



Feeds 2.0

Personalized Web 2.0
RSS Aggregator

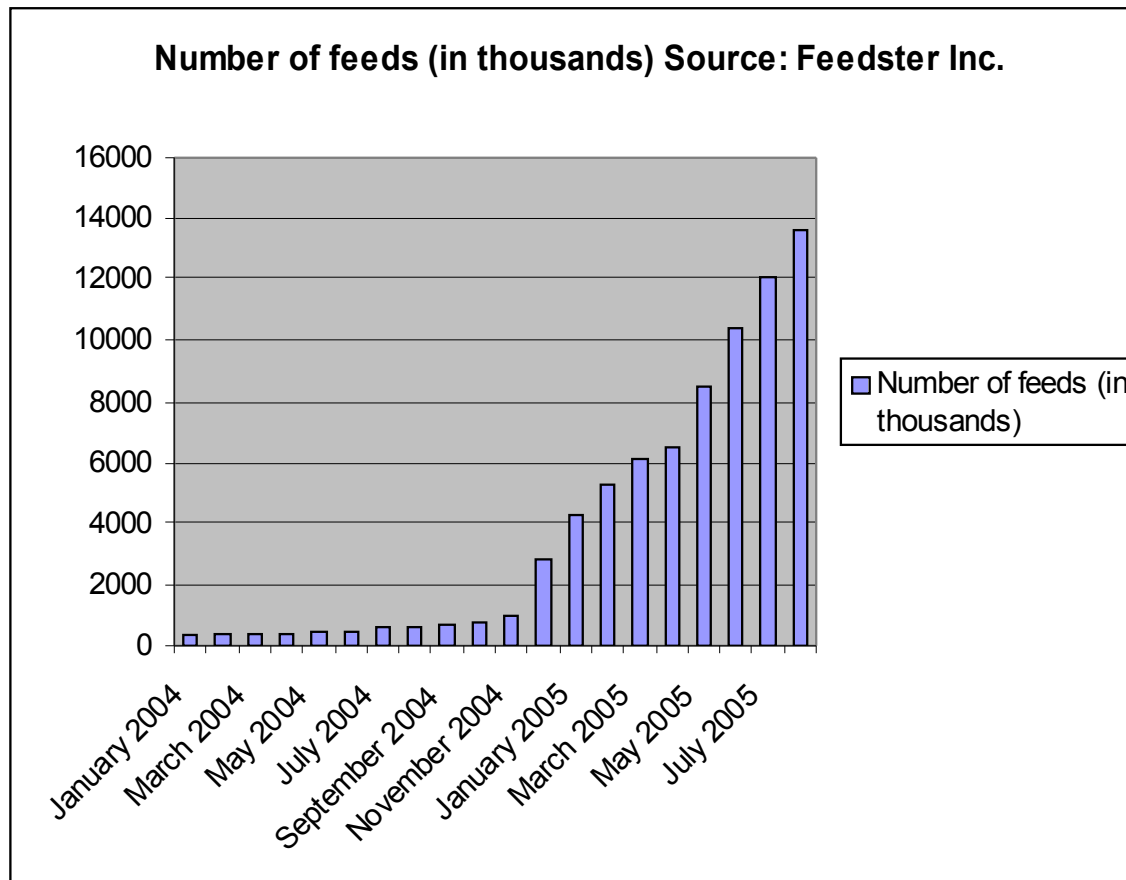
Dr Nikolaos Ampazis
CEO, GTP Solutions Ltd

About GTP Solutions

- **GTP Solutions** is an *innovative software development company* specializing in *information retrieval systems* utilizing *advanced computational intelligence*
- Our *proprietary algorithms* have enabled us to develop two *unique* products:
 - **NOISIS (Neural Optimized Intelligent Search Information Server)**
 - *Content based search engine*
 - **FEEDS 2.0**
 - **Web 2.0 RSS aggregator** that aims to capture a significant portion of an, *at least*, \$50M RSS ads market
- We will be looking for a first round of capital to build *hardware infrastructure, continue development and promote the service*

RSS Growth

- Information Overload! Already difficult to find important news!
- Continuous Growth!
- Bloglines estimates a number of 1,121,655 feeds that do “matter”!



