



Portal of Open Information

POI

The presentation of the project

Januar 2012

Agenda

Product

Users

Competition

Business model

Team

Financial assumptions

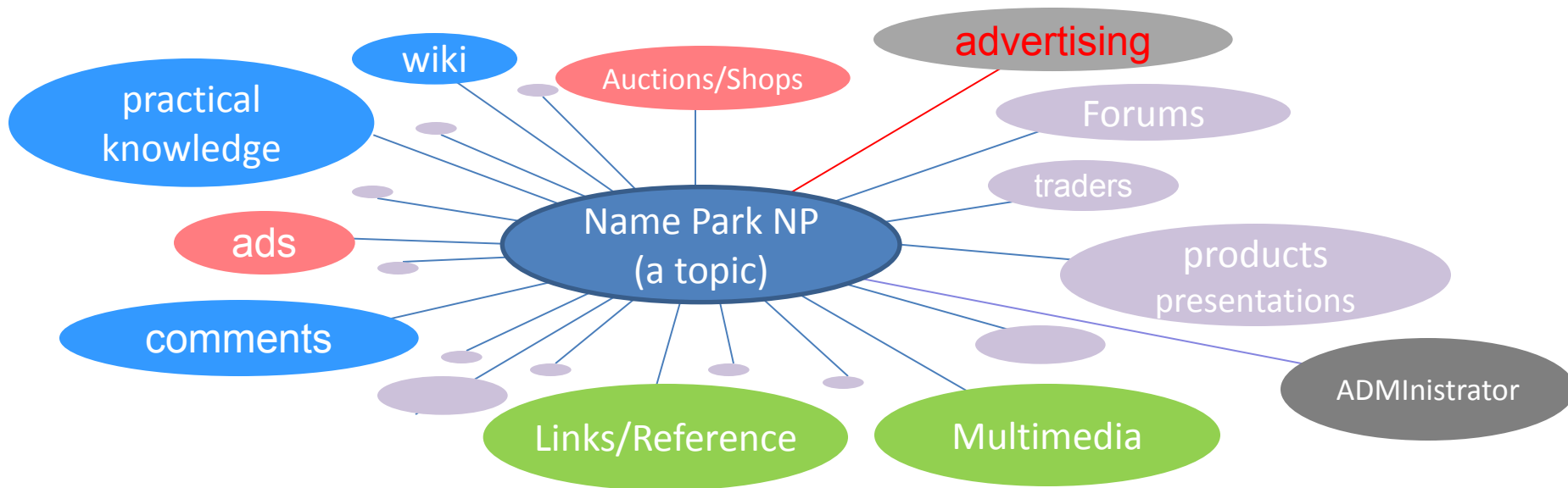
Financial needs

Contact

The portal's aim is to systematize and catalogue the information on the Internet

Product

The POI is supposed to constitute a systematized set of information and knowledge connected with all aspects of human life, both theoretical (definitions, scholarly knowledge, etc.), and practical (i.a. advices, forums, opinions and observations exchange, etc). Due to these functions, the portal will constitute a center converging an organized **practical knowledge**, which until now is being scattered on countless theme portals existing on the Internet.



An individual „Name Park” administered by a particular user

The portal meets the expectations of the Internet market

Users

Users – people who **are interested in particular theme** sets and interaction between users (i.e. information exchange, commenting, mutual assessment of Name Parks created by users, voting, opinions exchange on forums, chats, files exchange, etc.).

The driving force of the portal's development is the **possibility of earning income** by users, (for example through advertisement) and to be able to distribute it between the user and the portal.

