



Better Knowledge... For Better Decisions

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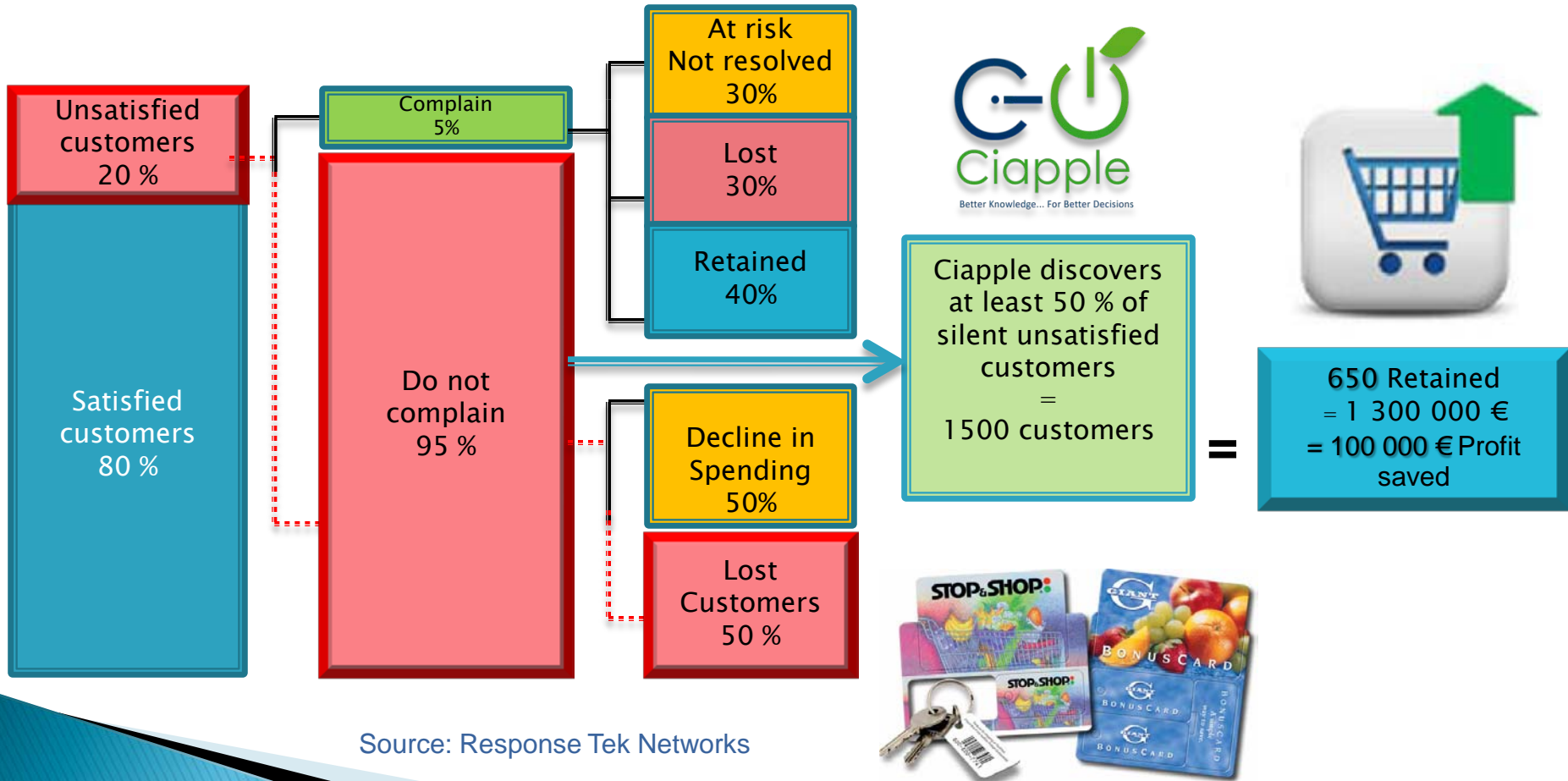
- Ciapple is a start-up from the services sector providing:
  - ☑ Business Intelligence **Reports**
  - ☑ **Data Mining** software solutions
- Help SMEs in EMEA to:
  - ☑ Maintain their profitable customers
  - ☑ Design targeted offering



