

IRIIS

the central hub for managing your information

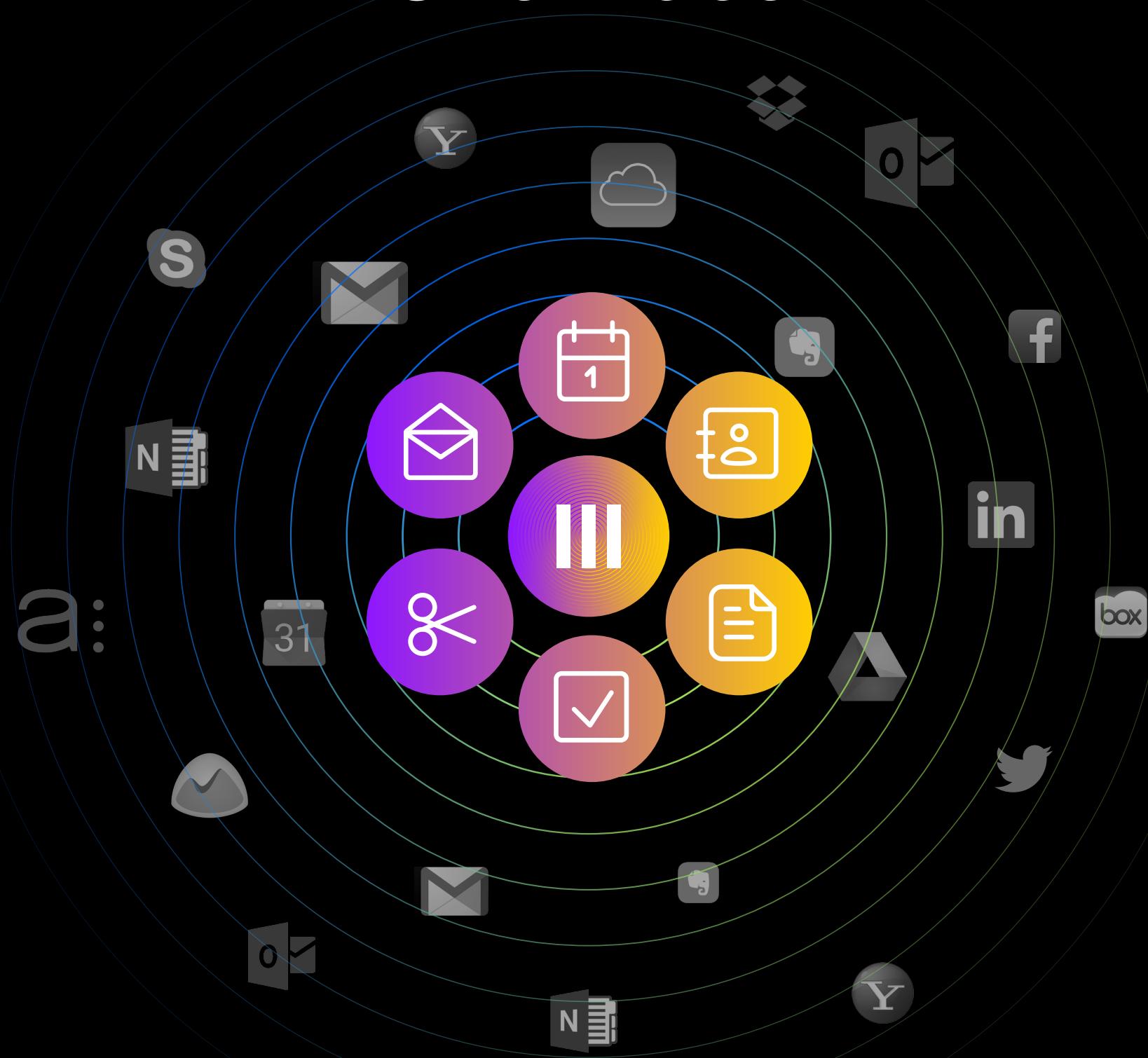
Keastone



What's missing in the market is a central hub for harnessing the collective power of your multiple point apps and data.



