

every year more than 900bn charts are being published

What if you could get **more** from a chart than just simply looking at it...

What if you could create an **interactive** Chart in 60 seconds...

and publish it **online** or embed it **into**
Powerpoint or PDF with one click ?



interactive charting made simple

Overview Business Plan

Charting in an online world

iCharts Studio and Portal

Growth Strategy

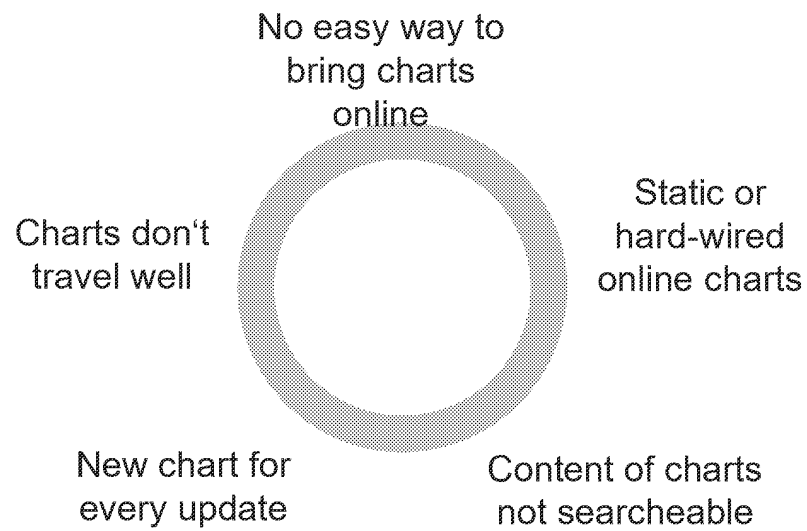
Investment Opportunity



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Gaps in charting today



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iCharts Studio combines the best of breed

Offline Charts

Embed into Powerpoint
Embed into PDF
Embed into ePaper

Online Charts

Embed into your portal
Embed into your blog
Embed in online articles
eMail

Print Charts

Download as image for
Print Publishing



Software-as-a-Service



Professional Chart
Creation Tool
(e.g. Excel, Microsoft)

Best
Practices

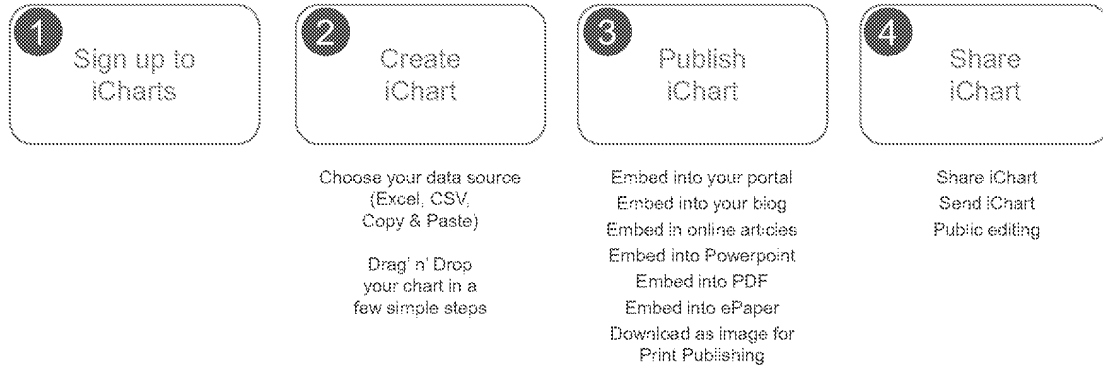
Professional Graphics
Editing Tool
(e.g. Adobe Illustrator)



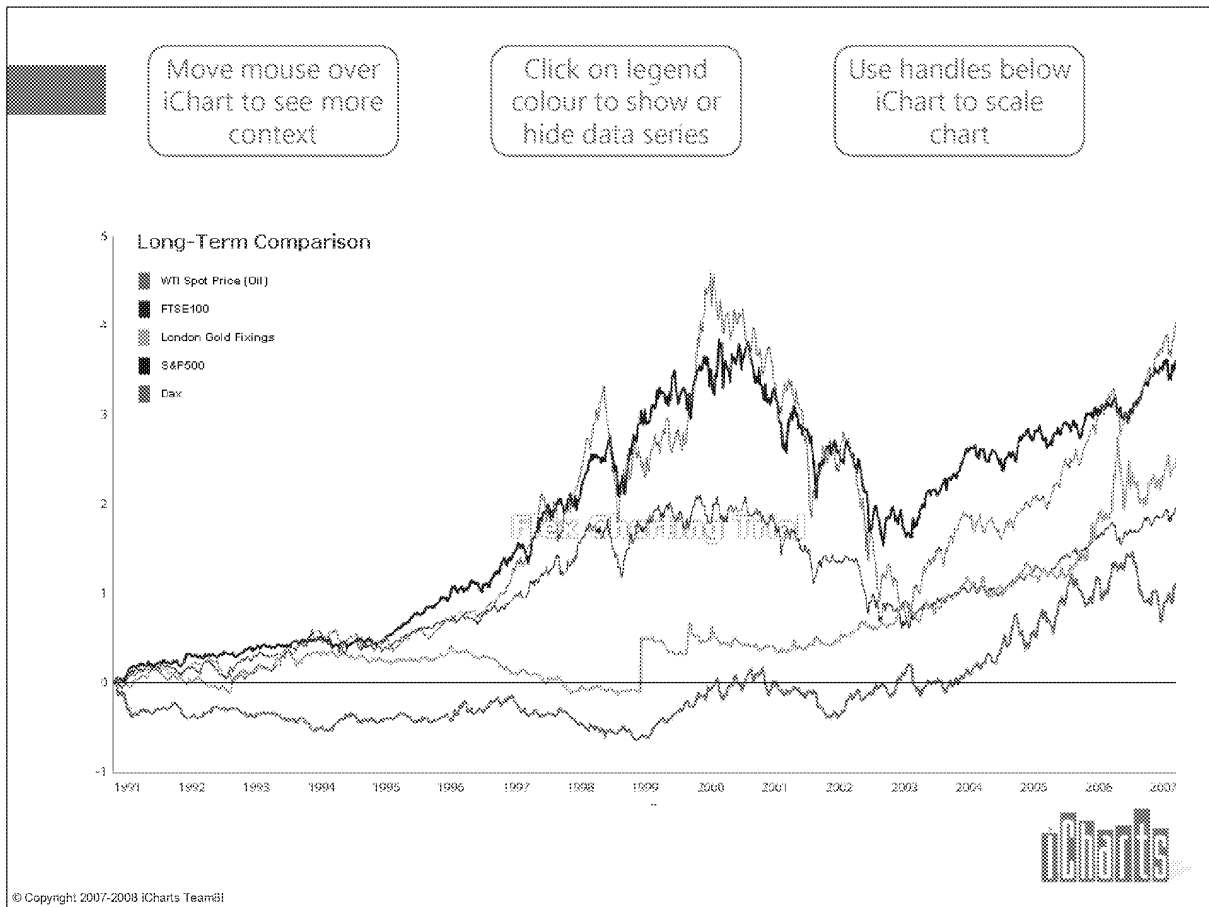
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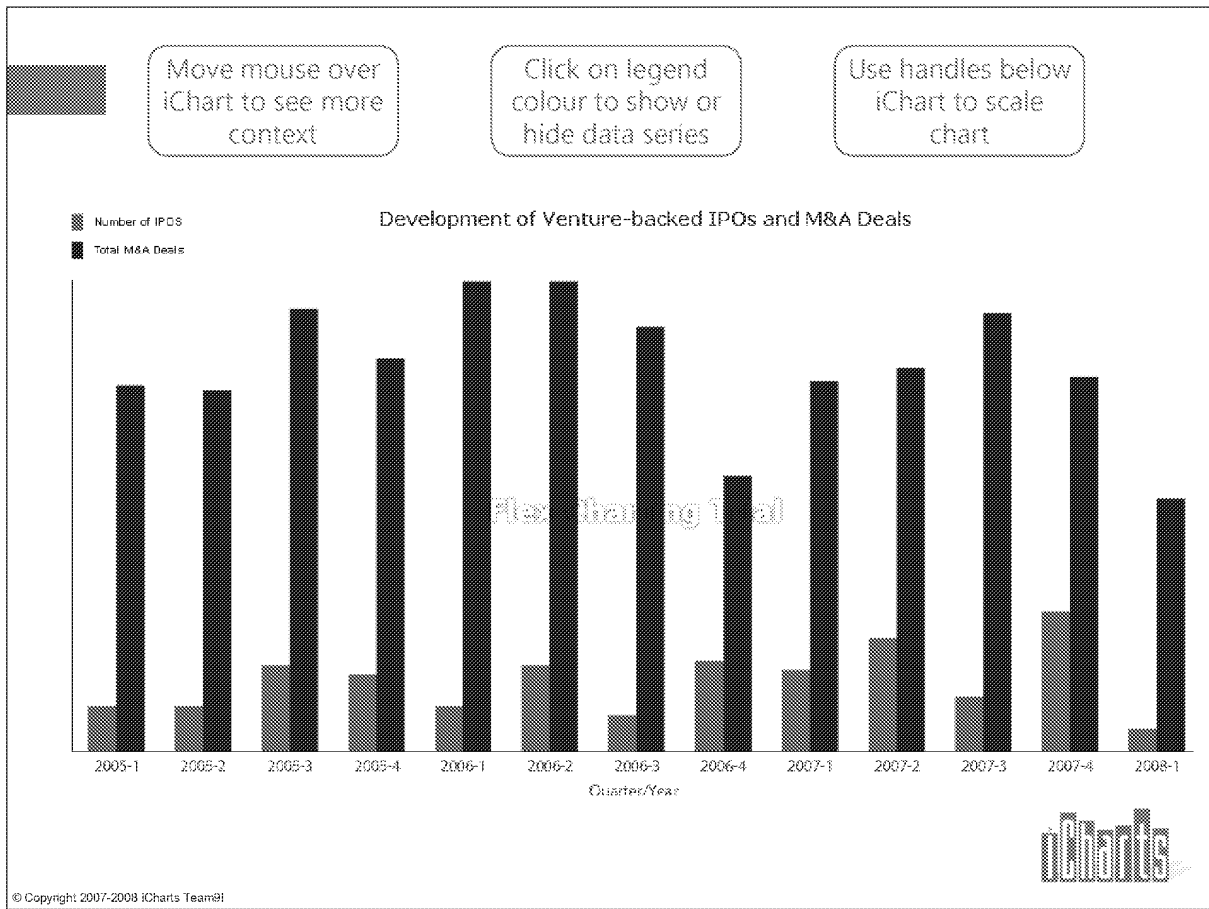


iCharts Studio is the fastest way to create interactive charts online



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iCharts embedded in PDF



Adobe Acrobat
Document



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iCharts online in homepages, portals & blogs