By selling them **knowledge** about their customers' **trend**

- Annual Customers = 15 000
- Annual Revenue/Customer = 2 000 €
- Annual Company Revenue = 30 M €

## Supermarket Case Study



Source: Response Tek Networks

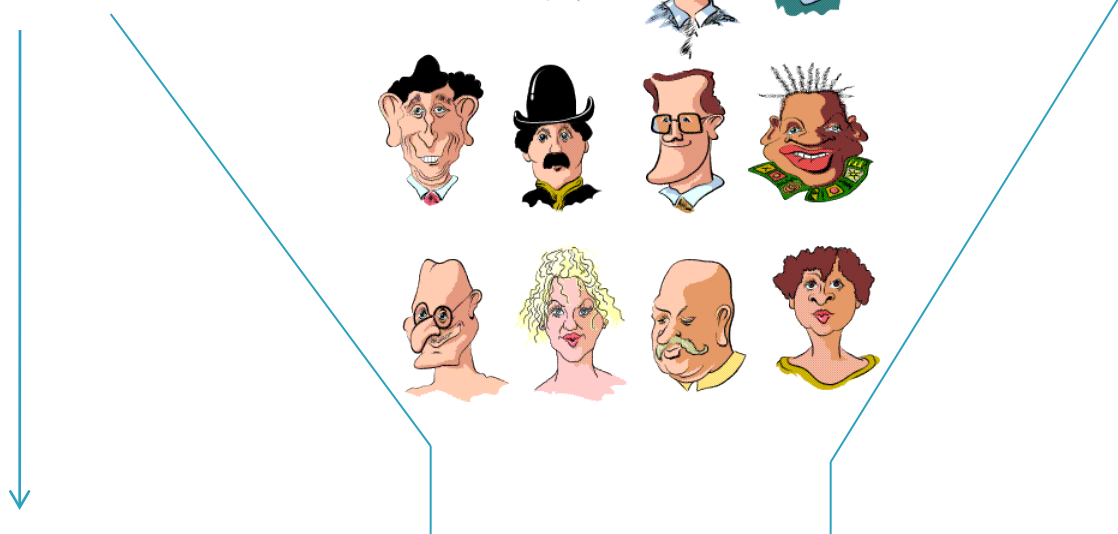


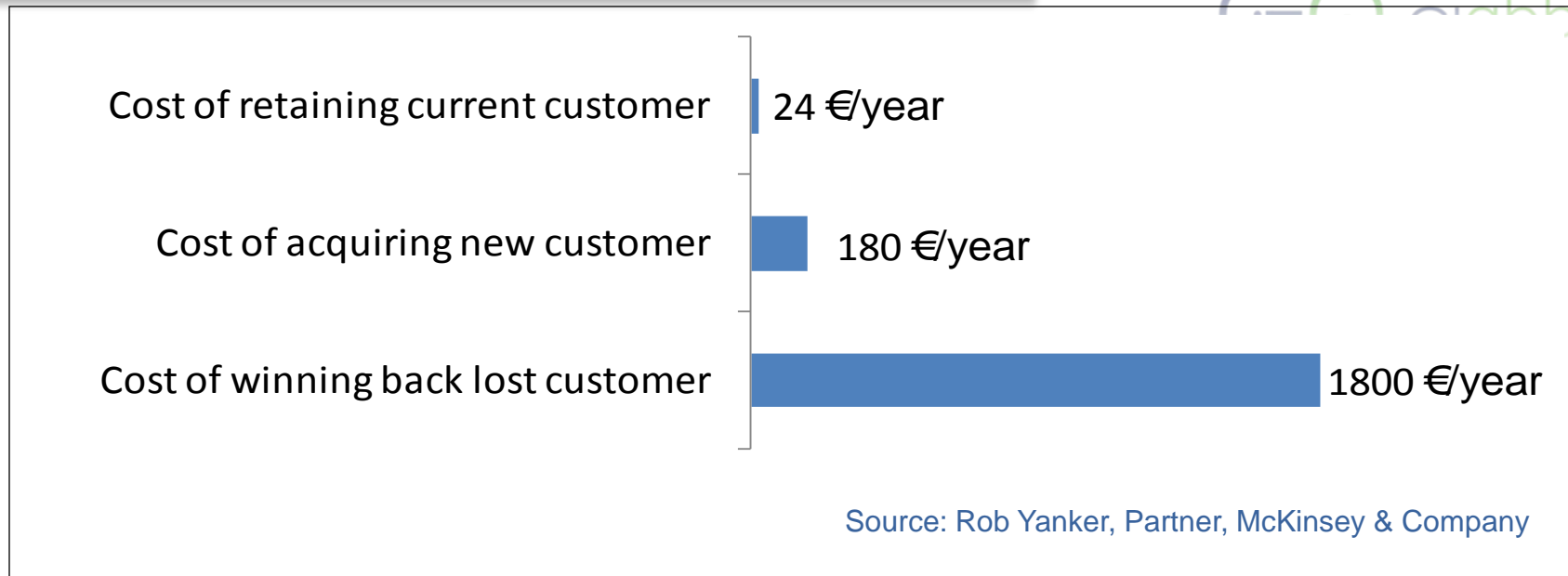
# Clustering



**Clustering  
Accuracy  
Measure**

**Artificial  
intelligence**





**Supermarket  
annual LOSS  
