



# BUSINESS SUMMARY

May 24, 2000

For Information Contact:

**Gary Walker, President**

gary@bizdat.com

**BizDat, Inc.**

644-C W. Washington Ave.

Madison, WI 53703

Ph: (608) 258-8868

Fx: (608) 258-1396

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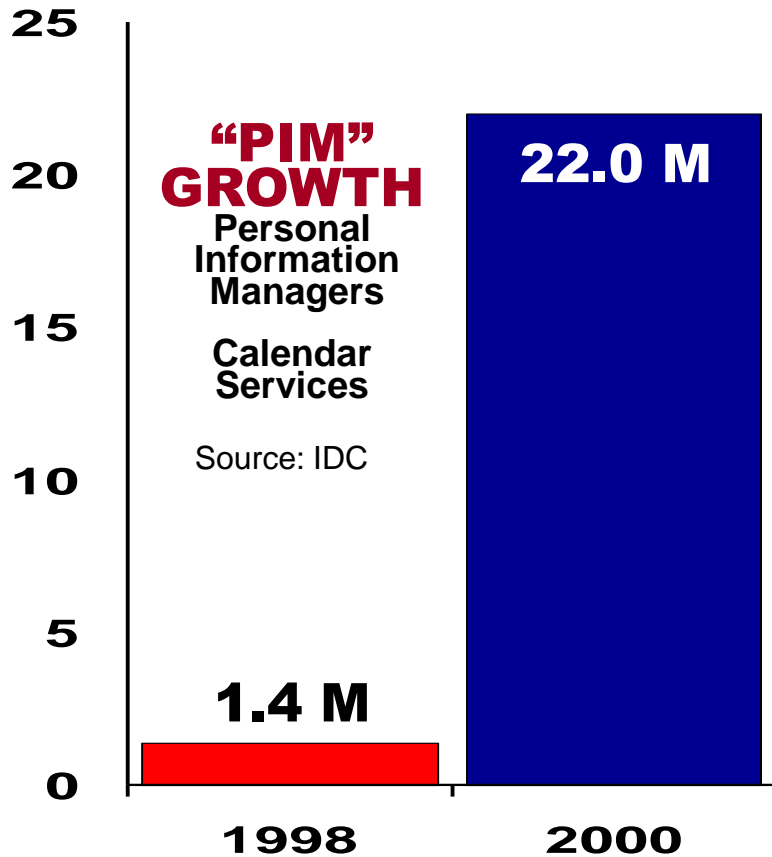
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# THE NEW EVOLUTION

## “The Web Is Fulfilling On It’s Promise!”



- ‘Surfing the web’ isn’t good enough anymore.
- Finally it’s becoming a truly collaborative environment (Network Computing)
- People want interactive ‘workspaces’ (i.e., PIM Growth)



Home Page - [www.powergroups.com](http://www.powergroups.com)

# **BIZDAT**™ **POWER GROUPS**™

**“PUTS YOU IN CONTROL!”**

## UNIQUE BENEFIT

The only web site that lets you create an integrated network of groups so you can interact with them all from one place!

- Business Intranet
- Civic Groups
- Customer Extranet
- School Groups
- Vendor Network
- Religious Groups
- Volunteer Groups
- Family Groups

# SIMPLE, YET POWERFUL CONCEPT!

## “The Key To The Personal Network!”

**Personal: Welcome, GWalker.**

View Home | Edit Home | View Personal Profile | View Info Cards | Help | PowerView

Group	Title	Location	Date	Time
MainStChrch	Vestibule Repair	Main Street Church	Mon, 7/15/99	
WoodlandComm	Production Schedule	Woodland	Mon, 7/22/99	
WoodlandComm	Staff Meeting	Woodland	Mon, 7/30/99	10:00AM - 1:00PM
MainStChrch	Choir Practice	Main Street Church	Mon, 7/30/99	5:00PM - 7:00PM

Group	Title	Location	Date	Time
WoodlandComm	Staff Meeting	Woodland	Mon, 6/30/99	3:00PM - 5:00PM
MainStChrch	Choir Practice	Main Street Church	Mon, 6/30/99	5:00PM - 7:00PM
MainStChrch	Choir Practice	Fat Abe's Kosher Deli	Mon, 7/3/99	12:00PM - 12:30PM

**Work**

**Hobby**

**Churc**

**(1)**  
**PERSONAL SPACE**

- Viewable Only By You.
- Manage Any Combination of Groups From Your Personal Space

**(2)**  
**GROUP SPACES**

- Viewable Only By Group Members
- Manage Only Information For The Selected Group.

