

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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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 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:

- **GBSET Business Plan -Part 2 (Slides);**
- **GBSET Project Features;**
- **GBSET Tech Profile; and**
- **GBSET 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, GBSET (GETCA Business Services Enhancement Technology) and GASET (GETCA Advanced Search 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., are available at: www.gaset-gbset.com

Business Plan - Part (I)

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Part (2) (Commercial/ Marketing Section Slides) & Financial Statements: **Please review attached documents.**

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

E-Commerce technologies are entering a new era. **B2B specialized services, which employ the latest AI and Web Agents technologies**, have begun to dominate the methods in which business is conducted. Online B2B platforms 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, lack of concurrent interactive interfaces and secure online transaction as some of the most important factors challenging B2B new web technologies.

Our company has the edge in innovative B2B /E-Commerce technology whereby it developed a process, in which precise result is gathered, multi-stage task is handled and web pages multifaceted concept is apprehended. Interested parties could verify the various features and capabilities of our technology by evaluating our comprehensive technical and commercial documentations, or by testing our Java Intranet (Temporarily) **Downscaled Beta versions** of our project.

G.B.S.E.T Project Description and Summary:

G.B.S.E.T is a powerful business analysis model with **Interactive (AI Powered)** B2B Web based searching capabilities such as dynamic financial information evaluating tools. Its Advanced Web Based Technologies including **E-Negotiating**, Multitasking of Commercial Activities, Multifaceted **E-Matching** and the autonomously Based **Web Agents (Not)** available in other B2B websites), allow our system to **Autonomously** supervise and handle multiple financial **factors** and transactions (usually conducted **manually** in **standard** B2B websites) and illustrate to the user more than **38%** of the data in a comprehensible and **interactive** diagram.

Our specialized B2B Multifaceted Web Repository functions as a dynamic knowledge base for the system's **Inner** Decision Making Processors. This will eventually be used to support our AI Powered and Semantically Enhanced B2B conducting processes and, **Dynamically** Supervising, Monitoring and Reporting **70+** parameters such as shipping, credit - stock condition in addition to other vital financial, economical and technical aspects of the users' ongoing project, producing **more** trustworthy and comprehensive results as well as saving **85%** of the time spent online.

The following is a brief summary of G.B.S.E.T:

- **Clear:** Designed to virtually interact with the users in a Friendly and Informative manner
- **Customizable:** Addressing each user Unique business Requirements and Qualifications
- **Comprehensive:** Full Integration of the web based business data, Resources & Tools
- **Continuity:** Intelligent services support from A to Z. Not just another "Yellow Pages"
- **Connectivity:** Verifying / Matching users with Potential business Resources – Partners

Straightforward Talk: G.B.S.E.T , in addition to being an Intelligent B2B oriented Search Engine, is also a Web Based **Virtual** assistant whom the user can **"talk"** to directly and **ask** questions about product prices, specification, etc. It is able to **Contact** hundreds of **carefully** chosen web clients, start an informed and friendly dialogue as well as **Initiate** a Semi automated follow up process on behalf of the user presenting him/her with credible, globally oriented results and mature leads.

Key Players:

Members of our management team 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 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 / Amman - Jordan to locations that both parties see fit for the growth of our enterprise.
- **Management:** even though we have a good management team with strong administrative and marketing capabilities, we are open to the idea of co-supervision of our project with staff appointed by your company.
- **GAT JLT Strategic Steering Committee (GSSC):** We are very honored at GAT JLT 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 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 assure our project's superiority in the search engines market:

- Professor [Dr. Khaled El-Zayyat](#),
- Associate professor [Dr. Abu Shawar, Bayan](#),
- Assistant professor [Dr. Aldiab, Motasem](#),
- Assistant professor [Dr. Ghnemat, Rawan](#),
- And Assistant professor [Dr. Jaber, Tareq](#).

For more info please check our incorporated document: [GAT JLT Portfolio Management Team](#) (PDF formats), or you can visit: <http://gaset-gbset.com/EXPERTS.html>

Revenue

Important: Please check the incorporated document (**G.B.S.E.T Project Financial Statement and Forecast - Excel / PDF**).

G.B.S.E.T platform will use its specialized B2B technologies to help its clients to harvest the maximum possible benefits. As with G.A.S.E.T, standard services will be free of charge. However, when users require our sophisticated e-negotiating, e-matching, etc tools that require the use of added hardware and runtime resources, we will need to ask for membership royalties. Our standard services will be more advanced than the ones given by our nearest competitor and hence, will be our marketing edge.

Competition

Our competition consist of well financed B2B search web sites which has consistently been more aggressive with sales and marketing expenses, and are better equipped at marketing than we are. Having said that, it is well to keep in mind that our competitors **lack** most of the services and technologies which we offer, have limited interactive capabilities – tools and have overlooked the **personal touch** of business conducting as well as the follow up services which our project provides.

Marketing

We need to penetrate the exclusive B2B marketplaces with its potential **rapid revenue** generating methods. Its thrive for more advanced technologies beyond the currently traditional, slow and inflexible directory styled B2B online solutions will enable us to position our platform progressively. We will focus on the benefits provided by our services to B2B community. The small business oriented market was considered by our team as a strategic target to gradually penetrate and **grow with**.

Know-how

The technology we **built and implemented** on a **moderate scale**, is superior to any similar online B2B 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 firms / R&D Centers 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 evaluated by experts who have a solid background in agent based technologies which utilize advanced conceptually/ semantically web searching techniques, with full implementation of **autonomous tasks handling techniques** as well as a strong background in the multifaceted – multitasking handling through an advance, interactive implementation. Such experts will be able to verify the following affirmations:

- 1- Our technology is superior to, in regard to technology and functionality (**not capacity or popularity**), any other technology available **commercially** or implemented **academically** and
- 2- Markets and the industries are eager for such technology.

