

iCharts

your source for facts & figures

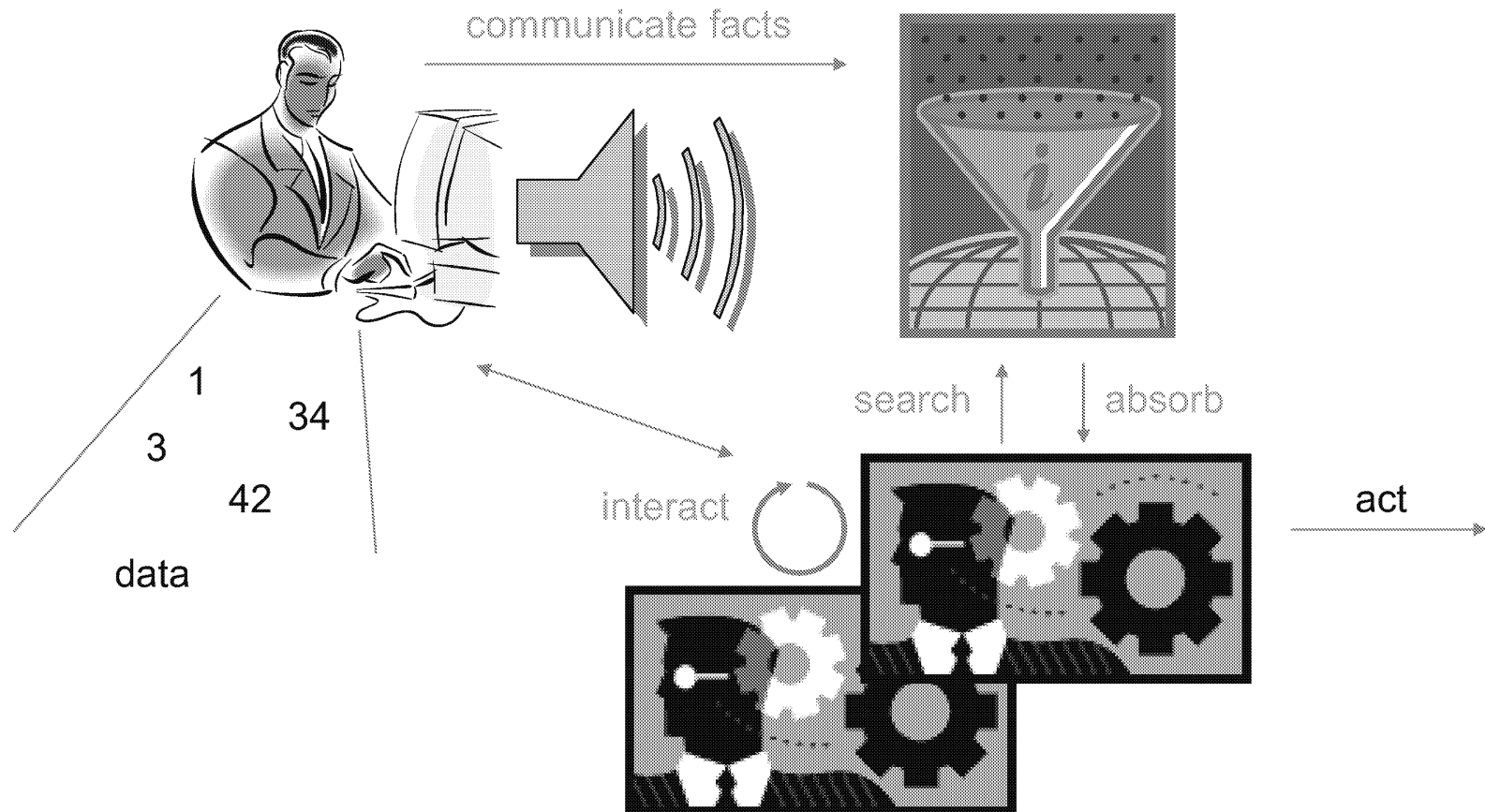
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ICHARTS0002876

iCHARTS LLC IPR2024-01387
Ex. 2030

„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

iCharts *provides...*

...the best way to search for facts & figures...

and

... the easiest and fastest way to publish and stream interactive data...

...on the net.

iCharts Investment Opportunity

„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...

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

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

...900 Mio € per annum.

Outline

Market Opportunity		
Outdated publishing	Hardwired data	Unmet demand

iCharts Business Concept		
Base Concept & Value Proposition		
Portal	iCharts	iBoards & iReports
Competitive Advantage & Required Competences		
Sources of Revenue		
Go-To-Market Plan		
Founding Team		
Investment Opportunity & Funding Requirements		

