GETCA Inc. ™ (G.A.S.E.T ™)

Project Business Plan

Part 2 / Slides (Project Financial Analysis)

Greeting

This is a commercially motivated Partial list, "Detached" from our comprehensive project Business Plan, upon your request we will be more than happy to Forward to you the complete document, plus other (Related Documents) which cover technical, financial and Operational info.

BP Slides

Competition / Market:

Pages: 4 to 9

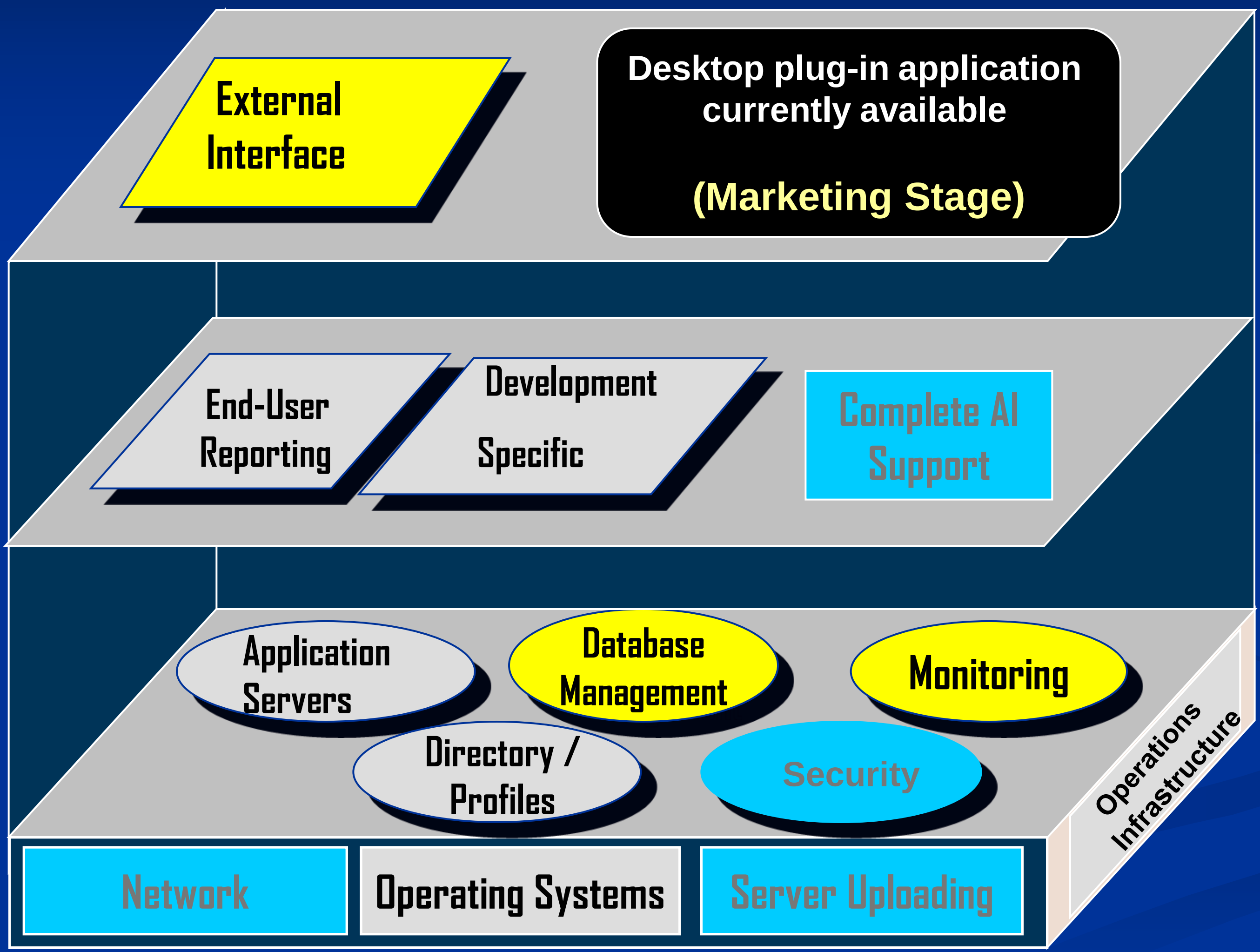
Revenue Model:

Pages: 10 to 16

Strategy :

Pages: 17 to 21

G.A.S.E.T Project Developmental Stages



- Main Tasks / Components
- Application Enablers
- Main IT Services

Dec 25 2006

Dec 25 2010

Dec 25 2015

Competition / Market

Why the web surfers should leave a "Sure Thing" like Google !?

