getT**I**ME ®

CONCEPT PRESENTATION

GETMYSENSE – BUSINESS MODEL & STRATEGY

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Agenda

- **Introduction**

- The GetMySense Platform

- Summary

Introduction
GetMySense Concept in short

- Comprehensive Internet business concept as a „Trusted Web" offering unique possibilities to create surplus value by enhancing the public profile and generating real income streams for the members of the network

- At the heart of the system is a novel, proprietary and IP protected search engine, the Finder Technology, which has been developed over more than 10 years

  - *The tool is based on „Finders" (similar to „Morphem"), defined as the smallest lingual subparts of a word which define the semantic meaning and by which it could be ordered into specific categories covering the Internet space*

- The creator of the business concept, holder of the IP and global technology provider is getTIME.net GmbH in Germany: Interested business partners could – by licensing the rights - establish a leadership position(s) in a defined (or several) category(ies) relating to its business (or other) activities

  - *This is done through blogs and social media activity linking clients/followers to the categories and promoting online sales within the GetMySense network of companies and followers*

- The right to lead and develop a certain category and act as „Primus Sponsor" in specific countries/language rooms is handed over to interested parties (firms, groups, private individuals, institutions) by so-called agencies

  - *An „Agency" promotes the concept in a selected region, supports the Sponsors and other participants in this area and ensures that everything within the GetMySense network is orderly operating*

Introduction
Why to be get involved

- Internet is getting more and more the strategic place for doing commercial business

- Yet - security and trustworthiness are not sufficiently built into existing Internet models

- Online world dominated by very few big Players => GAFE (Google, Amazon, Facebook, Ebay) etc.

- For SME companies, competition is only a click away and business positions could change on short notice

- The leading Internet focused business companies (Search Engines, Browsers, Social Networks, Online Service Providers) control knowledge about users & customers, e.g. contact data, demands, preferences …

- Participation in online business and own value generation is limited and will be further restricted by the strategic moves of the „Big Guys" to maximise their share of the commercial Internet

- GAFE and alike are placing bets worth hundred millions or even billions (Publicis for integration into Twitter streams, Yahoo set to acqire Tumblr) to achieve and secure prominent market positions

- In the future, these Players will further monetarize their leading market position by expanding business offers and negotiating with other commercial firms to get ever larger pieces of the action

Companies have to rethink Internet strategies to create their own commercial space, limiting competition and securing sufficient value for themselves
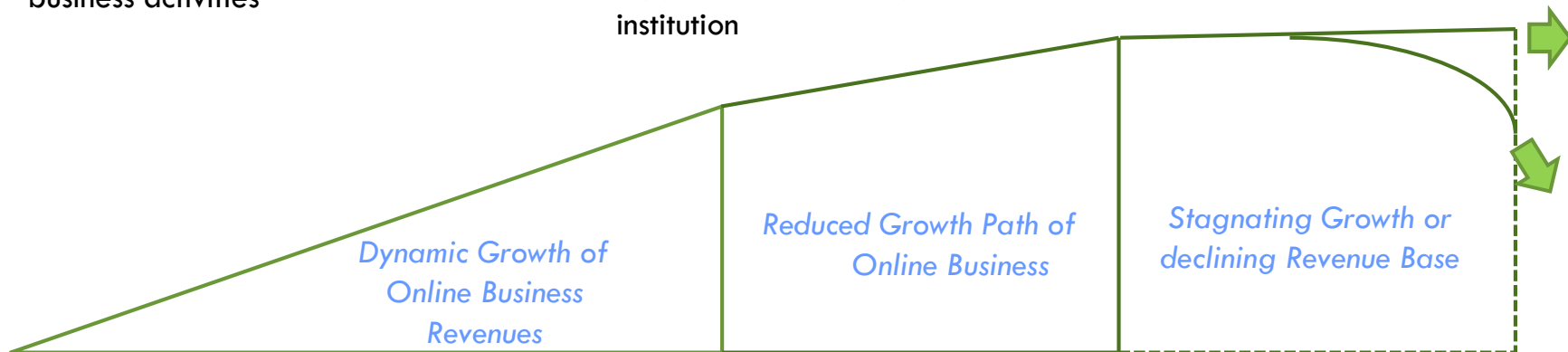
Introduction
Development of Online Revenues

