### 4. China

Chinese cloud offerings are not as mature as their international counterparts, but China has demonstrated its commitment to the cloud with the 12th Five Year Plan targeting up to 2 trillion yuan for telecoms investments[1] - of which cloud is a focus – it will undoubtedly be a major player in a couple of years.

Chinese Cloud Adoption in the last 2 years

ACCENTURE[2]
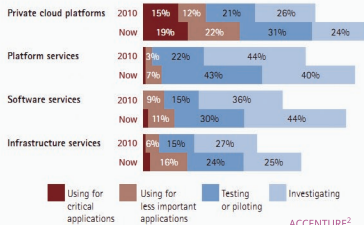
Our near competitors are all based in the US. Some of them operate their own private cloud, further limiting their market to their location. As they seek high value contracts, we target smaller businesses looking to take advantage of the public cloud, meaning we can sell globally. Because we are based in China, we have significantly lower overheads, making it easy for us to provide low cost services to SMEs. Our unique location **also** positions us well to be able to take advantage of the huge growth in the Asia-Pacific region, giving us the opportunities that our competitors were slow to react to a few years ago. Unlike PaaS offerings, our product is software agnostic and we can easily add support for other public or private cloud providers, not making us reliant on the success of a single provider or technology.

We will sell directly to ISVs and SMEs as a SaaS offering, with different pricing plans for levels of usage. We also provide a full featured, but very limited usage, free plan so individuals can experience our product and recommend it to their purchasing managers. We can offer our product white label to resellers and sell to IDCs on a licensing basis.

Critically, our model is hugely scalable. All of our services are automated, making our gross profit margins extremely high at above 90%, leaving plenty of room for customer acquisition and operating costs. By the end of year 2, we aim to have 2,500 customers on our $99 per month plan, giving annualised revenues of just under $3m USD.

Our Team

Zhao Peng (CTO & Founder)

Peng has 9 years of experience in cloud, utility and distributed computing. Back in 2003, he worked on combining Xen and grid computing to deliver IaaS. He recently initiated and led China Mobile's Big Cloud IaaS project, A CMRI project to research the key technologies and prototype cloud services system development for China Mobile Cloud Computing Infrastructure, which he left to **found** MadeiraCloud. He holds a MSc from University College Dublin, Ireland.

Daniel O'Prey (CEO & Founder)

After studying Business Management and Information Management at the University of Sheffield, UK. Daniel worked as an independent developer and designer in London and New York, heading the development of a cloud based SIM card management portal for a leading European MVNO and acting as an IT consultant to Telecoms SMBs.

Jimmy Xu (VP Engineering)

Jimmy is the youngest ever winner of the Department of Railway's highest prize, the ZhangTianYou Award. He is a top-notch coder and a true hacker. He holds a BS from Beijing Jiaotong University.

Stone Wei (Developer)

Stone has over ten years experience of systems architecture and networking, with an extensive knowledge of large scale, complex system development and operation. He holds a BS from Beijing Jiaotong University.

Ken Chen (Developer)

Ken researched software engineering at the Hong Kong University of Science and Technology before completing his Masters at Chalmers University of Technology, Sweden. Ken is passionate about cloud computing and tech start-ups.

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1. http://news.xinhuanet.com/english2010/china/2011-06/29/c_13956822.htm
2. http://www.accenture.com/SiteCollectionDocuments/PDF/
   Accenture_Chinas_Pragmatic_Path_to_Cloud_Computing.pdf