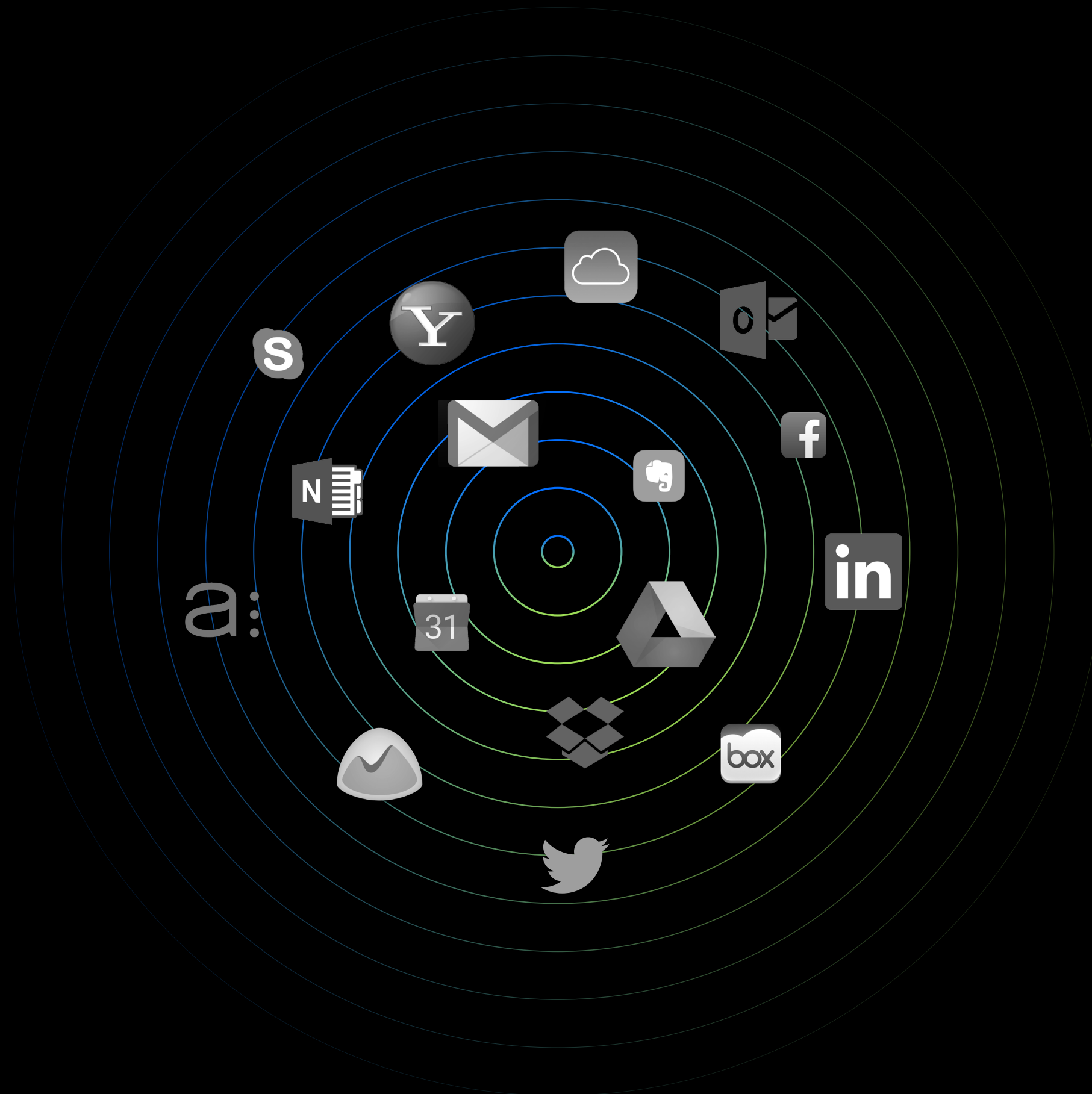


IRIIS

the central hub for managing your information

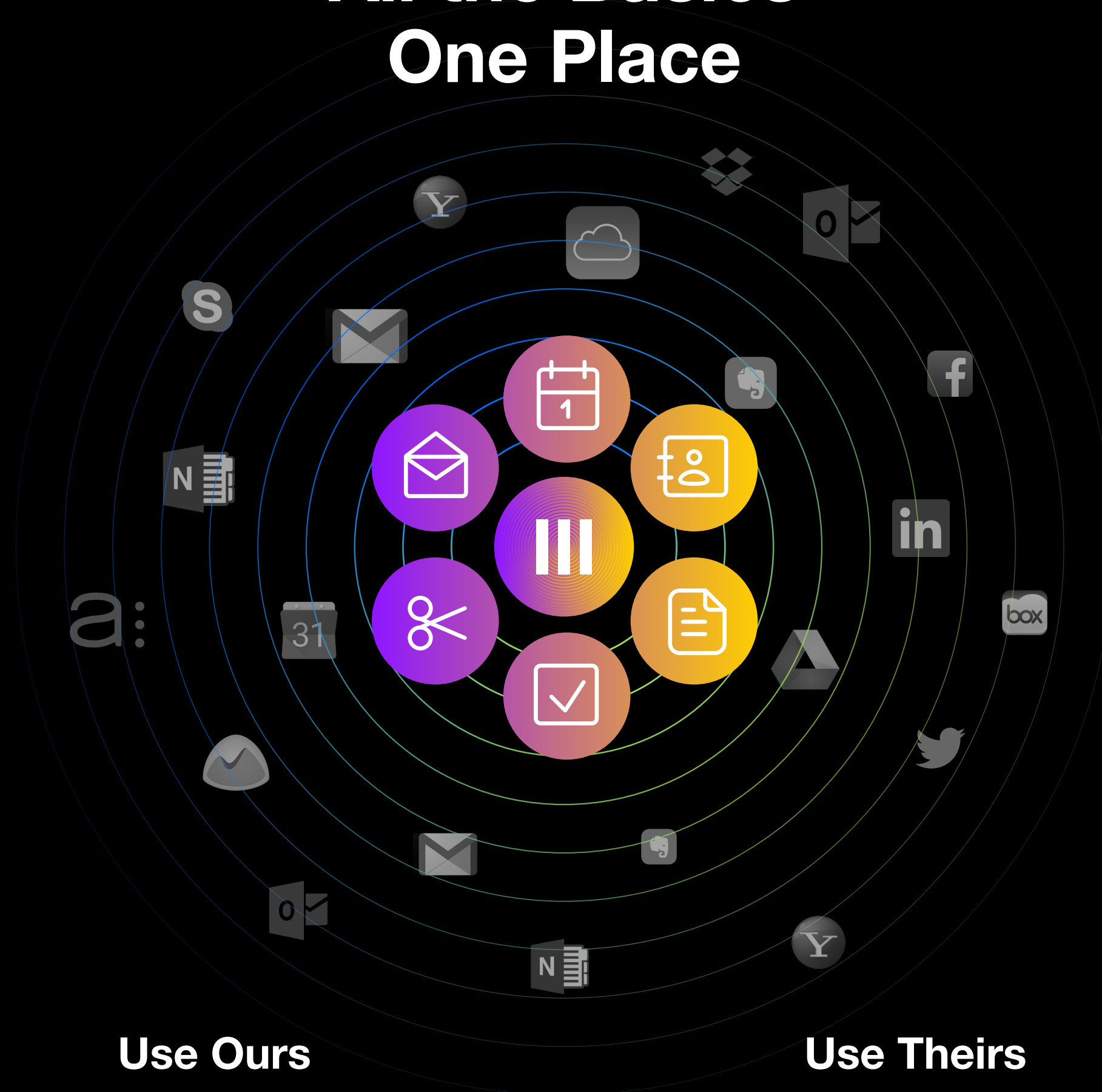
Keastone



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

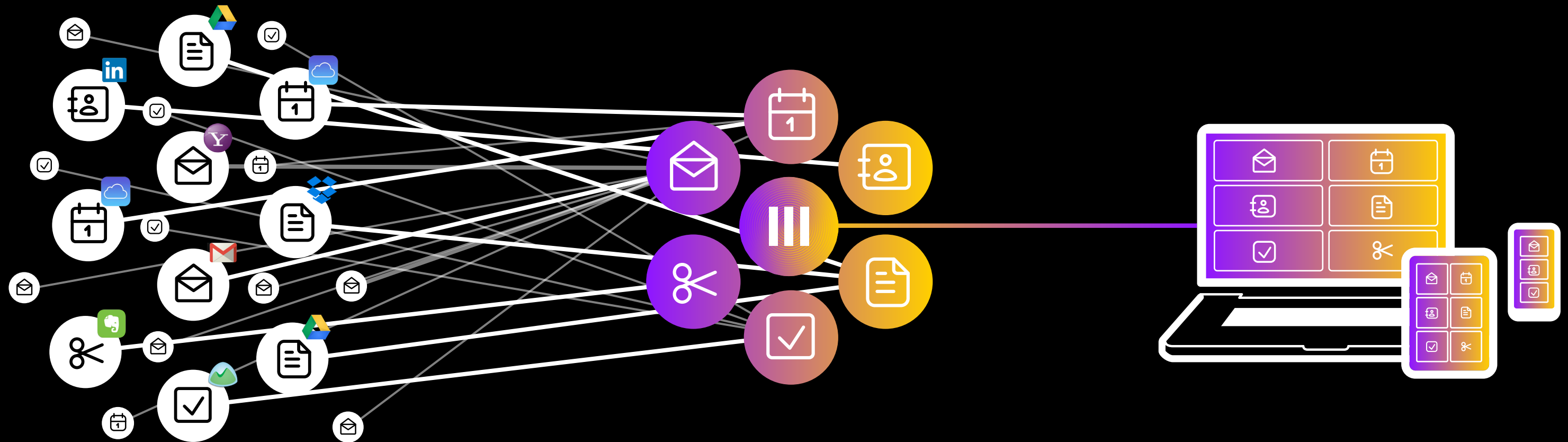
Relational data mapping

Topical structuring & management

Secure interactive containers for sharing & collaboration

Data partitioning with integrated viewing & management

How it works



World of Point Apps

IRIIS interacts with your point apps and collects your data.

Powerful Platform

IRIIS 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...



**Enterprise
Products**

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 IRILS from naturally emerging and evolving.