How the Internet business is expected to develop

⇨ In the 1st Phase, most commercial interested companies use services from GAFE (Search Engine Positioning, Ad Platforms) to initiate and grow their Internet based business activities

⇨ In a 2nd Phase, now coming up, competition gets stronger and GAFE will use their standing to command a greater share of the created value to support your company or institution

⇨ In the 3nd Phase, GAFE companies will eat into your Online business and sales by taking over services you have offered before (Google => Electronic Purse)

Dynamic Growth of Online Business Revenues

Reduced Growth Path of Online Business

Stagnating Growth or declining Revenue Base

Support/Services from GAFE et Al. to place a Company's offering in the Web

GAFE et Al. demand higher Fees for Placement

GAFE et Al. Initiates a range of own business activities to compete

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- **The GetMySense Platform**

- Summary

The GetMySense Platform
Overview of the Solution

- getTIME.net GmbH has developed an integrated business and online platform as a "Trusted Web 4.0" to support and enhance internet business acticities

- The platform is able to generate and deliver exceptional additional profits for commercial partners participating in this Internet business concept

- Basic idea is to connect leading business players and institutions with clients and followers (internet users) in a global and trusted network to communicate with each other and promote web based value generation

- At the heart of the concept is a truly innovative search engine which is a proprietary development and protected by IP

  - *It differentiates itself from other common searches (Google, Bing …) by delivering very precise and meaningful results to the specific search queries and also across language barriers*

- According to the concept, the relevant Internet space will be divided into a limited number of 1000+ categories

  - *Business partners or institutions could opt for specific categories by paying a fee and build a social media and business network around these labelled segments to promote their internet profile and create value by initiating additional sales activities in the online world*

  - *Built-in elements like judge panels, agencies, recommendations, critics and reviews ensure that the network consists of trustworthy partners - companies as well institutions and private customers*

The GetMySense Platform
Core Elements

- **getTIME.net GmbH**

  getTIME.net has invented and developed a Web_4.0 business concept with a differentiating search engine at its heart to which it owns all rights and intellectual property.

- **GetMySense Platform (trusted)**

  GetMySense is the label for this Web_4.0 business concept under which it is promoted and distributed in the market. It is a trusted web initiative including individual cross verifications and a separate Judge Panel.

- **Agency**

  „Agency" is a institution which - on the basis of sublicences from getTIME.net - promotes and supervises the concept in a defined area, usually a linguistic space (English, German, Japanese, Finnish etc.) either worldwide or restricted to a certain number of countries (in the case of globally spoken languages). Agencies could initiate own business offers and develop to form a kind of Cross-Media Agency.

- **Certified Agent**

  Each Agency needs to work with or employ at least one person which has acquired the status of a Certified GetMySense Agent, the rights of the sublicence is personally linked to that individual agent. A not performing agency could be therefore easier closed or separated.

- **Finder / Search Engine**

  The core of the concept is an innovative search engine based on so called „Finders", the smallest subparts of a word or the semantic core which constitutes a defined meaning – like „Morphem" in Linguistic Sciences.

- **Category**

  The whole Internet space will be assigned to a range of about 1.000+ categories which represent certain themes or business interests.

- **Primus Sponsor**

  The „Primus Sponsor" acquires the rights to own a certain category or several categories which are related to his business activities. The sponsor will be able to initiate social media activities, blogs and online business activities around the category to improve its online profile and generate revenues.

- **Trendsetter**

  „Trendsetter" is labelled an Internet user which has found a specific „Finder" for a word which makes it possible to assign it to specific categories. He is then owner of a so-called „Sense Page" which highlights his profile in the online world (search engines etc.). He could loose his status if he does not attract Followers.