# WHAT IT DOES!

## “Collaborative Group Workspaces!”

### PERSONAL HOME

**POWER GROUPS**

Hey, buddy! Can ya spare \$10? [click here](#) **999software.com**

ALL SOFTWARE TITLES \$999

Home Meetings Contacts Links EMail Discussions Documents Reminders

Personal: Welcome, GWalker.

View Home | [Edit Home](#) | [View Personal Profile](#) | [View Info Cards](#) | [Help](#) | [PowerView](#)

**Meetings To Confirm** You have 4 Meetings to Confirm. (Click on a description to view.)

Group	Title	Location	Date	Time
MainStChrch	Vestibule Repair	Main Street Church	Mon, 7/15/99	
WoodlandComm	Production Schedule	Woodland	Mon, 7/22/99	
WoodlandComm	Staff Meeting	Woodland	Mon, 7/30/99	1:00PM - 1:30PM
MainStChrch	Choir Practice	Main Street Church	Mon, 7/30/99	5:00PM - 7:00PM

**Meetings To Attend** You have 3 upcoming Meetings. (Click on a description to view.)

Group	Title	Location	Date	Time
WoodlandComm	Staff Meeting	Woodland	Mon, 6/30/99	3:00PM - 5:00PM
MainStChrch	Choir Practice	Main Street Church	Mon, 6/30/99	5:00PM - 7:00PM
Personal	Lunch	Fat Abe's Kosher Deli	Mon, 7/3/99	12:00PM - 12:30PM

**New On Your Groups**

Group	Meetings:	Contacts:	Links:	Messages:	Documents:	Reminders:	Members:
MainStChrch	3	2	1	0	1	0	2
WoodlandComm	3	3	10	0	1	0	2
HOModGld	0	0	5	0	0	0	6

**Services**

Search the Web:  [Search Tips](#) [Options](#) [Weather](#) | [Travel](#) | [Stocks](#) | [Calendar](#) | [Calculator](#)

**Web Links** (Click on a link to go to that location.)

Group	Category	Site Name	Description
Personal	Career Development	<a href="#">Interactive Achievement Center</a>	Great career information
	Employment	<a href="#">Find Group</a>	Excellent search engine
		<a href="#">Silicon Alley Connections</a>	Good sources

### SERVICES

#### MEETINGS

- Schedule Meetings, & Activities

#### CONTACTS

- Keep Personal & Share Group Address Books

#### LINKS

- Totally Customizable Personal & Group Web Links

#### EMAIL

- Quick Access To Web Form For Sending Email Messages

#### DISCUSSIONS

- Message Board For Posting Topics For Group Discussions

#### DOCUMENTS

- Web Based Forms For Creating Pre-Templated Web Pages

#### REMINDERS

- Send Personal / Group Reminders

# CREATE DOCUMENTS

“Choose A Built-In Template To Create A Page!”

Document libraries will be expanded in ongoing site upgrades.

Simple, Forms-Based, Document Publishing!

**“FREE” Brings ‘em in!**  
**“PowerShare” Sells ‘em up!**

**FREE GROUP SPACES!**

The FREE service builds traffic and provides the distribution network for PowerShare and other enhanced fee-based tools and services.

**POWERSHARE™ SUBSCRIPTION SERVICE!**

Two purchase options provide the fully integrated network capabilities that let you interact with all your groups in one space.

**PersonalShare- \$3.95 / month -**  
 Targeted to busy professionals who need to interact with all their business and personal groups.

