



<http://www.nTerraCon.com>

## Investor Summary

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## **Company Summary**

### **What do we want to accomplish and why?**

nTerraCon wants to empower millions of Internet users, and those who develop Internet content, with the means to create and visualize locations on a web page through state-of-the-art mapping technology.

We believe that geo-enriching website content can transform business decision-making and learning. We have identified exciting, important new ways to use geospatial (mapping) technology, currently untapped in many key areas of the public and private sectors. And, we have developed software and services that tap into this potential.

Geo-enriching online text brings anyplace on earth one click away. So, schoolchildren can fly-in to a location in a book in three-dimensions, stimulating their desire to read, to explore, and to learn. Readers of online newspaper articles can more fully appreciate the geopolitical context of unfolding world events, or visit the site of a local news story. Government and industry leaders can better manage and make decisions about emergency responses, vital assets, facilities management and critical infrastructure.

By helping clients maximize their use of geospatial technology, in ways like this, nTerraCon wants to place in the hands of organizations and individuals, cost-effective means to achieve greater insights into areas of operation and interest; spur creative responses to a wide range of contemporary challenges and opportunities; and envision their world in new ways.

### **Mission Statement**

To provide cost-effective solutions that leverages the power of state-of-the-art mapping and imagery technology to decision-making and learning.

### **Vision Statement**

#### **nTerraCon will:**

- provide alternatives to high-end, complex GIS systems
- help clients maximize utilization of existing mapping and imagery technology
- assist clients in discovering new areas of opportunity for mapping and imagery technology.

## **About the Founders**

nTerraCon is a privately owned consulting and software group headed by senior partners Clyde Ford and Lisa Swei, with a combined experience of more than a half-century in software design, management consulting and geospatial information systems.



**Clyde Ford** is a former CEO and CTO of Palindrome Software, a company which created, AccuTide, the first popular current and tide program. Clyde took Palindrome from start-up to competitive acquisition. He's also a former IBM systems engineer, and university instructor of computer science. Clyde's designed and developed software solutions in a number of vertical industries. He's also an award-winning author, who's published a dozen works of fiction and non-fiction. He developed OnScene, predecessor to iGeo™, the first-ever software application in books publishing that allows readers to virtually "fly-in" to locations in a book, using either Google Earth or Virtual Earth.



**Lisa Swei** is a former Senior Product Manager for the Microsoft Virtual Earth Platform, where she developed long-term strategy for Virtual Earth, Microsoft's core geospatial and mapping technology. Lisa participated in product planning and prioritization; analyzed market opportunities and competitive offerings; met with customer groups internationally to assess geospatial and mapping needs; and, represented Virtual Earth as an industry expert at executive briefing, conferences, and other events.

## **Our Products and Services**

nTerraCon offers both software products and services, which give Internet content producers—from single individuals to large corporations—the ability to create immersive, revenue-generating, knowledge-based experiences for their website visitors.

Our core product is iGeo™, an innovative line of software that allows Internet users to fly-in to place names on any web page using Google Earth™ or Bing Maps™ (formerly Virtual Earth™). Once there, iGeo™ lets a site visitor engage in immersive, interactive experiences: visually exploring the earth, reading text, listening to audio, or viewing video related to the location they are at.

We currently have three members of the iGeo™ software family: the Community edition (a free offering), the Consumer edition and the Premium edition. Additionally, we offer packages of

content, “Signature Packs,” which enhance the map-viewing experience. Coupled with this software, nTerraCon offers extensive consulting, training and support services.

## Value Proposition

**Newspapers/Media:** Without iGeo™ it would take an online media website several days and many manual steps to bring just one page on their website to life. With iGeo™ an entire newspaper website can be “geo-enriched” in a matter of seconds. Adding audio, video and supplement text to a location that site visitors fly-into no longer has to consume precious IT resources. iGeo™ represents a major cost savings in terms of labor to media sites and a major increase in the number of page views a media site can expect because it is offer in more compelling, relevant material.

**Book Publishers :** Book publishers are groping for ways to retain old customers and attract new ones in this digital age. iGeo™ will drive book sales through more effective advertisement and promotion by creating content that engages both current and potential reader By developing versions of the iGeo™ for eBooks, smartphones, and the Kindle, nTerraCon will give book publishers the tools they need to stay ahead of the curve and reach modern-day readers.

**For Educators:** iGeo™ provides a bridge between traditional media (based on the printed word) and new media (based on the latest digital technologies). By helping create immersive, rich, interactive learning environments, iGeo™ will keep students and teachers engaged in the learning process.

**For Consumers:** For consumers interested in having a greater context within which to enjoy entertainment or grasp a breaking news story, iGeo™ will change the way they interact with online information, bringing the world to them at the click of a button.

## Customer Benefits

Our iGeo™ software, and our consultant services, will help customers by:

1. **Driving customer loyalty** through increasing the number of minutes a site visitor spends on the website.
2. **Generating customer revenue** through increasing the number of clicks per minute (CPM) a site visitor makes.
3. **Leveraging existing customer existing assets** in mapping technology (e.g. if the company has already purchased a license agreement with Bing Maps™ or Google Earth™).
4. **Reaching new demographics.** Particularly, a younger demographic familiar with and expecting the latest technology to enhance their online experience.

