

TITLE PAGE

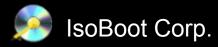
- Company Name
 - IsoBoot
- Company Background
 - Founders: Nicolas Pasquariello, Anthony Freda, Sunny Kong, Anthony Picinich
 - New startup looking to provide tech savvy users with easy alternatives to tedious tasks

ELEVATOR PITCH

- IsoBoot is a convenient way to store disk images and boot to them without the need for external media.
 - E.g. compact discs
- It is able to work this way by storing them on a PCI Card which can be directly booted from during startup.

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HISTORY

- IsoBoot was conceived when founder, Nicolas Pasquariello needed to install an operating system on his personal computer but did not have access to blank media to burn the image to.
- Creating a bootable flash drive proved to be very unreliable and a hassle.
 - As an alternative, Nicolas thought of a way to simplify the process and make it easy to store and boot disk images.

TECHNOLOGY INVOLVED

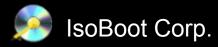
- A PCI card containing flash memory for storage that is bootable.
- A Linux based Graphical User Interface to manage the different disk images and for ease of use.
- A program that will work with Linux, Windows and Mac that will be able to add images and manage the storage on the PCI card.
 - This program will also act as a virtual disk drive that will be able to mount the images within the Operating System.

PATENTABLE IDEAS

 The technology to make a PCI card into a bootable device within a BIOS.

COMPETITIVE ADVANTAGE

- Ease of use.
- Eliminating the need for external media.
 - o e.g. Blank DVDs to use disk images
- Originality of concept.
- Speed because of flash memory utilization.
- Greener than competitors.



APPLICATION/POTENTIAL USE

 Our product is geared towards Technology Enthusiasts who are seeking a more convenient way to use and manage their disk images.

MARKET SEGMENTS

- When we feel we are satisfied with our product, we would send product demos to different hardware review websites to gain notoriety among our target audience, as quick as possible.
 - Websites include, but are not limited to:
 - Engadget.com
 - Tomshardware.com
 - Gizmodo.com

EXAMPLE USE

- A technology enthusiast who likes to explore and tweak different operating systems can easily utilize IsoBoot to streamline the process of installing different versions and different operating systems.
 - Allowing for a broader range of becoming familiar with many different Operating Systems and the ability to quickly swap between them.

COMPETITION

- Existing Competition
 - The current way of burning the image to a DVD or CD.
 - Flashboot or another flashdrive booting software.
- Future Competition
 - Larger corporations mimicking the product after inception.
 - Motherboard companies incorporating it within their products thus causing no need for IsoBoot.

FINANCIAL OUTLOOK

- 4 million netbooks shipped in Q1 2009.
 - Acer 1.8 million units
 - Asus 900,000 units
 - ∘ HP − 700,000 units
 - Dell 400,000 units
 - o Toshiba − 200,000 units

EXIT STRATEGY

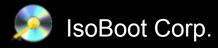
- Initially sell the PCI card until popularity is gained.
- Contact BIOS and motherboard manufacturers to incorporate our product stock on theirs.
- Our strategy is to eliminate the need for the PCI card altogether after we get a contract with the BIOS and motherboard manufactures to incorporate it onboard.
 - With it onboard a huge market would be netbooks as they lack CD/DVD drives.
 - Brokerage UBS estimates netbooks will account for 8% of the worldwide PC market next year, while research firm iSupply sees the little computers grabbing 12% by 2012.
 - "Netbooks are the biggest thing to hit the PC industry in over a decade," -DC analyst Bob O'Donnell.

VIABLE TIME

- We plan on having 6 Months of Research and Development.
- Another 6 Months to sell our initial product, the PCI Card.
- After gaining popularity, we will then contact BIOS and Motherboard Manufacturers and eventually sell out, while providing support.

CONCLUSION

- IsoBoot offers a quick and easy way to install different Operating Systems.
- Especially useful for Technology Enthusiasts.
- No need for External Media Greener!





References

- * http://www.netbookera.com/netbooks-factsstats-on-these-mini-laptops/
- ** http://www.netbooksummit.com/