



Ografy

**Search and Explore Your Data
No Matter Where It Is**

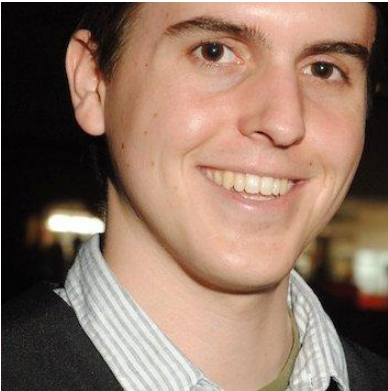
Founders
William Broza
Steven Berry



Simplify Your Information

- Users settle for an inelegant, partial solution to the issue of fractured data
 - Information is stored in a variety of online systems
 - Users have to scour each application they use if they want to get a coherent picture of their activity
- Ografy is a data correlation engine that gets disparate services working together
 - Unify and index your data
 - Make your information easily searchable and explorable

Our Team



William Broza - Co-founder & CEO

- Background in computer engineering and computer science with a specialty in data modeling and data visualization
- Worked as a government security contractor and independant consultant



Steven Berry - Co-founder & CTO

- Background in systems and mechanical engineering and software development
- 10 years developing software specializes in full-stack web



Ografy **Products**

- Initial product
 - Live interactive **infographic builder**
 - Define custom streams and timelines, search across services, plot data on maps and as charts
 - Monetized with a simple freemium subscription profit model
- Future products
 - Extensible **API** for developer contribution and use
 - Enterprise **dashboard reporting** system

Potential of the Ografy Engine



- Our company is built on the **Ografy Engine** which
 - Correlates data across systems
 - Indexes and updates in real time
 - Can be queried like a database
 - Keeps our products adaptable
- Our core technology has the potential to power products that appeal to consumers, developers, and businesses
- We have **flexibility to pivot** if a particular product fails to capture enough market share



Our Target Market

- Social media users who use a variety of applications and services on a daily basis
- Eventual progression to:
 - Business and enterprise markets
 - Opening up our API extensibility to developers
- Initially serving a niche market with the potential to scale into a more widely adopted service
- Estimated market saturation of 25M-35M users
- Estimated 10% conversion to paying customer



High **Growth** Potential

- Market analysis shows
 - Strong market growth
 - An advantageous company position
 - Expanding and unsaturated marketplace
- Position
 - First mover advantages
 - Few comparable competitors
 - Currently underfunded and unfocused



Getting Customers

- Ografy doesn't rely on a critical mass of users
- Five-point strategy for customer acquisition and retention
 - 24/7 customer engagement on any issues
 - Contact database for reaching out to prospective users
 - Blogging and promotion on social network
 - Creating a user community section on our site
 - Targeting power brokers like CEOs and journalist to help build social capital
- We spend about 20% of our time on these marketing efforts



Our Competitors

- We have competitors who solve the 50%-80% solution of collecting data and/or visualizing it.
- **Competition**
 - **Tableau Software** - Cool analytics and query language but not approachable to the common consumer or employee.
 - **KeenIO** - Profoundly interesting take on cloud data-collection and analytics but only developer focused.
 - **Chartio** - Interesting take client-side plotting of cloud accessible data. Requires DB access and architectural knowledge to configure.
 - **Google Now** - Interesting take on the internet as a general data source. They're interested in expanding into crossing many data sources. Their ability to integrate data is limited to their "all-or-nothing" platform.
- We provide an approachable end-to-end solution that solves a market need no other company is targeting.



Assumptions about Competitors

Pre-Release & Invite Only

Company	Yearly Budget	Yearly Net Profit
Tent (Pre-release)	\$40,000	\$100,000
FluxStream (Open Source) (Pre-release)	\$40,000	\$100,000
inDinero (Invite Only)	\$5,000,000	\$10,00,000

Free, Open Source, & Ads

Company	Popularity	Yearly Budget	Yearly Net Profit
Chronos	~54K iOS	\$200,000	\$200,000
Friday	~761K Android	\$40,000	\$100,000
TicTrac	~23K iOS	\$140,000	\$140,000
Freebase	~50K	\$100,000	\$100,000
Topsy	~130K	\$800,000	\$1,000,000
Moves	~128K Android ~200K iOS	800,000	\$1,000,000
Diaspora (Open Source)	~90K	\$40,000	\$0
CloudMagic	~28K iOS ~5K Android	\$100,000	\$100,000
Mustbin	~20K iOS	\$80,000	\$100,000
Saga	~58K Android ~30K iOS	\$5,040,000	\$10,000,000

