

# Keastone

Hello,

XXXX XXXX has requested that you be given access to the Keastone Stakeholder Portal.

For optimal user experience, the portal is only accessible via a laptop or desktop.

[Access the portal](#)



Changing the game



Hi, I'm IRIIS.

I'm your smart assistant. Let's get you started!

[What's next?](#)



**How should I address you in conversation?**

Charles

[Continue](#)



**Thanks, Charles!**

**We will use this email for future  
communication unless you modify it.**

charles.fergusan@gmail.com

[Continue](#)



Now, create a password please.

Password



Continue



**Access to the Keastone Stakeholder Portal was authorized for you specifically. Do not share your credentials or the content of this portal without express permission from an authorized person at Keastone. There is a section in the portal that enables you to make share requests. Thank you for helping us protect our intellectual property.**

**Acknowledged**



**Signing you in securely...**



# IRIIS

Changing the game



**Keith Adams** Founder & CEO

"This portal is a holistic overview of the Keastone vision and the IRIIS product concept."

# Truly **Disruptive**

Many claim to be...  
**IRIIS is!**

[Read how and why →](#)

Product

Marketing

Finance

Company Profile

Critical Timelines

Blog

Team

All Files



My docs

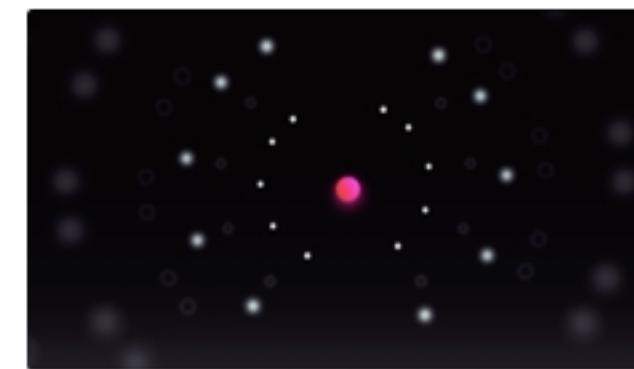
# Product

*"The product collateral in this section is designed specifically for communicating to stakeholders and interested parties in Keastone. This audience requires a more literal and comprehensive explanation of IRIIS. The collateral for communicating to potential users will be quite different from what is displayed here. Users care far less about "what it is", and much more about "how will it benefit them". Collateral for messaging to users will be produced soon and will be posted in the portal when available."*

## Videos

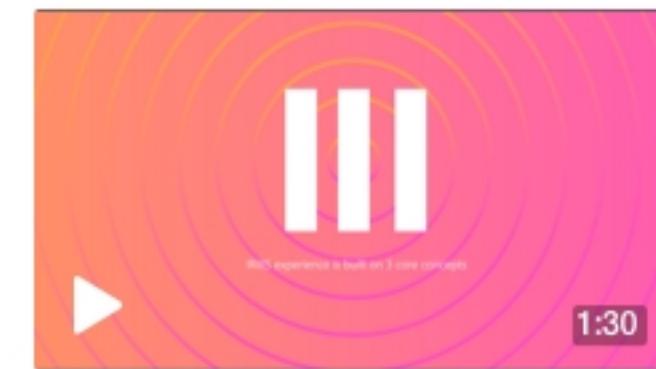
The following videos are "roughs" in the early stages of design. The current effort is to identify a visual design concept using the medium of digital animation for effectively messaging the IRIIS concept. We invite your feedback and suggestions as we evolve this critical effort!





### ► IRIIS Teaser

IRIIS is a disruptive product concept without a similar product with which to compare it. This video uses a rather abstract approach for introducing IRIIS.\*



### IRIIS 3 Pillars

There are 3 foundational elements of the IRIIS product concept. This video describes the benefits of the 3 elements.\*



### IRIIS Smart Assistant

The interactive experience with IRIIS is through a Smart Assistant design.\*



*\*Disclaimer: These “roughs” are for internal developmental purposes only. They contain borrowed elements. Any production finals used publicly will not contain borrowed elements without proper attribution.*