All the Basics One Place



Use Ours

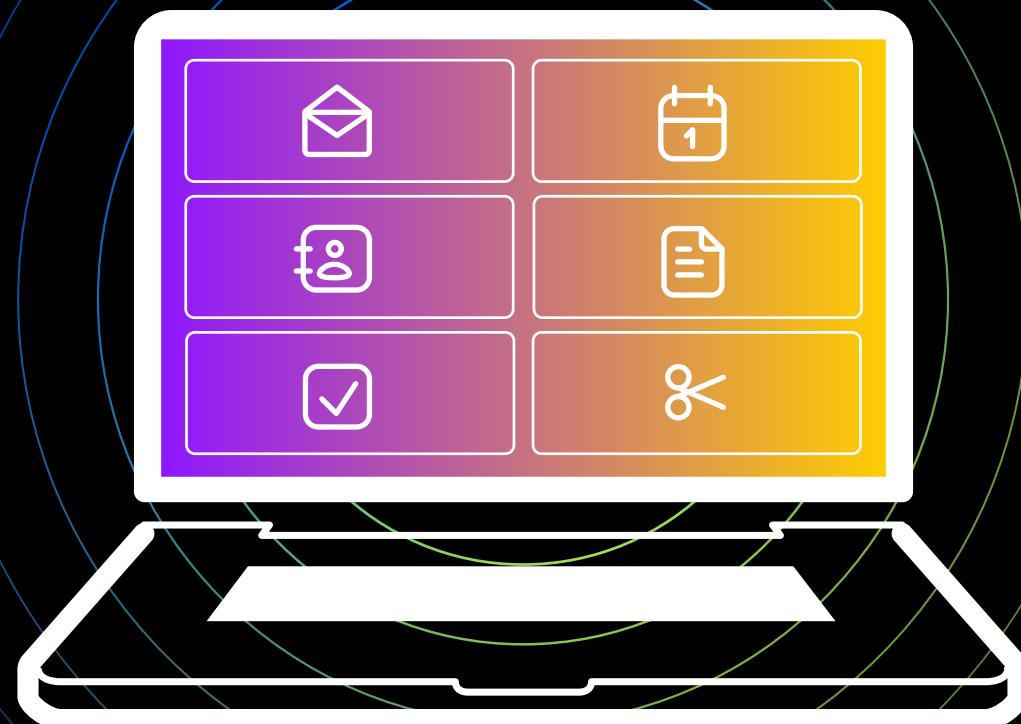
IRIIS provides a suite of fully integrated core services: email, messaging, calendars, contacts, documents, todo's and capture.

Use Theirs

If there are 3rd party services you prefer, IRIIS interfaces with them, allowing you to mix ours with theirs to manage from one place.

