

## SecureWorksites Business Opportunity

### The Problem: Collaboration & Workflow -- Theory vs. Reality

In the age of Web 2.0, the desire to use new technologies to communicate and collaborate so that individuals can, ultimately, *close the deal faster* is stronger than ever. However, deals happen between separate people from different organizations, working on different networks within their own firewall. Typical worksites are limited to the confines of an organization's network. Multiple e-mails back-and-forth about a topic make version control unwieldy and exponentially increase server traffic. And, non-tech users often forget FTP locations and passwords. So, an account executive and his client cannot access and edit the same version of a contract at the same location. Or a team of investment bankers cannot collaborate with their attorneys. Instead, in both examples, hundreds of e-mails with lengthy attachments are sent back and forth – making version control and tracking cumbersome and adding unnecessary stress and traffic to e-mail servers. To quantify, IDC estimates that Fortune 500 companies lose \$12billion each year because they cannot adequately manage and exploit unstructured content. (*Accenture, Driving Profitable Growth through Marketing Asset Management, 5/2005*)

### The Solution:

SecureWorksites™ merges document management, contact management, workflow management and file sharing management into one product and make it available through an Internet. They are on-demand, browser based solutions that foster collaboration *and* expedite work-flow processes, such as the approving, storing, searching and sharing of mission-critical files.

### SecureWorksites Features

SecureWorksites, (*PPTshare, LexLibrary, MediaShare3000, NoMoreFTP*), with MS SharePoint as its foundation, can be set-up and customized to a user(s) needs in minutes. They *do not require* long and expensive planning and implementation stages. The *do not require extensive resources from an organization's IT department*. They offer an easy and productive way for business-minded users to manage their workflow – to upload, store, search, shuffle, share, and show their documents, such as Word, PPT, Excel, PDF, Video Audio, Animation, etc. Individual users can create groups, invite users, manage user access and design their site. Core features include:

**Share -- Users** have several options to share large files without attaching them to e-mail. They can be viewed on the site or downloaded.

**Store – Secure** – Users have a secure location to upload files and manage their user groups.

**Governance** – Site owners can grant or deny individual users access to certain site areas and/or individual files.

**Search** --This occurs on two levels: First, all content within documents will be automatically meta-tagged. Second, users can assign keywords to files, so that locating a specific statement within 1000s of pages of content becomes easy.

**Versioning** – Users can roll-back to earlier versions of a document.

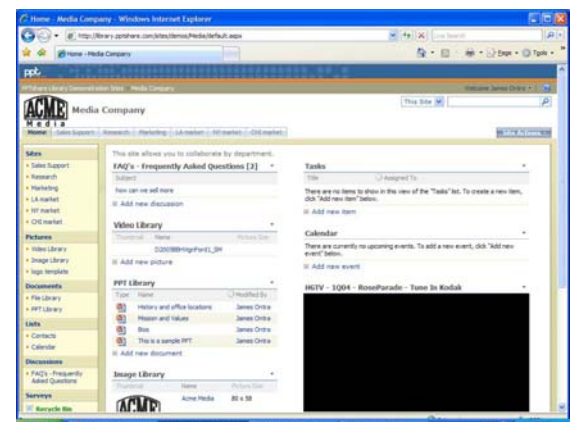
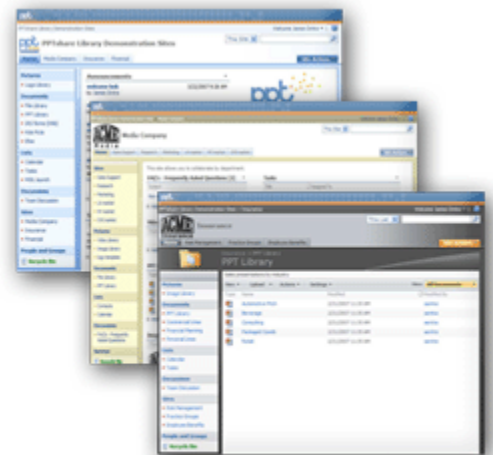
**Collaboration** -- Wiki-based collaboration so users can create and edit a document or discuss an issue online.

**Video** -- Video has become ubiquitous. When a PPT file has a video file attached, PPTshare will recognize the associated video files, create a user video library and transfer the videos accordingly. An online, searchable video library is commonly used to support corporate sales efforts.

