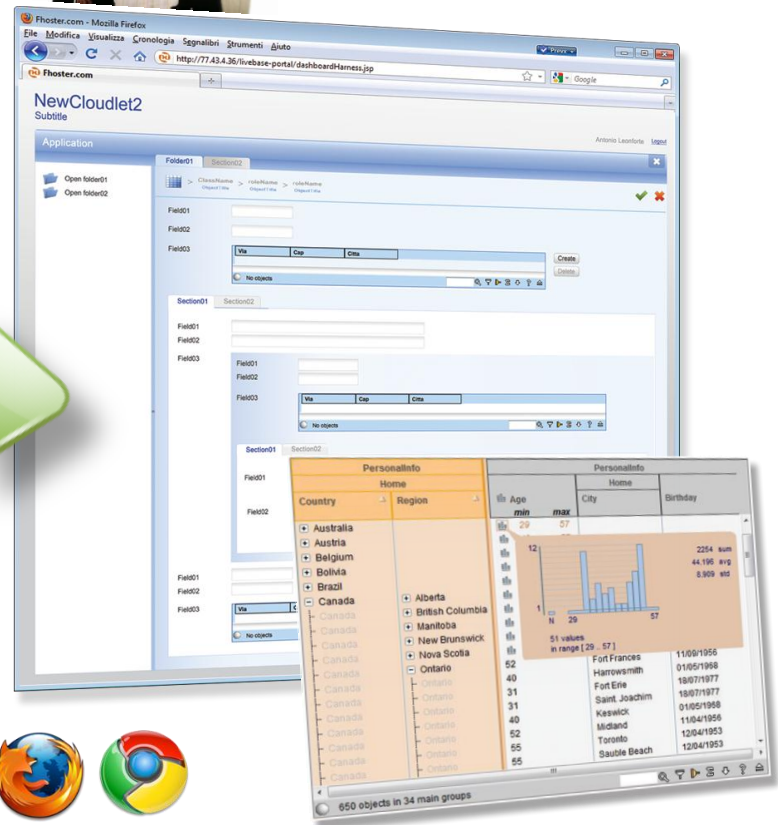
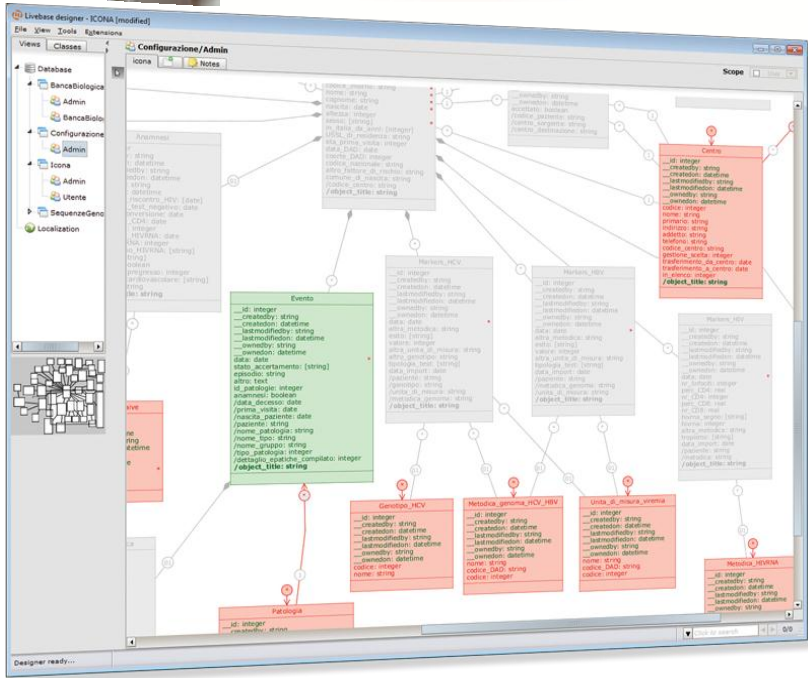
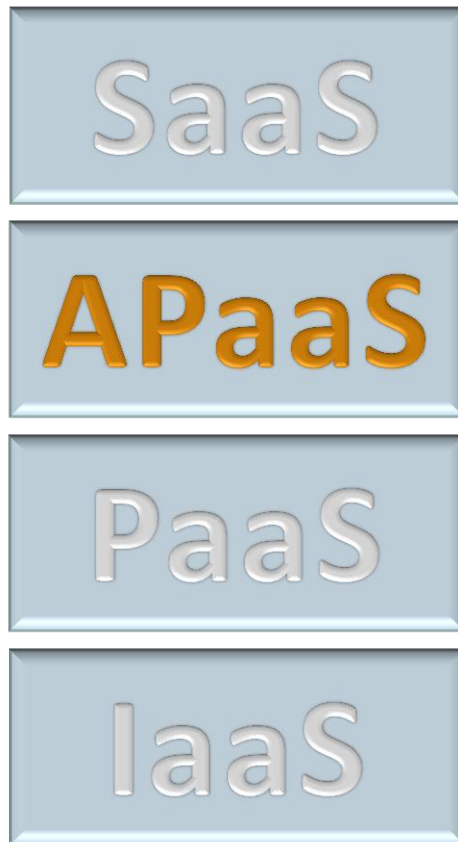




