# GAT-JLT (Gharbeyah for Advanced Technologies - JLT) UE

An Ongoing Dubai, UAE Based Merger / Partnership of GETCA Inc. and the Following International Groups

olivetti.com / uniteam.it / ircespa.it / domoticaweb.it / gcn-globalnetwork.com / mondopartner.it

**December 15, 2013**

**To:** VC / Bank Representative
**From:** COO Dept. (Confidential Doc)
**Subject:** G.A.S.E.T. Business Plan / Part 1
**Code/ Number:** **BS443**


- **Toronto:** + 1 (647) 262 – 2893
- **Amman:** + 9626 079 67 35 642
- **Dubai:** + 971 52 878 9497

**Website:** **www.gaset-gbset.com**


**Dear Sir**

Thank you for taking the time to view our Business Plan. Below, please find in detail description of our products and technologies. We find that the **project's expansion phase** is suitable for our proposed **Joint Venturing (VC)** arrangements. We envision working together on a **Partial** or **Full** implementation of the project's technologies**.** Detailed description is available in the financial part of this document.

An inclusive project documentation covering **commercial and technical** aspects is available on our website and should be considered as an **Essential Part of our Business Plan (BP),** this includes:

- **GASET Business Plan -Part 2 (Slides);**
- **GASET Project Features;**
- **GASET Tech Profile; and**
- **GASET Demos – Videos.**

Though most of the managerial, financial and technical details of our venture were accounted for, we do appreciate any comments you may have and will be more than happy to answer questions raised by you.

Initially, our BP incorporated both aspects of our technology, GASET (GETCA Advanced Search Enhancement Technology) and GBSET (GETCA Business Services Enhancement Technology). However, at the request of the VC community and in order to make our BP more comprehensible and inclusive, we have taken the steps of separating these two projects on all levels, including technology, marketing and financial studies. Though much effort was taken so as to avoid repetition and reiteration of the material provided some parts of the two projects overlapped and ***few statements repeated.*** This could not be helped since both technologies (currently in Beta stage with limited hardware capabilities) are **compatible** and **interchangeable**.

- **Important note:** An updated Financial Statements and Forecasts is published separately as an **Excel** file.

Comprehensive details regarding Technologies, Project details, News, Team … etc. available at: (**www.gaset-gbset.com** )

# Business Plan – Part (1)

TABLE OF CONTENTS ------- (Page #)



Part (2) Commercial / Marketing Section Slides and Financial Statements:

- **Please review the other attached documents.**

## Executive Summary (Note: Previously Published as a Separate Document).

Search engine technologies are entering a new era in web surfing. The **specialized services, which employ the latest AI and Web Agents technologies,** will be the way of future Web surfing. Search engines users will view the matter of time wasted on **unrelated** search results as well as the currently imperfect use of **autonomous** web surfing support tools, as one of the most important factors challenging new web technologies.

### Our Mission

As stated above, a new era in web surfing has begun**.** Specialized services, which employ next generation **AI**, **NLP/G** (Natural Language Processing/ Generation), **QA** (Question**/** Answering) and **Interactive "**Agents Based**"** technologies, are on their way to dominate the web surfing future. Precise result **gathering, extracting** and **enhancing,** web surf **multi-stage** task handling and web pages **multifaceted** concept apprehending as well as **interactive** query domain targeting will set the stage for new frontiers.

Our product has a dynamic virtual experience that help the web surfer navigate the web intelligently, saving time by eliminating **unrelated search results** and introducing him/her to new domains.

Interested parties could verify the various features and capabilities by evaluating our comprehensive technical and commercial documentations, or by testing our **downscaled** C# / Java web based (intranet) "**Beta" system.**

### GASET's Project Description/ Summary

GASET is a full scale search engine with an **Interactive**/ **AI Powered** personal touch, employing intelligent web surfing technologies and techniques, such as **QA** (Question Answering)**, NLP / G** (Natural Language Processing / Generation)**,** enhanced **Multimedia Search,** and our **Power Search** Feature (Employing Multitask, Multistage and Multifaceted Web Pages Content Analysis and Extracting capabilities).It utilizes our Semantically, Contextually and Conceptually Knowledge Extracting Techniques, which is more versatile than the Current **"**1990s**"** keywords based search technologies used by major search engines.

GASET Web Knowledge Mining**,** dynamic results Enhancing**,** and Data Integrating techniques, can handle Complex web search tasks, setting the stage for its knowledge based **semi supervised** Autonomous Learning Capabilities. Our project is not a **replacement** to **"Standard"** Search Engines**;** rather, it is a solution which gives the web searcher an option to **combined** traditional web search tools with what is provided by GASET technology.

### Special Features:

- Interactive**: Dialogue-based** web search capability, with a personal and **Informative** touch
- Intelligent**: AI Powered** with **Semantically** "multitasked- multifaceted" analysis capabilities
- Inclusive**:** Searching web resources such as multimedia, blogs, books … etc, **All under one roof**
- Innovative**:** A superior **"out of the box"** philosophy without **"reinventing the wheel"**
- Implemented**: Partially** functional, yet **more** advanced than the **standard** Search Engines.

**To sum up:** GASET is a system in which the surfer could ***Talk*** directly to, ***Ask*** questions and ***Seek*** clarifications. It is able to analyze dynamically hundreds of **potential** search results web pages, by starting an **informed** and **responsive** dialogue leading to **innovative** answers.

### Key players

The management team members have strong backgrounds in both **software development** and web based services **project management**. The CEO was the former Business Development Officer for an international Company, the VP of Product Development was formerly the Chief Software Engineer with a Jordanian Company, the VP of Finance was previously Controller for managerially owned company, and the VP of Marketing was formerly the Sr. Marketing Director for a Software company. We are currently outsourcing for executive positions in Toronto and Montréal, taking into account the following **possibilities:**

- **Location:** since our project is IT/software development oriented, we will be able **to transfer** our assets from Toronto Canada to locations that both parties see fit for the growth of our enterprise.

- **Management:** even though we have a good management with strong administrative and marketing capabilities, we will accept co-supervision of our project with staff appointed by your company.

## GETCA Inc.'s Strategic Steering Committee (GSSC):

We are very honored at GETCA Inc**.** to have the following **distinguished AI** related **authorities**, **supervising** the launching of our project**'**s **next stage**. Their very impressive**,** academically oriented background in intelligent system related fields**,** such as **Smart Web Agents,** the **Semantically** Powered/ Enhanced Search Engines, Autonomous Web Knowledge Utilizing methods, and the innovative **Web Based Chatbots**- Interactive Platforms will assure our project's superiority in the search engine market.

**Honorable Members are:**

- Dr. Abu Shawar**,** Bayan
- Dr. Aldiab, Motasem
- Dr. Ghnemat, Rawan and
- Dr. Jaber, Tareq

In addition, we have the kind support of **Professor Dr. Khaled El-Zayyat.**

**For more information please visit: http://gaset-gbset.com/EXPERTS.html**

## Revenue

GASET project will adopt our modified search results - advertisements joint technology. This will enable us to take advantage of our conceptual and contextual web information analyzing model. Such innovative technology will minimize the unrelated web search results faced by current advertising companies when using major search engine. Furthermore, we will use our special web surfing monitoring procedures to enhance our clients ability to present their products and services to their customers in a professional and attractive manner. This includes philanthropic support, subscription, advertising and other models.

For further info please visit our **Business Plan / Slides Attachments**.

- **Important note:** An updated Financial Statements and Forecasts is published separately as an **Excel** file.

## Competition

For **comprehensive analysis** of GASET's potential competitors please visit project documents available in our website. One of GASET's competitors is **www.powerset.com**, with development cost of about $42 M, and purchased by Microsoft for $**100+** M (while still in the stealth mood). **Hakia**, another similar system but with very moderate technologies, was funded for $18 M**.** Both systems work by applying limited NLP "**phrase natural language analyzing**" technologies and lack most of our project's AI inspired abilities such as **QA, Power search, Agent** based technologies and the interactive/ autonomous knowledge acquiring and enhancing technologies.

In developing our project we were not seeking minor improvements to the current web searching techniques nor were we intending on building another Google™ or **clone** - **add-ons** such as **Yahoo, MSN … etc.** We were aspiring to achieve the strategic goals of making our technology the smartest, most comprehensive one. Despite all the difficulties we had to face, including limited financial support, our persistence and hard work produced an impressive base system which could handle our upcoming web search implementations.

## Marketing

We are targeting the search engine markets that consider our **strategic** web an asset in order to thrive for more advanced technologies beyond the currently traditional and simple keywords web searching stage. This provides us with a strategic position to infiltrate the market assertively. Our marketing department, with their specialized autonomous marketing methods, will allow us to reach our targets steadily by **growing within it**. Such tactics will position us in a **safe and versatile** financial place that will enable us to **shift** our limited financial and technical resources between GASET's various tools and functions in a way that will generate better revenues with an effective **risk minimizing** strategy.

