunity		
Base Concept		
iCharts Value Proposition		
iCharts Web Service		
Portal	iCharts & iBoards	Search
Competitive Advantage & Required Competences		
Sources of Revenue		
Go-To-Market Plan		
Founding Team		
Competitive Watch		
Investment Opportunity & Funding Requirements		

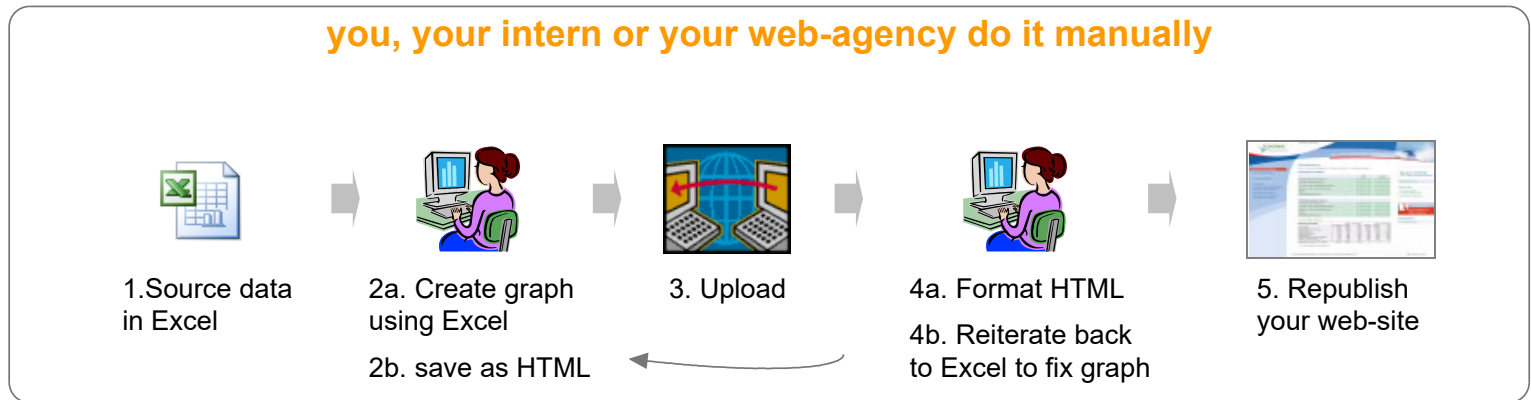
The Challenge

The Challenge



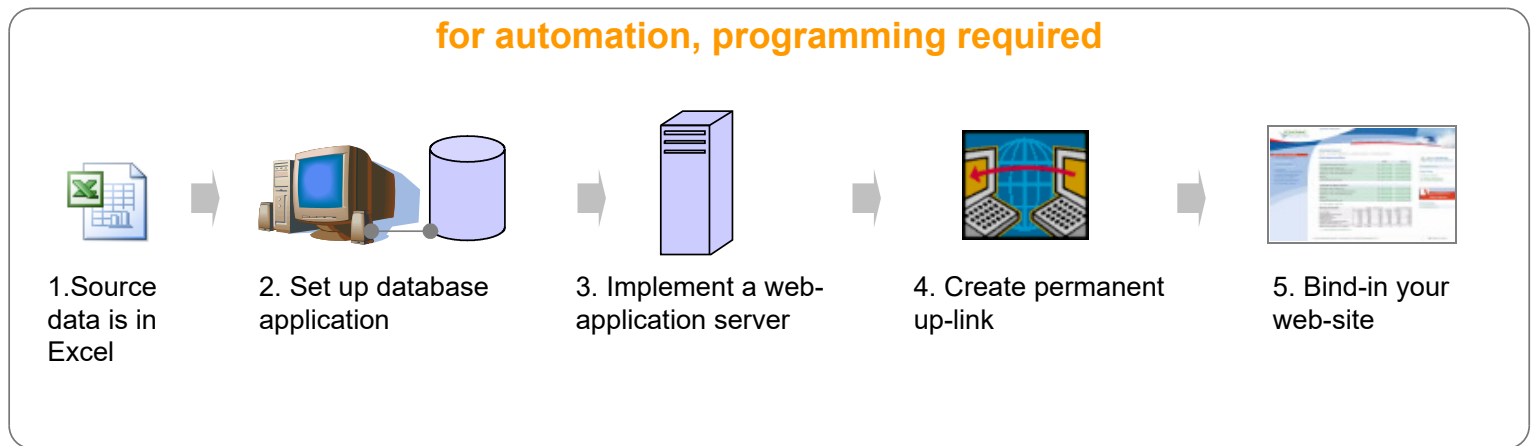
How to publish a chart today (I)

you, your intern or your web-agency do it manually



duration: 3-4h for initial setup, 1-2h per update

How to publish a chart today (II)