Simply Because they will Still receive the Google ™ Standard options,
in Addition to our (AI Powered) Web Search Services

Google and other search engines are technologically based products, providing their customers with **"Cutting Edge"** services is a **extremely fundamental** issue.

If we have to choose between an **HD - LCD TV** made by **XYZ** a **"New Company"**, and a **B&W TV** made by **Sony** (With a similar financial conditions) well we choose tech or brand?

Similar choice was made by web surfers more than 10 years ago, between **AltaVista**, a **"Dominant"** Search Engine in the early 90s) and a **Stanford** grad students project: Google ™

Which BTW .... With **No** "Major" modifications since **1998** !!

Users Problems Using the Web: *

- **81% speed**
- **34% organizing information**
- **32% finding information**
- **13% returning to a page**
- **9% cost**
- **5% not knowing where I am**

* **Horning & Associates**

G.A.S.E.T Potential Competition / Market Share (1)

Important : We don't think of our project as a replacement to standard search engines, rather an prospect for web surfers to migrate toward Interactive and more Intelligent solution.

Standard Keyword-Based Search Engines:

- www.google.com
- www.yahoo.com

... etc

- Disputable accuracy for more than one word query.
- Useless for complex search
- Fast search , yet time will be wasted on incorrect results

Directory-Based Search Engines :

- www.about. com
- www.looksmart..com

... etc

- Small and old databases
- Slow results generating
- Not dynamic enough
- Possible negative influence from commercial entities

Specialized Sites / Search Engines:

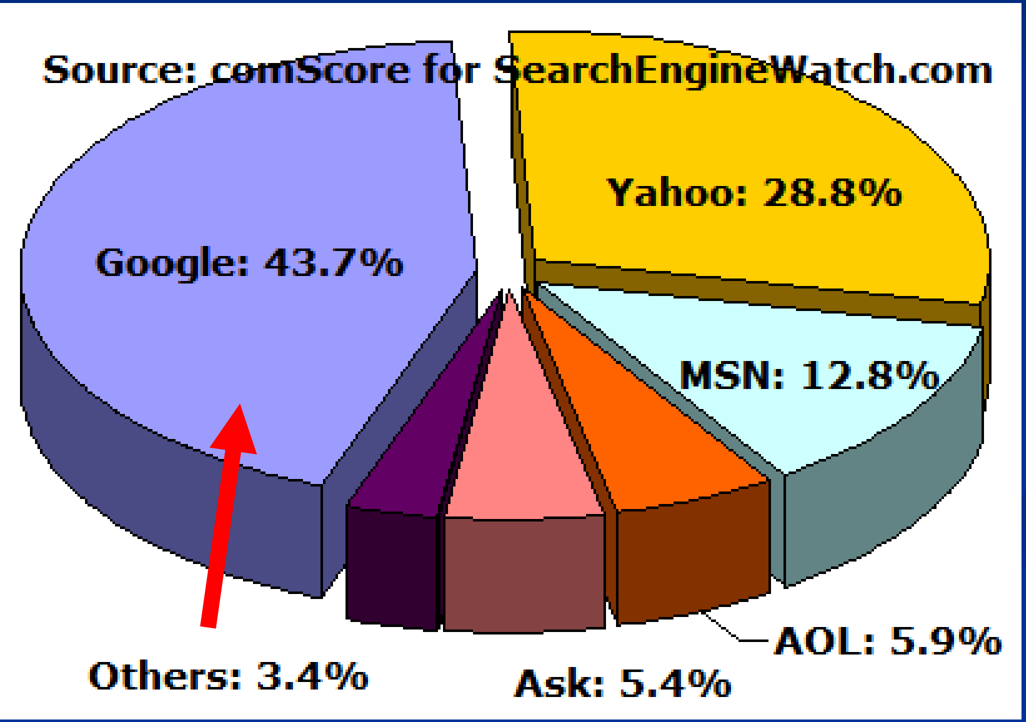
- www.ebay.com
- www.amazom.com

... etc

- Too specialized
- Unbalanced databases
- Not suitable for research
- Complicated functions which require special knowledge

G.A.S.E.T Potential Competition / Market Share (2)

Popular Search Engines (as of 7/2009)



Back in the 1990s (AltaVista) was "# 1 " Search Engine, (Google ™) founders where looking forward to sell their technology to them ! A proof that the future is reserved for the dynamic and progressive web search technologies.