## Know-how

The technology we **built and implemented** on a **minimum scale**, are superior to any similar web search technologies that are presently either sold commercially as stand alone software or in an open source format, with academic or commercial support. Our technology could be verified by visiting other websites of companies in the same field such as **sourceforge.com**, **download.com**, **Stanford University** … etc for further confirmation. In order to be judged fairly, we recommend our technology to be judged by experts who have a solid background in advanced semantically web search technologies that implement autonomous task handling techniques. Such experts will be able to verify the following affirmations:

1- Our technology is superior in regard to technology and functionality (**not capacity or popularity**) to any other technology available **commercially** or implemented **academically** and

2- Markets and industries are eager for such technology.

We at GETCA Inc**.** have spent the last four years building our web search technology, taking into consideration the needs of web surfers of intelligent, interactive and integrated solutions. We have created a system in which the real meaning behind the query is understood, conducts multiple web search tasks and interacts with the user in a friendly, informed and intelligent manner.

Throughout our development phase we overcame such challenges as language analysis, concept extracting and knowledge bases construction to name few, by arriving at the conclusion that to meet such demands, our system needs to have a pioneer, semi-supervised autonomous learning capabilities and should be able to modify its own rules, equations as well as web repositories accordingly. This would have been a very risky approach if it was designed without the needed comprehensive vision of the web frontiers since such a system will need rigorous formulas with the ability to make our system intelligent, more superior than current search engines and Chatbots combined with virtual tasks implementations capabilities.

## Amount needed:

We had personally financed the **first stage** of the project (**beta version product** - support databases). Complete documentations of its technical and financial analysis are available upon request. Our strategy steering committee's advice was to seek joint venturing proposals for the **second** and the **third (**final) **project**'s executing phases. We are interested to find a partner who is willing to cover **both stages.** We are, however, open to the idea of dividing our project's launching into two stages, with each stage containing a fully operational product with its own revenue generating, marketing - financial models. The only difference will be in the level of implemented technologies, offered services and capacity. The proposed stages are:

- The project's second stage will cover partial web realization of the project's technologies (from our **current beta version** stage of the product), with **83% of the main basic functions and 45 % of the advance features**. The completion of this stage will take two years.
- Funding for the third stage will be used to launch the rest of GASET's advanced functions (100% of the main basic functions and advanced features). The completion of this stage will take another two years.
- **Important note:** An updated Financial Statements and Forecasts is published separately as an **Excel** file.

## Risk Factors

The complex matter of evaluating web based project financial worth, its commercial stability and technical superiority, require that our firm and the involved VCs take into account the following:

 **Market risks:**

Though we will compete in a very tough market, we are confident that limited keyword based technologies applied by our competitors will give us a great opportunity to distinguish our self and to have our own market share.

 **Technology risks:**

The basic structures of our project have been finished with its own code–working beta product. Our next step is enhancing and expanding our technology. We have enough experience to honor our time table within the asked budget.

 **Operational risks:**

We have designed our system to be fully supported with a variety of backup solutions, and documented our technological operations thoroughly so as to support any staff changes we might face.

 **Management risks**:

Our managements will be contracted on strict bases and will be offered attractive packages that will guarantee their continuous commitments. A backup out sourcing solutions will be considered. We will engage our partner VC in strategic related decisions.

 **Legal risks:**

Our work has been verified by specialized legal consultants. Our technology ongoing patenting process has been confirmed jointly by our technical and legal department.

# Business Concepts

Search engines are software technologies built on a huge hardware platform. They have the option of either becoming a project with $**25 M** financing to a $**170 + B company** (as was the case with Google), or they can join the internet **burst bubble** club's sad fate. The deciding factor is the difference in the "**Technology**". Google and other Search Engines did not advertise their presence; surfers liked their tools. The online experience was judged only on the technology, stability and time saving all of which made the experience of the surfer more productive.

Search engines are given only one chance by web surfers to prove their technology's capabilities; either they make it or they break it … it's as simple as that. People will accept, and indeed, demand newer and more advanced technologies. To take but one example, people switched from black and white TVs to colored ones regardless of the TV brand name. The same holds true for the Search Engines industry. In the famous Stanford university lecture (mid 1990s), Google proved its potential technological advantage by comparing its search results to AltaVista, the "prominent" search engine at the time. It did so by **high** ranking "**Hertz Company"** as a result of a "**car rental"** search query, while the "**well established" AltaVista** gave a very modest **dictionary simulated - based** results. Google's two team members named their solution - formula "The Pagerank", which they offered to sell to AltaVista for a mere **$200,000** … AltaVista declined and the rest is history.

Taking everything into account, Google's technology should have advanced and prospered in the last **15 years**. However, since 1998 till the present time the main theme is still the same. AI "Semantically powered" search technologies which implement autonomous knowledge acquisition and enhancement are still in its experimental stages, including very promising applications like QA (Question Answering), multifaceted/ multistage power searching … etc.

Our technology is not intended to be a clone of Google, in any shape or form.

To the contrary; we are simply stating that the "**traditional**" search engines have many flaws. Despite their massive hardware capabilities which gives them confidence due to their capacity for speed and number of results, web surfers **waste** precious time **analyzing** web pages which do not match their **query spirit**, and/or miss better results due to lack of web surfing **techniques** or suitable **linguistic background.** We provide the solution to this setback through our Intelligent – Interactive Search Engine, GASET, with its semi – automated task handling options so as to save time and effort.

## Business Concept

GETCA Inc**.** has produced a superior product that fills a gap in the advance web searching (GASET). We have concluded the tough task of creating **a pilot (downscaled)** copy of our project which could **simulate and apply** the majority of Search Engines**'** main technologies, and setting a test platform capable of handling the upcoming implementations and upgrading of our project's AI powered technologies. Please take note that the current **Pilot** status of our GASET project is **more advanced** technologically and functionally than its nearest competitor.

GETCA Inc**.** will focus on innovative product development, as well as improvements and upgrades to the current ones. Development of additional web based systems to fill other web surfing needs will be based on the outcome of our market research analysis. GETCA Inc**.** is also looking into and staying on top of new web based technologies which are emerging continuously**.** (Please visit our project's enhancements).

## Current Situation

The developers and visionaries at GETCA Inc**.** have been working on the product since **April 2005**. The first 10 months included research into the standard and specialized search engines market. The information gathered from that research laid the foundation for the key features of GASET's product development which began in May 2006 and went into beta testing in March 2008. **The reviews and feedback** from beta testing have indicated an excellent acceptance level for the project as well as the product.

Web service specialists in the fields of search engines favorably commended our project and are anticipating positive feedback from day to day web surfers. The funding being sought is for the purpose of getting the project and the product finalized, fully tested and uploaded into suitable web server frameworks.

## Objectives

1. To see a positive ROI by December 2013.

2. To hold 10% of the standard and specialized search engines market by December of 2015.

## Company - Vision - Founders

GETCA Inc**.** is a dynamic company that was built on humble beginnings in 1991 and has grown to a $1.1 million company with $1.7 million revenue forecasted for 2012. This is all the more impressive considering that all was done with investments from the owners without outside capital.

Our company develops customized search engine add-on tools (plug-ins), B2B tools and business know-how together in a software product including software and documentation with web based versions. It also develops customizable search engine solutions and business searching techniques accessible to regular day to day web searchers and B2B business users who would otherwise not have the knowledge to use them. We could sell our current version of the project commercially since **there is no** desktop application in the same category that comes close to our level of distinctiveness. We realized, however, that the outcome will be **financially irrelevant** in comparison to our strategic goals of uploading our project online.

## Mission

GETCA Inc**.** has spent 48 months utilizing the expertise of eight, well experienced, software engineers in developing solutions for the complex problems faced during web information retrieval. GETCA Inc**.** research and development staff was/is focused on improving and **upgrading** the functionality of ordinary search engines such as Google ™.

It is important to keep in mind that the differences between all the available commercial search engines like Google ™, Yahoo ™, AltaVista ™… etc are practically none existent. They all share the same web surfing methods (key word based search) with good to moderate accuracy rate depending on the **user's knowledge** of the searched **subject** and the **query linguistic** structure he/she uses.

The **lack of** pioneering web surfing support know-how such as semantically, contextually and linguistically motivated technologies, renders them without a distinguishing edge. Our project posses a unique interactive capability, enabling it to engage the user in a productive and intelligent dialogue aimed at minimizing incorrect results and enhancing his/her web search knowledge foundation.

