

Data Web Interface on Existing Service

Business Model A



BUSINESS MODEL

- Creation of interface for Service providers with **established client base**
- Added value for our customers (the SPs) – better, faster, easier search capabilities on similar databases

REVENUE STREAM

- Direct from the Service Providers

PRODUCTS

Phase 1

Apps with 1st generation G Interface:

- Patent Search (ref. to resume)
- Press Clipping
- Trade Mark Search

Phase 2

- Nutrition (for established Service Providers)
- Warehouse (for existing Warehouse/E-trade systems)

TIMEFRAME

(for technical development)

- 11-15 months for initial implementation
- 2-6 months for each subsequent

Estimated implementation time in the EPO database – 7 to 14 months

ESTIMATED MAN-MONTHS

Interface development:

1st lot: 9 man-months (3 professionals working for 3 months) for input of structured dictionary database

120 (minimum time needed regardless a potential increase in manpower 8-12 months)

60 man-months for every consecutive implementation

MARKET STRATEGY

The successful launch of our first product in the area of IP will draw the attention of other innovators to the numerous advantages of the gravity control method. Therefore, the further development and implementation of the product will be facilitated.

FINANCIAL DATA

(for the Patent Search application only)

Top 5 IP company's annual profit (Thomson Derwent): **\$ 285 million** (*ref. to fin. evaluation*)

Our Target: up to **\$1.5 million** per year profit (partial license rights for a 5 year period)

R&D STAGES

Stage 1

Interface → 1st Generation applications on existing data → Basic patent search, press clipping, trade mark search applications (ref.)

Stage 2

Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction

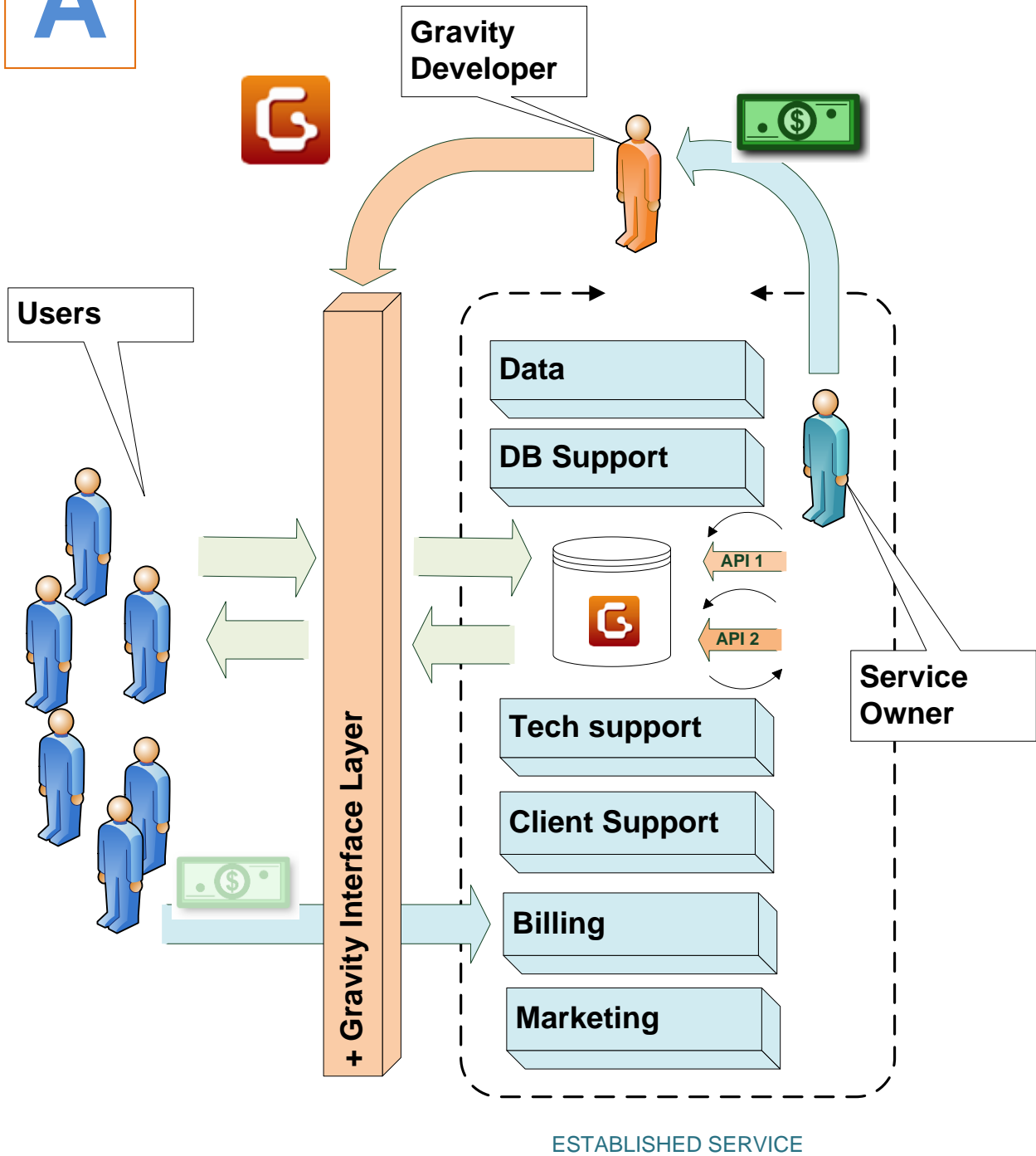
IMPLEMENTATION

- Structured database
- Web interface

CLIENT TYPE

Top 4 in IP:

- Thomson Derwent
- WIPS Global
- Questel
- STN International



Potential Clients:

IP Search
Press Clipping
Nutrition



THOMSON REUTERS



Every existing Service Provider Data Web Interface for a New Service Business Model B



BUSINESS MODEL

- Application set-up on either existing (public or private) or a newly-built database
- Gravity control team is involved in the creation of the database and in its support

REVENUE STREAMS

- Sale to a service provider
- “Ad” revenue collection
- Direct user subscription fees

PRODUCTS

- Nutrition
- Warehouse
- Matchmaking systems
- Project Management

TIMEFRAME

(for technical development)

- 11-15 months
- reduced to 2-6 months in case business model A has been realized and for every subsequent implementation

MARKET STRATEGY

Development of narrowly specialized applications with the purpose of targeting specific sectors which we consider are in need of a new generation software applications for bettering their overall efficiency.

