analytixinsight

Big Data Analytics. Actionable Insights.

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- *Statements about the Company's future expectations and all other statements in this presentation other than historical facts, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The Company intends that such forward-looking statements be subject to the safe harbors created thereby.*

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What are we Solving

❖ **Abundance of data collected today**

- ❖ Company and Financial Market data
- ❖ Customer preferences – eBay, Amazon
- ❖ Social interactions – Facebook, Twitter
- ❖ Retail and Consumer spending activities
- ❖ Scientific and Research data
- ❖ Healthcare and Pharmaceutical
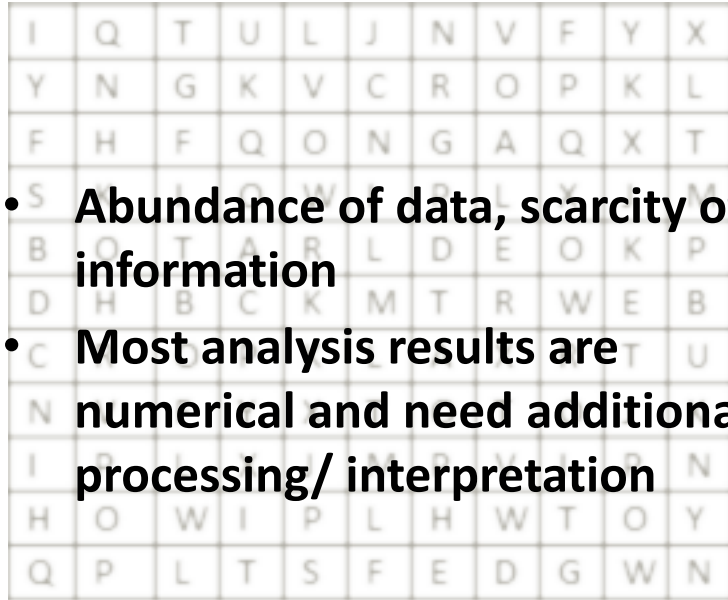- ❖ Games and Mobile Interactions

❖ **Business data expected to double every 1.2 years[1]**

❖ **Users are inundated with data. But true actionable information missing**

1: eBay Study: How to Build Trust and Improve the Shopping Experience". Knowwpcarey.com, Leading Priorities for Big Data for Business and IT. eMarketer.
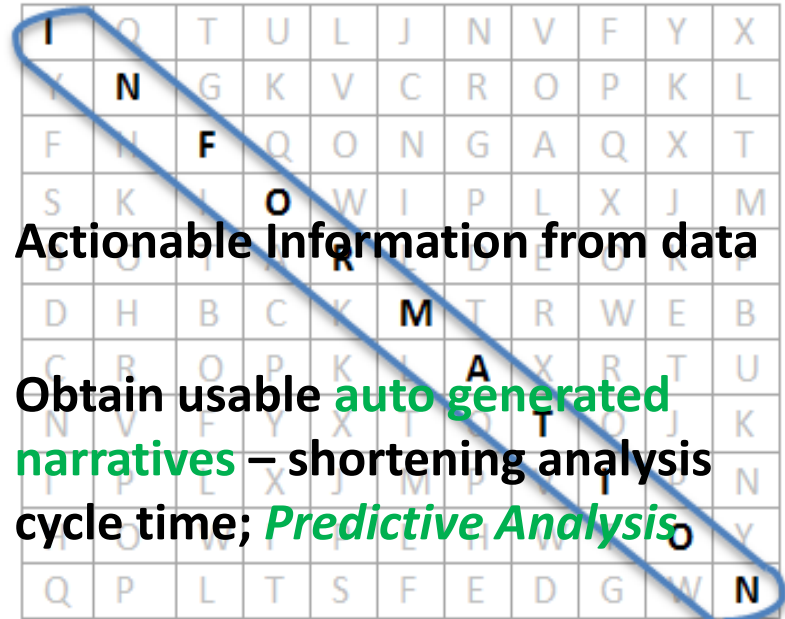
A Growing Need : Big Data Analytics