Fact : Web surfers will switch from Traditional web searching methods to other search engines with more advance features when possible!

Which major technology / innovation (not tool) did Google add to its platform since 1998 ... ? .... None !

G.A.S.E.T Potential Competition / Market Share (3)

IR/Search Market Dynamics

- A Tough Market
  - 210+ vendors in 2010 (40+ vendors offer categorization or taxonomy tools; 60+ vendors offer search engines)
  - Top 7 vendors = 45%+ market share; top 20 = 80%+
  - 185+ vendors fighting for remaining market share
  - Top 8 vendors = 60%+ mindshare
  - Google, a growing presence in enterprise search
  - Desktop search wars further strengthen the gorillas: Google, Yahoo … etc
- 'Good enough' is good enough – hard to prove large $ ROI
- Few firms have been constantly profitable
- Customers want larger trail products
- Most new IR firms are algorithms, not businesses

G.A.S.E.T Potential Competition / Market Share (4)

M&A Observations 2008

- 49 deals involving an IR buyer or acquired property
- Few pure IR firms or technologies acquired … most of the larger players already have a search or a categorization engine
- Most pure IR sales = small asset sales
  - All listed prices were > $25M
  - 5 search engines
- Most sales to IR firms were to increase beyond IR to bigger footprint solutions
  - Sarbanes Oxley – related fulfillment technologies: E-mail management, document management / workflow
  - CRM & portals
- Highest price = public internet Web search
  - Ask Jeeves Enterprise = $4.25M
  - Ask Jeeves Internet Search = $1.85B

G.A.S.E.T Revenue Model

Revenue Generating Techniques The "1990s" And Our AI Based Method

Our proposed " **AI powered** " semantic analysis technology, with its smart **interactive** interface and user **query enrichment** methods:

- Recognize and enhance the **essence** of the user " **original** " query, then match it with conceptually related ads/**clients**.
- Using our knowledgeable "**interactive**" interface to re suggest additional contextually related results / options (generated by our dialogue-based system) to the user in a friendly manner.
- **Autonomously** distinguish sites **offerings** and the users **needs** , then suggest to webmasters potential business arrangements (marketing , PR, … etc) including intelligently **modified** versions of Adsense – Adwords revenue generating techniques.

Current methods

Adwords (for Advertisers):

promote your website / product and get potential visitors by showing your ads on relevant pages.

Adsense (for publishers):

If you have a site on some specific topic, than you can start showing Google ads.

Market Revenues

The market segments show different business models, as well as different revenues and developments.

Desktop search

- practically no direct revenues (freeware)
- usually desktop search is understood a a free giveaway (Google Toolbar, Copernic search)
- indirect monetarization with P4P partners

Non profit (nearly)

Enterprise search

- Revenues from sales, maintenance and consulting (project business)
- Gartner Top Quadrant (in M$):

	Revenue	Profit	Rev. growth
Fast	103	17	41%
Autonomy	96	15	34%
Convera	26	-20	20%
Top 3	**225**	**12**	**25%**

About 1-2bn revenues world wide (incl. IBM, Oracle search solutions)

Internet search

- Revenues from P4P marketing and other ad forms (Google offers enterprise search, but it contributes less than 1% to the revenues
- Top Search engines (in M$)

	Revenue	Profit	Rev. growth
Google	6.140	2.018	92%
Yahoo	5.260	1.900	45%

About 10-12bn revenues, mainly from advertising.