On-line



The industry



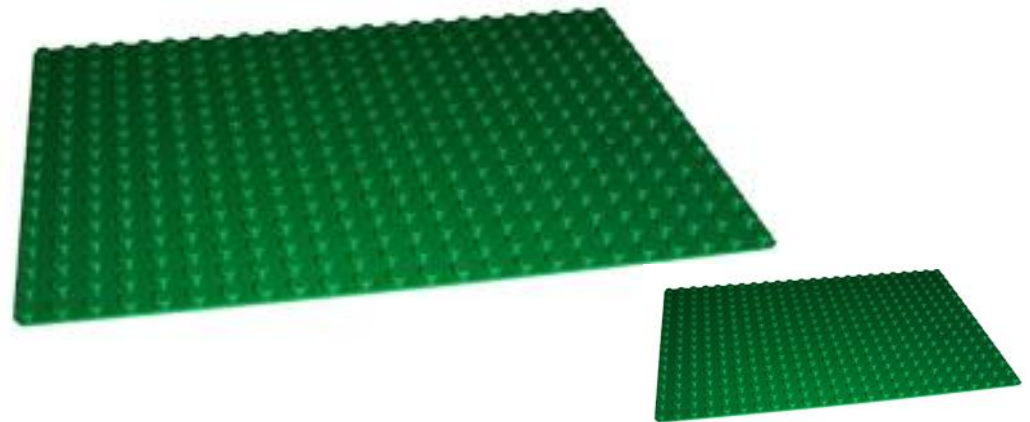
Cloud Computing



The industry



IaaS



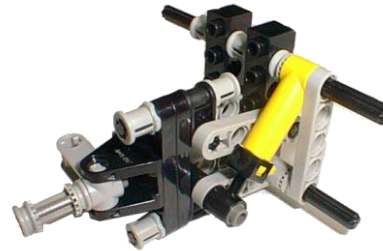
The industry



PaaS

IaaS

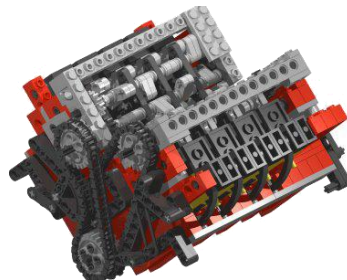
The industry



APaaS

PaaS

IaaS



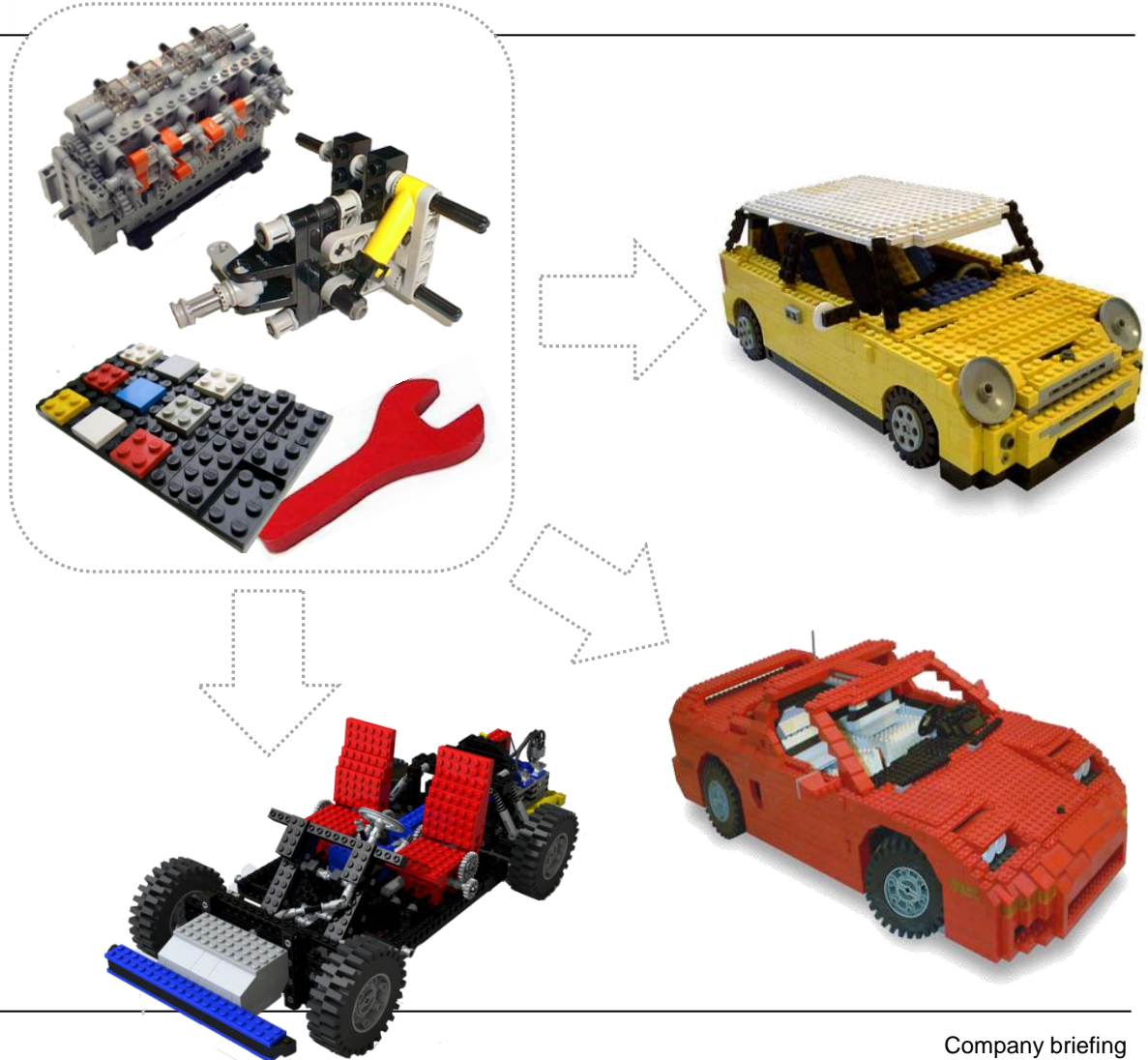
The industry



APaaS

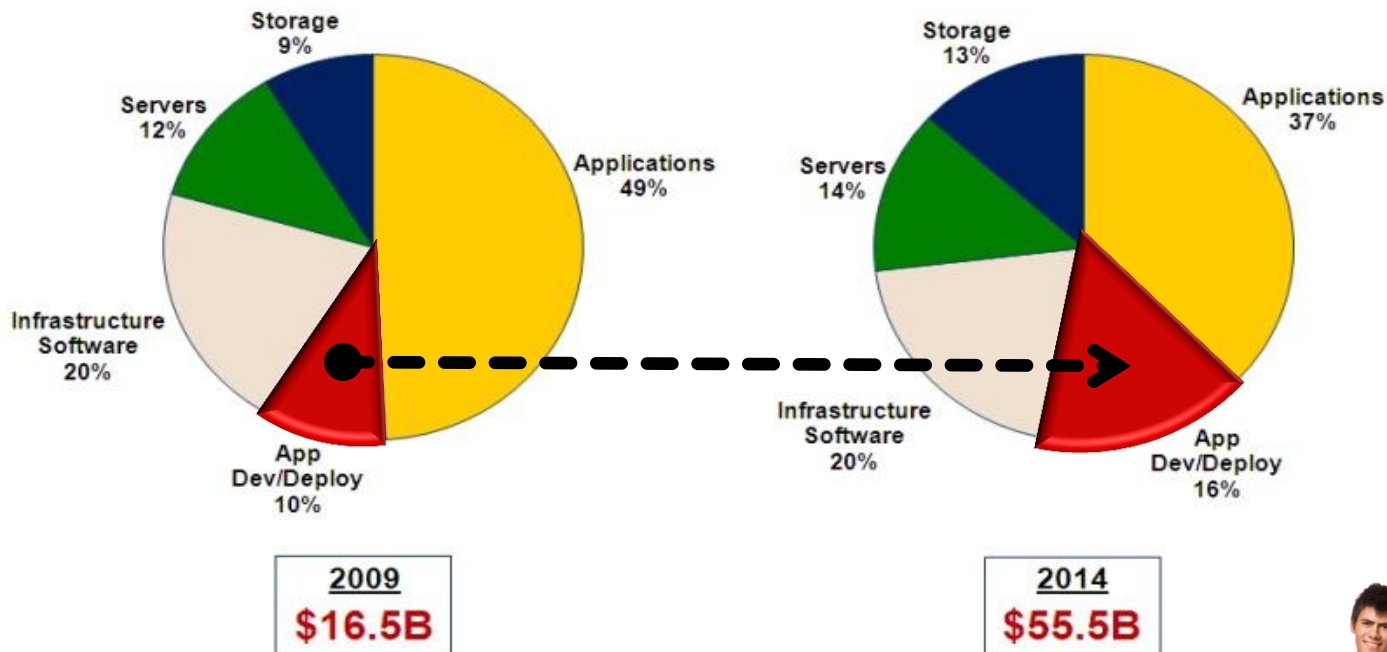
PaaS

IaaS



The industry

**Worldwide Public IT Cloud Services* Spending (\$B)
by Offering Category
2009, 2014**



Source: IDC, June 2010

* Includes spending on Applications, Application Development & Deployment Software, Systems Infrastructure Software, Server capacity and Storage capacity provided via the public Cloud Services delivery model.

The opportunity

- Many organizations (mis)use spreadsheets as databases

Diagram illustrating the concept of using spreadsheets as databases. A central cloud icon is connected to several computer monitors, each displaying a spreadsheet. A large spreadsheet window is shown in the foreground, with a green arrow pointing to a cell (E1) and a red arrow pointing to a cell (F1). The spreadsheet contains data for 'Annual Mean Temperature' across various sites.

Site	Longitude	Latitude	Elevation	Annual Mean	Mean Diur	Isothermal	Temperatu	Min Temp	Max Temp	Mean T
00002258	149.3833	-19.9167	0	23.8	4.5	0.39	23.4	17.8	11.6	2
00000469	144.2483	-17.4283	10	25.8	14	0.61	0.98	36.2	13.1	23.1
00000181	144.85	-15.5167	600	21	8.3	0.33	0.91	28.7	13	15.7
00000409	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00001066	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00001064	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00000387	153.9	-14.6	165	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00000405	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00001065	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00001092	153.9	-14.6	150	24.9	-3.2	-38.27	0.33	25.8	25.7	0.1
00000368	152.9667	-14.5	1200	19	-4.1	-4.28	0.4	20.8	19.8	1
00000382	153.9	-14.6	165	24.8	-3.3	-41.25	0.33	25.7	25.7	0.1
00000392	152.95	-14.45	1800	15.7	-4.9	-4.05	0.44	17.8	16.6	1.2
00001048	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00000101	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00000369	152.9667	-14.5	1200	19	-4.1	-4.28	0.4	20.8	19.8	1
00000399	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00001054	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00000400	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00001056	152.9833	-14.5667	260	24.2	-2.8	-3.97	0.35	25.5	24.9	0.7
00000371	152.9667	-14.5	1200	19	-4.1	-4.28	0.4	20.8	19.8	1