without Ciapple**

650 Customers  
Annual 1 300 K €

**Customers' Life  
Value (CLV)  
= 5x Annual lost  
revenue**

6 500 K €

**Cost to win back  
them  
without Ciapple**

1 170 K €

**Cost to retain them  
with Ciapple**

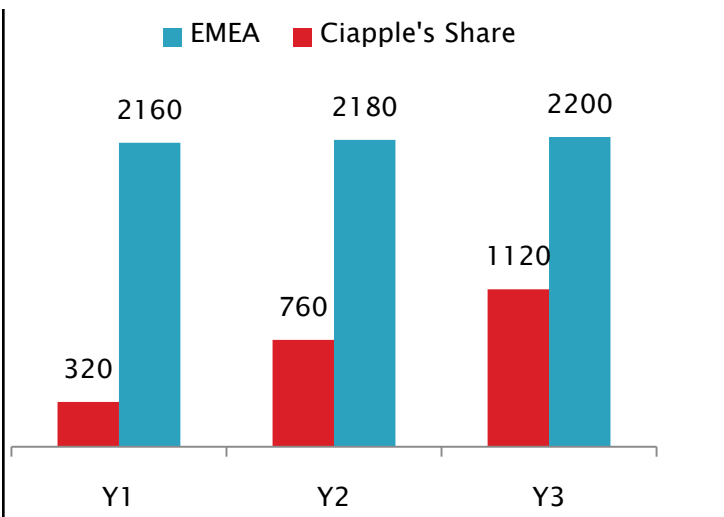
28 K €

- FMCG Medium Size Retailers
- Insurance & Banks in EMEA
- SME size Telecom (VoIP, WiMAX, ISPs..)
- Logistics, Airlines, Hotels & Accommodation