G.A.S.E.T Revenue Model (1) : Web AD as % of Total AD Expenditures

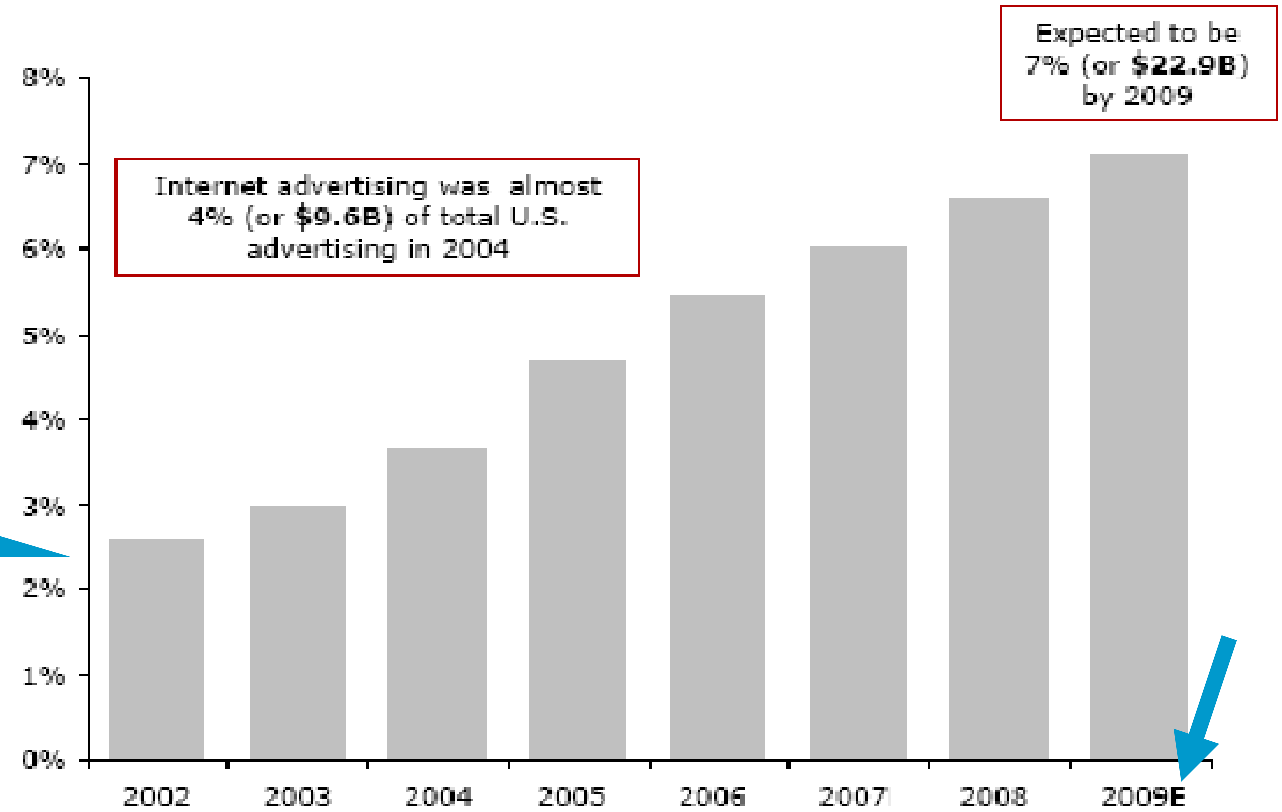
Surfing the Internet now takes up 15% of the time Americans spend with all media.

Source: Knowledge Networks

In a May report, Forrester surveyed 99 major advertisers and 20 ad agencies and found that nearly 85% of them planned to increase their online budgets this year.