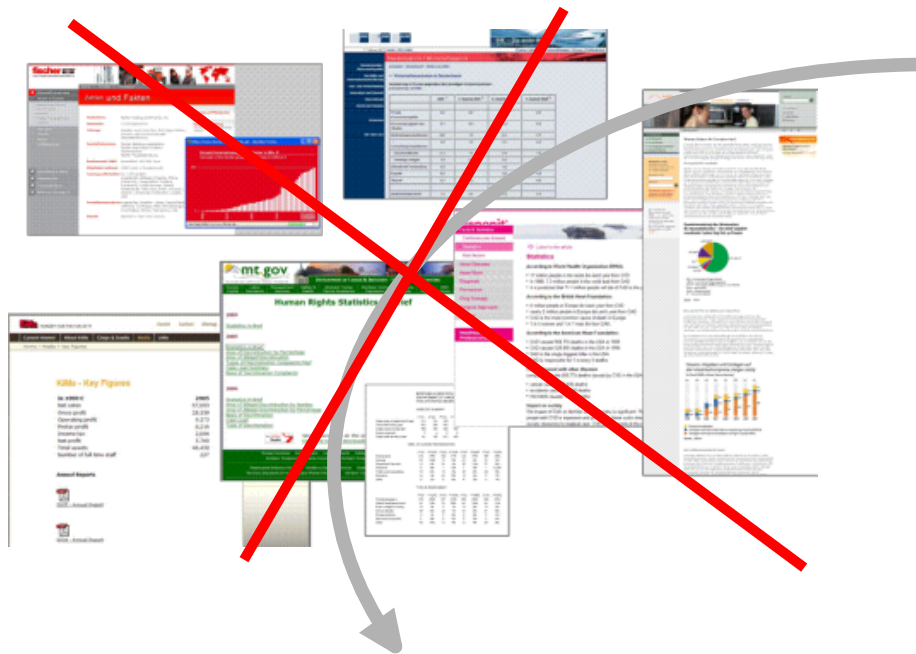
cost: 10-20 k€ + long-term support & maintenance

The result: hardwired charts & tables

The collage displays six different web pages, each showcasing a specific type of data visualization that is 'hardwired' into the site's design:

- fischer:** A page titled 'Zahlen und Fakten' (Numbers and Facts) featuring a bar chart showing 'Verkauf Umsatzrechnung zum Ende in Mio. €' (Sales revenue at the end in million €) and a table of 'Produktionskosten' (Production costs).
- IHK:** A page titled 'Standards / Wirtschaftswachstum' (Standards / Economic Growth) featuring a table of 'Wirtschaftswachstum in Deutschland' (Economic growth in Germany) and a bar chart showing 'Veränderung in Prozent gegenüber dem jeweiligen Vorjahresniveau' (Change in percent compared to the respective previous year level).
- mt.gov:** A page titled 'Human Rights Statistics in Brief' featuring a table of 'Statistics in Brief' and a bar chart showing 'Area of Alleged Discrimination by Percentage'.
- KIMs:** A page titled 'KIMs - Key Figures' featuring a table of 'Key Figures' and a bar chart showing 'Area of Alleged Discrimination by Percentage'.
- denonit:** A page titled 'denonit Facts & Statistics' featuring a table of 'Statistics' and a bar chart showing 'Area of Alleged Discrimination by Percentage'.
- Another site:** A page titled 'Waren steigen die Energiepreise?' (Goods rise, energy prices?) featuring a bar chart showing 'Energiepreise' (Energy prices) and a table of 'Warenpreise' (Goods prices).