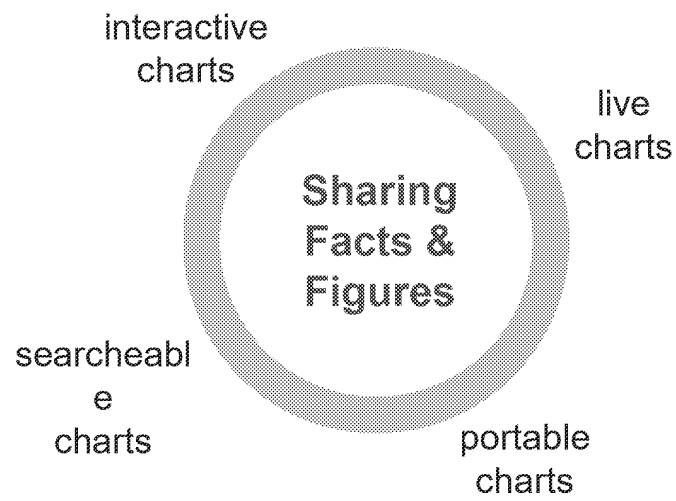
<http://icharttest.blogspot.com/>



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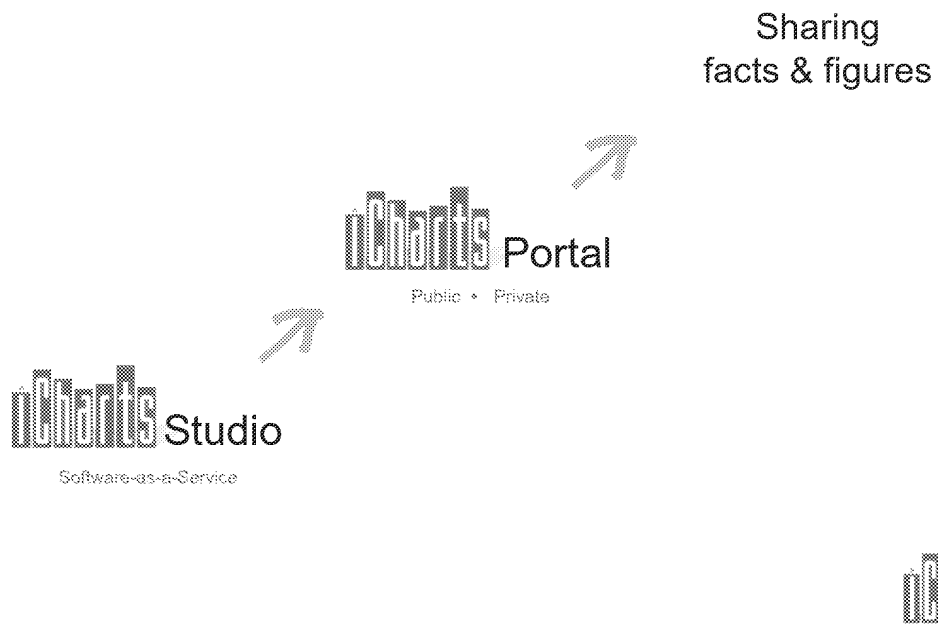
The bigger picture



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The iCharts approach



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Overview Business Plan

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iCharts Studio and Portal

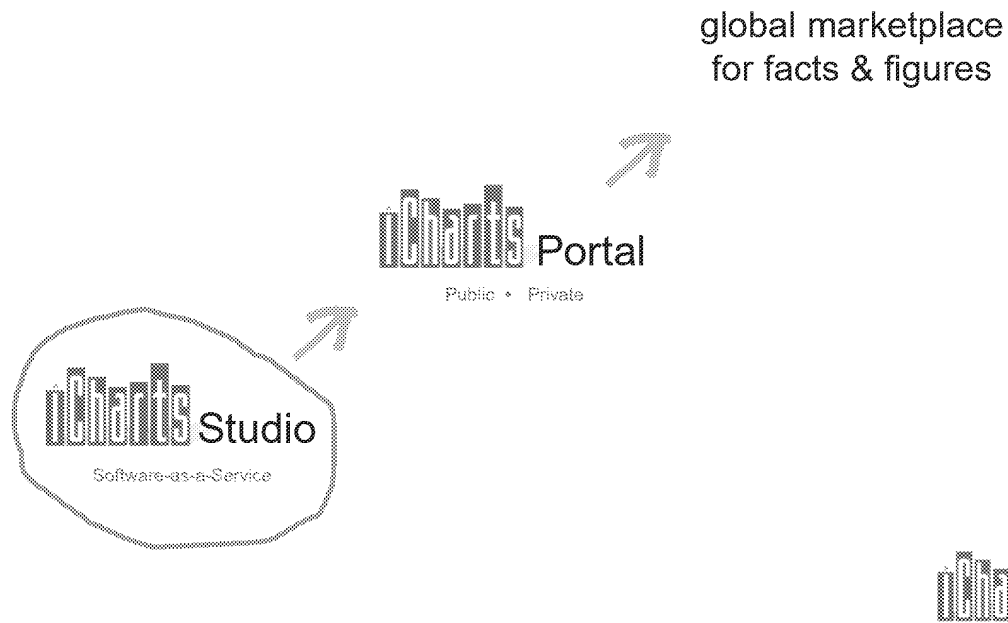
Growth Strategy

Investment Opportunity



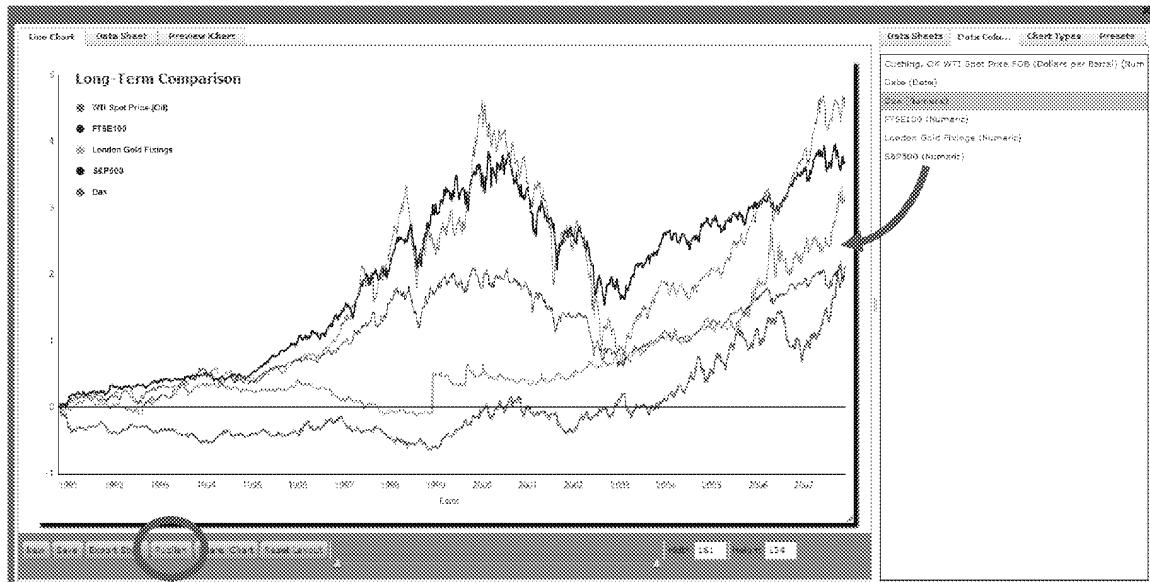
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The iCharts approach



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iCharts Studio: interactive charting made simple



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iCharts Studio

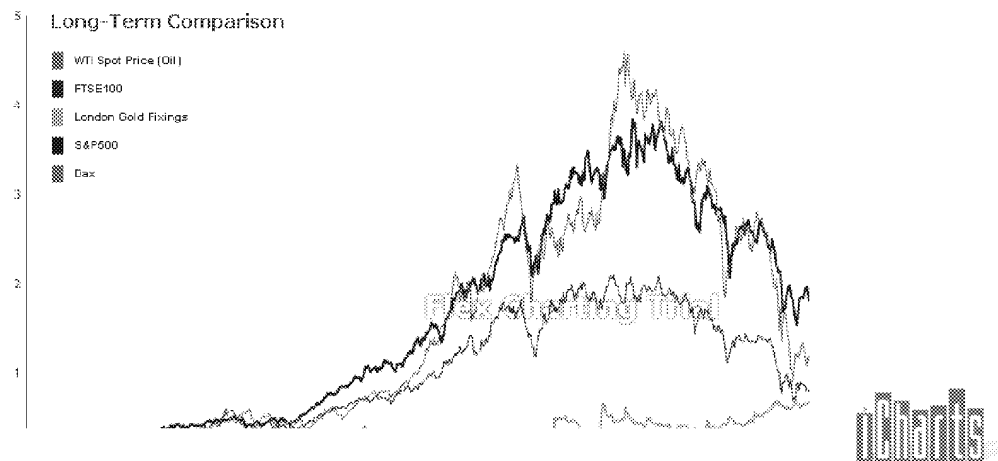
- interactive Charts
- LiveCharts
- Portable Charts



