



# Portal of Open Information

## eaaaa.info

The presentation of the project

August 2010

# Agenda

**Product**

**Users**

**Competitors**

**Business model**

**Team**

**Financial assumptions**

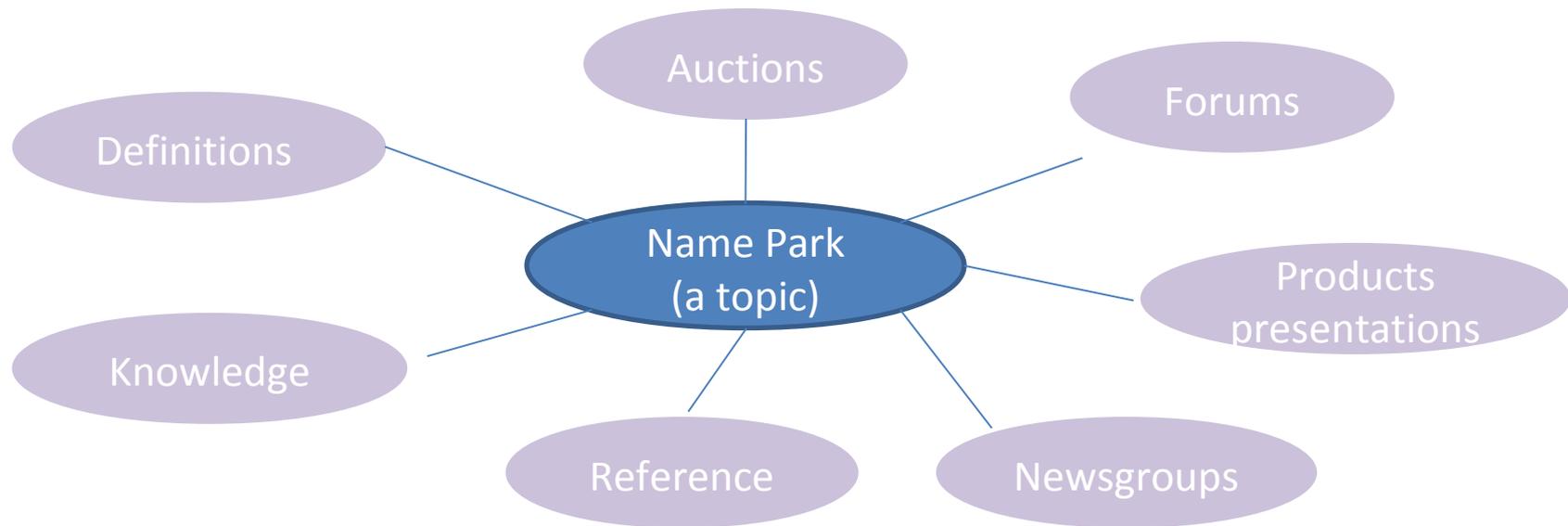
**Financial needs**

**Contact**

# The portal's aim is to systematize and catalogue the information in 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, bookish 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 hitherto was scattered on countless theme portals existing in 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.a. information exchange, commenting, mutual assessment of NPs 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 by users - incomes (for example-advertisement) are distributed 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”

