



## Business Plan

# Opportunity

## Market Situation

- Business application technology hasn't kept up with the needs of the information economy
- Cloud computing, social networking, Big Data and consumerization of IT are driving change in how businesses interact with one another

## Unmet Need

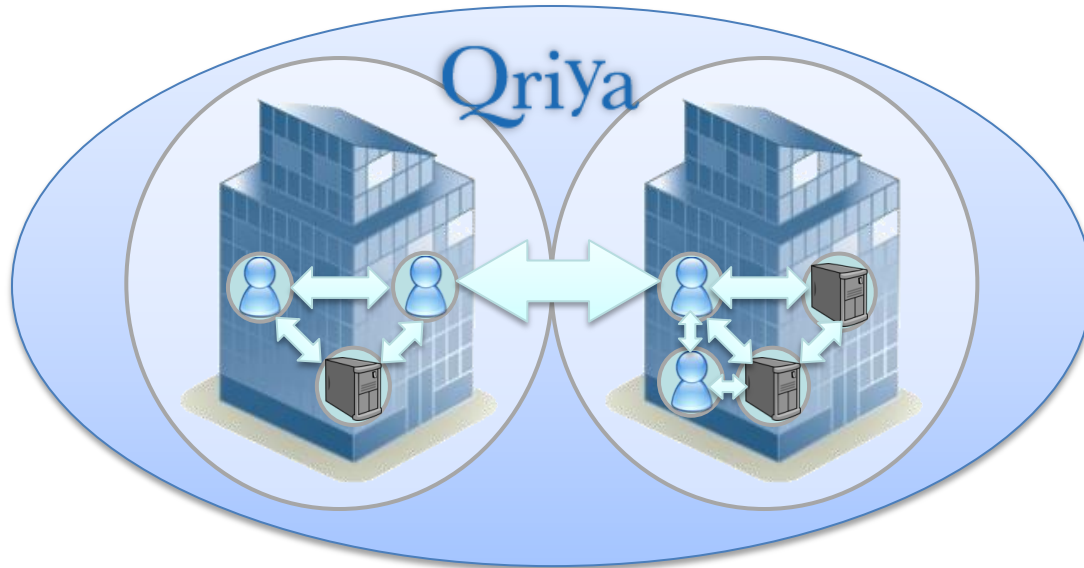
- Businesses need a way to interaction on a human scale in the digital world – a way that bridges silos of information
- ERP implementations are costly, cumbersome, and time consuming

## Solution:

Qriya is a business interaction social network that enables B2B transactions, tracks information, and monitors the health of the business in real time

# What is Qriya?

- A dynamic, interconnected business interaction social network, Qriya facilitates interactions and information sharing by allowing users to connect with one another



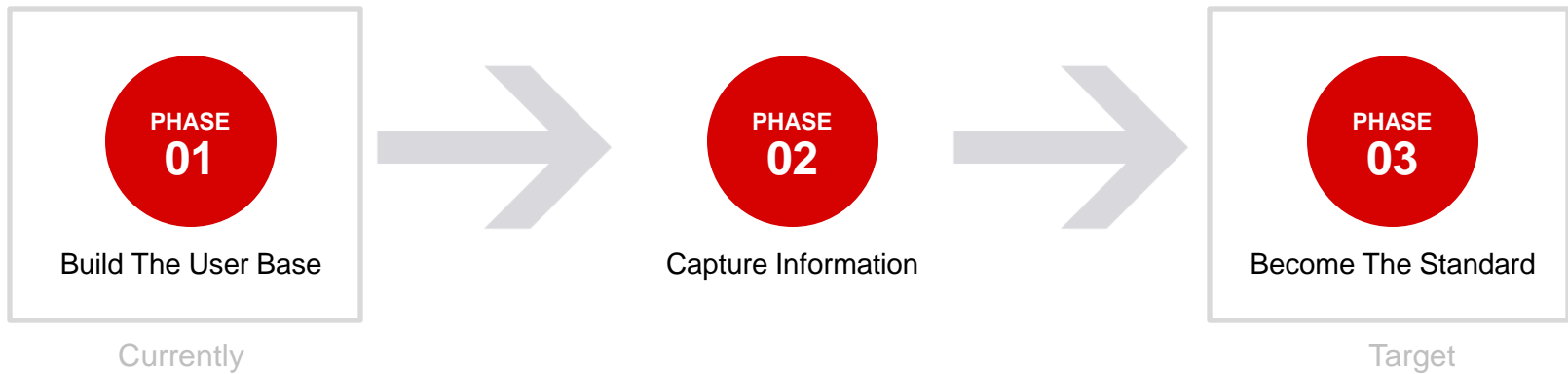
**Qriya is the link that spans the boundaries of businesses**