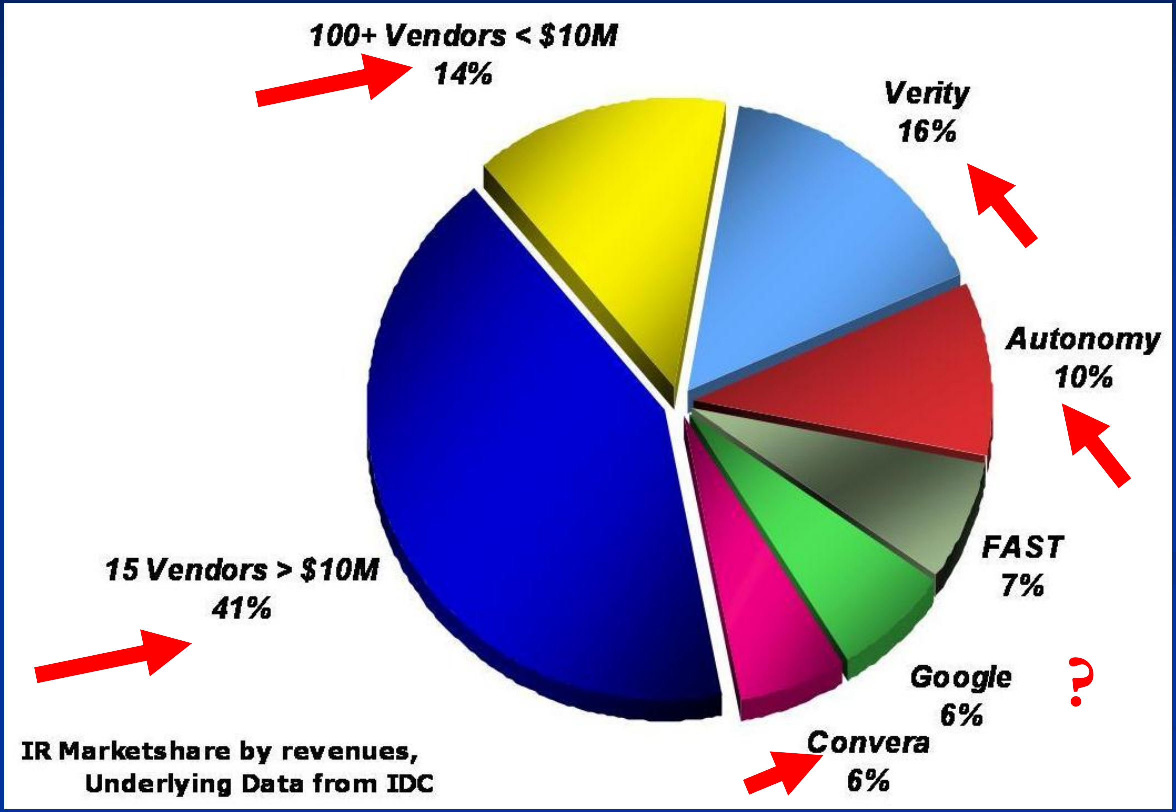
Source: Fortune 8Aug05

The web based AD industry will be based on **AI** motivated tools



G.A.S.E.T Intelligent adverting system which depend in our **AI powered – semantic** analyzing formulas, will provide a reliable web **revenue generating tools**, which will autonomously match our customers exact financial goals, with the users potential needs. Such methods will **eliminate** current standard search engines " **false**" ads placing problems.

G.A.S.E.T Revenue Model (2): Who is making money? .... Not Google !!