Amount Needed

Important: Please check the incorporated document (**G.B.S.E.T Project Financial Statement and Forecast - Excel / PDF**).

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 managements / strategic steering committee's recommendations were to seek joint venturing proposals for the **second** and the **third** (final) project's executing phases.

We partners with prestigious European firms who managed to support our project by providing our new company in Dubai with financial and technical supports (**including bank guarantee for 25 million USD to support our financial need / loan in the**

amount of 20 million USD), we will manage to fully launch our project with its full capabilities within the next two years, it will be 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. The proposed implementation stages are:

- Funding for the **second stage** will cover partial web realization of the project's technologies (from our **current beta version** stage of the product), with **100 % of the main basic functions and 23 % of the advance features**, and ...
- Funding for the **third stage** will be used to launch the rest of G.B.S.E.T's advance functions, such as around the clock live online services, comprehensive autonomous learning - negotiating capabilities, supported with downscaled/ customized B2B motivated version of our **G.A.S.E.T**.

The completion of both stages will take less than two years. Our project's financial implementation will be conservative. We understand and respect main influencing factors that organize the online services market. We have a very dynamic strategy which will be **transparent** to our associates, Partners and financing firms/banks whom we need to work with closely, as partners, in order to cover all the administrative needs.

The current estimate of our company assets (technologies, goodwill, contracts, intangible assets, working capital, hardware, etc.) is roughly **5 million USD**. We expect to have a 200% ROI within the first 3 years and **500%** by the end of the fifth year.

Strategy

Our system was 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 online B2B community. We will aggressively seek strategic alliances with compatible online services. Our technology will be verified and updated regularly to meet emerging challenges.

Company's History

GAT JLT is presently established in Dubai / UAE, its consist of group of tech oriented partners who assembled top notch team with solid technical and managerial backgrounds and who worked previously in web based mega projects,

The original technology was developed by GETCA Inc. which 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**.

Technical and financial Support for GETCA Inc. came from a loose yet dynamic European consortium called Eurotekne Ltd. Who consist of major multinational companies which deal in various industrial, technical, financial and other related activities, it has its own multibillion dollars financial arm, and have good experience in hi-tech related projects.

Please check the attached (**GAT JLT Partners and associates**) folder - PDF

Company's Ownership

GAT JLT is a Firm owned entirely by its founders: Mr. Gharbeyah, Wiam (Jordanian - owner of GETCA Inc. Canada / Jordan), Mr. Pasquale Raucci (Italian - shareholder at the **EUROTEKNE LTD. / England and Uniteam S.p.A / Italy Consortiums**), **Mr. Abdulrahim Blaybel** (Canadian - shareholder at GCN Inc. / Canada) and Mr. Walid Sha'ban (Jordanian - owner of DMS Company / Jordan).

It is currently in the last stages of transferring its operations and assets to its new location (Dubai JLT Free zone) by September 2013), to gain better exposure, higher technical support, better financial resources and finer logistical support. The company's software development / R&D divisions which is located in Toronto, Cairo and Amman will be part of the main operation in Dubai with its individual managements and support facilities

Business Concepts

Business Concept

GETCA Inc. has produced a top -notch product, GBSET, to fill the gap in the online B2B services. We have concluded the hard task of creating a standalone (downscaled) copy of our project which could simulate and apply most of the main technologies we have developed. This will be used as a solid base for the implementation of our next generation of autonomously based web applications.

GETCA Inc. will focus on new product developments, together with enhancements and upgrades to the current ones. We will begin development of additional web based systems to fill online B2B needs based on the outcome of our market research analysis. GETCA Inc. is also investigating and staying on top of new web based technologies which are emerging continuously. Please visit our forthcoming project enhancements.

Current Situation

The developers and visionaries of GETCA Inc. have been working on building our product since **April 2004**. The first 10 months included research into the B2B online services markets. The information gathered from that research laid the foundation for the key features of GBSET. Development of this product began in May 2006 and went into beta testing in March 2008. 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 2015**.
2. To hold 10% of the standard and specialized search engines market by **December 2016**.

Company – Vision – Founders

GETCA Inc. is a dynamic company built on humble beginnings in 1991 and has grown to a \$1.1 million company with \$1.7 million revenue forecasts for 2013 this is all the more impressive considering 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 a 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.'s research and development staff was/is focused on improving and **upgrading** the functionality of ordinary B2B search engines such as business.com.

The online business community is limited to yellow pages type B2B related directories, which consume time and give very inadequate results. Such directories 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's linguistic structure. The **lack of** pioneering web surfing support know-how such as semantically, contextually and linguistically motivated technologies, renders them without a distinguishing edge. Our GBSET 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 the user's web search B2B related knowledge foundation.

Project and Product

B2B platforms are huge software packages, built on a massive storage platform which, from their beginning till the present day, use directory type search methods, similar to the Yellow Pages, and depend heavily on the users own business knowledge and analyzing techniques. Their limited nature frustrated the business community for a long time, yet people continued to use them for lack of better technology. Our project aims to eliminate such frustration by saving the user time by insuring comprehensive and reliable results.

We used Google™ services to complete the **Beta** stage of our project, and **to only demonstrate** our technology's advanced capabilities. The implementation of our project as a desktop application (**in C #**) and web base (**in Java**) was used **only** to illustrate its major internal functions and operations. GBSET's speed, search results quality and several of its foremost functions were downscaled due to present insufficient hardware capacity, and to the presently imposed Google™ ranking of our current source of web pages limiting our system's full expansion of its capabilities. Uploading our projects on a **more suitable web server** should resolve this challenge. To get a better understanding of our project's full technical and commercial aspects, please visit our website. For further information and/or a broader description, please feel free to contact us; we will be more than happy to provide you with more details.

