Magna Forms

Online Data Collection made Easy

BY

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What is Magna Forms

Tools **TO** COLLECT
Info, Payments, etc

ELECTRONICALLY
Browser, Mobile Apps, etc

Why Now ?

EASY	Low Hanging	Evergreen
On Money and Effort	Fruit	Business Requirement

Expected Revenues

US and Non-US
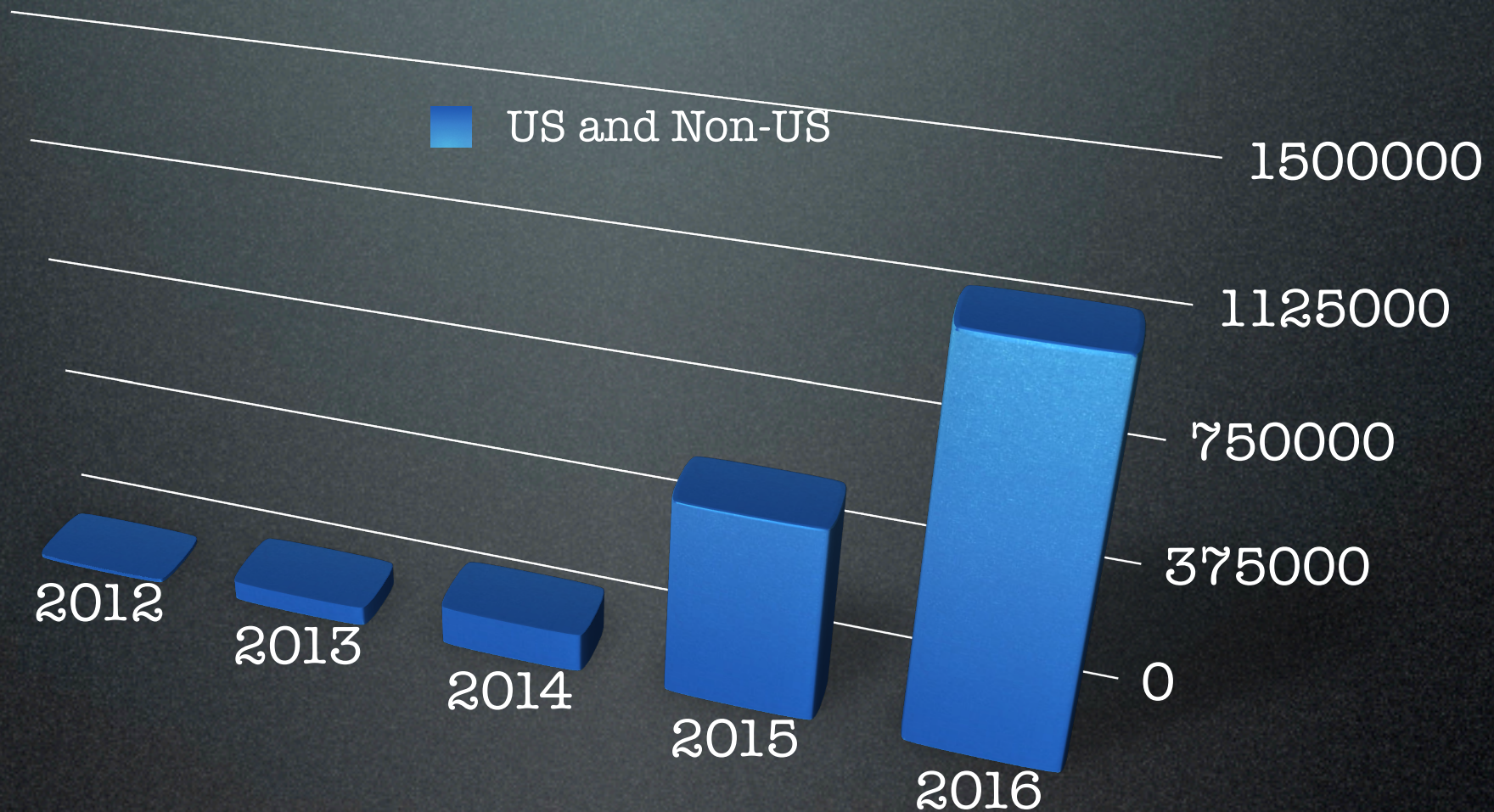
YEAR	Paid Users	Price/Mo	Revenue/Mo	Revenue/Yr
2012	100	$10	$1000	$12000
2013	500	$10	$5000	$60000
2014	1000	$10	$10000	$120000
2015	5000	$10	$50000	$600000
2016	10000	$10	$100000	$1200000