Even search engines that claim some NLP capabilities such as Ask.com, will limit results to special semantically structured form, which will necessitate inflexible answer format, ignoring **contextual - conceptual** relations. To verify the quality of our search engine, we invite you to study the attached documents. (A consultation from your search engines **expert** is highly advisable).

## Company's Ownership

GETCA Inc. is a subchapter establishment owned entirely by its founders Gharbiyeh**,** Wael and Gharbeyah**,** Weam. It is currently in the **last stages** of transferring its operations and assets to Toronto **Canada** "**or another internationally recognized business centers"** to gain better exposure, higher technical support, better financial resources and logistical support.

## Company's History

GETCA Inc. was founded in Amman, Jordan by its Canadian owners in 1991. The company's initial focus was in the field of consultancy and supporting customized software products. It kept a very conservative stance on products, advertising with very slim budgets. Growth depended mainly on published reviews and goodwill, governmental contracts and B2B solution wholesale**.** It established solid commercial and technical contacts throughout Europe, the Middle East and North America. Taking advantage of the extensive experience of the development team, GETCA Inc.'s main concentration was on development activities in the fields of **NLP, AI, and other Web related high-tech areas.**

## Company Locations and Facilities

The company's software development division is temporarily located in Amman, Jordan with representative in UAE, Egypt, and Germany. The marketing campaign is handled jointly with our **Canadian** based operation**.** We will **fully transfer** our company's assets to its new location by the beginning of June 2012.

## Strategy

Our system will be built in such a way as to make it possible for our strategic steering committee to easily and efficiently handle sudden changes in the market and adapt to the fast development of the web surfing technologies. Our PR and marketing campaigns will be very aggressive with a focus on finding a strategic position for our project in the major search engines community. We will aggressively seek strategic alliances with compatible technologies and firms. Our technology will be verified and updated regularly to meet emerging challenges.

## GASET's Main Functions

GASET's search engine has four main unique functions not available in other common or specialized search engines. It's AI motivated special capabilities make it possible to outrank any similar technology available commercially. We hope that the following **summary** will give your organization a clear and informative understanding of our project's features. We think that a critical look by search engine experts and consultants will assist you in anticipating our project's real value.

### ■ Power Search

The main idea behind Power Search is to assist the web surfer by anticipating **multi level web searching tasks**. This will be done by using the web as a base for our self modified and customizable re-learner agent. Its **auto query adjustments and multistage searching** and its **re-defined/re-adjusted** web repository, will lead to the adaptation of conceptual base construction by re-implementing its newly acquired conceptual/contextual knowledge foundation. Such technology is in place to assist in determining the web pages identities, **semantic and perception relations** with other web pages/ sites in a way that take into account interchangeable compatibility in regard to serving web surfer's needs to have **complex searching process**, compatible with the density levels of his query.

Our innovation will enable our system to understand a query, such as "car manufacturing", **as a task which needs to be achieved.** It will then find resources, solutions, technologies … etc, related to the specific query and organize it in one block of information along with other related links despite its initial location on the web. Its profound dependency on **self-directed multitasks** handling functions, advance interactive interface, its relay on rigid and dynamic formulas that autonomously double check its own mechanism and results for accuracy, guarantee that the web surfer will deal with a friendly system that will save him/her time and provide the most comprehensive, multifaceted results.

### ■ Topic Search

Will be used by web surfers to locate web pages with topics which match his/her query. We use a pioneering method to decipher **web page framework (**either in **parts** or as a whole) **and concept**. It will also check multiple facets of the page in regard to its relevance to already stored, analyzed and confirmed **concept containers** that our system uses for evaluation, ranking and re-modifying our web repositories. If, for example, the topic search was "car manufacturing", the match will be semantically**/ syntactically correlated** with **sentences and words** such as, machinery, raw material, tools, sales, testing ... etc **in a harmonized linguistic form. Unlike the practice followed by the entire main search engines,** the results and pages containing the matches will be more related to the topic than the calculating of the number of times the query words "car" and "Manufacturing" repeat on the web pages regardless of its semantic relation.

We used complicated logarithmic technology to enable our system to constantly **self modify and configure its own rules and ranking factors** in an attempt to keep the unique linguistic forms, dialogue types and cultural lingo differences in prospect. Such procedures will enable the project to be updated autonomously.

### ■ QA (Question Answering)

Considered by our staff to be the project's "Gem". This section of our project is capable of analyzing (based on a strong dynamic and specialized linguistic knowledge base) the user's complex and multi-facets question and then **locating, generating and customizing** the proper answers. Such technology employs hand crafted and web extracted **linguistic rules and patterns** which are capable of virtually realizing the **question concept** and its contextual relations to other parts of its linguistic block. It will then **find or customize** a sentence or a paragraph which meets the answer criteria in a logical manner (**optional corresponding thesaurus, expected forms of answers… etc**).

This task will be done by anticipating the searcher's question category based on **foreseeing related questions – answers** results compiled from our "QA" dynamic and specialized knowledge database. This is done by engaging the user in some sort of a dialogue which is extremely helpful in narrowing the received results (such technology will be employed upon the **full integration of the needed web resources** into our system – a huge hardware dependency task which we don't possess as of yet).

## Multimedia Search

The future of web surfing will be determined by the user's need for strong analytical application capable of tagging **and grouping** massive amounts of multimedia resources that use the internet as a storage facility. Our **ranking** technique will be the other decisive factor. It will be based on the **concept** from its **associated information (not only titles and other html tags).** Information in the form of critiques and opinions (without the downloadable file) available on other locations, and conceptually **related to the query subject,** will be used for enhancing and classifying the similar downloadable files.

Our **multi-faceted NLP parser** will set the stage for the needed item classifications, which will be used to search specialized multimedia web resources such as **photos, books, papers, videos, audios, software … etc.** coupled with an advance in customized matching technology using conceptual, contextual and efficient methods. In contrary to other methods**,** we regard the web resources **as ours to use** without a need to re-categorize and re-restore it in specialized web sites (such as: Google™ video, YouTube ... etc). We have succeeded in creating special techniques which we use **to tag and filter such multimedia sources in its original location.**

## Search Results Page

Improvements to the regular search engine results page were introduced in order to give the searcher an option to choose between receiving our version of the result page **snippets** or:

1. Related page **Keywords** list (most important related words).
2. Complete related **Paragraphs** (paragraphs matching the query concept).
3. **Downloads** (list downloadable parts, used with multimedia specialized search).

Our friendly "scroll down window", when used, will keep the search results page proportionate while giving searchers the ability to view page concept **without the need to open** the actual web pages. In the near future our system user will be able to view related parts of matching web pages without the need to leave our GASET result page. Our UBO technique "**User Behavior - results analyzing –Observation**" will save more time by identifying web surfer's results page analyzing patterns and his/her subjects of interests.

## GASET AI inspired B2C Platform

As mentioned in GASET project's profile document, such technology will be used to launch an intelligent B2C platform which will be a part of the GASET initiative (similar to Google Froogle system). Some of GBSET business oriented technologies will be adapted and modified to meet the consumer's needs. B2B virtual dealing, E-Negotiating and business tasks handling, with its payments and security related issues will be modified to meet such challenges. This application has great potential with the GASET search tools (QA, Power Search …. etc) playing a decisive role in its success. Interactive technology will assist business owners in their marketing campaigns since it provides customers with hassle free services. Revenue generating method will be taken into consideration as a part of GASET complete financial profile.

## Samples of other services

The tools used are superior to other similar tools employed by standard search engines due to the application of special web searching techniques that are based on conceptually, semantically and contextually analyzing factors**.** (Details available upon request):

- GDM Concept Suggestion: will find directories based results conceptually matching user query
- Similar Page: will locate pages similar to the ones the user found to be matching the original query
- Search within Results: by enhancing user query to locate similar web pages to the one he/she favored
- Local Search: will search within the user's desired geographical locations

# Technology

GASET has a number of strengths that distinguish it from the rest, one of which is its intelligent interactive ability to engage the users in an effective way by using complex logarithms. Through this method, the web surfer's search is directed by his/her level of intellectuality and commitment rather than his/her level of complexity, online time availability, and other web surfing decision taking habits. Our system doesn't claim it will think for the user. Instead, our system broadens and directs the query's search frontier in a smooth and intelligent way. This method takes care of language ambiguity, topic familiarity, concepts and time consuming multifaceted tasks.