Current search methods cannot index facts & figures properly



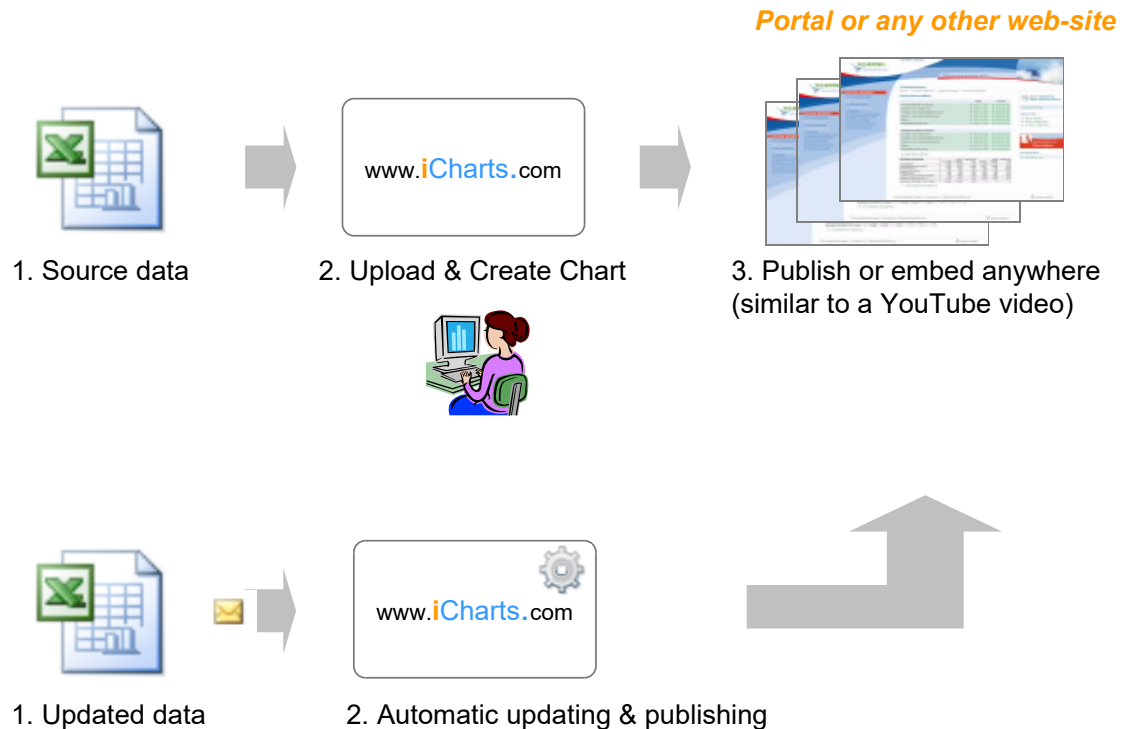
Google™

Non-searchable JPG/GIFs

Lacking data meta-structure

The Opportunity

iCharts – Base Concept: Publishing data made simple



iCharts value proposition

1. Portal

- all kinds of facts & figures
- download or embed charts & tables

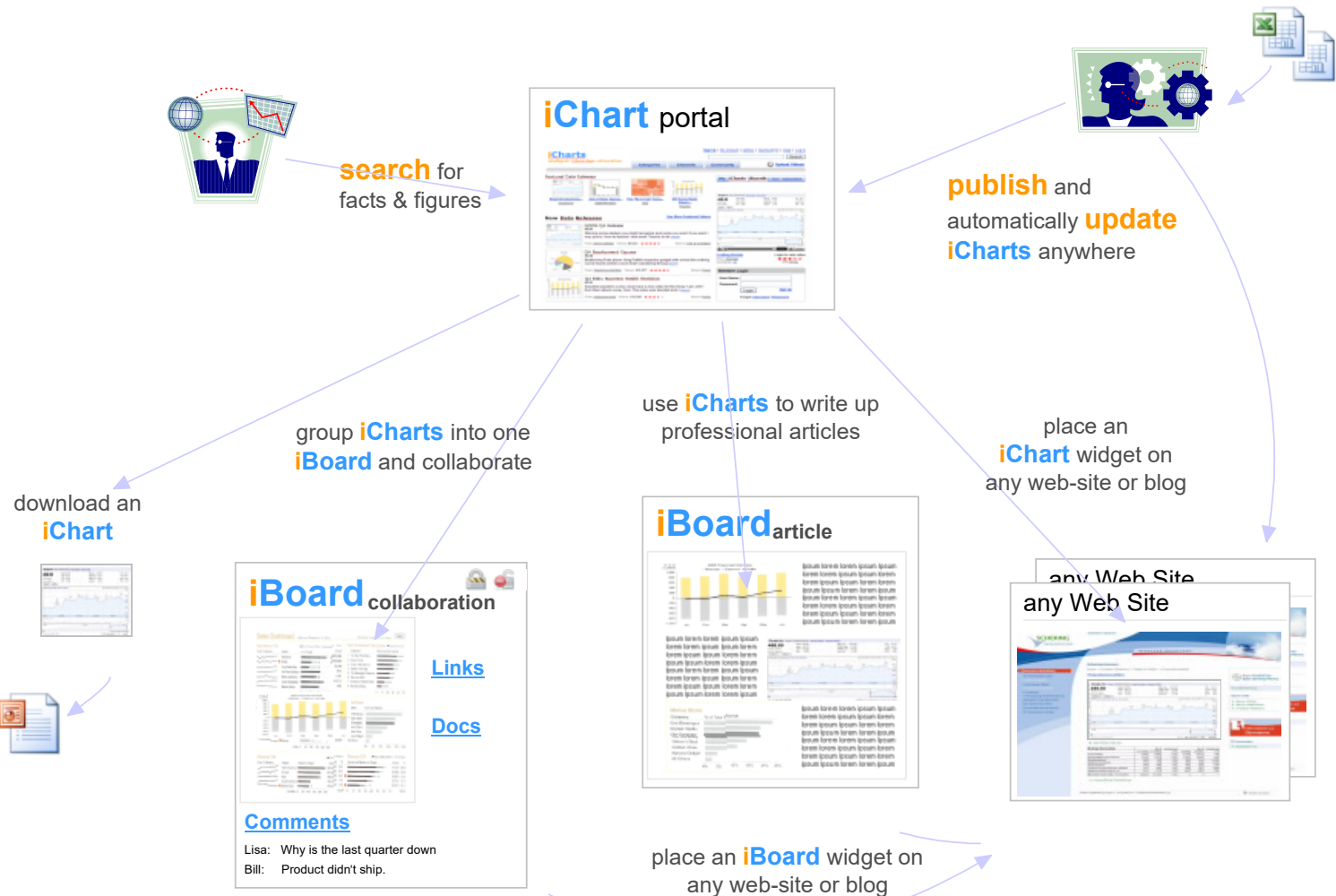
2. Innovative Data Publishing

- easy-to-use and intuitive
- create once, update anywhere, anytime

3. Universal searchable facts & figures

- iCharts by default
- but also already existing content

iCharts web service



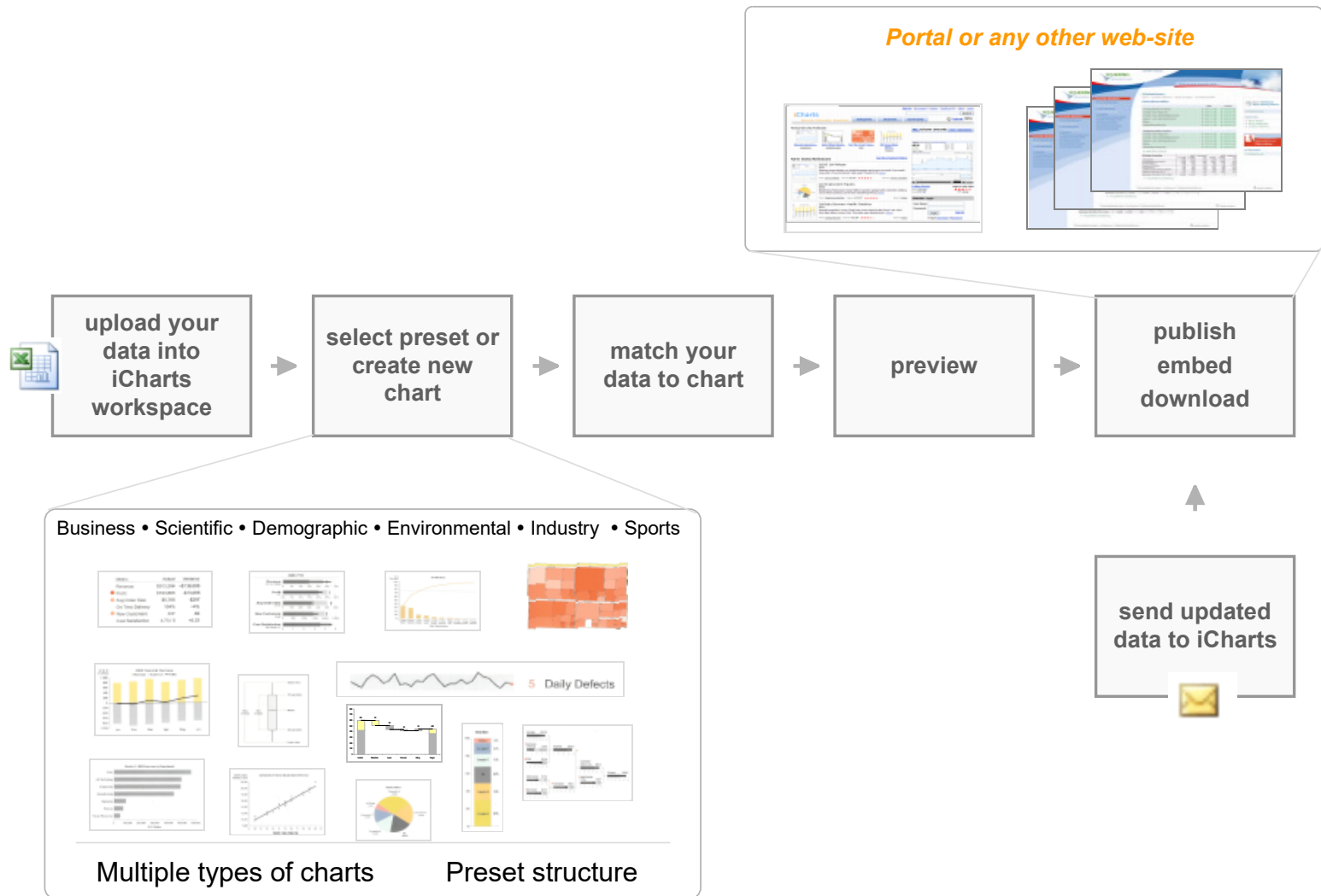
iCharts portal: your source for facts & figures

The screenshot displays the iCharts portal interface. At the top, the iCharts logo is accompanied by the tagline "interactive. information. immediately." and navigation links for "Categories", "Channels", and "Community". A search bar and a "Sign Up" link are also