



# SmartData

## Excel for Enterprise Data

Leverage IT staff by Empowering End User

[Demo on YouTube](#)

## Business Plan by Lean Canvas

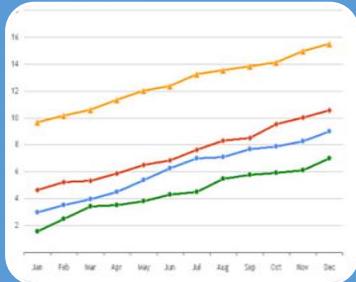
Use Case: SmartData as Self-service BI

Other Use Cases

Funding and Exit Strategy

FAQ

Problem: It's hard for limited IT staff to satisfy continuous requirements from end user



## More and more data analysis requirements

- Cross Tables, cross data sources and formula
- Sorting, filtering, summarizing, charting, reporting, mapping
- *Existing alternative: Export to MS Excel; Professional BI*



## Different, dynamic and strict UI requirements

- EVERY end user has his own UI idea
- End user wants Internet like ad hoc and seamless surfing
- *Existing alternative: Pre-defined; Built-in customization; Web;*



## “Little and easy” extension requirements

- i.e. Add some fields for me
- i.e. Add an menu item to reduce my manual operation
- *Existing alternative: Next version once approved*

# Solution: Excel for Enterprise Data



General to support all kinds of enterprise data

- All primary RDMBS databases, Cloud Data Service and even Excel
- Any objects by DLLs (1 line code for simple situation)
- Massive Data Support and consistent access



Self-service just like MS Excel

- No IT jargon, such as data relationship, cross table, dimension
- Internet like experience, such as surfing data instead of querying, loading
- MS Excel similar UI



Continuous Improving and Evolutionary at run time

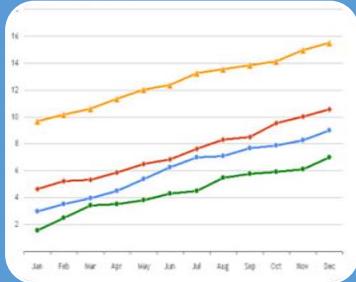
- New data sources (i.e. data from some specific API, from cloud)
- New UI templates (i.e. a new kind of chart)
- New convenient operations (i.e. a menu item to increase salary by 10% for every staff)
- Extend data model (tables/fields for database)



Personalization and social sharing

- EVERY end user has his own UI Views
- End users can share his UI Views with others

## How does SmartData help for enterprise data?



### More and more data analysis requirements

- Powerful Data Analysis in Excel+ Way
- 2-Level Data Visualization in Excel+ way
- *Existing alternative: Export to MS Excel; Professional BI*



### Different, dynamic and strict UI requirements

- Personal UI templates library for EVERY end user
- Seamless Data Surfing in IE Way
- *Existing alternative: Pre-defined; Built-in customization; Web;*



### “Little and easy” extension requirements

- Extend Data Model in Excel Way
- *Existing alternative: Next version once approved*

# Function (1/5) : Powerful Data Analysis in Excel+ Way

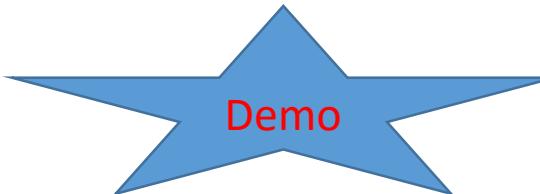
- Excel way

- Sort, filter, Summary, summary by group
- Formula, Conditional Formatting

Smart Dat...	Discount	Quantity	U
CategoryName: Seafood (Count=330)			
ProductName: Spegesild (Count=27)			
...	0.02	3	
...	0.15	30	
			2155

Discount	[Quantity] * [UnitPrice] * (1-[Discount])
20 %	518.40
0 %	259.20

- Auto multi tables for RDBMS



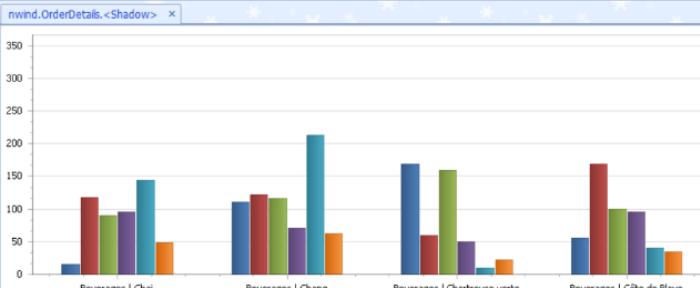
The screenshot shows a Microsoft Access query grid titled "nwind.Products" with columns: CategoryName, Product Name, Quantity Per Unit, Unit Price, and Discontinued. A "Fast Fields Tree Selector" dialog box is overlaid on the grid, showing a tree view of fields from the "Categories" table. The "Caption" column lists "Category", "CategoryName", and "Description". The "FieldInfo" column lists "CategoryID(nwind.Categories)", "CategoryID(System.Int32)", and "Description(System.String)". The "CategoryName" field is selected, indicated by a checked checkbox.

CategoryName	Product Name	Quantity Per Unit	Unit Price	Discontinued
Beverages	Chai	10 boxes x 20 bags	\$18	N
Beverages	Chang	24 - 12 oz bottles	\$15	N
Condiments	Aniseed Syrup	12 - 550 ml bottles	\$9	N
Condiments	Chef Anton's Cajun Seasoning	48 - 6 oz jars	\$20	N
Condiments	Chef Anton's Gumbo Mix	36 boxes	\$12	N
Condiments	Grandma's Boysenberry Spread	12 - 8 oz jars	\$12	N
Produce	Uncle Bob's Organic Dried Pears	12 - 1 lb pkgs	\$30	N

# Function (2/5) : 2-Level Data Visualization in Excel+ way

- Data Visualization in 2 levels
  - Table: Grid\Free layout\ Card\ Pivot Table\Chart
  - Cell: Rich text\Checkbox\Picture\...
- Traditional Reports, MAP can be supported also
- Data Visualization templates can be switched easily

Quantity (Sum)		SmartDataStrucKey.OrderID.OrderDate.Year	SmartDataStrucKey.OrderID.OrderDate.Quarter				
SmartDa...	SmartDat...	January	February	March	April	May	June
Beverages		15	118	90	96	144	48
Chai		110	122	116	70	213	62
Chang		168	59	159	50	10	22
Chartreuse ve...		55	169	100	95	40	34
Côte de Blaye		70	40	166	333	177	55
Guaraná Fantá...		30	41	20	67	75	121
Ipoú Coffee		35	125	28	181	146	52
Lakalakodi		3		30	64	50	7
Launehno Lum...							