# A 360° View of Business



# Strategic Staging Diagram

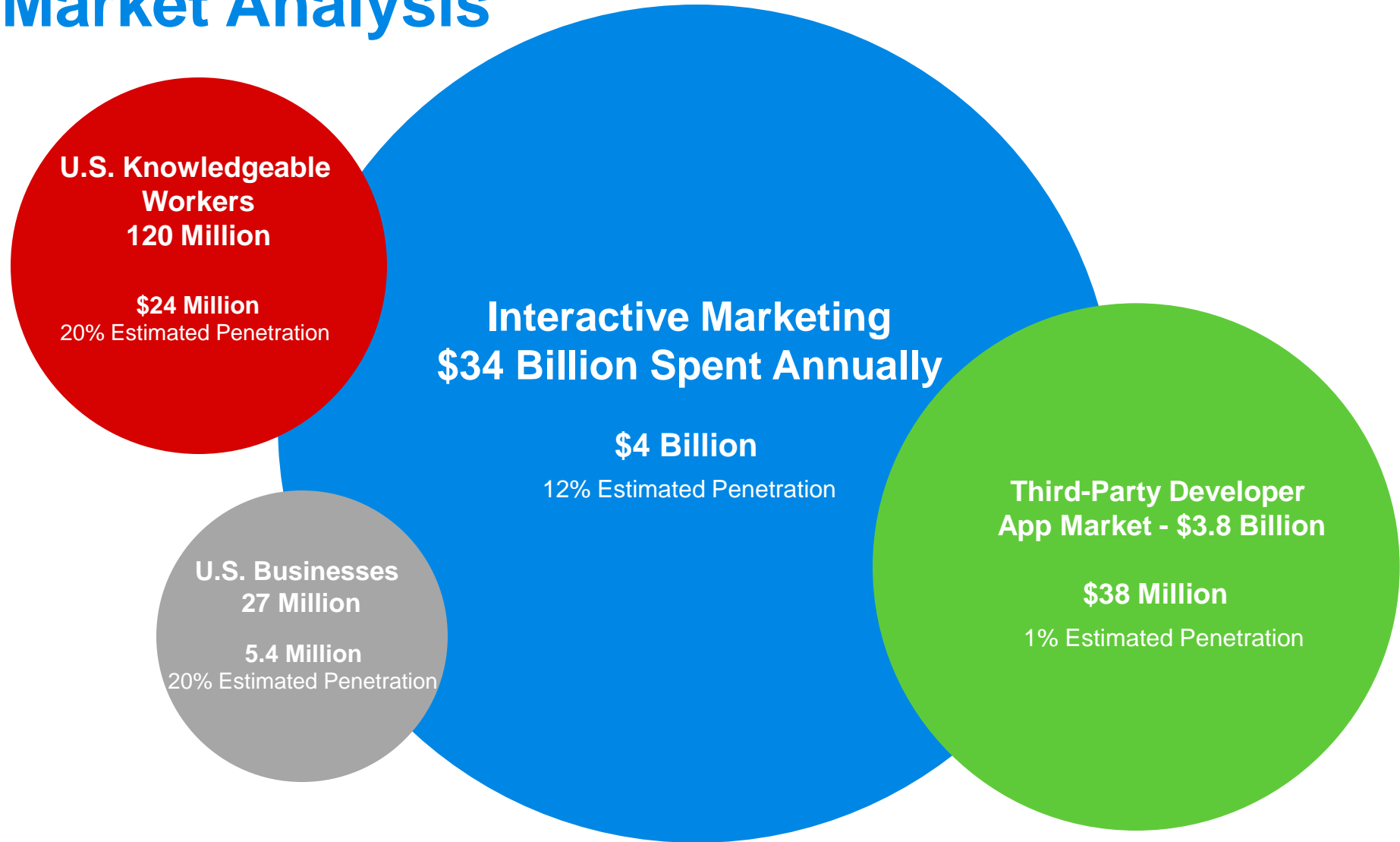
## The Qriya Network



Silo'd applications

Business Network

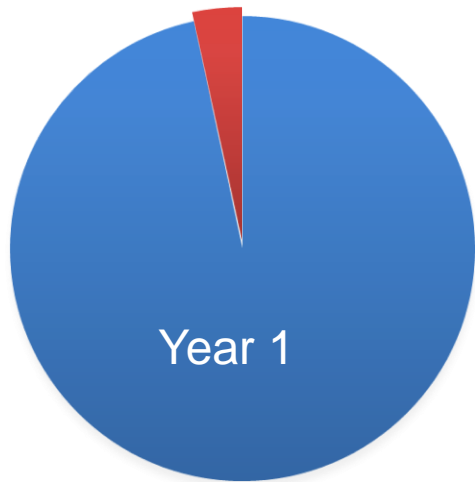
# Market Analysis



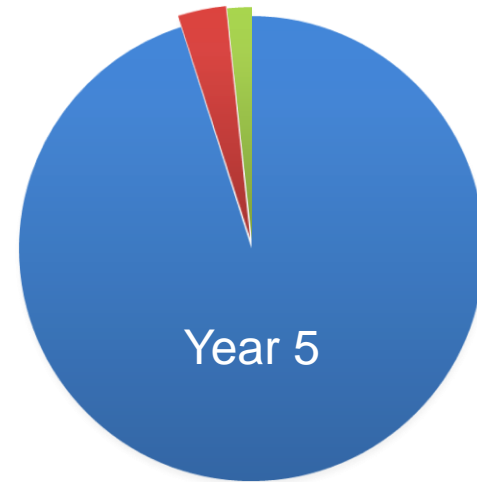
Google AdWords Data, LinkedIn Advertising Data & Forrester Report "US Interactive Marketing Forecast, 2009 to 2014", 2008 Census Data, App Store Metrics & App Store Revenue Forecasts

# Appendix

# Business Model



**Revenue Contribution  
By Business**



- Business Profiles
- Advertising
- Apps

Target segment	Offering	Value Proposition
Knowledge Workers	Qriya Profiles	Qriya allows knowledge workers to automate data transformation into information
Small and Medium Businesses	Business reporting, MDM, and data views	Businesses can use information generated by employees to aggregate information and unlock new information in real time
Marketing departments	In page advertisements	Targeted advertising to a large audience on pay per click and impression model
Third-party developers	Qriya APP World	Large network and Big Data allows new vendors to create value added services and applications for Qriya's audience



# Investment Requirements