Our objective was/is to develop a system that could **"learn"** from the web and **modify its own repository** accordingly; a system that acquires knowledge in the form of "conceptual chunks" which would be:

1. **Verified** (by comparing it to other stored confirmed or uncertain concepts strings)
2. **Enhanced** (by making its semantic – contextual blocks design auto upgradeable)
3. **linked** (with compatible and diverse forms of relations, coordinate, derivative ... etc)
4. **Evolve** (used as a base for suggested evolving concept, context and knowledge)
5. **Customized** (to different types of applications labelling such as QA, Power Search ... etc)
6. **Flexible** (multiple forms and knowledge dimensions depending on user's partial and total need)

Main Functions

➤ Auto Deal Form (A.D.F)

Is a technology that will be utilized as a base for the **E-Negotiating and E-Brokering tool** between the buyer and the supplier with **"AI"** capabilities enabling it to **suggest technical information and compatible financial procedures**. This technology applies auto modified dynamic lists, auto generated by the user's request and system requirements, with minimum user manual data input, which is mostly a push button and choice taking processes.

➤ Automated Payments Arrangements Integration System (A.P.A.I.S)

Enables web users to have a secure, strictly supervised efficient financial payment plan.

➤ Suppliers Automated Search Process System (S.A.S.P.S)

Assists suppliers to **connect** with qualified importers on the global market. This task was initially quite difficult to achieve mainly due to the fact that most of the B2B web structure was built by export – sellers firms. Nonetheless, by employing an advanced intelligent, auto modifying/ learning mechanism, we were able to solve the problem with satisfactory results.

➤ Consultants Automated Services Marketing System (C.A.S.M.S) and Automated E-Procurements Submission System (A.E.S.S)

Intended to provide help to consultants and companies so that they **market their specialized services** and enhance their capabilities to acquire the desired tenders. For this to work, we had to solve the problem of having most of the opportunities stored on the hidden web.

➤ **Guaranteed Multilevel Communication Security System (G.M.C.S.S)**

Guarantee maximum multimedia communication security using the latest technologies. We integrated most of the tools into our system to work in coherence with other functions.

➤ **Products and Services Open Web Search (P.S.O.W.S)**

Using GASET facilities to search the open web by means of special interchangeable, query generator system supported with complex business related concepts filtering and extracting functions. These depend heavily on modified GASET tools and technologies such as QA, Power search... etc.

➤ **B2B Exchange, Automated Search and Trade System (B.E.A.S.T.S)**

Searches reliable **dynamic e-marketplaces** by using advanced negotiating procedure. Such a service functions best with sites that allow crawler operations. It worked to our benefit was the fact that most of the clients of such platforms have their own sites.

➤ **Online live Consulting Services (O.L.C.S)**

An online specialized consultant who responds to customers administrative and technical needs. This service not only increases our credibility level but also helps in creating a sense of trust and confidence in our operations. Fees will be collected through **multistage membership**.

➤ **Automated Business Information Gatherings System (A.B.I.G.S)**

Developed to meet the highest quality and efficiency standards in business search, using similar GBSET technologies.

➤ **Search and Broadcast Technology (S.B.T)**

A pioneering technology which handles massive business transactions **autonomously** by contacting multiple sources to extract and enhance needed information presented simultaneously to the client. This information will be used by the system agent.

➤ **Other Autonomously Supported Business Conducting Features**

(1) Offer scheduling, resource leveling options, and user-definable options as well as showing the effect of progress on remaining work. They also provide feedback on how schedule and personnel changes will impact productivity, including deadlines, activity, and project costs ... etc. In addition, they put project planning, cost control, resource tracking, and analysis into a single program.

(2) They offer separate role-based applications for project planning, resource and activity tracking, as well as project cost control, executive analysis and reporting. This is done with hierarchical structures, inter project relationships, cross-project resource analysis, and security. They allow users to analyze information and report on project progress.

Even though GBSET appears to have a fairly complicated internal "**hidden**" functions, it maintains a very **friendly** interface with powerful support tools to achieve our promise of **Interactive, Intelligent** and **Interacted** Universal online B2B structure, with Semi-Automated Tasks Handling from **Query Receiving** to the **Contact Handling** and **Contract Implementation** stage.

This was achieved partially by implementing our advance B2B Data Extracting, Interpretation, Linking, Ranking and Enhancing Techniques from Multiple Dynamic Sources. The results were **integrated** into our system to be used by our **B2B Inspired** Simulators. The outcome was the achievement of the realistic objective of Building a Multitasked-stages System / Multifaceted Platform, capable of handling variety of **Financial Factors** and **Parameters**, at a higher level and with superior accuracy than what could be handled and integrated manually by users of the "**Traditional**" B2B online platforms.

Technology

Standard search engines are tolerable in comparison to the technological level B2B search engines possess. Their traditional and slow "**directory based**" searching methods, and the time wasted in **routine** business conducting procedures is crippling them from successfully serving their clients' needs. They fail to take into account the current factors, such as speed, **comprehensive coverage** and financial support services businesspeople look for while using reliable and inclusive B2B web search platforms. Business motivated **agents** based technologies will lead the way toward cost effective, **multifaceted, multitasked** autonomous services.

