

SOFIns

Jon Jaroker, Founder

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BootUp 2009-11-19



SOFIns is developing a <u>New Way to Deliver IT Services and Software</u>

from Technical <u>Experts</u> to Non-Technical <u>Users</u>



Experts



IT Administrators

System Integrators

Software Developers



Experts



IT Administrators

System Integrators Software

Software Developers

Experts Sell their Technical Knowledge by Delivering Time-Based Services

- Computer Troubleshooting
- Software installation and integration
- Hardware and Software repair
- Software Development



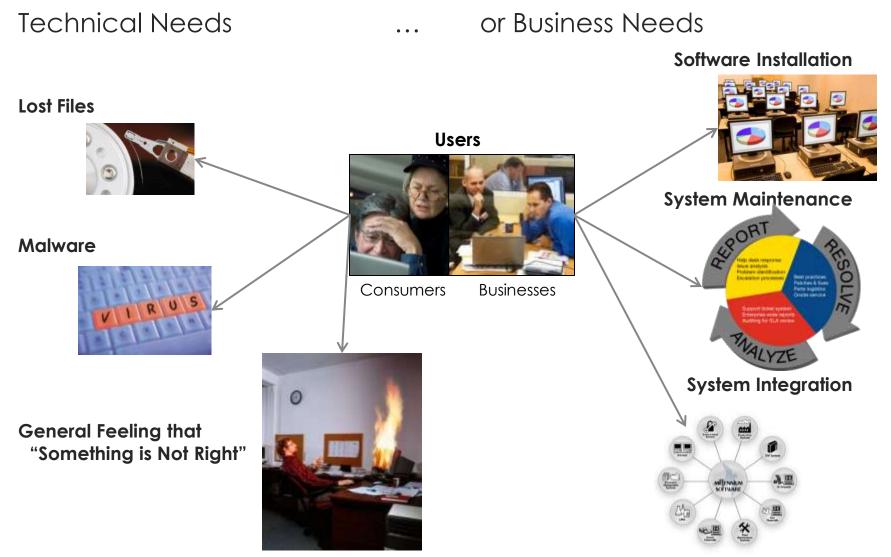




Consumers

Businesses





Confidential and Proprietary





Consumers

Businesses



IT Administrators

Experts

System Integrators Software Developers



Risks and Frustrations for the User

Role Confusion Disclosure of Confidential Information Limited to Providers with a "Trust" Relationship No Assurance of "Trust"

Limitations for the Expert

Limited Ability to Re-Use Prior Work Limited Ability to Re-Use Work of Others Monetize Skills by Selling Time-Based Services **Revenue Potential Capped by Hours**



Minimize Technical Pre-Requisites for Users

- Assume that Users are Non-Technical
- Provide a Layer of User Friendliness

Initialize and Connect Crippled Computers behind Firewalled Networks

- Software or Hardware may be Missing, Misconfigured or Broken
- Firewall may Block Inbound Access

Productize Technical Knowledge so that it Can Be Re-Used

- Re-Use of Procedures by Other Experts
- Experts License Technical Knowledge Instead of Delivering Time-Based Services
- Automate Deployment into Different User Environments

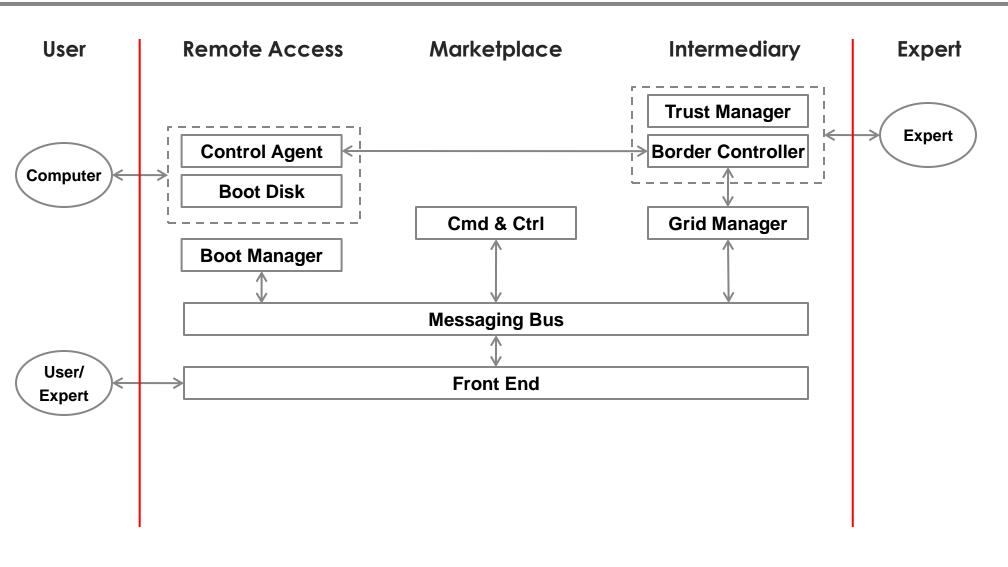
Separate Roles and Responsibilities into Users and Experts

