



IsoBoot Corp.

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# 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.
  - 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
  - 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!





# Questions?



# References

\* <http://www.netbookera.com/netbooks-facts-stats-on-these-mini-laptops/>

\*\* <http://www.netbooksummit.com/>