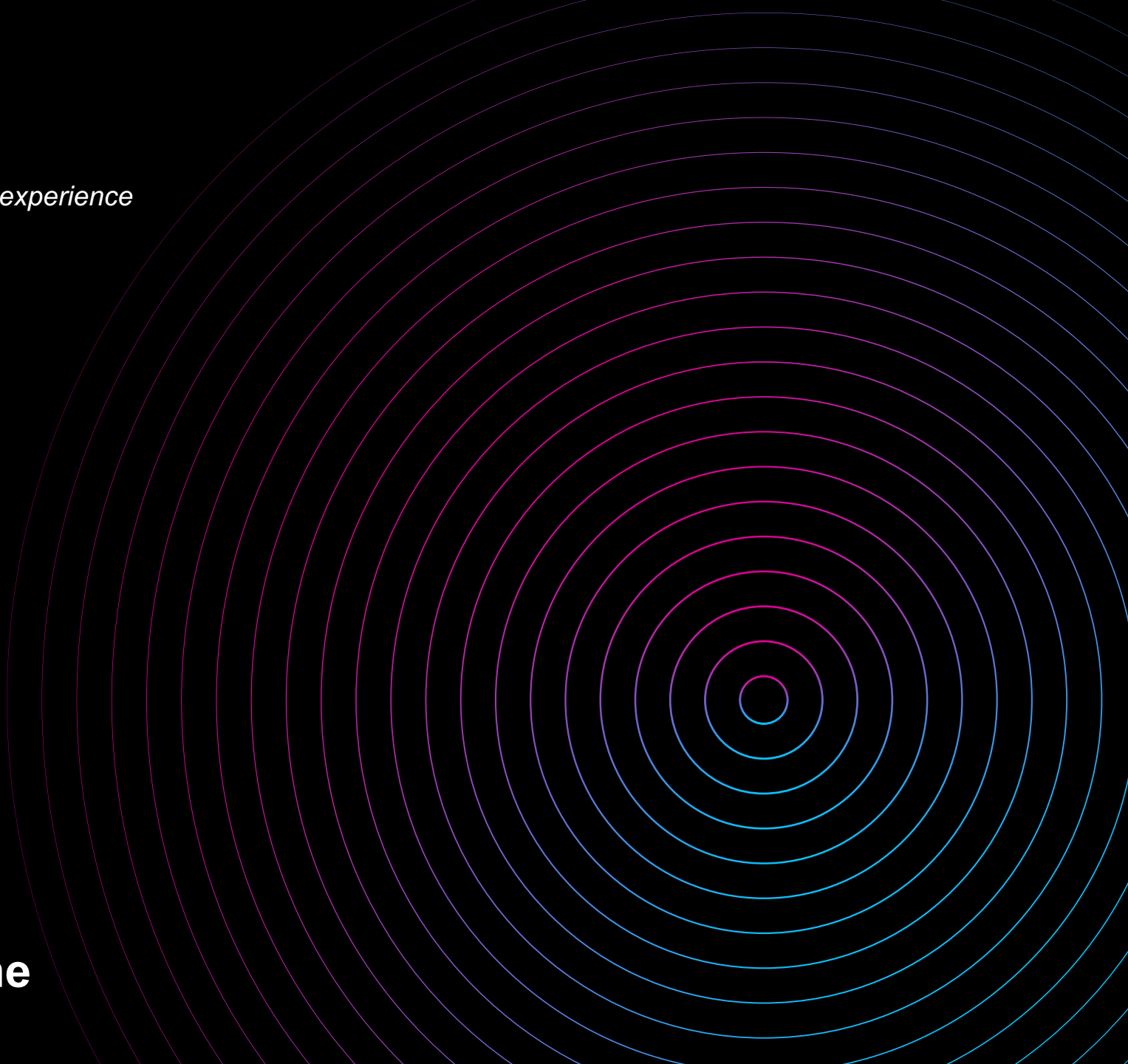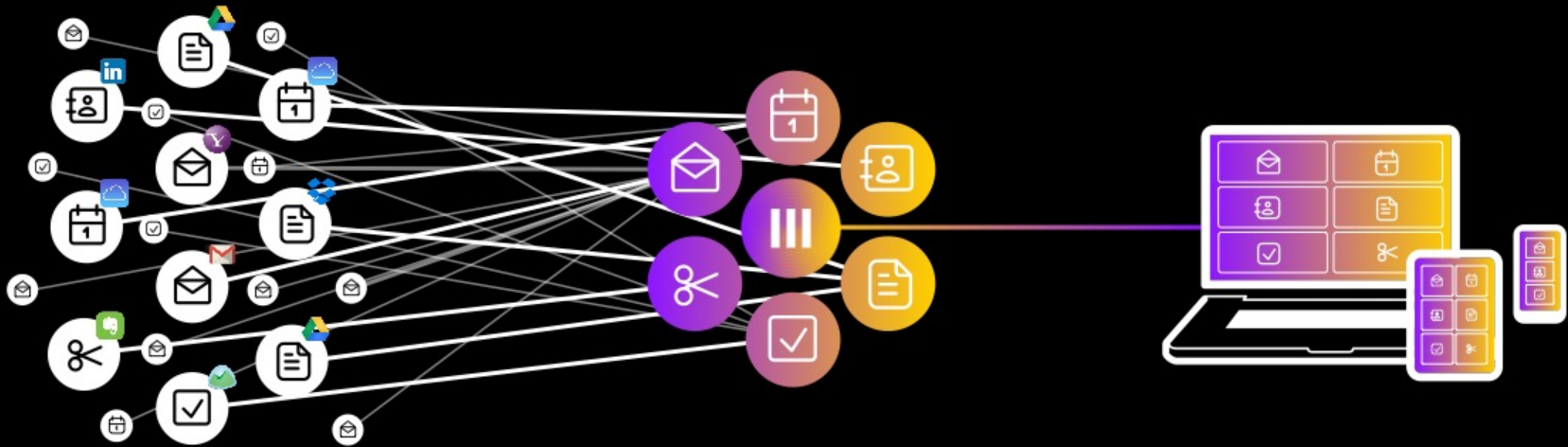# IRIIS