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Interactivity is a new category

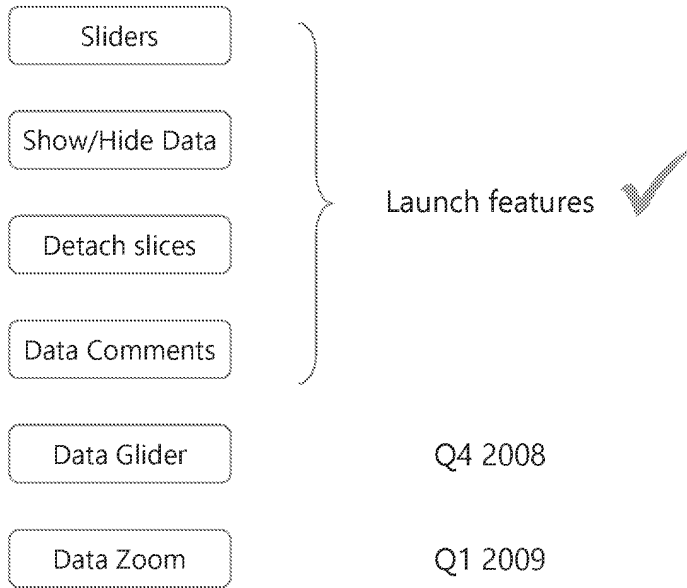
- An iChart is a container for quantitative data content
- Interactivity provides user control to consume data content
- Interactivity is automatically added to every iChart on the fly



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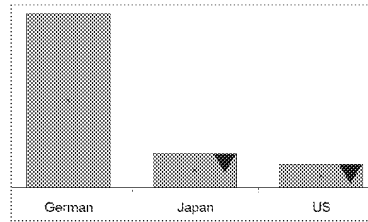
Roadmap for iChart interactivity features



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Roadmap: Data Glider for easy comparing of data



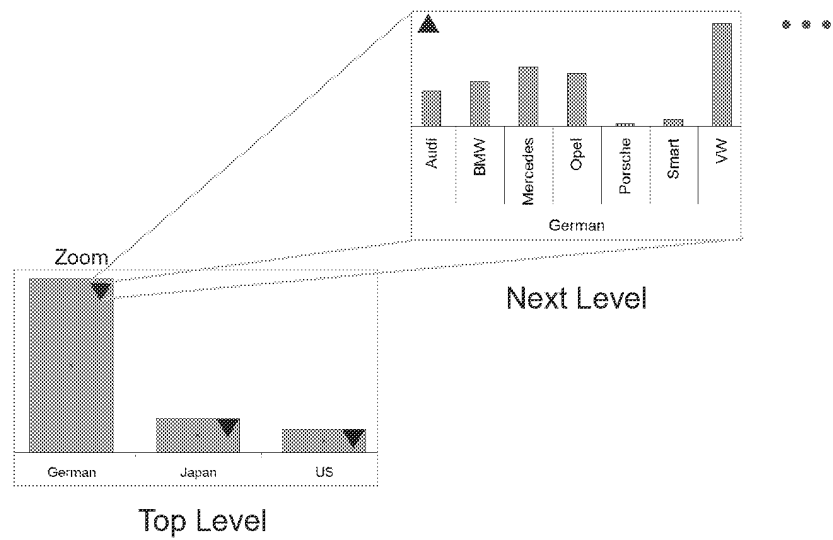
Top Level



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Roadmap: Data Zoom for easy leveling of data



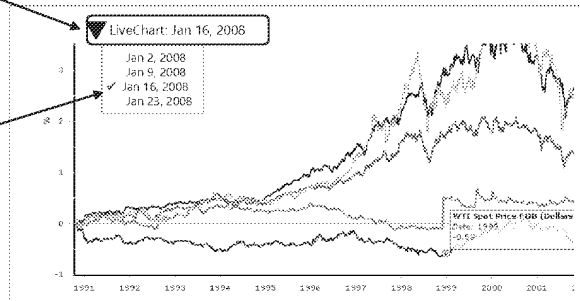
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Remote updatable charts

Current Chart View

Historical dates



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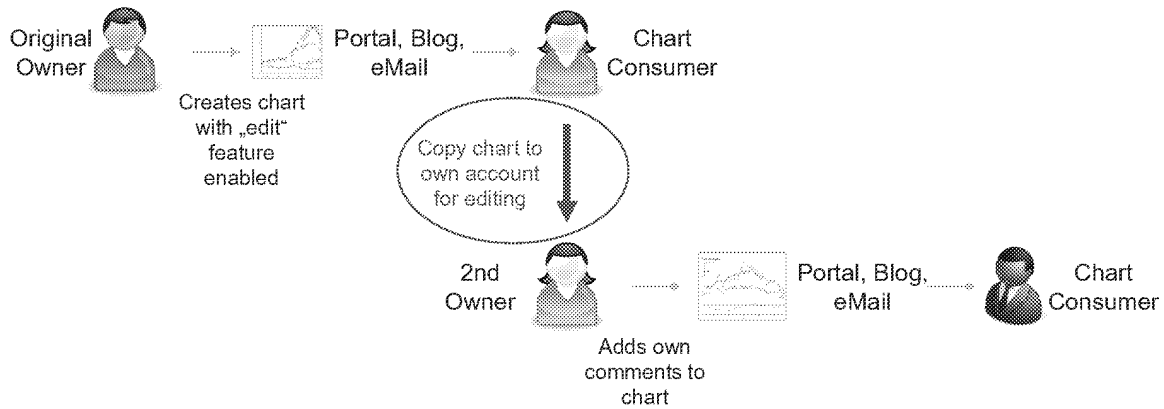
Self-contained iCharts for use in PDF, Powerpoint, ePaper



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iChart Portability feature allow iCharts to travel

- No iCharts studio account needed to view iChart
- If granted by the original owner, an iChart can be copied to own account for further commenting



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Roadmap for Chart types



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Summary: 10 reasons to use iCharts

On demand	No software to install. You can start right away
Multi-Publishing	Publish charts to portals, blogs or online articles. Download as image for print publishing. Download as interactive chart into Powerpoint, PDF or ePaper
Interactive Charts	Charts automatically contain interactive features that enhance consumer experience
Live updating	Update your online charts without having to embed them again
Portable charts	Others can evolve your charts with own comments and context
Share your charts	Multiple people work on same charts, like team members or external service providers
Presets	Store standardized chart designs as templates. Click once to adapt your chart to any preset.
Ease of use	Anyone can create an interactive chart on the fly using drag n drop features
Quality & Speed	Create high quality interactive charts in a fraction of what you require to create a normal chart elsewhere
Cost	Online iCharts are free. 1\$ per downloaded interactive chart



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10 reasons to use iCharts *versus charting today*

On demand	only as add-on to online spreadsheet programs with a fraction of the capabilities
Multi-Publishing	No integrated approach exists
Interactive Charts	No comprehensive approach exists
Live updating	No comprehensive approach exists
Portable charts	Doesn't exist
Share your charts	No comprehensive approach exists
Presets	Doesn't exist
Ease of use	Not really, none for interactive charts
Quality & Speed	Not really
Cost	Offline applications are costly



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Technology is a differentiator

- iCharts Studio

Highly flexible Flash front-end powered by Adobe's latest Flex technology

Platform-independent Java back-end with XML database

- iCharts Portal

Combination of Flash and XHTML front-end utilizing JavaScript & Ajax.

Platform-independent Java back-end with XML database

Highly scalable architecture

- iCharts output formats

Traditional RGB images for online use (JPEG, GIF, PNG)

CMYK images for print publishing (JPEG, TIFF)

Multi-purpose vector images (Adobe Illustrator)

Self-contained Flash charts, static or interactive, easily embedable

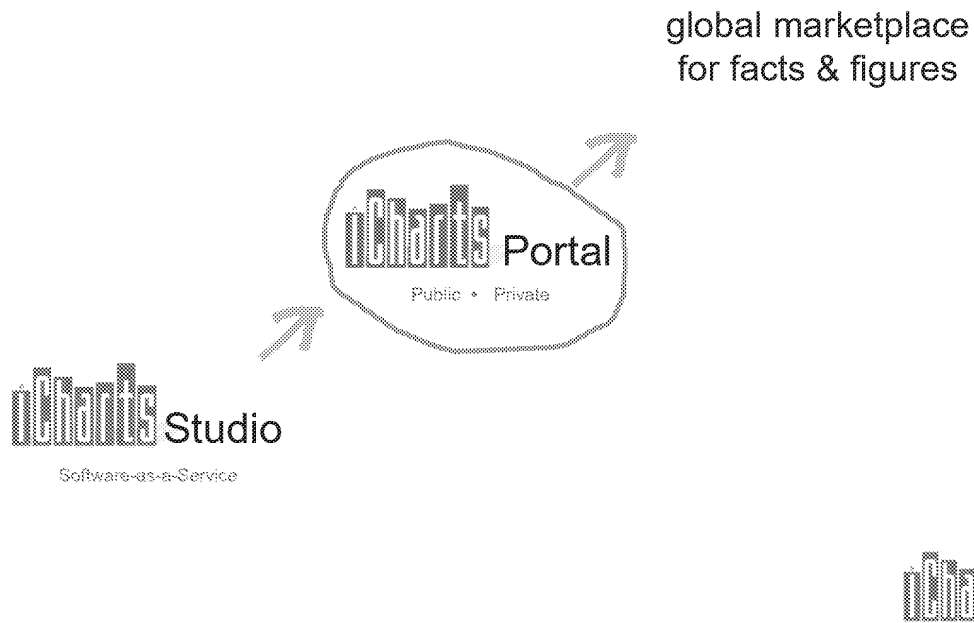
Remote-updateable LiveCharts™, static or interactive, easily embedable