GBSET was built to help the business community accomplish their online financial tasks. This was done by building a broad B2B search engine with autonomous, interactive, concurrent and dynamic business conducting tools. Its main objectives were and continue to be as follows:

- Develop B2B international collaboration based on trust, ease of use and flexibility among all trading partners, with high level of security tailored to specific individual needs.
- Invoke multiple B2B exchanges, online business services and financial institutes in order to establish online business platforms which depend on the latest self-sufficient E-Matching, E-Brokering, E-Negotiating technologies.
- Integrate multilateral frameworks to promote technological neutrality, and intelligent multitasking financial operations with flexible online trading approaches.

The above were achieved partially by advance B2B data extracting, interpretation, ranking and modifying techniques from multiple dynamic sources. The results were **integrated** into our system to be used by our B2B inspired simulators so as to achieve the realistic objective of designing a **multithreaded/ multifaceted platform** capable of handling variety of financial factors and parameters guided tasks on a higher level than what could be handled and integrated by other B2B online platforms.

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.

Important:

*Web surfers tend to use as minimal 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 especially helpful for vague topics that need special semantic knowledge.

* 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 our project. The paper has been registered with Canadian patent authority (**international patenting is in process**); it was modified in a major way since then to better enhance our project.

* Since our project deals with concepts, we will be able to minimize time spent by the web surfer in scrolling through the results page (standard search engines conception) by giving him/her narrowing choices which will eliminate unrelated results from **early on in the web surfing process**. For example, if a user chooses Jordan as a query, we will ask if he/she mean the country, the river, the basketball player ... etc, when he/she choose the country, we will **narrow it more** by suggesting words which will group his results in a way that will be possible for our system to concentrate on a specific field.

Such task will be impossible without the right **parsing of the web repositories** which take into consideration semantic, contextual and other forms of dynamic relations. Simpler version of this technology is currently implemented in our beta version of the project. Our next stage will be full implementation of our equations. As indicated previously, in order to achieve this, we need to obtain the expensive yet highly required and exceedingly efficient hardware/ software resources for which we seek funding.

Technology Implementation Method:

- We enhanced our version of the indexed web repository with the needed linguistically harmonized terms in various combinations using our highly integrated expert system. We then re-ranked the results according to its web conceptual matching and linguistic credibility using our developed NLP techniques and parameters.
- We filtered and indexed the received web pages to determine its concept by analyzing the adjoined set of terms, page concept, Unified Blocks of Information (UBI) and **implemented the Re-learning process and techniques** so as to compare generated concepts.
- We improved upon the current ranking system, which tends to lean more toward commercial aspects, 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.

Naturally, 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.

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**, to help them minimize the possibilities of incorrect results; such techniques will depend heavily on our current base of NLP/ G (Natural Language Processing/ 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.
- Such techniques will also be a smart Suggestion Tool which is superior to the current method used by ordinary search engines as Google™'s "**did you mean?**" Or "**Refine Results for**" shown on the results page. It will be based on compatible knowledge extracted from web repositories and will be sensitive to the searcher query from a conceptual-contextual viewpoint.
- Since our system looks at the web resources as a **whole unit** through its unique advanced analyzing and inter-connective processing know-how, it will be able to find material **matching** the web surfer's criterion, **in spite of its spot** on the web page, and will interact with him/her in an intelligent and friendly manner.
- We will use the web pages' components to build new dynamic result 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.
- Our technology will revolutionize the way people look at and use the web by staying at the same webpage, which will translate to saving time and efforts. Such 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).
- Full implementation of our technologies has been delayed mainly due to the lack of suitable hardware needed to extract, employ and enhance our knowledge blocks, which is necessary for our system autonomous decision taking and automated financials advising processors. Regardless, our current business oriented databases are giving good advice to our system user.

Samples of G.B.S.E.T's Integrated Technologies

Wireless Data Solutions / WAP Enabling M-Commerce Solutions / Content Re-purposing ...etc

Marketing

It's critical to emphasize the importance of the geographical location (that is, the physical address) of the end product. Being situated in Europe, North America or Qatar will give our system positive brand recognition. Furthermore, the stable internet connections available in these countries will guarantee steady, undistributed online services. Once a location has been chosen, arrangement for minimum operational costs (staff, hardware maintenance ... etc) will be undertaken. As to the development process, it should be located in "lower cost / high-tech enabled zones" such as Jordan or Egypt.

People tend to favor low hassle systems which interact with them based on their knowledge level be it in general knowledge or in the special subject they are query. Our system will have the capability to autonomously recognize such problems, and acts upon them through its intelligent interactive/ multifaceted analyzing interface.

Market Analysis

Taking into account the fact that web applications' marketing is mainly through the **actual presence** of the system on the web and that web surfers, online B2B users will give our system **one chance** with the possibility of judging it favorably or dooming it, we do not intend to go online without being sure that we will be considered as a **reliable** web application. Due to these factors, we have taken the decision to develop our **marketing method** based on a mix between the **traditional and the innovative** type. We built an online product with a strong base of users backed by a stable system with up-to-date features. We are confident that this method will ensure our place in the virtual world by broadening our reach through such long-established means as referrals.

During the GBSET research phase, preliminary focus groups and surveys about search engines business related issues were conducted. Findings indicated that there was a **significant need** for new web searching tools which employ advanced web surfing techniques (customized for B2B related services). Our technology was seen as "extremely beneficial" by 76% of those surveyed. Experts in the fields of SEO were especially interested in the method we will use to determine the surfer's query **related advertisements**. In their opinion, the conceptual based web searching we developed will be **difficult to manipulate** by spammers, and our auto modified page weighting system will be hard to deceive.

Most of the people surveyed indicated they would migrate to our system if and when we could match main stream search engines' speed and capacity (hardware platforms related matters). A great majority agreed with us that our system is a major change to the current web searching methods and philosophy which should not be mistaken for another pretty web gadget which imitating or cloning Google.