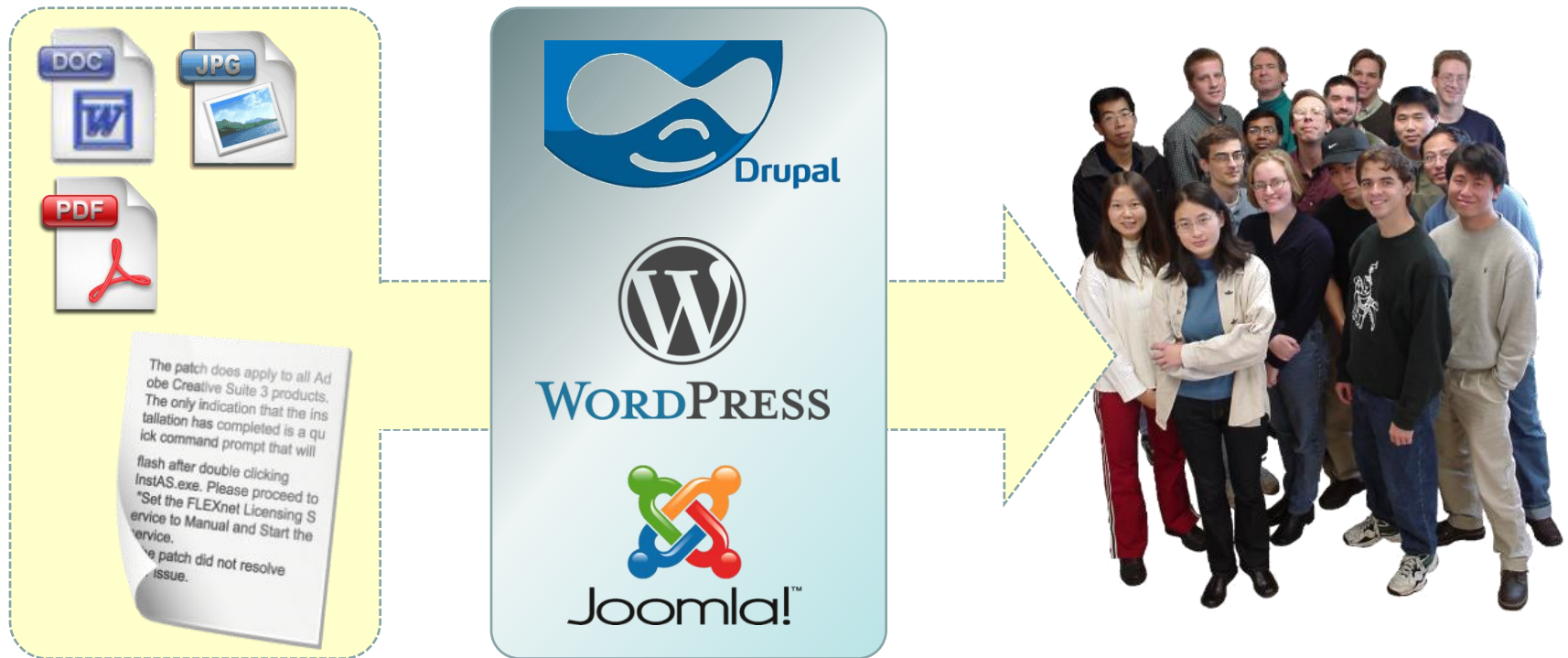
The opportunity

- Unfortunately spreadsheets are **not** databases
 - ☹ No role-based **access control**
 - ☹ No **data quality** / integrity control
 - ☹ Concurrent updates can cause **information loss**
 - ☹ Multiple **versions** spread on multiple servers
 - ☹ No **compliance** when regulations apply
 - ☹ Cannot perform **correlations** and **complex queries**



The vision

Think how easily a **CMS** allows to **share** and **manage** unstructured **content** (docs & pictures)



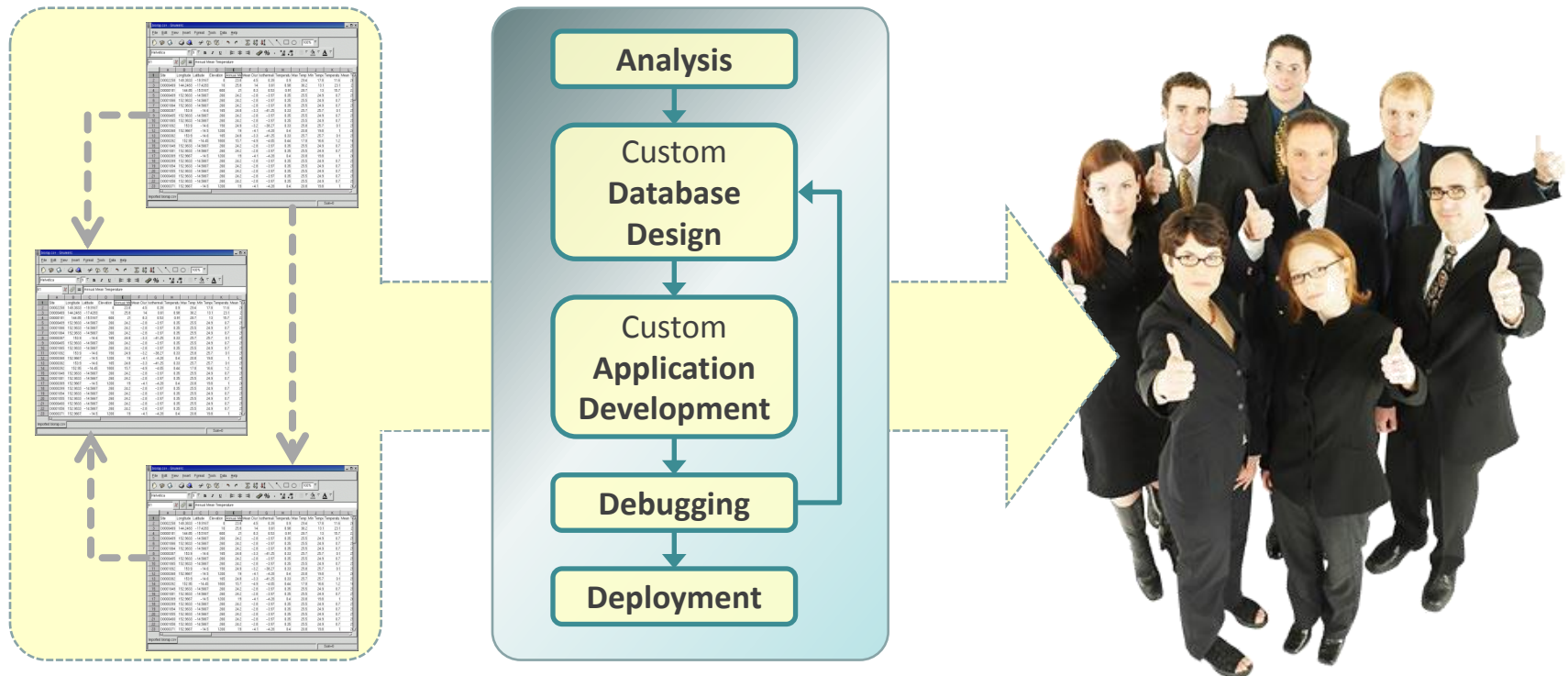
The vision

What if we could do the same
with structured **data** ...



The vision

... **without** coding a custom application every time ?

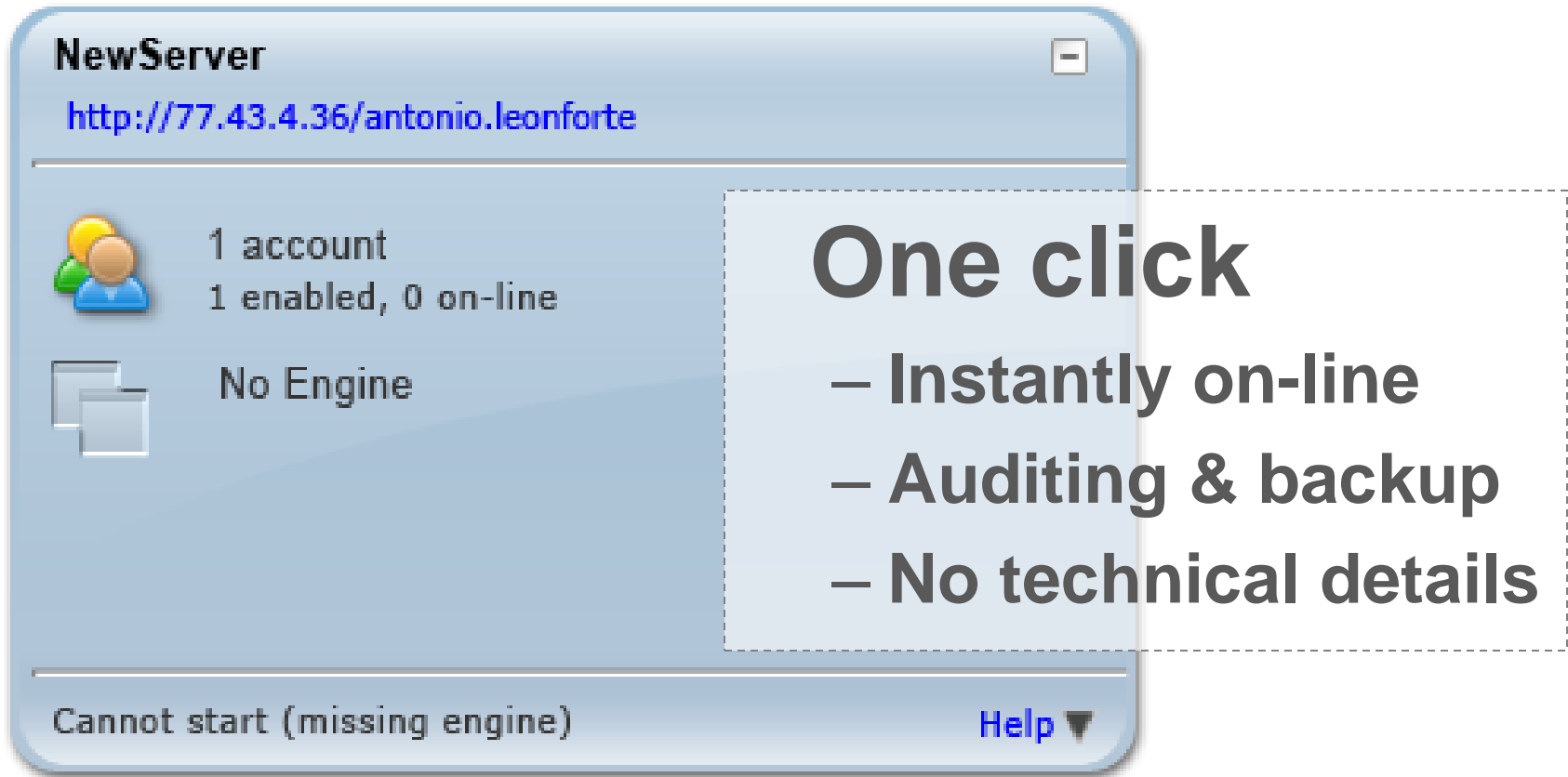


The vision


... **without** coding a custom application every time ?




