



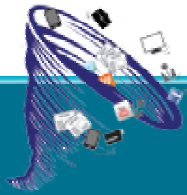
## Business, Technology and the Media: Charting a Course Through Chaos

KnowPlace!  
There's no space like KnowPlace

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# KnowPlace Overview

- No space like KnowPlace
- Tivo for my digital media or web and mobile experience
  - Searchable archive of my digital content (web pages, books, articles, photos, videos, email)
- Easy access to my digital content, with intelligent recommendations
- Tiered Freemium model : Free base product, with subscriptions with upsell services and transactional revenue

35% of a worker's time is spent in wasted searching for documents

IDC

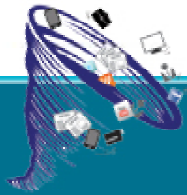


### KnowPlace: Remember and Find Everything

### Welcome to your Knowable world!

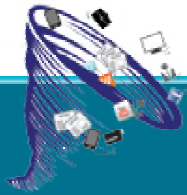
Record your digital experience, things you see, and things you like. Then find them when you want. For free!

- Recommendation engine to provide related content
- Full Search capabilities, with context/relevance engine
- Update capability to show updated links with related content
- Optional feeds from trusted partners
- Social networking capabilities to share with friends, colleagues, bosses



# Product Roadmap

Personal Edition	Free to seed market with 25GB free, additional storage purchased per 50GB increments
Family Edition	\$100 /yr for up to 4 family members
Corporate Edition	\$10,000/year for up to 50 users



# Key Milestones

Milestone	Date
Finalize Product Specification	3 months
Identify and recruit technology and management team	3 months
Secure seed funding	3 months
UI design and usability study	6 months
Secure marketing partners	6 months
Commercial launch	9 months



# Revenue Projection

	Year	Year 2	Year 3	Year 4	Year 5
Personal Edition	0	\$250K	\$2M	\$6M	\$12M
Family Edition	0	\$100K	\$1M	\$3M	\$6M
Corporate Edition	0	0	\$1M	\$4M	\$9M
Total Revenue		\$350K	\$6M	\$13M	\$27M



# Competition

Main Competitors	Their Offerings	How your product will compete
EverNote	Proactive Note taking	Automatic archiving of all digital content
Zemanta	Recommendations only	Included
Del.icio.us	Tagging only	Included
StumbleUpon		Included
Lexis-Nexis	Research	Through partnerships
Google	Search	Context-based search



# Challenges and risks

- Technology – multiple devices, multiple media sources
- Market acceptance
- Team – Experts in taxonomy, user experience, search need
- Users – behavior change needed (tagging for example), to get value





# The Management Team

Team Members	Critical Skills
CEO	Vision, Strategy, Marketing
Technology	Database, Search, Taxonomy
Technical	Library Sciences, Scalable systems
Sales	Web marketing, and inside sales
Strategic Partner	Schools, publishing companies, Amazon
Investor	Web and consumer