To arrive at the number of potential users for our GBSET's part of the project, we first researched B2B tilting web surfers, who use standard search engines and online B2B platforms. We compared the total percentage of satisfied users with the current search engines to the percentage of people who found our system's main functions **superior** to the ones they used on a regular basis. Those who favored our system highly praised GBSET's capabilities, its autonomous agent applications in the business conducting related fields, its **comprehensive coverage** of our system and its ability to rank results in accordance to multiple dynamic factors such as price, location, company credibility as well as other related factors.

Another group made of importers was surveyed separately whereby participants were impressed by our special technology which search for importers who usually are reluctant to advertise their needs on the web. Additionally, other technologies which employ **E-Negotiating/E-Matching** multitasking handling techniques were also well noted. All in all, our technology was considered to be impressive by the majority of the surveyed business community members.

Online B2B businesses are booming. Still, there is **no stable standard market practice** to be used or imitated. People use any given search engine if it proves to be serviceable to them. Speed, which is related to hardware capacity (number of users), and accuracy are the main factors influencing current B2B search engines market. If given a choice, which they presently are not, people will opt to use more powerful technologies similar to our autonomous business task handling. The business community will need our technology in its cut throat profit gaining and cost minimizing game, and both pools of clients (web surfers and online B2B services clients) will also look for stability side by side with the latest technological upgrades.

Growth Potential

Using the growth of both the industries and their employment force within the online B2B services industry, as an indicator of future expansion of its 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 it has the ability to be **stable** until it reached a stage in which it is considered as a serious contender to currently available competitive platforms with the ability to handle **massive upsurge** in users' numbers. Numerous studies, surveys and statistics confirm such facts.

Market Opportunity

New technologies like 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 of online B2B services, enabling it to save time by reducing time wasted on analyzing unrelated results they frequently received.

GETCA Inc. is participating in a \$220.8 billion market, with a 65% growth rate for the next three years. Our main target will be the online **B2B professional clients**, with millions of potential customers. The major trend in the market is toward advanced developments in **agent's based technologies**. The market has seen a significant surge in international PC products primarily fuelled by the recent Internet boom. While the US market has seen 42% growth in the last three years, it is estimated that the international market will grow at 70% especially in the B2B online search and financial transaction processing sectors.

Market Segmentation

GETCA Inc. is taking a three-phase approach to market segmentation; initially targeting the less than 10 million clicks a day (online B2B motivated services) as phase one. Once these markets have been penetrated, GETCA Inc. **will move on** to the 20 million stage based on its previous performance, and finally into the main league online B2B services arena. This approach will allow us to **expand, decrease or shift** our limited resources based on the results we receive from our marketing steering group. Such approach will be our financial safe net.

Strengths

GETCA Inc. - GBSET project has these significant strengths:

- a. Innovative and tested web surfing techniques based on the latest AI developments.
- b. Dynamic functions with auto modified and multifaceted internal operations.
- c. Current needs by the web surfing community for such technologies

Weaknesses

GETCA Inc. - GBSET project has the following weaknesses:

1. Tough market with unstable standards and boarders.
2. Some of the users are reluctant to try innovative tools.

Target Audience

- Users of online B2B services in search of a more productive, stable, secure and easy to use B2B web platforms. This amounts to about 78% of the total targeted group.
- Gender: 85% male, 15% female;
- Education: 70% with post-secondary education;

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

Competition

Online B2B solutions such as **Alibaba.com, Business.com ... etc**, who rely on inadequate directories based technologies, are dominating newly developed markets. Companies such as ours have the potential to gain better access in this sort of market due to the suitable advanced technologies that enable the business community to depend on the **autonomous agent technology** to automate routine tasks which would otherwise take most of the business conducting time and efforts. The new E-Negotiating, E-Matching, multitask handling, price comparing, multifaceted analyzing and other revolutionary B2B related technologies are in great demand.

Our competition consist of well financed B2B search web sites who have consistently been more aggressive with sales and marketing expenses, and are better at marketing than us. We are confident that the lack of most of the services we offer and the limited tools provided by our competitors will give us a great opportunity to distinguish our self and to have our own market share.

COMPETITOR	Speed	Accuracy	Support tools	Stability
Business Search Engines – Websites: Business.com, Thomas.com ... etc	Bending Search Complexity	Bending search Complexity	Very Limited	Stable
Online Business Directories: Yahoo directory, dmoz.com ... etc	High	Low	None	Stable
B2B E-Exchanges: Alibaba.com, Ec21.com ...etc	Average	Varies	None	Stable
<u>GBSET</u>	<u>Bending Hardware</u>	<u>High / Variety</u>	<u>Yes Variety</u>	<u>Beta</u>

Since GBSET is a full scale B2B search engine supported by advanced business conducting tools, with the exception of agent's technology applications, it is difficult for us to compare it to **scattered** business oriented web sites that may provide few services similar to ours. It is not possible to list such competitors here; still we are standing behind our claim that we have the comprehensive and dynamic solution which is superior to its competitors from many prospects

GBSET's interchangeable capability allowed us to integrate its advanced functionality into other services. We are confident that if our technology was put through a vigorous test to compare its technical and commercial capability with major players of the web searching industry, we will win hands down.

Important:

Please note that the reference made is in regards to the **established commercial products**. It is also worth mentioning that similar projects in the beta stage (open source or academically based) that are similar to ours, are less advanced and lack the complex features our projects posses and the maturity level it reached. **Further analysis of our competition will be available upon request.**

[G.B.S.E.T. Market Evaluation](#)

□ We are certain that in comparison to open source projects (beta stage) and similar projects hosting services/websites with the web's largest code repositories and the latest technologies, our technology is **superior** in its category (B2B web search). This could be verified by visiting such web sites as **sourceforge.com**.

