



Executive Summary

iQ4 is the first to provide a Cross-Community “Virtual Project Communication Platform” where members search, connect, communicate and collaborate to accelerate innovation, enable problem solving ... drive competitive advantage. iQ4 is focused on the academic, government and private sector markets, and is sold as Software as a Service (SAAS) or Service Oriented Architecture (SOA) for enterprise applications. The company is one of a few select innovators based in the NYU Poly Incubator, sponsored by Mayor Bloomberg’s Office of Economic Development. iQ4 has been developed in partnership with New York University, NASA and a number of financial services powerhouses. From 2009, an evolving prototype has been tested with over 40 organizations and 250 participants. Encouraging feedback has helped build iQ4’s go-to-market effort to define and build a unique offering that will enable communities of knowledge workers to virtualize global resources.

Problem with alternative approaches.

As the old saying goes “when you have a hammer everything looks like a nail”. This could not apply more to email. Over the past twenty years we have used email for everything ranging from simple correspondence with friends to communicating on large scale projects. Today it takes **seventy percent** of our time looking for the right information, people and solutions to do our job. Not to mention the distraction of pouring through emails to find relevant information and the loss of intellectual capital buried in email correspondence, attached files and links to important information. This combined with the change in how and where we conduct business is paving the way for the adoption of new tools to help us do our jobs more efficiently. The internet marketplace no longer requires all people in one place for collaboration, however this brings on its own challenges as the solutions to challenges are not all located in one facility or potentially one country. Today, professionals are looking for new alternatives to harness the collective intellect of people and information, identify who they are and what capabilities, interests and expertise they bring to the group and the relevant information they have produced that is important to you! Connecting

Company Profile

Sector: *Social Software for Business and Education*

Workspace: *Cross-Community Enterprise Project Communications, Problem Solving & Research*

Technology: *Application Software for Search, Connect, Communications & Collaboration*

Strategy- *replaces email for project communications*

Employees: 8

Founded: 2009

Markets

Education: *Connecting students with “real world” Industry and Government challenges*

Industry, Government & Associations: *Financial, Health Care, Federal Agencies*

Team/Advisors

Dr. Charles Camarda: *NASA*

Steve Yatko: *CEO Oktay, CTO Credit Suisse*

Lorraine Fenton: *CIO IBM (retired)*

Carmine Cacciavillani: *Founder, Lead Investor, Chief Engineering Officer*

Kevin Romano: *Chief Operating Officer*

Accountants: *O'Connor Davies Munns & Dobbins LLP*

Contact

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communities or work groups requires a range of technologies that are used in combination: email, chat, Facebook®, Microsoft SharePoint, Video conferencing and LinkedIn, as examples. There are simply too many technologies with no single point of reference that will make our work more efficient and productive.

iQ4 is the answer to the 21st Century Networked Community

issue...the lack of a mechanism for creating the harnessed “wisdom of crowds”. By combining social networking with a range of capabilities in one place, complete with feedback loops, iQ4 is designed to enable products, services, research and development to constantly evolve in response to juried information. It is a comprehensive application platform that integrates web 2.0 and desktop office technologies and is designed to be Simple to use, agile, and adaptive with core capabilities including:



- **Organized Communications**
 - Community to Community interoperability
 - Security- Configure rules, access permissions, privacy at every level
 - Nested Groups- Communities/Groups/sub-teams / Events
 - Project Management and Cases
 - Reporting and Metrics



- **Search and Connect**
 - Tag-based taxonomy- people / files / posts / groups
 - Data-Visualization based search and feeds
 - Favorite lists/integrated contacts – Outlook / Google / Lotus



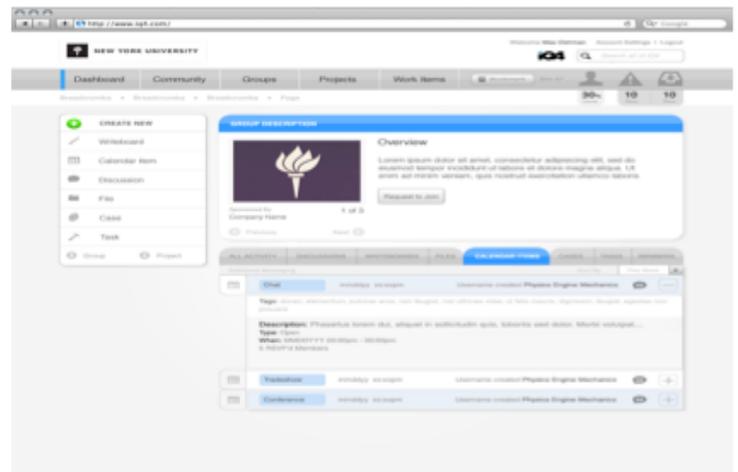
- **Virtualize and Share**
 - Problem solving workflow
 - Post comments, IM, email, group chat
 - Whiteboards and Discussion rooms
 - Mobile access

Clearly Defined Business Strategy

Education:

Leveraging the support and experience established at NYU Poly, and in order to

iQ4 - Harness... Innovate ...Solve Problems



effectively reach the broader domestic and international markets, the company will focus on existing relationships with academic institutions, their affiliates and associations. These affiliates include Universities, K-12, Federal Agencies, Associations and Industry organizations that are looking to virtualize resources for the purpose of outsourcing research, student preparedness and career advancement. IQ4 in conjunction with NASA is pioneering a second dimension to academic learning ... collaborative learning, where students connect with industry and government to solve real world problems. The Collaboratory EDU Program (CEDU) combines a powerful combination of process methodology, content and technology. This innovative approach will transform education. Based on the "real-world" experience, students will become excited and motivated to learn and at the same time build bridges to a career path in-line with their strengths and experience.

Currently there are over 152,000 academic institutions in the United States with expected market growth for Social Media (*Forrester* 43% CAGR over the next 5 years) with an estimated spend of \$3B. The consumer market has led the growth in Social Media. This has created user experience in personal collaboration and sharing leading to a demand for a solution for business, government and professional markets, which iQ4 is designed to satisfy.

Industry & Government:

iQ4 is working with several financial and health care enterprise organizations, industry associations and government agencies who wish to employ iQ4 as their standard for a project communications platform. Their goal is to organize communications and information in order to optimize the knowledge worker productivity, manage risk and insure the speed and success of project delivery. In addition, organizations want to harness intellectual capital that can be easily and quickly mined for relevant information. Use case examples include the need to organize multi-disciplined groups working on regulatory policy, technology solutions, security and cyber theft, new product development, and projects that are mission critical to the enterprise and their value chain of customers and suppliers. These initiatives involve hundreds if not thousands of participants. iQ4 will play a pivotal role in finding relevant people skills and information, organizing communities / groups and project communications in order to optimize productivity and results.

Summary:

We would love to hear from you and some of the problems you are challenged with in regard to communications within your organization and across your value chain of partners. iQ4 will make our best efforts to take on these challenges and deliver a more effective, cost efficient and productive solution...our goal is to enable your organization to drive competitive advantage in the **21st Century Networked Community!**