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The iCharts approach



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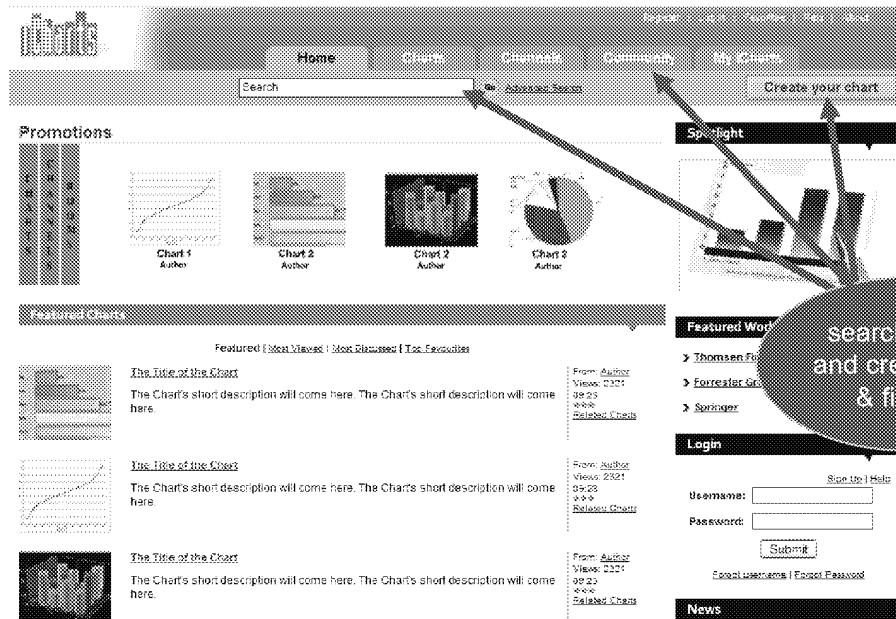
iCharts Portal

- create Charts (iCharts Studio)
- search Charts
- share Charts
- sell access to Charts with Data Boxes



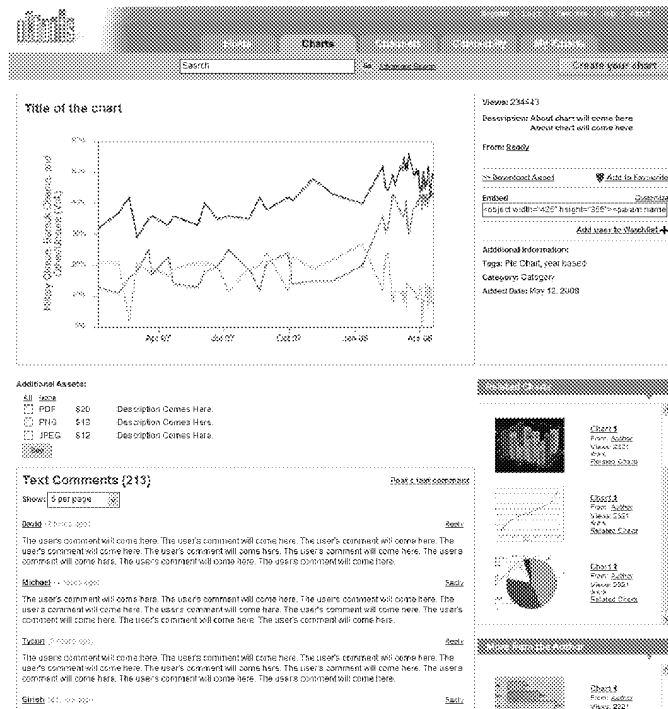
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iCharts portal: share your facts & figures



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iCharts Detail Page: Data Box, Cross-linkage and commenting



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iCharts Search Concept



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iCharts Discussion room for collaboration



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Key differentiators for the iCharts Portal

- Searchable charts
- Tagged search
- Only place to easily create interactive charts
- Portable charts



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Technology is a differentiator

- iCharts Studio

Highly flexible Flash front-end powered by Adobe's latest Flex technology

Platform-independent Java back-end with XML database

- iCharts Portal

Combination of Flash and XHTML front-end utilizing JavaScript & Ajax.

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- iCharts output formats

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Self-contained Flash charts, static or interactive, easily embedable

Remote-updateable LiveCharts™, static or interactive, easily embedable



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Overview Business Plan

Charting in an online world

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Growth Strategy

Investment Opportunity



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interactive charting made simple



Pilot Customer: Springer science + Business media

Signed Lol for using iCharts Studio across its B2B unit (220 journals; 30% of business)

Areas of application

standardize and streamline chart production

value-add service to external authors

develop new revenue opportunities

Springer science + Business media: Company Profile

- Second-largest publisher of journals in the STM (Science, Technology, Medicine) sector globally
- Largest publisher of STM books, and the largest business-to-business publisher in the German-language area
- 6 main publishing fields: science, medicine, business, technology, architecture, and transport
- Around 60 publishing houses in about 20 countries in Europe, Asia and the USA
- Over 1,700 journals and more than 5,500 new book titles every year; backlist of more than 40,000 titles
- eBook Collection with approximately 20,000 titles



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Showcase: Springer ePaper with iCharts

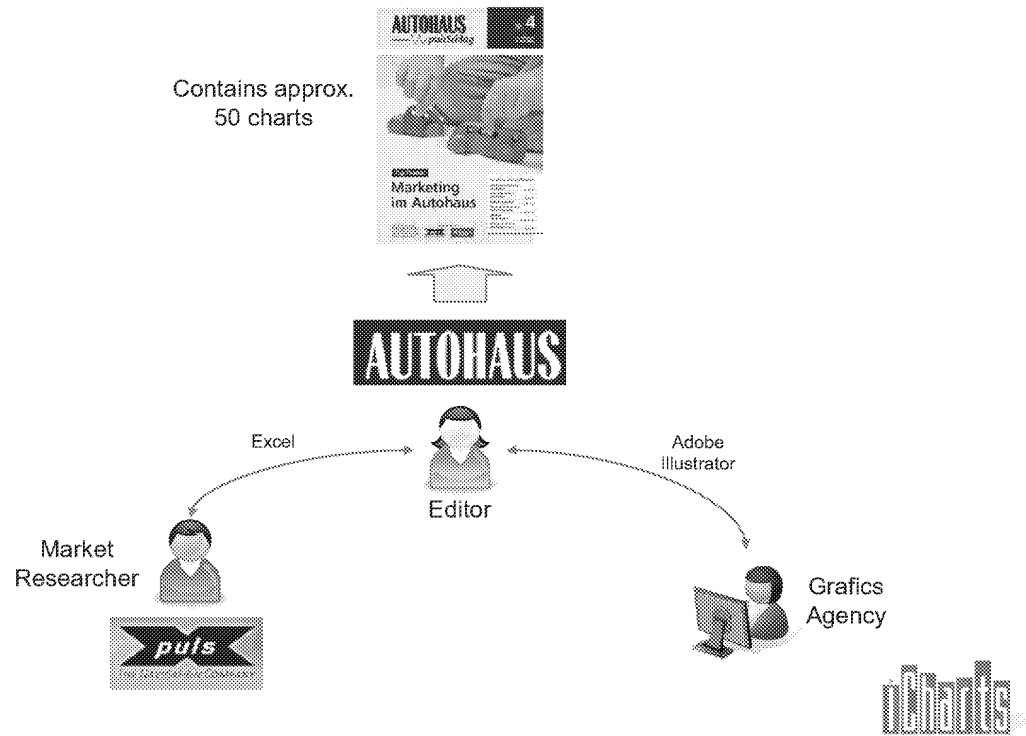
<http://epaper-demo.springer-business-media.de/>



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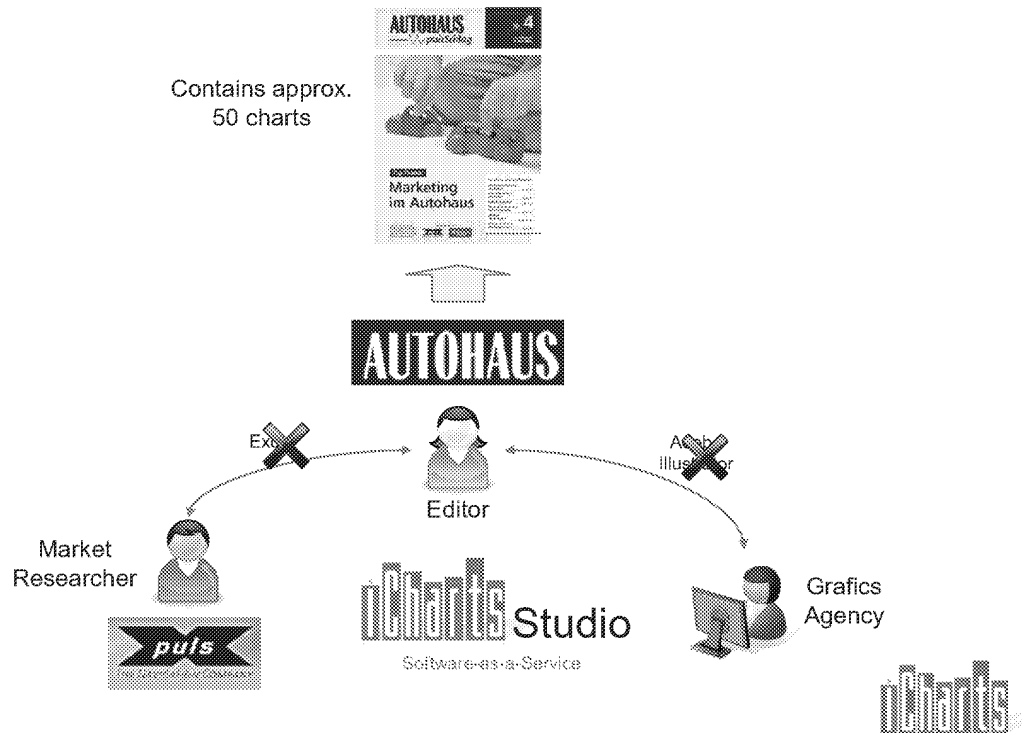