5. **Finding alternative revenue streams** (e.g., in the case of newspapers transitioning from print to online).
6. **Increasing their customer's satisfaction** by keeping site visitor's online experience interesting and engaging.
7. **Creating immersive learning experiences** through geo-enriching documents (e.g., in the classroom where such experiences will foster engagement of students in their education).
8. **Creating immersive decision-making experiences** through geo-enriching text (e.g., when a local government managing various utility and infrastructure projects provides analysts and the public with cost-effective visualization of those projects).

## Competition

While our current competition is only with the time-consuming manual processes for geo-enriching documents, we fully expect that to change as iGeo™ becomes the gold-standard in this field. In fact, our most likely competition will come from our marketing partners and customers like Amazon, Microsoft, Google, and MetaCarta. MetaCarta, for example, provides some high-quality mapping services that we use in iGeo™. But the company tried—and failed—to create a high-quality user interface, and user experience, like we have created with iGeo™. Competition from market partners and customers will provide nTerraCon with an exit strategy through acquisition. We have structured our business plan with this goal in mind.

## Top Line Revenue Model and Opportunity

	iGeo™ Product	Monetization	2009	2010	2011	2012	2013
1	<b>Enterprise Edition</b>	Page Views	50000	330000	2740000	7300000	14500000
2	<b>Consumer Edition</b>	Access Fee+ >10K Page Views/yr	0	39600	59400	198000	297000
3	<b>Premium Edition</b>	Page Views	10000	10000	600000	1500000	2000000
4	<b>Community Edition</b>	Advertising	0	5000	10000	25000	25000
5	<b>Book Edition</b>	5000 words/20pages	25000	250000	1250000	1750000	3750000
6	<b>Add-ons and overage fees for both services</b>	Page Views	0	187000	936000	1488000	1488000
7	<b>SLA Agreement</b>	Server Size	0	44000	44000	130000	130000
8	<b>Pre-canned Content - Signature Content</b>	# of Cities	0	23997	23997	23997	23997
9	<b>Mobile Edition</b>	Per Application	0	269100	897000	1614600	5841443
10	<b>Desktop Edition</b>	Per User Subscription	0	0	0	9900000	9900000
11	<b>Kindle &amp; eBooks</b>	Revenue Share	0	996000	14000000	20000000	25000000
12	<b>Consulting</b>	Per Hr.	0	710000	1000000	1180000	1180000
<b>Total Revenue</b>			<b>75000</b>	<b>3134697</b>	<b>23860397</b>	<b>50069597</b>	<b>68835440</b>

## Top Line Expense

	2009	2010	2011	2012	2013
<b>Operating Expenses</b>	2011	132816	139416	157416	193416
<b>Salaries</b>	3500	572000	996000	1896000	2196000
<b>Information Technology</b>	9029	170000	700000	700000	700000
<b>Support</b>	0	180000	100000	120000	120000
<b>Startup Expenses</b>	764	0	0	0	0
<b>Legal Fees</b>	7036	51325	36325	36325	36325
<b>Accounting Fees</b>	0	2000	4000	4000	4000
<b>Software Development Costs</b>	0	1200000	1200000	600000	600000
<b>Marketing</b>	600	221225	291200	531200	531200
<b>Travel Expenses</b>	0	170000	305000	560000	840000
<b>Sum of Expenses</b>	<b>22940</b>	<b>2699366</b>	<b>3771941</b>	<b>4604941</b>	<b>5220941</b>

## Investment Opportunity

Previous Investment	\$350K
Pre-Money Valuation	\$2.5M
Offering	\$1.0M in "Angel" style Series A Preferred Stock
Milestones	<ul style="list-style-type: none"> <li>Cash flow positive in 1.5 years</li> <li>No need for additional rounds</li> </ul>
Proceeds used for:	<ul style="list-style-type: none"> <li>Product development</li> <li>Sales support</li> <li>Customer support</li> <li>3rd party services</li> </ul>
Exit Strategy	Acquisitions by Microsoft, Google, MetaCarta or Amazon

## Technology Roadmap

Product	Description	Timeframe
iGeo™ Kindle Edition	Designed for geo-enriching books and documents on the Kindle	9-12 months
iGeo™ Mobile Edition	Designed to geo-enrich documents and eBooks read on iPhones, smartphones, and other mobile devices	12-18 months
iGeo™ Desktop Edition	Designed to geo-enrich word-processing, spreadsheet, and presentation documents created with Microsoft Office and similar workplace productivity suites.	9-12 months

## Summary

Thank you for taking the time to read about our company and our iGeo™ product line. At nTerraCon, LLC we believe that we can reach \$60-70 million dollar gross revenue in 5 years. Our initial product is built. We have a technology roadmap which supports this growth. We have brand-name customers in place, and others on the way. We consistently receive praise for our innovative technology, and our business strategy. FundingPost.com, the nation's leading venture capital website, recently branded us one of the nation's "Top 50 Emerging Companies." nTerraCon is interested in talking with investment partners who want to share the rewards of our vision, our technology, and our commitment to aggressive growth. Please feel free to examine live demonstrations of iGeo™ on our website <http://www.nterracon.com> or call either Clyde Ford or Lisa Swei.