- **Follower**

  „Follower" are Internet users which are attracted to a certain category or several categories and like to be informed about relevant news in this area as well as business offers. They could develop into Trendsetters.
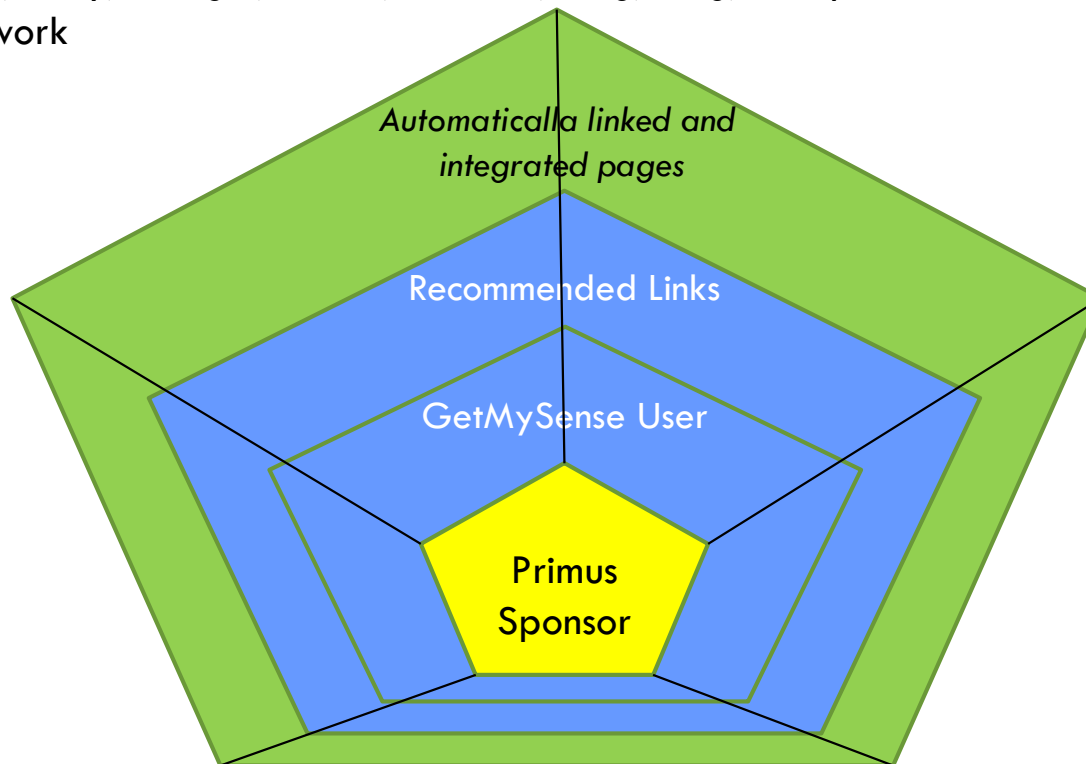
The GetMySense Platform
Basic Structure