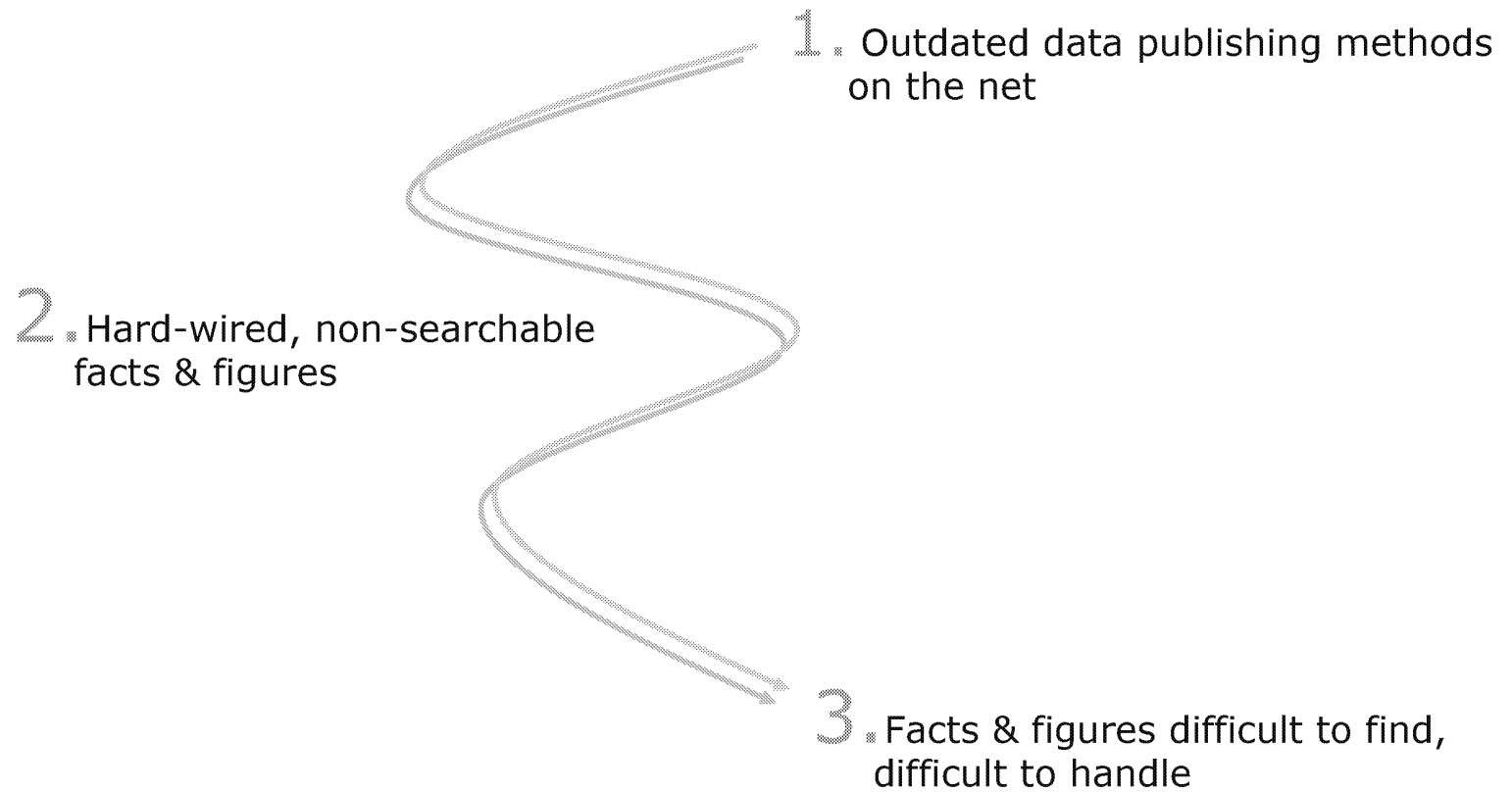
The Opportunity

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iCharts
your source for facts & figures

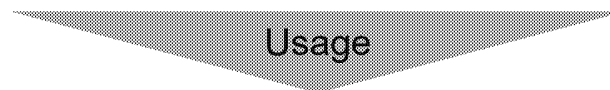
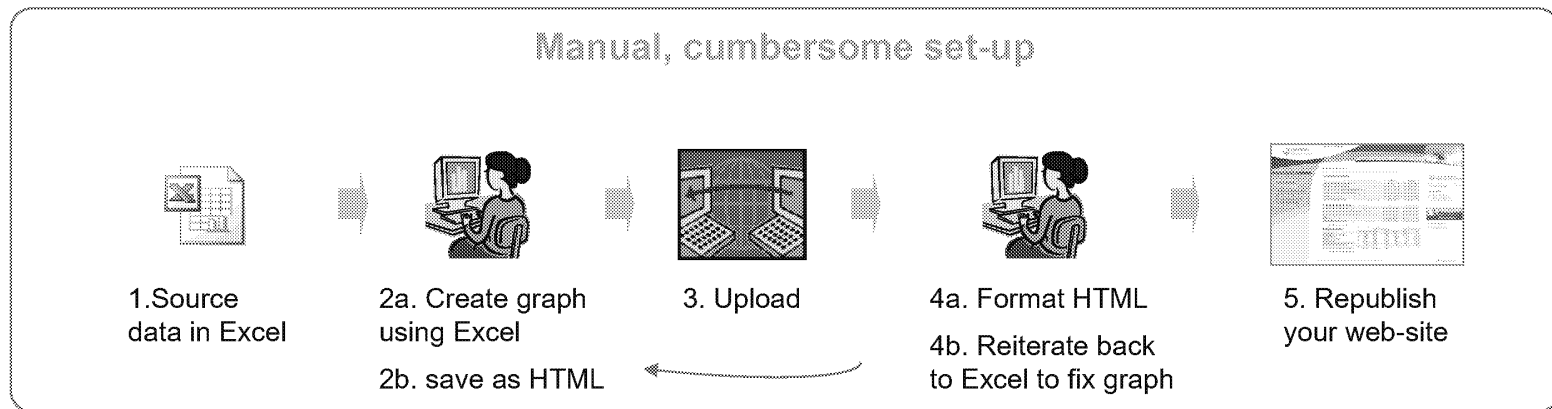
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The Challenge



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How to publish a chart today