Expected Expenses & Profit

YR	Dev	Host	Links	PR	AdWords	Hiring	Exp(TOT)	Rev/YR	Profit
2012	$10000	$2000	$3000	$3000	$1000	0	$19000	$12000	-$7000
2013	$10000	$5000	$5000	$5000	$5000	$10000	$40000	$60000	$20000
2014	$20000	$10000	$10000	$10000	$10000	$20000	$80000	$120000	$40000
2015	$50000	$20000	$10000	$20000	$50000	$100000	$250000	$600000	$350000
2016	$100000	$50000	$10000	$50000	$100000	$300000	$610000	$1200000	$590000
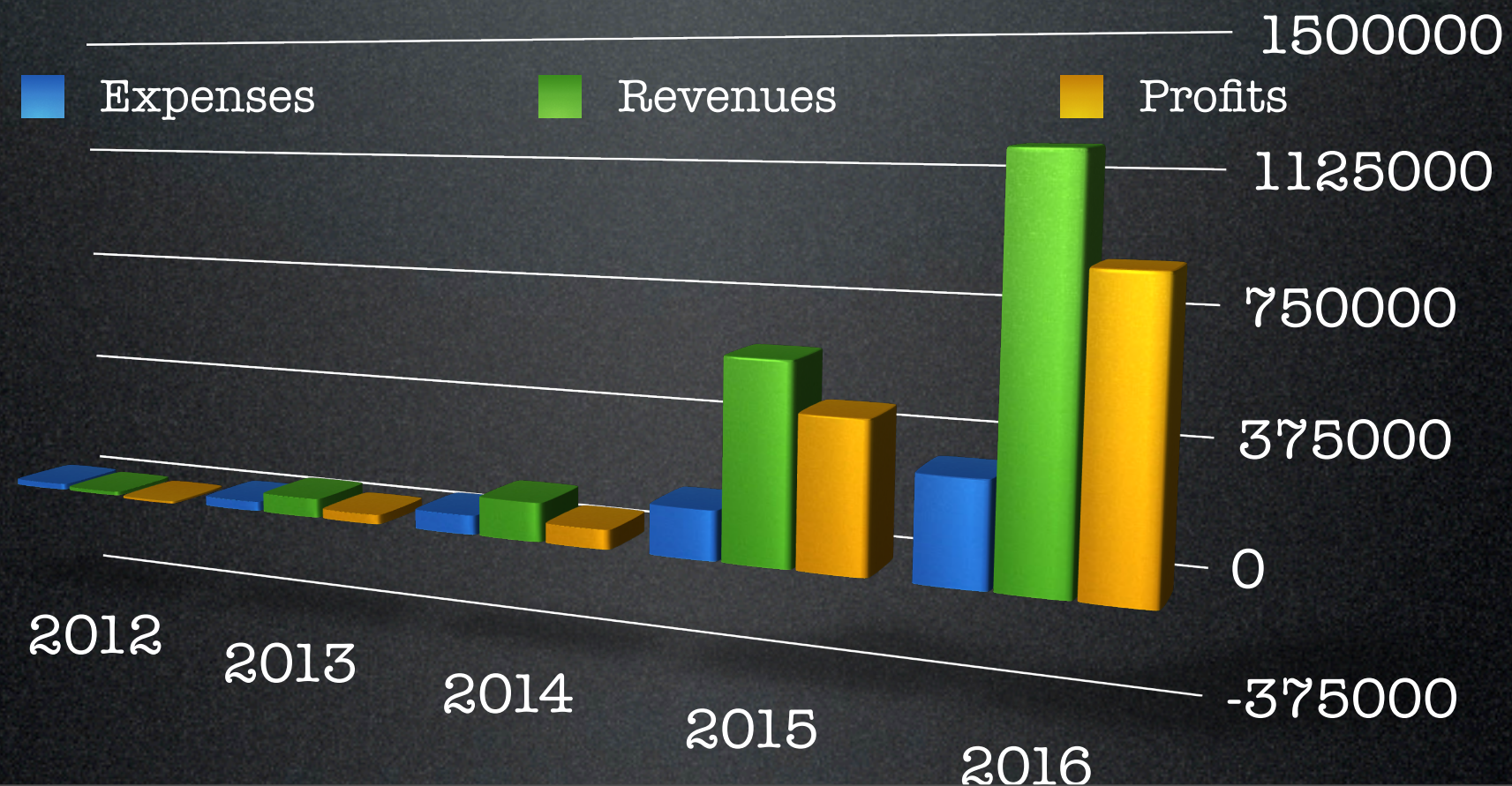
Product Philosophy

1	Ease of Use Trumps Features
2	Implement Top 10 Features more Effectively
3	Nice, Clean UI
4	Faster Response Times
5	Heavily integrated
6	Ready-to-use Templates for majority use cases

Marketing Philosophy

1	Crawl up to the Top 3 Spot by 2015
2	Advertise Where financially Possible
3	Develop Strong Referral Network
4	Invest in good PR
5	Cross Promotion
6	Dedicated Sales Staff in 2013 and Beyond
7	Identify Trends and do Tele Sales to High-Demand Business Domains

Tech Philosophy

1	Requires Web and Mobile Development
2	Cloud Oriented Development Strategy
3	Develop Strong Referral Network
4	Invest in good PR
5	Cross Promotion
6	Open Source ??