R&D STAGES

Stage 1

Interface → 1st Generation applications on existing data → Basic nutrition, warehouse, matchmaking systems, project management applications (ref.)

Stage 2

Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction

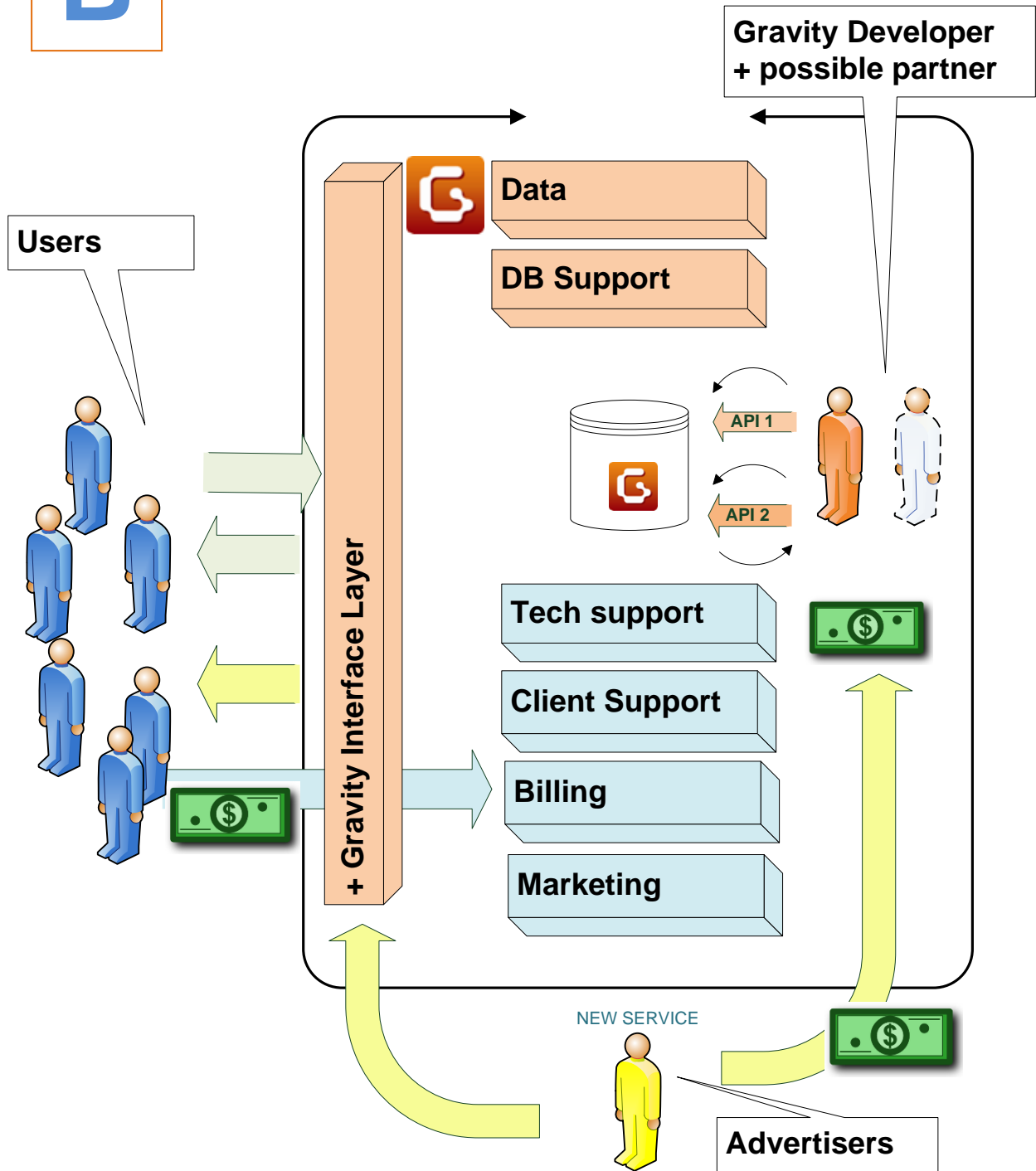
CLIENT TYPE

- Service providers
- Application Users

ESTIMATED MAN-MONTHS

Interface development (on average):

Highly dependent on dataset.



Potential Clients:
Every New Service Provider



Data Integration in Large Social Networks or Cloud Ecosystems

Business Model C

BUSINESS MODEL

- Application set-up
- Possibility to obtain a user base of over 2 million in just a couple of months

3 Stages:

- Stage 1: Free apps – advertising
- Stage 2: Paid apps – obtaining a client base – user subscriptions
- Stage 3: Sale of patent directly to a social network or a cloud ecosystem

REVENUE STREAMS

- Sale of patent
- Subscription fees – paid apps –e.g. via Google Play, Facebook
- Collection of “ad” revenue – free apps

MARKET STRATEGY

To develop applications based on leading Internet-related products and services providers like Google, Facebook, Yahoo, etc. Best case scenario would be for those key players to directly buy the patent from our company. However, if there is not an immediate recognition, we are prepared to present applications on the main market venues – e.g. Google Play, Facebook.