Animated  
Demo=>

A screenshot of the "nwind.Categories - SmartData: Real Time Intelligence for Everyone" application. The main window shows a list of categories with their descriptions and icons. A context menu is open over the "Detail with picture" item in the "Basic" section of the ribbon. The menu items include "Default LayoutView", "Grid with picture", "(GridView)", "(BandedGridView)", "(AdvBandedGridView)", and "(LayoutView)". To the right of the list, there are small icons representing different food items like a smoothie, condiments, and cheeses.

# Function (3/5) : Seamless Data Surfing in IE way

- Open in a nested window

Start nw wind.Products x nw wind.Categories		
CategoryName	Product Name	Quantity Per Unit
Beverages	Chang	24 - 12 oz bottles
	CategoryID SupplierID OrderDetails_As_ProductID	
	Supplier	Address Info
	Company Name	Region
	Contact Name Contact Title	Address
Exotic Liquids		
Charlotte Coo...	Purchasing Manager	49 Gilbert St.

- Open in a new window (**Unique** synchronized window)

Animated  
Demo=>

The screenshot displays a complex data management interface with multiple windows and panes:

- Main Window:** Shows a grid of categories (Category ID, Category Name, Description, icons). Category 1 is Beverages (Soft drink...).
- Detail View:** A right-hand pane titled "Record [1 of 1]" shows detailed information for Category 1: Category ID 1, Category Name Beverages, Description Soft drinks, coffee..., and a Picture of a soft drink.
- Associated Windows:**
  - nwind.Products x nw wind.Categories**: A nested window showing product details for Category 1 (Chang, 24 - 12 oz bottles).
  - nwind.Categories.Products\_As\_CategoryID x**: Another nested window showing the relationship between categories and products.
- Bottom Navigation:** A toolbar with various icons for navigation and operations.

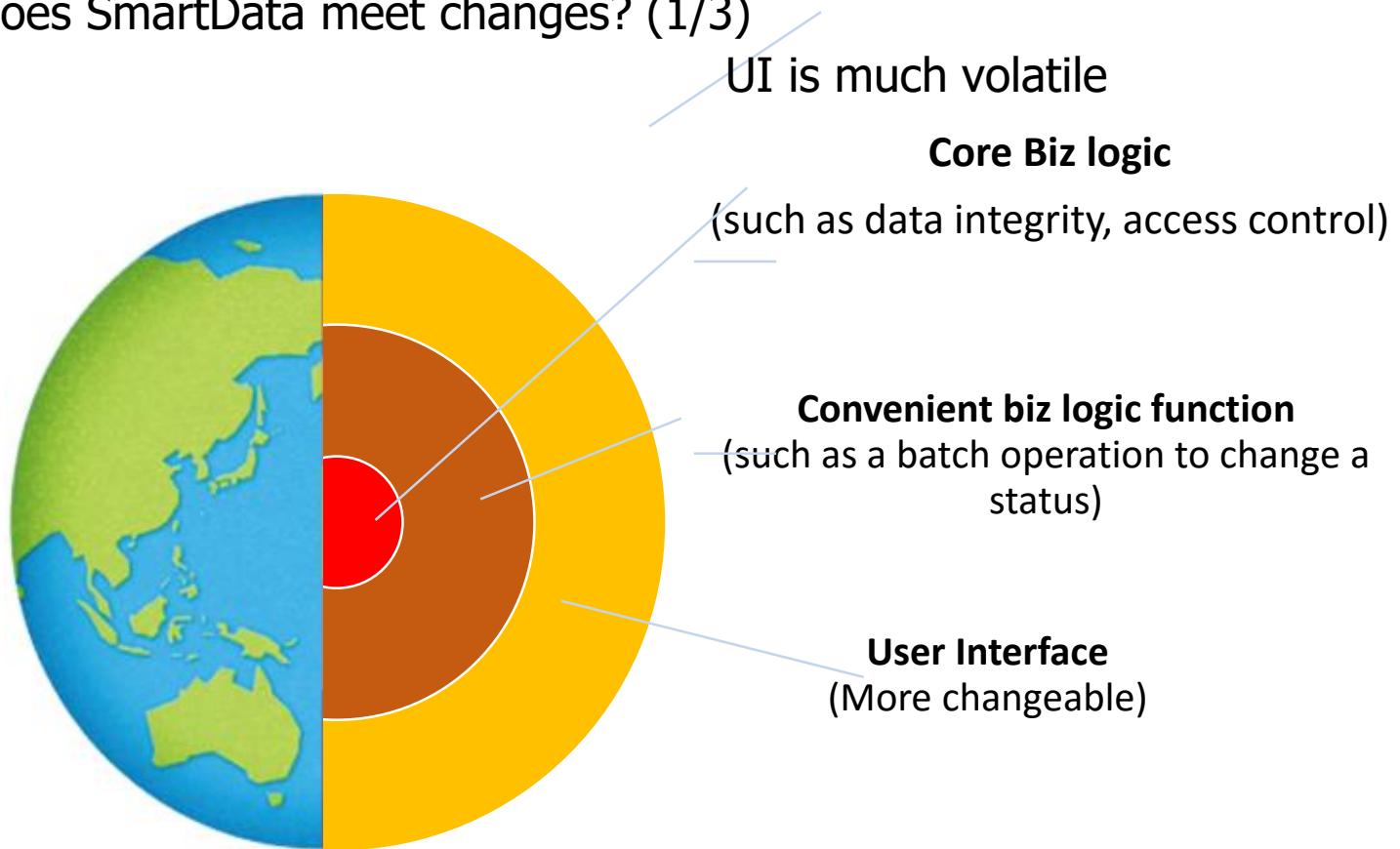
## Function (4/5) : Personalization and social sharing