- Experts take Actions and Deliver Technical Services Without Knowing User's Confidential Info
- Users Maintain their Own Confidential Information and Don't Disclose this to Expert

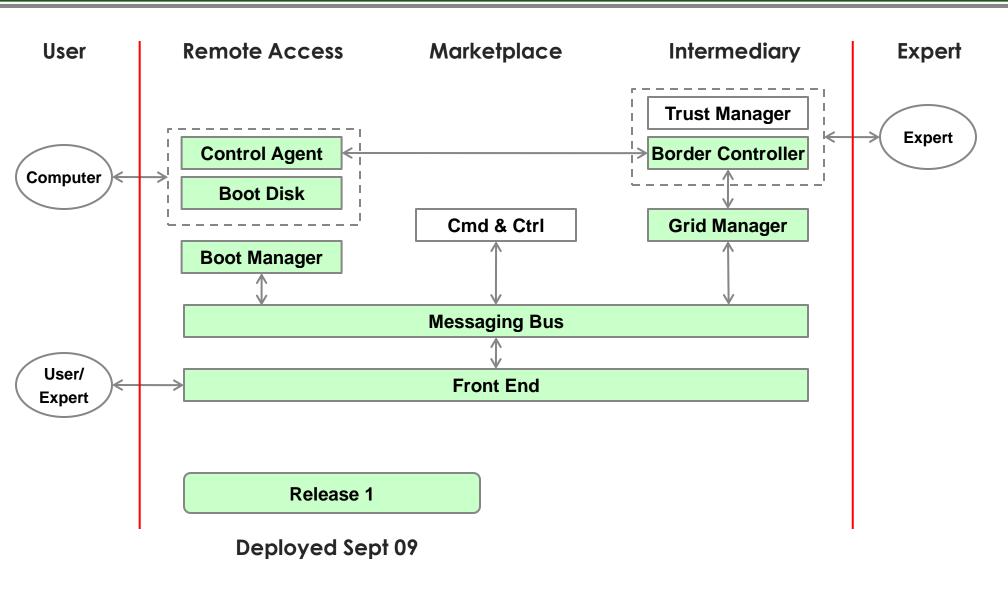
Work-Product Delivered is "Trusted"

- Expert May Not be Able to Establish a Traditional "Trust" Relationship
- Peer Reviewed
- Fully Documented

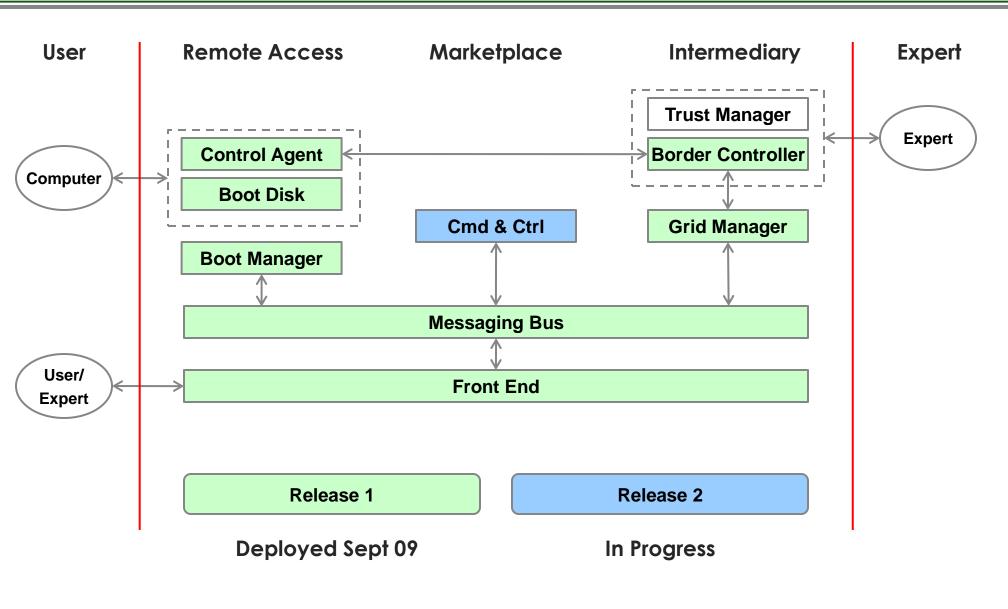










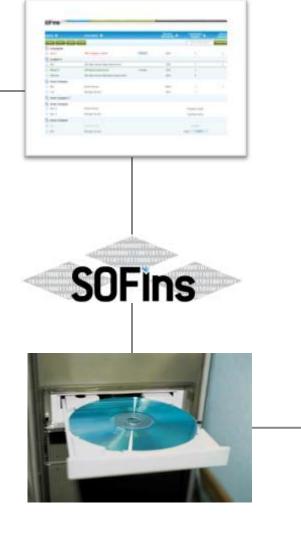






Consumers

Businesses





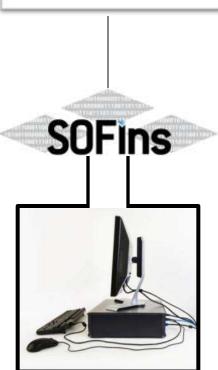




Consumers

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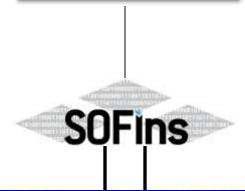