ESTIMATED MAN-MONTHS

Interface development: 230
(minimum time needed regardless a potential increase in manpower 8-12 months)

CLIENT TYPE

- Facebook
- Google
- Yahoo

PRODUCTS

Examples:

- Facebook based app
- Google Documents based app

FINANCIAL DATA

Examples of similar business models deals (large scale):

- **Instagram** (photo sharing program) - worth \$977 000 000 – acquired by Facebook
- **BeatThatQuote.com** (Price comparison service) worth £37,700,000 – acquired by Google March 7, 2011
- **PushLife** (Service provider) worth \$25,000,000 - acquired by Google on April 8, 2011

TIMEFRAME

(on average)

- 11-15 months
- reduced to 2-6 months in case another business model has been realized before that and for every subsequent implementation

R&D STAGES

Stage 1

Interface → 1st Generation applications on existing data → Basic applications

Stage 2

Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction

Stage 3

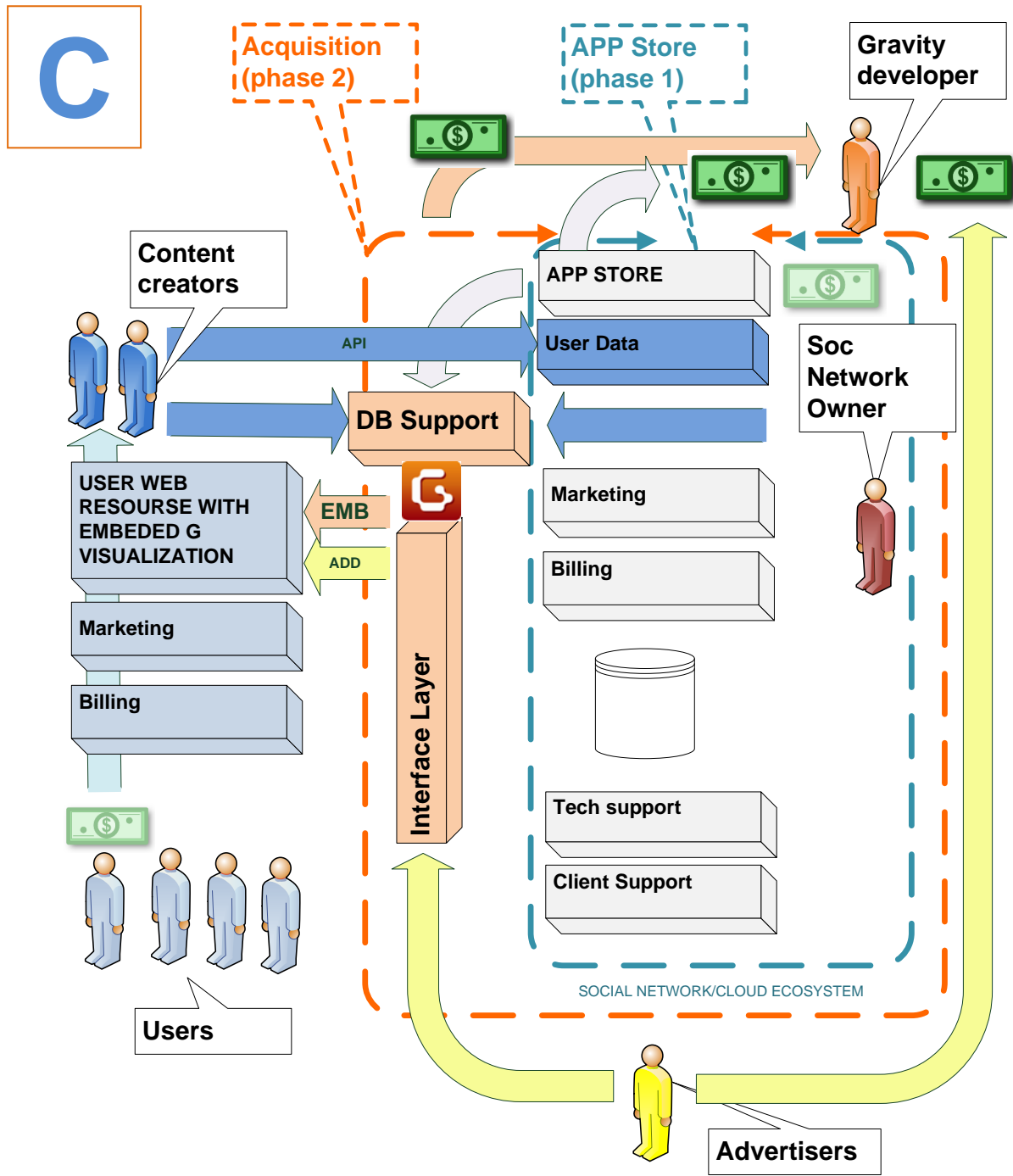
Multuser environment → 3rd Generation applications –Universal Gravity → Different levels of access and user rights

Stage 4

Operations → 4th Generation applications – Smart Action Systems (SAS) → Fleet “buy”, Fleet “like” type of operations

IMPLEMENTATION

Additional infrastructure implementation needed which would be dependent on the success of the applications (to be able to support large amount of users obtained)



Potential Clients:



Web Based User Created Content Applications



Business Model D

BUSINESS MODEL

- Creation of a web service
- Providing database support
- Content creators input data and receive remuneration from user subscriptions
- Advertising is involved

REVENUE STREAMS

- Fixed fees from large content creators
- “Ad” revenue collection

PRODUCTS

Examples:

- Real Estate
- Sport
- News

Similar well-known business models:

- YouTube
- GoogleMaps

ESTIMATED MAN-MONTHS

Interface development: 230

(minimum time needed regardless a potential increase in manpower 8-12 months)

TIMEFRAME

- 12-18 months (if no business models were realized before that, otherwise 4-6 months)
- Reduced to 4-6 months in case another business model has been realized before that and for every subsequent implementation

MARKET STRATEGY

Targeting clients that offer content-based services that could use Gravity Control as an interface.

