






AiLibrary, Inc
AiHome

Business Plan Brief
Confidential – G. Kraft

[Mission Statement]

- ❧ The company, AiHome, and products will continually evolve with the technology flow of personal and corporate libraries with the capability to store and retrieve digital content. The content will be “static”, the storage and retrieval techniques will continually improve. We intend to become the industry standard and to maintain that position.

[The AiTeam]



-  List CEO and key management by name
-  Include previous accomplishments to show these are people with a record of success
-  Summarize number of years of experience in this field

[Market Summary]

- Market: past, present, & future:
 - AiHome intends to create, maintain and dominate market position for Digital Living applications.

[Opportunities]


Problems and opportunities:

-  No product to compare to. Simple shell around existing media software as movies, photos, DVD, tunes etc;.
-  Real value is our AiHome interface and methodology.

[Business Concept]




- ❏ Capture, voice index/auto index, thumbprint, DNA ID Mask, content index, summary.
- ❏ Store filemaker 7.x – local indexes.
- ❏ .mac style sync, backup indexes.
- ❏ Retrieval (via voice option) via 3D animated interface with AI Search
- ❏ Display to any browser, desktop, laptop, tablet, PDA, cell, etc;.

[Competition]



-  First kid on the block, previous experience.

Goals & Objectives

Five-year goals

-  15M users for specific measurable objectives
-  85% market share objectives
-  \$10M revenue/profitability objectives with 80% gross profit margin.

[Financial Plan]

-  High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
-  Use several slides to cover this material appropriately.

Resource Requirements

- ❏ Technology requirements include flash, filemaker, 3D Animation, AppleScript, XServe, HD Finalcut, HD Editing, Isync, Backup, AVChat, PDA/Cell
- ❏ Personnel requirements – G Kraft, Chief Architech – CTO/Chairman
- ❏ Resource requirements , G5 (10), HD Cam, PowerBook (5) PDA, Cell
 - ❏ Financial, distribution, promotion, etc.
- ❏ External requirements
 - ❏ Playstation Xbox, Game PC, Eye to Y, MS Home Media Option. DV Camera/DV Cam.

[Risks & Rewards]


Risks

-  Minimal risks of proposed project

Addressing risk



-  Risks will be addressed as needed.

Rewards



-  The expected pay-off will be real time equity sharing.

[Key Issues]

Near term

-  Key decisions and issues that need immediate or near-term resolution will be the commitment of each AiTeam member if you so choose to accept this challenge.
-  Set up AiHome lab

Long term

-  Isolate issues needing long-term resolution
-  State consequences of decision