Solution: Personalized Information

- Feeds 2.0 is a *personalized* Web RSS Aggregator
 - utilizes *computational intelligence learning engine* that ranks posts according to what users find interesting.
 - Users can aggregate hundreds of feeds and still see the most interesting posts in the first couples of pages.
 - System *learns* what they like to read and what they don't care much about. Personalized feeds are built just for the specific user, picking the most interesting articles that match his individual interests.

Our Plan: Achieve 30% market share (first 2 years)

■ **RSS advertising growth**

- 198.4 percent increase to \$20.4 million in 2005, and is expected to grow another 144.9 percent to \$49.8 million in 2006 (source PQ Media)

■ **We provide Personalized Ads:**

- Highly relevant ads on all pages targeted to the individual behaviour of users
- Make advertising useful
- Increase probability users are interested in shown ads!

Our Advantage

■ Know-how:

- Patentable technology (in progress)
- Experience in software engineering and design for large scale systems
- Strong background in advanced computational intelligence
- Fresh ideas, ability to create and test prototypes as soon as ideas are generated

Marketing targets

■ Attract users:

- Promote Feeds 2.0 as the Web RSS aggregator of choice
- Continue offering Feeds 2.0 as *free* service
- Capture significant RSS market share
- Continuously add new features and services
- Provide 24/7/365 user support

Feeds 2.0 :Next Big Thing in RSS!

- ALL features of other Web RSS aggregators (Bloglines, Newsgator, Google Reader, etc)
- **NO DIRECT COMPETITOR!** The ONLY service offering *Personalization!*

The screenshot shows the Feeds 2.0 web application in a Mozilla Firefox browser. The browser window title is "Feeds 2.0 | Your personalized news aggregator - Mozilla Firefox". The address bar shows "Google" and a search bar. The main content area displays a list of news items from Slashdot, including:

- A Traffic Control System For Molecules** (Score: 5.0092, Mon, 15 May 2006 12:41:55 - Slashdot)
- Google's Love For Small Businesses** (Score: 4.3612, Mon, 15 May 2006 12:42:01 - Slashdot)
- Firefox 2 Alpha 2 Reviewed** (Score: 3.2141, Mon, 15 May 2006 12:42:04 - Slashdot)
- The Treo 700p Confirmed** (Score: 3.1789, Mon, 15 May 2006 12:42:08 - Slashdot)
- HD Video Could 'Choke the Internet?'** (Score: 2.3319, Mon, 15 May 2006 12:41:57 - Slashdot)

The interface also includes a sidebar with "My feeds" (AcademicScience, Business, Computers, Entertainment, Gadgets, Health, News, Open Source, Social Bookmarking, Sports) and a "Tag cloud for these posts" at the bottom left.

Our Team

- Management Team is here to stay!
 - Dr Nicholas Ampazis CEO (Professor of Computer Science)
 - Paul Varytimiadis (Msc), CFO
 - George Tsagas, CTO
- Support Team
 - 2 software and network engineers
- Need to enhance our team with executives in marketing strategies

Financial Projections

- COSTS (for 2 years):
 - Software \$250,000
 - Hardware \$300,000
 - Personnel \$200,000
 - Offices + Operational Costs \$250,000
 - Marketing + Bandwidth increase \$200,000
 - Legal Costs + Patents: 300,000

- **TOTAL \$1,500,000**

Status & Timeline

- Significant Milestones:
 - Our presence in Innovate!Europe 2006 an important step
- Current Status:
 - Launch this week as a private beta. Please visit www.feeds2.com to register for an account!
 - Use event's publicity to promote the service
- What's Next:
 - Get first round of capital 😊
 - Promote and Improve!
 - **EXIT STRATEGY:**
 - Establish significant share of an exponentially grown market and go public
 - Early Acquisition