Current Scenario

- **Abundance of data, scarcity of information**
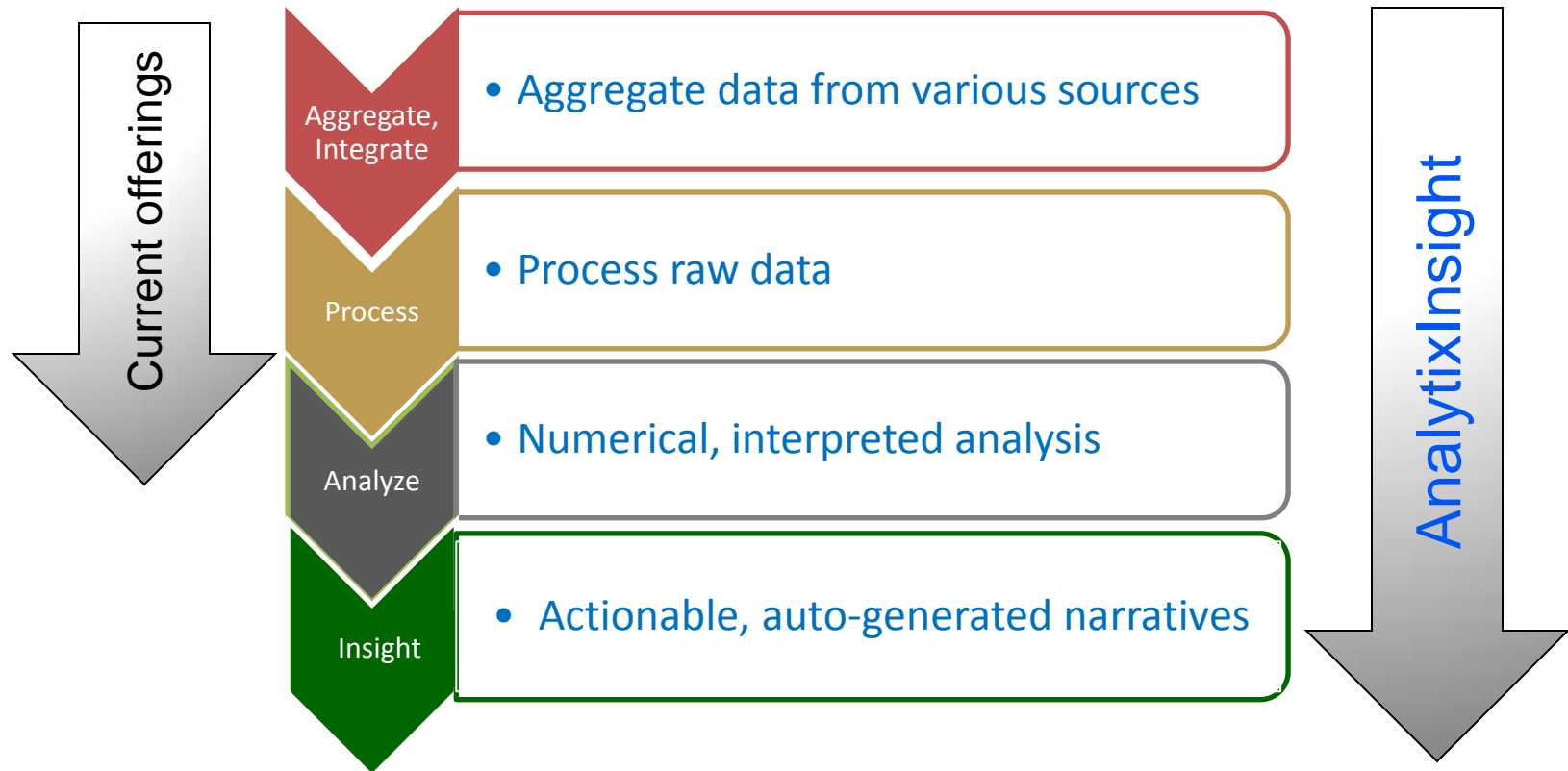- **Most analysis results are numerical and need additional processing/ interpretation**

Market Opportunity

- **Actionable Information from data**

- **Obtain usable auto generated narratives – shortening analysis cycle time; *Predictive Analysis***

❖ Gartner: Very few companies currently use predictive (13%) or prescriptive (3%) analysis for their data