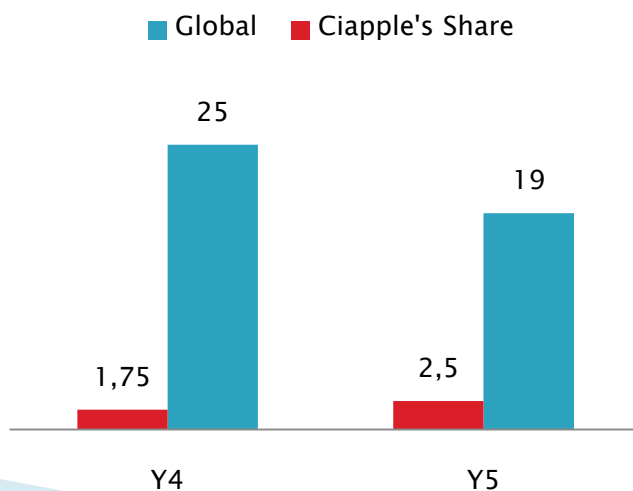
*Multi-Billion Market Size Segments*

## Niche Segment: FMCG Medium Size Retailers Industry

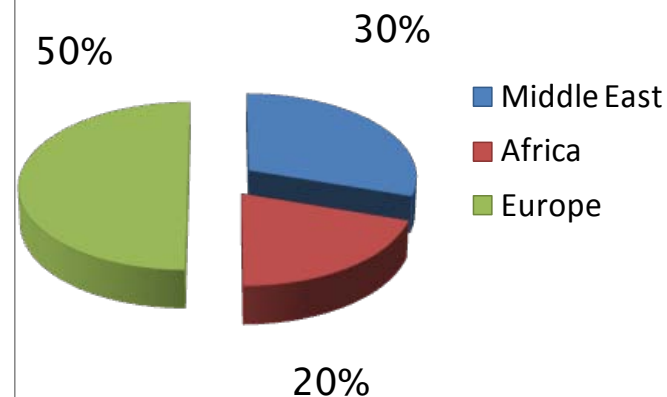
Ciapple's EMEA Market Potential for this niche in Thousand €



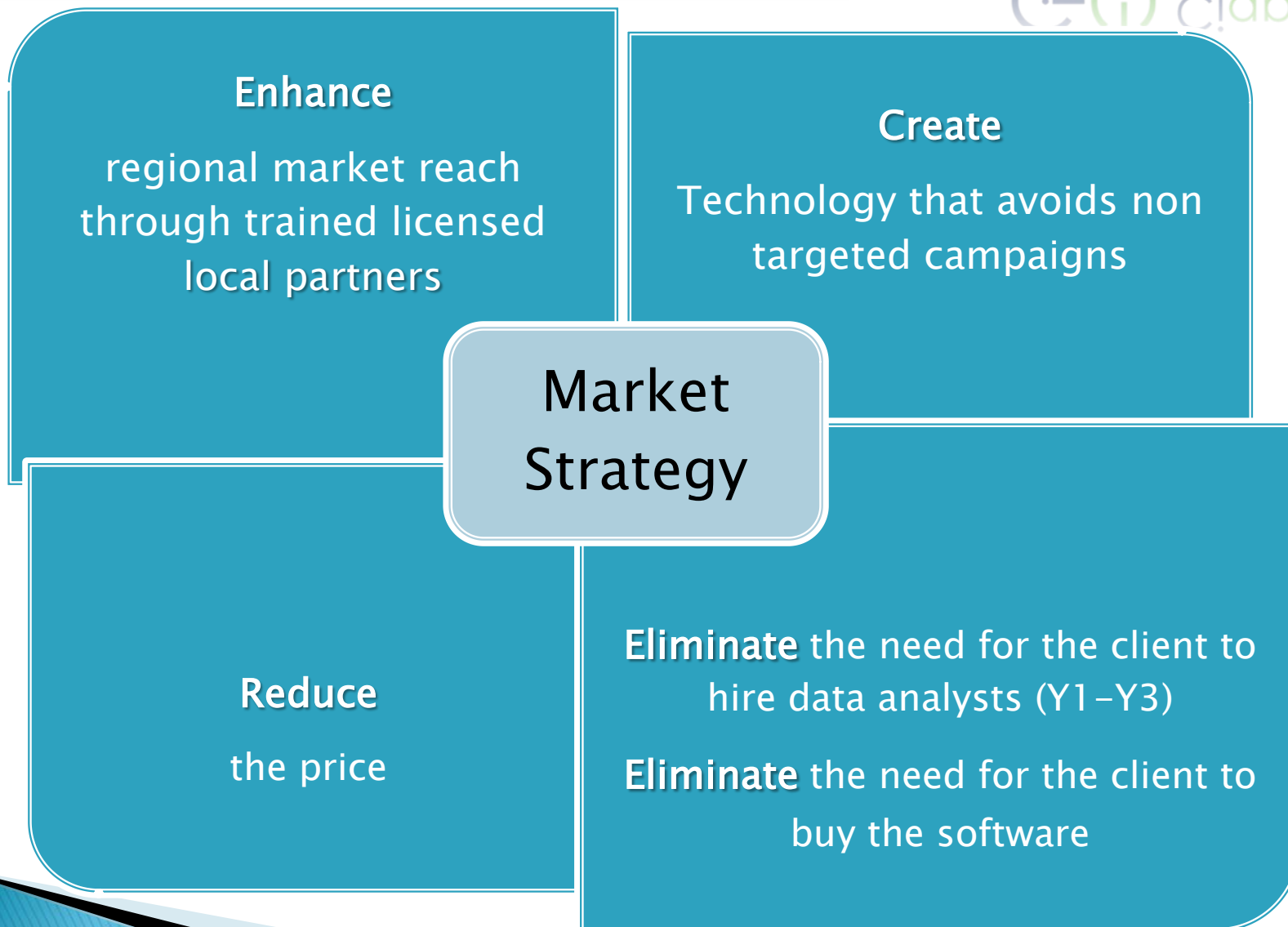
Ciapple's Global Market Potential for this niche in Million €