present. A yellow callout labeled "Categories of data" points to the "Categories" button. Below the navigation bar, the "Featured Data Releases" section showcases four items: "Ninja Introductions..." by doogtoons, "Ask A Ninja: Specia..." by digitalfilmmaker, "The 'Be A Cop' Song..." by CBS, and "DIY Home Made Steam..." by Triponic. A yellow callout labeled "Featured Data Releases (i.e. paid for)" points to this section. The "New Data Releases" section lists three items: "GOOG Q4 Release" (02:51) by johnnydeeeep, "Q4 Employment Figures" (03:26) by freedomworksfilms, and "Q4 Baby Boomers Health Statistics" (03:34) by subpoorecords. A yellow callout labeled "New Data Releases with teaser graph and boiler plate ranked according to popularity" points to this section. On the right, a "My: iCharts iBoards" section includes links for "Inbox" and "Subscriptions". Below this is a "Google Inc. (Public, NASDAQ:GOOGL)" stock chart showing a price of 458.50. A yellow callout labeled "Access to personal workspace" points to the "My" section. At the bottom right, a "Member Login" form is visible, featuring fields for "User Name" and "Password", a "Login" button, and links for "Sign Up", "Forgot: Username", and "Forgot: Password".

iCharts: interactive charts or tables



iCharts: easy to create, easy to embed, easy to update



iBoard collaboration room: data-driven interaction

iBoard

Add charts per
drag & drop

Look & Feel

Fully customizable

iBoard collaboration room



Comments

Lisa: Why is the last quarter down?
Bill: Product didn't ship.

Access

Unrestricted
Restricted
Fee-based

Documents

-Doc
-Doc
-Doc
-Doc

Links

-Link
-Link
-Link
-Link

Collaboration Features

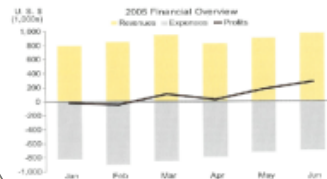
Comments
Documents
Links
Chat

iBoard article: graph-enhanced articles

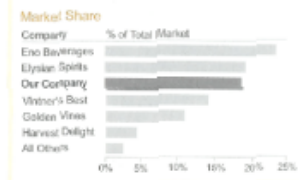
iBoard

Add article-length
text meshed with
charts & tables

2nd Earth discovered...