R&D STAGES

Stage 1

Interface → 1st Generation applications on existing data → Initial basic applications

Stage 2

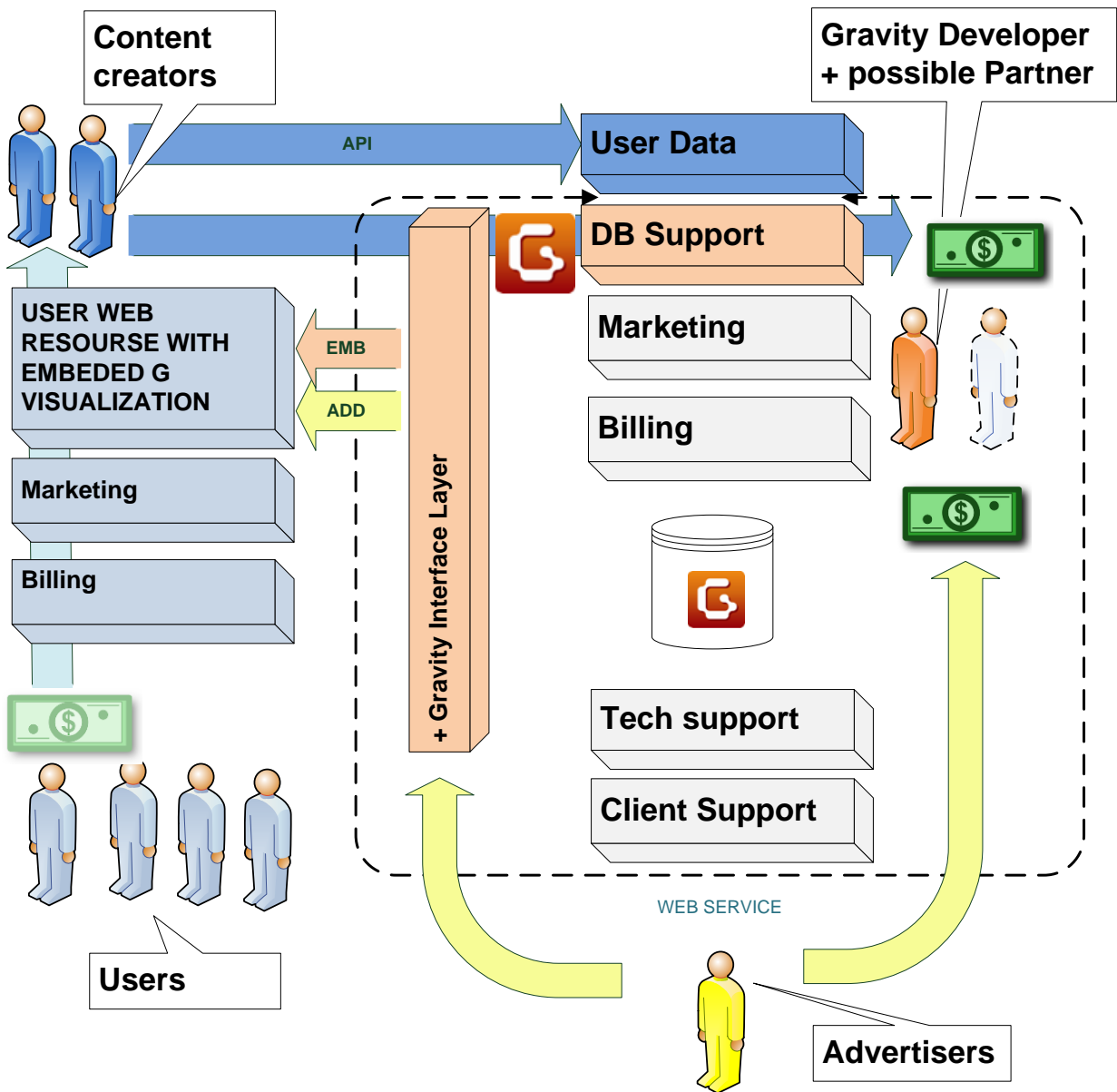
Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction (more sophisticated applications)

IMPLEMENTATION

- possible prerequisite - infrastructure implementation which would be dependent on the success of the applications (to be able to support certain amount of users obtained)

CLIENT TYPE

- Content Creators
- Every new content-based service provider



Potential Clients:
Content Creators
Every New Content Based Service Provide

Implementation in the Core of a Database Management System



Business Model E

BUSINESS MODEL

- Development of standardized solutions compatible with major database management systems like: Oracle, MS SQL Server, DB2, Sybase (SAP)
- Gravity interface layer will become a part of the core of the respective database system
- Application developers will obtain the know-how from the Gravity control team

MARKET STRATEGY

Sale of the method and data obtained during initial research stages. Further R&D will be executed in the facilities of the respective DB buyer.

FINANCIAL DATA

SAP users count – to be added
Oracle users count – to be added

REVENUE STREAMS

- Direct from the Database Management System provider/owner

IMPLEMENTATION

Fully dependent on the respective purchaser.