- **User Interface for data operations (methods/functions)**
  - Developer can focus on business logic layer only
- **Social Sharing on UI knowledge**
  - UI static Define, such as Embedded Crystal Report
  - Data Annotations, such as credit card type
  - Dictionary column by table
  - Collaboration

## Function (5/5) : Extend Data Model in Excel Way

- **Convenient Data Operations can be added at run time**
  - i.e a popup menu item to increase salary by 10%
- **Cross data source analysis and dynamic relations**
  - For data integration by end user himself
- **Evolving business logic layer for evolving business**
  - End user can extend data model (business logic layer) at run time
  - Developer can accept such changes, based on end user contribution

## How does SmartData meet changes? (1/3)



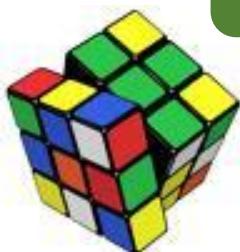
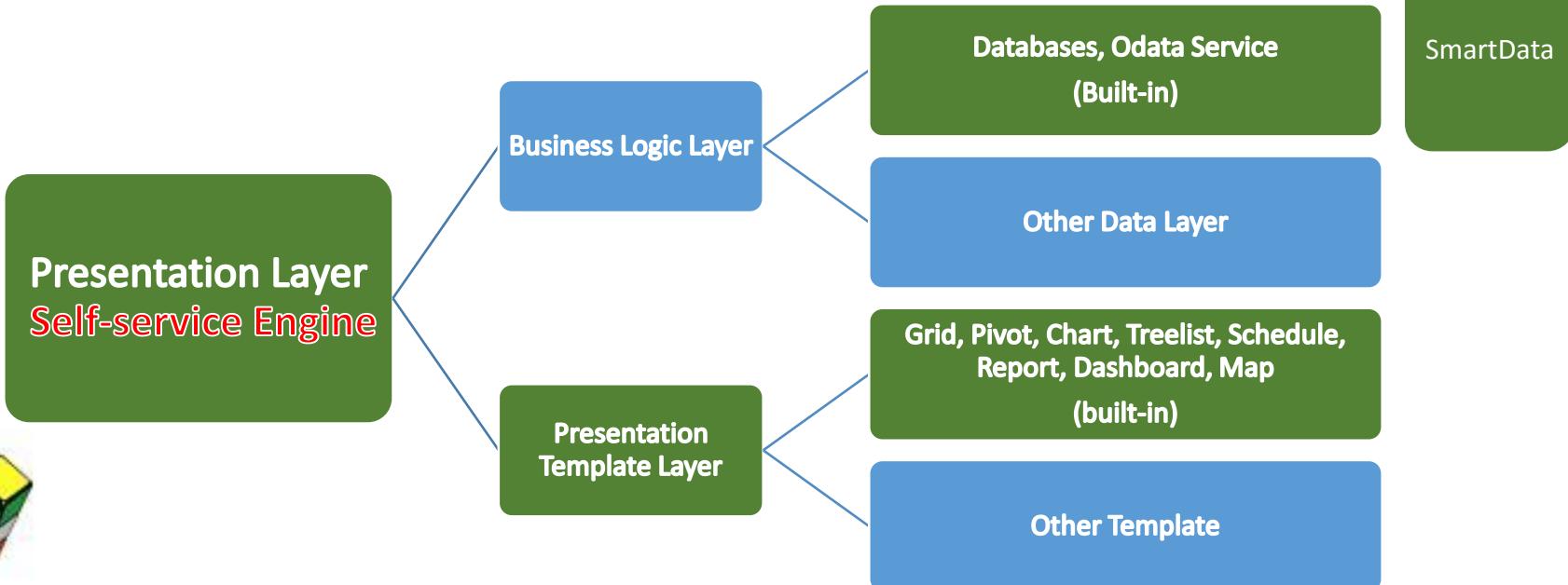
1. Generally Maintenance costs more than development
2. Generally UI costs much more than biz logic
3. Environment changes
  - Device becomes more powerful;
  - End user becomes more skillful

## How does SmartData meet changes? (2/3)

New relationship between IT staff and end users



Traditional Data Architecture  
Vs  
SmartData Architecture



How does SmartData meet changes? (3/3)

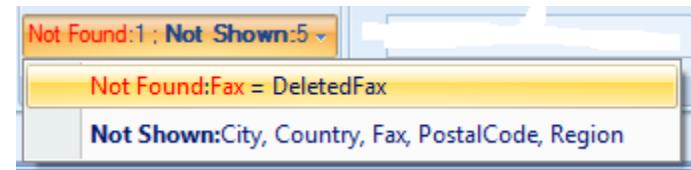
SmartData is evolving to adapt to evolving business

**1. Case: UI changes, Data transforming to follow by cross table calculation engine**

- i.e. End user wants to add category name in a product list
- i.e. End user wants to summarize by category group in a product list

**2. Case: Data Changes, UI follows by validating, reminding and auto recovery**

- i.e. Fax of contacts is not recorded any more
- i.e. City, Country, PostalCode and Region of contacts has been added



**3. Case: UI extends, Data follows by adding customer fields, tables**

- i.e. Manager wants to write comments on some data for his colleague
- i.e. A cross department team was built, HR wants to record such information for his own convenience