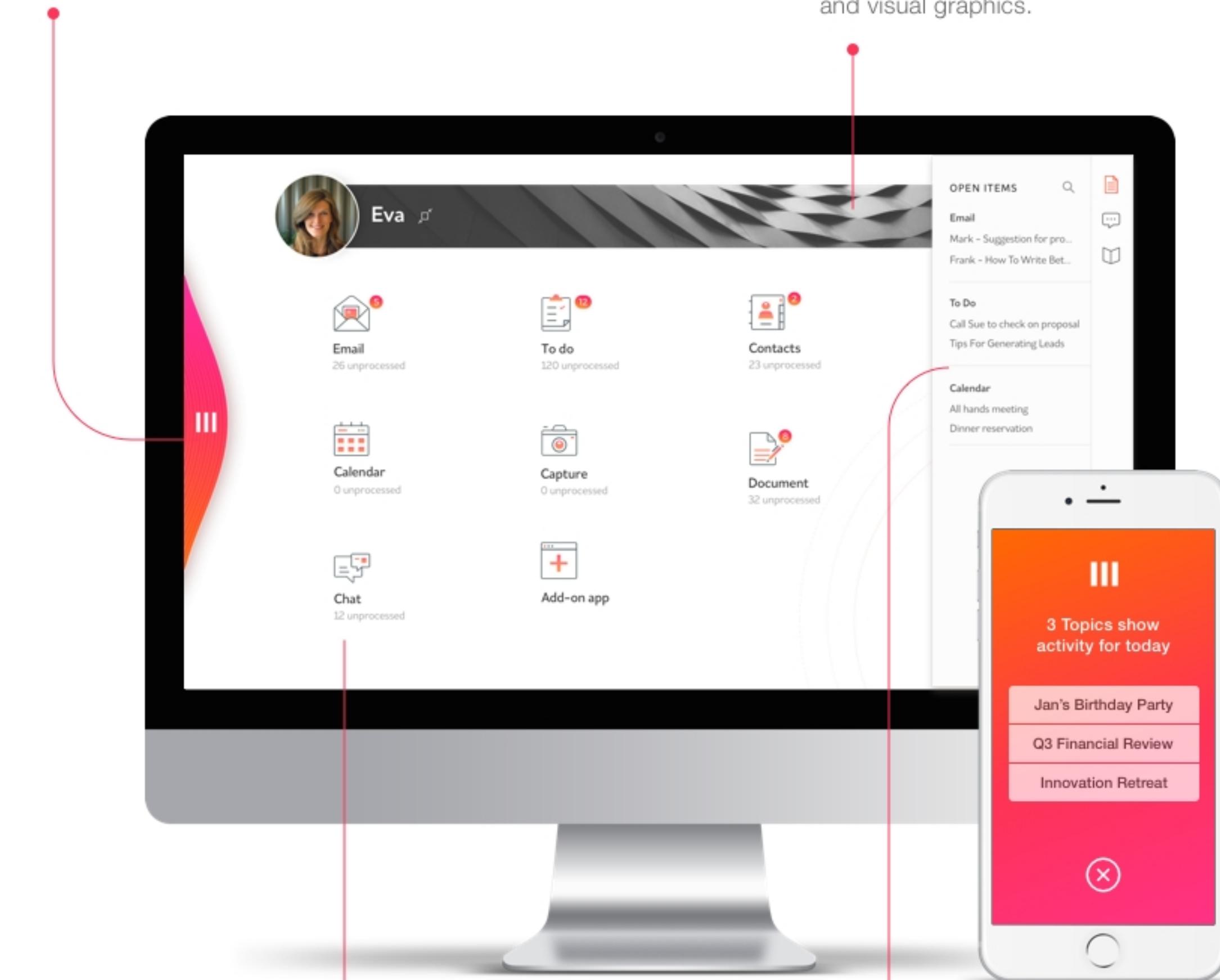
## IRIIS 1.0 Clickable Prototype

This prototype is a set of graphic mock-ups demonstrating what we refer to as the IRIIS Experience. The interactive design that defines the IRIIS Experience is currently being developed for IRIIS 1.0 at Keastone Software Labs.

[View](#)

## IRIIIS Smart Assistant

Your primary means of interacting with  
IRIIIS. Manual and voice interaction.



## Social Pane

Your visual personalization of  
IRIIIS. Your images, bulletin board,  
and visual graphics.

## Services & Data

Access to all of your services and data in ONE PLACE. IRIIS native services, as well as 3rd party comparable services with which you choose to interact.

## Activity Bar

Quick access to all of your “open” items.