Springer Journal AUTOHAUS sends monthly PDF supplement to subscribers



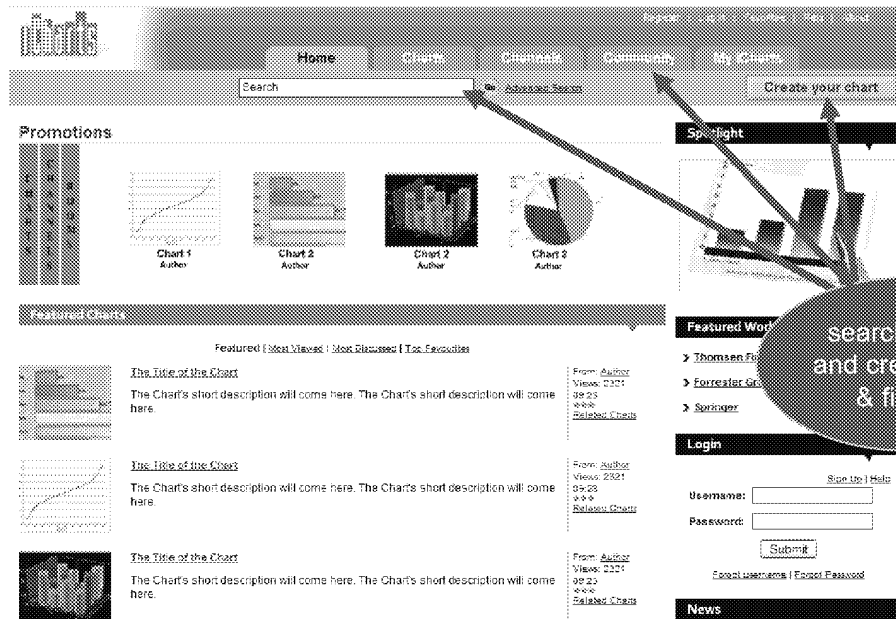
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Pilot Project: PDF production process based on iCharts



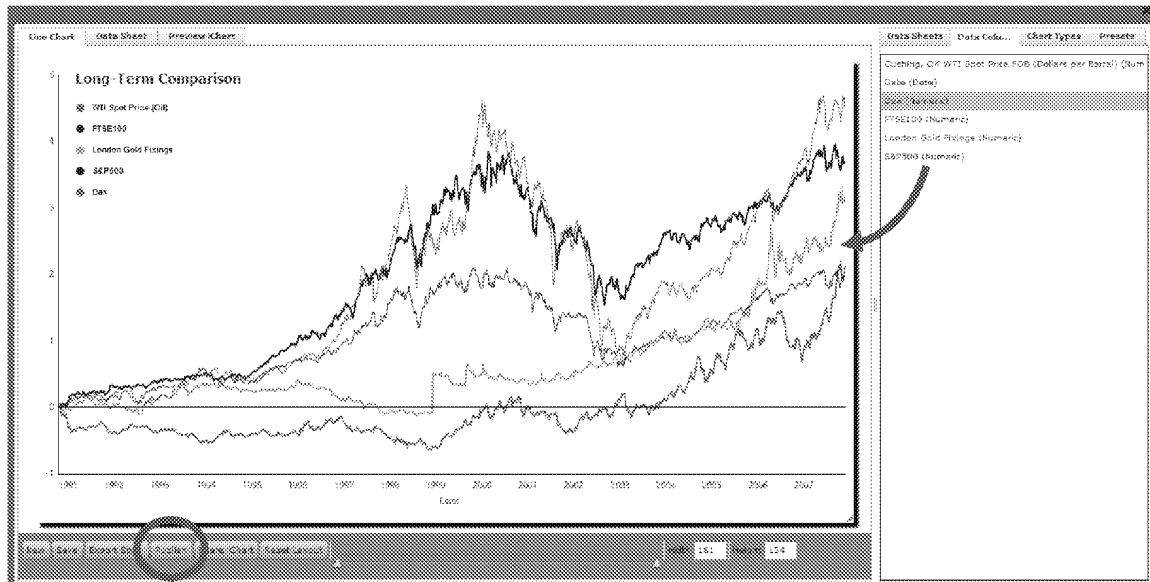
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iCharts portal: share your facts & figures



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iCharts Studio: interactive charting made simple



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Report sales model is insufficient

Publisher

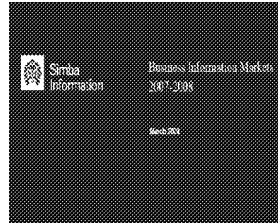
Consumer

Production effort

- Collected data
- Compiled report
- Copy-edited report
- Published report



Example: PDF report,
2.395 USD, 324 pages



contains:

Context
Data Tables
Charts



screens context for
relevant information

manually retrieves
data tables

recreates charts /
creates new
charts

Utilization

- Analysis
- Presentations
- Publishing
- Other dissemination



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iCharts, Inc.

Seymour Duncker
CEO & founder



Tyron Montgomery
CTO & founder



Rajesh Setty
Chief Catalyst & co-founder



Naveen Lakkur
Head of Delivery Team
(Compassites)



Quick Facts

- 3 founders + 12 full time developers
- 09/2007 Development Start
- 02/2008 Incorporation
- 03/2008 iCharts Studio alpha launch
- 05/2008 iCharts Studio in pre-beta stage
- Lol with Pilot customer Springer
- Own + Angel funding



Silicon Valley

Munich

Bangalore



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Business Plan Content

Intro Pitch

Market

Business Strategy

Financial Summary



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Market



Overview

Market Context

Market Opportunity



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A large addressable user base

*„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⁾*

250 million PDF documents online

400 million Powerpoint users

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

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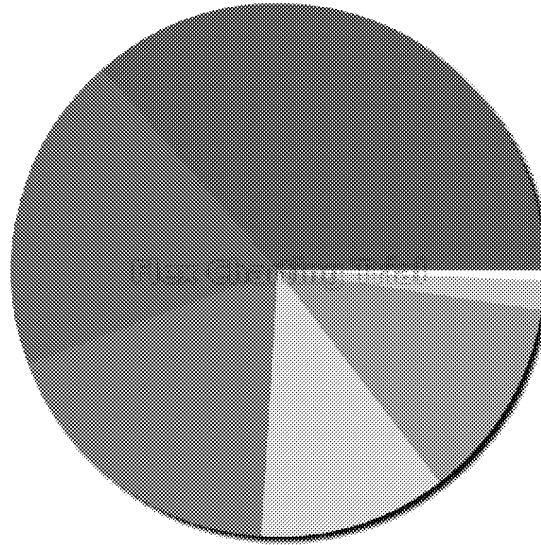
Market for Online Business Information Services

2006 Market Size for Online Business Services:

36bn USD

- Brokerage
- Marketing
- Legal, Tax & Public Record
- Credit Information
- Health Care Information
- CA News & Research
- Financial News & Research
- Other Information Markets

Source: Simba



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Market for Online Business Information Services



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Sub-segments growing moderately



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List of potential corporate customers for iCharts



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Key Trends

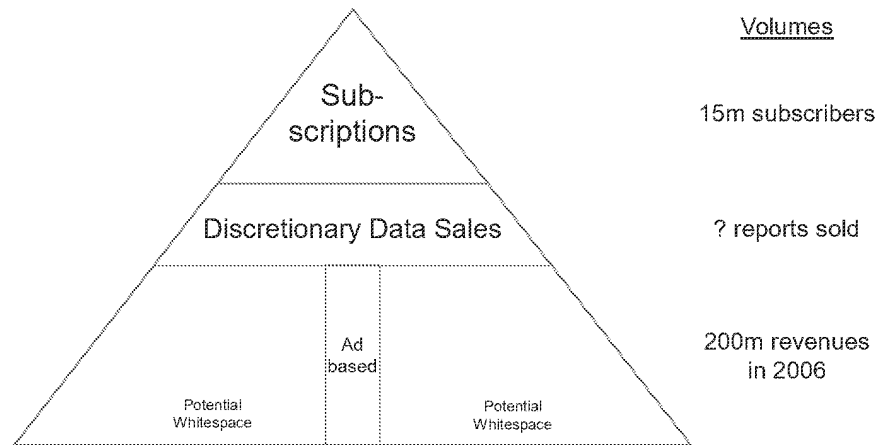
- Mass delivery of data not relevant anymore
- Information delivery needs to be meaningful and packaged at the right size
- Business information consumers want holistic information from both internal and external sources
- Business information providers seeking added-value solutions and more customized products to grow sales
- Advertising model gaining momentum in Business Information market due to competition from subscription free sites



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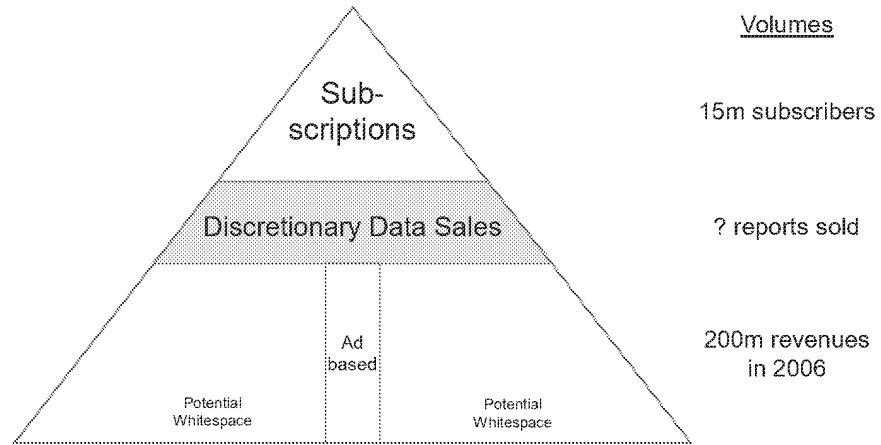
Prevalent business model is serving upper end of market



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Prevalent business model is serving upper end of market



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Discretionary Data Sales: Mainly report sales

>50% of reports
cost >500 USD

>75% of reports
cost >250 USD



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Monolithic, text-centric presentation of reports

Item	Title	Published	Price
	Business Information Markets 2007-2008 By: Simba Information - Reports	3/25/2008	\$2,395.00

Since 1879, professionals tracking the online content industry have relied on Business Information Markets for an accurate and unbiased inside look at the industry — from the latest mergers and acquisitions, to subscriber growth estimates, to market...