Step 1: create a **virtual server**



NewServer
<http://77.43.4.36/antonio.leonforte>

 1 account
1 enabled, 0 on-line

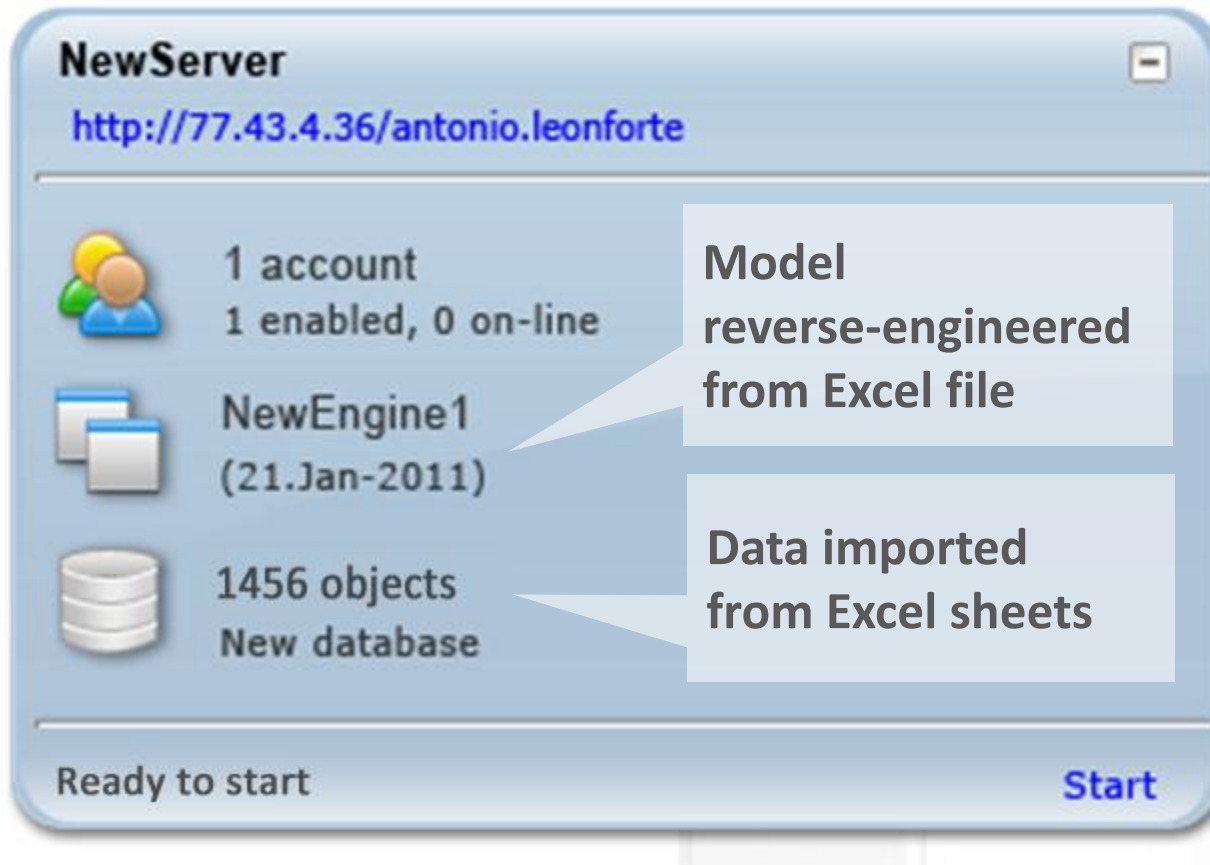
 No Engine

One click

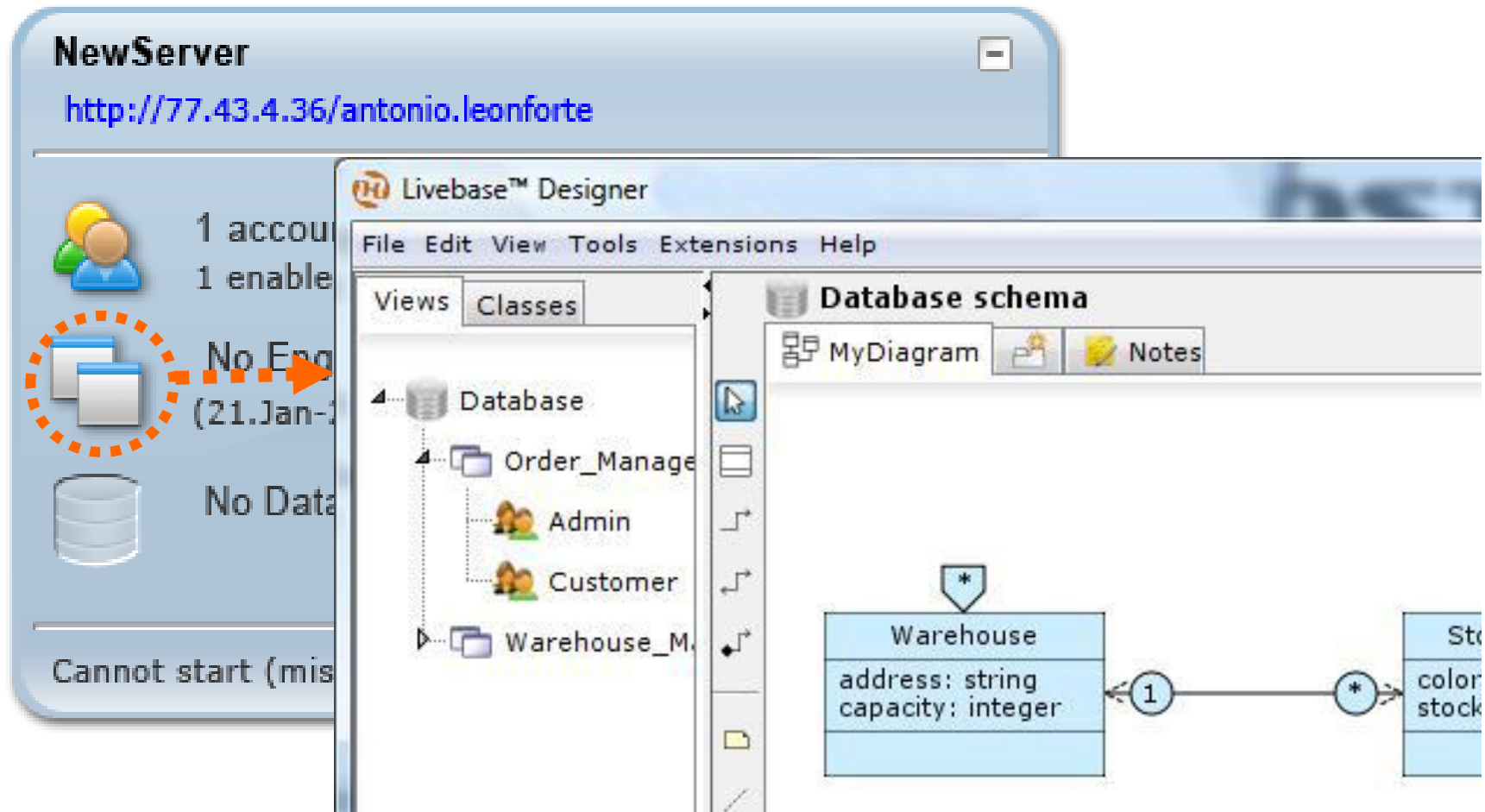
- Instantly on-line
- Auditing & backup
- No technical details

Cannot start (missing engine) [Help](#) ▼

Step 2: **drop** your Excel files...



Step 3: refine your model



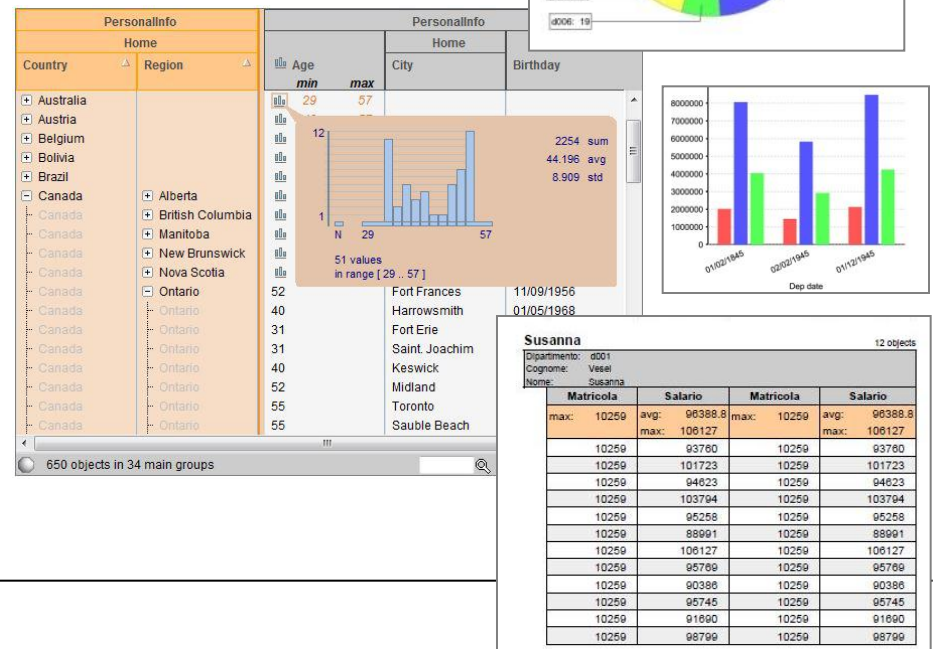
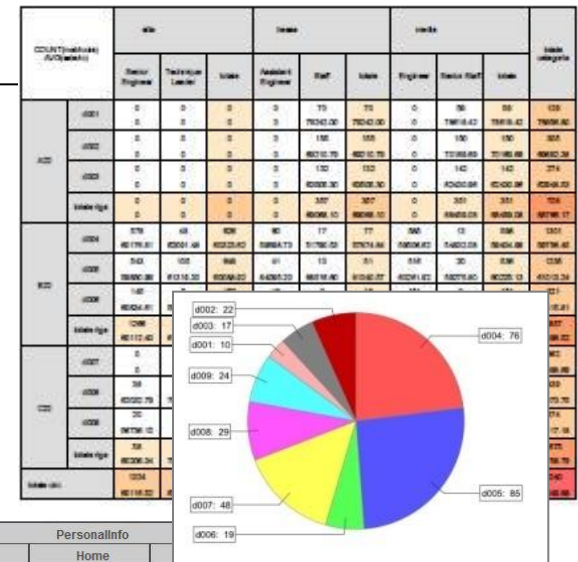
Step 4: **start** the server, and enjoy