# Why doesn't MS Excel work?

## SmartData for enterprise vs MS Excel for individual

	MS Excel 	SmartData 	Extra Benefits
<b>Relationship between Data and UI</b>	1:1	N:N	<ul style="list-style-type: none"><li>• UI Personalization;</li><li>• One Data can have kinds of different UI views;</li><li>• Different UI views can be switched at runtime by end user</li></ul>
<b>Data Sources</b>	Built-in support for most popular ones	<ul style="list-style-type: none"><li>• Built-in support for most popular ones</li><li>• API to extend</li></ul>	<ul style="list-style-type: none"><li>• All kinds of data can be integrated together;</li><li>• <b>Centralized access control is possible</b></li></ul>
<b>Data Map</b>	Sheets (List of 2D Table)	Web like linked data	<ul style="list-style-type: none"><li>• Complicated data support (i.e <b>Hierarchy Organization Tree</b>)</li><li>• Seamless surfing</li></ul>
<b>Data Processing</b>	Locally by data loading (replication) Read only if no coding	Locally and/or server side Write back is possible without coding	<ul style="list-style-type: none"><li>• <b>Massive data is supported.</b></li><li>• <b>Real time access</b></li><li>• <b>Data operation (write back)</b></li></ul>
<b>UI Templates</b>	Built-in Grid, Chart, Pivot, Map Templates	<ul style="list-style-type: none"><li>• Built-in Grid, Chart, Pivot, Map</li><li>• API to extend</li></ul>	<ul style="list-style-type: none"><li>• New Templates , such as Tree can be supported.</li><li>• Even Excel can be embedded also.</li></ul>
<b>Macro</b>	Built in support	Built in script engine	Even operations can be added at run time

# Why doesn't BI work?

## SmartData for everyone vs BI for executives

	BI	SmartData 	Extra Benefits
<b>Data Sources</b>	Built-in support for most popular ones	<ul style="list-style-type: none"><li>• Built-in support for most popular ones</li><li>• API to extend</li></ul>	<ul style="list-style-type: none"><li>• All kinds of data can be integrated together;</li><li>• Centralized access control is possible</li></ul>
<b>Data Map</b>	Tabula Data	Web like linked data	<ul style="list-style-type: none"><li>• Complicated data support (i.e Hierarchy Organization Tree)</li><li>• Seamless surfing</li></ul>
<b>Data Processing</b>	data loading (replication) Read only	Locally and/or server side Write back is possible without coding	<ul style="list-style-type: none"><li>• Massive data is supported.</li><li>• Real time access</li><li>• Data operation (write back)</li></ul>
<b>UI Templates</b>	<ul style="list-style-type: none"><li>• Built-in Grid, Chart, Pivot, Map Templates</li><li>• Focus on Chart, Pivot and Report</li></ul>	<ul style="list-style-type: none"><li>• Built-in Grid, Chart, Pivot, Report and Map</li><li>• API to extend</li><li>• Focus on Grid (Detail Data)</li></ul>	<ul style="list-style-type: none"><li>• New Templates , such as i.e Hierarchy Organization Tree can be supported.</li><li>• Even Excel can be embedded also.</li></ul>
<b>Macro</b>		Built in script engine	Even operations can be added at run time

# Customer Segment

- End User – real user to use SmartData
  - Benefits: Real time Intelligence
- IT staff- Developer and IT support
  - Usually they are decision makers to choose software
  - Benefits: Quick delivery, Less work and more satisfaction
  - **For Developer:** Agile development, quick deployment, Low maintenance cost
  - **For IT support:** Quick response to changes
- Early adopters:
  - SMEs with CRM (especially Salesforce, MS Dynamics CRM) already, but need more BI functions.
    - They are willing to pay
    - Easy to access by Value Added Partners network

# Unique Value Proposition

SmartData: Excel for Enterprise Data

Leverage IT staff by Empowering End User

# Channels

1. Indirect sales through Value Added Partners to THEIR clients
2. VAPs should be also VAPs of famous CRM/PDM/MIS/BI products

# Revenue Streams and Cost Structure (1/2)

## 1. Price

- 30 days full function free trial
- Free edition for limited functions after trial
- Premium edition priced by annual subscription per end user

Peers	MS Office 365 Home	MS Office Professional 2013	QlikView (BI tools)	Premium Edition (No coding function)	Professional with (Coding and data model extension)
Price	\$99.99	\$399.99	\$1,500+	\$500 (\$300 for renewal)	\$999 (600 for renewal)
Notes	Annually	One-off price	Quoted by solution provider	Annually	Annually

- Optional training, different levels support, such as 8/ 24/48 hours response by VAPs. We won't charge it, but we set a benchmark.

# Revenue Streams and Cost Structure (2/2)

	Year 1	Year 2	Year 3
<b>Revenue Stream</b>	0.7m USD	3.7m USD	7.5m USD
Licenses	1000	5000	10000
Premium	500	2500	5000
Professional	500	2500	5000
<b>Cost Structure</b>	<b>7k*12*7=0.6m</b>	<b>7k*12*20=1.5m</b>	<b>3m</b>
Developer (1k USD monthly)	5	15	30
Other staff (1k USD monthly)	2	5	10
<b>Profit/Loss</b>	<b>0.1m USD</b>	<b>2.2m USD</b>	<b>4.5m USD</b>

# *Key Metrics*

1. Paid Licenses
2. No of total users
3. No of Value Added Partners
4. No of industry specific solutions

# *Unfair Advantage*

- As founder, I have more than 10 years experience in data analysis and presentation. The earliest experience started at [Delphi Components more than 15 years ago](#). And the prototype was made by years.
- A lot of technical challenges for followers:
  - Synchronized master-detail data window
  - Embedded master-detail data window
  - Calculated Fields Define, validate and calculate,
  - General Components serialization to save/restore UI settings
  - Large data set process
  - General data source support
  - Plug-in extension framework in both data source layer and UI layer
  - Android, iOS platform possible (70% existing code can be reused)
  - (To protect our secrets, this is not a full list)

