

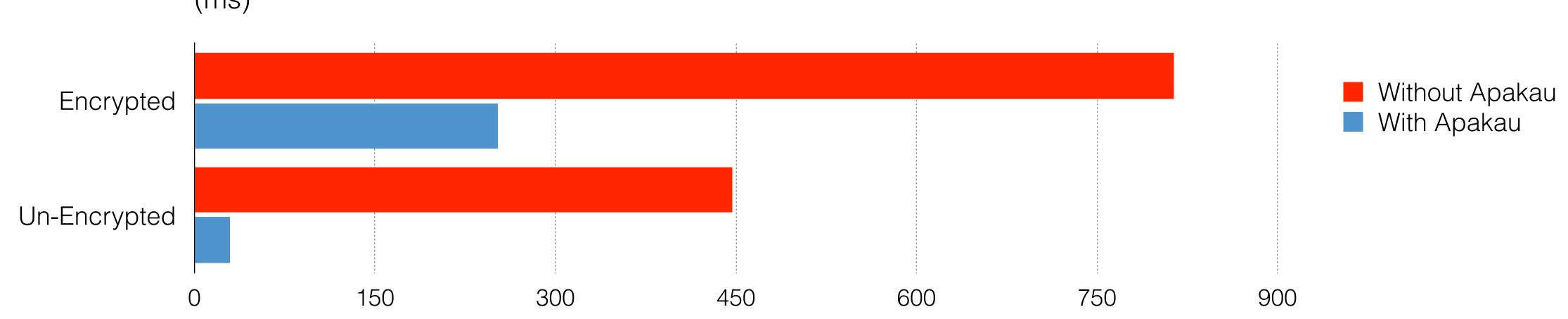


www.digitalattackmap.com

Assuring Enterprise Mobile App Performance







A 100 ms delay resulted in a 1% loss in sales*

A 500 ms delay caused a 20% drop in traffic**

1 s delay caused a 7% decline in conversions***

*Amazon; **Google; ***Aberdeen Group

APAKAU

Data Center & Bandwidth Savings

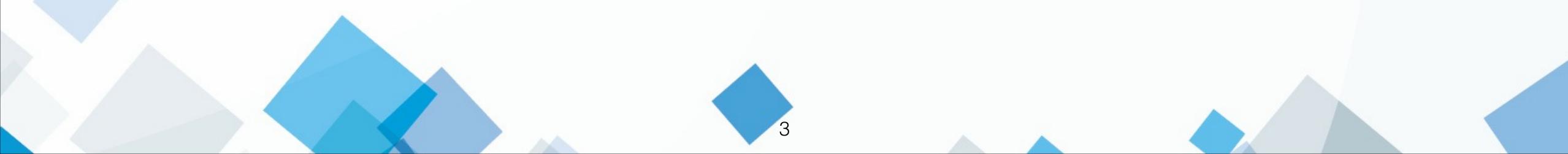








Bandwidth Savings: 40,000 oil tankers worth of energy in 2015



Team



Vic Cekvenich, CTO & CEO

- 15+ years in tech leadership
- Akamai CDN, NASA
- Previous start up experience (KeiBi-acquired)
- Trainer of the year(JDJ) & Author: First Book on Struts
- Team builder

Hon Wong - Advisor

- Founder, executive, angel investor, and active board member of tech startups
- Cofounder of Ecosystems, NetIQ, Digital Market, and Centrify
- Board Member at Relevant Technologies (Flextronics)
- Experience at Intel and 3Com

Fadel Darwish, Operations & Customer Development

- PMI certified project manager
- 6+ years in PM (\$70+ million), marketing & enterprise sales
- Strong background in lean startups and agile development
- Experienced business developer

