

Message

From: Seymour Duncker [sduncker@gmail.com]
Sent: 4/23/2007 1:02:25 AM
To: Naveen Lakkur [naveen.lakkur@compassites.net]
Subject: Re: Great feedback
Attachments: iCharts Business Model_20070417.pdf

Hi Naveen,

attached my completely reworked business model document. If you have time let's touch base tomorrow.

Regards,
Seymour

On 4/19/07, **Naveen Lakkur** <naveen.lakkur@compassites.net> wrote:

Hi Seymour,

Thanks for the acknowledgment. Please send me the business document once it's ready. I further have some more points and I will see how into the model.

Have a great day.

Regards,

Naveen Lakkur

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From: Seymour Duncker [mailto:sduncker@gmail.com]
Sent: Thursday, April 19, 2007 2:09 PM
To: Naveen Lakkur
Subject: Great feedback

Dear Naveen,

great feedback yesterday which significantly improved the spin of the story. Tyron and I already are taking the portal to the next level. I am revamping the business model doc and will get back to you for a next discussion soon.

Rgds,
Seymour

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iCharts Business Model

Introduction

Purpose of this document is to provide a description of the iChart Value Proposition, Competitive Advantage, Differentiating Competences and Revenue Opportunities provided through the iCharts business model.

Vision & Mission

The iCharts vision is....

...to be the best source for facts & figures on the internet

More specifically, the iCharts service strives to be...

*... the easiest and fastest way
to publish and update embeddable, interactive charts and tables
and
...the best way to search for facts & figures
on the net.*

Value Offered

According to an estimate by Edward Tufte, the leading global expert in data visualization, "each year, the world over, somewhere between 900 billion (9×10^{11}) and 2 trillion (2×10^{12}) images of statistical graphics are printed".

But how easy is to actually find quantitative and statistical data online today? Even with Google's search capabilities, anyone who has ever tried will be able to tell of the cumbersome experience.

Three primary reasons are responsible for this:

- No central gateway exists where facts & figures of all kinds are listed and where users have search capabilities geared to finding statistical and quantitative data
- Facts & figures (in the form of charts, tables and accompanying texts) are not published in a format that supports search or tagging
- Publishing tools and methods have not been adapted to web 2.0 technology that would make it easy to create searchable charts and tables.

Furthermore, anyone who spends some time to screen websites randomly will find that content of most is more or less text-centric as compared to traditional publishing. There is a huge discrepancy between the vast utilization of printed statistical graphics and the scarce utilization of charts online.

It is believed that the lack of appropriate publishing tools and methods is the root cause for this. The process of publishing charts and table to, for example online publications, blogs, homepages or collaboration rooms is cumbersome, tedious and, if automated, prohibitively costly:

- a. to place a chart online, numerous, iterative steps are required: create a chart using Excel, turn into JPG/HTML, upload to your web-site, format using HTML tools, go back to Excel to recreate your chart as the HTML formatting didn't work, upload again, format again, publish)
- b. for updating the same chart frequently, - costly - automation may be considered: implement a database application, implement a web-application server and establish a permanent uplink to the web-site to push new data online

In any case, the resulting charts are of inferior quality and – as JPGs or GIFs – are hardwired alluding search.

The iCharts founders believe that by providing a dedicated search capability for facts & figures and by fixing the process of publishing data (in the form of charts and tables), immense utility will be provided. It is believed that this joint capability will unlock a huge underserved demand for statistical and quantitative representation in the internet.

The iCharts service provides the following:

1. a portal

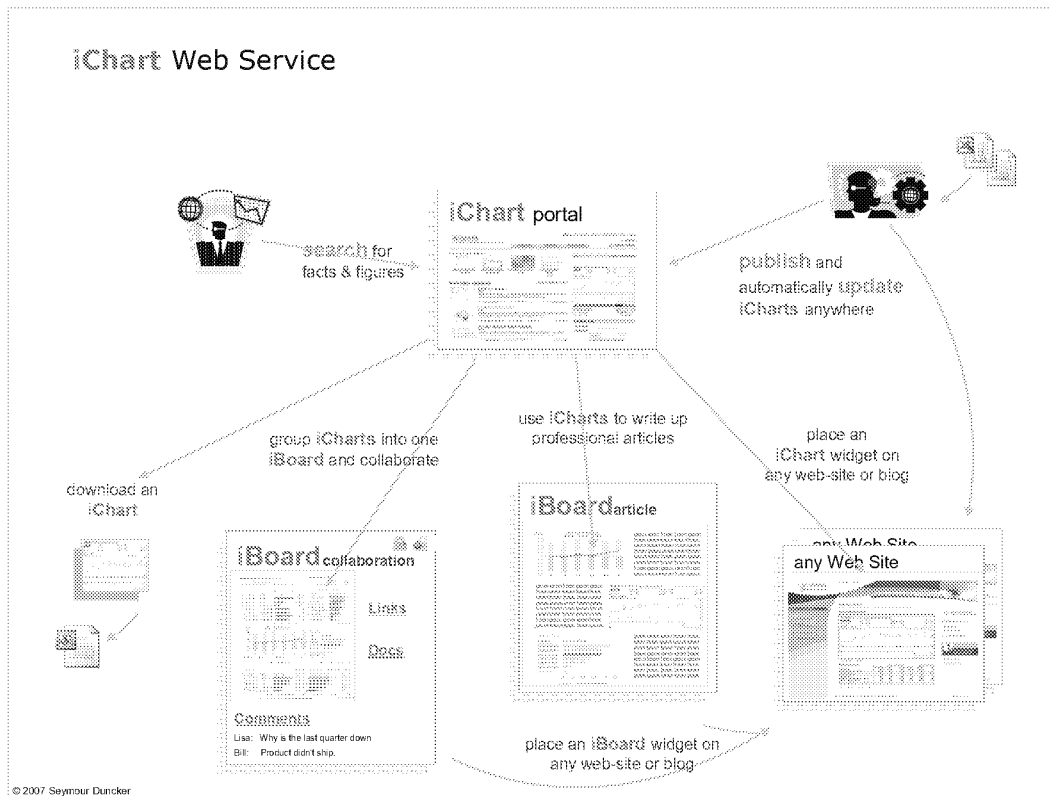
- allowing users to search for all kinds of facts & figures through a variety of channels (think YouTube for data)
- enabling users to download and/or easily copy & paste charts & tables into their website/blog using snippets
- providing professional data service providers with a platform to globally publish premium, chargeable content