**Calendars & Schedules** – To expedite group planning.

**Editable** – Users can design and customize their own library, to better suit their business needs.

**On-demand Solution** – Libraries can be set-up, online, within minutes through a credit card or PayPal. There is no lengthy lead-time or expensive set-up costs.



## Market Segments

Because SecureWorksites' technology is easily customizable, without incurring exorbitant expenses, the Company has developed worksites for various verticals.

### *MediaShare3000 – Media Industry*

Even though video is ubiquitous in today's market, broadcasters and advertising sales teams are still challenged when it comes to sending and sharing their video content, the product that they produce and sell, with their clients. The video is usually combined with a PowerPoint presentation or other document to give it context and other information clients require before making a buying decision. Security and confidentiality are issues, as are the limitations of e-mail and burning CDs.

MediaShare3000 provides a secure worksite where media sales and marketing teams can store and search through their video and other documents, like sales presentations, audience demographics, sell sheets, proposals, client logos, etc., and then share them in a secure, controlled location with their clients.



### *PPTshare – Sales & Marketing*

There are over 30,000,000 PowerPoint presentations given everyday (Microsoft). Since sales and marketing teams tend to rely on PowerPoint as their core media, PPTshare simplifies and expedites the searching, creating and sharing of these files. It offers an easy and productive way for users to manage their workflow – to upload, store, search, shuffle, share, and show their PPT and other files



### *LexLibrary - Legal*

There are over 1 million\* attorneys in the US, but only 30% currently use digital worksites (USA Today 12/26/2003, Gartner). LexLibrary is an on-demand worksite where attorneys can share documents with all parties associated with a particular client and/or case (i.e. clients, court clerks, witnesses, etc.) LexLibrary will target small-midsize firms, that lack abundant IT resources of their own.



### *eDealBook – Merger & Acquisition*

eDealBook is formatted for the life-cycle of a deal, so all parties involved in a deal, bankers, lawyers, investors, company management, etc. can create, edit, store and eventually bind and print all of the documents required to build a proper Deal Book.



### *NoMoreFTP.com – Focus on Sharing Files*

Some of the most successful businesses follow the rules of simplicity. Google has one search window. Apple, for years, had one-click mouse. NoMoreFTP follows that philosophy. It focuses on one core feature – sharing files. Any user can logon, post their file, and send it without clogging e-mail. It is a simple utility that can achieve revenue quickly.



## Revenue Model– Software-as-Service -- \$9.95 per user, per month

All services are offered as a subscription service that help users at all levels manage their content, manage their team members, and ultimately streamline the process so they can make decisions and close deals.

## The Strategy

### *Organic & Viral Growth*

As an on-demand solution, the sites are sold through direct sales; once adopted, sites grow organically and virally. Organically, site-owners grant their co-workers access to their SecureWorksite, thereby increasing subscriptions. Virally, as users and their peers receive critical files "sent by a SecureWorksites brand" awareness and free trial of the brand will increase.

### *Exposure through existing media clients.*

The Company is in a unique position because it has been selling to and servicing major media organizations. In the first 45 days of the PPTshare Online Library launch, ABC National Television Sales, NBC Universal Digital, Bloomberg, WCBS, and Scripps Networks have adapted PPTshare products. They are using PPTshare to sell their advertising to their own clients. Their own clients are marketing executives at fortune-level organizations, who also have large sales forces and similar presentation management needs. Every time a PPTshare client sends a file through the PPTshare server, the recipient will be exposed to PPTshare, and see our logo and contact information.

## Sales Channels

To generate sales and grow PPTshare.com, the company will implement a channel sales and marketing plan.

**Free trial periods** – Offer the service for a 30 day free trial period. Promotion will require web marketing tactics, PR and telesales for follow-up subscriptions.

**Direct sales to major accounts in tri-state area**– Target media organizations where the Company has a proven-track record, and, then, target financial and legal entities who have the need to collaborate with partners outside of their organization

**Reseller channel** – Utilize resellers to offer SecureWorksites and complementary services as part of their own product portfolio

**Affiliate program** – Offer a bounty to any current user who refers a new library.

## Competitors are potential acquirers

Larger organizations have penetrated the worksite market. They target IT departments at Fortune-level companies, and require budget, planning, implementation and execution phases. Their worksite products are “initiatives” that also require in-house technology expertise. In addition, their size limits their flexibility. SecureWorksites is flexible and malleable to the market conditions. Our larger competitors are not. As such, SecureWorksites is an attractive acquisition to a larger player. Potential acquirers are:

**Interwoven Worksites** – Large scale initiatives, requiring long sales cycles. SecureWorksites provides them with and off-the-shelf, low cost version

**Intralinks** – Penetrated the financial market, SecureWorksites offers entire to into other verticals

**Bowne Virtual DataRoom** – Penetrated the larger financial institutions. SecureWorksites appeals to smaller VC firms and boutique banks that do not have vast in-house IT

**IBM** – A leader in collaboration, IBM is adapting SharePoint solutions

**Microsoft** – Packaged, off-the-shelf, SharePoint solution

## Investment Opportunity

Ontra Presentations is seeking \$4-5MM to market SecureWorksites; and build a subscription base

## Use of Proceeds

- 70% Sales & Marketing
- 20% Technology
- 10% Administration

## The Company Financials

*Available upon request*

## About Ontra Presentations

Ontra Presentations is a pioneer in presentation management software -- a burgeoning business communications and ECM category that fosters better, faster, compliant presentation content within an organization. For the past four years, the Company has serviced blue-chip media clients like: ABC National Television Sales, NBC Stations, Showtime, Scripps Networks, Fox Broadcasting, Scripps Networks, Tribune Entertainment, Showtime, BET and CBS. Through their interaction with and direct feedback from media sales & marketing clients, the Company realized that the demand for an easy way to share files with clients, and thus developed the SecureWorksites.

## SecureWorksites Advantage: Domain Expertise

Ontra Presentations' management team has created and executed presentation solutions for large enterprises since 1998. Through 40+ cumulative years experience working directly with clients to solve their presentation and content management needs, the team has developed a pragmatic understanding of what enterprises need to communicate and collaborate among themselves, as well as with their own clients, so they can positively affect their business

## **Management Team**

### **James Ontra, Co-Founder & CEO**

James Ontra brings over 20 years of entrepreneurial expertise to PPTshare.com and eight years experience on both the sales and development sides of the Ontra software.

From the software's inception at Micro Interactive and continued development at iXL, to recognized presentation software at Iguana Interactive, to Ontra Presentation Management Software Suite, to the current product PPTshare.com - Mr. Ontra has raised funds, directed sales, directed technology and painstakingly worked to ensure that the software continually meets current market needs.

### **Alexandra Ontra, Co-Founder & President**

Ms. Ontra brings over 15 years of exemplary new business development, client relations, advertising and marketing expertise, and project management to Ontra Presentations. She is responsible for client management, project management, sales and marketing.

Before founding Ontra Presentations, Ms. Ontra was the General Manager at Iguana Interactive, a presentation software company, where she assumed responsibility for the creation and execution of Iguana's marketing strategy, as well as directed sales, client services and day-to-day project management.

### **Christopher Chang, CTO**

Mr. Chang is responsible for the envisioning, specification and development of the Ontra Presentation Management Suite. Mr. Chang developed the original code base, aka Iguana Multimedia Engine, 10 years ago at two previous companies, Micro Interactive and iXL.

Mr. Chang has also worked as a QA and Technical Manager at Avanade, Inc creating reusable client-facing software solutions upon which enterprise solutions are built at Fortune-100 companies. In this role, Mr. Chang was responsible for coding standards, design templates, change control, documentation and release management.

### **Stan Fischer, VP Business Development**

Mr. Fischer is responsible for all aspects of sales, from generating leads to closing. He is also a veteran of over 25 years in major corporate sales and start ups. His corporate experience includes starting the east coast sales operations of Evernet Systems and growing it to \$25 million in revenue within 2 years. And, he held senior sales positions at ITT, Syntrex and RACAL Information Systems. He also founded several startups including Netplex, an \$80 million national systems integration firm and America's Work Exchange, an east coast staff augmentation firm.

## **Board Advisors**

**Philippe Chabadal** – Entrepreneur with emphasis on sales and marketing for technology. Founder Reuters Terminals; founder MetaMetrix and VP Sales and Marketing for FAME software

**Louis Libin** – Communications and technology expert. Former CTO and Director of Engineering for NBC; technical advisor to the US Olympics at Salt Lake City; served as a member of the FCC Advisory Committee on Spectrum Scenario; chaired communications committees for both Republican and Democratic parties. Founder and CEO of Broad Comm, Inc whose clients have included General Electric, ABC, NBC, CBS, Turner Broadcasting, CNN, Thomson, and the International Olympic Committee.

**Stan Fischer** – See above