Business Information Markets 2007-2008
Simba Information - Reports
March 25, 2008
306 Pages - Pub ID: QURP1596364

Questions about this report >
Order by fax >
United States Dollars \$2,395.00

US \$2,395.00 Online Download Add to Cart

Abstract | **Table of Contents** | **Related Reports**

Since 1879, professionals tracking the online content industry have relied on Business Information Markets for an accurate and unbiased inside look at the industry — from the latest mergers and acquisitions, to subscriber growth estimates, to the technology trends that are constantly reshaping the dynamic market for creating and distributing content to business professionals.

This report covers all business information services that provide content, delivered through proprietary online networks, the Internet and handheld wireless devices. It contains the market intelligence needed to evaluate current trends affecting the information industry, and to get an inside track on where future growth is forecast to occur.

No other report delivers as comprehensive and all-encompassing an overview and outlook, broken out by 10 major vertical segments: general news and research; financial, brokerage, credit, legal, tax, public records; health care; marketing and other online information services.

Business Information Markets 2007-2008 also includes more than 30 detailed company profiles of leading business/professional online content providers, such as Reed Elsevier, Dow Jones, Hoover's, Reuters, WebID and more.

Related Reports:
Online Bionics
Patent Portfolio Analysis - New Trends (UK)
Patent Portfolio Analysis - Multimedia & Electronic Book Publishers (UK)
Simba Information's 2007 National Technology Adoption Scorecard and 2009 Outlook
Global Professional Publishing 2007-2008
2008 Worldwide Databases & Directory Publishing Industry Report
Threat Report 2007: Movie and Film
2008 U.S. Database & Directory Publishing Industry Report
Patent Portfolio Analysis - New Trends

Methodology
Executive Summary
Chapter 1: Market Overview

- Introduction
- Market Structure
 - Brokerage Information Services
 - Credit Information Services
 - Content/Authorities News & Research Services
 - Financial News & Research Services
 - Legal, Tax & Public Record Services
 - Marketing Information Services
 - Health Care Information Services
 - Other Online Information Services
- Market Size
 - Online Services Sales Reach \$39.1 Billion in 2006
 - Online Paid Subscriptions Grow to 15 Million in 2006
- Market Trends and Analysis
- New Product Launches
- Mergers and Acquisitions Activity in the Market
- Table 1.1: Online Services Definitions
- Table 1.2: Global Online Services Market Size by Market Segment, 2005-2007E
- Table 1.3: Online Business Information Compound Annual Growth Rates by Segment, 2005-2007E
- Table 1.4: Online Services Market Share and Revenue by Market Segment, 2005-2007E
- Table 1.5: Online Subscriber Growth by Market, 2005-2007E
- Table 1.6: Broadband vs. Dialup Subscriber Growth, 2005-2007E
- Table 1.7: Key Business Information Product Launches, January 2006-October 2007
- Table 1.8: Key Business Information Main Activity, January 2006-September 2007

Chapter 2: Brokerage Information:

- Introduction
- Brokerage Information Segment Roles: Reinventing Economy
- Brokerage Information Subsegments: Up 5.8% in 2006
- Mergers & Acquisitions Pick-Up
 - Reuters Deal Closes Off Active Two Years for Toomago
- Forecast
- Financial Forecast
- Table 2.1: Selected Online Brokerage Information Services by Market
- Table 2.2: Brokerage Information Sales of Leading Companies, 2006 vs. 2005
- Table 2.3: Market Share for the Top Three Online Brokerage Information Services vs. All Others, 2006
- Table 2.4: Bloomberg Subscriber Growth, 1990-2006
- Table 2.5: Brokerage & Financial Information Services Online Subscriber Survey, 2006
- Table 2.6: Brokerage Information Segment USA Activity, February 2005-November 2007
- Table 2.7: Online Brokerage Information Services Sales, 2005-2011E
- Table 2.8: Online Brokerage Information Sales Growth, 2002-2011E

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Report sales model is insufficient

Publisher

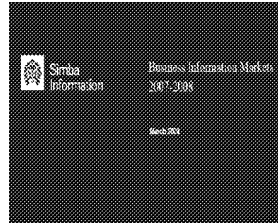
Consumer

Production effort

- Collected data
- Compiled report
- Copy-edited report
- Published report



Example: PDF report,
2.395 USD, 324 pages



contains:

Context
Data Tables
Charts



screens context for
relevant information



manually retrieves
data tables



recreates charts /
creates new
charts

Utilization

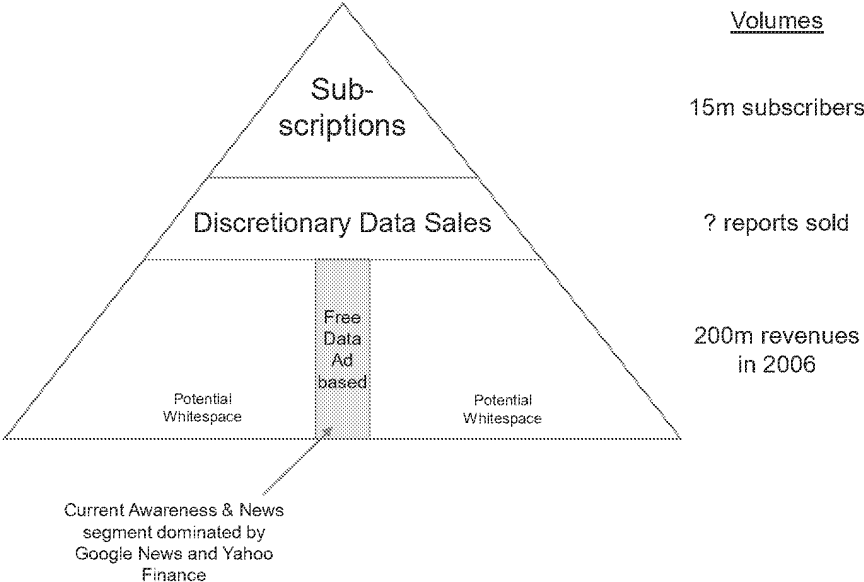
- Analysis
- Presentations
- Publishing
- Other dissemination



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Google and Yahoo are driving advertising



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While still small, advertising revenues are growing fast



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Advertising outpacing subscriber growth

„Advertising is expected to become a viable revenue channel for business information service providers as broadband Internet rapidly expands“ (Simba Report)



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Overview

Market Context

Market Opportunity



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Main Questions

1. What can be done to better serve customer need for data bites?
2. How can data publishers increase their addressable market?
3. How can the ad-model be leveraged to its full potential?
4. Is there a social networking effect to unlock?



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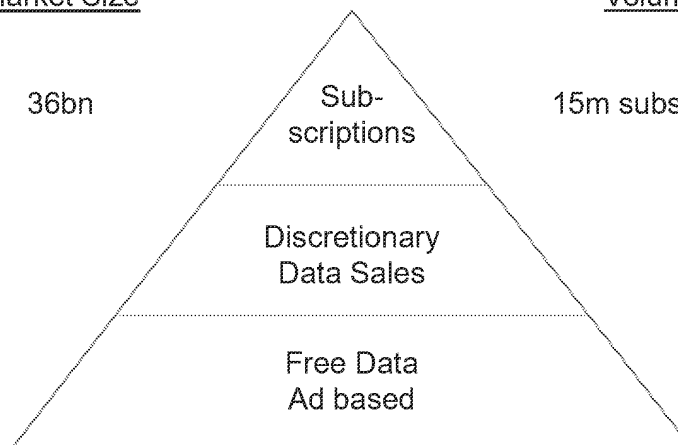
Opportunity to develop industry model for mid & lower end of market

Market Size

36bn

Volumes

15m subscribers



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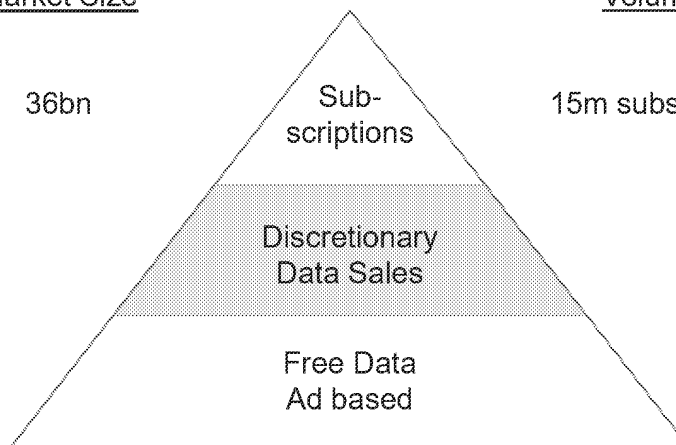
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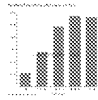