Usage

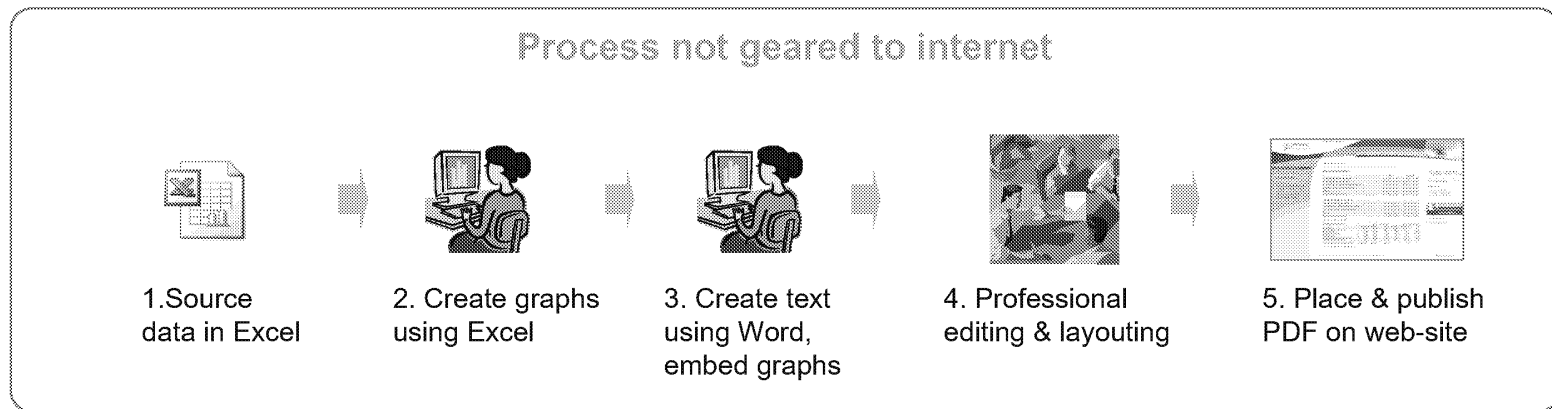
Investor relations section

Marketing section

News Articles

Blogs

How to publish a report today



Usage

Quarterly & Annual Earnings

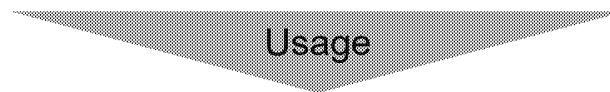
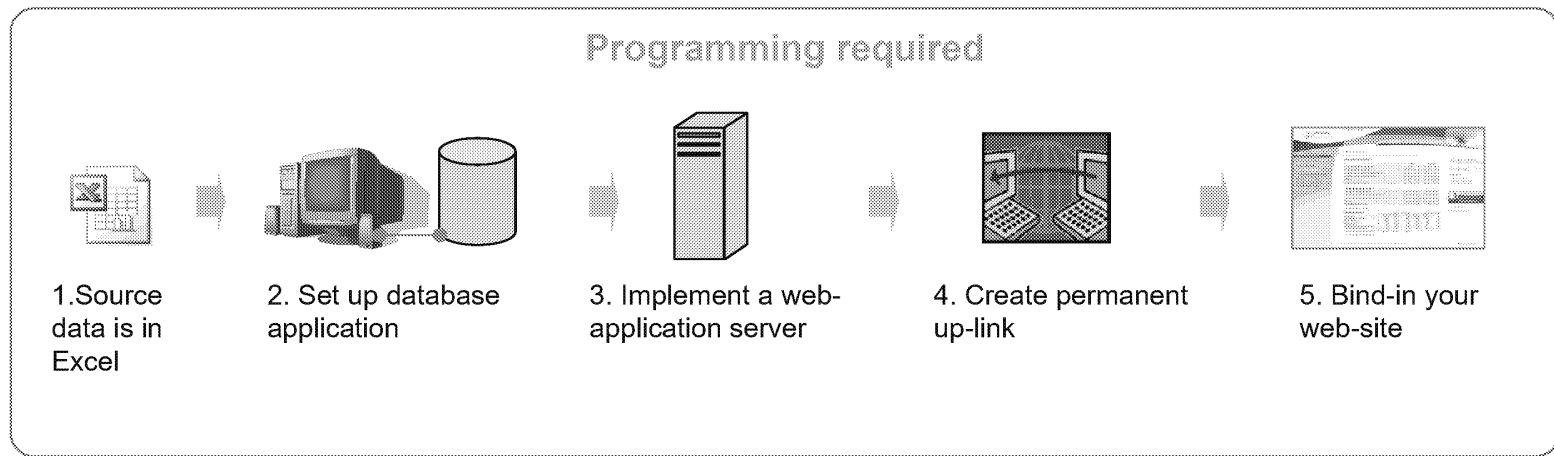
Research Reports

Market Report

Scientific Papers

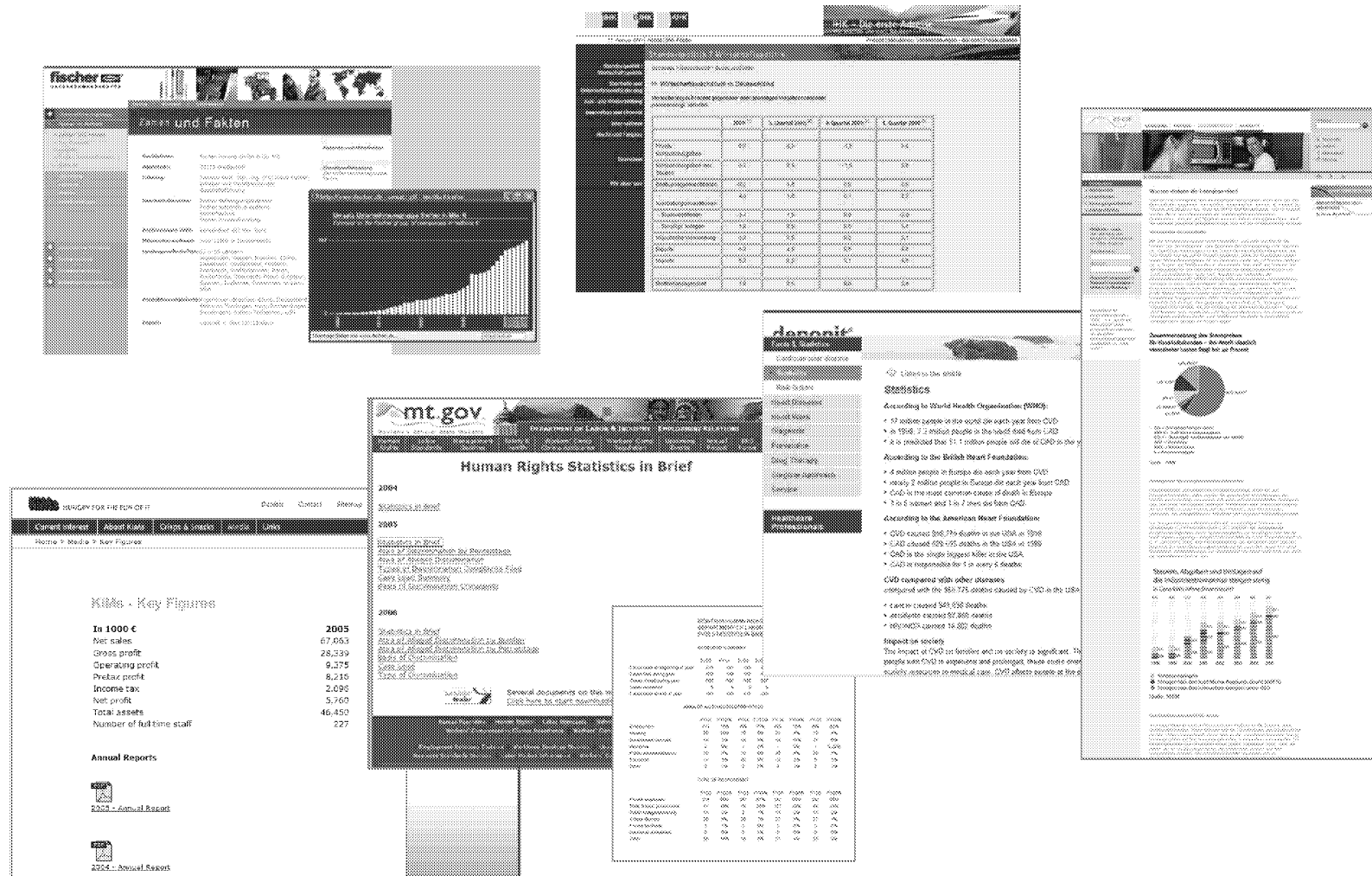
etc.

How to stream data today



Sports
Election results
Environmental data
Research projects
(Stock quotes)
etc.