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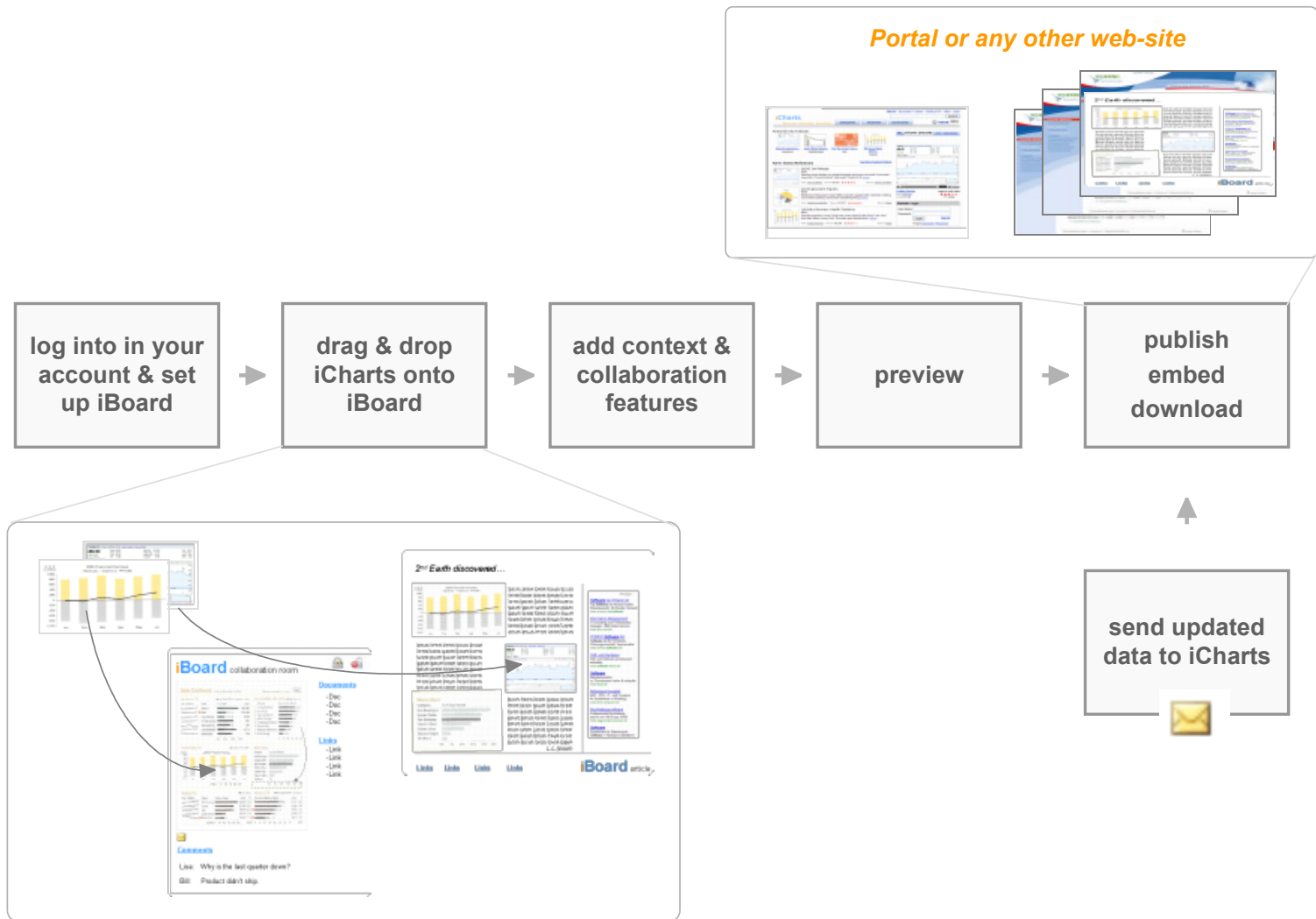
[Links](#) [Links](#) [Links](#) [Links](#)

iBoard article

Access

Unrestricted
Unrestricted
ad-based
Restricted
fee-based

iBoards: easy to create, easy to embed, easy to update



Making all facts & figures searchable

iBoards & iCharts based content	• searchable tags enclosed by default
existing (JPG/GIF/HTML-based) content	• add tags to sites for iCharts crawler • manually load content into iCharts portal