**Consumer
Products**

By mixing these...

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

Enterprise
Products

IRIIS

Consumer
Products

+ 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

IRIIS is a
consumer product.

2

IRIIS 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

IRIIS will focus on 3 hot-button user issues:

**Email
Hell**

**Point Apps
Overload**

**Data Security
Private vs Shared**

**Actionable
Email**

Central Hub

**Secure Data
Partitioning**

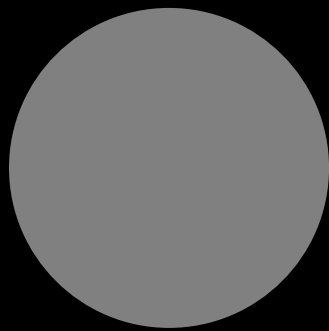


Route to Market

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.

US Presence:

Delaware Corporation
San Francisco office

EU Presence:

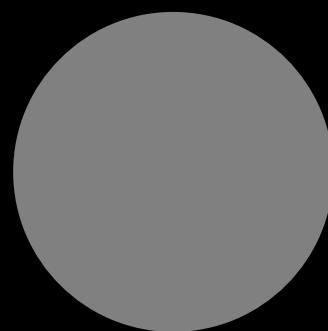
Czech s.r.o.
Prague office

Legal Counsel

Morrison & Foerster (SF, CA)
Susan Mac Cormac
John Rafferty

Accounting & Finance

Shea Labagh Dobberstein (SF, CA)
Edward Hanley



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.

Florian Gliksohn

Business Analysis & Strategy

Dima Strapchev

Branding & UX

Oliver Petrus

Funding & Route-to-Market Strategy

Barbara Hendricks

Liason to Bay Area Business Community

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

Timeline & Milestones

2013-14 Validation

IRIIS 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 IRIIS 1.0
Bring CTO on board
Initiate the design, development and testing phase of production grade IRIIS 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