The result: hardwired charts, tables and reports

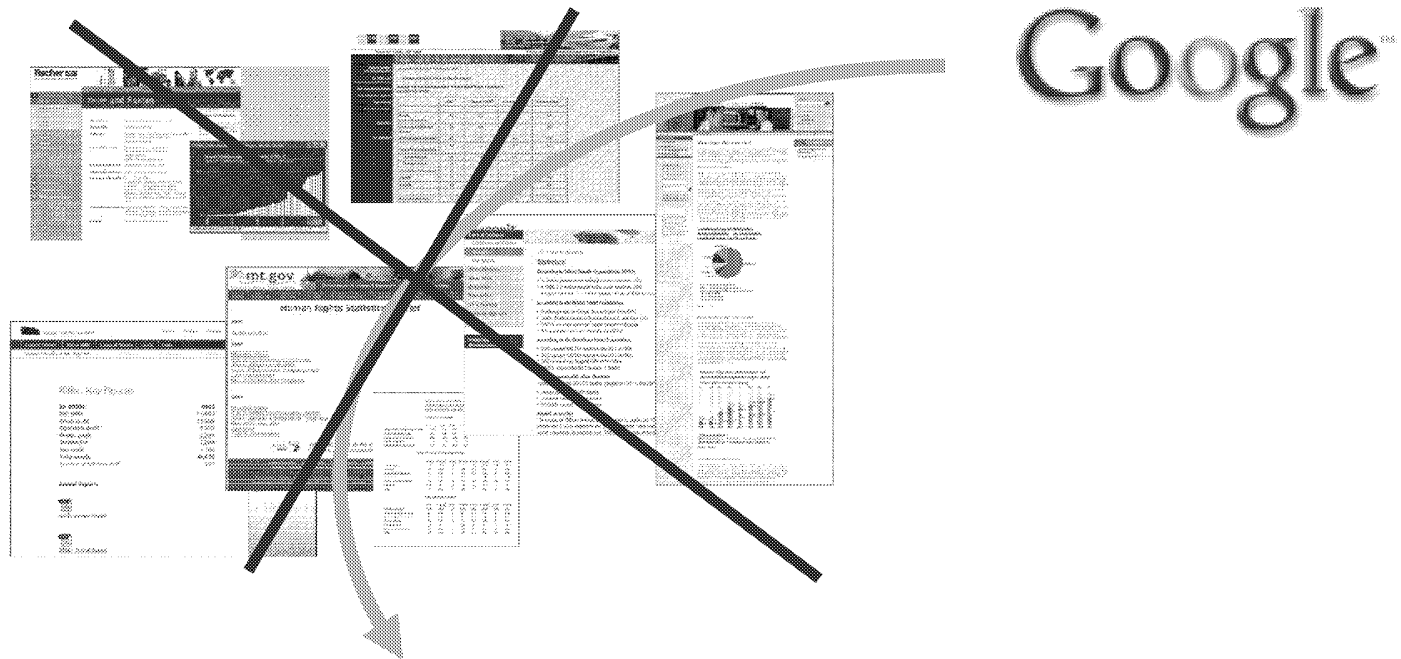


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ICHARTS0002886

Current search methods cannot index facts & figures properly



Non-searchable JPG/GIFs

Lacking data meta-structure

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The iCharts Business Concept



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iCharts *provides...*

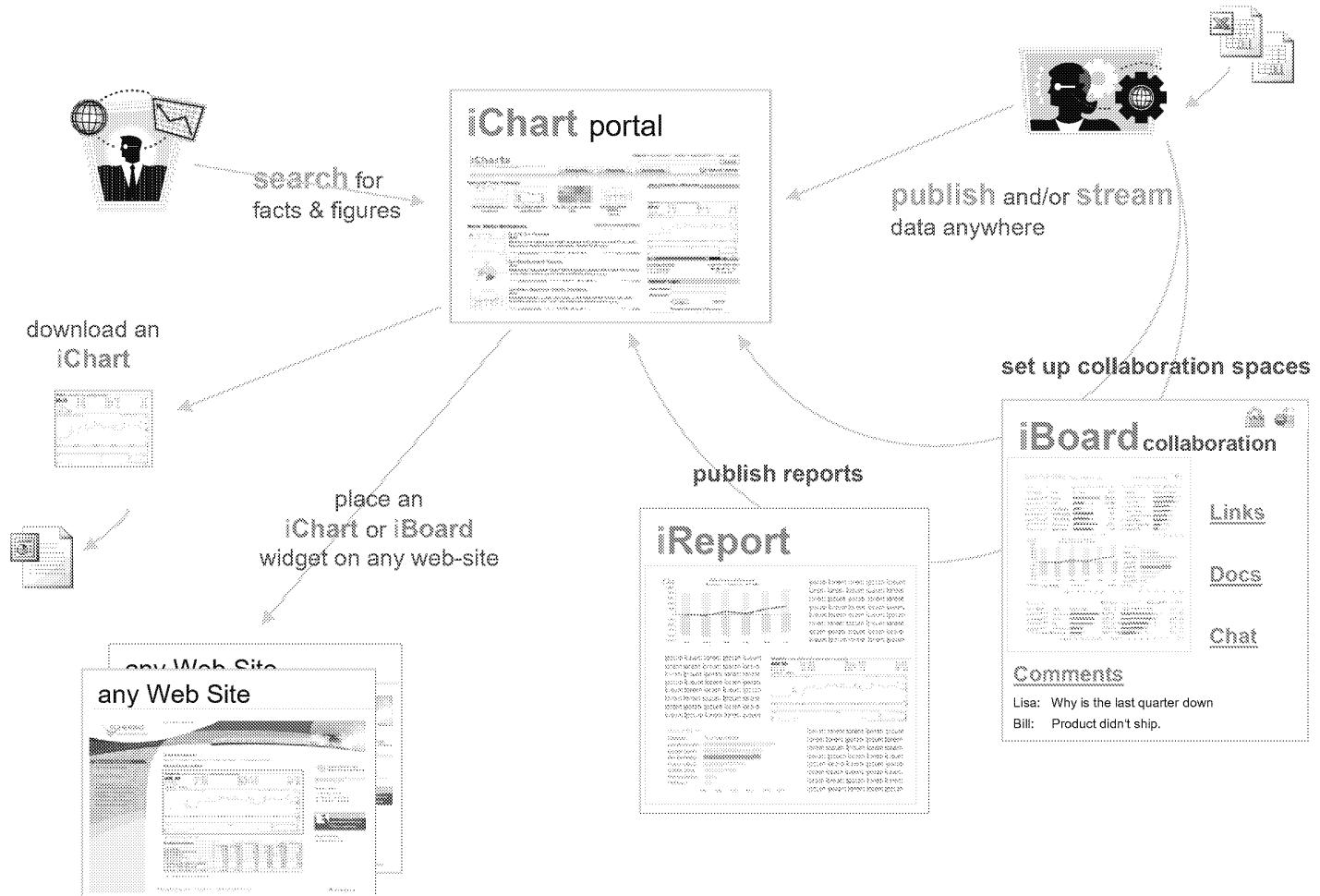
...the best way to search for facts & figures...

and

... the easiest and fastest way to publish and stream interactive data...