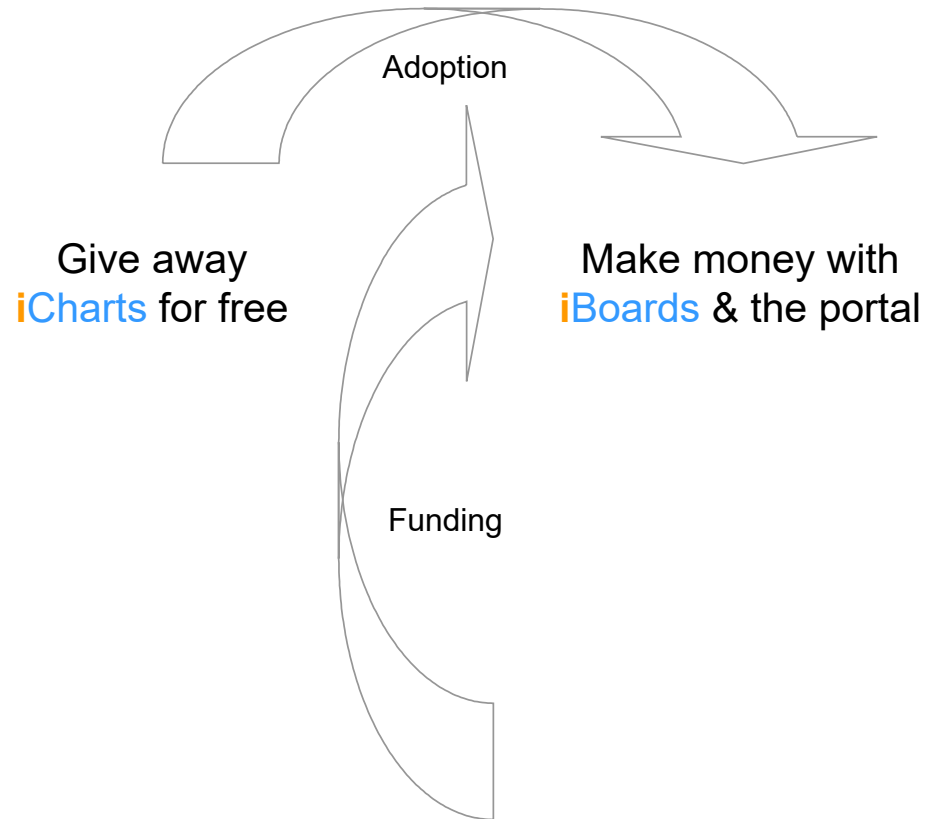
Competitive Advantage

1. Comprehensive end-to-end service
 - search & publish
 - features & functions
2. Leverages new technology
 - proven technology in new area
 - dedicated search
3. Built-in growth loop
 - front-loaded for initial adoption
 - usage adds content

Differentiating competences

- Knowledge in Flash/Flex and search
- Architecture
- Segment knowledge
- Analytics expertise
- Design skills

Sources of revenue – basic philosophy



Sources of revenue – categories

- iBoard-based subscription plans
- Commissions from Professional Data Providers
- Featured iBoards/iCharts
- Revenue share from ads in iBoards

Sources of revenue – subscription plans

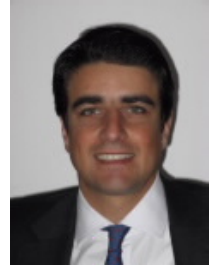
Product	iChart	iBoard collaboration room	iBoard article
Basic Plan	FREE	25 € / month	25 € / month
List in portal	Optional	Optional	Optional
Update schedule	1 update per month	1 update per month +5 € for weekly schedule +15€ for unlimited updates	1 update per month +5 € for update schedule +15€ for unlimited updates
Place anywhere as widget	Yes	Yes	Yes
Charge access	-	Yes, Commission of x% on revenue	Yes, Commission of x% on revenue
Interactivity Pack I (2nd level voice/visual info)	Yes	Yes	Yes
Interactivity Pack II (Comparisons, Zoom)	-	Yes	Yes
Interactivity Pack III (PDF, Excel download)	-	Yes	Yes
Custom Branding	-	Yes	Yes

