
From: "Seymour Duncker" <seymour.duncker@icharts.net>
Sent: Mon 7/14/2008 2:58:03 PM (UTC-07:00)
To: "Kiran Desai" <kiran_sdesai@yahoo.com>
Subject: Re: AW: Re: AW: Re: Finally ready to go
Attachment: iCharts Executive Summary_20080714.pdf

Hi Kiran,

please find attached a current version of the Executive Summary on iCharts, we can go through the revenue model tomorrow.

The new release is on our pilot server now.

I have set up 2 accounts for you, one for you personally and a second account you can share with whomever you like. If you want additional accounts just let me know then we can set them up for you.

The login details are:

URL: pilot.icharts.net

login: kdesai

pwd: kdesai

and

login: kdesai_guest1

pwd: kdesai_guest1

Will be in touch shortly.

Best,
Seymour

On Mon, Jul 14, 2008 at 10:01 PM, Kiran Desai <kiran_sdesai@yahoo.com> wrote:

Hi Seymour,

My follow up meeting with Kyle is confirmed for this wednesday. It would be helpful if you can send the business plan document by today/tomorrow. Please call me tomorrow around 9.00 AM pacific time.

Thanks.

-Kiran

----- Original Message -----

From: Seymour Duncker <seymour.duncker@icharts.net>
To: Kiran Desai <kiran_sdesai@yahoo.com>
Sent: Friday, July 11, 2008 5:34:02 AM
Subject: AW: Re: AW: Re: Finally ready to go

Hi Kiran,

I will send an updated version over weekend. I will be traveling until late today, so we can have a talk Monday morning. Ok?

Best,
Seymour

Gesendet mit BlackBerry

From: Kiran Desai <kiran_sdesai@yahoo.com>
Date: Thu, 10 Jul 2008 07:47:47 -0700 (PDT)
To: <seymour.duncker@icharts.net>
CC: Tyron Montgomery<tyron.montgomery@icharts.net>; Rajesh Setty<rajesh.setty@icharts.net>
Subject: Re: AW: Re: Finally ready to go

Hi Seymour,

I talked to my contact yesterday. His name is Kyle Mashima. I know him for 20 years. He was a VP at [Adobe](http://www.adobe.com) and knows the right people. I am meeting him next Wednesday for more detailed discussions.

I would like to understand the iCharts business model before pitching it to Adobe. Kyle would like to know more about the business as well before making the introductions. Would it be possible to send me the Executive Summary or Business Plan in the next couple of days?

Also, I would like to talk with you a little bit more about my working arrangements with iCharts. Let me know a good time to talk.

Thanks.
-Kiran

----- Original Message -----

From: Seymour Duncker <seymour.duncker@icharts.net>
To: Kiran Desai <kiran_sdesai@yahoo.com>
Sent: Wednesday, July 9, 2008 7:33:16 AM
Subject: AW: Re: Finally ready to go

Hi Kiran,

We are shortly upgrading our pilot version which is what we can give access to.

Talk to you at 9am.

Best,
Seymour

Gesendet mit BlackBerry

From: Kiran Desai <kiran_sdesai@yahoo.com>
Date: Wed, 9 Jul 2008 06:30:42 -0700 (PDT)
To: Seymour Duncker<seymour.duncker@icharts.net>
CC: iCharts | Tyron Montgomery<tyron.montgomery@icharts.net>; Rajesh Setty<rajesh.setty@icharts.net>
Subject: Re: Finally ready to go

Hi Seymour,

What's the best way for Adobe people to access the iCharts app? Is it ok to give them access to the pilot.icharts.net?

Hope we can talk today around 9 AM.

-Kiran

----- Original Message -----

From: Seymour Duncker <seymour.duncker@icharts.net>
To: Kiran Desai <kiran_sdesai@yahoo.com>
Cc: iCharts | Tyron Montgomery <tyron.montgomery@icharts.net>; Rajesh Setty <rajesh.setty@icharts.net>
Sent: Thursday, July 3, 2008 11:32:11 AM
Subject: Finally ready to go

Hi Kiran,

hope you are doing fine.

It took a while but we are finally ready to go. Would like to talk to you soon to finalize our arrangements.

Attached a deck that you can start using carefully at [Adobe](#). It contains a PDF document that contains an interactive chart. I have attached the PDF document itself.

Also, very interesting is the following: <http://www.techcrunch.com/2008/06/30/once-nearly-invisible-to-search-engines-flash-files-can-now-be-found-and-indexed/>. Means that our iCharts will become searchable objects themselves.

We are planning to launching the service publicly in September.

Looking forward to talking to you soon.

Best,
Seymour

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Seymour Duncker
founder & President
m. +49 (0)174 2166540

iCharts, Inc.
USA: 440 North Wolfe Road, Sunnyvale, CA 94085
Germany: Zenettistr. 47 Rgb. EG, 80337 Muenchen

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iCharts is a web-based service that makes creating, sharing and embedding of interactive charts simple.