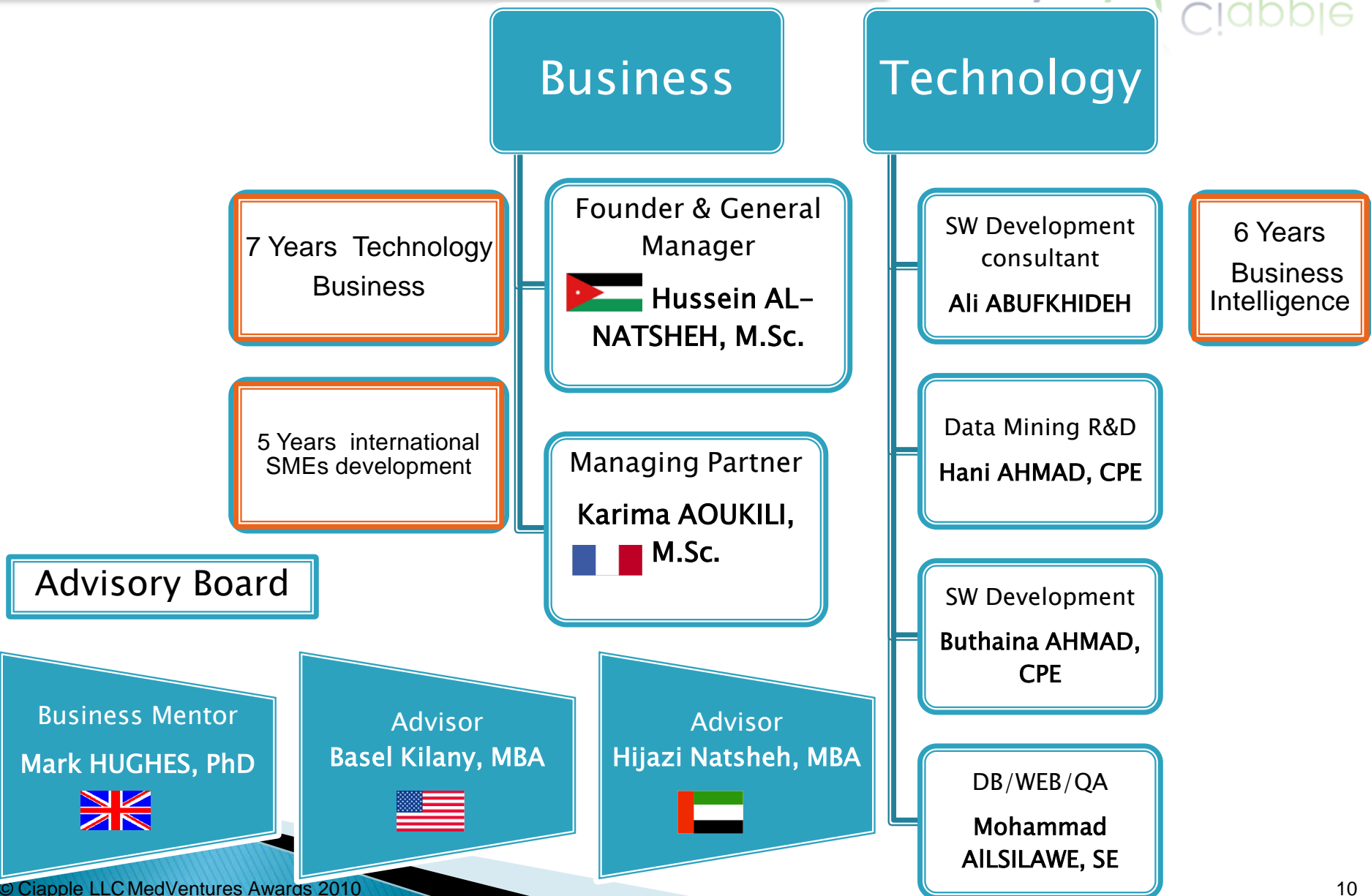


Customers Distribution in EMEA  
Total 600 customers



Source: Ciapple Market Research Nov 2010





## Business

## Technology

7 Years Technology Business

5 Years international SMEs development

Founder & General Manager  
 Hussein AL-NATSHEH, M.Sc.

Managing Partner  
 Karima AOUKILI, M.Sc.

SW Development consultant  
 Ali ABUFKHIDEH

Data Mining R&D  
 Hani AHMAD, CPE

SW Development  
 Buthaina AHMAD, CPE

DB/WEB/QA  
 Mohammad AILSILAWE, SE

6 Years Business Intelligence

## Advisory Board

Business Mentor  
 Mark HUGHES, PhD  


Advisor  
 Basel Kilany, MBA  


Advisor  
 Hijazi Natsheh, MBA  


EMEA : Reports + License to partners

Global : Online service

(in EUR €)	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	320 K	756 K	1,15 M	1,750 M	2,5 M
OPEX + CAPEX	-145 K	-230 K	-275 K	-350 K	-500K
Margin	175 K	526 K	875 K	1,4 M	2 M
Stock Returns	0	251 K	500 K	900 K	1.5 M

Investor 1  
= 200 K€

VC 2  
Return VC1  
1 M €  
5x ROI

Return VC1 or VC2  
= 3 M €  
15x ROI

Potential Acquisition

# Why MedVentures?

Ciapple believes that MedVentures would bring:

- International investment capital (200 K €)
- Coaching
- International professional networking