The screenshot displays the FHoster web interface. On the left, a 'NewServer' dashboard shows a status of 'Running' and a URL <http://77.43.4.36/antonio.leonforte>. A mouse cursor points to the URL. The dashboard includes icons for users, documents, and a database, with text indicating '1 account', '1 enabled, 0 on-line', 'NewEngine1 (21.Jan-2011)', and '0 objects New database'. On the right, a 'Customer' form is open, showing fields for Name, Surname, Date of birth, and Address (Street, Zip code, City, Country). Below the form is a table with columns 'serial', 'date', and 'shipped'. The table is currently empty.

serial	date	shipped
--------	------	---------

Business apps, **not** toys

- Complex (multi-join) queries
- Data-quality constraints
 - Referential integrity, cardinality, uniqueness
 - Value range, patterns, formula-based predicates
- Reports
 - Tabular
 - Cross-tabs,
 - Charts (pies, histograms...)
- Business intelligence
 - Dynamic, multi-level grouping
 - Formula-based filtering

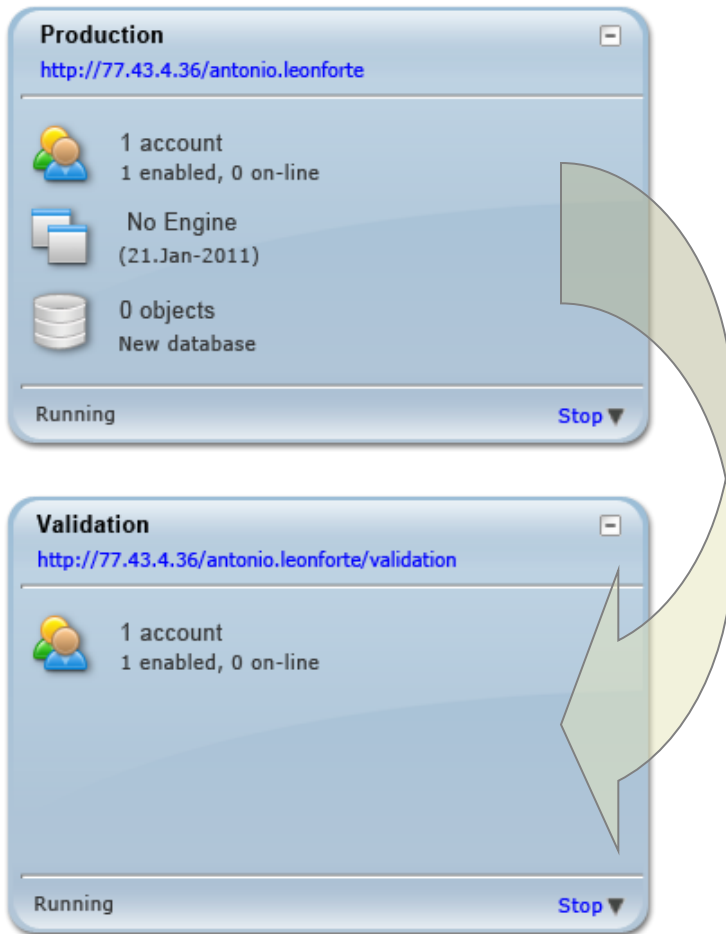


Layered modeling

- Multiple semantic layers keep models readable
- Create **complex queries** by just drawing paths interactively
- **Whatever you can draw** executes flawlessly (so you learn faster)
- Easily apply navigability, cardinality, partitioning, integrity **constraints**