The market trends

Growing number of the Internet users and time devoted to surfing in the Internet

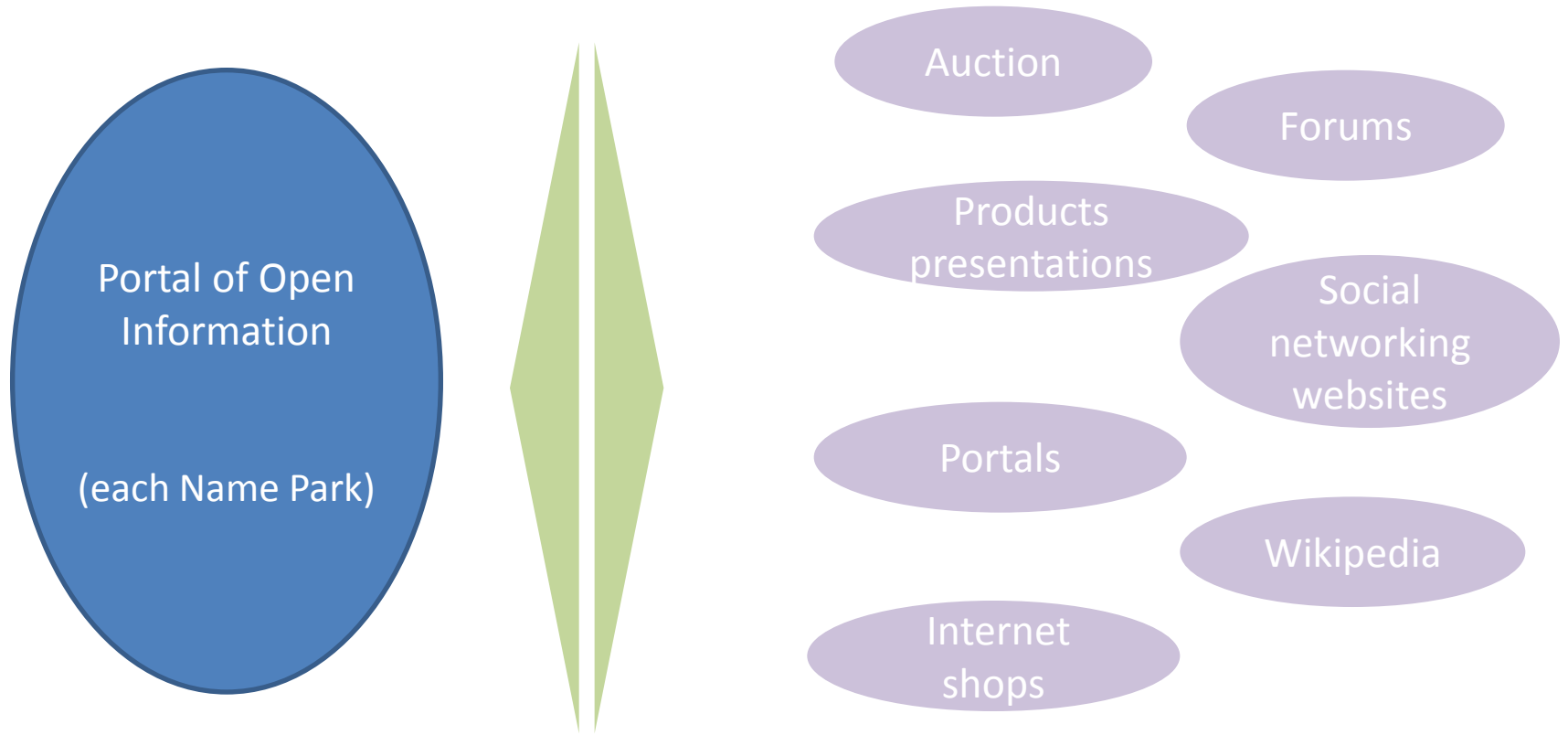
Significant number of information/ data in the Internet – the necessity of „systematization” and „quality assessment”