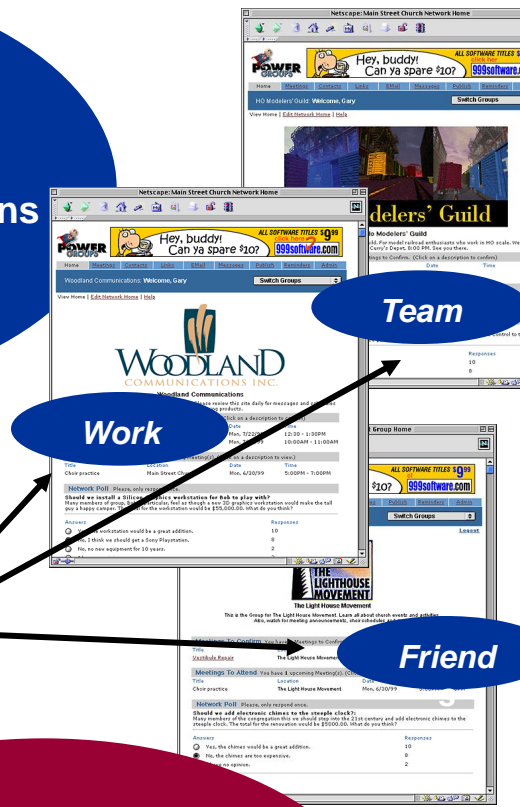
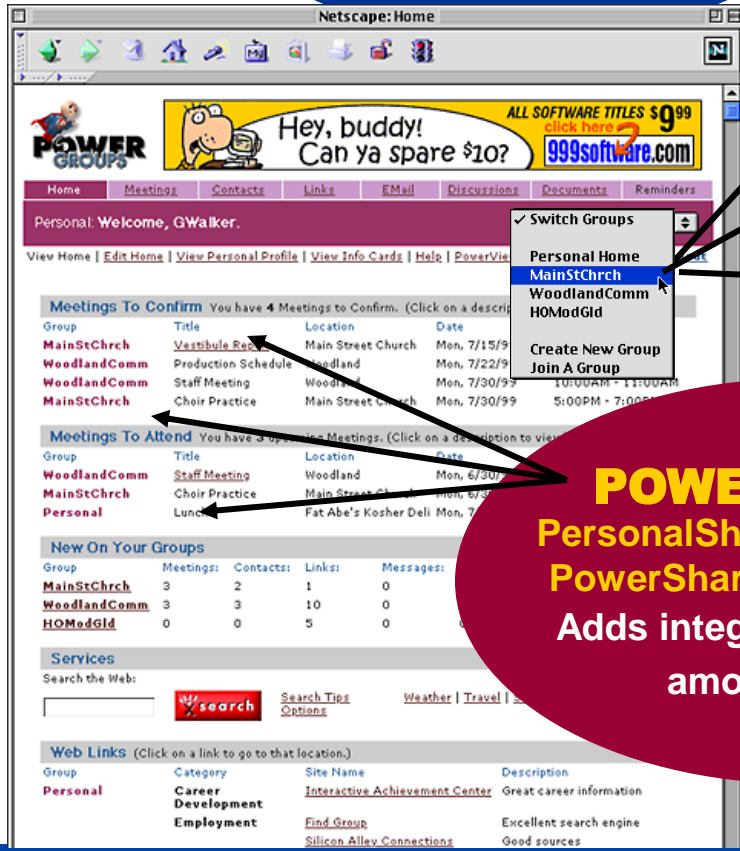
**PowerShare - \$29.95 / month -**  
 Targeted to group “Administrators” who want to be sure that all members can view and share information among all their groups in one, intranet-style network.

**POWERTOOLS...**

*Other enhanced fee-based services for business applications.*

**FREE GROUP SPACES**

- > Meetings > Contacts
- > Links > Email > Discussions
- > Documents > Polls
- > Tasks, and more!



**POWERSHARE™**  
 PersonalShare - \$3.95 / month  
 PowerShare - \$29.95 / month  
 Adds integrated networking among groups!

# POWERSHARE DEMO

# SUBSCRIPTION PRICE / VALUE COMPARISON

GROUP

LACKS  
CONNECTIVITY

COMPETITORS  
SEPARATE GROUPS

**\$10 - \$30\***

PER PERSON  
FOR **EACH** GROUP!

GROUP

GROUP

GROUP

COMPLETE  
CONNECTIVITY  
"Web-Of-The-Web!"

GROUP

GROUP

GROUP

GROUP

POWERGROUPS™  
INTEGRATED GROUPS

**\$3.95**

PER PERSON  
FOR **ALL** GROUPS!

# COMPETITIVE SITES

“Offering Group Services In A Variety Of Flavors!”



## INDIRECT COMPETITION...

- MAJOR PORTALS
  - Yahoo, AOL, Microsoft etc.
  - Content Overload
  - Not Focused on Total Group Needs
- NICHE SITES
  - MyFamily, Intranets etc.
  - Don't Address Cross-Lifestyle Needs

## DIRECT COMPETITION...

- INTEGRATED SITES
  - eGroups, eCircles, Visto
  - Problematic Interfaces
  - Tool Limitations

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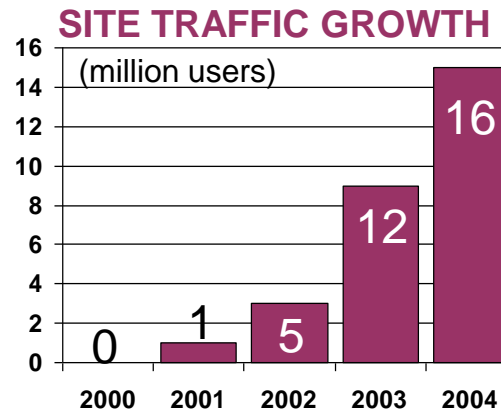
# CURRENT PROJECTIONS

**PowerShare™ alone offers high growth earnings potential that scales with our user base!**

(millions)

<b>YEAR</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Revenues	\$ 0	\$0.9	\$12.7	\$46.6	\$92.3
Expenses*	(\$0.7)	(\$6.7)	(\$10.7)	(\$23.8)	(\$42.7)
<b>Net Income</b>	<b>(\$0.7)</b>	<b>(\$5.8)</b>	<b>\$2.0</b>	<b>\$22.8</b>	<b>\$49.6</b>

\* General development, marketing and operating expenses including "PowerTools" . (far right).