2. a highly innovative data publishing capability

- allowing users to easily and intuitively construct a chart or table from an uploaded Excel spreadsheet and a rich gallery of presets
- enabling users easily to provide context by grouping charts/tables onto one iBoard and adding brief descriptions or article-size text
- enabling users to easily publish their iCharts and/or iBoards to the portal or any other website and updating them by simply sending a spreadsheet with new data to the iCharts service

3. a capability to search existing charts and tables

- augmented by allowing users to tag their own existing facts & figures content
- facilitated through a dedicated crawl mechanism to capture tagged content
- augmented by a dedicated content management team that identifies and logs content



The iCharts service will provide additional value adding features:

- iCharts will be of superior visual quality, feature-rich and interactive (features include zoom in/out, mouse-over with additional info, voice-based explanation of the chart, overlay comparisons, download underlying data with charts as PDF, Excel etc.)
- A rich gallery of presets that includes both new types of charts and predefined structural content to which users can match their data
- Using APIs the iCharts service can serve as a white-label analytics module for 3rd party service providers

Competitive Advantage

The iCharts service has a significant competitive advantage as

- **it provides a comprehensive end-to-end service** for searching, publishing and updating facts & figures online (all of which is not readily available today)
- **it extensively leverages new technology to deliver the service** (1. Flash/Flex technology, today used for gaming and video, but so far not extensively for business applications; 2. enhanced search technology geared towards finding charts & tables)
- **it has an inherent growth loop built in** (adoption of the service will deliver more content, making the service richer and more attractive, leading in turn to more adoption)

It is believed that the comprehensiveness and robustness of the service combined with the use of Flash/Flex technology will provide an initial competitive advantage.

Increasing adoption of the service - leading to increased levels of content - will ensure a long-term competitive advantage and high barrier of entry for potential competitors.

To accelerate adoption of the service after launch, one objective will be to front-load the portal with content acquired through both Business Development and manual content population efforts. This effort will ensure early attractiveness and draw users to the service.

Differentiating Competences

The following core competences are required to deliver and maintain the aforementioned competitive advantages:

- Solid knowledge of Flash/Flex technology and search methods to implement the core service
- Architectural know-how and capability to deliver an ultra-fast, highly scalable service
- Segment knowledge to be able to acquire content through business development efforts
- Analytics expertise and data visualization skills to design an effective process that takes the user from data to high quality charts/tables
- Superior design skills to produce an intuitive, easy-to-use user interface

Sources of Revenue

The iCharts service is comprised of three core elements

- the iChart as the basic building block
- the iBoard as the main vehicle to provide context to data
- the portal as the central access point for people searching facts & figures

The core idea of the iCharts Business Model is to give away for free the basic iChart (both as download or as widget) fostering adoption and as a result, making the iBoard and portal assets more valuable.

The value of the portal will be increased additionally by allowing to capture existing facts & figures through a special tag and search mechanism.

The main revenue streams will come from

- iBoard subscription plans
- commission from users charging for access to their iBoards (i.e. selling access to their data)
- users paying for listing their iBoards in a special "Featured Box" section in the portal
- ad placements in the portal

The hypothesis is that through mass adoption, income from iBoards and the portal will more than offset costs incurred by giving away basic iCharts for free.

On the following page a sample initial pricing scheme is given.

iCharts Business Model

Product	iChart	iBoard collaboration room	iBoard article
What it is	Dynamic iChart you can download or publish wherever you like	Set up collaboration room around your facts & figures	Add article-length context to your facts & figures
Basic Plan	FREE	25 € per month	25 € per month
List in public iCharts portal	Optional	Optional	Optional
Place as widget into any website	Yes	Yes	Yes
Update schedule	1 update per month	1 update per month included +5 € for weekly update schedule +10€ for unlimited updates	1 update per month included +5 € for weekly update schedule +10€ for unlimited updates
Charge for access	-	Yes Commission of x% on revenue will be charged	Yes Commission of x% on revenue will be charged
Interactive Features Pack I (2 nd level voice/visual info)	Yes	Yes	Yes
Interactive Features Pack II (Comparisons, Zoom)	-	Yes	Yes
Interactive Features Pack III (PDF, Excel downloads)	-	Yes	Yes
Custom Branding	-	Yes	Yes

Table: iCharts Pricing