# Lean Canvas

<p><b>Problem</b></p> <ul style="list-style-type: none"> <li>More and more data analysis requirements <i>Existing alternative: Export to MS Excel; Professional BI</i></li> <li>Different, dynamic and strict UI requirements <i>Existing alternative: Pre-defined; Built-in customization; Web</i></li> <li>“Little and easy” extension requirements <i>Existing alternative: Next version once approved ;</i></li> </ul>	<p><b>Solution</b></p> <ul style="list-style-type: none"> <li>General to support all kinds of enterprise data</li> <li>Self-service just like MS Excel</li> <li>Continuous Improving and Evolutionary at run time</li> <li>Personalization and social sharing</li> </ul> <p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>Paid Licenses</li> <li>No of total users</li> <li>No of Value Added Partners</li> <li>No of industry specific solutions</li> </ul>	<p><b>Unique Value Proposition</b></p> <p>SmartData: Excel for Enterprise Data</p> <p>Leverage IT staff by Empowering End User</p>	<p><b>Unfair Advantage</b></p> <ul style="list-style-type: none"> <li>10+ years related experience;</li> <li>Years prototype building;</li> <li>A serial technical barriers</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>Indirect sales through Value Added Partners to THEIR clients</li> <li>VAPs should be also VAPs of famous CRM/PDM/MIS/BI products</li> </ul>	<p><b>Customer Segments</b></p> <p><b>End User</b> – real user to use SmartData</p> <p>Benefits: Real time Intelligence</p> <p><b>IT staff</b>- Developer and IT support</p> <p>Usually they are decision makers to choose software</p> <p><b>Early adopters:</b> SMEs with CRM (especially Salesforce, MS Dynamics CRM) already, but need more BI functions.</p>
<p><b>Cost Structure</b></p> <p>Mainly People cost</p>		<p><b>Revenue Streams</b></p> <p>Revenue Model: Annual Subscription Pricing</p> <p>Life Time Value:</p> <p>Revenue:</p> <p>Gross Margin:</p>		

PRODUCT

MARKET

**Business Plan by Lean Canvas**

**Use Case: SmartData as Self-service BI**

**Other Use Cases**

**Funding and Exit Strategy**

**FAQ**

# SmartData as Self-Service BI for existing enterprise data

## More suitable to operational BI, the long tail part

Several tipping points will shift gravity toward **self-service**, cloud and new user groups, heralding accelerated adoption and transformation in the market. As BI solutions evolve toward personalized analytics, incumbent providers need to prepare for nimble newcomers and a more level playing field.—Gartner, 2014

	<b>Strategic BI</b>	<b>Tactical BI</b>	<b>Operational BI</b>
<b>Objective</b>	<ul style="list-style-type: none"><li>• Increase market Share</li><li>• Increase Customer spending</li></ul>	<ul style="list-style-type: none"><li>• Campaigns Launches</li><li>• Product Pricing</li></ul>	<ul style="list-style-type: none"><li>• Discounts to increase sales</li><li>• Outstanding Credit payments</li></ul>
<b>BI needs</b>	<ul style="list-style-type: none"><li>• Market share analysis</li><li>• Revenue analysis</li></ul>	<ul style="list-style-type: none"><li>• Customer analysis</li><li>• Retail analysis</li></ul>	<ul style="list-style-type: none"><li>• Real time sales analysis</li><li>• Fraud analysis</li></ul>
<b>Period</b>	<ul style="list-style-type: none"><li>• Months</li></ul>	<ul style="list-style-type: none"><li>• Weeks</li></ul>	<ul style="list-style-type: none"><li>• Intra-day</li></ul>
<b>Users</b>	<ul style="list-style-type: none"><li>• CEO</li><li>• Strategic Planner</li></ul>	<ul style="list-style-type: none"><li>• Senior Manager</li></ul>	<ul style="list-style-type: none"><li>• Line Manager</li><li>• Operations Manager</li></ul>

**Demo:** 1 minute to start analyzing CRM data by END USER (use nwind.mdb)

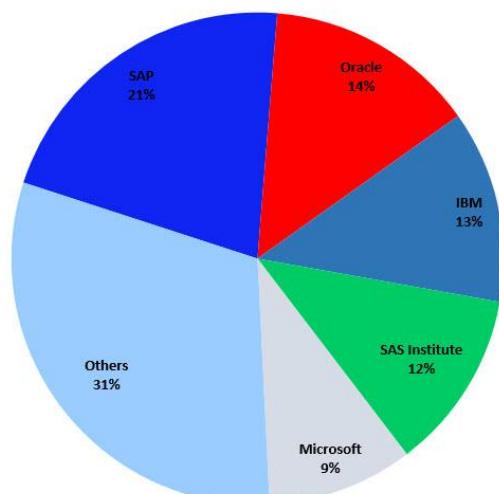
# BI Markt to grow to 27B USD by 2020 (CAGR of 8.4%) –by MarketsandMarkets

**Business Intelligence and Analytics Software by Segment, Worldwide, 2012-2013 (Millions of Dollars)**

Subsegment	2013 Revenue	2013 Market Share (%)	2012 Revenue	2012-2013 Growth (%)
Analytic Applications and Performance Management	2,001	13.9	1,890	5.8
BI Platforms	8,550	59.5	7,857	8.8
CPM Suites	2,735	19.0	2,602	5.1
Advanced Analytics	1,082	7.5	962	12.5
<b>Total</b>	<b>14,368</b>	<b>100.0</b>	<b>13,311</b>	<b>7.9</b>

Source: Gartner (April 2014)

Worldwide Business Intelligence And Analytics Software Market Share, 2013  
Market Size: \$14.4B; 8% Growth of 2012



**Market is dominated by a few major ones.**  
**Our target market is 2B USD now.**

(<http://www.gartner.com/newsroom/id/2723717>)

(<http://www.marketsandmarkets.com/PressReleases/business-intelligence-analytics-software.asp>)

# Self-service BI is highly in demand

Several tipping points will shift gravity toward **self-service**, cloud and new user groups, heralding accelerated adoption and transformation in the market. As BI solutions evolve toward personalized analytics, incumbent providers need to prepare for nimble newcomers and a more level playing field.