Year 2001 & beyond...

## POWERTOOLS...

### Subscriber Fees

- Bundle "A"
- Bundle "B"
- Bundle "C"

### Usage Fees

- BizDat Meetings
- BizDat Research
- BizDat Collaborate
- BizDat PowerShop
- BizDat Support
- BizDat WorkPlan

## OTHER REVENUES...

- Advertising
- E-Business Partners
- E-Commerce Partners
- Licensing



## **NETWORK PARTNER PROGRAM**

**Establishes “Marketing Channels” In Targeted Segments!**

**> Trade Associations > Non-Profits > Small Business**



### **CURRENT PARTNERS...**

- Harvest Evangelism - “Urban Ministries” Channel
- WI Counties Association - “Government” Channel
- Perinatal Foundation - “Medical” Channel

### **IN DISCUSSIONS...**

- Two Kansas City Chambers - “Business” Channel
- Midwest Hardware Association - “Trade Assoc.” Channel
- United Way / Dane - “Civic Organizations” Channel

### **TARGETED...**

- Meeting Planners International - “Travel Industry” Channel
- WI State Bar Association - “Legal” Channel
- Plus Others...

**Non-Profits alone... 1.14M Organizations, 10.2M employees, Spend \$621.4 Billion!** (Non-Profit Almanac)

**Small Businesses... 2.7M online by year end 2000, 21.4M employees!** (SBA, CyberAtlas)

# THE BIZDAT TEAM

## MANAGEMENT & STAFF

### FULL TIME

**Gary Walker** - President

**Cindy Hoesly** - Vice President

**Bob Ratta** - Site Creative Director

**Matt Snyder** - Web Applications

**Hilary Nelson** - Web Applications

**Matt Ungaro** - Systems Management

### PART TIME

**Mary Shanesy** - Marketing

**Matt Olson** - Web Applications

**Bob Van Abel** - Accounting

## SUPPORT TEAM

**Michael Best & Friedrich, LLP** - Legal

**Virchow Krause & Co., LLP** - Accounting

## ADVISORY BOARD

### BUSINESS MANAGEMENT ADVISORS

**Steve Harari** - Silicon Valley Angel Consultant

**Steve Shanesy**- Rayovac - Madison

**Mary Boeding** - Oscar Mayer / Kraft Foods

### BUSINESS DEVELOPMENT ADVISORS

**Jerry Hamilton** - Honeywell - Kansas City

**Rev. James B. Snyder** - Pittsburgh Lead. Found.

**Doug Johnson** - Wisc. Merchants Federation

**Dr. Paul Harari, M.D.** - UW Medical School

**Joe Boborci** - Kraft Foods - Chicago

**Neil Lerner** - UW Small Bus. Resource Center

**Dick Parker** - Synapse-Database Marketing

**Scott Steward** - Starnine Comm. - Berkeley



## FUNDING STRATEGY

"A" ROUND - CLOSED 2/28/00

Raised \$410,000

### CURRENT OFFERING:

Up to \$1,000,000 note (convertible to "B" Series)

...includes 25% warrant coverage

(...increases to 40% if "B" not closed prior to 9/30/00)

"B" ROUND - Q4 2000

\$5,000,000 - \$7,000,000

## EXIT STRATEGY

Acquisition or possible IPO

10x-15x + Return On Investment

Time period: About 2-3 Years

# MARKETING GOALS

## “Marketing - The New Priority For Startups!”



### • 2000 - “Build Revenues / Eyeballs”

- Q1 – On-line / Off-line media announcements
- Q2 - Leverage Community Partner relationships
- Q3 - Banner Advertising on portal & ‘niche’ sites.
- Q4 - First “PowerGroups” media campaign

### • 2001 - “Number One - Personal Network”

- Major Public Relations campaign
- Strong banner advertising on portal & niche sites.
- Print Advertising in selected publications
- ‘TV Advertising’ in selected markets

## “Powerful Marketing Strategy to Position for Acquisition”

# WHO'S OUR TARGET?

## POWER GROUPS™



### 1) BUSINESS GROUPS

- Trade Associations
- Non-Profits
- Small Businesses

### 2) FAMILY, SCHOOL & OTHER

- Families / Extended Families
- School Districts, Parent / Teacher
- Clubs, Hobbies & Civic Groups