□ Other technologies 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.

□ 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 when it came to major technologies related to advance web searching know-how like **B2B motivated autonomous - agent** technology ... etc, our technologies on both fronts, are far more superior to other commercially or academically available products. We took into account that the technology is still unstable and more advancement is expected in the near future. Yet this is an opportunity we cannot afford to miss ... the internet search engines are here to stay.

□ To determine the scope of our project, we recommend a navigation through (as we did) hundreds of documents, standalone business based programs, online services and experimental E-Commerce technologies as well as analyzing a variety of techniques and technologies along with validating - executing (for comparison purposes) numerous applications and **source codes** (from sourceforge and other similar web sites). The obvious conclusion reached would be that the market is thriving for web supported tools that could handle the massive amount of B2B related data intelligently, and that this could only be achieved by integrating advance Agent technologies into the web specialized B2B repositories, and building an advanced interactive gateway that can handle a variety of dynamic business related factors.

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

Strategies

Marketing Strategies

Our objective is to strategically position the GBSET project in its first to second year in an advanced place between B2B related online services. Commercial value of our website / platform will confiscate for week direct revenue generating. Such target will be reached "without scarifying our professional integrity by using innovative procedures including, but not limited to the following techniques:

- Due to the fact that we have only one chance to gain the trust and loyalty of the online B2B oriented community, PR and other related marketing campaigns will be aggressive and dynamic. **We will not, however, go online** until we are fully ready technically and administratively.
- Our business information webbase is a unified, interactive, consistent and compatible block that provides information services regardless of its original webpage. Users of GBSET will remain in one place in which all the needed services required are covered.
- Giving an intermediate stage "free membership" for confirmed business entities, and giving limited advance stage membership for migrated customers from other B2B services.
- One of our system's distinctiveness is in providing opportunities to B2B customers to share their services and expertise as members of virtual "points" economy, which they could use as some sort of "virtual money" inside the system in exchange for other services such as legal, marketing, accounting ...etc. Initially, some points will be given for free, but will later be exchanged or sold between users and our system.
- Providing 500 club companies, governmental agencies and B2B related media sources with an honorary "two years" golden membership, with full services in exchange, if possible, for their online support (for example: their site would show "I am a golden member at GBSET" seal with a link).

- Entice candidate members and/or customers with additional “Free Trial” services.
- Emphasize on our global online live services with the personal professional touch and draw attention to the difference between the advance autonomous B2B cooperation capabilities and the current “yellow pages” type directory listening.
- Engage our GBSET project in a strategic partnership with compatible firms. This will be done through the exchange of fees, charged by us for our services, for marketing services by them such as “online presence, clients’ lists exchange ... etc” emphasizing our marketing strategy of “referrals and word of mouth” as a priority.
- Presenting our system, with its interactive capabilities, as a solution for companies in need of cutting administrative costs, enhancing profiles and benefiting from our project global tasks handling status. Our system will be positioned in a way as to be viewed as the place to seek opportunities as well as the place that provides local oriented and specialized services as a short and/or long time business arrangements. In other words, in the virtual B2B world, our system will be the place to conduct business for a wide range of customers, ranging from one person business operation to large companies who need our mix of advanced and dynamic intelligent technologies, suitable hardware and dedicated online B2B oriented community.
- Share membership with chambers of commerce members and other similar organizations, taking in consideration the business status.
- Establish free web spots for small business in exchange for their services.

Aggressive marketing campaigns will be handled by our marketing department staff and a Canadian leading specialized software marketing firm, by employing both methods of **direct and indirect** promotions strategies. We will concentrate our efforts on controlling a solid market share at the beginning of the campaign based on our project’s innovative features and the quantity of benefits it provides to 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’s potentials on their platforms. This procedure will be **handled autonomously** through our revenue generating mechanism. We will also set our own PR campaigns focusing on web surfing specialized forums associations and web related media critics. Since we are **convinced** of our **technology’s superiority**, we will concentrate on contacting **critics and specialists** to ask for their opinion. Such method is considered to be one of our marketing department specialities. We know who we should contact, what kind of message we should pass to them and how to pass such message.

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 Web Autonomous Agents technologies will be the key to achieving this image.

Revenue

Our project is web based with no products to sell, compelling us to depend on fairly new methods of advertisement in order to gain profit. This will include such things as **specialized ads**, which are associated with search term queries, and 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 collaborate plan between our company and potential clients. We did that by assuring them of our longevity and that we will employ any means available in our work together to accomplish mutual financial strategic targets.

GBSET system will coordinate business projects for clients by relying on the services and input of its member consultants. We will then integrate their feedback into our system by allocating it to the appropriate business category. The end result will be a more applicable and proactive consulting application.

As for the rest of the tasks such as performing partial marketing campaign, matching buyers with the applicable products, managing administrative tasks such as shipping, insurance, conversion, supervising payment..etc, they will be managed by our system and will be done semi autonomously

Since marketing, revenue generating and other administrative tasks are interrelated with our technology, an advance study of the techniques we used is a must. GBSET's platform is a unified system which supports various customer oriented services enabling us to maneuver our resources, manpower, hardware ... etc, effectively and efficiently.

An on online live support system consisting of a group of experts providing a variety of business consultation services to GBSET users will create a sense of reliability, credibility and professionalism. Moreover, this will be a source of generating revenue by charging the customers a fee for the services and consultations it provide. We will integrate the functions of the online live support in our marketing – PR campaign by providing free membership to our 500 club members (they will rarely use it, yet it will be a good gesture).