GASET project tends to find and analyze **broad-spectrum types of data** to be examined by the common web surfer. Its implementation of interactive agent technology such as "Power Search" aims to enhance and interconnect the user's **knowledge extracting experience** with the system's sensible use of its own versatile knowledge basses. This is done mainly by targeting **suggestion related concepts** to the original query by dealing with short term autonomous evaluation, linking and use of data such as the "QA function". We will strive to give your firm a **broad description** of our projects features and prospects. We would appreciate a comprehensive and/or comparative study of our project profile (please visit our website).
Major search engine approach of destroying web page concept and context by applying stop words eliminating technique while ignoring lingo relations/aspects … etc, and by lacking dynamic semantic enhancing of web pages results in poor "keywords based" search solutions that is incapable of supporting complex web surfing technologies. The interactive aspect of the future web application will need different (IR) theories.

## GASET's Technology Outline

 Enhancement of our indexed web repository, with the needed linguistically harmonized terms in various combinations, was through a highly integrated expert system. The results were then re-ranked according to their web conceptual matching and linguistic credibility using the developed NLP techniques and parameters.

 Filtering and indexing the received web pages to determine its concept by analyzing the adjourned set of terms, page concept, Unified Blocks of Information (**UBI**) and implementing the **Re-learning** process and techniques to compare generated concepts.

 The current ranking factors employed by major search engines lean more toward **the commercial aspects** rather than the **old** (pre 1993) **"**Dictionary simulated" ones (also unimpressive technique). Ranking is best determined by applying **rigorous multifaceted analyzing techniques** that take into consideration relations between the user query and our specially analyzed, enhanced, dynamic and taxonomies web based repositories. Concepts are **evolving objects** of knowledge perceived and understood differently by different people depending on **culture, level of education, gender, age, etc**. Having this in mind and to be able to meet the standards set by our project's tools, we relied on unprecedented techniques in relation to web related technical matters like indexing, clustering, syntax verifying… etc.

 Pagerank and other ranking methods used by standard search engines are skillful when seeking a simple request**.** However, this method will come short when a more complicated and multifaceted queries request is asked. Examples include: requiring more than the average "which link belongs to whom", bolded words or the titles of the article ranking methods. The standard search engines' pitfalls are well known. Web surfers switched from **AltaVista ™** to **Google ™** when they saw the difference (which **wasn't revolutionary by any mean),** they will switch again if they see a breakthrough in web searching methods. Our technology offers the base for such technology.

 The non official **100 + ranking factors** used by main search engines such as Google ™ to determine results weight, the **most** single important part of the search engines mythology, were **studied and tested** extensively by our project strategic steering committee. Even though some of its main points, such as page rank, html tags, title … etc where important (similar ones where applied by us), we still think it wasn't ambitious enough to match our goals.

 Web surfers tend to use as minim query words as possible (45 % of the time one query word will be chosen). Suggestions of **query replacements** or adding extra terms to their original query will be used as a result of the categorization and narrowing feature whereby suggested queries will represent similar web pages which will be of great help to their web surfing task. In addition, a continuously modified list of suggestions, depending on the user choices and actions, will be similar to **semi analyzing** numerous expected results. This will also help to enhance, expand or minimize the query's selection strategy which is especially helpful for vague topics that need special semantic knowledge.

A system that could "**learn**" from the web and **modify its own repository** accordingly is needed. Such a system will acquire knowledge in the form of conceptual chunks by taking the following into account:

1. **Verifiable** (by comparing the information to other stored, confirmed or uncertain concepts strings)

2. **Enhanced** (by making its semantic – contextual blocks design auto upgradeable)

3. **Linkable** (with compatible and diverse forms of relations: coordinate, derivative … etc)

4. **Evolvable** (used as a base for suggested evolving concept, context and knowledge)

5. **Customizable** (to different types of applications' labeling: QA, Power Search … etc)

6. **Flexible** (multiple forms and knowledge dimensions depending on user's partial/total need)

## G.A.S.E.T Compared to Other Web Search Technologies

 To determine the scope of our project, one needs to navigate through main search engines' latest product and development pages such as "Google laps", a part of Google's official web site where recently developed technologies are demonstrated, and be able to compare it to our project. Some of Google's products (lap graduate or beta version) are notable, especially the handling of massive tasks, which though require **huge** hardware facilities, employ **moderate web based search technologies**. Examples that come to mind are "Google Video", "Images" as well as other such like devices. Nevertheless, other products such as "Google ™ Reader", "Suggest" and "Notebook", as far as innovative technologies are concerned, are mere **gadgets**. Their inadequacy was a great disappointment and failed to meet needs of dedicated web surfers who will shape the future of search engines.

 Other search engines like MSN thrive on buying third party technologies and integrate them into its own system (for example: Powerset was integrated for more than $100 million). We have tested this system, using Wikipedia as a testing base, and discovered its less than average results were disappointing, especially when taking into consideration its hefty $42 million development cost. To gain a better understanding of our project, we are using Wikipedia, and other similar Encyclopedia / dictionaries like repositories, as a base for our internal knowledge analyzing structure.

 Furthermore, an examination of open source projects (beta stage), which could be found at web sites like **sourceforge.com** and similar projects hosting services/websites, will make it apparent that our technology is **superior** in its category (web search, NLP, QA). We have the web's largest code repositories with the latest technologies. The technologies which are still in the **theoretical stage** (papers, dissertations … etc), though are impressive in comparison to the ones which have reached the beta stage, nevertheless are far from reaching the level we have accomplished. While they are at the "ideas" stage we are at the functional applications stage.

## Milestones

 The technology we recently implemented exceeds **the highest standards available commercially.** Reliance on search engines like Google, because of our limited hardware capabilities, has constrained our abilities. We were forced to make use of its key word indexing resources instead of using conceptual indexing of the web repositories, as we should be doing, and thus **slowing** our system processing capabilities (traditional metasearching problem) and limiting the full use of our technologies. The solution for us will be to **harvest** the web and analyze-accumulate the results in accordance with our equations and parameters. The resulting **multifaceted** repositories will be used to retrieve outcomes, match complex queries and have the ability to respond to sophisticated tasks (QA, Power Search … etc).

 To verify the quality of our technology, our experienced development team insisted on testing all of the regular and specialized search engines to their max. We are confident, based on our extensive research, that major technologies linked to advance web search know-how, such as **NLP** (Natural Language Processing), **QA** (Question Answering), our technologies on both fronts, are far more superior to other commercially or academically available products. This conclusion was reached while keeping in mind that the know-how is unstable, and that more advancement is expected in the near future. Yet this is a journey we cannot afford to miss … the search engines are here to stay.

 To accomplish such task we literally had to revise **hundreds** of project related documents, analyze a variety of techniques and technologies, as well as validate-execute (for comparison purposes) numerous applications and **source codes** (from sourceforge and other similar web sites).

 We are in the process of developing a technology that is capable of **interacting with web surfers** in a responsive and intelligent manner giving them pinpoint results and saving them time. Existing search engines offer results in the millions in 0.00001 millisecond (though only few hundred are allowed to be opened). This, however, is inadequate considering that much time is spent and wasted on viewing a large number of unrelated results.

 Even though we have reached stage one in our project, full web implementations will take another year. This doesn't undermine the fact that our system formation, frontier and credibility were thoroughly tested. Our "close circle" beta testing proved that all is needed is to configure our formulas in order to demonstrate our strategic technical targets. If, for example, we took into consideration that we will start the concept – context barrel extraction of the web by comparing its knowledge blocks to our

enhanced, dynamic, multifaceted and modified datasets (14+ Giga) which contain Wikipedia, Admoz and other similar encyclopedias, then we will utilize the extracted data paradigm as a base to be used by our search types.

 We have verified all the potential problems facing the intelligent information retrieval and worked on finding solutions that took into consideration the complexity and diversity of the web in a way no other company has been successful in achieving. We have documented our project on paper, which is being used as a guideline in explaining its potentials. The paper has been registered with the Canadian patent authority **(international patenting is in process)**; it was modified in a major way since then.

 Since our project deals with concepts we will be able to minimize time spent by the web surfer scrolling through the results page (standard search engines conception) by giving him/her narrower choices and eliminating unrelated results from **early in the web surfing process**. For example if somebody chooses Jordan as a query, we will ask if he/she mean the country, the river, the basketball player … etc. If the country was chosen, the search will be **narrowed down more** by suggesting words that will group his/her results in a way that will be possible for our system to concentrate on specific field. Such task will be impossible without the accurate **parsing of the web repositories** which take into consideration semantic, contextual and other forms of dynamic relations.

 Our next stage will be full implementation of our self learner equations, with its autonomous concept – context extracting, analyzing, comparing, enhancing and utilizing. This will be our ultimate challenge. A full documentation of our technology is available in our project dedicated website: www.gaset-gbset.com. This part of the business plan is meant only as a general and none technical description of the major aspects of our technologies. We hope that your experts will have the time to review it thoroughly.