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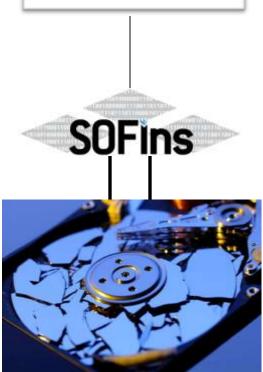




Consumers

Businesses

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Consumers

Businesses

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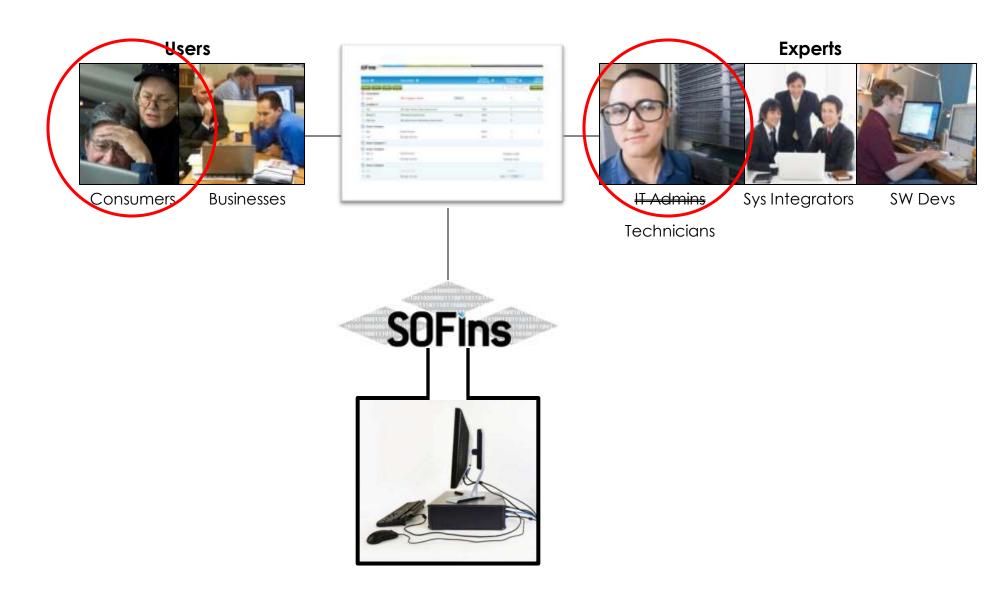
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Business Model

- Users have Free Tool to Diagnose Hardware, Software and Network Issues
- Expert Subscribes to Platform and Receives Referrals to Users with Pre-Screened Technical Needs

Channel Development in Progress

- ASP Service in Market-A
- Platform License in Market-B

"Bread and Butter" Type of Business

- Solves existing problems for Users and Experts
- Problems occur frequently
- Experts and Users willing to pay for a solution
- Good revenue opportunity

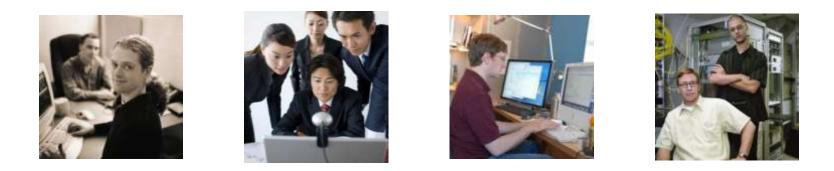
Competitive Advantage over Current Methods

- Competing products and services take a "sunny day" approach

Strategic

- Solves a "chicken and egg" problem that exists in Release 2





From Technical Experts who Know How to Install, Configure and Integrate Software



To Business Users with the Same Technical Requirements but Different Computing Environments









Parameterized Commands

- User Maintains Confidential Information
- Expert Never Needs to Know this Confidential Information

Different Individuals Develop Different Elements

- Expert Focus on their Specialty
- Elements Re-Used by other Experts

Elements are Combined into a Larger Solution

- Stack of Elements Comprise a Larger Solution

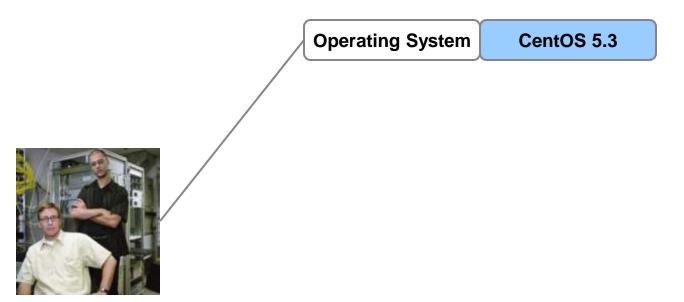
Deployed Automatically to Users with Same Technical Requirements