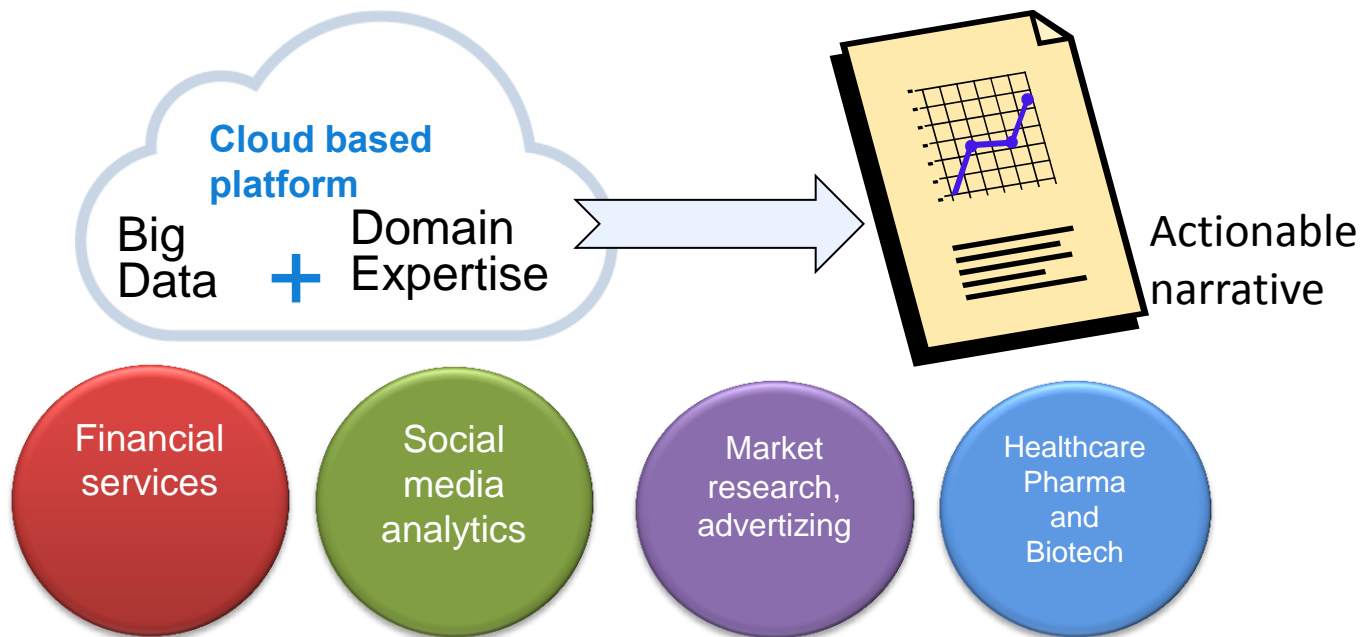❖ Forrester Research: Software-as-a-Service (SaaS) to grow 3 times faster than traditional software companies

AnalytixInsight: SaaS based Big Data Analytics Platform

Current offerings

AnalytixInsight

Aggregate, Integrate
- Aggregate data from various sources

Process
- Process raw data

Analyze
- Numerical, interpreted analysis

Insight
- Actionable, auto-generated narratives

❖ Platform applicable across industries, sectors and applications
❖ Scalable platform can seamlessly analyze data to provide meaningful insights
❖ Current demonstrated application – equity & ETF research narratives (www.capitalcube.com). New additions leverage Analytixinsight platform in social media data

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AnalytixInsight: Unique Predictive Analysis Platform

- ❖ Proprietary predictive analysis tool

- ❖ Data integrated from multiple sources

- ❖ Extensible, customizable domain based rules (currently 10K+)

- ❖ **100 billion+** data computations daily

- ❖ Cloud based, Scalable architecture

- ❖ Produces actionable narrative, not just numbers

Cloud based platform

Big Data **+** Domain Expertise

Actionable narrative

Financial services

Social media analytics

Market research, advertizing

Healthcare Pharma and Biotech

Application: Financial Analytics

Demand

- ❖ Rise of the self directed investor

- ❖ Investors seeking global opportunities in emerging markets

- ❖ Regulatory pressures for greater transparency & universal access

- ❖ Market players trying to fill the void

  - ❖ Bloomberg announces real-time industry analysis, others need to follow

80% of 50,000 globally traded equities have little or no coverage
No broad fundamental analysis of ETFs