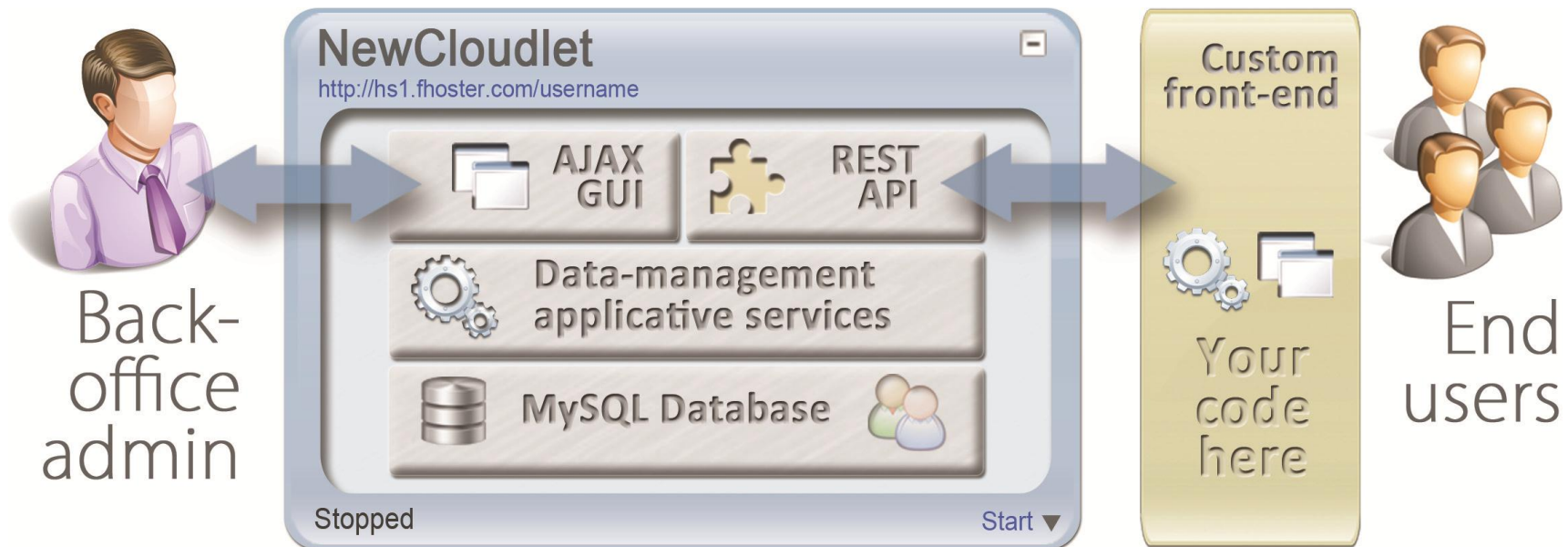
Administration & maintenance **tools**



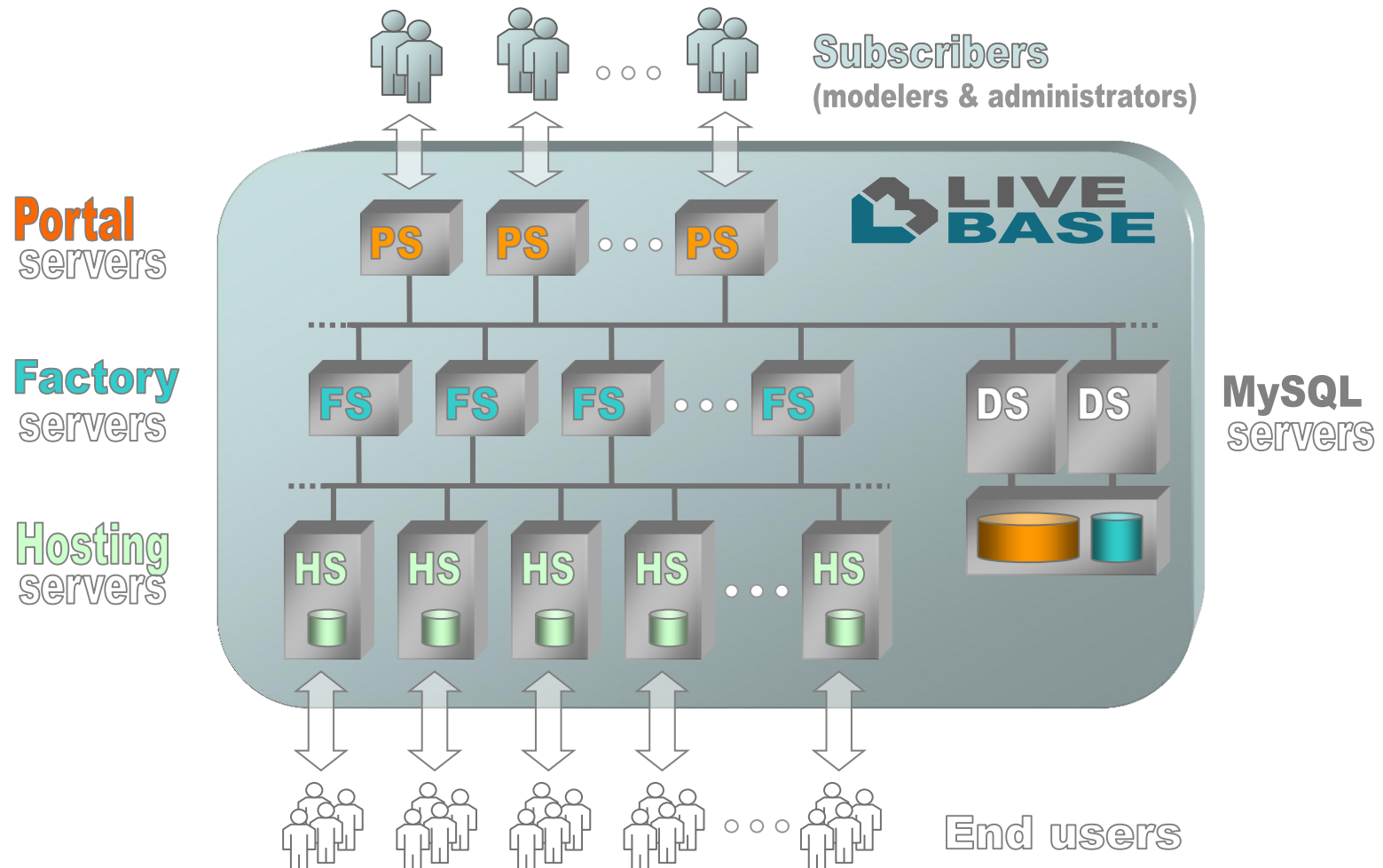
- **Drag & drop** members, engines and databases across your servers
- **Backup**, restore and **clone** an entire server, with one click
- **Download** & **upload** databases in Access and MySQL formats
- **Import** and normalize multiple, cross-related Excel files
- **Refine** your models at any time: datababase schemas updated automatically, data preserved.

REST interface

- Create your own **front-end** or **integrate** other applications



Scalable & flexible architecture



Multiple **hosting** options

- Keep them safe on **our** servers...

- Access protected using SSL
- Dedicated MySQL databases (no multi-tenancy)



- ... or **your** ones!

- Generated applications (and their DB) can also be **deployed on other IaaS** or at your own premises



The platform

A success story

Databases
for scientific
communities

Customer

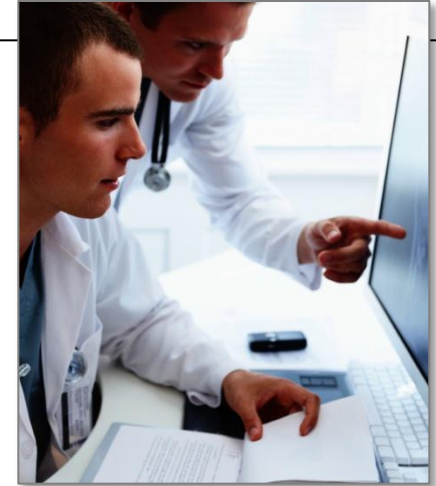
- National organization in medical research
- Managing very complex database of clinical data on many thousands patients and their therapies
- Data entered and queried by 50 different hospitals

Problem

- Custom database application, took **months** to code and debug
- Very high costs for evolutionary maintenance (**45K€** per year)

Solution

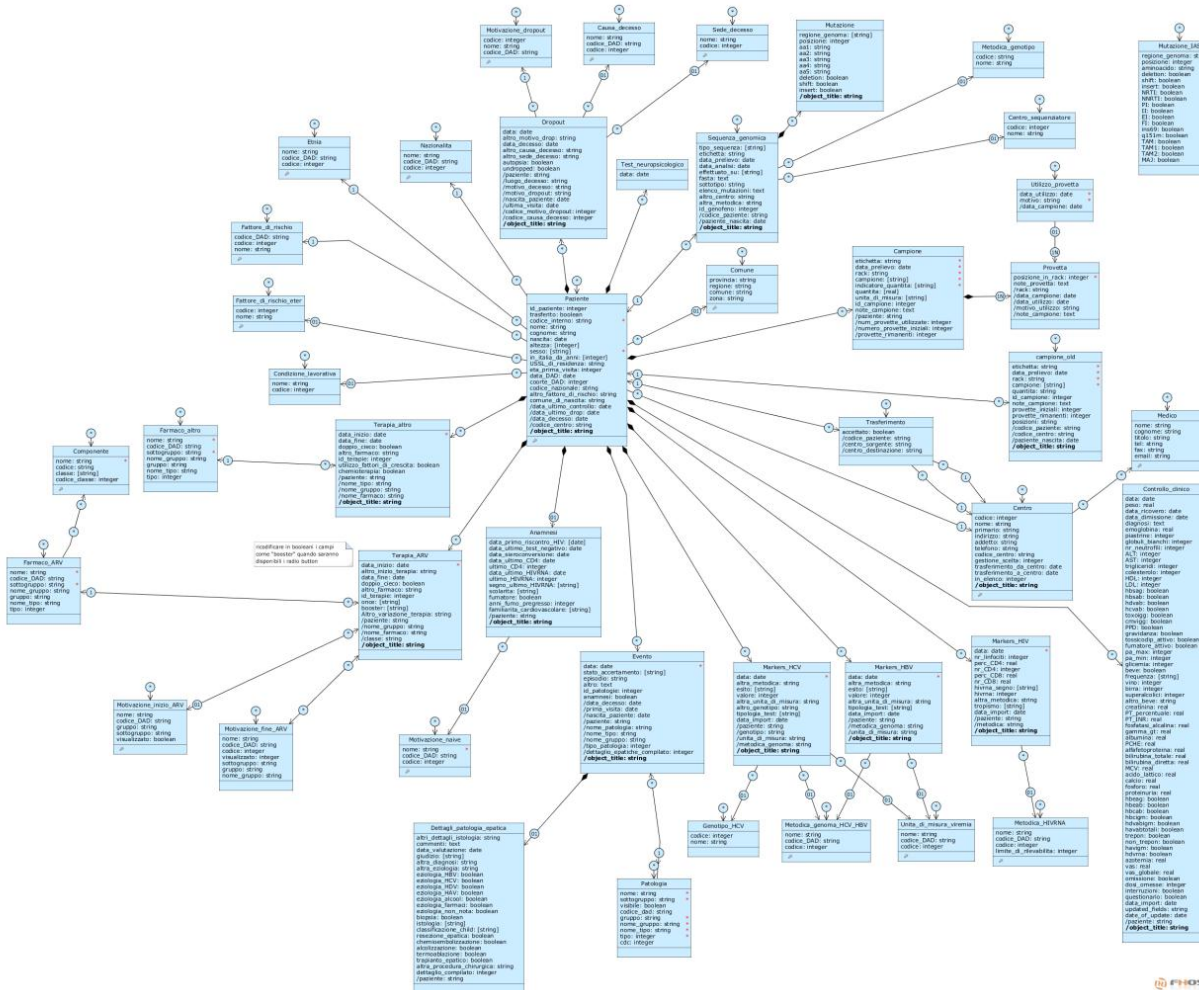
- Equivalent application modelled and generated on Livebase, in **2 weeks**
- Changes applied on model go live in minutes
- Dramatic cut on maintenance costs (subscription fee < **10K€** per year)
- A verticalization of the platform for **clinical trials** is planned