--April 2014, by **Gartner**

(<https://www.gartner.com/doc/2907417?srcId=1-2819006590&pcp=itg> )

*"Self-service business intelligence is highly in demand by the end users as a result of which vendors develop specialized tools mastered in using tools without any technical assistance. The demand in this market is highly driven by self-service business intelligence and analytics tools."*

--April 2015, by **MarketsandMarkets**

(<http://www.marketsandmarkets.com/PressReleases/business-intelligence-analytics-software.asp> )

*As enterprise BI driven by technology management becomes commoditized, features that empower business users to be self-sufficient will differentiate software providers. Vendors that can deliver business user **self-service** features without sacrificing essential enterprise capabilities will position themselves to deliver the best BI platforms to their customers.*

--July 2014 by **Forrester Research**

(<https://www.forrester.com/The+Forrester+Wave+Agile+Business+Intelligence+Platforms+Q3+2014/fulltext-/E-res115485> )

# Self-service is not enough

*BI is unlike most other enterprise software, where most of the requirements can and should be defined upfront. At best, one can only strive to define a small portion of the specifications, like data sources and data sets. Further detailed requirements for formatting, interactivity (sorting, filtering, prompting, etc.) will only come after the users can actually touch and feel or "play" with the application to achieve the "aha" moments (as in "aha, this is what I am really looking for").*

*Forrester recommends learning from the mistakes many have already made in their long and perilous BI journeys, not trying to predict the future, but rather jump starting BI development cycles with:*

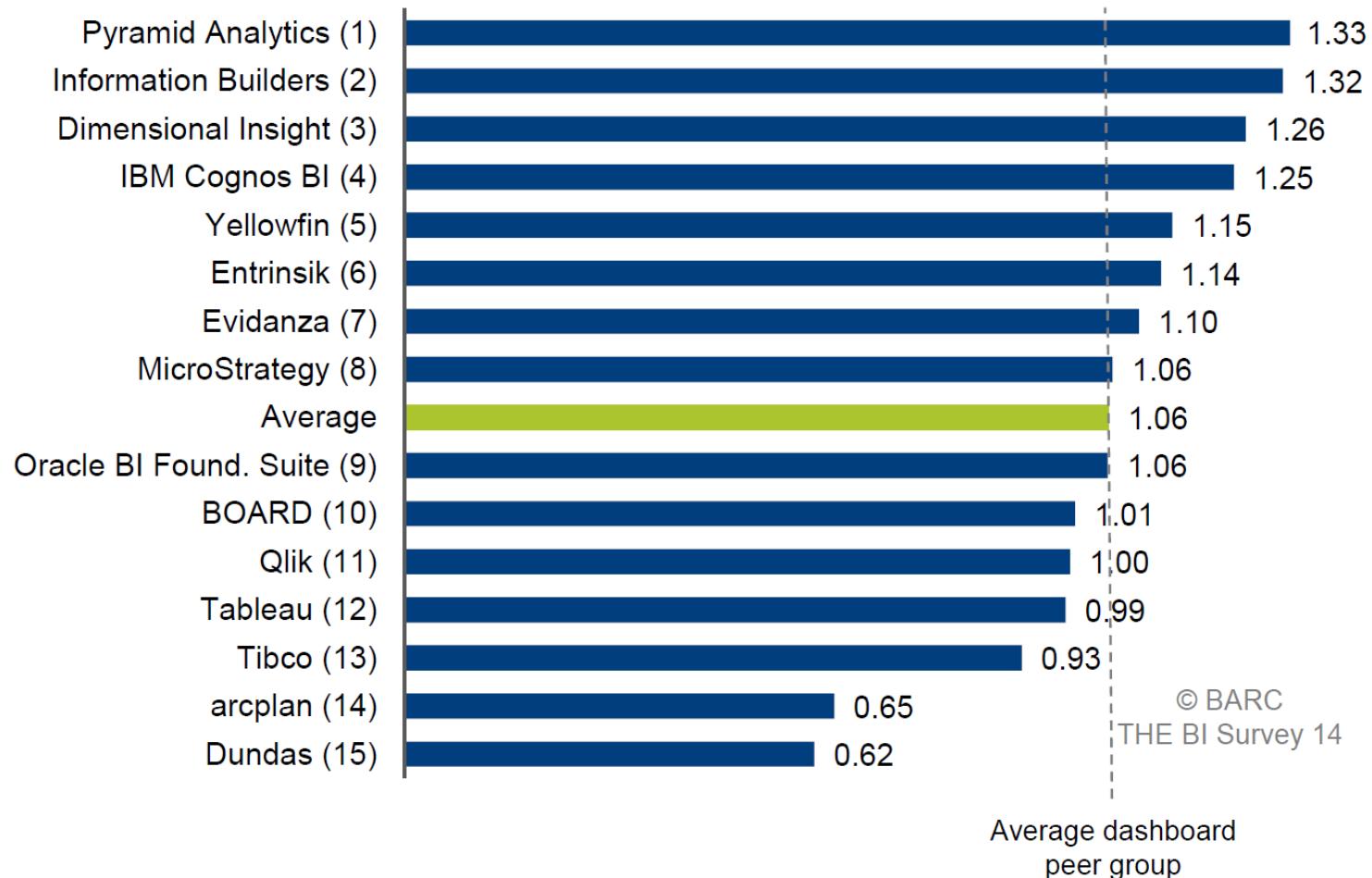
- *Rapid prototypes.*
- *Rapidly deploying and learning from proofs of concepts (POCs).*
- *No more than two weeks apart from tangible, useable deliverables.*

---© 2014, Forrester Research, Inc.

(<https://www.forrester.com/Its+Time+For+A+UserDriven+Enterprise+BI+Strategy/fulltext/-/E-res115628> )