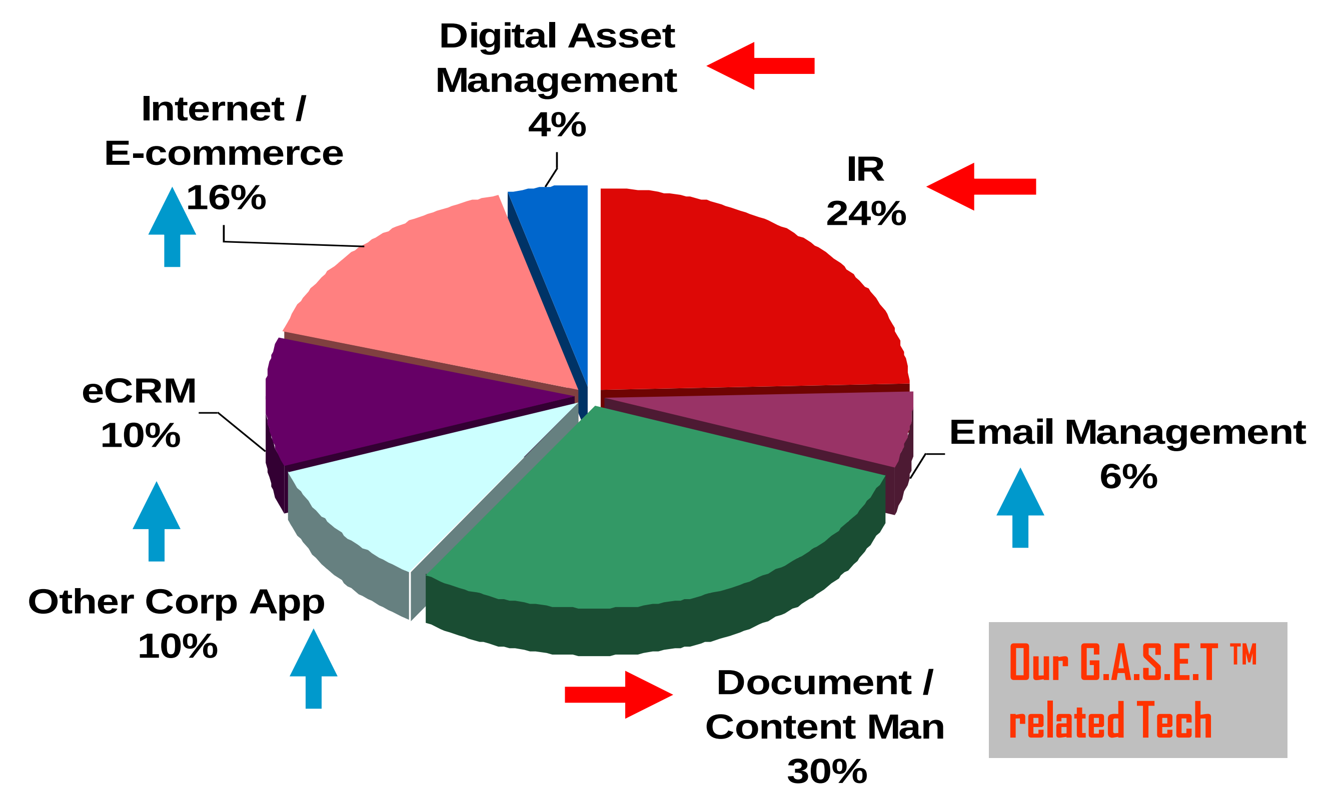


Current revenue position:

- 70% + of the potential revenue market is controlled by small / medium size firms.
- The web future will shaped by intelligent, faster /more reliable systems, which seek to match clients and users compatible financial interest

Google Inc which value around 170 B $ (depending on its current market value) started with 25 $ M back in the late 90s , yet its revenue generating is very modest (in the region of 5 -7 % - late 2009), people tend to keep investing in search engines and other web based projects for its anticipated futuristic financial value ..!