Smart Interface

the way you think & work



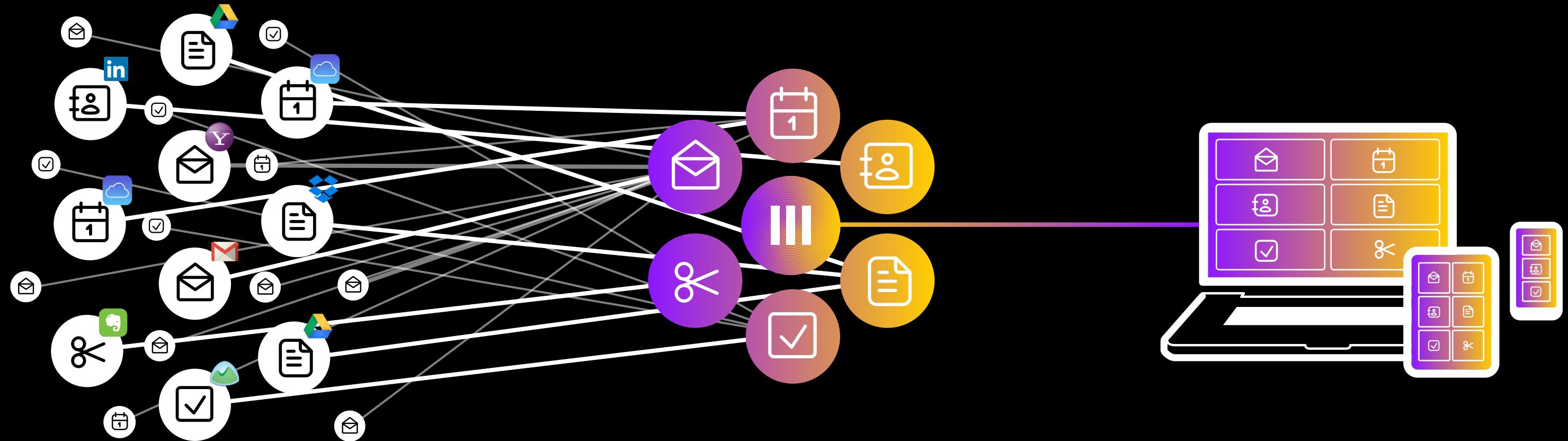
Multi-pane
Relational data mapping

Topical structuring & management

Secure interactive containers for sharing & collaboration

Data partitioning with integrated viewing & management

How it works



World of Point Apps

IRIIIS interacts with your point apps and collects your data.

Powerful Platform

IRIIIS aggregates and standardizes your collective data into a fully integrated and highly secure information hub.

Great User Experience

Manage your information through a smart multi-pane user interface.

**Why is a product like IRIIS
missing in the market?**

Because these don't normally mix...



The product design/development arena is largely segregated into two communities devoted to very different design philosophies:

enterprise & consumer



The reluctance of these two communities to mix, prevents a concept like IRIIS from naturally emerging and evolving.

By mixing these...

IRIIIS puts the power of an **enterprise** class solution
into the hands of the **consumer** user



+ Integrated Functionality
+ Powerful & Secure

- Closed
- Poor UX
- Expensive



Integrated
Great UX
Open
Secure
Powerful
Cross-platform
SaaS



Great UX +
Open & Cross-platform +
Affordable +

Fragmented Functionality -
Fragmented Data -

Capitalizing on the Mix

Sense of Power

Users immediately sense the game-changing power of IRIIS.

They see familiar pieces, but then realize they're **all in one place, fully integrated**, and configured for the **individual** user.

A mix not available to them today.

Runway to Market

The “Big-Dogs” will struggle to quickly pivot to the “mix” represented in IRIIS.

The orientation of their legacy products is an anchor they cannot easily cut free.

Keastone will capitalize on their struggle by racing ahead of them to aggressively claim market share.

Magnetism of Excitement

The design mix of IRIIS represents a next-generation approach to information management products. The excitement that awakens on the face of a beta user, UX specialist, developer, etc., when they “get” the IRIIS concept is powerful validation.

Keastone will leverage this excitement to attract customers and the best talent.

Market Positioning

1

IRIIIS is a
consumer product.