Freemium, Subscription, & Individual Licence

Company	Popularity	Price	Yearly Budget	Yearly Net Profit
Geckoboard	110K	Personal \$17/Month w/ 1 Report 20 Users \$359/Months Unlimited Reports	\$20,00,000	\$22,000,000
infogr.am (Freemium)	224K	Premium \$18/month	\$4,00,000	\$10,000,000
easel.ly (Freemium)	277K	Premium \$18/month	\$4,00,000	\$10,000,000
Piktochart Infographics	170K	\$29/Month	\$4,00,000	\$10,000,000
KeenIO (Freemium)	108K	Premium \$190/month	\$4,00,000	\$10,000,000

Consulting

Company	Popularity	Price	Yearly Budget	Yearly Net Profit
Tableau Software	1,100K	Per consultation \$10000+ Training \$10000+	\$22,000,000	\$32,400,000
Chartio	30K	\$50/month per seat	\$2,000,000	\$2,400,000
Grok	33K	\$10000+	\$4,000,000	\$5,000,000
QlikView	43K	\$10000+ Training \$3000	\$4,000,000	\$5,000,000

Major Competitor	Competitor	Minor Competitor
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Amenable to Partnership

- Ografy offers a unique platform that inherently interfaces with many online services
 - **Social** - Facebook, Twitter, LinkedIn
 - **Financial** - Quicken, Mint
 - **Analytics** - Adobe Marketing, Google Analytics
 - **Wearables** - Android Wear, FitBit
 - **Media** - Hulu, Spotify
- Several companies provide solutions that could be valuable to Ografy customers
 - **Scraping services** - import.io, Kimono
 - Developer Driven APIs
- Applications **Built On** or **Integrated** with the Ografy Engine



Financial Assumptions

- Logistic growth expected
 - Approaching a market saturation of approximately 30M users
 - Valuation expected directly proportional to customer base
- Growth assumptions
 - Expected to have 8.4K of users in Q1 of 2015
 - Growth rate of 4%/mo
 - 10% of free users convert to premium users
- Valuation assumptions
 - Valued at \$500K pre-funding round April 2014

Financial Model



By Year End	2015E	2016E	2017E	2018E	2019E
Monthly Unique Users	8.4K	500K	4.5M	13.5M	18.4M
Monthly Premium Users	900	70K	650K	2M	2.7M
Annual Revenue	\$20K	\$1.1M	10M	\$30M	\$41M
EBITDA (Margin)	0.5 (7%)	2.5 (8%)	25 (9%)	40 (10%)	45 (11%)
EBIT	0.25	1.3	13	20	22
Growth Assumptions					
Best Case	275%	200%	150%	100%	50%
Base Case	215%	180%	120%	80%	40%
Worse Case	150%	120%	90%	60%	30%
NPV & IRR Calculation					
\$ (10.00)	~\$0.05	~\$0.5	~\$2	~\$3	~\$4
NPV @ 7%: ~\$40	42% IRR	calc @ 20% stake		Sale	~\$118

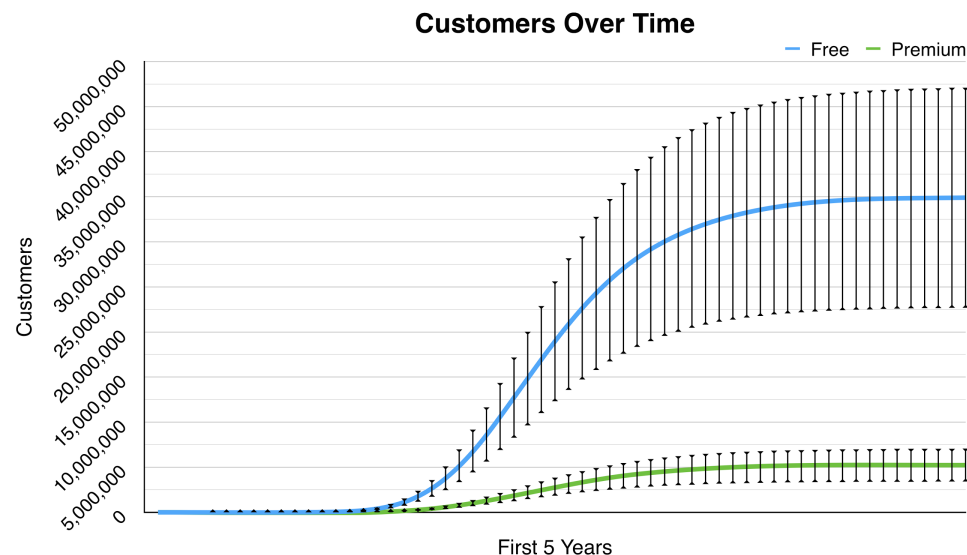


Base Case Projections

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Assumptions:

- Investment \$200k
- Stake 10%
- Hurdle Rate 15%
- IRR of 55%: Sale or IPO at 2.5x 2019 Revenue
- Growth Rate of 6.5%/Month **213% /Year**
- Revenue and profitability will follow