The users' participation in the creation of websites content

Great interest in social networking websites

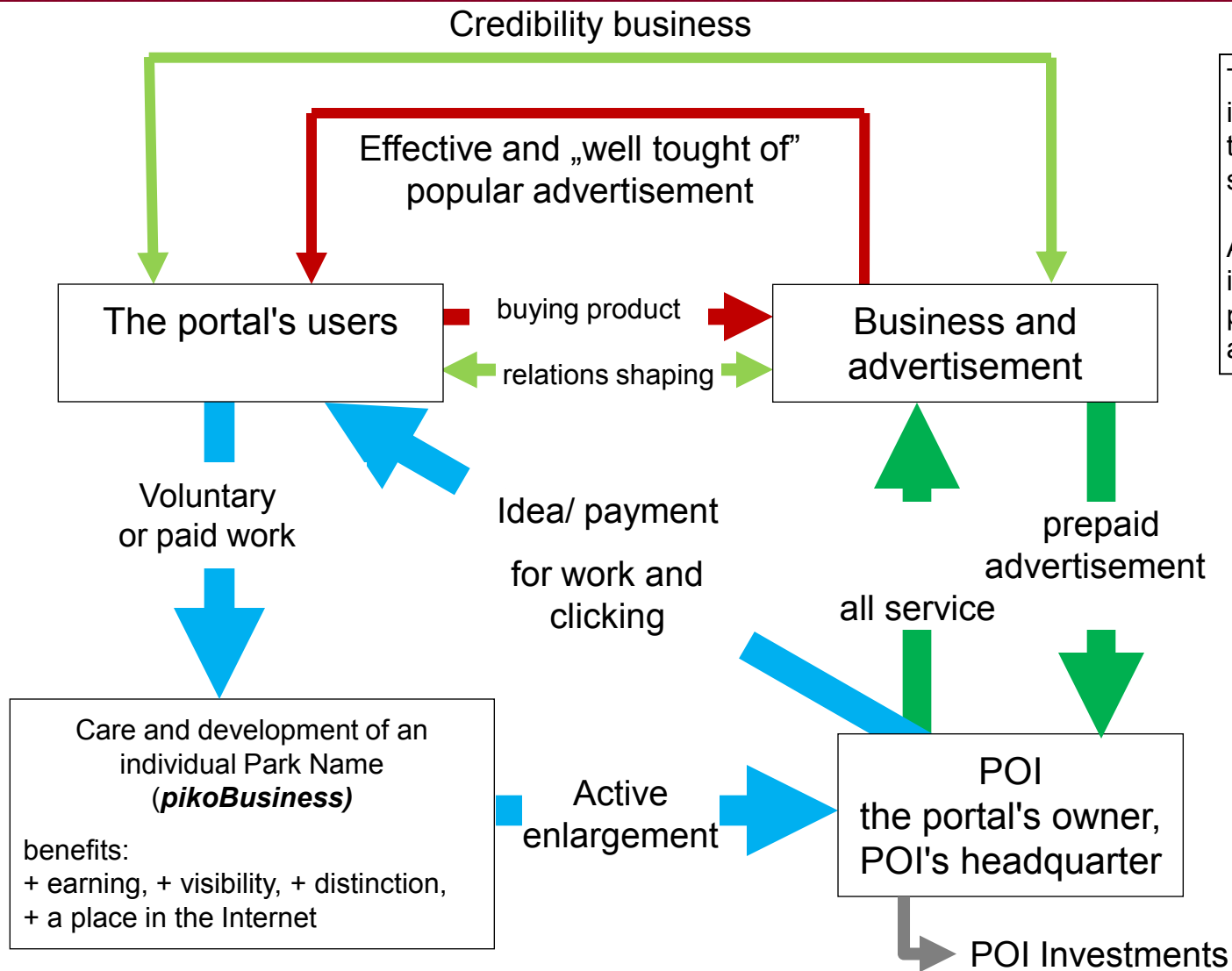
Lack of direct Portal's competitors

There are **no websites** gathering and organizing functions of various types of services in a manner similar to the POI.



POI Portal's Strategy (business model in short)

**Business
model**



The POI portal shares its income with users and due to it, it stimulates creation of specialized content.

