

Positioning

For high-growth SaaS, e-commerce and social networking solutions who already use CDNs

Who are dissatisfied with high data latency, fear database DDoS attacks, or want to use APIs to easily and quickly develop and deploy mobile Apps win an in-house database

Our product Xylem is a data delivery network

That provides the lowest data latency and reduces the risk of outages caused by DDoS attacks








Similar to how a CDN delivers your images and video

Apakau Xylem is a data delivery network that assures maximum performance and uptime for your enterprise mobile apps.

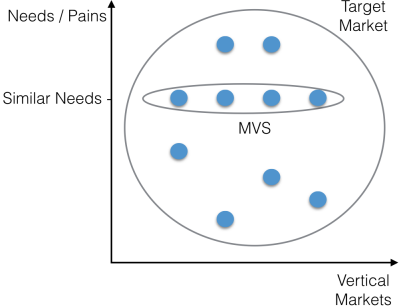
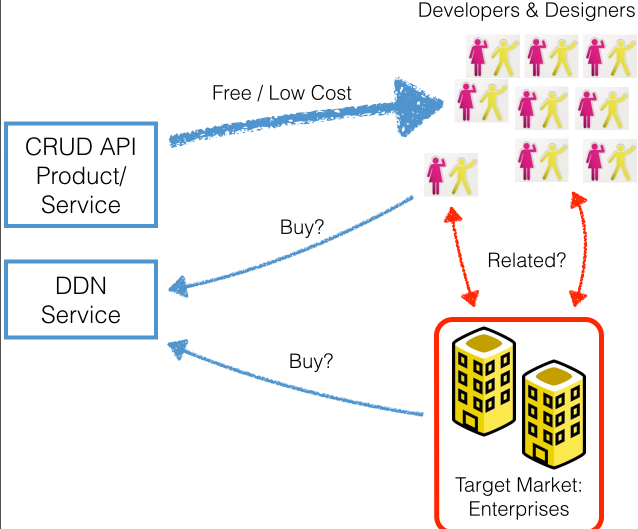
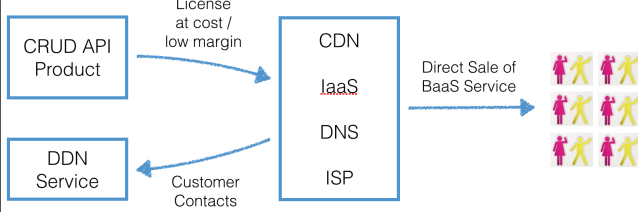

Business Model

Apakau

Updated: 01/24/2014

Key Partners  <ul style="list-style-type: none">• CDN providers• DNS• IaaS• Telecoms• Database-as-a-Service providers• Software consultants• Data security consultants• Government consultants	Key Activities  <ul style="list-style-type: none">• API development• Sales• Marketing• NetOps	Value Propositions  <ol style="list-style-type: none">1. Data Delivery Network to assure high performance for Enterprise web and mobile apps2. Reduce the risk of outages due to database DDoS attacks3. Provide lowest database latency4. Reduce data center costs, scalability spikes over-provisioning costs5. Reduce bandwidth costs	Customer Relationships  <ul style="list-style-type: none">• Inbound marketing• Traditional sales force• 24/7 NetOps• 24/7 customer support	Customer Segments  <p>TAM: Enterprises + Public sector</p> <p>SAM:</p> <ul style="list-style-type: none">• CDN users• Have mobile Apps <p>Target Segments:</p> <ul style="list-style-type: none">• SaaS providers• Social networks• E-commerce <p>Target Size: High-growth</p> <p>Target Positions:</p> <ul style="list-style-type: none">• CIOs, CTOs• IT & security managers
Cost Structure  <ul style="list-style-type: none">• Servers• Hosting• Bandwidth• API development• Marketing• Partner finder fees• Other fixed costs: salaries, space rental		Revenue Streams  <ul style="list-style-type: none">• Monthly subscription• Early bird (exclusive) offer		

Go-To-Market Strategy

	GTM Channel	Pros	Cons
A	Offer DDN as a service via direct sales to a minimum viable segment (MVS) (current GTM strategy)	 <ul style="list-style-type: none"> Focus High utilization of resources Better Service 	Need contacts to establish traction
B	Offer APIs (Lite offering) as a product (free or cheap) and DDN (core offering) as a service	 <p>Low friction on the API sale</p>	<ul style="list-style-type: none"> Can we convert API users to DDN service? Are they related?
C	Offer APIs (Lite offering) as a service (freemium) and DDN (core offering) as a service	<p>Low friction on the API sale</p>	<ul style="list-style-type: none"> Can we convert API users to DDN service? Are they related? Need to develop API Package and PrimusAPI Brand
D	License APIs to Partners (at cost or low-margin) in exchange for their client book for DDN service	 <p>Lead generation</p>	Need to develop API Package and PrimusAPI Brand
E	Distribute (or pilot) the DDN service through partners (We will help you serve better/more, reduce costs,...)	 <p>Lead generation</p>	<ul style="list-style-type: none"> What is the interest of partners? Cost?

Option A High Level Implementation Plan

- Sales: sales are focused on a narrow set of target prospects with common needs/pains (ex: similar users' geography) directly supported by product marketing and engineering support at a deal level.
- Marketing: marketing that facilitates brand awareness, education, relationship building and trust, complemented by direct support of the sales team, including telemarketing speeding access to target prospects and detailed sales tools such as product roadmaps, ROI calculators, etc.
- Lead Generation will depend for the first 5 customers on contacts (personal, incubator, ...)
- Support: High touch support up to onsite issue resolution complemented by educational tools and training tailored to the specific needs of individual customers.

Pricing Strategy:

Xylem: Annual contract

- Up to XX million operations / month: \$
- Up to XX million operations / month: \$
- \$XX / XX million additional operations

Early Bird Xylem (Exclusive Offer & Service): Sign up for Xylem within MM 2014 to get:

- Monthly billing (no-contract) for the first six months
- 10% discount for 2 years
- Full refund if not satisfied