## Technical Strategic Goals and Planned Course of Action

 In the near future we will implement our new technology of engaging web searchers, through specially modified and **intelligent interface**, so as to minimize the possibilities of incorrect results. Such techniques will depend heavily on our current base of NLP and G (Natural Language Processing and Generating) technologies. It will be linguistically and logically motivated, **taking less time and efforts** than the current results analyzing methods done by typical search engines users.

 Our technology will also include a smart Suggestion Tool that is superior to the current method used by ordinary search engines (for example: Google ™'s "**did you mean?**" Or the "**Refine Results for**" shown on the results page). Such techniques will be based on compatible knowledge extracted from web repositories and will be sensitive to the searcher's query from a conceptual-contextual viewpoint.

 Since our system views the web resources as a **whole unit** through its unique advanced analyzing and interconnectivity processing know-how, it will be able to present interesting material **matching** the web surfer criterion, **regardless of its spot** on the web page in an intelligent and responsive manner.

## Memos:

GASET's speed, search results quality and several of its foremost functions where downscaled due to present **insufficient** hardware capabilities, and Google™ currently imposed ranking system, which is currently used as a source of web pages (as GASET- G ). This eventually limited the full expansion of the system's capabilities. Uploading projects on **more suitable servers**, with its own dedicated web repositories, should eventually take care of this problem.

# Marketing

## Market Analysis

Financing another search engine might be a hard task, after all, who needs another search engine one, might say. Our own market research, along with search engine user's feedback, has led us to the conclusion that web surfers are demanding stable and advanced search engines which are capable of answering questions, finding topics closely related to the essence of their query, having powerful multimedia search tools and are capable to handling autonomously complex and multitasked searching procedures as well as to having a friendly interactive interface.

Taking into account the fact that marketing of search engines is mainly through the **actual presence** of the system on the web, we have to then accept the fact that web surfers will give our system **one chance** to either make it or doom it as a dreadful web site. For that reason, we do not intend to go online without being sure we will be considered as a **reliable** search engine. Based on the previous mentioned reality, we developed our **marketing method** to be a mix between the **traditional and the innovative** methods.

During the GASET research phase, preliminary focus groups as well as surveys about search engines business related issues were conducted. Findings indicated a **significant need** for new, further advanced web searching tools and techniques. Our technology was seen as "extremely beneficial" by 87% of those surveyed. Experts in the fields of SEO where especially interested in the method we will employ to determine users query **related advertisements.** There was a general consensus that semantically based web searching will be **difficult to manipulate** by spammers, and that our auto-modified page analyzing system will be hard to deceive.

A point of significance to us was the knowledge that most people surveyed expressed an interest in our search engine and will start to migrate to our system if we could match main stream search engines speed and capacity (hardware platforms related matters). A majority agreed that our system is a **major change to the current web searching methods and philosophies** and that it is not another pretty web gadget which imitate or clone Google. To arrive at the number of potential users of our GASET section of the project, we first researched web surfers who use standard search engines and compared total percentage of satisfied users to the percentage of the people who found our system's main functions **superior** to the ones they used on a regular basis. The main points of interest to them were the QA and Power Search functions which, in their opinion, outranked any similar experimental technologies "semantically motivated based search engines" they tested.

Search engines businesses are booming. Still, there is **no standard market practice** to be used or imitated. People will use the search engine if it is proven to be useful to them. Speed, which is related to hardware capacity (**number of users**), and **accuracy** (**debatable issue**) are the main factors influencing current search engines market. Yet if people had the choice, which they presently don't, they will opt to use more powerful technologies similar to our linguistically related QA and Topic search. They will decide on a technology similar to our web contextually and multitasking based Power or Multimedia search tools.

## Market Opportunities

- New technologies, such as Natural Language Processing (NLP), Advance Web Page Ranking, Experts Systems, Question Answering (QA) technique and Multidimensional Resources Analyzing by autonomous agents is going to set the near future general purpose search engines and online B2B services, enabling it to save time otherwise wasted on analyzing the unrelated results they frequently received.

- GETCA Inc**.** is participating in a $40.8 billion market, which will have a 40% growth rate in the next three years. We will be targeting regular **search engine users**, with hundreds of millions of potential customers. The major trend in the market is toward advanced developments in **agent's based technologies**. The market has been fuelled by the recent Internet boom. While the US market has seen 35% growth for the last 3 years, it is estimated that the international market will grow by 80%.

-Aggressive marketing campaigns will be handled by our marketing department staff and a Canadian leading specialized SE marketing firm. A mix of **direct and indirect** promotions strategies will be used. Concentration will be placed on controlling a solid market share at the beginning of the campaign based on our project innovative features and the quantity of benefits it provides its clients.

- Our marketing methods will include providing our clients with ad/marketing services **fee concession** (without ranking manipulation) in order to publicize our project potentials on their platforms. The procedure will be **handled autonomously** through our revenue generating mechanism. We will also set our own PR campaigns focusing on web surfing specialized forums, online associations and web related media critics. Since we are **sure** about our **technology's superiority**, we will concentrate on contacting **critics and specialists** to obtain their opinion. Such a method is considered to be one of our marketing department specialties.

## Competition

Unlike the huge **Standard Search Engine** that is divided between giants such as **Yahoo ™, Google ™** … etc and which we hope to gradually infiltrate, our competition is limited to **emerging search engines** that focus on developing advanced searching techniques. Our research indicates that web surfers are **willing to migrate** to new systems which give them **more advanced tools** and who tend to be stable.

New search engines, such as "Alltheweb.com" which promoted itself as the latest innovation though it was no more than just **another Google ™ clone**, prove that none of the main search engines, **new or old,** posses the diversity of advanced web surfing tools we employ. Nonetheless, its presence in the market since the early nineties, such as the case with **AltaVista™**, brought it a solid base of users who are willing to give other solutions a try. The mistake Yahoo ™ made in 1998 by linking to Google ™ and other search engines to its own cost them dearly. **Web surfers switched when they saw the difference** between both search engines.

Other web surfing solutions consist of **Web Directories** (Yahoo, Admoz … etc) that are limited in their coverage and work like the old phone books, making them time consuming and outdated.

Other competitors are the so called **Specialized "Search Engines"** whose main dealing is with multimedia formats such as video, audio … etc or specialized trade sectors such as business, art, porn … etc, are some sort of a **downscale copy** of major search engines without any advance search assisting tools. Still, people use it as a familiar platform serving their unique interests.

| **COMPETITOR** | **Speed** | **Accuracy** | **Support tools** | **Stability** |
|---|---|---|---|---|
| **Standard Search Engines :**<br>Google.com, yahoo.com … etc | Bending<br>Search<br>Complexity | Bending<br>Complexity | Very Limited | Stable |
| **Web Directories :**<br>Yahoo directory, Admoz.com … etc | High | Low | None | Stable |
| **Specialized Search Engines / Directories** :<br>Youtube.com, Amazon.com ... etc | High | Varies | None | Varies |
| **G.A.S.E.T** | Bending<br>Hardware | High /<br>Variety | Yes<br>Variety | Beta |

- Keyword searching with limited capabilities
- Too specialized search engines usually deal with multimedia formats or business.
- Directories take time to navigate and give limited coverage

**Important:** Please note that the reference made is in regards to the **established commercial products**. It is also worth mentioning that projects similar to ours (open source or academically based), are less advanced and lack the complex features and maturity level of our projects.

## Market Segmentation

GETCA Inc**.** is taking a three-phase approach to market segmentation. The first is to target the less than 10 million clicks a day general search engines and online motivated services**.** Once these markets have been penetrated, GETCA Inc. **will move on** to the second phase which is the 30 million clicks a day stage**.** Following that, based on its previous performance, GETCA Inc**.** will move into the main league search engines arena. This approach will allow it to **expand, decrease or shift** resources based on results received from the marketing steering group. Such approach will be the financial safe net.

## Strengths

1. Innovative and **Tested** web surfing techniques based on the latest AI developments.
2. Dynamic functions with auto modified and multifaceted internal operations.
3. Current needs by the web surfing community for such technologies.

## Weaknesses

1. Tough market with unstable standards and boarders.
2. Some of the users are reluctant to try innovative solutions.
3. Old “and bad” financing publicity (the internet bubble issue)

## Growth Potential

Using the growth of the industries and its employment force (standard and specialized search engines) as an indicator of future expansion of this sort of market, it is apparent that companies similar to us with reliable technologies will be in great position to grow by the fold. Our company has a great potential for growth as long as it has the ability to be stable until it reached a stage in which it is considered a serious contender to currently available competitive platforms, with the ability to handle **massive upsurge** in users numbers. Numerous studies, surveys and statistics confirming such facts are available upon request.