- The GetMySense platform is schematically structured as follows:
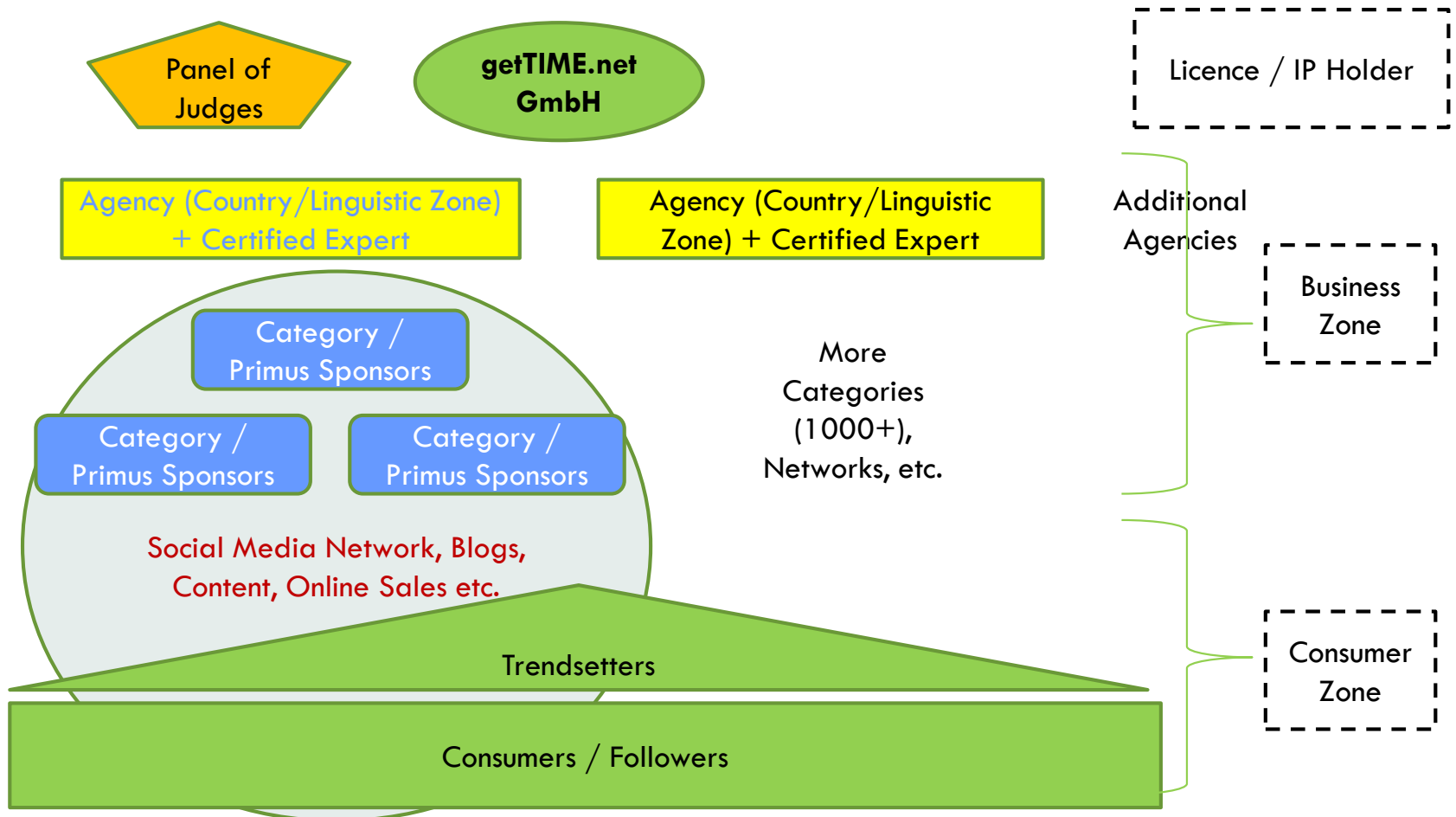
The GetMySense Platform
Spider in the Web

☐ Primus Sponsor as owner/holder of rights to category has the Pole Position being the „Spider in the Web"

☐ The different spheres of the Primus Sponsor, the GetMySense Users and the Recommended Links form the inner („trusted") part of the network – at the outskirts, all known Internet services (Facebook, Ebay, Google, twitter, LinkedIn, Xing, bing, Wikipedia etc. are automatically linked to the network

Automaticalla linked and integrated pages

Recommended Links

GetMySense User

Primus Sponsor

The GetMySense Platform
Infrastructure and Security Details

- The GetMySense infrastructure has been developed over the last 15 years and is ready to be used

- The platform concept and its search engine has been already tested and successfully put to work in two pilot projects: *www.jung-hilft-alt.eu / www.citythek.de*

- Based on the finder technology using 1000 categories, the portal Citythek with 60' unique user achieved a click rate of 50% related to its direct links into the connected partnershops – normal banner advertising had only click rates of 0.09% according to a study done in 2010
  - *Usually occuring costs for advertising and optimization of search engine results were avoided*
  - *High quality search attracted users as opposed to mass results from current search tools like Google , Yahoo, Bing or Facebook's Targeting method which very often deliver irrelevant information or sites*

- Data Security is high as GetMySense uses and saves only the email address and does not store additional personal data => this data might be distributed as before within the different providers (Telecoms, Social Networks, Search Engines, Banks, Travel Operators etc.)