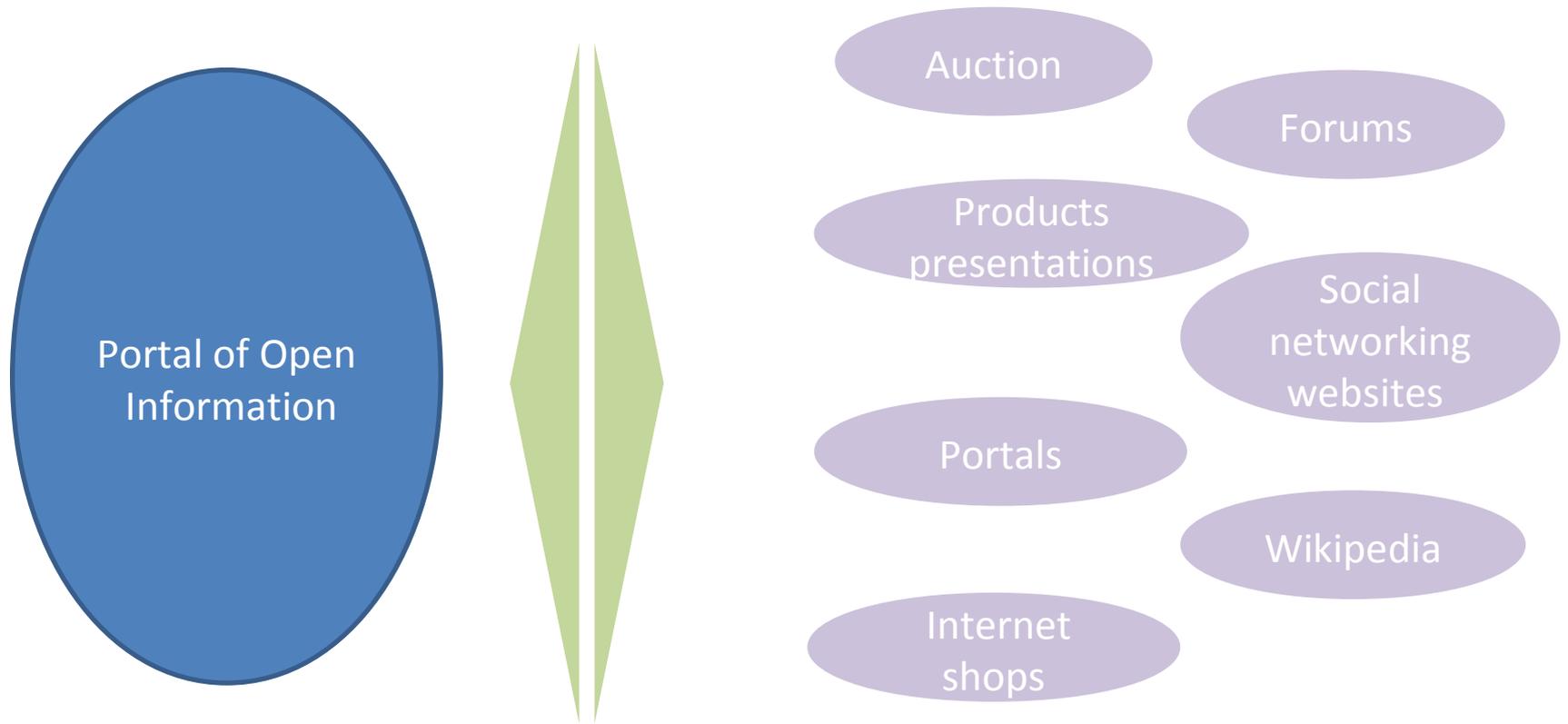
The users' participation in the creation of websites content