a better digital experience

Keastone

How it works

World of Apps

IRIIIS interacts with your apps and collects your data.

Powerful Platform

IRIIIS aggregates and standardizes your data into a fully integrated and highly secure platform.

Great User Experience

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

All the Basics
One Place

Use Ours

IRIIIS provides a suite of fully integrated core services: email, calendars, contacts, capture, documents, messaging, tasks and collaboration.

Use Theirs

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

Smart Interface
the way you think & work
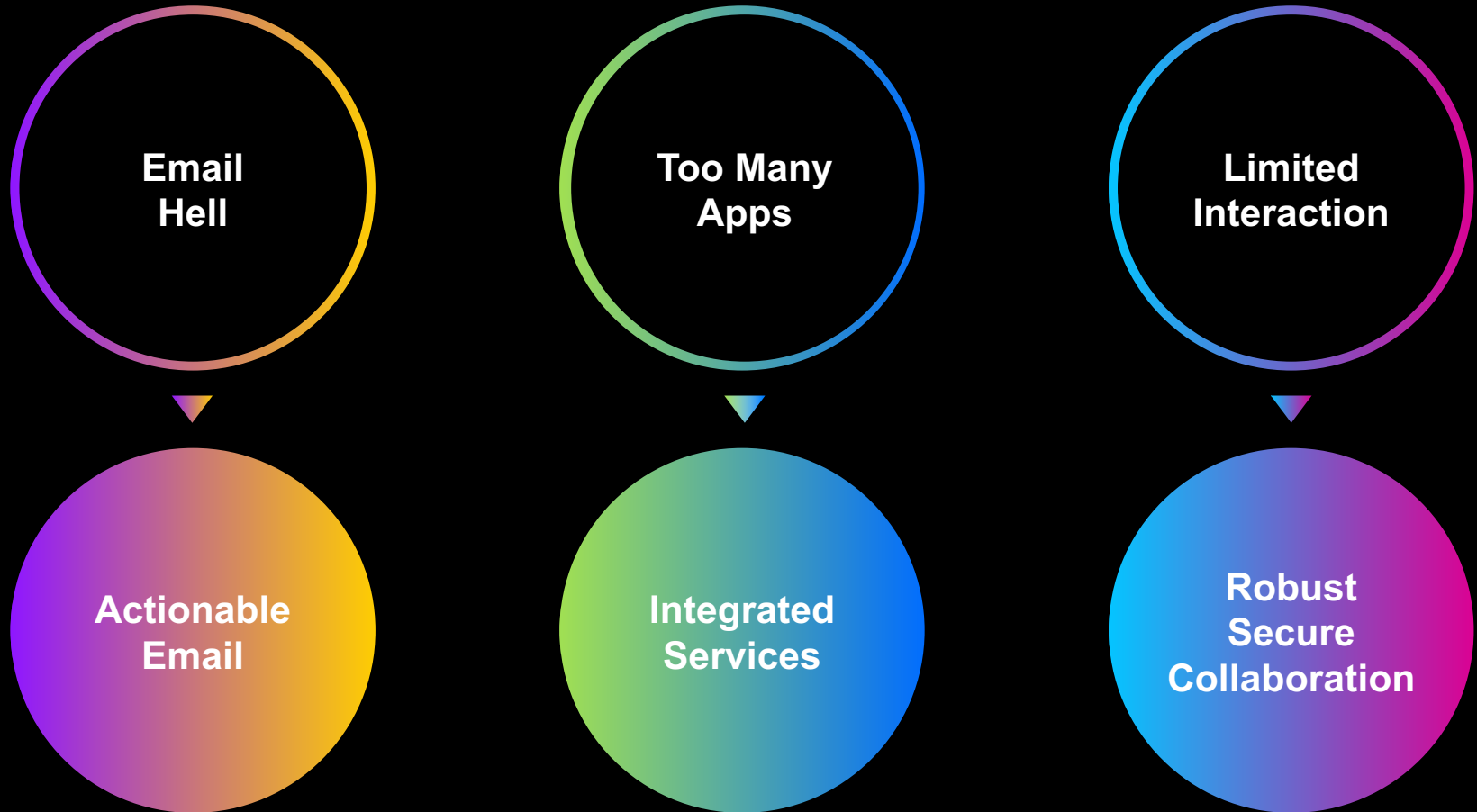

Multi-pane
Relational data mapping
Topical structuring & management
Secure interactive containers for sharing & collaboration
Data partitioning with integrated viewing & management

Initial Market Traction

IRIIIS will initially focus on 3 hot-button user issues:

Email Hell	Too Many Apps	Limited Interaction
▼	▼	▼
Actionable Email	Integrated Services	Robust Secure Collaboration

Route to Market

Target Users
Decision Makers
Knowledge Workers
Students
SMB
Enterprise Super-Users

Market Entry
*through individuals affiliated with influencer organizations
in "sweet-spot" verticals*
Consulting
Legal
Finance
Medical
Education

TOTAL Market

Users
1,809,000,000

Value
430,160,000,000 EUR

TARGET Market

Users
485,000,000

Value
116,400,000,000 EUR

Financial Targets

Paying Users month 12:
890,901
(0.18% of Target Market)

Revenue as of month 12:
26,086,326 EUR