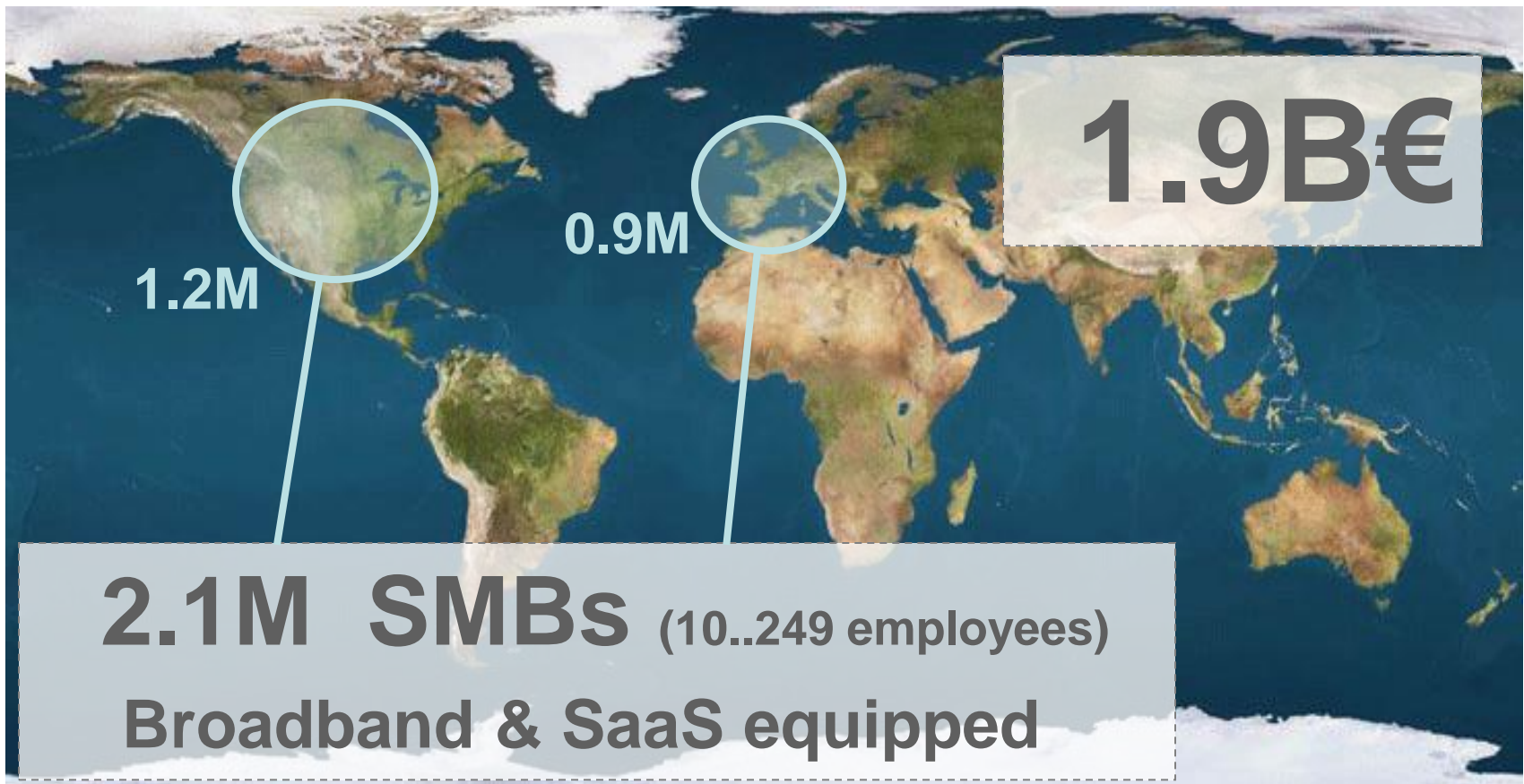
A success story



- **8200** patients
- **700.000** records
- **50** research centers
- Delivered by inexperienced developer in **2 weeks**



The market



The channels

Professionals

- ✓ Business analysts
- ✓ Database admins
- ✓ Amateur developers



Value-added resellers

- ✓ Business associations
- ✓ Indep. software vendors



The channels

As soon as
SQL support
will be released

PaaS market places



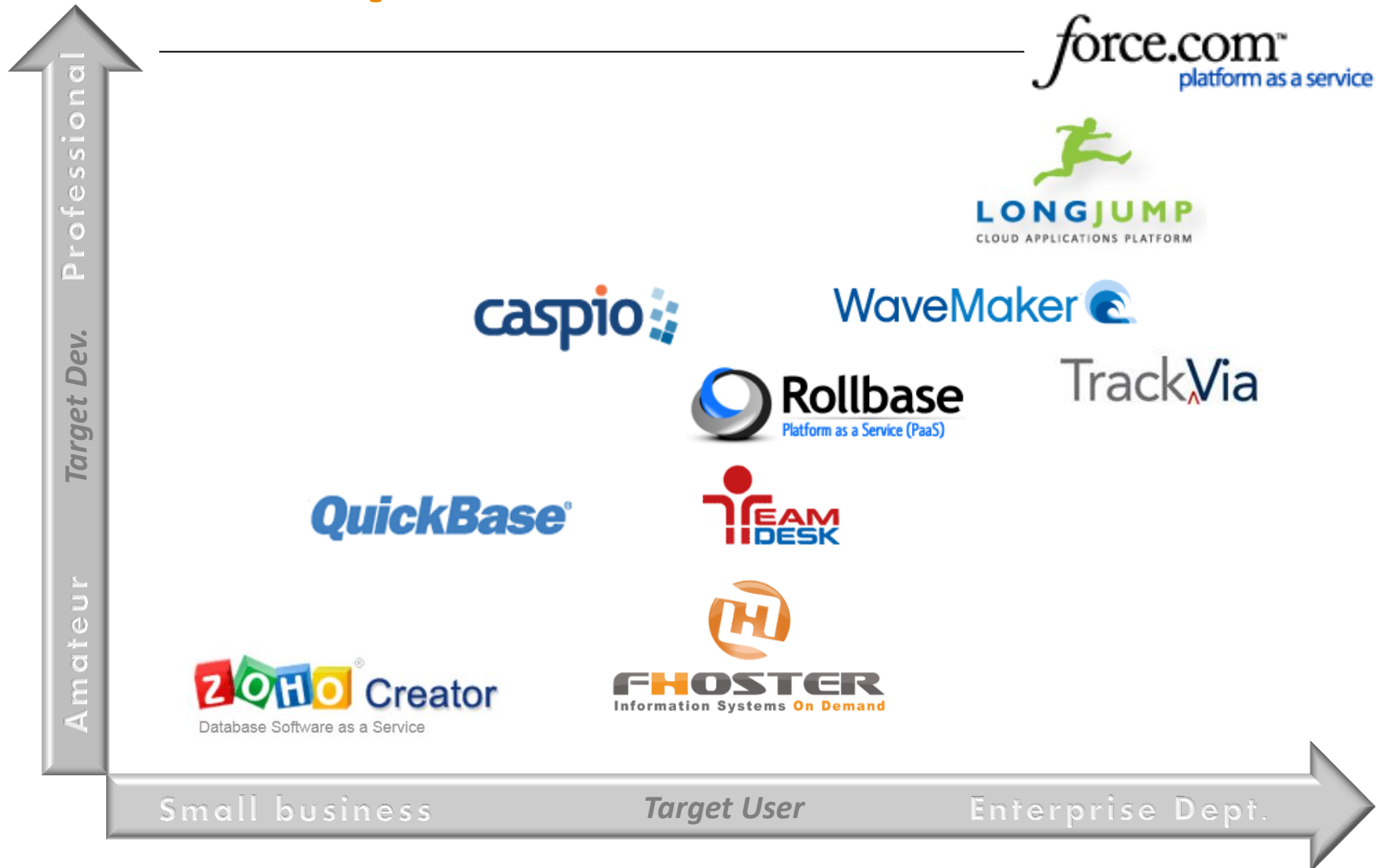
IaaS & Net-appliance providers



The competition



The competition



Unique **selling points**

- Laser-focused on **database** applications
(much simpler, faster, safer)
- Purely **model driven**
(multiple layers on single-diagram)
- **Code-generation** approach
(no vendor lock-in & hybrid revenue model)
- Application **evolution support**
(database upgrade wizard)



Revenue model

- **Premium subscriptions**
30 €/month min - 200 €/month average
- **Support services**
- **Applications sale**
- **Platform licensing**
 - ✓ Corporate computing clouds
 - ✓ Public administrations

Early customers (platform still in beta)

- **HCL Infosystems (IaaS)**
10.000 € (one-year on-site platform license)
- **Fondazione ICONA (Clinical research)**
625 €/month + VAT (subscription)
- **Università Cattolica di Roma (Clinical research)**
416 €/month + VAT (subscription)
- **LEMAN Learning & Management (Consulting)**
5.520 € + VAT (application purchase)
- **Regione Toscana (Public Administration)**
2.333 € + VAT (support services)

Management team

- **Antonio Leonforte** (Co-founder, president & CEO)
 - 17 years of experience in sw development
 - Contract professor of Software Engineering since 2003
 - Seasoned entrepreneur (2 sw houses co-founded)
- **Daniele Antonini** (Co-founder, CTO)
 - 5 years of experience on our platform
- **Piero Cacace** (CFO)
 - Past director with Rank Xerox and Price Waterhouse

Development team

- **Pietro Palladino** (Co-founder, VP Research, PhD – 5 years)
- **Michele Velotti** (Software Engineer – 4 years)
- **Simone Cacciatore** (Software Engineer – 4 years)
- **Carlo De Bari** (Software Engineer – 1 year)
- *2-4 interns on rotation*

28 interns have contributed since Sept. 2006
(8 master thesis + 18 bachelor thesis)