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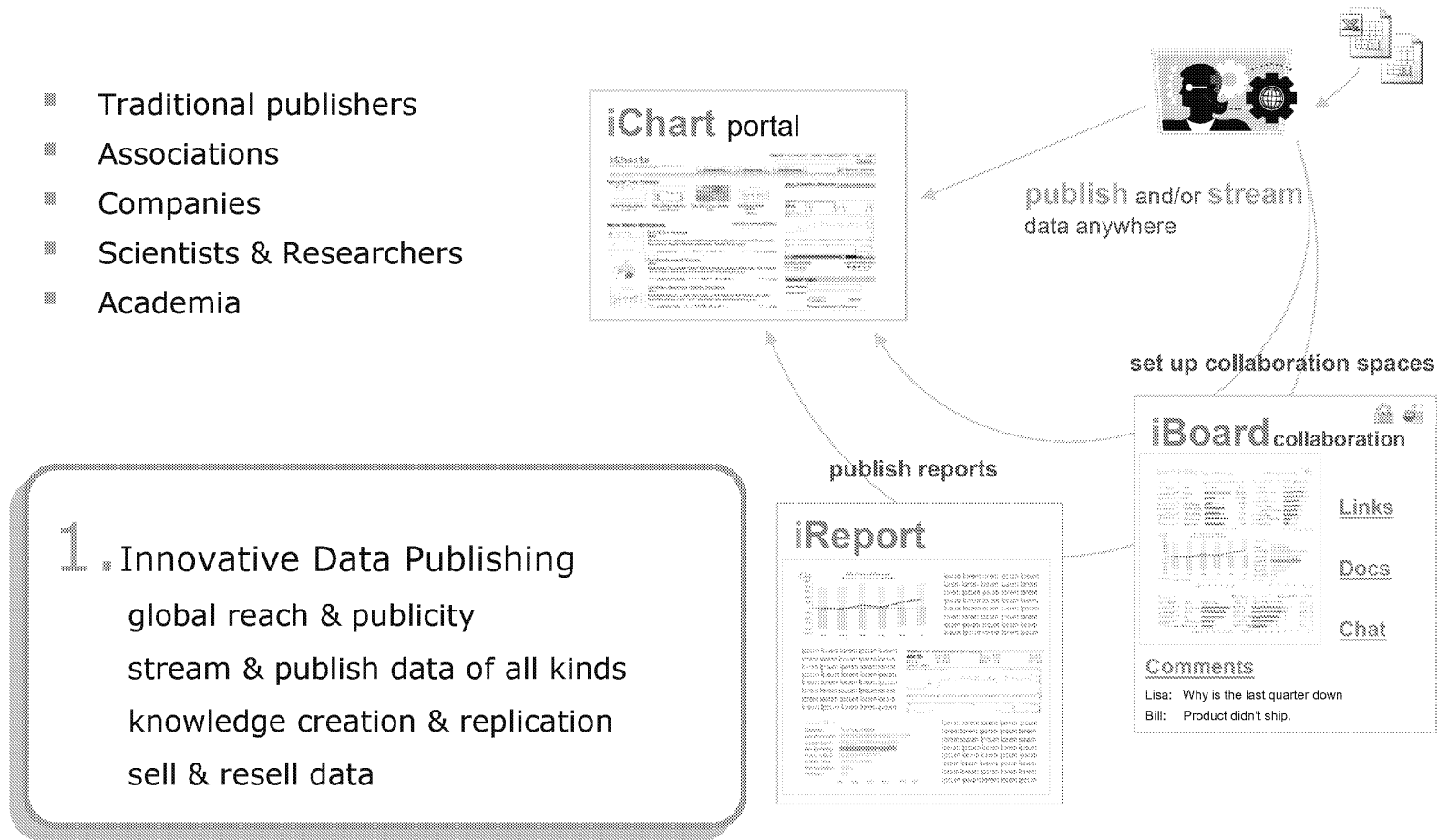
iCharts base concept



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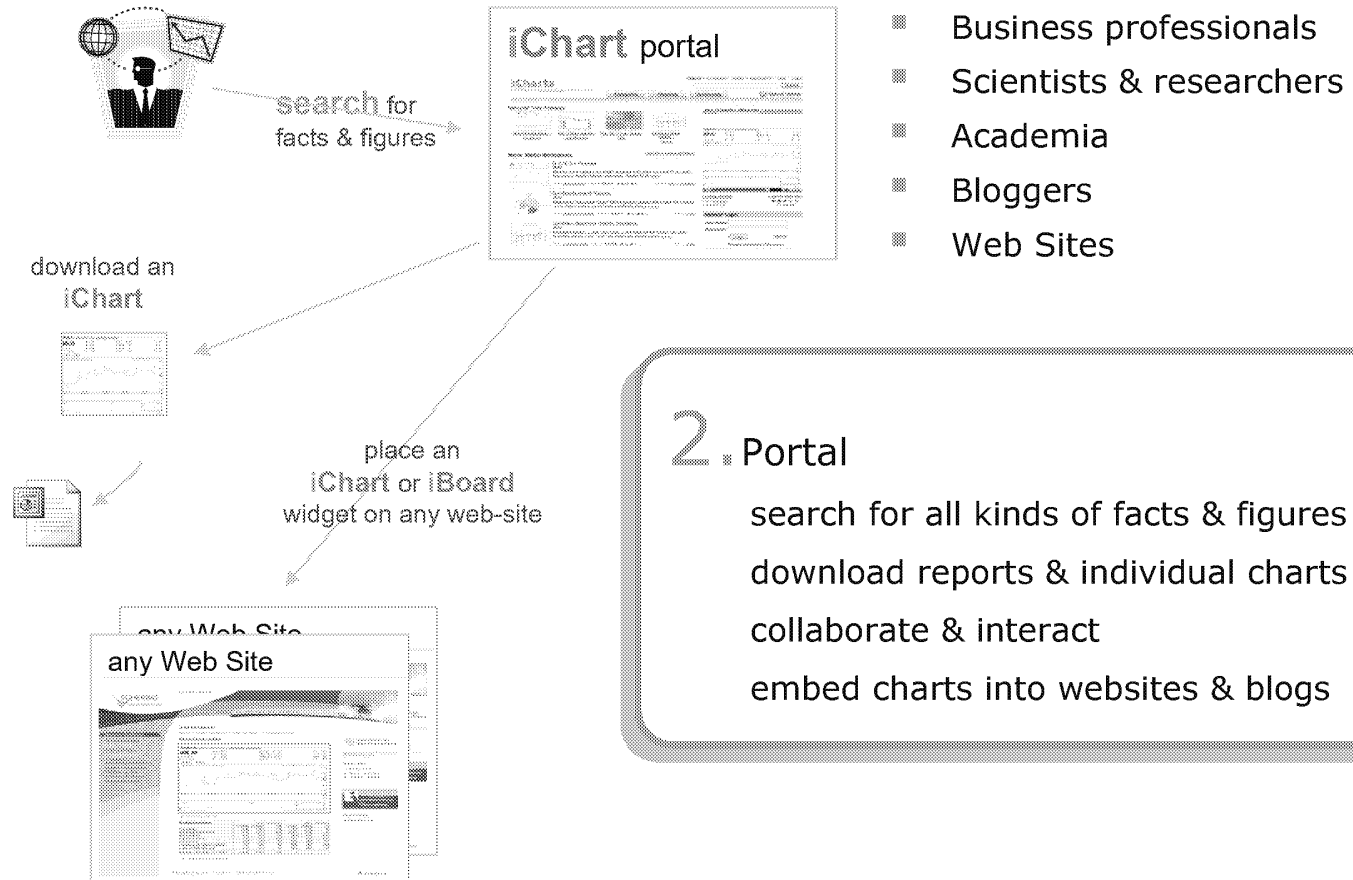
iCharts base concept – value proposition to contributors