Mo Lam - Advisor

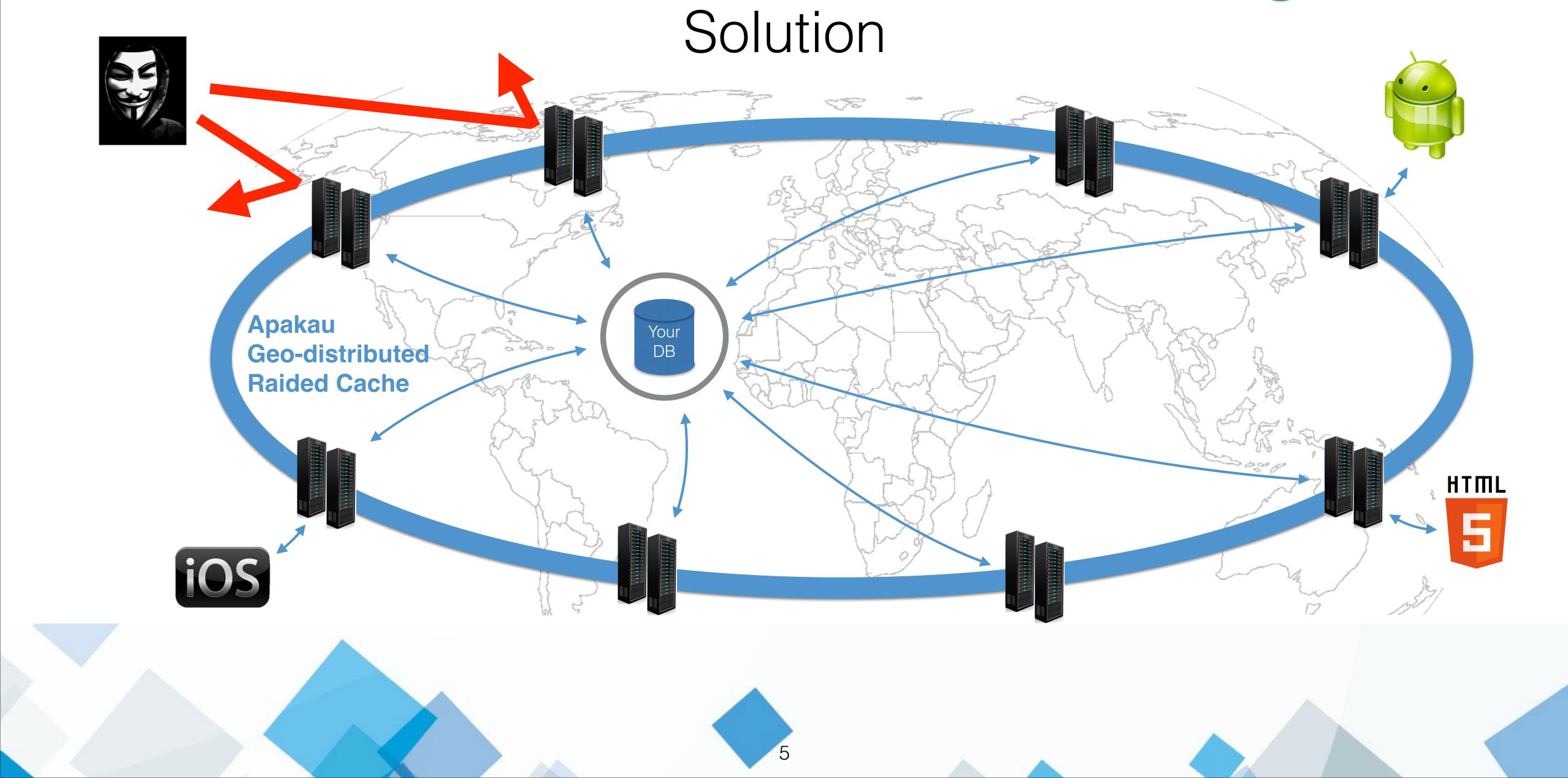
- 15+ years of business and strategy experiences
- Held senior positions at Hearst & IAC

Dale Rabinov - HR contractor

George Grellas - Lawyer

Plus part-time designers, admin and accountant







Competition



\$2.1 billion in 2011 to

\$7.4 billion by 2017

CAGR = 24.6% (2012-2017)

(MarketsandMarkets Report 2012-2017)

Level (3) edgeoast Limelight NETWORKS Parse \$7M A Winvey \$7M A Meteor \$11M A StackMob

BaaS

\$216.5 million in 2012 to

\$7.7 billion in 2017

CAGR = 104%

(MarketsandMarkets Report 2012-2017)

In-memory Data Grids

\$1 Billion by 2016

(Gartner Application Architecture, Development & Integration Summit 2013, May 16-17)

Apakau

radware

CITRIX°

ululu cisco

GridGain 🔅

ORACLE"

\$755 million in 2011 CAGR = 20%

(MarketsandMarkets Report 2012-2017)

App Delivery Networks

\$3.23 billion in 2013 to **\$5.82 billion by 2018**

CAGR = 12.5%

(MarketsandMarkets Report 2013-2018)



Business Model Canvas

Updated: 01/24/2014

Key Partners



CDN providers

- DNS
- laaS
- Telecoms
- Database-as-a-Service providers
- Software consultants
- Data security consultants

Key Activities



- API development
- Sales
- Marketing
- NetOps

Key Resources



- Edge network
- Client APIs
- Developers
- NetOps
- Sales force
- Marketing team

Value Propositions



- Reduced risk of database outages
- 2. Lowest data latency, globally
- 3. Ease of use in development & deployment
- Reduced costs of data centers, scalability spikes, and bandwidth
- 5. Reduced risk of damaging brand name or customer loyalty
- 6. Real-time monitor and control center to manage traffic & monitor threats

Customer Relationships



- Traditional sales force
- 24/7 NetOps
- Customer support

Channels



Signup on <u>www.apakau.com</u>

Customer Segments



TAM: Enterprises + Public sector

SAM:

- CDN users
- Have mobile Apps

Target Segments:

- SaaS providers
- Social networks
- E-commerce

Target Size: High-growth

Target Positions:

- ClOs, CTOs
- IT & security managers
- Enterprise developers

Cost Structure

- Servers
- Hosting
- Bandwidth
- API development
- Marketing
- Partner finder fees
- Other fixed costs: salaries, space rental



Revenue Streams

- Monthly subscription
- Early bird (exclusive) offer