High ROI Exit Opportunities



- Viable prospects for merger and acquisition
 - Multiple buyers possible with competitive bidding
 - Valuable user base with recurring revenue stream
 - Clear fit into product portfolios
 - **Platforms** - Apple, Facebook, Google, Intuit, Microsoft
 - **Service providers** - Tableau, Palantir
- IPO Considerations
 - Depends on user base expansion success
 - Consideration of potential merger and acquisition
 - High revenue potential through a variety of revenue streams

Company Vision



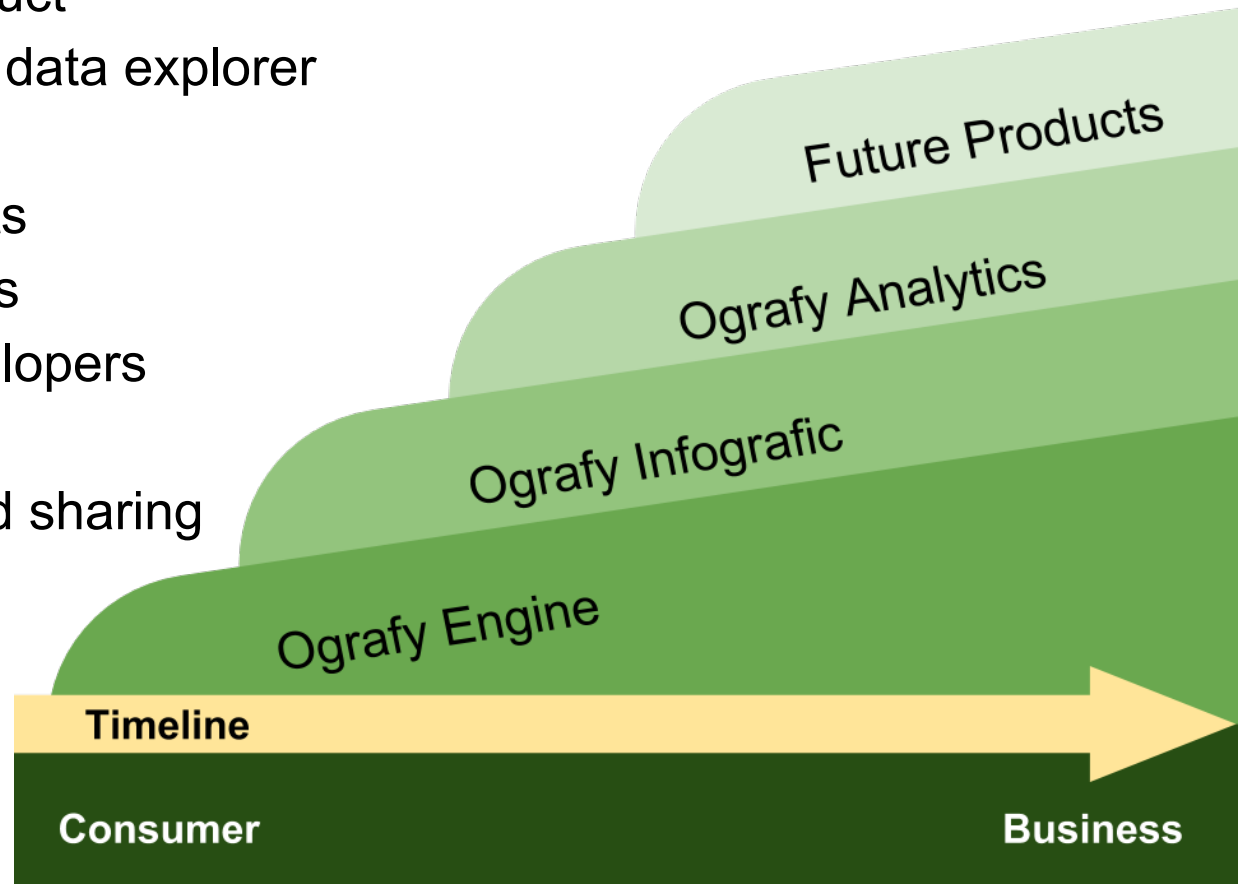
Ografy: Search and explore your data no matter where it is

Build **initial** consumer product

- Infographic builder and data explorer

Expand with **future** products

- Analytics for businesses
- Extensible API for developers
- Trend prediction
- Cross-user network and sharing





Why Invest

- Need for additional investment
 - Additional resources needed to increase development pace and maintain first mover advantage
 - Advertising and customer acquisition costs
 - The key to success will be in locking in a loyal customer base early
- High growth potential
 - Customer adoption will scale up logistically
 - Additional investment will generate outsize returns due to growth prospects



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