An appropriate content increases the portal's popularity that attracts advertisers and business

In the POI there are closed circuits for user's work and presented advertisement

Additionally, a circuit of credibility creating for business and cooperation with users' tightening have been established.

A closed circuit is like a spinning circle -

Different income sources of the project

Business
model

Sources of income	Revenue share ⁽¹⁾	Remarks / Details
Advertisement (own sale)	60%	Mainly contextual, such as banners, links, mailing, billboards, sponsored articles.
Business users (own sale)	2%	i.e. Paid companies' sites, business cards of company websites, presence in product/service basis, product announcements.
Paid services	8%	i.e. widgets, additional options, hosting, payments.
Advertisement (from users)	28%	Advertisement acquired by active users, in exchange for a share in the profits.
Business users (from users)	2%	Similar to the 2 nd point, but acquired by users, in exchange for a share of the profits

(1) – The assumption of the third year

The project's team is composed of people with large experience

Team

Current production team:

Ziemowit Gólski - project coordinator (partner and general partner sp.k SIP), graduated from the University of Poznań, co-owner of the PLANet company, where the idea was conceived in 1997-1998.

Seweryn Kucharski, - Managing Director of Interactive Agency declaring ARTGEN.pl 2 month of work programmer good quality at a cost, value the contribution of PLN 12 441.84

Rafal Irla - manages afiliant.com, offered access to and adaptation of technology sourcing owned advertisers and their settlement in order to allow start earning from the POI. The value of the contribution of 1600 PLN

Waldemar Sadowski - afiliant.com, access to and adaptation of technology possessed effective advertising in order to obtain the first users and their settlement in 2000 with the creation of content Names Parks. The value of the contrib. of 1600 PLN

Adam Algierski - the originator. Graduated from the University of Poznań. The IT specialist and the main strategy and investor relations advisor. A strong personality and the main web application tester over the years. He has been connected with POI since 1999 (SIPsp.k)

Thomas Gwizdź - the financial affairs and accounting of users., Consultations

Bartholomew Urbas - volunteer and programmer

Boleslaw Dębowski - the first investor (invested in 2008, 30 kPLN) (SIPsp.k)

Robert Marzec - marketing and programming

Current investors include:

James Urbanski - declaration of a financial contribution 2x 2500, - PLN (the start and after 2 months)
(+ portal aggregation citymedia.waw.pl)

Martin Rybakowski - didactic senior employee. Medical University, Disaster Medicine, interested in developing the topic in POI system. Contribution 100, -

Marek and Agata Dabrowski - didactic, senior employees. Medical University, Disaster Medicine, interested in developing the topic in POI system. Contribution 200, -

Blazej Rubis - didactic senior employee. Medical University of clinical chemistry. and Molecular Diagnostics., interested in developing the topic in POI system. Contribution 200, -

A good business model + subsidy generate a 3-year NPV in the level of \$460 thousands

Financial assumptions

Element	1 Year	2 Year	3 Year	Data presented in \$
Sales revenue	~ 4	~ 811	~ 4751	
Operational costs	~ 190	~ 755	~ 3058	
Sales results	- 186	+56	+ 1693	

The project's NPV during 3 Years

(discounted on 07/2010, discount rate 20%, included hitherto incurred expense)

\$460 000

The project is supposed to acquire an investor in the total amount of 0,005 – 20 mln \$

Financial needs

Only for start

50 000\$

Expected sum of outside investor's commitment (or several investors).

up to 20 mln \$

- Expected repayment period - 36 months
- Interest rate established through individual negotiations
- A loan or interception of part of the shares

PORTAL OTWARTEJ INFORMACJI

Stowarzyszenie POI

SIP sp.k.



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More about the project:

prezi.com/adjorwidppyu/poi/ *eng.*

issuu.com/poipoi-pl *eng. pl..*

youtube.com/watch?v=QmFHtpatoF8&feature *eng.*

wiki: jiop.pl/wiki *pl*