G.A.S.E.T Revenue Model (3): IR-related M&A Acquisitions

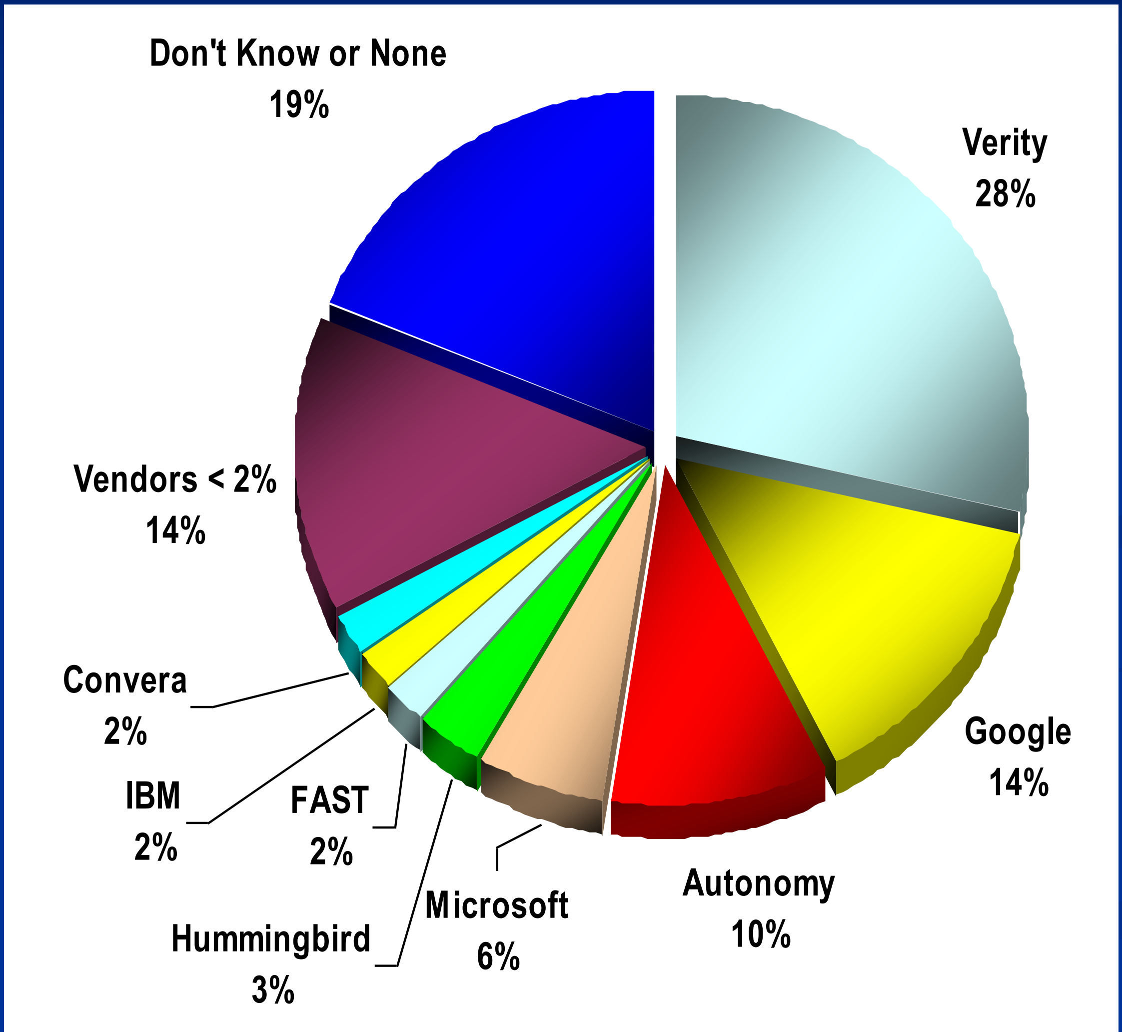


G.A.S.E.T ™ project deal with more than 60 % of the internet related technologies ,

The other business related technologies are handled by our G.B.S.E.T ™ system.

Our **AI** motivated Technologies (**QA , Power Search … etc**) will prove itself in the IR and Document / Content Management fields, G.A.S.E.T ™ **dynamic** structure and **interactive** based interfaces will broaden users info analyzing experience.

G.A.S.E.T Revenue Model (4): Who Has Mindshare? *(Delphi Group, 10/08)*



Google ™ , Microsoft ™
and other major search engines
count for less than 25 %.

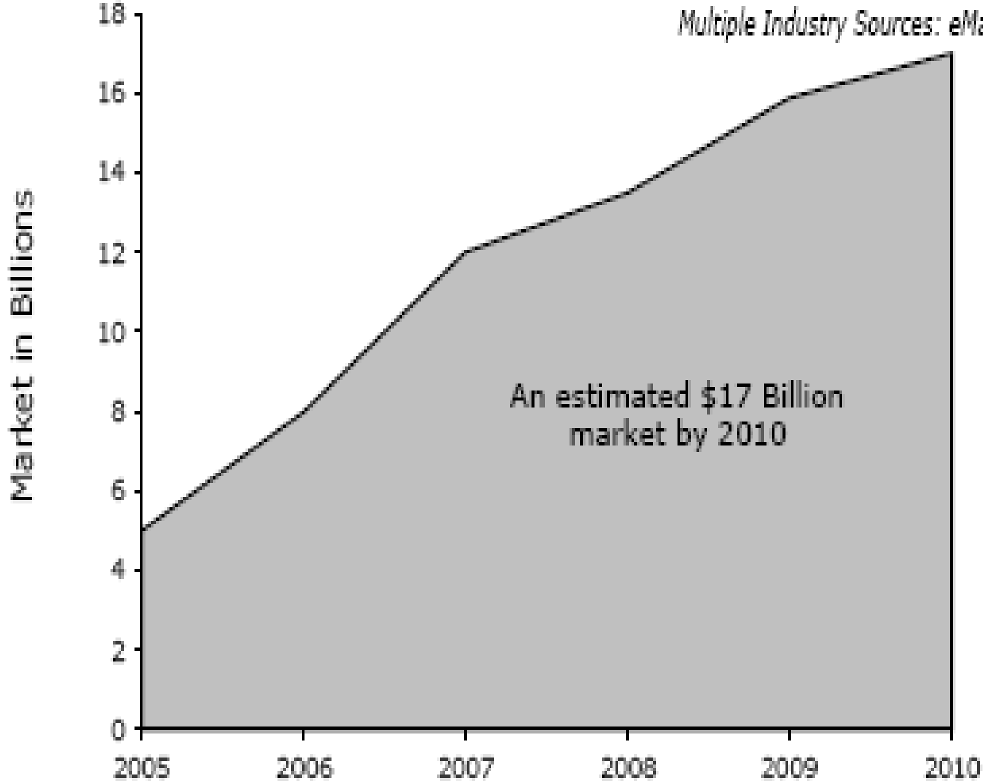
The battle for new technologies
will be determined by firms
which choose its future
R&D Innovatively.

The Sky Is The Limit !

G.A.S.E.T … The Strategy

Search is Driving Users to New Frontiers.