Great interest of social networking websites

# Lack of direct Portal's competitors

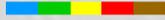
Competitors

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





# POI Portal's Scheme (business model in short)

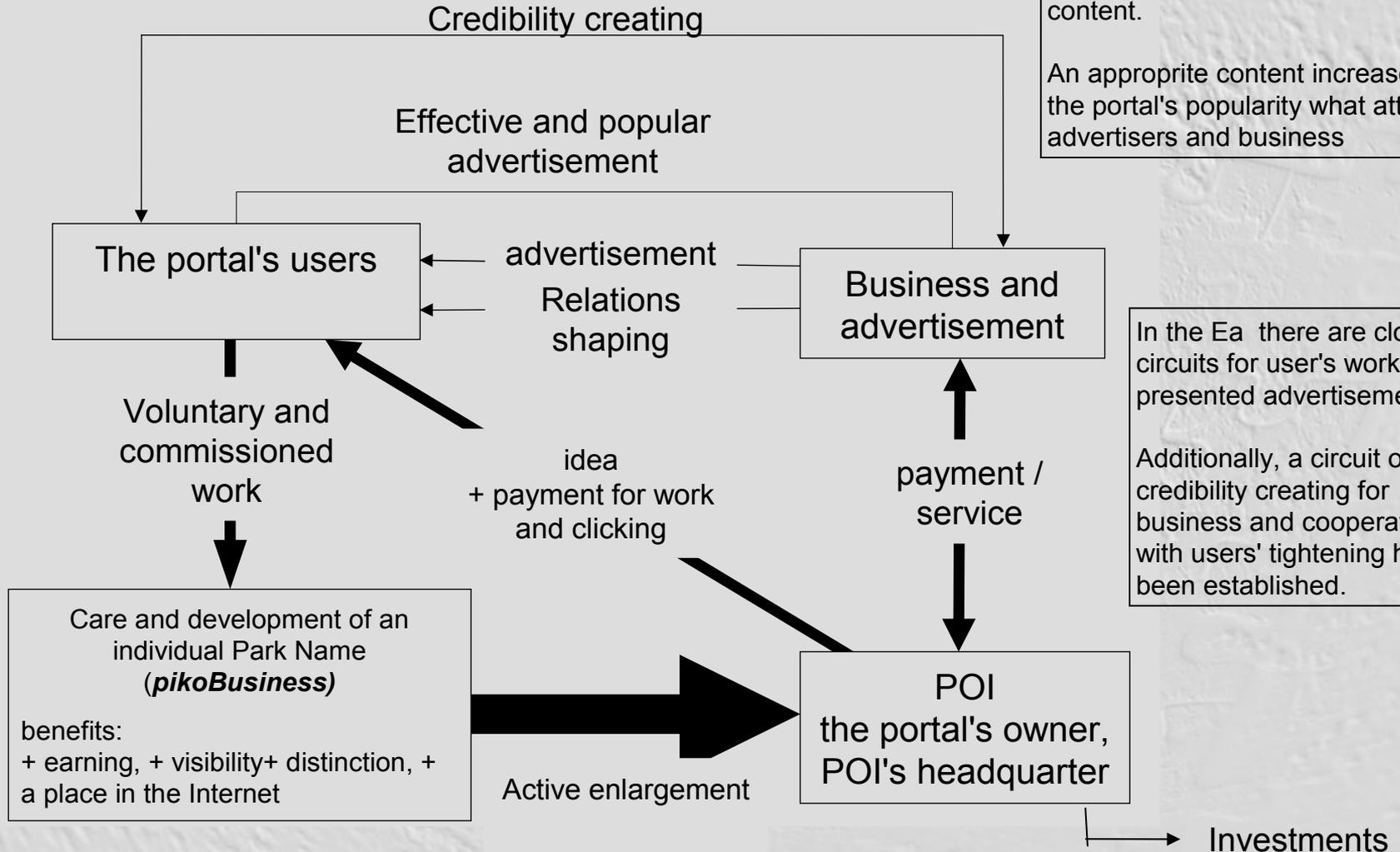


The Ea portal shares its income with users and due to it, it stimulates creation of specialized content.

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

In the Ea 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

Sources of income	Revenue share <sup>(1)</sup>	Remarks / Details
Advertisement (own sale)	60%	Mainly contextual , for example banners, links, mailing, billboards, sponsored articles.
Business users (own sale)	2%	i.a. Paid companies' sites, business cards of company websites, presence in product/service basis, product announcements.
Paid services	8%	i.a. 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 <sup>nd</sup> point, but acquired by users, in exchange for a share in the profits

(1) – The assumption of the third year

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

Team

**Ziemowit Gólski (44)** - The originator of the idea since 1998, graduated the University of Poznań, co-owner of the Planet company, where the idea was conceived in 1997-1998. Nowadays Mr Gólski arranges activities on the Ea portal's initiative- management of the project, system hosting moderating, Ea news in the prototype. ex-owner and co-owner of several small businesses, the natural and tourist excursion guide, ex foundation president . As a worker: the marketing and advertising manager of Centra/Exide Poznań, a worker of three advertising agencies, a worker of purchasing department of Quelle and Lidl Polska. The Planet company and Advis company, an Internet-programming activity.

**Adam Algierski (44)**- the originator. 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.

**Bolesław Dębowski (43)** – the originator. He is responsible for the future human resources department.

# A good business model + subsidy generate 3-year NPV on the level of 1 382 thousands of PLN

Financial  
assumptions

Element	2010	2011	2012	Data presented in ts PLN
Sales revenue	~ 10	~ 2 435	~ 14 255	
Operational costs	~ 570	~ 2 265	~ 9 175	
Sales results	- 560	+170	+ 5 080	

The project received a grant within the framework of Innowacyjna Gospodarka 8.1in total amount of 776.000 PLN

The project's NPV in 2010-2012

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

1 383  
ts of PLN

# The project is supposed to acquire an investor in the total amount of 0,4 – 2,0 mln PLN

Financial needs

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



0,4 -2,0  
mln PLN

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

# Contact with us

Contact

SIP sp.k.

PORTAL OTWARTEJ INFORMACJI, Stowarzyszenie POI  
Poznań / Poland

contact person:

**Ziemowit Gólski**

mobile. 0048-791 414 625

[biuro@aaaaa.pl](mailto:biuro@aaaaa.pl)