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Data Consumers have a need for bite-size data

Data Publisher



„Preview
Chart“ (teaser)

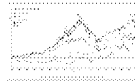
Data Consumer

Production Effort

- Collect data
- Package data



„Data Box“ with assets



interactive Chart
with 5 year time-
series
(example)



interactive Chart
with ranking table
(example)



subscriptions to
refresh data



table with raw
data



the classic report



analyze and enrich chart
use Chart in own presentation,
blog, portal, intranet etc.
(using own layout)

get current data

build new charts
analyze data

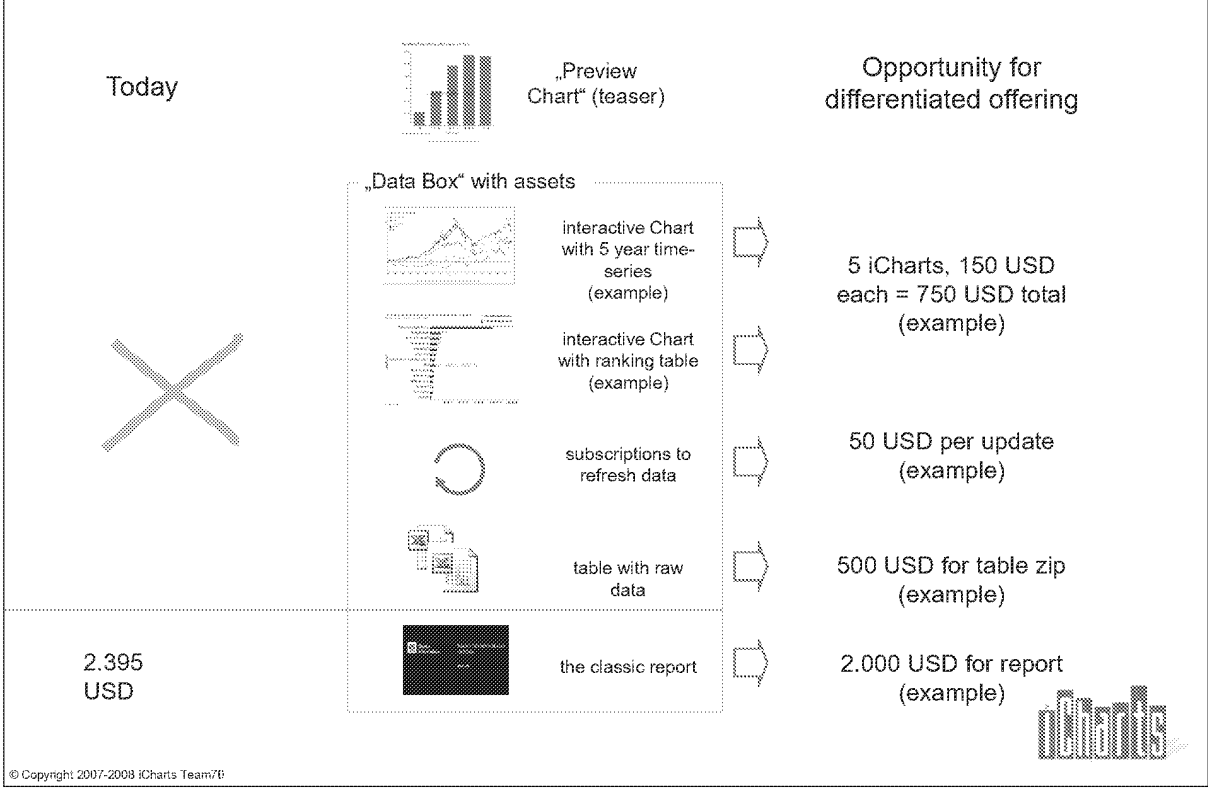
read report



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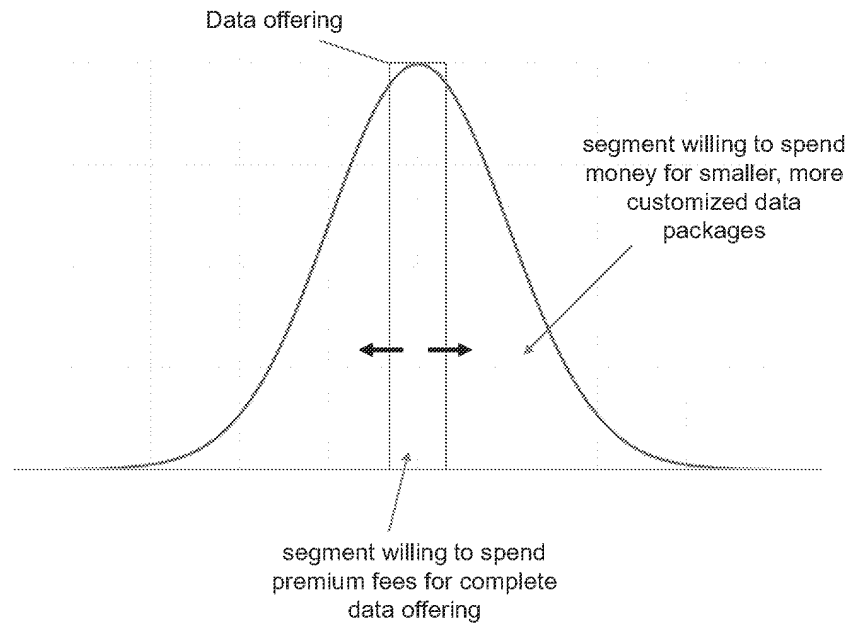
Data Publishers can create differentiated offerings



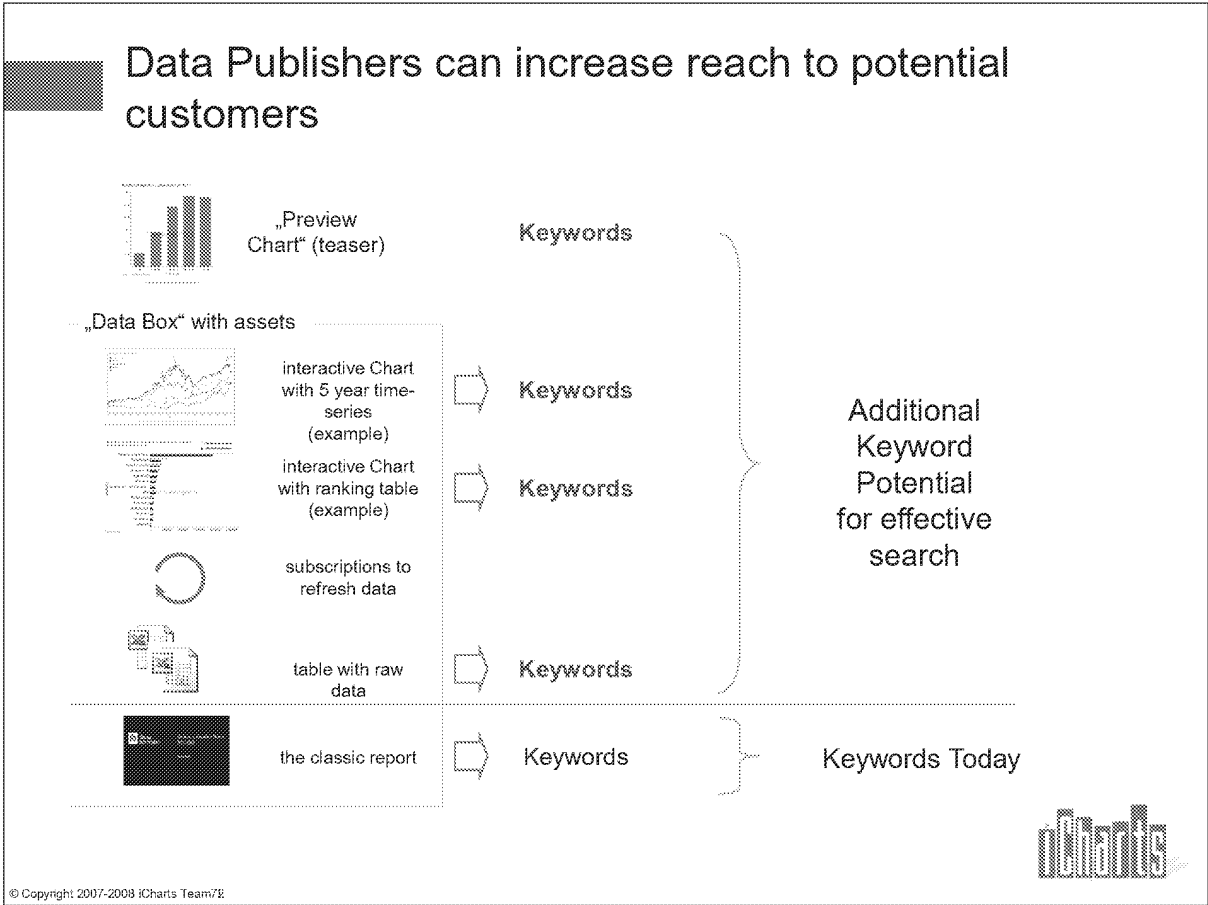
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With differentiated offering, the addressable market will increase



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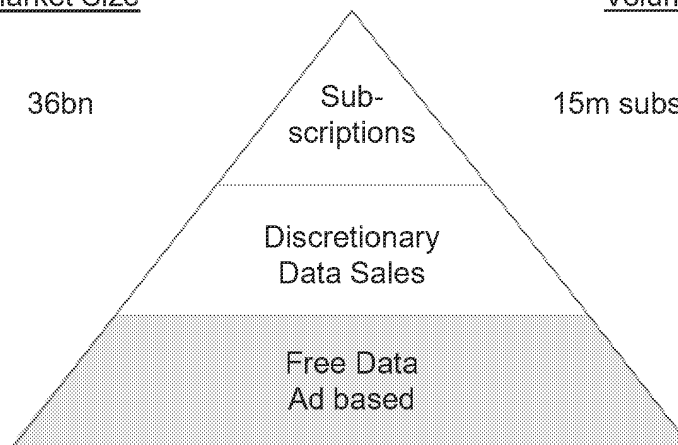
Opportunity to develop industry model for mid & lower end of market