for better expansion in EMEA and beyond



# Discussion...



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# Did You Know?!

- ▶ “Business Intelligence adoption rates remain low at 28% of potential end users” *According to Gartner, Inc, 2009 Survey Results, Bill Hostmann, Sep 2009*
- ▶ Ciapple’s BI software nominated as one of the 3 best software product for export.  
*The Arab Golden Chip Awards 2010*
- ▶ “...Hussein has been a force for change within Jordan, bringing a focus on the power of innovation and entrepreneurship to economic development. And he has put his money where his mouth is by starting his own business”  
*David Tee, Support to Research and Technological Development and Innovation Initiatives and Strategies in Jordan (European Union Funded Program), April, 2010*



Year 1  
Year 2  
Year 3

Year 4  
Year 5

		Year 1	Year 2	Year 3
Source of Revenue 1	Ciapple's Reports	320K€	396 K€	216 K€
Source of Revenue 2	Partners reports	-	72 K€	216 K€
Source of Revenue 3	Licensing	-	288 K€	720 K€
<b>TOTAL</b>	<b>Total</b>	<b>320 K€</b>	<b>756 K€</b>	<b>1 115 K€</b>
Impact	Revenue saved by customer	88,2 M€	205,8 M€	352,8 M€

Web applications for SME with a free trial report.  
Charges per monthly report