PRODUCTS

Every application which would use the respective database

CLIENT TYPE

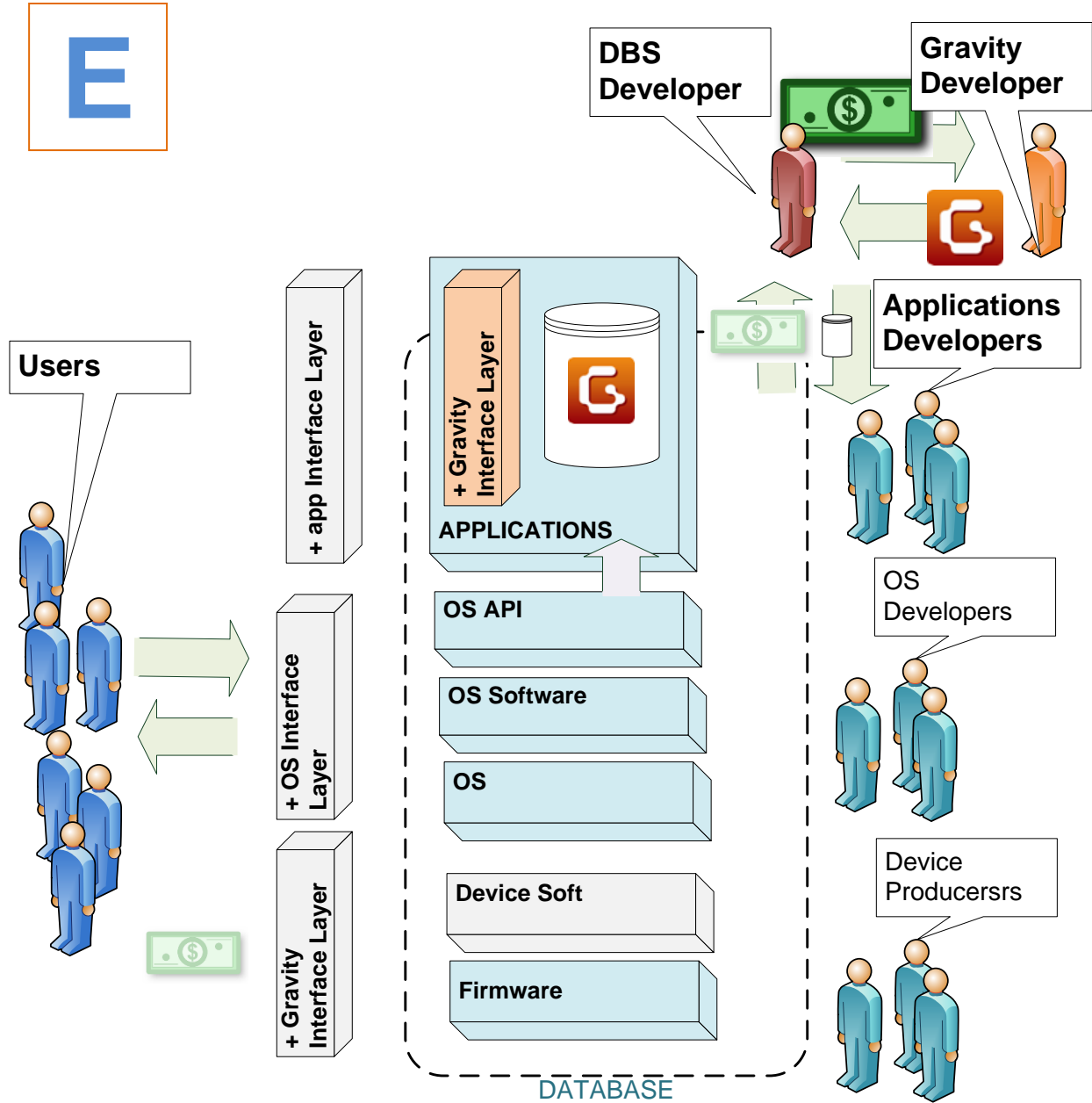
- Oracle,
- MS SQL Server
- DB2
- Sybase (SAP)

ESTIMATED MAN-MONTHS

Approximate estimation will be obtained from the developers' team at the respective purchaser facilities.

TIMEFRAME

Fully dependent on the developers team at the respective database purchaser company.



Potential Clients:





Implementation in the Core of an Operating System

Business Model F

BUSINESS MODEL

- Sale of the method for implementation in the core of an operating system
- Gravity will be integrated in the respective operating system's interface as a separate layer
- Application developers will obtain the know-how from the Gravity control team

REVENUE STREAMS

- Direct from the operating system purchaser
- License fees

ESTIMATED MAN-MONTHS

Approximate estimation will be obtained from the developers' team at the respective purchaser facilities.

TIMEFRAME

Fully dependent on the operating system purchaser.

MARKET STRATEGY

Sale of the method and data obtained during initial research stages to a major operating system manufacturer. Further R&D will be executed in the facilities of the respective buyer.

R&D STAGES

Stage 1

Interface → 1st Generation applications on existing data → Basic patent search, press clipping, trade mark search applications (ref.)