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36bn

Volumes

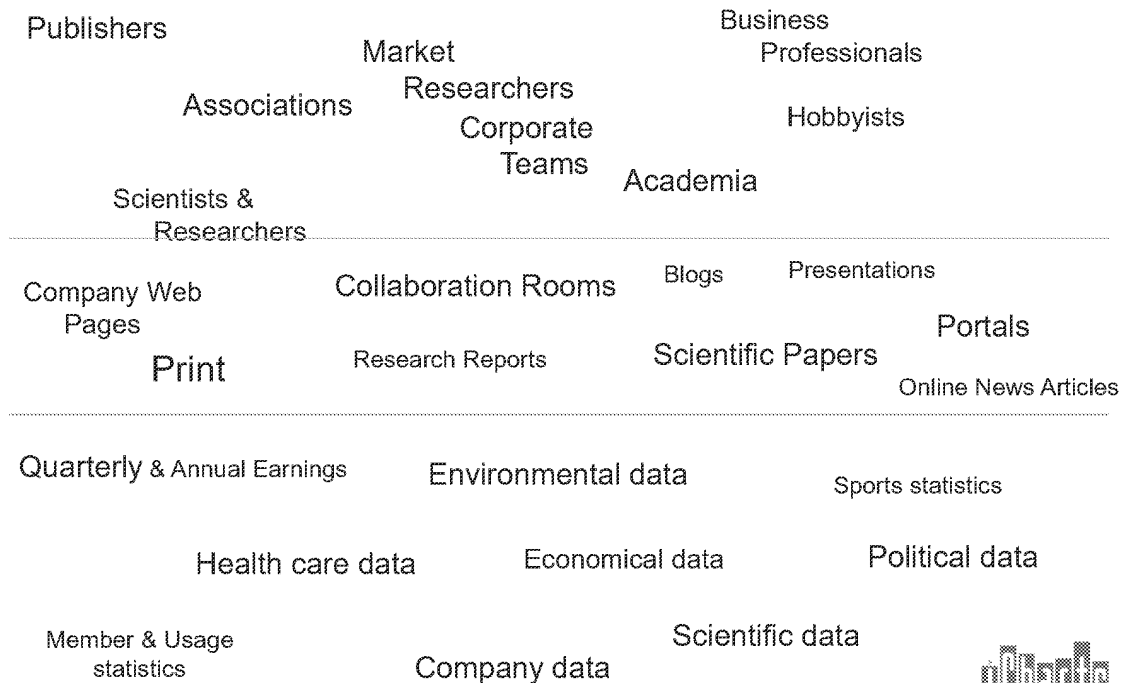
15m subscribers



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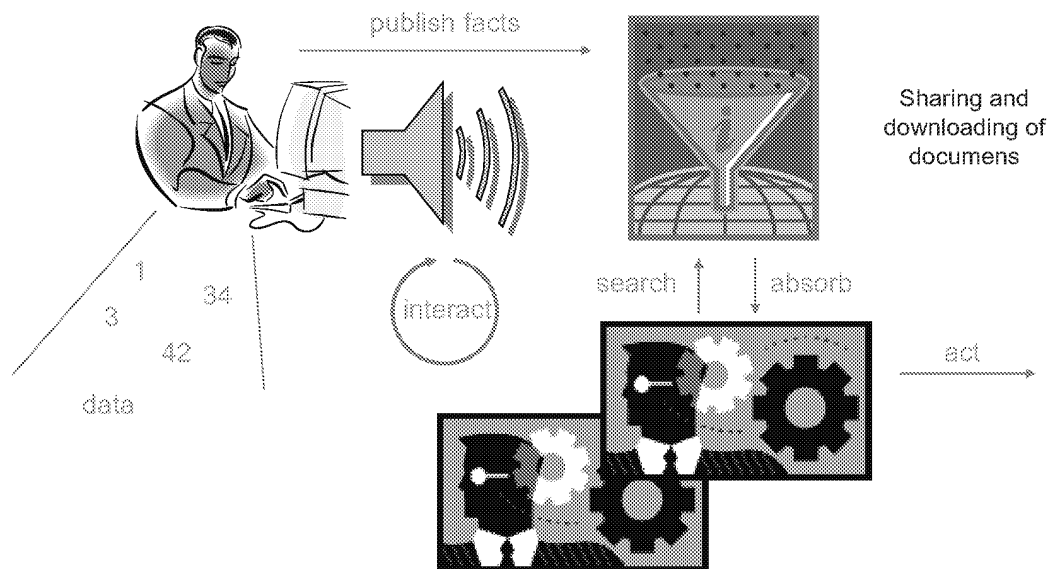


Free data is created and shared daily



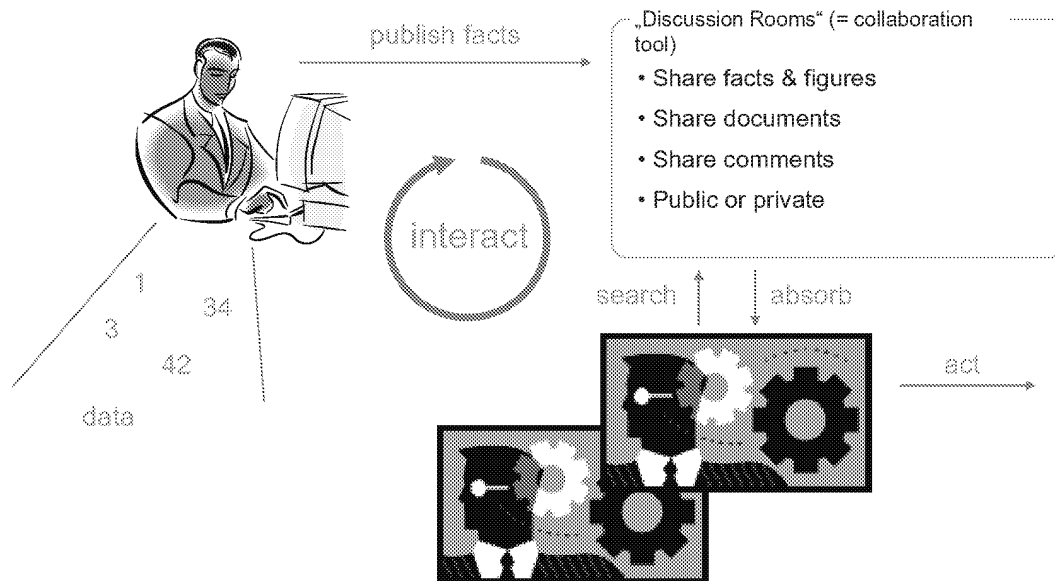
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„Data events“ drive a significant part of professional interaction



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Free collaboration tools could make sharing of data simple

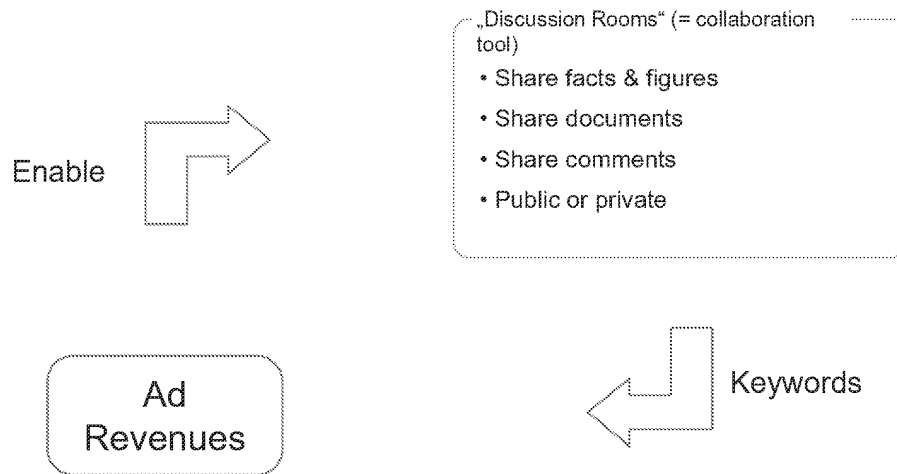


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iCharts



Ad revenues could fund collaboration tools



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Conclusion: Two major opportunities exist

1. Broaden addressable market by enabling bite-size data sales
2. Leverage rich interactions of professional communities around „data events“



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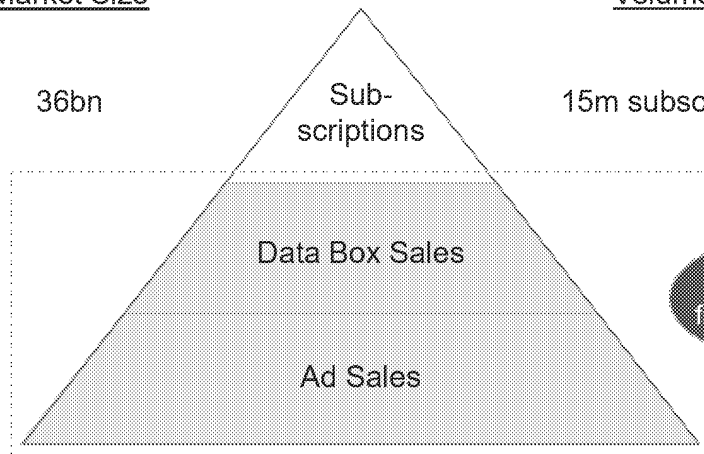
Future business model can unlock significant potential

Market Size

36bn

Volumes

15m subscribers



Portal for
facts & figures



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