

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



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



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October 15, 2013

**To:** VC / Bank Representative  
**From:** COO Dept. (Confidential Doc)  
**Subject:** G.A.S.E.T. Project Executive Summary  
**Code/ Number:** BS443

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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](http://www.gaset-gbset.com))

## Executive Summary

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://qaset-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](http://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](http://sourceforge.com), [download.com](http://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.

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,*



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**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)

## G.A.S.E.T-G

### Find results

Thesaurus  
(replace by)

car  
auto  
automobile  
motorcar

Done

Related words  
(add to)

car  
gas  
accelerator

Done

Web related words  
(add to)

reviews  
auto  
feb  
online  
news  
prices  
information  
buy  
rental

Done

In text

In title

In phrase

In URL

with **at least one** of the words

without the words

Full Search

Fast Search

Topic Search

Power Search

Question Answering

General

Video

Audio

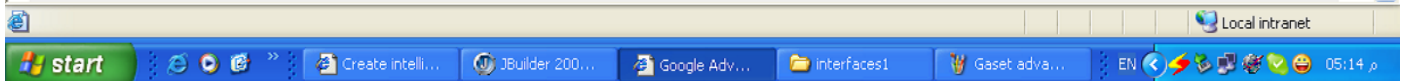
Books

Dissertations

### Related Directory Maps

[Top > Arts > Movies > Titles > B > Blue\\_Car](#)

[Top > Arts > Movies > Titles > B > Batman\\_SeriesBatman\\_BeginsReviews >](#)



## G.A.S.E.T-G

Search

Home

General

Video

Audio

Books

### Web

Snippet  Paragraph  Keywords  Downloads

Results 11 - 20 of about 49 . (3.28 seconds)

[automobile history - the history of cars and engines](#)

<http://inventors.about.com/library/inventors/blcar.htm> - Similar pages - Cached  
mechanic at work on automobile in garage wwii car mechanic. air bags; air conditioning in cars  
the first car with an actual refrigeration system was the ... inventors.about.com/library/inventors/bl  
car.htm - 35k - cached - similar pages

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<http://www.autotrader.com/> - Similar pages - Cached  
search for used and new cars for sale. buy a car , sell your car , find your dealer, research new  
car prices, read car reviews, compare cars, receive new car ... www. auto trader.com/ - 38k - 18  
feb 2007 - cached - similar pages

[buy new & used cars, research prices, sell my car, find auto dealers](#)

<http://www.cars.com/> - Similar pages - Cached  
search 1.5 million new & used car listings, price a new car , get a dealer quote, read expert  
reviews, or sell your car for thousands over trade-in.www. car s.com/ - 42k - 18 feb 2007 - cached  
- similar pages

[cars, trucks and boats at doityourself.com](#)

<http://www.doityourself.com/scat/carstrucksandboats> - Similar pages - Cached  
this section was designed to help you buy or sell a car , finance your new vehicle, select an auto  
insurance company, make auto repairs, stay updated on your ... www.doityourself.com/scat/ car