# Current Popular self-service BI

Based on how many sites currently use self-service features with their BI tool



# Only small part of employers using BI

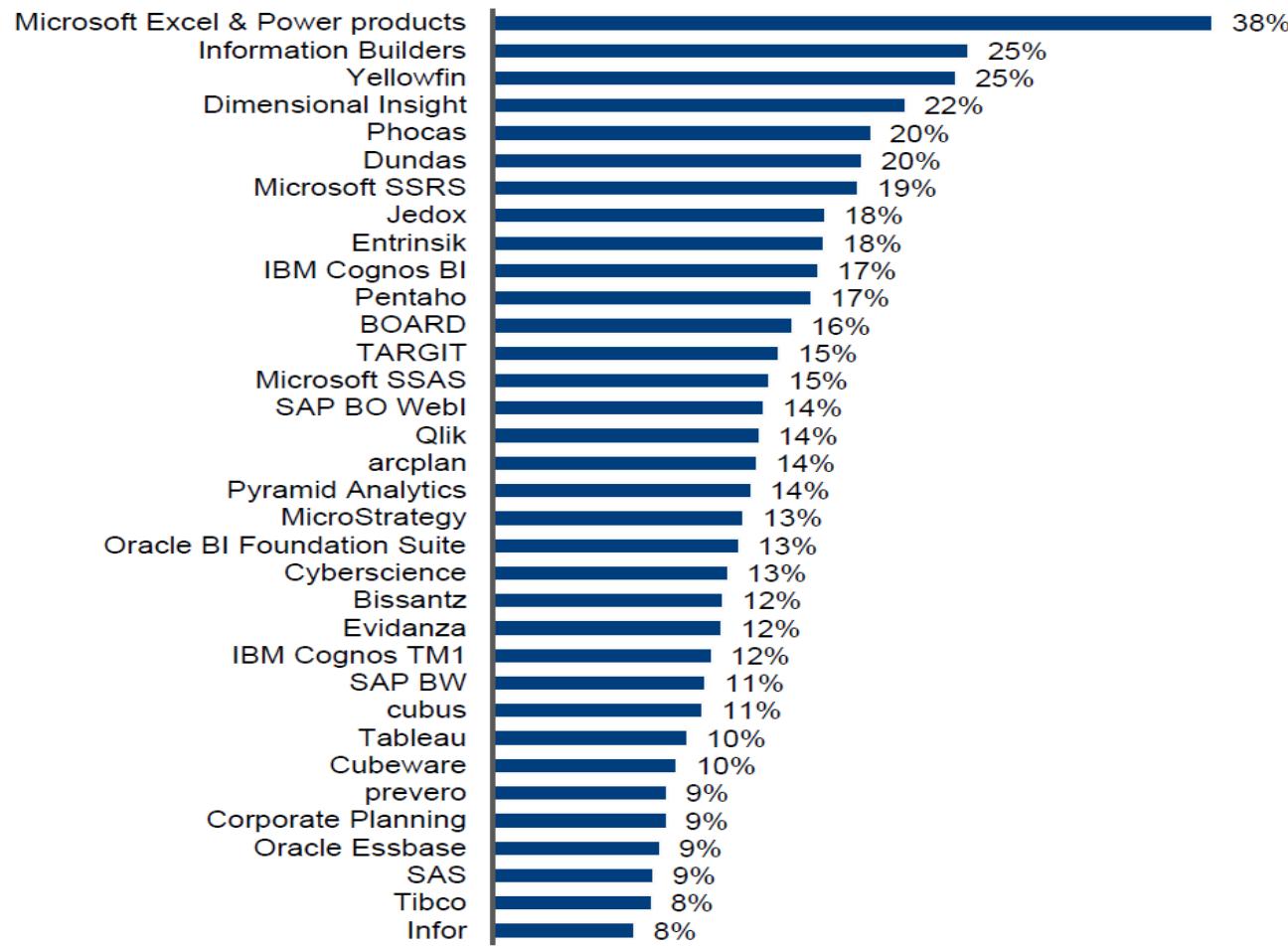
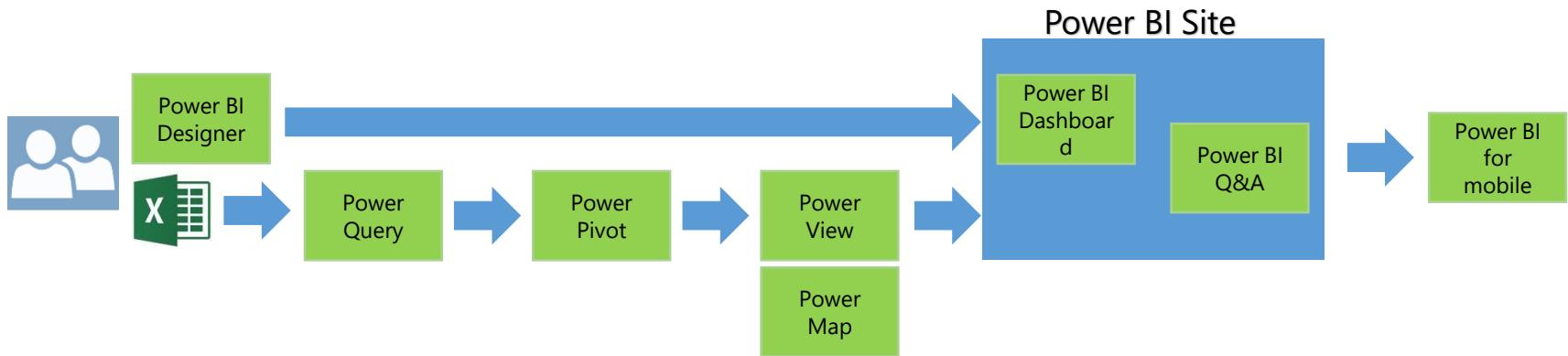


Figure 13: Percentage of Employees Using Product (n=2153)

## Direct Competitor: MS Excel & Power BI (1)

*“...self-service BI solutions to everyday business users through the familiar tool they already use ..”*

*...bring the power of big data insights to the people who are closest to the business – not a specialist with an expensive, specialized tool -- but everyone in the organization can find deeper insights that will help them make better decisions..”*



## Direct Competitor: MS Excel & Power BI (2)

**In BI, SmartData has the same position.**

### **Advantages:**

Open Architecture vs MS Excel built in functions

Decouple Data and UI vs MS Excel Data UI bound

Seamless Data World vs MS Excel Tabular Data

### **Disadvantages:**

Brand;

Full Web/Mobile support

### **Good news:**

SmartData can export selected data to MS Excel& Power BI

SmartData can analyze data of MS Excel

SmartData even built in a simple Excel

# Our Marketing Strategy in Self-service BI

## SmartData As Self-service BI (Nearly ready)

### 1. Advantage: END user friendly

We don't need user know SQL, load data, setup data relationship.