- Parallel/redundant server network structures ensure a 100% operability of the whole system with VPN channel establishment and data encryption

- In-built system to verify websites and control potentially offensive and disproper contents

The GetMySense Platform
Market Challenges and conceptual Solutions

Challenges	Solutions
Local cultural and behavioral settings	Agencies develop customized concepts
Data protection	Data with anonymious profile
Different types of Governments	Modular system to accompany individual needs of Governments
Plannability	Long-term relationships in synergy network
Globalization	Direct connection of like-minded people and interests/goods
Profit optimization	Multiplier by connecting to search engines and social media
Diversity of advertising	Buy information and switch through GetMySense
Continuous network/websites optimization	Trendsetter and follower concept with inherent competition
Self-representation	Everywhere displayable
Optimization of advertising	Qualitative content replaces simple/inefficient advertising
Information access	Integration of mobile phones and tablet PC's etc.
Personalization	Recommendations with intelligent linking
Supplier filtering	Integration of external partner databases
Safety for public authorities	Authorization by e-mails from respective authority bodies
Smart home	Search interface with semantic switch

The GetMySense Platform
Business Concept Basics

- The GetMySense platform is an open architecture/source and could be individualized and adapted to accompany specific regional cultures, legal requirements or political regimes

- The set up and administration of the structure requires no high financial input or manpower, members of the network could establish an international and proprietary Blog with a fraction of the normal cost

  - Agencies as promotors of the GetMySense platform pay monthly fees to getTIME.net to have the right to use the structure and promote it in a specific region

  - Primus Sponsors as category holders will pay the agencies which will also receive further income streams from supporting Sponsors and Followers with advice and services around the platform (creation of Trendsetter sites, organization of Blog activities etc.)

- Agencies and User will translate the compendium of Finder words compendium into 2,500 different languages to enable direct links between the different language rooms
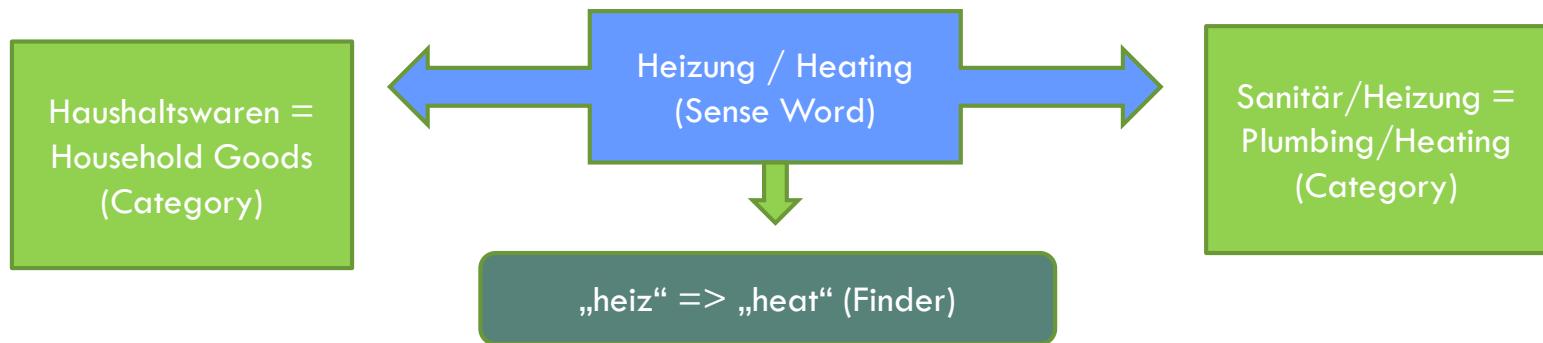
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The GetMySense Platform
Financial Issues