## Target Audience

 Users of general purpose and specialized search engines who seek comprehensive, stable and intelligent web surfing support tools (around 68% of the total users of standard search engines users).

 Gender: 60% male, 40% female. (Education: 20% have college or graduate degrees.)

 Age: 40% are between the ages of 41-50 years of age and 30% are between the ages of 31-40 years of age.

## Key Facts

 70% of the revenue generating market is controlled by **small to medium** size firms.

 Google Inc**.**, which is currently valued at around $170 billion, started with $25 million “first round” financing in the late 90s. Its revenue generating, however, is very modest (in the region of 5% -7 % in 2007). Yet**,** people tend to keep investing in search engines and other web based projects for their anticipated financial value. In the nineties AltaVista was considered to be the top search engine with Google founders looking forward to selling their system to them. This, in itself, is a proof that the future is reserved for the dynamic and progressive web search platforms.

 In addition to the fact that the major search engine depend on few sources for raw data and share identical ranking techniques, they also have in common similar pitfalls such as limited result page features and almost identical search features (pictures, video … etc).

 No search engine, including Ask.com, has been successful in providing its users with solid QA system. Major search engines interactive features are almost nonexistent.

 We will use the web pages components to build new dynamic results pages which meet the web surfer customized query. This is similar in idea to the current results page of standard search engines with more comprehensive info and vibrant tools.

 This will revolutionize the way people look at and use the web by staying at the same webpage and thus saving time and efforts. These tools will also use its linguistic- conceptual processing capabilities to **customize such results page** to meet the web surfer search patterns (User customizable ranking of results such as location, freshness … etc).

We invite you to visit part # 2 of our business plan for related diagrams.

# Strategies

## Marketing Strategies

 Our technology needs to publicize and to inform the online community of our AI Powered SEO principles. Emphasizing our technologically advanced ranking methods will enable us to have a bigger market share.

 Our system will be capable of analyzing user's decision making tendency and online behavior. Such trends and factors will help us not only in the technical front (ranking, knowledge base enhancement … etc) but also in the development of our clients marketing support tools. This will be critical to our project since it will give us an edge over our competitors.

 We will affix our revenue generating system to our marketing strategy. Our project is designed to accept autonomously marketing benefits in exchange for lower fees.

 Our system will be sensitive to locality related factors. To lower clients marketing campaigns ambiguity, our technology will be used to determine marketing related aspects such as needs, prices, familiarity … etc.

 People tend to appreciate systems with minimum amount of obstacles, one that interacts with them based on their knowledge level (in general and in special query subjects). Our system will have the capability to autonomously recognize such problems and will be able to act upon them through its intelligent interactive - analyzing interface.

## Revenue

Our project is web based with no products to sell. Keeping that in mind, we will depend on fairly new methods to gain profit such as **specialized ads** that are associated with search term queries, on our own version of **online profit sharing** approach and/or general purposes online ads. We designed an aggressive and autonomous revenue generating system which aims to build a plan that collaborates between our company and potential clients. This is done by assuring the clients that we are here to stay and that all means available will be used to work together so as to accomplish mutual financial strategic targets.

## Promotion

Initial promotion of GETCA Inc**.** to the web surfing community and online B2B markets will be through several venues**.** Some of which are:

 Special search engines conferences, sponsorships and demonstrations

 Email and web promotional focused campaigns

Those efforts will be supplemented with the development of the company's web site, development of supporting print and electronic literature as well as multi-media presentations. GETCA Inc**.** will be promoted heavily at search engines related conferences in an attempt to build product awareness in the overall web surfing community. Focus will be paid to industry key persons, critics and technology experts. Email and web campaigns supported with directed telemarketing campaign will also begin on July 2011 with email announcements sent out to those connected in the search engines community notifying them of the special GETCA Inc**.** advanced technical development. A link to the GETCA Inc**.** web site will be included which will contain a Flash show of the GETCA Inc**.**'s concepts "Search Engine With intelligence" and "Toward Full Automation of B2B".

## Positioning

Our strategy is to build a strong loyalty within the web surfing community with intelligent market tools before moving on to the standard search engines and online markets. The project will be promoted as the most technologically advanced on the market. The use of NLP, QA and Web Autonomous Agents technologies will be the key to achieving this image.

## Sales Strategies

Our sales strategy is similar to the ones used by major search engines. It is oriented toward the idea of online autonomous sales tasks conducting. Our pioneering technique will be to associate conceptual identity of user query, as opposed to query words, to the conceptual targets of the advertising company's products and services.

We will apply our technology and technique to our query-concept advertising technology. Though such services will come at a higher cost than the average, the accurate results achieved will be very profitable for our clients. This will become evident by the following example. If a client chooses query-concept like "German car" to be associated with his advertisement we will include blocks of information **conceptually related** to Mercedes or BMW. We will also associate it with query concepts such as sport cars, car shows … etc. Still more, the web surfer's search patterns, query complexity, chosen search tool (when using our QA to ask for German cars prices) and other related aspects will be associated with the advertisement.

By default our technology **eliminates spamming activities** and hence, produce more targeted results which are more commercially beneficial to our system's advertising companies and users in general. Such technology will save users the time by providing them with promotional campaigns which target their specific needs and suite their marketing strategy and budget. Such method consists of:

- **Collaborative advertising** whereby two or more companies join in one or more query

- **Concept related advertisement** and evolving advertisements whereby one query, or concept, will lead to multiple stages of advertisements.

- **Shared cost advertisements** whereby our system will accept an agreed upon profit sharing, such as financial return or ads substitution arranged**,** with established firms who wish to join us in our strategic goal of international exposure.

- **Interactive ads,** whereby companies could benefit from our experimental online dialogue technology by acquiring client's needs without affecting the system's **results integrity**.

We will adhere to the concept of strictly separating web results received after rigorous calculations of our formulas and equations from the actual advertising links. The advertisers will also benefit from our optional enhancing advertising campaigns in that it will determine web users query relations to targeted**,** advertised products and services from an **ontological point of view.** This will help in the joint advertising campaigns in which two or more advertisers share the costs and benefits of one advertisement, with the possibility of reducing or increasing charges by attaching it to variety of factors such as the association level between user query and the advertisement concept and location.

**Example:** A query word such as "luxury cars" will lead to advertisements for companies similar to Rolls-Royce. Such a company will be given 100% relation rank. Companies that manufacture luxury car add-ons like custom made wheels; companies which supervise antique racing cars will have lower relations.

We will provide our GASET clients with marketing information guidance and services to help them in constructing solid and reliable marketing strategy. Such information will include:

- Web surfers interest in the client's products and services during the same search session.
- Client's products and services relation to other commercial activities
- Number of web surfers who actually opened their link
- Web surfer's profile as a possible private or business customer for the client (IP generated statistics).
- Geographical factors which influence client's products and services profiles.

## Strategic Alliances

GETCA Inc. has strategically aligned itself with various global marketing firms and web technologies research institutes. Current negotiating is on its way to associate the two parts of our project**,** GASET and GBSET**,** with commercial entities that meet specific technical and financial background.

## Implementation Schedule and Milestones:

Please visit the slides available in part 2 of our business plan**.**

**Please visit part 2 of our business plan for related diagrams.**

# Management Structure

- **Important Note:** Enhanced Management's Profile ( Dubai based operation) is Published Separately.

The management team for GETCA Inc**.** is made of a diverse group of professionals with strong technological, marketing, financial and operational skills. Our primary criteria when filling these executive positions was to seek professionals with extraordinary past achievements. Full credentials, including more details on the educational backgrounds and vast work experiences of the staff in the management and software engineering departments will be available upon request**.**

- Toronto, Canada -Head Office:

**Mr. Gharbiyeh, Wael - CEO**, **Ms Farah, S - PR VP and Mr. Gharbiyeh, Eyad - TECH VP** will use their combined highly technical, international marketing and financial analysis experience in promoting the firm's products and arrange for the needed technical support, especially when we reach the final migrating stages of our firm's technical and commercial assets to Canada. The Toronto office is currently looking for experienced software engineers to handle the expected momentous technical tasks and to also handle the rigid task of maintaining the vast networks of consultants in accordance with GETCA Inc.'s main guidelines.

**W. Gharbiyeh** *brings* more than 15 years of marketing and executive management expertise in growing businesses at leading companies. He joined GETCA Inc. as Vice President of Finance in September 2006. He has established the financial systems and manages the company's finances. He has a diverse financial background, with experience at both start-up and large corporations. He graduated from Southern Illinois University at Carbondale with a degree in Accounting.

**Ms. Farah** is responsible for creating new strategic partnerships and for creating brand awareness of our projects. She spearheaded the development of the cash management and capital infrastructure, and streamlined the financial planning process which led to significant improvements in the internal architecture.