Go-to-market plan

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

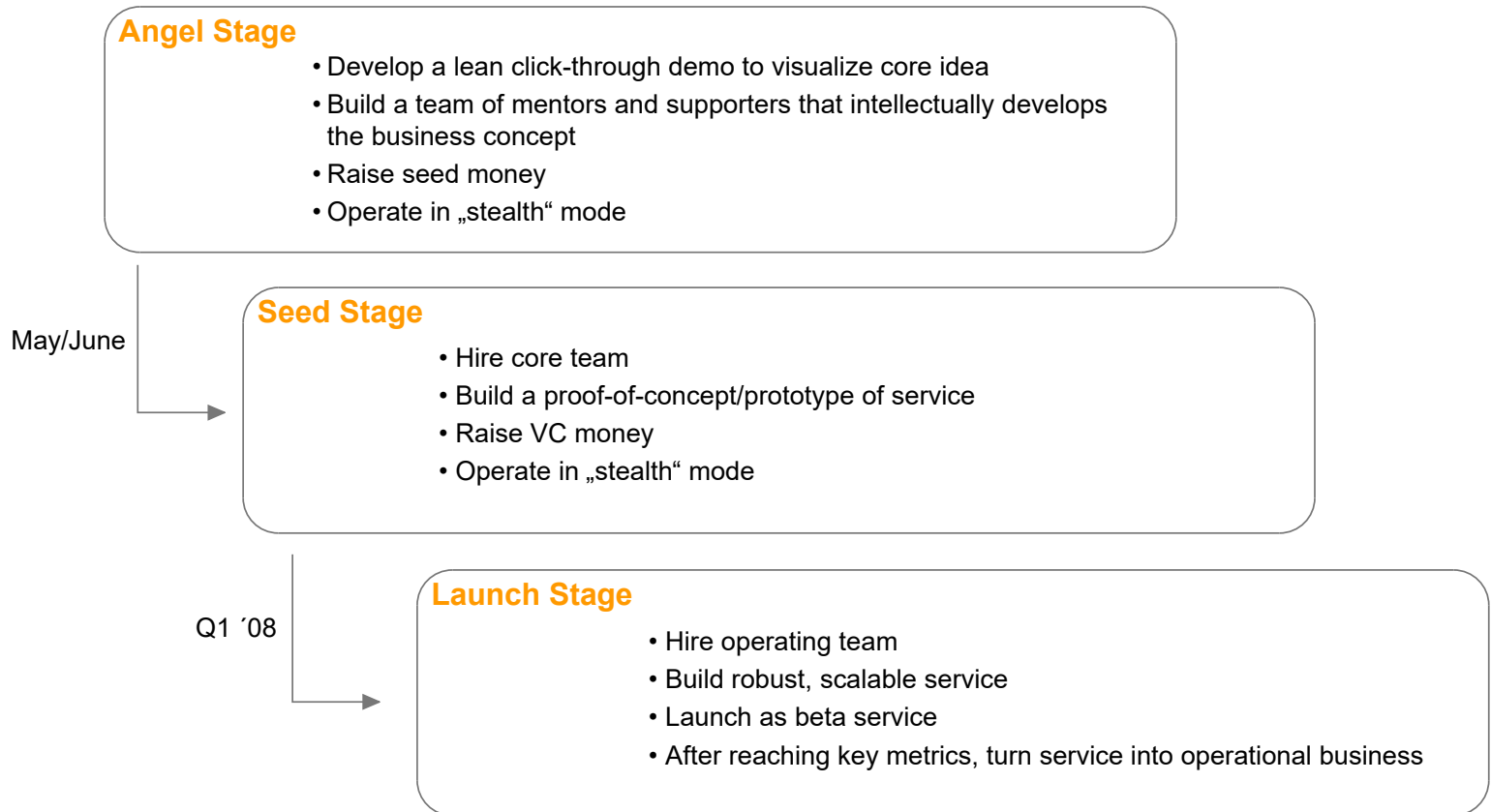
- 39 years, married with 1 child, German/Irish background
- Education:
 - Studied physical science at the Bergische Universität, Wuppertal.
 - Studied visual communication at the University of Fine Arts in Kassel, passed with distinction.
- Won more than 40 international awards incl. an Oscar with his 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.



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

Roadmap





your source for facts & figures

Related Dates

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