- To establish the concept, the Agencies for the specific language areas have to be set up and financed and prominent category sponsors to be identified and recruited

- Each Agency and its founder team have to establish individualized business plan incorporating local or regional specifics as well as the budget

  - The Agency might be able to raise own money from ist own management team as well as from interested investors or supporters – the management of the Agencies for the English and German language space estimate that about EUR 2m should be sufficient to reach profitability within 3 years

  - A second possibility is to get a partial or full size financing from a financing vehicle (Financial Holding or Fund entity) which is intended to be set up over the next months to form another pillar of the concept

  - The Fund/Financial Holding should be separately established and will act as collector of external investment capital and financier of the agencies after having evaluated their individual business plans

  - Inital size of the Fund/Vehicle is in the range of EUR 10m but could be extended over the years to EUR 50m if expansion of the concept is progressing smoothly

  - Agencies will pay out the Fund over the first 5 years when generating own profits promising annualized Fund returns of more than 10% with single agency returns up to 35%

The GetMySense Platform
IP-protected Search Engine

- The developed search engine is based on the „FinderTechnology", a „Finder" is the smallest meaningful part of a word, basically almost identical with the „Morphem" used in Linguistic sciences

  - *Example: Heizung => „heiz" / Heating => „heat"*

  - *By translating the finders, 2,500 distinctive languages or dialects could be directly related so that like-minded people all over the world are linked by their interests and preferences*

Haushaltswaren = Household Goods (Category)	←	Heizung / Heating (Sense Word)	→	Sanitär/Heizung = Plumbing/Heating (Category)
		↓		
		„heiz" => „heat" (Finder)		

- The Finder-Technology is protected by Europe Patent 00940336.1, granted October 2011, which is a process patent ensuring freedom to operate for more than 10 years

- Further efforts will be made to check and evaluate IP protection and to develop additional features for the GetMySense concept to hold back possible competition as well as counter attacks of established players

The GetMySense Platform
Video Explanations

- The GetMySense concept has a complex architecture but it is easy accessible, manageable and delivers quick and accurate results to business partners and users/followers

Links:
*Explanation about how to use and integrate
into the GetMySense network and community*

http://www.youtube.com/watch?NR=1&v=G17k2XaCvT8&feature=endscreen

http://www.youtube.com/watch?v=cZKxh80ny_w

http://www.youtube.com/watch?v=cZKxh80ny_w&feature=youtu.be#t=2m10sec

- Additional video sequences and blogs with explanations and comments could be found on the Internet (Youtube etc.)

Try it out and make yourself a member of the GetMySense community network (www.gettime.net)!

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- The getTIME.net GmbH concept is an attractive and interesting business concept in the sense of the next generation „Internet 4.0 Trusted Web" to support online communication and internet business

- The concept offers companies as well as institutions as Primus Sponsor (Category Holders) a tool to position themselves prominently in the upcoming new media and online world for doing business, generating revenues and acquiring trust in a dynamically growing community of followers

- Current strategic initiatives (as Huffington Post's move to Germany to expand further in Europe, strategy changes within Gruner & Jahr as well as Focus Online, distribution of Facebook's HOME-app and the recent deal between Publicis and Twitter, valued with several hundred million US$ to incorporate advertisement between tweets) highlight the current developments within the Social Media & Internet Business World

- Companies and institutions having strategic interests by being a category sponsor, as well as other persons or legal entities which might have a purely financial interest, could invest in the concept and realize attractive returns by financing the start-up of Agencies, either directly or through a separate fund

- A fund or holding concept to enable a structured financing of the Agencies is currently being developed by founders and operators of GetMySense and will be integrated into the business concept

- Based on its unique and innovative conceptual design, GetMySense has the potential to make a change in the Internet space with the ability to generate exceptional added value for its members

BY PART OF THIS DEVELOPMENT AND SIGN UP TO GETMYSENSE!

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