## Product Roadmap

The delivery of IRIIS 1.0 is managed by a leading industry tool called [Aha](#). The IRIIS Product Roadmap is not just a mocked-up graphic. It is a compilation of thousands of inputs into Aha for the design, development, testing and delivery of IRIIS 1.0.

[View](#)

## Technical Brief

This brief is a technically oriented profile of the IRIIS product and Keastone IT infrastructure.

[View](#)

# Marketing

*"Keastone's marketing strategy is to position IRIIS as a KEY TO DISRUPTION. This strategy will focus on initially promoting the disruptive potential of the IRIIS concept to the industry. Then entering the market to prove that potential. The full marketing plan is currently under development and will be posted here when completed."*

## Finance

*"Capital sourcing is the primary financial focus at Keastone. As a pre-revenue venture, the sourcing of capital is our life blood."*

### Capital Sourcing

[View](#)



## Company Profile

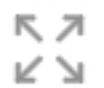
*"Despite being an early stage venture, Keastone has an international presence with business entities on three continents. This profile clarifies the types of entities, how they are structured, and how they interact with each other."*

## Critical Timelines

"Keastone is a *DELIVERY* oriented venture. The following timelines represent the critical aspects of delivering IRIIS 1.0."

	NOW	Q3 '17	Q4 '17	Q1 '18	Q2 '18
PRODUCT		<b>IRIIS Experience V1.0</b>		<b>IRIIS V1.0</b>	
MARKETING		Design of IRIIS Experience (IX)	User testing of the IRIIS experience	IRIIS Smart Assistant implementation	Campaigns for displacement of users
		Communication to Agents (PR)	Market entry plan preparation		

BUDGET (\$)	3.0M	15.0M
CAPITAL SOURCING (\$)	5.0M	20.0M
Cumulative	8.6M	28.6M



# Blog

*"As the Portal matures, I will use this blog to communicate special announcements and achievements to our stakeholders. Below is an example posting of an upcoming series of talks that will be facilitated at Keastone."*

## Keastone Discussion Series: "KEASTONE THINK TANK" Series June 20

Keastone Leadership will be facilitating a series of highly structured organizational interactions to address foundational topics related to the IRIIS product concept. The intent and focus of this series is to pull together the different teams within Keastone to collaboratively address the primary conceptual challenges and opportunities in designing and delivering IRIIS. We plan to evolve this into an ongoing effort for capturing and maturing 'the knowledge' at Keastone. The posters below are promotional mock-ups from the visual design team. I look forward to sharing the output with you soon!

01

TOPIC 01

## Data Management

- Aggregated & Normalized Data
- All your data in one place

Strategic initiatives often work in an environment where you want good things to emerge, rather than obtain a predetermined result.

June 2017

Keastone

02

TOPIC 02

## Smart Assistant/Personality

- Smart Assistant is the future for a product like IRIIS
- Smart Assistant could have a huge impact on our Customer Success program

Strategic initiatives often work in an environment where you want good things to emerge, rather than obtain a predetermined result.

June 2017

Keastone

03

TOPIC 03

## Utility Features

- Utility features cannot be applied to Single Service Product Concepts
- Utility features are the future of the information management services industry
- Link-It features will be your favorite feature in IRIIS

Strategic initiatives often work in an environment where you want good things to emerge, rather than obtain a predetermined result.

June 2017

Keastone

# The Team

*"The Keastone team has the skill, talent, commitment and ambition to deliver not only the IRIIS product, but to achieve our vision of producing the KEY TO DISRUPTION that will possess the power to reshape an entire industry and market. I could not be more proud of this team. International, diverse, and destined to CHANGE THE GAME!"*



“We are a team of thinkers.”

Prague  
Bangalore  
San Francisco  
New York City

Our goal is to disrupt the

status quo.





# All-Hands Week 2017: BANGALORE



## All Files



Sort by: Section

Filter by: Type

*"This section contains all of the current and retired files used in the portal."*



### Conversational Pitch

27 Apr 2017

This is our most simplified pitch in conversational style.



### Summary Pitch (text & graphics)

27 Apr 2017

This pitch pairs text with corresponding graphics.



## Product

3 Files



## Marketing

2 Files

[Collapse All](#)

[Expand All](#)



## Finance

1 File



## Company Profile

1 File





Would you like to share portal information or provide someone with access credentials to this portal?

Who is the person with whom you would like us to share the portal?

First name

Last name

His / Her email address

Email

Please describe in detail the reason for your request

Reason for request

Request