- Users Provide Site-Specific and Confidential Information Necessary to Complete the Element

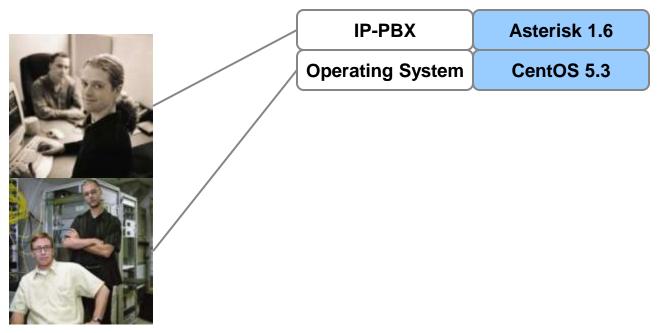
Patent Pending Approach

- www.tinyurl.com/jarokerpatent

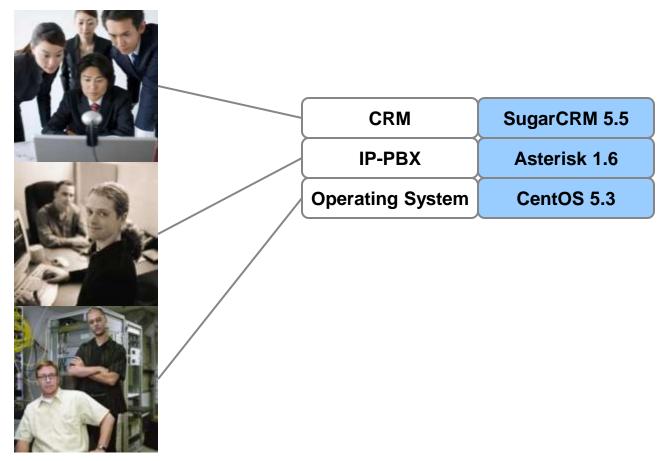




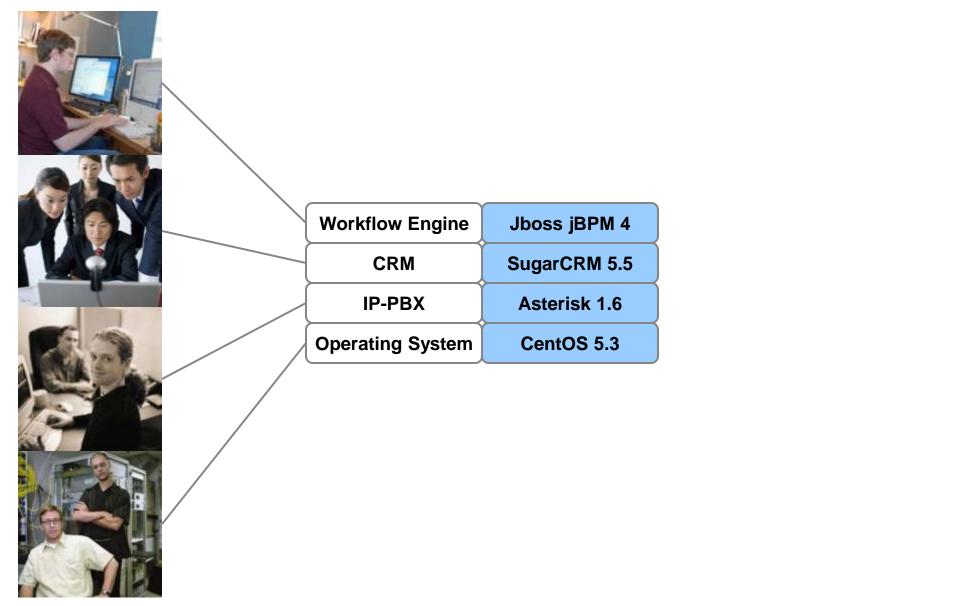


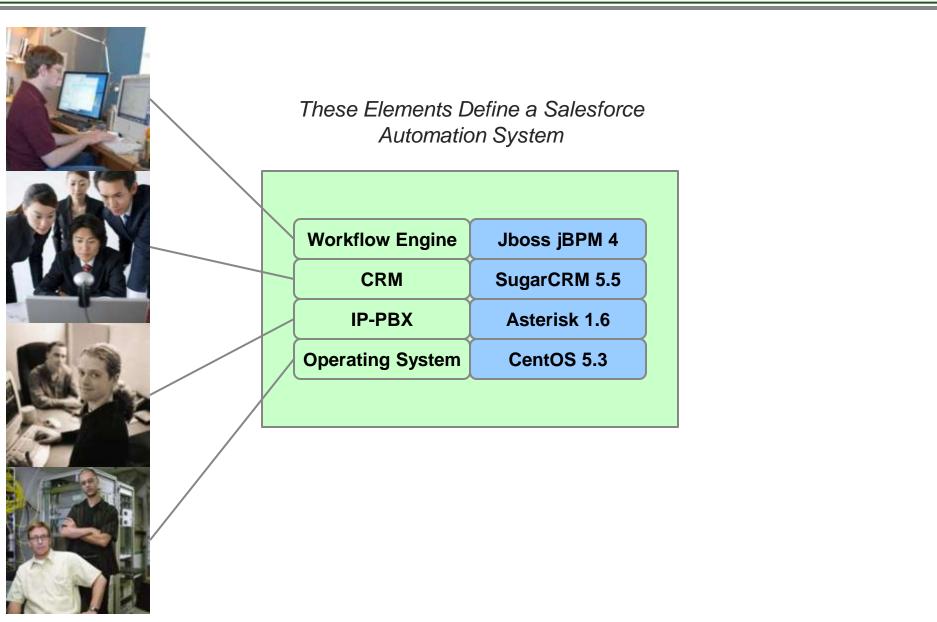






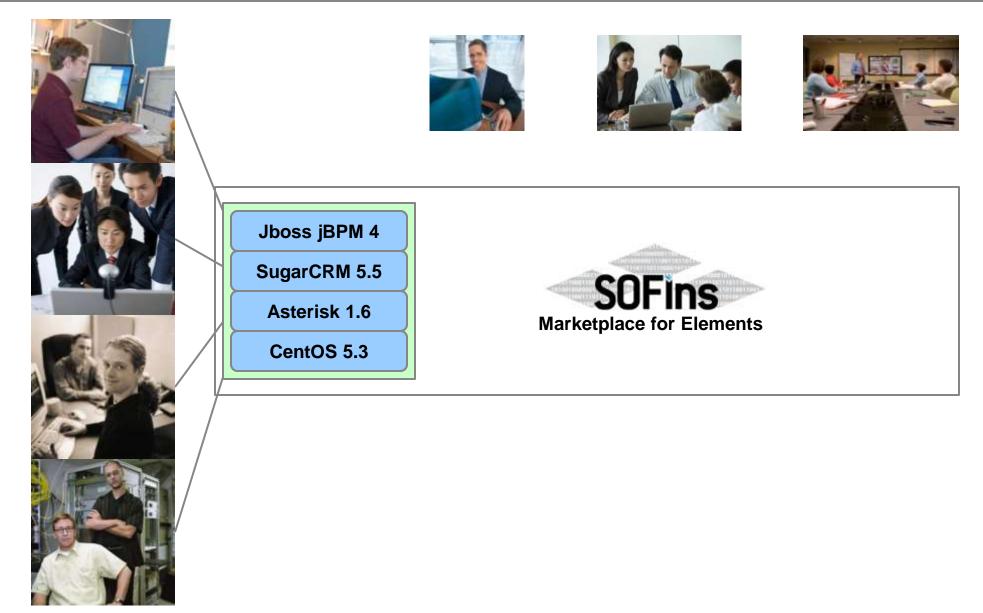




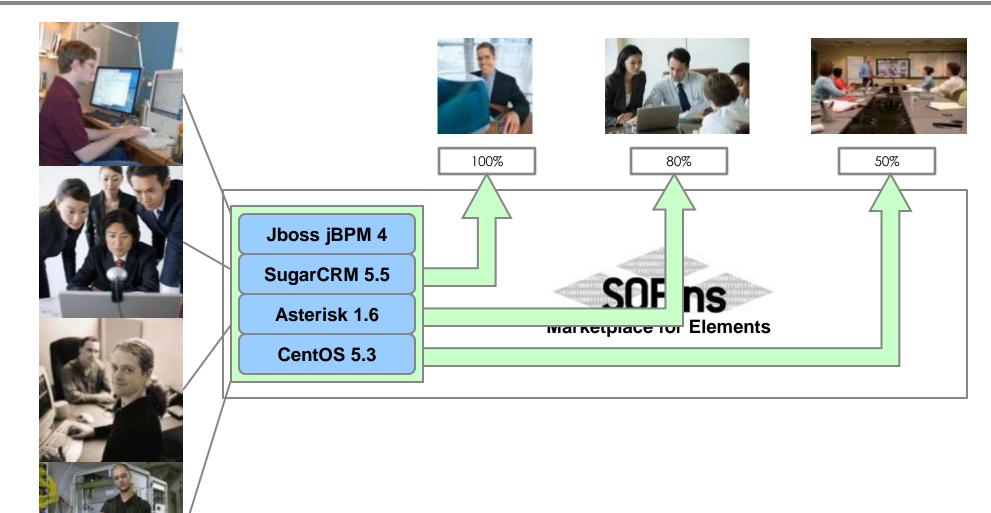




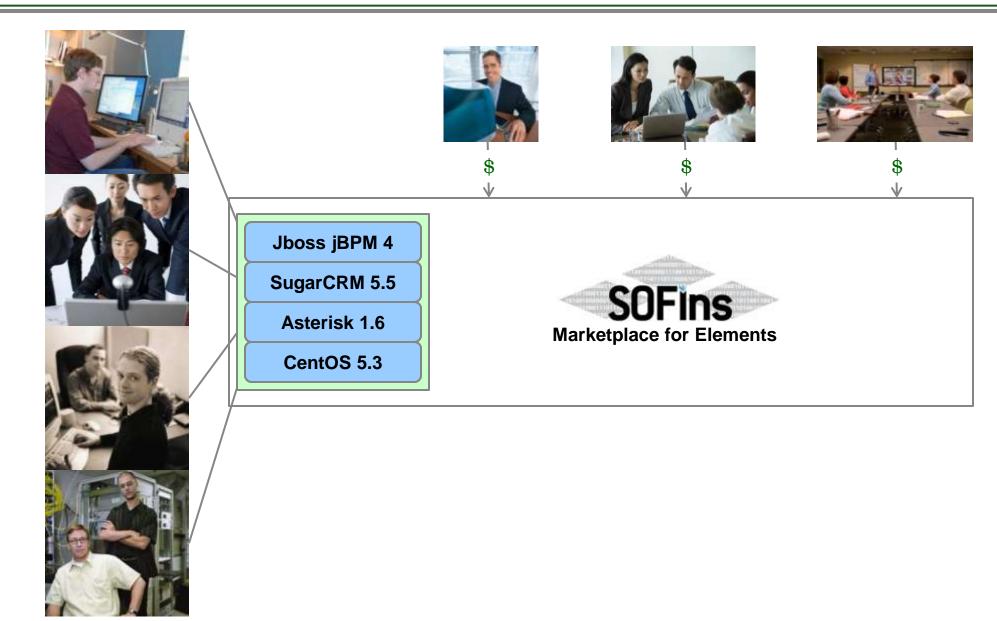




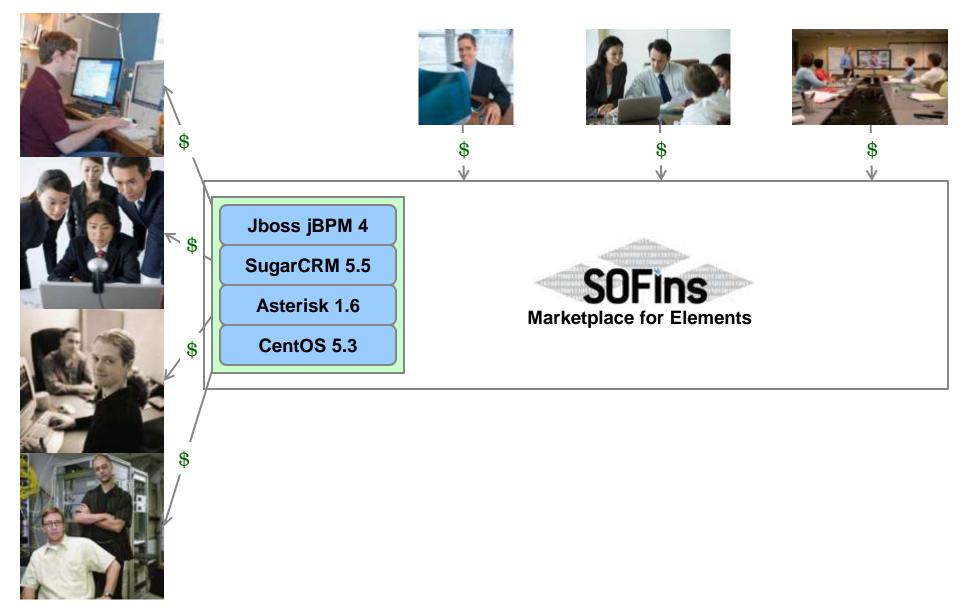




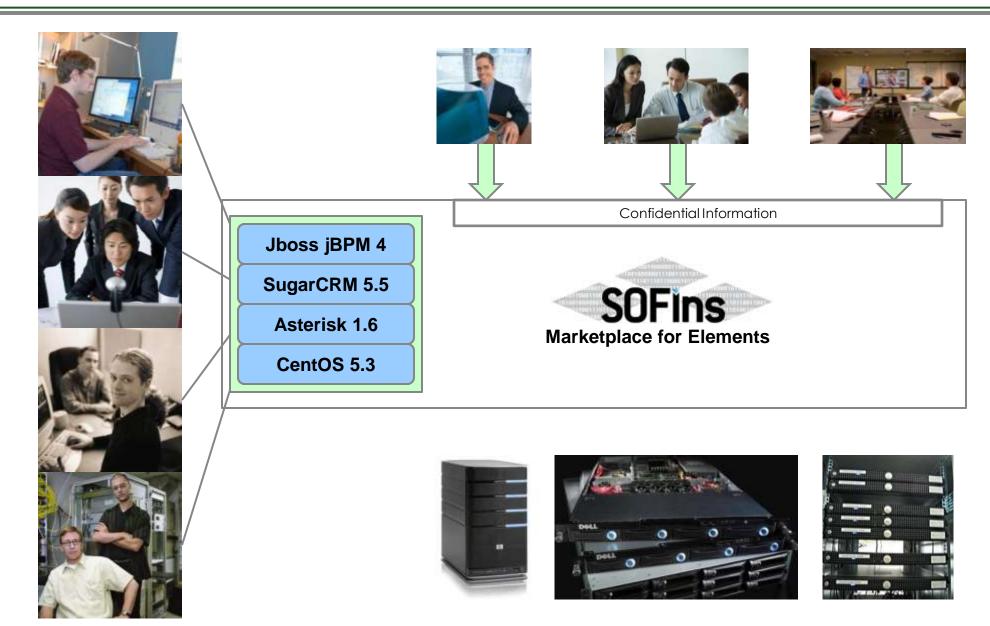




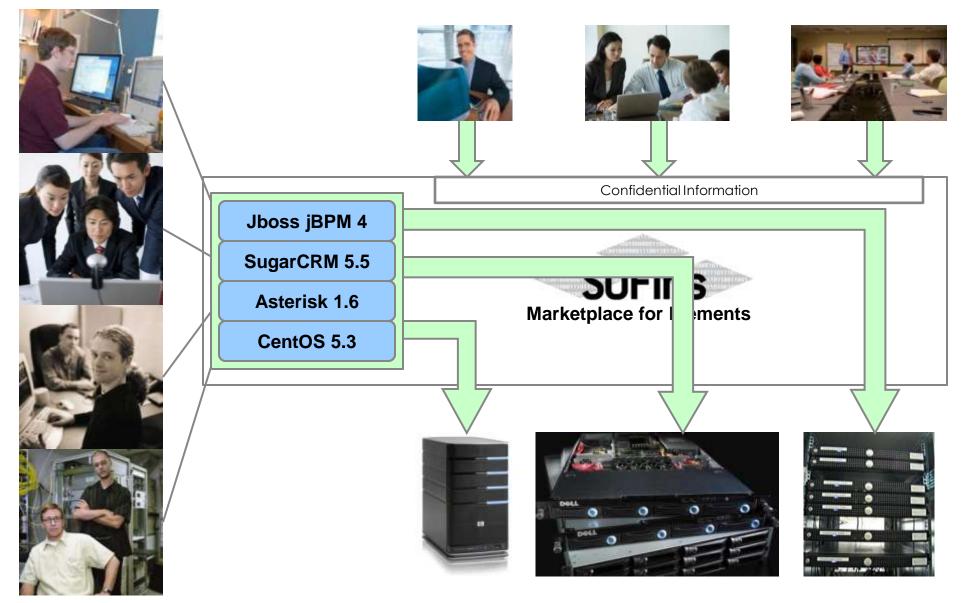




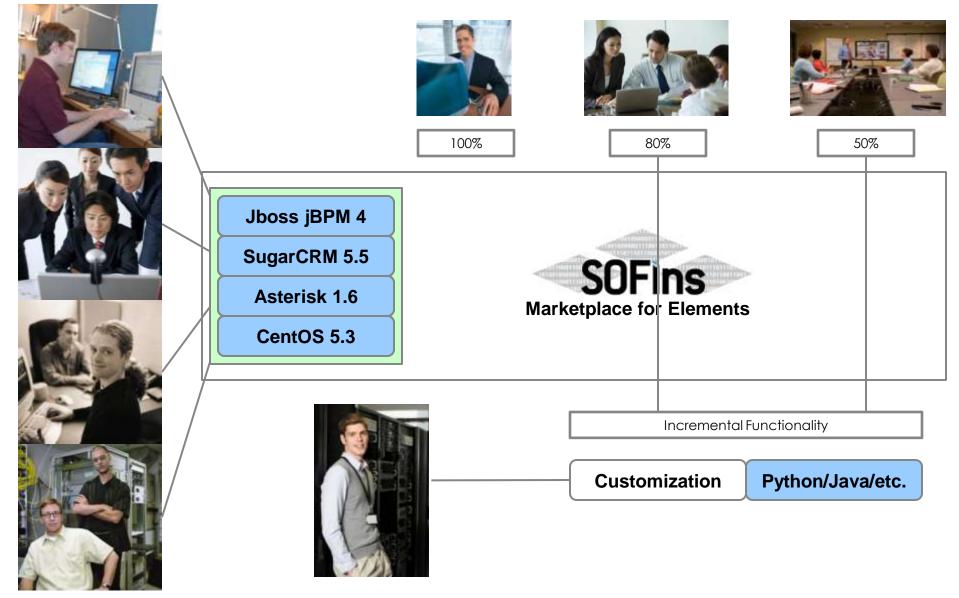




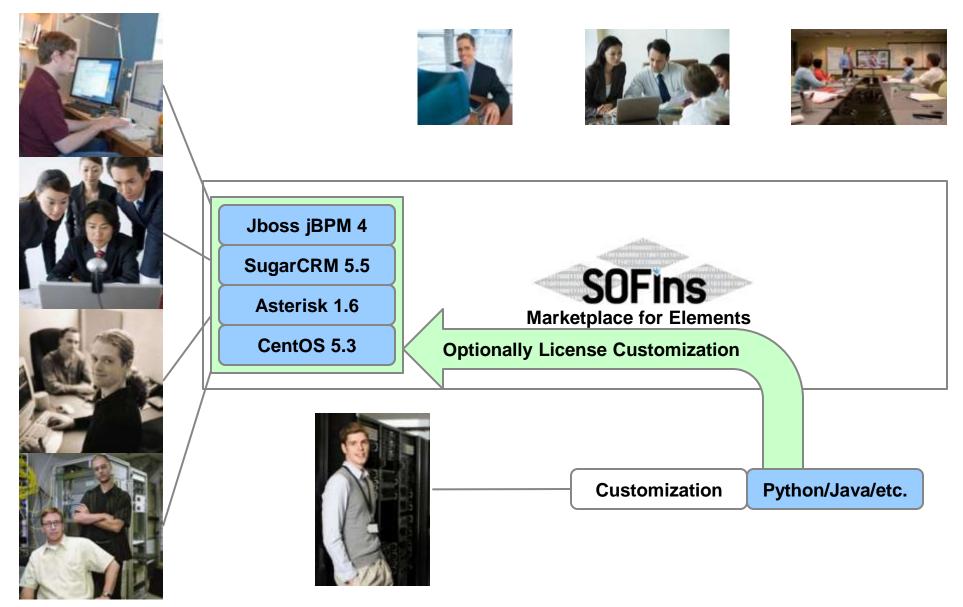














Business Model

- Marketplace for the Sale of Technical Knowledge

Competitors Exist