### 2. Target Market

1. SME vs Large Enterprises (to avoid direct competition with dominant players)
2. Operational BI vs Tactical/Strategic BI

Direct Competitors: MS Excel & Power, QlikView

Sales Channel: through solution providers to SME (project by project)

**Business Plan by Lean Canvas**

**Use Case: SmartData as Self-service BI**

**Other Use Cases**

**Funding and Exit Strategy**

**FAQ**

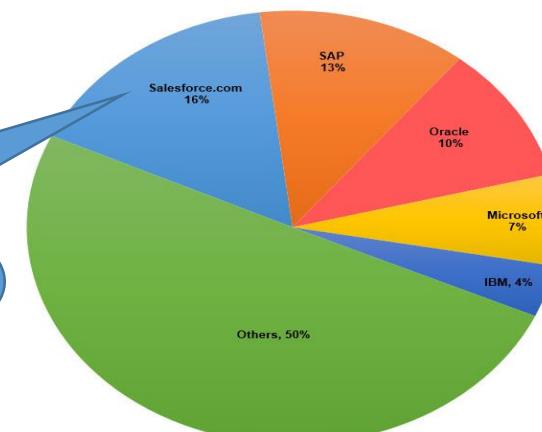
# SmartData as OEM BI for 3rd party software

- SmartData As OEM BI (Customizable for ISV) and in its name
- Target clients: Big ISV (Independent Software Vendor)
- Specific Area: General Data analysis Module to a specific software
- Sales Channel: Direct to ISV (product by product)

# SmartData as VAP for Biz/Data Clouds

- Focusing on "Open Source" WEB projects/service, SmartData works as a VAP (Value Added Partner) to add a SELF-service Windows CLIENT.
  - So web version, even mobile version is ready. So a business logic layer is easy to be implemented.
  - SmartData solution is not a total solution, not a brand new software. The only work is to repackage a business logic layer for SmartData.
- Marketing Strategy
  - As a value added partner to cooperate with the original developer/host
  - Take advantage of existing sales channel and partner network of the original projects/service
- Now SmartData.CRM, a Windows client for SplendidCRM, is in developing.
- In future, we may develop a total solution for CRM. CRM has bigger and faster market than BI

Worldwide CRM Software Spending By Vendor, 2013  
Market Size: \$20.4B: 13.7% Growth Over 2012



44Bn Marketcap while  
keep losing money

# SmartData for 3rd developers (1/2)

## As a General presentation layer for Enterprise Data Application

- Concept: To decouple presentation layer and biz logic layer, and match them at run time instead of design time.
- Features: Instant to start; quick to evolve; easy to extend; robust to change.
- Technical Specification: .Net 4.5.2 WinForms
- Benefits to developers
  - To fasten the development cycle greatly
  - To minimize the maintenance cost
  - To improve the user experience
- Suitable applications:
  - PDM/CRM/MIS and Other information intensive application
  - (Technically reading is more often than writing data)
  - Not suitable to operation oriented application, such as POS.
- SmartData As UI platform plus service (MS Azure market should be supported at first, but brand image has to be sharpen)
- Clients: small ISV
- Sales Channel:
  - Promote to startups and small ISVs
  - We may setup a market for the business logic layers
    - **Demo:** 1 minute to create a simple Salesforce END USER (Use Nwind.mdb)

# SmartData for 3rd developers(2/2)

## FAQ

- Is SD a development platform? No, it plays at run time instead of design time. Its real users are end user instead of developers.
- Is SD a UI control package? No, SD is based on UI control package, but with the smart binding function to ease the match between presentation and biz logic layer.
- What kind of UI control is supported? So far we built in Grid, Pivot, Chart and other controls, but actually we can support ANY .Net 4.5.2 compatible UI controls once developers provide extensions.
- Will SD weak the role of developers? No, SD minimizes the work burden of developers and let them focus on more important and more challenging tasks.
- Will SD have Web/Mobile edition? If we develop web/mobile edition, we will share same concept, architecture, even consistent UI. But regarding to UI templates, we will use device-optimized UI control packages so that to unleash the power of device. Of course, the conversion from Windows to web/mobile will be supported.
- Why no web version? Traditionally people coupled web/biz layers together. And web is still weak in UI.
- How does SD support web/mobile so far? We prefer users to use RemoteDesktop, Remote Control to use SD on web/mobile.

**Business Plan by Lean Canvas**

**Use Case: SmartData as Self-service BI**

**Other Use Cases**

**Funding and Exit Strategy**

**FAQ**

# Funding for 1<sup>st</sup> year

- 1. Target: 0.5 million USD for 1 year operation
- 2. Usage:
  - To set up a developer team in both HK (1-2) and China (4-6).
  - Suppose 4k USD per man per month, 1 year cost is about  $4 \times 12 \times 8 = 0.4$  million USD
- To make SmartData a commercial product in 6m:
  - Testing and bug fixing
  - Multi language supports
  - Demos, Documents
  - Built-in more data drivers and UI templates
  - Web or Mobile edition
- To make SmartData.CRM in 6m

# Exit Strategy

- Our exit strategy including:
  - Acquired by big BI and CRM/MIS players for we can supplemented as low end to their products lines.
  - Listed by ourselves

**Business Plan by Lean Canvas**

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**Funding and Exit Strategy**

**FAQ**

# FAQ

## **1. Where is Web version, Mobile Edition?**

Users can use the cloud-hosted Windows applications you enable on their phones, tablets, or PCs - including Windows, Mac, iOS and Android based devices.

So far, we have no plan to develop web or mobile version. The reason is that Web and mobile is still not as powerful as Windows. And technically more editions means more cost.

## **2. Why me?**

More than 10 years experience in data analysis and presentation. The earliest experience started at [Delphi Components more than 15 years ago:](#) More than 8 years prototype building.

## **3. Why now?**

All R&D has been done, there is no obvious technical obstacles any more. The whole software has just migrated on plug-in architecture internally, so that cooperation is possible now.

# SmartData

self-service user interface, real time intelligence

[Demo on YouTube](#)

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