With 900 billion charts being printed every year, the usage of charts in the online world remains highly underutilized. The only available process today (create a chart with Microsoft Excel, save as JPG/GIFs, then upload and embed into a website) is very cumbersome and a major inhibition for mass usage of charts online. Moreover, these online charts have abysmal visual qualities, are non-interactive and don't allow the meta-data (axis, titles, legends) to be searched. As a consequence a huge amount of rich information is not available for online search.

iCharts.net is your YouTube for charts. In the portal everyone can easily share chart-based facts & figures. Tightly integrated into the portal is the iCharts Studio which allows anyone to create high quality, interactive charts in less than 90 seconds. Interactivity features like audio comments, data value pop-ups, zoom in/out of data and show/hide data series are automatically added to every iChart. iCharts can be embedded to web-sites, portals, blogs or online articles where they can be updated by simply uploading new data to iCharts.net. As a path breaking feature iCharts can be embedded offline into PDF documents or Powerpoint slides while retaining their full interactivity. iCharts contain rich tags making them highly searchable through existing search engines in an unprecedented way.

Anyone who has free data or data for sale can use the service to get high search results and promote their content in a very effective way. iCharts will be interesting for publishers of all kinds, market researchers, small and large, for academia, scientists, for business professionals and for every individual working with charts.

INVESTOR FACTS

iCharts, Inc.	www.icharts.net			
Founding date:	09/2007			
Employees:	3 founders, 12 developers			
Locations:	Silicon Valley, Munich, Bangalore			
Product launch:	09/2008 (Public Beta)			
Pilot customer available:	Yes			
Total amount raised to date:	~\$1,000k			
Total seeking:	~\$4,000k			
Type of funding:	Series A			
Use of funds:	R&D, Marketing, Customer acquisition			
Burn Rate:	\$60k / month (projected)			
Cash Flow positive in:	2009			
3-Year Revenue Forecast:	2008	2009	2010	2011
	\$0	\$1m	\$10m	\$40m
Contact	seymour.duncker@icharts.net Phone +49 174 2166540 rajesh.setty@icharts.net Phone +1 408 5683249			

BUSINESS MODEL

Free basic service to create interactive charts

Revenue Sources

- Studio: download interactive charts, white label interactive charts, subscription packages for corporates
- Portal: advertisement, data brokerage

GoToMarket through alliances, viral marketing and direct sale to publishers

FOUNDING TEAM

Seymour Duncker (founder & CEO) a seasoned entrepreneur with over 15 years of experience in pioneering new markets. Before launching iCharts, Seymour set up his own advisory firm. Earlier on he was partner in building a leading German CRM company. He worked for major companies, such as Compaq and SAP. At SAP he was responsible for building up a portfolio management approach to optimize the US\$ 1.3bn R&D budget. With Asera, the company that introduced the SaaS concept, and TPS, the CRM company, Seymour was involved in the early stages of two major new software markets.

Tyron Montgomery (founder & CTO) is a well-established specialist for visual communication, running a full-service media agency in Munich. Tyron won more than 40 international awards, including an Oscar for his first animated short film, and produced the world's first all-digital stop-motion film in cinema resolution. Today, with over 20 years of programming & design experience, Tyron focuses on database-driven online applications and product ergonomics.

Raj Setty (co-founder and Chief Catalyst) is a serial entrepreneur and an angel investor. Raj founded CIGNEX, an open source solutions company, in 2000 and served as CEO until 2005. He was instrumental in growing CIGNEX at 250% year over year. Raj serves on the boards of several companies.

MARKET OPPORTUNITY

According to data visualization expert Edward Tufte, an estimated 900 billion charts are produced and printed annually. If only 1% of these charts move online and iCharts achieves its objective of a market share of 10% of online charts, then there is ~ a 1 bn \$ revenue opportunity for iCharts (assuming iCharts makes an average of 1 \$ per chart per year).

TECHNOLOGY

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 embeddable.
- Remote-updateable LiveCharts™, static or interactive, easily embeddable.

DEFENSIBILITY

- Very strong management team in place.
- IP – Provisional Patent filed.
- Targeting strategic alliances with professional data publishers to set up channels on the iCharts portal and with technology partners
- iCharts Studio and Portal with powerful API & plug-in support, enabling other service providers to integrate and vice versa.
- Viral nature: Searchable meta-data and easy embedding of iCharts in on- and offline media will endorse massive exchange of iCharts.

COMPETITION

- Spreadsheet tools (Google Spreadsheet, EditGrid, Zoho): iCharts is more complementary than a competitor. iCharts has vastly increased formatting capabilities. iCharts can download interactive charts.
- Microsoft Excel: iCharts is more complementary than a competitor. iCharts are interactive and is for online + offline use. Vastly increased formatting capabilities.
- Programmable Chart Modules (AmChart, AnyCharts): iCharts is for end-users not developers.

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