- Traditional publishers
- Associations
- Companies
- Scientists & Researchers
- Academia



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iCharts base concept – value proposition to users



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iCharts portal: your source for facts & figures

The screenshot displays the iCharts portal homepage. At the top, the iCharts logo is accompanied by the tagline "Interactive. Information. Immediately." and navigation links for "Categories", "Channels", and "Community". A "Categories of data" callout points to the "Categories" tab. To the right, a navigation bar includes links for "Sign Up", "My Account", "History", "QuickList (0)", "Help", and "Log In", along with a "Search" button and an "Upload data" button.

The main content area is divided into several sections. The "Featured Data Releases" section shows four featured items: "Ninja Introductions..." by [dostoons](#), "Ask A Ninja: Specia..." by [digitalfilmmaker](#), "The 'Be A Cop' Song..." by [C&S](#), and "DIY Home Made Steam..." by [Triponic](#). The "New Data Releases" section, highlighted by a "Listings sections" callout, lists three items: "GOOG Q4 Release" (02:51) by [johnnyvideop](#) with 86,234 views and 5 stars; "Q4 Employment Figures" (03:25) by [freedomworkstims](#) with 435,037 views and 5 stars; and "Q4 Baby Boomers Health Statistics" (03:11) by [ubpoprecords](#) with 159,399 views and 4 stars. A callout explains that the ranking is based on the combination of the number of citations, peer reviews, and popularity. To the right, a "My iCharts iBoards" section shows a "Google Inc." stock chart with a price of 458.50 and a "Crafting Worlds" video player with 41 comments and 177 ratings. A "Member Login" section is also visible, with fields for "User Name" and "Password", and buttons for "Login" and "Sign Up". An "Access to personal workspace" callout points to the "My iCharts iBoards" section.

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iCharts portal: to list your data, upload or use a publishing method

The screenshot shows the iCharts portal homepage. At the top, there's a navigation bar with links: Sign Up | My Account | History | QuickList (0) | Help | Log In. Below this is the iCharts logo and the tagline "Interactive. Information. Immediately." followed by tabs for Categories, Channels, Community, and Upload data (which is circled). A search bar is also present. The main content area is divided into "Featured Data Releases" and "New Data Releases". The "Featured Data Releases" section shows four items: "Ninja Introductions..." (dooztoons), "Ask A Ninja: Specia..." (dooztoons), "The 'Be A Cop' Song..." (C&S), and "DIY Home Made Steam..." (Tritonic). The "New Data Releases" section shows three items: "GOOG Q4 Release" (02:51) by johnnydeegan, "Q4 Employment Figures" (03:25) by freedomworkstimes, and "Q4 Baby Boomers Health Statistics" (03:31) by subpoprecords. On the right side, there's a "My iCharts" section with links to iBoards, iIndex, and Subscriptions. Below this is a "Member Login" section with fields for User Name and Password, and buttons for Login and Sign Up. A "Forgot: Username | Password" link is also present. A large speech bubble on the right contains the text: "to create an entry, simply upload your own charts Or create an iChart, iBoard or iReport". An arrow points from this text to the "Upload data" button. Another speech bubble points to the "Member Login" section.

Sign Up | My Account | History | QuickList (0) | Help | Log In

iCharts
Interactive. Information. Immediately.

Categories Channels Community **Upload data**

Search

Featured Data Releases

Ninja Introductions... dooztoons

Ask A Ninja: Specia... dooztoons

The "Be A Cop" Song... C&S

DIY Home Made Steam... Tritonic

New Data Releases

GOOG Q4 Release 02:51

Starting some utubers you might recognize and some you won't. If you want, I may post a "how to" tutorial" next week. Thanks for th (more)

From johnnydeegan Views: 86,234 ★★★★★ More in Arts & Animation

Q4 Employment Figures 03:25

Beatboxing Flute player Greg Pattillo inspector gadget with a twist like nothing you've heard (unless you've been wandering throug (more)

From freedomworkstimes Views: 435,037 ★★★★★ More in Music

Q4 Baby Boomers Health Statistics 03:31

Swedish popster's Loney, Dear have a new video for the Song "I am John" from their album Loney, Noir. The video was directed and C (more)

From subpoprecords Views: 159,399 ★★★★★ More in Music

My iCharts iBoards iIndex Subscriptions

Google Inc. 458.50

to create an entry, simply upload your own charts Or create an iChart, iBoard or iReport

Member Login

User Name:

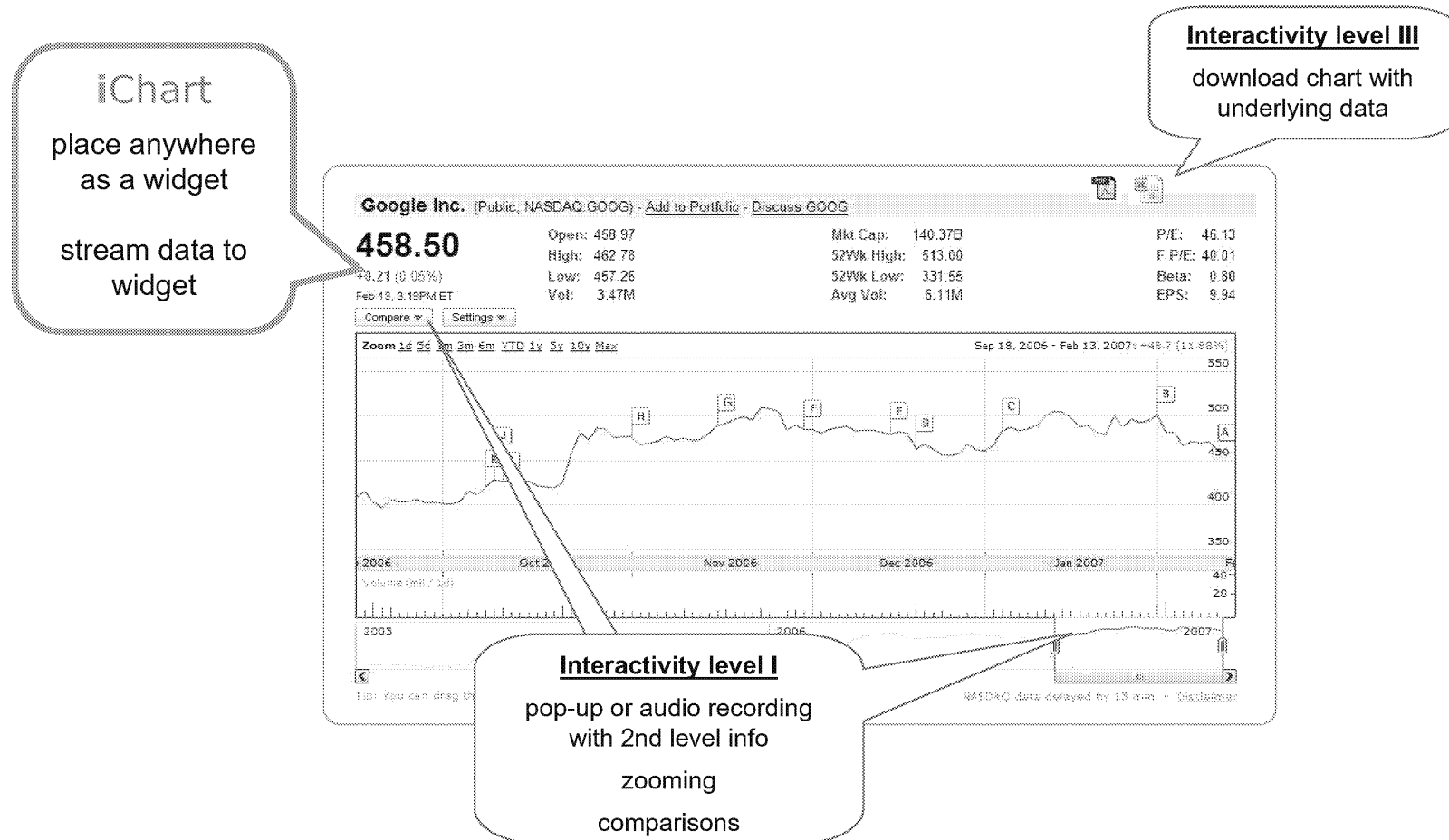
Password:

Login Sign Up

Forgot: Username | Password

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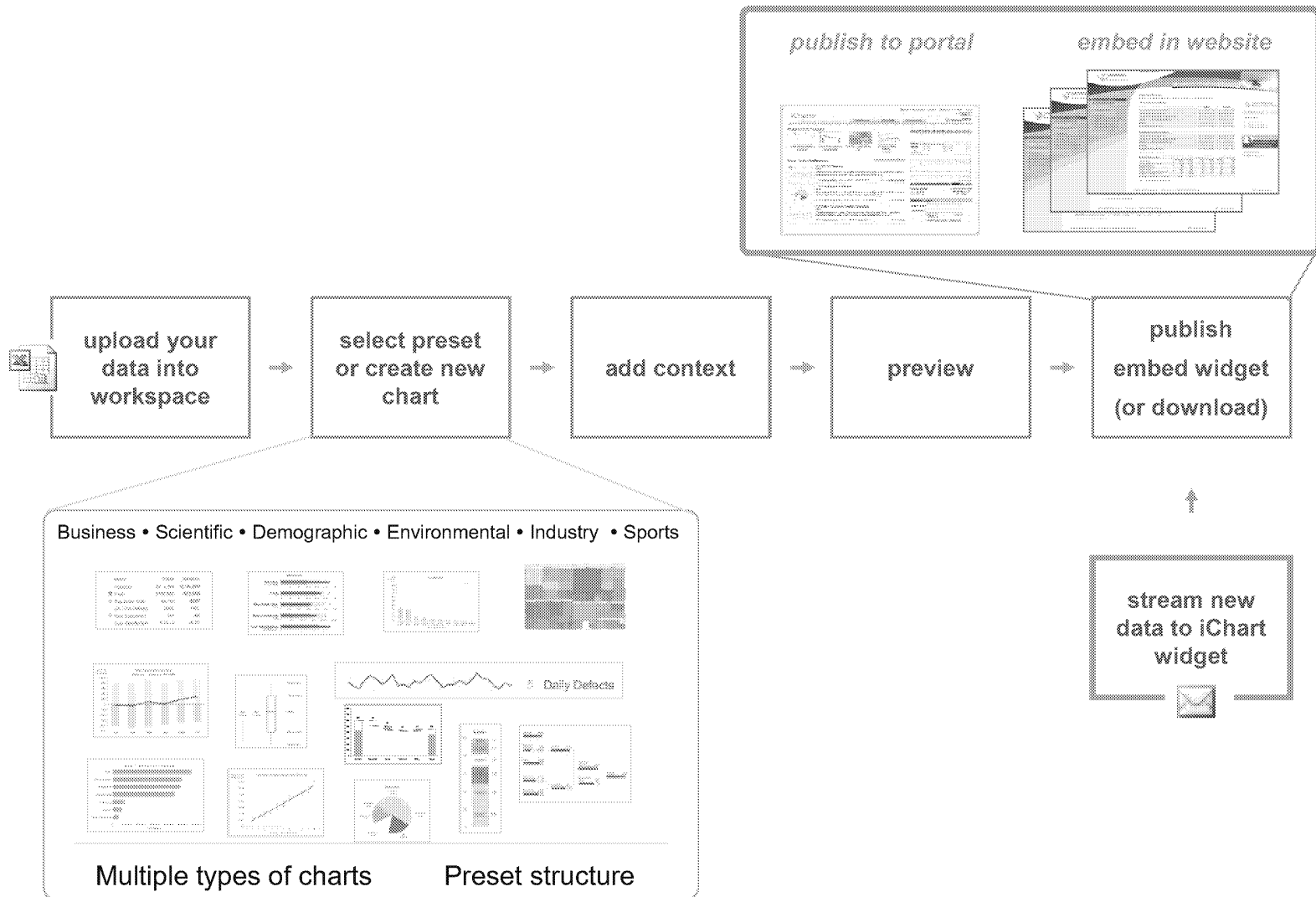
iCharts: interactive charts or tables