When not performing online consulting services, our group will use their expertise to support our B2B solutions development staff in their analysis tasks, helping them to pinpoint the real technical and administrative needs of the everyday entrepreneurs. Furthermore, their online expertise will also help our strategic steering committee (with the help of automated extracted data) to forecast future steps. another example of the effective use of such data will be in the system knowledge based related functions, it will determine with the help of other data oriented resources the critical autonomous decisions taking factors and clients support.

Promotion

We will begin promoting GETCA Inc. to the web surfing community and online B2B markets through several venues which include;

- Special search engines and B2B 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 and online B2B markets.

Focus will be paid to industry key persons, critics and technology experts. Email and web campaigns supported with directed telemarketing campaign has been underway since July 2009, with email announcements sent out to the who's who in the search engines community, notifying them of the special GETCA Inc. advanced technical development. A link to the GETCA Inc. web site was included. The site contains a Flash demonstration of the GETCA Inc. concepts "Search Engine With intelligence "And "Toward Full Automation of B2B ".

Sales Strategies

As with methods used by major search engines, our sales strategy is oriented toward the idea of online autonomous sales tasks conducting. Our pioneering technique will be to associate conceptual identity of user query (not 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, produces more targeted results that are more commercially beneficial to our system's advertising companies and users in general. Such technology will save users time by providing them with promotional campaigns targeting their specific need which suite their marketing strategy and budget. This consists of:

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

- **Concept related advertisement**, evolving advertisements whereby one query, or concept, will lead to multiple stages of advertisements.
- **Shared cost advertisements** whereby our system will accept some sort of profit sharing such as financial return or ads substitution which could be 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 clients needs without affecting the system **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 to reducing or increasing charges by attaching it to variety of factors such as the association level between user query, the advertisement concept and location.

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

Additional revenue generating methods will be used in GBSET’s part of the project. Its business nature will provide the opportunity to establish common business relations between us and our customers based on the versatile nature of online B2B services, allowing us to introduce comprehensive marketing campaign supported with profit sharing methods base on our multitasking autonomous services. Consequently, we are in a position to have multilevel revenue generating system based in search complexity and in the level of services provided to the user.

Such opportunities will benefit all involved as well as providing us with a competitive edge over other online B2B services that don’t have such means.

We will also provide our GBSET clients with marketing guidance, information and services which will help them in constructing solid and reliable marketing strategy. Such information will include:

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

[Strategic Alliances](#)

GETCA Inc. has strategically aligned itself with various global marketing firms and web technology research institutes. Current negotiating is on its way to associate our GBSET project with commercial entities from technological and financial prospects

[Implementation Schedule and Milestones](#)

[Please visit part # 2 of our business plan for related diagrams.](#)

Management Structure

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. Diah 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. Such 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. H 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: +97433876177 / email: deyaeddin@gmail.com
- **Saudi Arabia - Jeddah:** Dr. J Tareq - VP Technology /Tel: +966 596 361 244 / Email: ksa@gaset-gbset.com

Financial Plan

Our project's financial implementation will be conservative; we understand and respect main influencing factors which organize the online services market. We tend to have a very dynamic strategy which will be **transparent** to our **associates**, who we will need to work with closely, as partners, to cover all the administrative bases we will face. Our **resources shifting techniques** will put us in a position to support growing project parts and **cutback** on other technologies which have marketing difficulties.

Such strategy will be applicable to hardware, software and administrative resources. We will make sure that our **exit strategy** be practical and rapid with the minimum possible losses. Leasing will overcome purchasing options whenever viable, our Middle East organization will handle all the time consuming technical tasks while our Canadian (or other proposed international location) offices will manage administrative related sectors of the project which include ownership of company assets and direct marketing and PR campaigns.

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

Amount Needed

Investment funding is needed for capital expenses and operating expenses for the first four years of operation in order to cover hardware cost, salaries and other related expenses.

> 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 upon request. Our strategic steering committee's recommendations was to seek joint venturing proposals, to join us 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 and other 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 **100 % of the main basic functions and 23 % of the advance features**. Its B2B web repository (5 +/- million B2B associated sites: 300 +/- million web pages), will support more than "2 million hits a day". This capital will be spent mainly in acquiring the needed (for this stage only) hardware, support software packages, maintenance, administrative cost, marketing campaigns and to cover salaries as well as short term capital overhead. The overall completion of this stage will take two years with the completion of the IPO procedures by the end of the second year, if possible.

>>> Funding for the **third stage** will be used to launch the rest of GBSET's advanced functions, such as around the clock live online services, comprehensive autonomous learning - negotiating capabilities, supported with downscaled/customized B2B motivated version of our GASET, which meet the business requirements of GBSET. The only dissimilarity this will have from the original version is that it will be based on a specialized B2B web repository (8 +/- million B2B associated sites: 600 +/- million web pages). The system, with the business motivated version of GASET, will be able to handle up "10 million hits a day". The completion of this stage will take another two years.

Our project's financial implementation will be conservative. We understand and respect main influencing factors that organize the online services market. We have a 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 project's strategic bases. Our **resources shifting techniques** will put us in a position to support the development of certain parts of our project and to **cut back** on other technologies which have marketing difficulties.

Funding needed for capital and operating expenses for the four years of operation:

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		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 (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 details documentations for financing requirements, current financial situation (including details of past revenues and performance) and schedule of payments are **available upon request**.

Revenue Model

GETCA Inc.'s revenue will be attained through web advertisements (general and query related) sales. GBSET, due to the nature of its business setup, has the added advantage of generating revenue by selling B2B associated services (which do not contradict with our ranking integrity) to needed clients. Future avenues to be taken for generating revenue will include strategic financial alliances with companies which have compatible services; we will use our GBSET system in a way that will link companies with business interests together as some sort of E-Bartering market place where it will assign tasks to different parties autonomously (marketing, shipping, insurance ... etc) for a commission .