(0.02% of Target Market)

Series 'A' Valuation (1st half 2017):
1,984,828,325 EUR
(1.7% of Target Market)

Exit Valuation (Yr 5):
26,190,000,000
(3% of Target Market)

Keastone

access to privileged power

Keith Adams
Co-founder, CEO

UX research leader and conceptual designer of IRIIIS.

Thought leader and story-teller of the Keastone-IRIIIS 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, CSO

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

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

Rajesh Shanmugam
CTO

Master of converting the IRIIIS concept into a cutting edge product capable of mass market dissemination.

Previously IT Architect, Emerging Technologies Division at Juniper Networks.

Alexander Raiman
Business Development

Liaison to the funding and business development communities.

Previously Global Sales and Marketing Operations and Chief of Staff to the CEO at Socialbakers.

US Presence:
Delaware Corporation
San Francisco office

EU Presence:
Czech s.r.o.
Prague office

INDIA Presence:
Pvt Ltd
Bangalore office

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

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

Timeline & Milestones

**2013-14
Validation**

IRIIIS prototype (user validated)

Express commitments of
engagement from high profile users

**2015-16
Product 1.0**

Funding for design, development
and delivery of production grade
IRIIIS 1.0

Maturing of route to market strategy

**2017
Go To Market**

Fully enter the market in January
2017