**E. Gharbiyeh** will handle the smooth migrating of our project's assets to our new location in Canada; his vast technical experience will assist him in coordinating the required tasks.

- Amman, Jordan –Development and Research Division

**Mr. Gharbeyah, Weam** - COO, **Mr. Awad, Adel** - PR Manager, **Mr. Saeed, Amer** - Marketing Manager is seasoned managers who are capable of executing on their ambitious strategies.

**W. Gharbeyah** has 19 years of software analyzing and web marketing experience from previous work positions. In 1991 he founded GETCA Inc**.,** a software development organization**.** Mr. Gharbeyah continues to be responsible for its consistent growth

**A. Saeed** will be needed to grow the company in the international market. He has enormous experiences in the European software product market and has held a variety of sales and marketing management positions**.** His extensive experience as a financial consultant will be drawn upon. **Mr. Saeed** will use his previous experience of an entrepreneur strategy forecaster as a base for GETCA Inc.'s marketing strategy. He has a vast marketing and consulting experience working as an independent consultant. He joined our project as a manager in January 2006 with the main mission establishing GETCA Inc.'s leadership in the international market. Previously, he served in a variety of managing regional business development teams**.**

**Legal Department - Dr. Amjad Almajali** / Please contact: legal@gaset-gbset.com

**Media Consultant - Dr. Diaa Khriessat** / Please contact: media@gaset-gbset.com

**Egypt operation:**

Mr. Mohiy El Sayed and Mr. Mohammad Fakhredin

- **GETCA Inc.'s Strategic Committee (GSSC)**

We are very honored at GETCA Inc**.** to have the following distinguished AI related authorities, **supervising** our project's **next launching stage**. Their very impressive academically oriented background in intelligent systems related fields such as Smart Web Agents, the Semantically Powered/ Enhanced Search Engines, Autonomous Web Knowledge Utilizing methods, and the Innovative Web Based Chatbots - Interactive Platforms will eventually secure our project's superiority in the search engines market:

## Dr. Abu Shawar, Bayan

Dr. Abu Shawar Bayan is an internationally renowned authority in the NLP, Machine Learning and the AI enhanced Chatbots Fields, with a significant background in Computer Linguistics**.** Dr. Abu Shawar will oversee the smooth migration of our project into its next stage as an Intelligent and Interactive Search Engine**. S**uch steps will boost our project's standing in the highly technologically motivated search engines market.

**Thesis Topic: "**Natural Language Processing, Using A Corpus based approach to generalizing a Chatbots system".

## Dr. Aldiab, Motasem

With his research in the Distribution of Rules, Hypercuts Packet Classification Algorithms and the Adaptive Rules Cutting (ARC) Technologies, Dr. Aldiab will guide our Project**'**s system Software and Hardware Integrations/ Coordination's tasks, making our project more stable and fully integrated.

**Thesis Topic:** "Algorithms and Architectures for IP Packet Classification in Next Generation Networks"

## Dr. Ghnemat, Rawan

As a proficient expert in the Swarm Intelligence Algorithms - Applications, which is considered to be the "future" leap in AI, Dr. Ghnemat will take our project into new frontiers**.** Understanding the essence of Intelligence as an entity and comprehending its Inner Autonomous Cooperation Mechanism, is not only a hard task to implement but is also a task requiring a great deal of imagination and creativity. We will depend on Dr. Ghnemat to migrate our projects into Web 3.0**.**

**Thesis Topic**: "Adaptive Modeling for Spatial Emergence within Complex Systems"

## Dr. Jaber, Tareq

Dr. Jaber holds a PhD in "Lexical Noise modeling and Removal in Intelligent Information Retrieval" and has undertaken the massive web search related tasks like "Development of Efficient Search Engines Using Hybrid Approaches". Taking into consideration the complexity of such fields, Dr. Jaber will be responsible for the overall supervision of ensuring our technologies is more innovative than the current web based applications.

**Thesis Topic:** "Lexical Noise modeling and Removal in Intelligent Information Retrieval"

**We would also like to take this opportunity to show our appreciation for the participation of:**

## Professor Dr. Khaled El-Zayyat

GETCA Inc. is currently starting a new project which will combine our efforts in the AI Powered/ Semantically Enhanced Web Search Technologies with the E-learning web based fields**.** We expect to reach tested results in the next few months. The new project will be supervised by the G.S.S.C Distinguish Member**,** Dr Khaled El-Zayyat, a renowned figure with experience in developing Course Online Technology (COL) which duplicates the classroom experience with videos and whiteboards. Dr. El-Zayyat earned his doctorate in electrical engineering from the University of Nevada at Reno**.** His area of specialization is routing algorithms.

- ## International Offices / Representatives

**Germany - Berlin:** Dr. Tayssier Fakhoury /Tel: +491 768 713 4970 / Email: berlinoffice@gaset-gbset.com

**Russian Federation - Moscow:** Mr. Hussein Ajawi /Tel: +792 6430 3207 / Email: mowscow@gaset-gbset.com

**UAE – Abu Dhabi:** Eng. Shehab Ahmed /Tel: +971 505 520 938 / Email: uae@gaset-gbset.com

**Qatar - Doha:** Mr. Deya Eddin Muhammad /Tel: +97477876242 / +97433876177 / email: deyaeddin@gmail.com

**Saudi Arabia - Jeddah:** Dr. Jaber Tareq - VP Technology /Tel: +966 596 361 244 / Email: ksa@gaset-gbset.com

# Financial Plan

Financial arrangement will be in two main phases (**second & third)**, and multiple sub phases. Each sum (cash and assets), agreed upon in the technical and financial plan, within an agreed time frame, either direct and indirect profit and assets generated from the accumulative value of the project, can be used as part of financial arrangement in compliance with the project's phase guidelines.

Our project's financial implementation will be conservative. We understand and respect main influencing factors that organize the online services market. We have very dynamic strategy which will be **transparent** to our associates whom we need to work with closely, as partners, in order to cover all the administrative bases we will face. Our **resource allocating techniques** will but us in a position to support growing project segments and **cutback** on other technologies which have marketing challenges. Such strategy will be applicable to hardware, software and administrative resources.

We will make sure that our **executed strategy** be practical and rapid with the minimum possible losses, and**,** whenever viable, leasing will be the better cost effective purchasing option. Our Middle East operation will handle many of the time consuming technical tasks while our Canadian or other proposed international location offices, will manage executive related sectors of the project, including direct marketing and PR campaigns.

- **Important note**: An updated Financial Statements and Forecasts is published separately as an **Excel** file.

## Requirements:

We had personally financed the **first stage** of the project (**beta version product** and support databases). Complete documentations of its technical and financial analysis are available. Our strategic steering committee's recommendations were to seek joint venturing proposals to join us for the **second** as well as the **third** and final project executing phases. We are interested in finding a partner willing to cover **both stages**, though we are willing to discuss dividing our project launching into two stages with each stage containing a fully operational product with its own revenue generating, marketing and other financial models. The only difference will be in the level of implemented technologies, offered services and capacity.

## Proposed stages:

 The project's second stage will cover partial web realization of the project technologies (from our **current beta version** stage of the product), with **83% of the main basic functions and 45% of the advance features.** Its web repository (200 +/- million associated sites and 7 +/- billion web pages) will support more than 20 million hits a day. That capital will be spent mainly on acquiring this stage's needed hardware, support software packages, maintenance, administrative cost, marketing campaigns as well as to cover salaries, short term capital and overhead. The completion of this stage will take two years. Our objective is to conclude the IPO procedures by the end of the second year.

 Funding for the third stage will be used to launch the rest of G.A.S.E.T's advanced functions (100 % of the main basic functions and advanced features) such as comprehensive autonomous learning capabilities and full multimedia potentials supported with downscaled and customized B2C motivated version of our GBSET in order to meet consumer requirements.

The only difference between this version and the original one is that this version will be based on a specialized B2C web repository (5 +/- million retail associated sites: 400 +/- million web pages). The system with the B2C retail motivated version of GBSET will be able to handle up 30 million hits a day. The completion of this stage will take another two years.