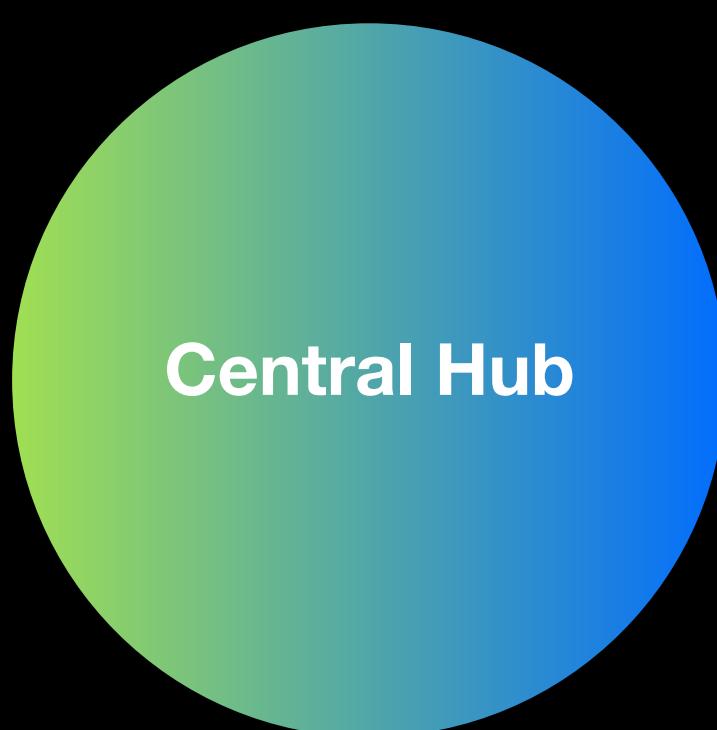
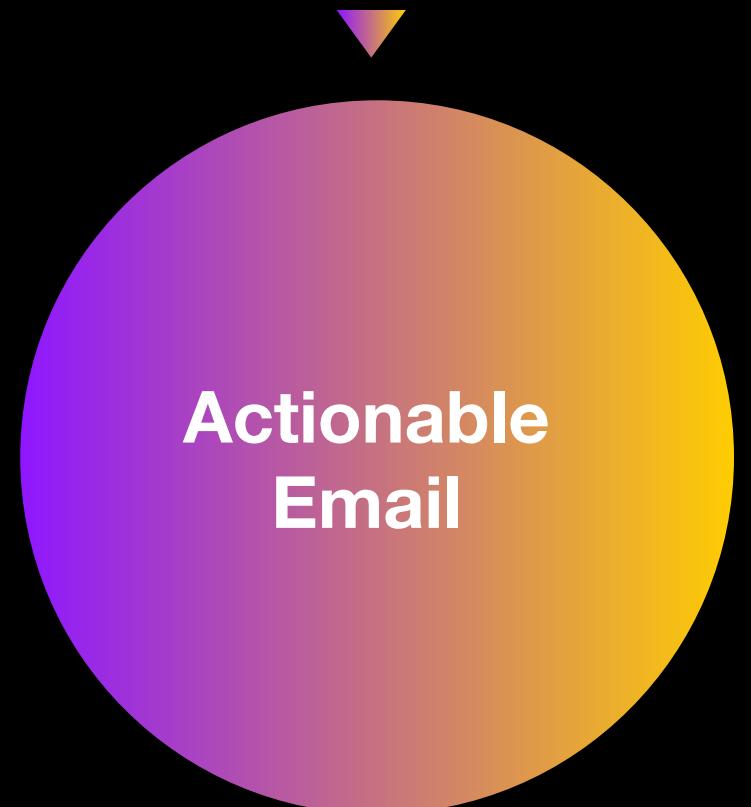
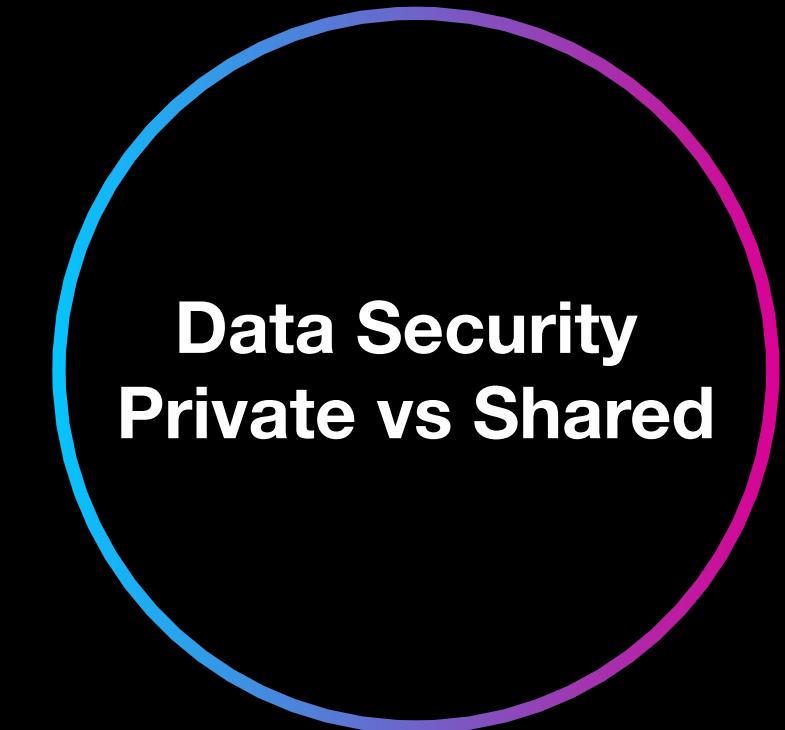
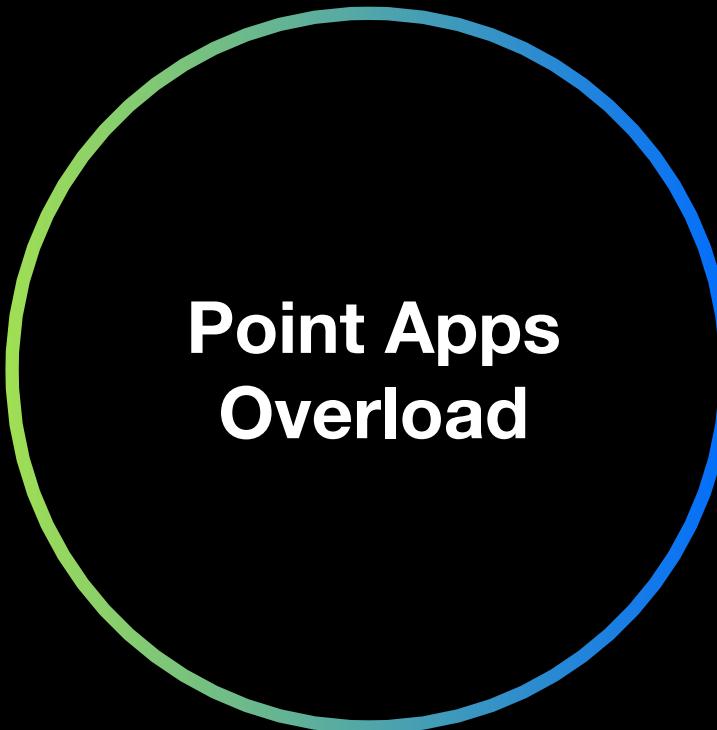
2