- Automation Tools, Systems and Approaches Exist but have a Flawed Approach

Existing Tools and Competitors Don't Solve Core Problems

- No separation between Expert and User
- Automation tools are still applied by Expert using time-based delivery of services



Jon Jaroker

- Background: Engineering and Business
- Funding SOFIns development for 1.5 years

Distributed Development Team

- Java Developers
- C++
- QA Testing
- IT Admin



Agile Development Approach

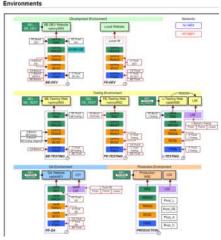
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Automated Deployment



Continuous Functional Testing





SOFIns is developing a New Way to Deliver IT Services and Software

from Technical Experts to Non-Technical Users

Business

- Robust, Quick and Simple Method to Access Remote Computers
- Marketplace for Technical Knowledge that is Automatically Deployed to Remote Computers

Technology

- Network-Based Platform
- "Expert System" Feature Set
- Patent Pending

Venture

- Commercialization in Progress
- Existing Development Operations
- Expanding the Founding Team



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Thank you!

Contact: Jon Jaroker , JJAROKER@SOFINS.COM



Appendix **DISCUSSION SLIDES**



An Expert Repairing a Computer Has full Access to Confidential Information

An IT Administrator has Full Access to a Company's Client Data

THE WALL STREET JOURNAL.

'Sexy Photo Gate' Mesmerizes Hong Kong, China

By GEOFFREY A. FOWLER and JONATHAN CHENG

HONG KONG -- If Chinese heartthrob Edison Chen really did take 1,300 photos of himself in compromising positions with a dozen or so starlets, it was a bad idea.