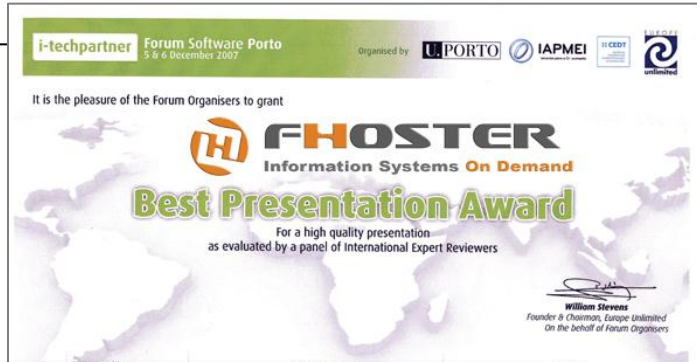
SAPIENZA
UNIVERSITÀ DI ROMA



Marketing team

- **Gianandrea Gattinoni** (Advisor)
 - Douglas Italia, CEO
 - Progress Software, MD Italy & Spain
 - Rational Software, MD Italy
- **Manuel Cash** (Technical pre-sale)
 - Software Engineer (1 year)
- **Bruno Lagalla** (part-time consultant)
 - Past regional sales director at Oracle
 - 15 years of experience in sales operations
 - Expertise in sales of subscription-based services

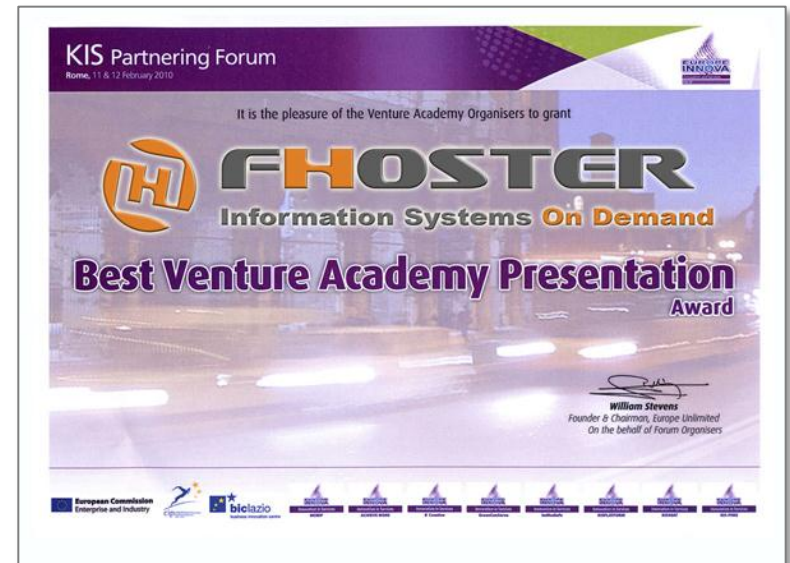
Awards



Top 14 Italian Startups, in 2009



Top 100 European Startups, in 2009

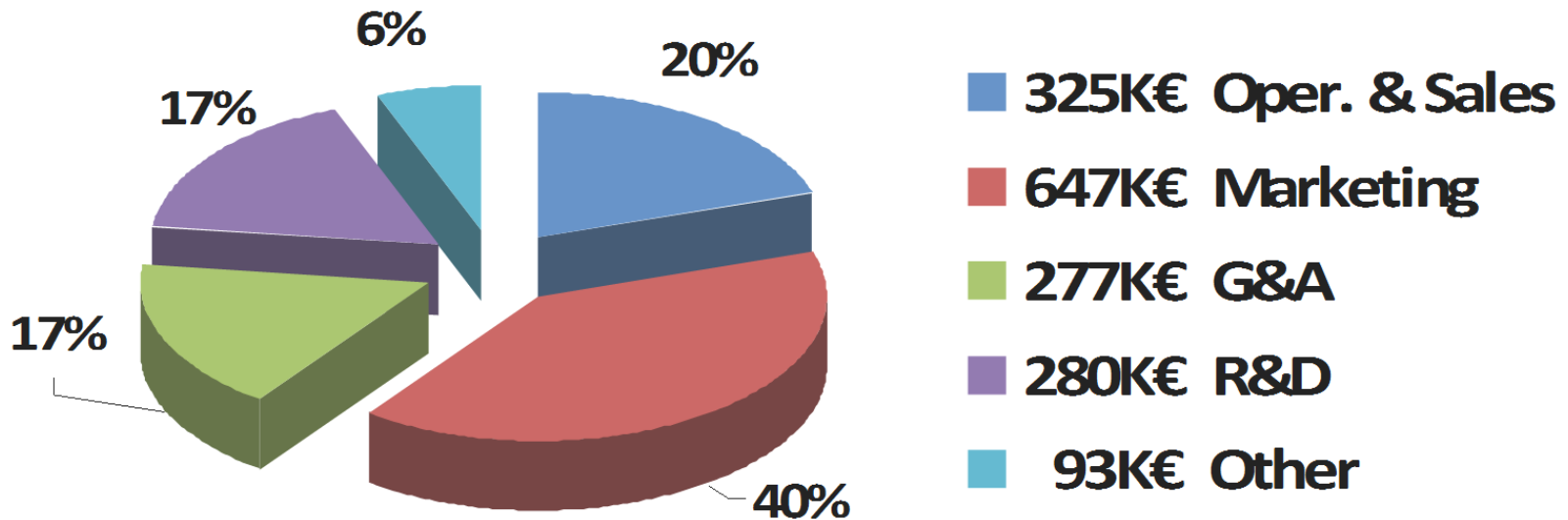


Top 13 European ICT Startups, in 2010

Investment opportunity

- **Company** based in Rome (IT)
7 full-time software engineers + interns
Still in beta but with **paying customers**
- **Funded** by angels (IT & USA)
550K€ cash in two rounds
- **Looking for** a co-investor willing to invest **510K€** to join a 1.7M€ Series A financing round along with an Italian Public Fund.

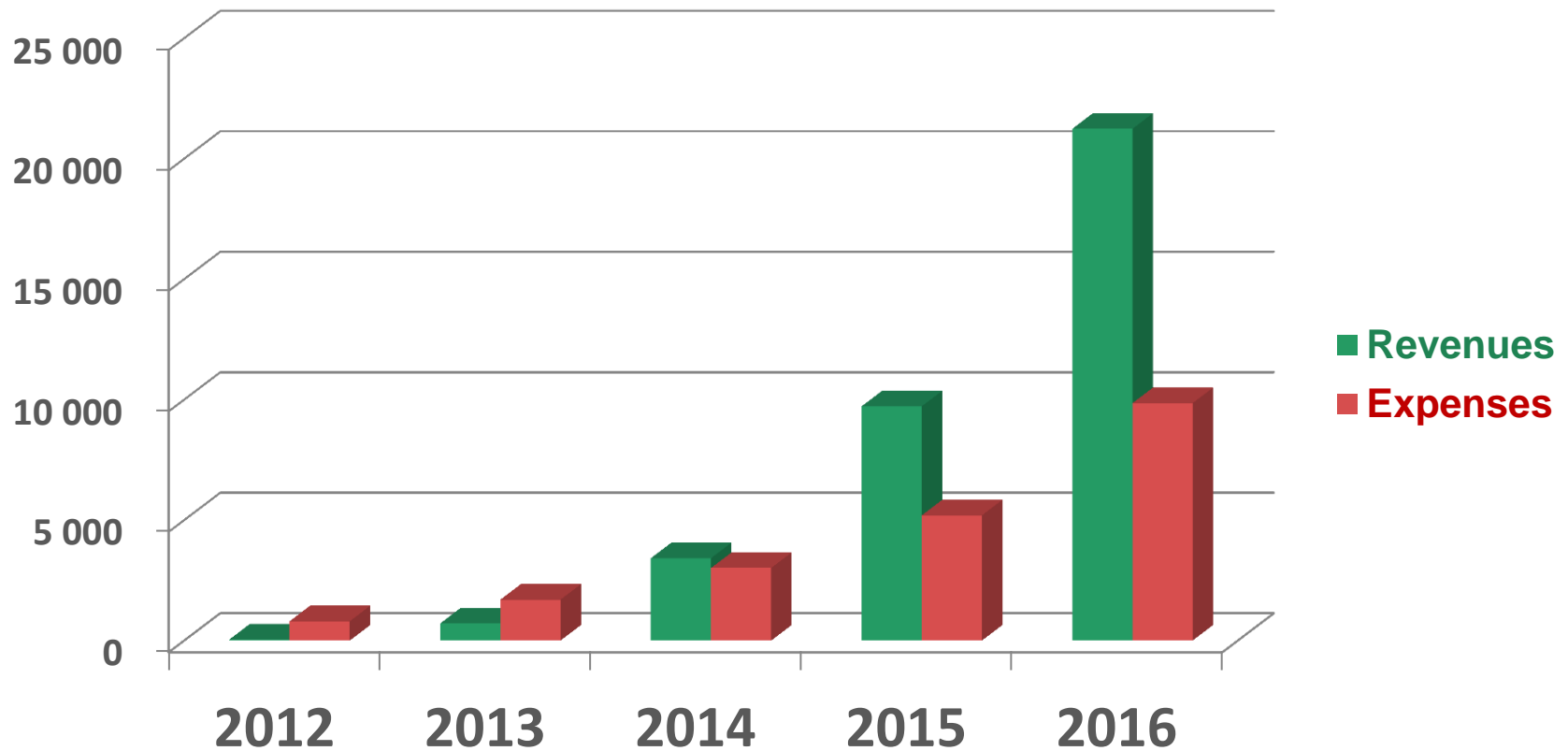
Use of funds



1.7M€

Financial projections

K€



Exit strategy

- **Acquisition** by sw corporation with
 - strong enterprise culture
 - interest in open-source technologies
 - no competing platform



TERADATA
Raising Intelligence



Thank you!