IRIIIS will also play well in
the **enterprise space.**

Individuals, groups, organizations, enterprises
using multiple point apps and generating multiple types of data
will exponentially benefit from IRIIS.

Initial Market Traction

IRIIIS will focus on 3 hot-button user issues:

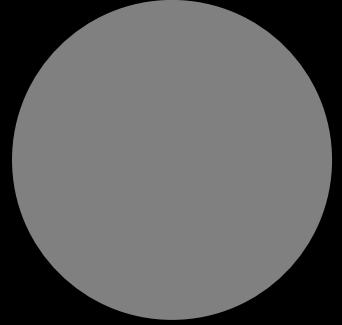


Route to Market

Financial Modeling

Keastone

Providing access to privileged power



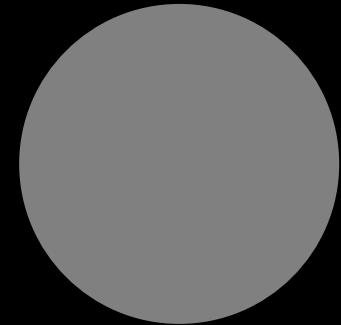
Keith Adams

Co-founder, CEO

UX research leader and conceptual designer of IRIIS.

Thought leader and story-teller of the Keastone-IRIIS vision.

Previously co-founder, partner, COO for 13 years at rs-unix, an IBM Premiere Business Partner firm in SF, CA.



Jeff Medeiros

Co-founder, Interim CTO

Evangelist to the technical community introducing the opportunity posed by the design “mix” of IRIIS.

Networking rainmaker seeding the ecosystem of resources required to evolve Keastone-IRIIS.

Previously co-founder, partner, CEO for 13 years at rs-unix, an IBM Premiere Business Partner firm in SF, CA.

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Funding & Route-to-Market Strategy

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Czech s.r.o.
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Susan Mac Cormac
John Rafferty

Accounting & Finance
Shea Labagh Dobberstein (SF, CA)
Edward Hanley

Technical and other 3rd party resources available for disclosure upon request.

Timeline & Milestones

2013-14

Validation

- IRIIIS prototype (user validated)
- Express commitments of engagement from high profile users
- Recruiting and vetting of technical leadership candidates

2015

Product 1.0

- Secure funding for design, development and testing phase of production grade IIIS 1.0
- Bring CTO on board
- Initiate the design, development and testing phase of production grade IIIS 1.0
- Solidify and validate the route to market strategy
- Evolve and mature relationships with key high-profile early adopters

2016

Go To Market

- Complete design, development and testing phase
- Evolve the operational infrastructure to support the entry to market
- Enter the market

The Ask & Next Steps