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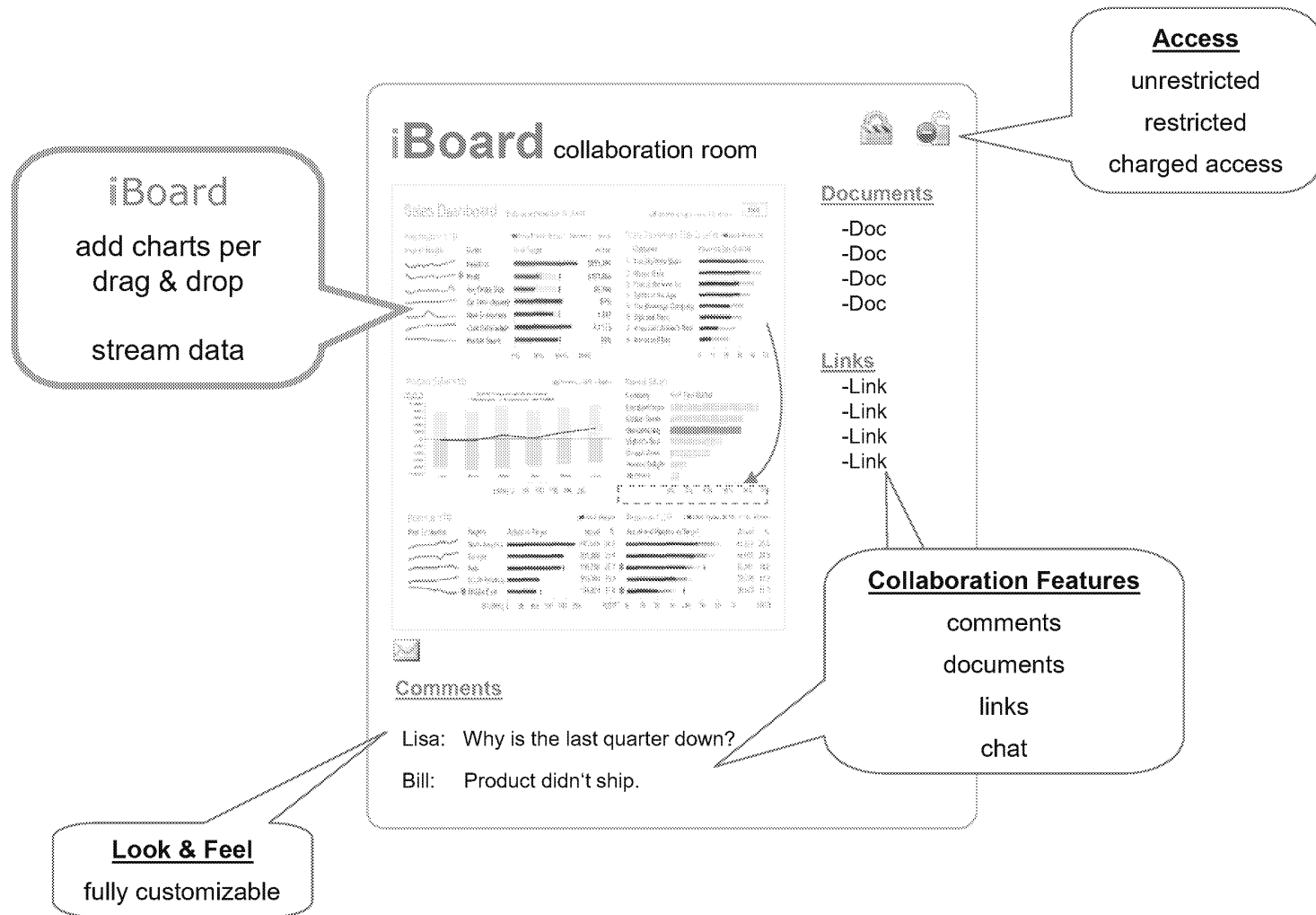
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iCharts: easy to create, easy to publish, easy to update



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iBoard collaboration room: data-driven interaction



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iReport: interactive reports

iReport

add charts per
drag & drop

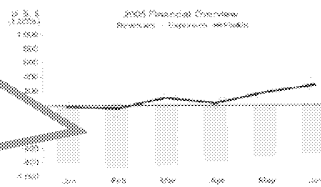
easy update of charts
during creation mode

earn money on your
data

Look & Feel

fully customizable

2nd Earth discovered...



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L.L.Ipsum

Links

Links

Links

Links

iReport

Access

charged access
(without ads)

free access
(with ads)

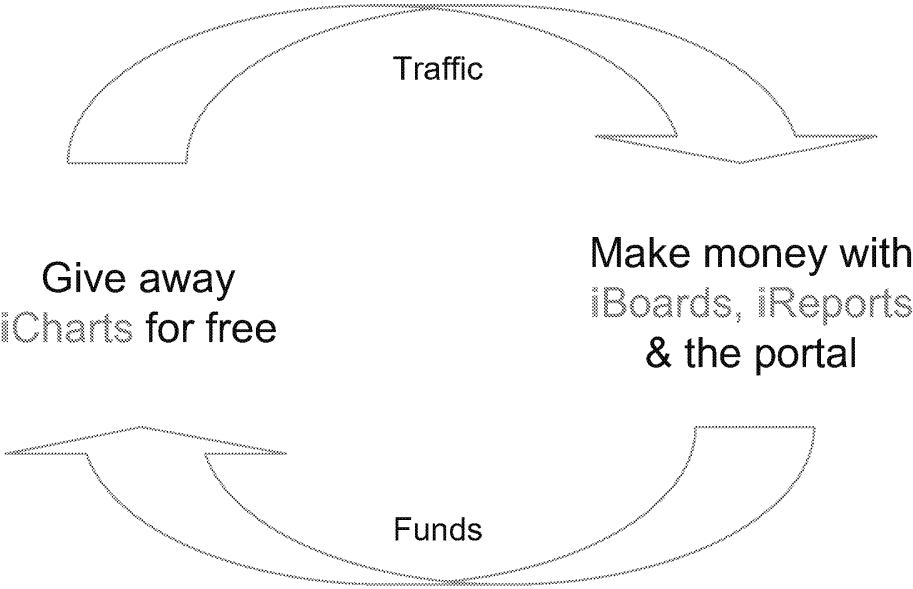
Competitive Advantage

1. Comprehensive end-to-end service
 - search & publish
 - first mover
2. Leverages proven technology
 - streaming is a proven technology
 - general data streaming is new
3. Built-in growth loop
 - front-loaded for initial adoption
 - user added content

Differentiating Competences

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

Sources of revenue – basic philosophy



Sources of revenue – basic plans

Product	iChart	iChart premium	iBoard collaboration room	iReport
Basic Plan	FREE	7,50 € / month	25 € / month	1 € to publish
List in portal	List or donate	Optional	Optional	Mandatory
Data streaming	-	1 stream per month +5 € for weekly schedule	1 stream per month +5 € for weekly schedule	-
Place anywhere as widget	Yes	Yes	Full board or boiler plate only	Boiler plate
Charge access	-	-	Optional user decides access fee (iCharts takes 1%)	Free Access Model Pay-per-Report Model
Interactivity Pack I (2nd level voice/visual info, Comparisons, Zoom)	Yes	Yes	Yes	Yes
Interactivity Pack II (PDF, Excel download)	-	Yes	Yes	Yes
Custom Branding	-	Yes	Yes	Only for charged reports

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Source of revenue - summary

- iBoards subscription plans
 - iReports publishing fee
 - commission on charged access to iBoards
 - commission on charged iReports
 - alternatively, revenue from ad placement next to free iReports
-

- while iCharts are free, donate-or-list approach will generate publicity (but no revenue for iCharts.com)

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Modified: 6/4/2007 7:41:27 AM