Multiple Industry Sources: eMarketer, Frost and Sullivan, Jupiter Research, The Kelsey Group



Growth Forecast	2010
Contextual	$1 Billion +
Mobile	$1 Billion +
Behavioral	$2 Billion +
VOIP	$4 Billion +
Pay-Per-Call	$4 Billion +
Local	$5 Billion +
Total	**$17 Billion +**

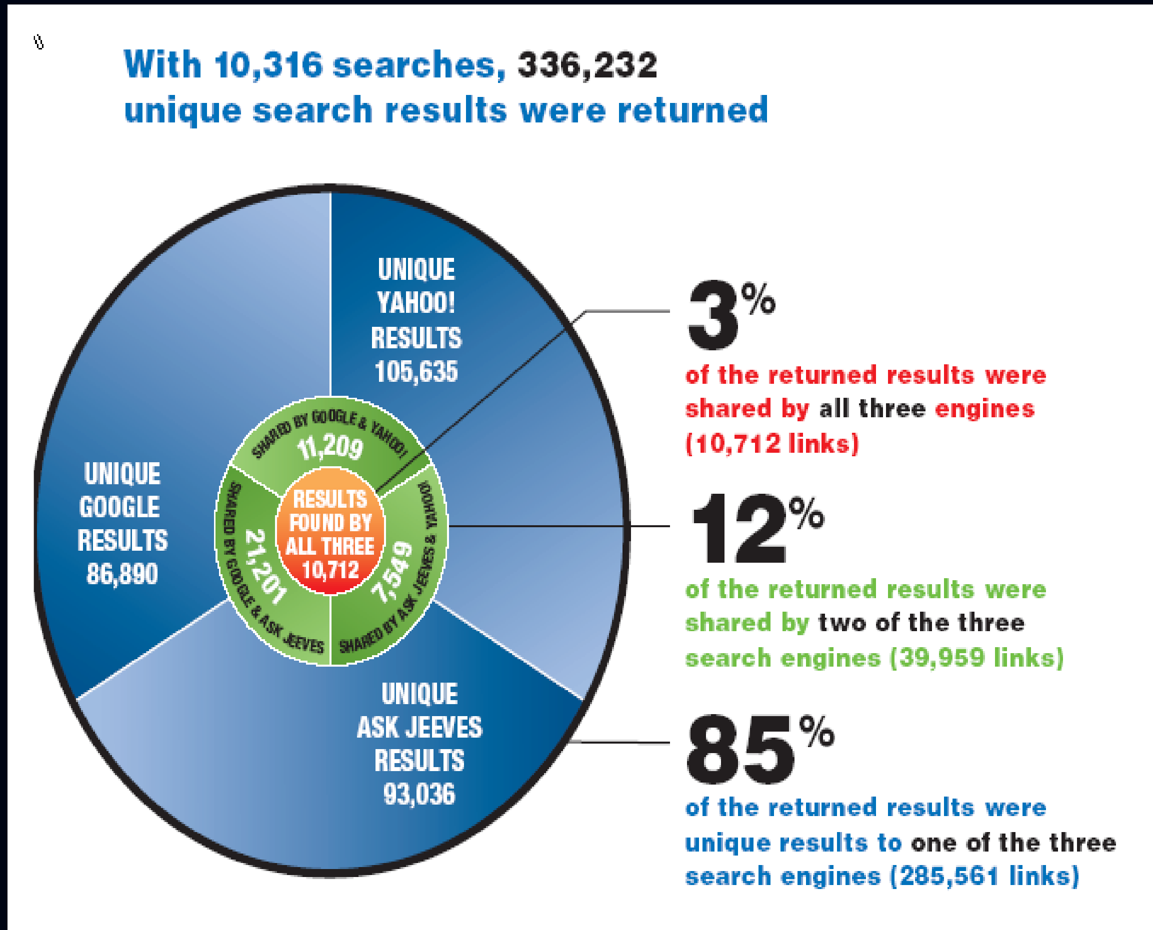
Since most platforms share <u>similar</u> database structures, our AI powered <u>knowledge</u> extracting / enhancing system will be capable to <u>alter</u> its advanced capabilities to meet such market demands.

Overlap Among 3 Major Search Engines

http://missingpieces.dogpile.com/whitepaper.pdf
http://comparesearchengines.dogpile.com/OverlapAnalysis.pdf

Current Biz Situation:

- The "I'm bigger than you are" fight is over.
- Search engines are trying to better their algorithms (AI, NLP ... etc).
- Ask Jeeves is still going strong, and Yahoo is still in the running.
- Advanced search sections are getting sophisticated.
- Topic specific engines are all the rave
- 88% of users go online *specifically* to search



The web users will give any new search engines <u>One</u> chance and one chance only !

Good and " Bad " news about newbie's will spread fast … extremely fast.

Thank you for your time

We appreciate your queries and comments. For more details and updated Technical Prospects, Financial Docs and Futuristic Potentials, please check our project dedicated website :

www.gaset-gbset.com

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