Investment funding is needed for capital expenses and operating expenses for the four years of operation is summarized as such:

| Second stage / Two years | Amount | Department – Notes |
|---|---|---|
| **System/ Hardware Equipment** | | Server room / lease |
| **Office Furniture** | | - |
| **Web Related Services** | | Technical support |
| **Office Lease** | | - |
| **Utilities** | | - |
| **Office Computer/ Electronic Equipment** | | Administration |
| **Salaries/ Benefits** | | - |
| **Other Expenses** | | Tech support / software packages …etc. |
| | | |

| Third stage / Two years | Amount | Department – Notes |
|---|---|---|
| **System/ Hardware Equipment** | | Server room / lease |
| **Office Furniture** | | - |
| **Web Related Services** | | Technical support |
| **Office Lease** | | - |
| **Utilities** | | - |
| **Office Computer/Electronic Equipment** | | Administration |
| **Salaries/Benefits** | | - |
| **Other Expenses** | | Tech support / software packages …etc. |

- Amounts include full expenses of the operation (Jordan and Canada – as we propose)
- Salaries will include positions in management, software developments and administration.

Our staff's salary estimate will be modified upon the full transfer of our software development related positions to Jordan or other locations agreed upon with the financing partners. It is important to keep in mind that a strong representation in North America of our PR and marketing strategies are needed and it should be taken into consideration that some of the expertise contacted in Canada may be hard to replace locally (ex: NLP experts). Full detailed documents for financing requirements, current financial situation (including details of past revenues and performance) and schedule of payments are **available upon request.**

## Revenue Model

Our innovative system will propose candidates to clients, start a follow up procedure to determine service quality as well as arrange for backup plans and emergency support. Clients of such services will benefit from our high security standards and comprehensive geographical and commercial coverage.

## Summary of our revenue generating strategy

Our current revenue generating strategy has been designed by a professional firm in Canada. It took into consideration that we are an international operation that targets clients with unique characteristics and needs. This strategy was based on a mix of traditional and innovative systems that will balance our cash flow needs with the credibility of our platform. This procedure will add commercial value to our website:

First, we will use more progressive technique than the traditional **query associated advertisements** used by **typical** key word search engines such as Google, **utilizing** our technical advantage (conceptual/contextual based search technology and **autonomous** multitasks - multifaceted handling techniques) as a base to help **generate stronger** selling leads for our customers.

Second, we will associate our advanced **B2C** process (such as E-Matchmaking, E-Negotiating … etc) with a **fee based membership** strategy.

Third, we will sell or lease our tools to major firms to be used on their private web base. Revenue will be either direct (cash) or by sharing their customer's base. Partial leasing of our technology as customizable tools and stand alone products for customers could be arranged, while taking into consideration our project-product characteristics. It will be an easy task to customize a variety of our project functions so as to be used in smaller platforms similar to the ones owned by banks and other related establishments. Such switch is already put in place by our staff as an emergency plan and will be put into action within few months. A variety of administrative and marketing tasks as well as conversions procedures will be covered at the same time.

Last, we will put into operation our **limited** partnership (**credit-point based**) pilot program that utilizes our system's capabilities and customer base in an intelligent marketing campaign generator for major operations.

Implementing such methods will be a joint work between our customer service and marketing department along with associated online marketing services hired at a later stage. Our pioneering **online marketing** and business tasks **handling** software tools will be a great help in minimizing cost as well as globalizing our web services exposure. Though we are studying various revenue accumulating methods, we believe it is best to continue with the previous methods that have been vigorously tested. We are confident in our ability to associate our operation with major industrial firms.

## Forecast

In order to have a financial projection for the next three years, a number of factors influencing such an issue had to be taken into consideration. Thus, we developed a rough estimate of growing revenue starting by the end of the second year of the actual operation (two years from the time the project receives the needed financing).

According to our estimates, the project will take up to four years to reach a commercial value sufficient to cover and exceed its VC funding cost. It is a well known fact that a successful search engines' **value is worth more** on the stock market than the revenue

they provide for their owners. They are considered to be a strategic investment with millions of dollars needed to move its infrastructure from the initial phase of financing to the actual moderate revenue generating stage.

## Exit strategy:

We do understand that our prospect partners will have to take a risk on an innovative technology which might face stiff competition either from a more advanced technology or different business model. There is no easy answer for such a challenge. The followings are proposed steps that can be taken in order to minimize the risk and to enhance a feasible exit strategy so as to reduce negative financial pressure:

An independent joint technological steering committee with forecasting capabilities enabling our joint venture management to choose strategic decisions such as merging, selling out or expanding the original investments. Eventually such duties will be incorporated into our project's development group to determine future expansion.

Establish strategic alliances with major partners. Financial benefits will materialize after targeting such things as progress in strategic commercial relations and expanded market outreach.

Build our organization (staff selection, software – technology structure and assets) to handle urgent situation that might demand some bold actions including the reduction and expansion of outsourcing or the elimination of major parts of the project. Such actions will be taken jointly with our revenue generating arrangement enabling it to support our financial survival tactics.

Start our own IPO plans by the second year, keeping in mind that the innovative plans are aiming more towards the stabilization of the joint venture's financial posture than gaining momentary profits.

Keep close links with our competition with plans to co-operate with them closely in the case of urgent situation whereby we might need to sell them elements of our project's assets.

Merge our two projects, GASET and GBSET, together. Such a move will ultimately save development, staff and infrastructure – hardware acquiring costs and put our team in a position in which they could transfer the needed assets from one project to the other. In addition, this tactic will be the front defense in our exit strategy. Infiltrating the two markets will position us in a **safe and versatile** financial position that will enable us to **shift** our limited financial and technical resources between GASET and GBSET (one technology, different implementations) in a way that will generate better revenues with an effective **risk minimizing** strategy.

The versatile nature of web surfing projects, its high adaptability to commercial growth or decline (depending on the market segment it controls) and the **international nature** of its needed resources such as computer hardware, software development tools, communication equipments… etc, make it an easy task to manage any unpredicted financial changes.

Our staff's ability to create solutions to emerging problems and challenges allows us to establish an exit strategy with minimum risks. Our technological benefits and know how patenting protection, will but us in strong negotiating position if we needed to sell our assets to appropriate firms. Since we are working closely with our Canadian office to establish a plan to **transfer our company's assets** to **Its new location**, we will make sure that our financial standing will be transparent to our financing partners in order to work together effectively in case we faced such problems. We will keep our software development base/operation in the Middle East (Jordan) to **minimize** technical support expansion cost and to prepare it to **handle online** administrative tasks which may be to costly to be conducted in Canada.

# APPENDICES

- **Appendix A –** GASET project description, technical profile and commercial related analysis. (Please visit our project's dedicated website: www.gaset-gbset.com)
- **Appendix B Research and Development:** Significant effort will be placed on research for future product development of the **GETCA's** product line. Research will be done internally through our marketing department and through professional researching firms to determine customer needs outside of our current product offering. Research into new product demands will begin in January of 2012. The new product development cycle will be scheduled to begin in July 2012 based on findings from the January research.

## Important Notices:

Our project and a Demo of our Beta version, will be introduced in a conference (International Search Engines "New Technologies and Applications Conference in the Middle East" **- I.S.E.N.T.A**.), held in **Dubai / UAE** on November 28th – 30th, 2015. The conference will be organized by our team and will be the first of its kind in the Middle East.

We would like to thank you for taking the time to review this document. Please do not hesitate to reach us at the contact information provided below should you have any further questions or inquiries. You could also visit **part # 2** of our business plan which contains commercial and marketing slides.

*Yours truly,*

Wiam Gharbeyah – Manager / Director GAT JLT **weam@gaset-gbset.com**

Contact us: **www.gaset-gbset.com**

Canada Office:

Mr. Gharbiyeh Wael - **CEO**

**Tel:** 647 262 2893 - **Email:** wael@gaset-gbset.com
**Address:** 160 Cactus Ave. # 26 Toronto, Ontario M2R 2V3

Jordan Office:

Mr. Gharbeyah Wiam - **COO**

**Tel:** 00962 79 673 5642 / 00962 777 460 782 **- Email:** weam@gaset-gbset.com
**Address:** Suleiman Toqan Street # 28 Amman Jordan



## Legal disclaimers:

We will use the names GASET- G / GBSET- G in reference to technical issues, web services, functions and features of GASET/ GBSET project **temporarily** using Google™ services as a web pages source.

- GASET– G (GETCA Advanced Search Enhancement Technology for Google™) and GBSET- G (GETCA Business Services Enhancement Technology for Google™) is a temporary name suggested "in principle" (2005) by Ms Rose Hagan**,** Google Inc legal – Trademark Department. Google™ search services are used for demonstrative, comparison and testing purposes only**.** We have no intention of selling GASET– G or GBSET- G commercially.

- All Google ™ modified diagrams shown in this project will be used only as a GASET- G/ GBSET- G capability and features demonstration tool, bending approval by the Google ™ Inc**.** legal department.

- GETCA Inc**.,** to the best of its knowledge**,** is following carefully all laws and regulations stated by Google ™ Inc**.** in regard to the use of its searching services and logos.

# Screenshots of GASET's Project Testbed (**Current** Main Interface and Results Page)