

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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December 15, 2013

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

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Dear Sir,

The following is G.B.S.E.T Project Executive Summary, more Comprehensive details regarding Technologies, Project features, News, Team ... etc. are available at: www.gaset-gbset.com . and the attached DVD.

Executive Summary

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](http://gaset-gbset.com/EXPERTS.html) (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

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 staff 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.

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 inch
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/AngeL_Comes_To_Brooklyn_A

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 | MadelnChina | 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=41398phpsessid=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 that you're offering.

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

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

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

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