Stage 2

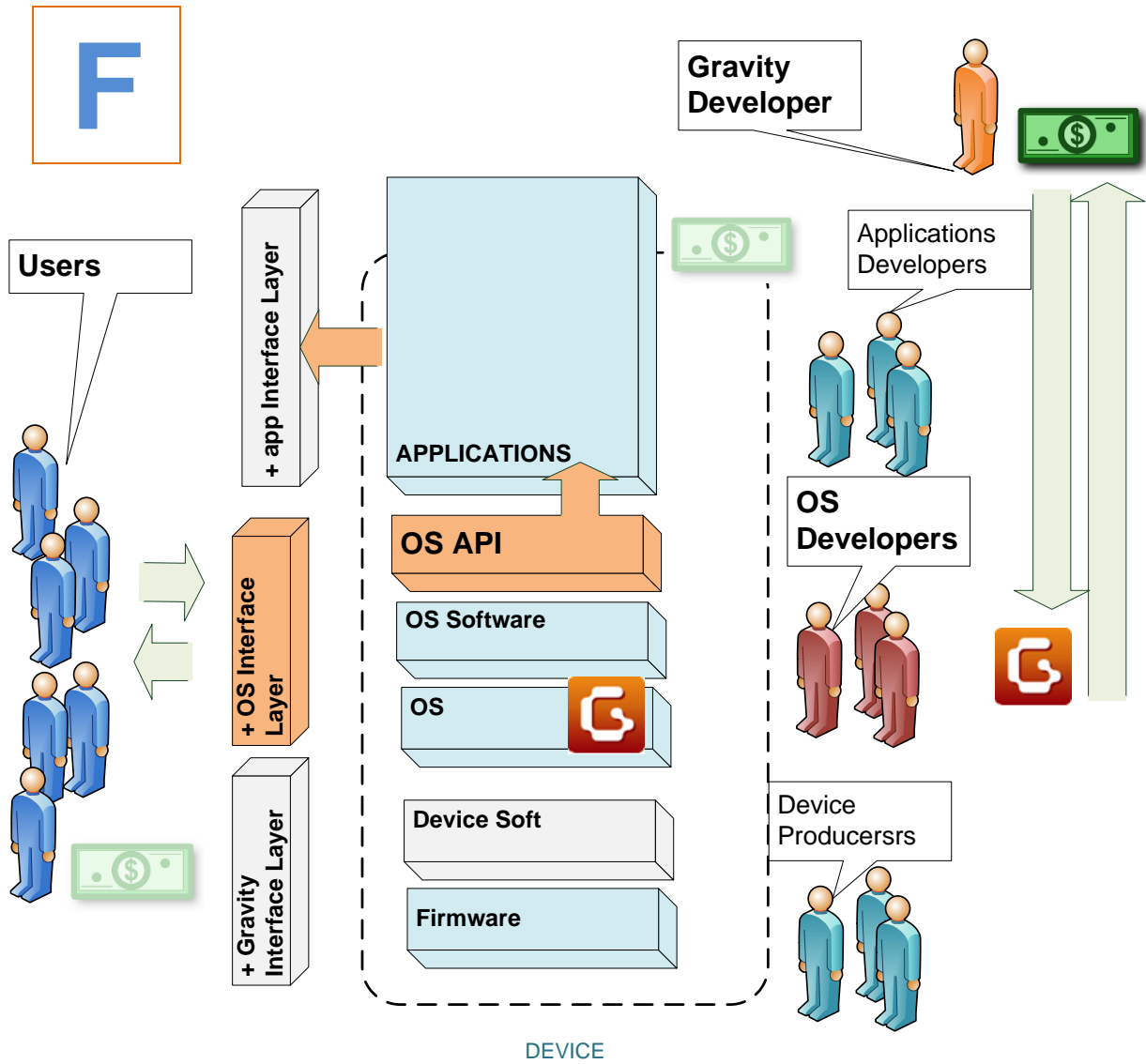
Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction

IMPLEMENTATION

Fully dependent on the respective customer.

CLIENT TYPE

- Microsoft
- Google
- Apple
- Android



Potential Clients:



Implementation in Device Firmware

Business Model G



BUSINESS MODEL

- Implementation of the method in various device firmware
- Development of an unique new device-based operational system in combination with business model E
- The new system will have the competitive advantage of not being able to be brought in the court of law as the current Samsung Vs Apple case due to the uniqueness of its interface

MARKET STRATEGY

Sale of the method and data obtained during initial research stages. Further R&D will be executed in the facilities of the respective buyer.

REVENUE STREAMS

- Patent Sale
- License Fees

ESTIMATED MAN-MONTHS

Approximate estimation will be obtained from the developers' team at the respective purchaser facilities.

TIMEFRAME

Fully dependent on device producer

CLIENT TYPE

- Samsung
- Apple
- HTC
- LG Electronics

R&D STAGES

Stage 1

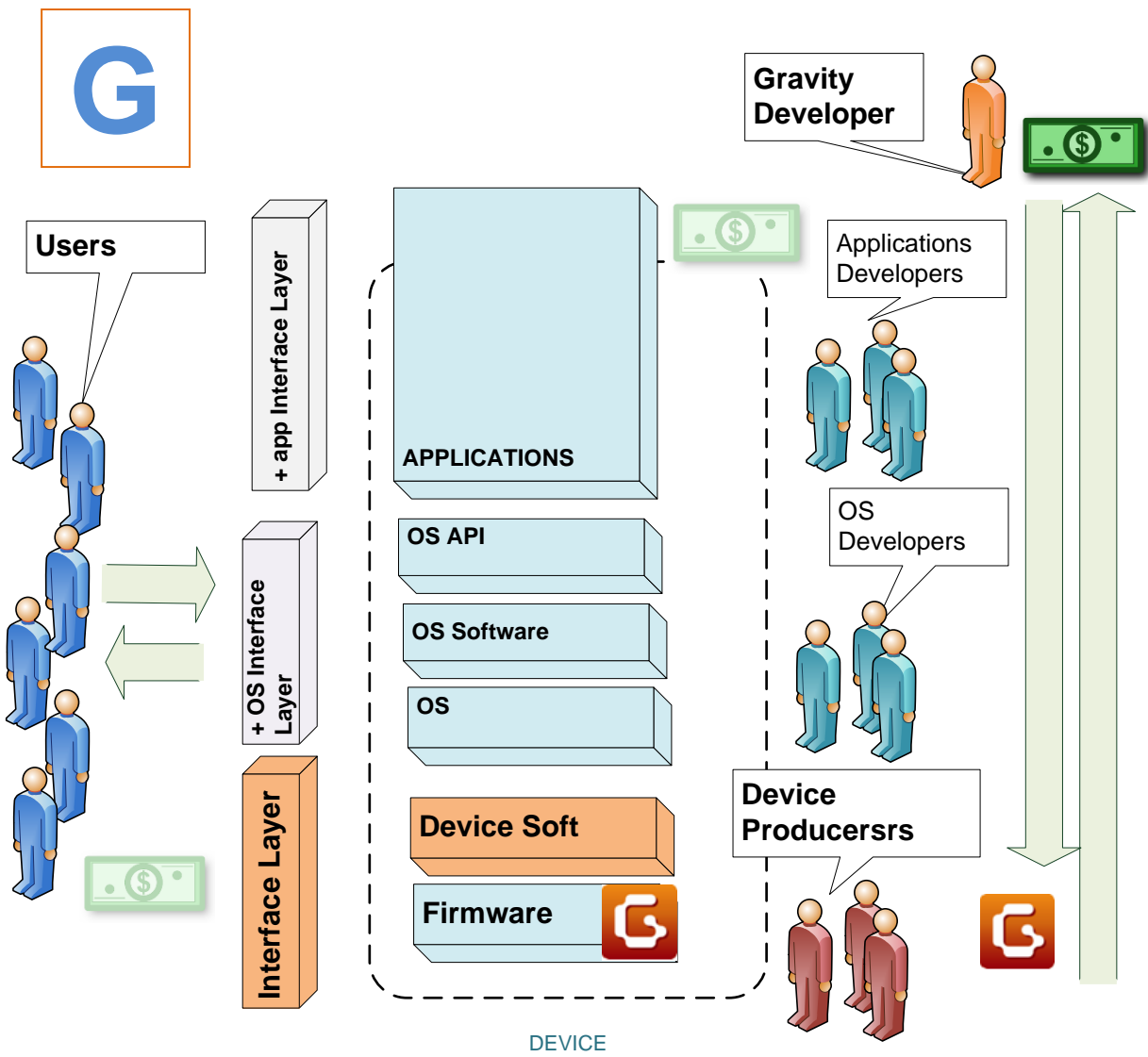
Interface → 1st Generation applications on existing data → Basic patent search, press clipping, trade mark search applications (ref.)