Summary of our Revenue Generating Strategy

Our current revenue generating strategy has been designed by a professional firm in Canada. It took into consideration our operation global statue and the special characteristics and needs of the B2B customers' base. Our strategy was based on a mix of traditional and innovative systems balancing our cash flow needs with the credibility of our platform. This procedure will add to our website's commercial value:

- First, we will use a more progressive technique than the traditional query associated advertisements used by typical search engines. We will utilize our technical advantage (**conceptual/contextual based search technology and autonomous B2B multitasks - multifaceted handling techniques**) to generate better selling leads to our customers.
- Second, we will associate our advanced B2B process (such as E-Matchmaking, E-Negotiating ... etc) with a fee based membership strategy.
- Third, we will sell and/or lease our tools to be used by major firms on their private webbase. Revenue will be either direct (cash) or by sharing their customer base.
- Last, but not least, we will put into operation our limited partnership (credit-points based) pilot program which will use 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, marketing department and associated online marketing services which we will hire at a later stages. Our pioneering online marketing and business tasks handling **software tools** will be a great help in our strategy of **minimizing cost** and globalizing our web services exposure:

- We are currently studying various B2B revenue accumulating methods; however, for the time being, we will remain with methods which we have previously tested (in a limited way). We are intending to associate our operation with major industrial, commercial and multimedia envisioned firms.
- Our system will be capable of analyzing users' decision taking and online behavior, detecting trends and factors that will help us not only in the technical front, that is, ranking, knowledge base enhancement ... etc, but also in the development of our clients' marketing support tools. Such a system will be critical to our project in that it will give us the edge over our competitors.
- We will affix our revenue generating system to our marketing strategy. We designed our system to accept autonomously marketing benefits in exchange of lower fees.
- Our system will be sensitive to locality related factors which will be used to determine marketing related aspects such as needs, prices, familiarity ... etc. Such a technology will lower clients marketing campaigns ambiguity.
- Our innovative system will propose candidates to clients, and will start a follow up procedure to determine service quality, arrange for backup plans and provide emergency support. Clients of such service will benefit from our high security standards and comprehensive geographical and commercial coverage.

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 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 Tech 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 advanced 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 methods 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.
- Merging the two projects, GASET and GBSET, together. Such a move will ultimately save development, staff and infrastructure – hardware acquiring costs and put our management team in a comfortable 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, makes 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 put 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 – GBSET** project description, technical profile and commercial related analysis (Please visit our project 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 Inc.'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 2009. The new product development cycle will be scheduled to begin in July 2009 based on findings from the January research.

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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Screenshots of G.B.S.E.T's Project Testbed (Current Main Interface and Results Page)

Main Online Services Web Communication Information Clear Fields About Us Contact Us Exit

Business Search Activities

Buy Sell E-Procurement Services Business Info. Company Info Wholeseller

GBSET-G Related and Technical words are ready, please click to add any word

Product : tv crt screen cleaners

Specifications : LG

Type or Model : 21 inche

Technical Spec. : All

Range : To Any

Country : All Countries

Quantity : 1 Pieces

Unit Price Range : 00.00 To 00.00 USD

Total Price Range : 00.00 To 00.00 USD

Search and Display Search and Broadcast

Click to add the word to the query

Technical Words: tv crt screen cleaners, wash, discharge, equip, made, contract, purging

Web Related: 21 inch, product, lcd, tvs, 21t22kx, quot, specs

Related Categories (click to replace): tv crt screen cleaners, network tv cable equipment test, television insulators, television relays

Google Directory: Top/Arts/Movies/Titles/2/21/Blue_Bicycle_TheB/Titles/Movies/Arts/Top/Top/Arts/Movies/Titles/P/Planet_Of_The_Apes_Series/Top/Arts/Movies/Titles/A/Anqel_Comes_To_Brooklyn_Ai

Services and Businessman Tools: GASET-G/Power, GASET-G/Topic, Locations Information, Business Services Information, Translator, Currency Converter, Organizer, News, Chat Messengers, Business Codes Information, Stocks, Calculator-Convertors

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Related and Technical words are ready, please click to add word

Results Form Selected WholeSale Sites :

Send Tools Pages Exit

Alibaba AriesTrade E_RittB2B Ecplaza Go4WorldBusiness MadeInChina NetGlobalTrade TradeIndiaMart TradeIndia Wholesale01

Result Number:1
Trade leads. Import Export wholesale. NetGlobalTrade.com

Offer Details:
Type: Buy
Price:
Quantity: 10
Content: Dear Sir/Madam:
I am writing from California, USA. I am interested in Nokia N90 mobile phones prices. I need these devices to be shipped to Egypt. I'd appreciate it if you contacted me with some discount level prices that you're offering.

Contact Informations:
Link:
City: Mill Valley
State: CA

<http://www.netglobaltrade.com/index.php?page=outid=41398&phpsessid=7db8726c6374e394e5347b666b98682c>

Result Number:2
Trade leads. Import Export wholesale. NetGlobalTrade.com

Offer Details:
Type: Buy
Price:
Quantity: 10
Content: Dear Sir/Madam:
I am writing from California, USA. I am interested in Nokia N90 mobile phones prices. I need these devices to be shipped to Egypt. I'd appreciate it if you contacted me with some discount level prices that you're offering.

Contact Informations:
Link:
City: Mill Valley
State: CA

<http://www.netglobaltrade.com/index.php?page=outid=41398&phpsessid=7db8726c6374e394e5347b666b98682c>

Result Number:3
Trade leads. Import Export wholesale. NetGlobalTrade.com

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