The photos appear to have been stolen from Mr. Chen's pink Apple MacBook after he brought it to a Hong Kong repair shop. Police arrested several people who had posted the images online, and charged one 23-year-old repairman with accessing a computer with criminal or dishonest intent. Hong Kong law forbids publishing obscene or indecent material -- stolen or otherwise -- in

Fowler, Geoffrey A., Cheng, Jonathan. "'Sexy Photo Gate' Mesmerizes Hong Kong, China and Sparks Police Crackdown, Backlash." The Wall Street Journal, February 15, 2008: A1

THE WALL STREET JOURNAL. Stolen Data Spur Tax Probes

Ex-Staffer of Bank In Liechtenstein Offered Information

By MIKE ESTERL, GLENN R. SIMPSON and DAVID CRAWFORD

A sweeping tax-evasion probe roiling Germany and threatening to spread to other countries was sparked by bank client data allegedly stolen by a former Liechtenstein bank employee now believed to be in Australia, according to authorities in the small alpine principality.

Heinrich Kieber, a former employee of Liechtenstein's largest bank, LGT Group, has offered confidential client data to tax authorities on several continents over the past 18 months, including the U.S., according to a person familiar with the matter. Such disclosures could Esterl, Mike. "Stolen Data Spur Tax Probes." The Wall Street Journal, Feburary 19, 2008: A4



SOFIns has a Collaboration and Sharing Feature Allows Users to obtain Boot Disks from Others Same Computer Can be Accessed by User and Expert

Boot Disks Can be Obtained From:



SOFIns Website

Friend or Family Member Corporate Environment

Service Provider