Stage 2

Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction

IMPLEMENTATION

Fully dependent on the respective customer.



Potential Clients:



Distributional Web Development Tools

Business Model H



BUSINESS MODEL

Distribution of the Gravity Control™ concept model set of results and procedures as web development tools.

REVENUE STREAM

- Commercial Licence - \$100-150 approx. price per licence

PRODUCTS

- JS Library
- Educational/Individual use
- GNU General Public License

TIMEFRAME

Up to 6 months for initial web development toolkit

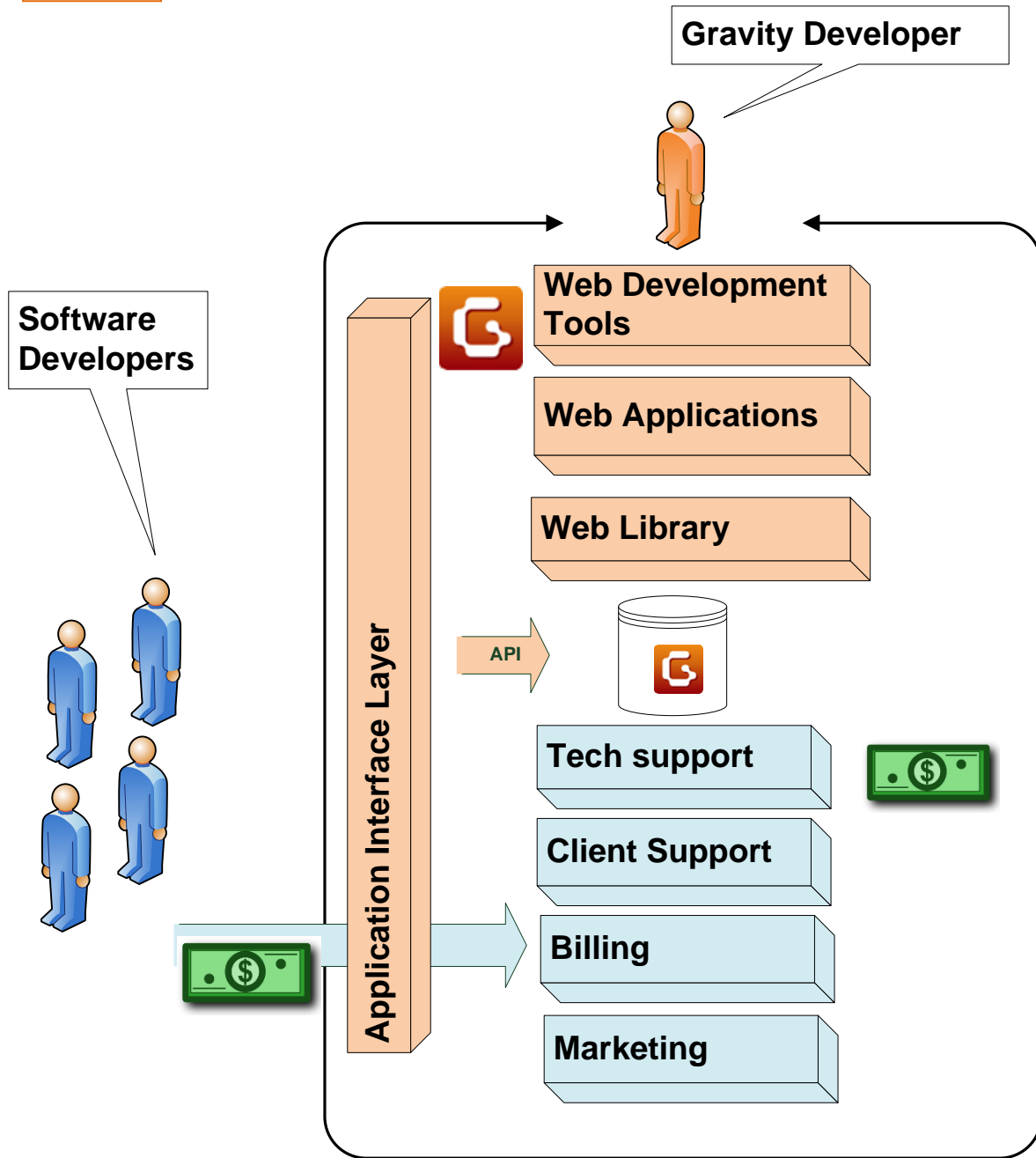
MARKET STRATEGY

Turns into a promotion “campaign” for a global producer/provider.

Substantial amount of revenue which could be used to further finance the project or even as an exit strategy.

CLIENT TYPE

- Any company using web development tools
- Universities, colleges, schools



WEB DEVELOPMENT TOOLS

Potential Clients:

Any company using web development tools
Universities, colleges, schools

Service integration

Business Model I

BUSINESS MODEL

Integration of commercial services into the freely accessible system databases.
Advertising in the framework of the Gravity Control work plane.

REVENUE STREAM

- Commission based
- “Ad” revenue collection

PRODUCTS

Example: Free patent search (source: EPO) with added feed of paid scientific articles - no access to full text only excerpts. After a search is done the user can click on the particular articles which are desired and buy them for the displayed amount (taking commission from the vendor)

TIMEFRAME

(for technical development)

- 10-14 months including database integration
- reduced to 2-4 months in case business models A,B have been realized and for every subsequent implementation

MARKET STRATEGY

Secondary to business models A and B.
Adding value to the service providers use a Gravity Control layer for their data. Letting outside service providers expand the range of services offered. Beneficial for all sides.

R&D STAGES

Stage 1

Interface → 1st Generation applications on existing data → Basic patent search, press clipping, trade mark search applications (ref.)

Stage 2

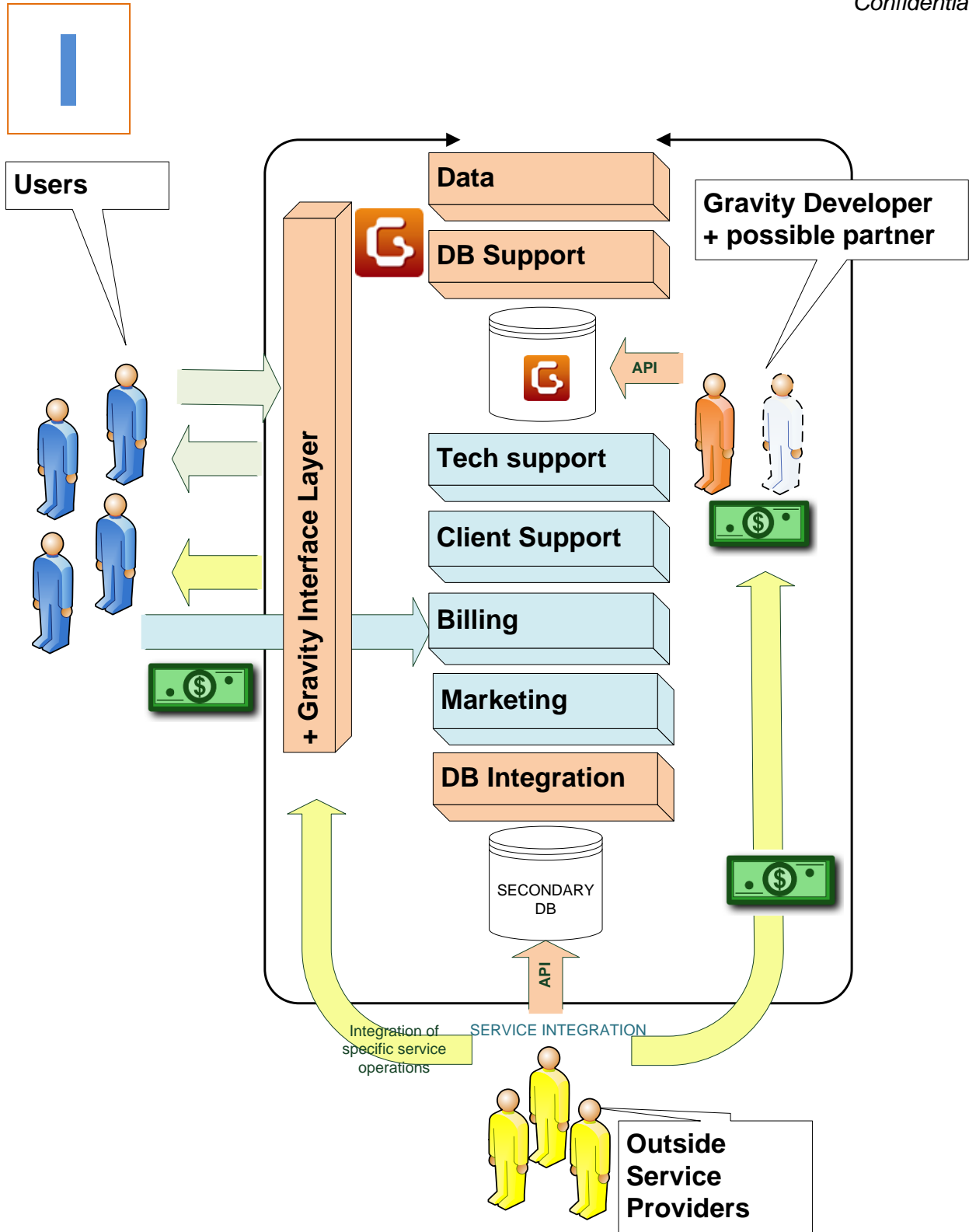
Algorithms → 2nd Generation applications – Artificial Experience (AE) → Advanced search criteria extraction

IMPLEMENTATION

- Structured database
- Web interface

CLIENT TYPE

Commercial companies such as Google Books, Booking.com, etc.



Potential Clients:

Commercial companies such as Google Books, Booking.com, etc.