Supply

- ❖ Cost pressures resulting in shrinking supply of research

- ❖ Access to sell side is limited and driven by relationship

- ❖ Limited and expensive research from alternative sources
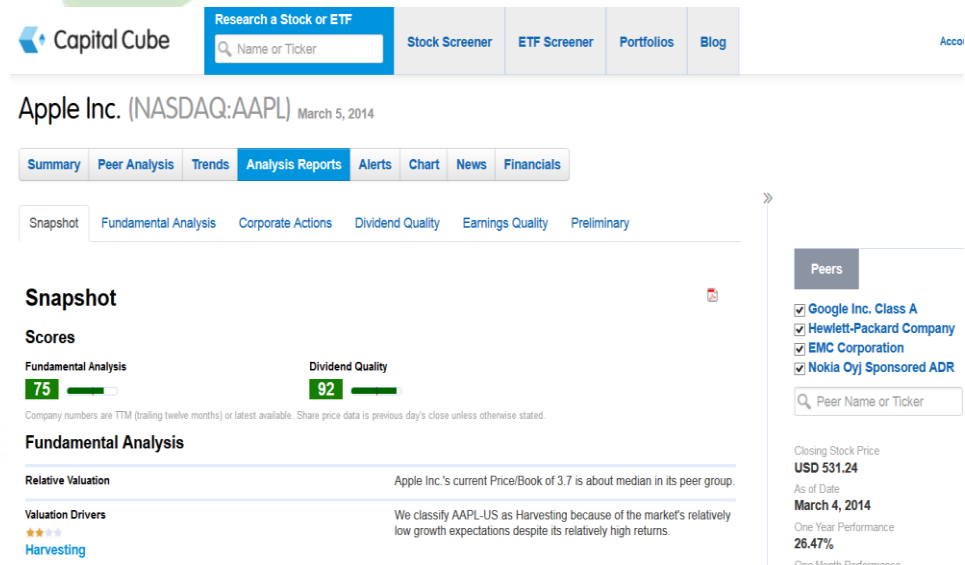
CapitalCube : Best in Class Financial Analytics and More

Coverage

- Equities/ mutual funds/ ETFs
- Limited companies covered
- Regional

- Equities/Mutual funds/ETFs
- 45,000 tickers
- Global (across intl. exchanges)

Stock screens

- Based on data points
- Restrictive

- Thematic/ algorithmic
- Uses analysis output

Performance reports

- Limited updates
- Only on the selected company

- Relative to peers selected automatically
- Updated daily
- Multiple perspectives at a given instance of time

Current offerings in the market

CapitalCube offerings

CNBC

*"Analytixinsight recognized as a company using federal open data in innovative and exciting way" by **The White House Office of Science and Technology Policy (OSTP)***

There is nothing quite like it"

BARRON'S

CapitalCube: Business Model

❖ Direct: Web based subscriptions

Capital Cube   www.capitalcube.com

❖ Institutional: Platform services for licensing and integrating our content and technology

Connect   Content Distribution and Licensing

Composer   IP Licensing for Content Creation

❖ Robust pipeline

 ❖ Contract with a leading finance portal with a 30 million user base

 ❖ Contract with a large financial news agency with a 20 million user base

 ❖ Contract with a leading European stock exchange

 ❖ Proposals in place for a leading buy side news and content syndicator, a large US trade advisory site

Going Mobile : Expanding with Samsung

❖ In January 2014, multi-year agreement between Analytixinsight, **London Stock Exchange** and **Samsung Electronics** to offer equity analysis platform on all Samsung smart devices – phones, tablets and smart tv.

❖ Ultimate goal - to provide comprehensive stock price trading data and company analysis leading to trade execution capability on secure mobile platforms

❖ Mobile offering will provide access to big data analytics to millions of users worldwide

❖ Currently smart devices do not typically come preloaded with finance and trading apps

Stockwall: Financial App for Smart Devices

❖ Seamless app tying real time stock trading data, company analysis from CapitalCube and a trading platform
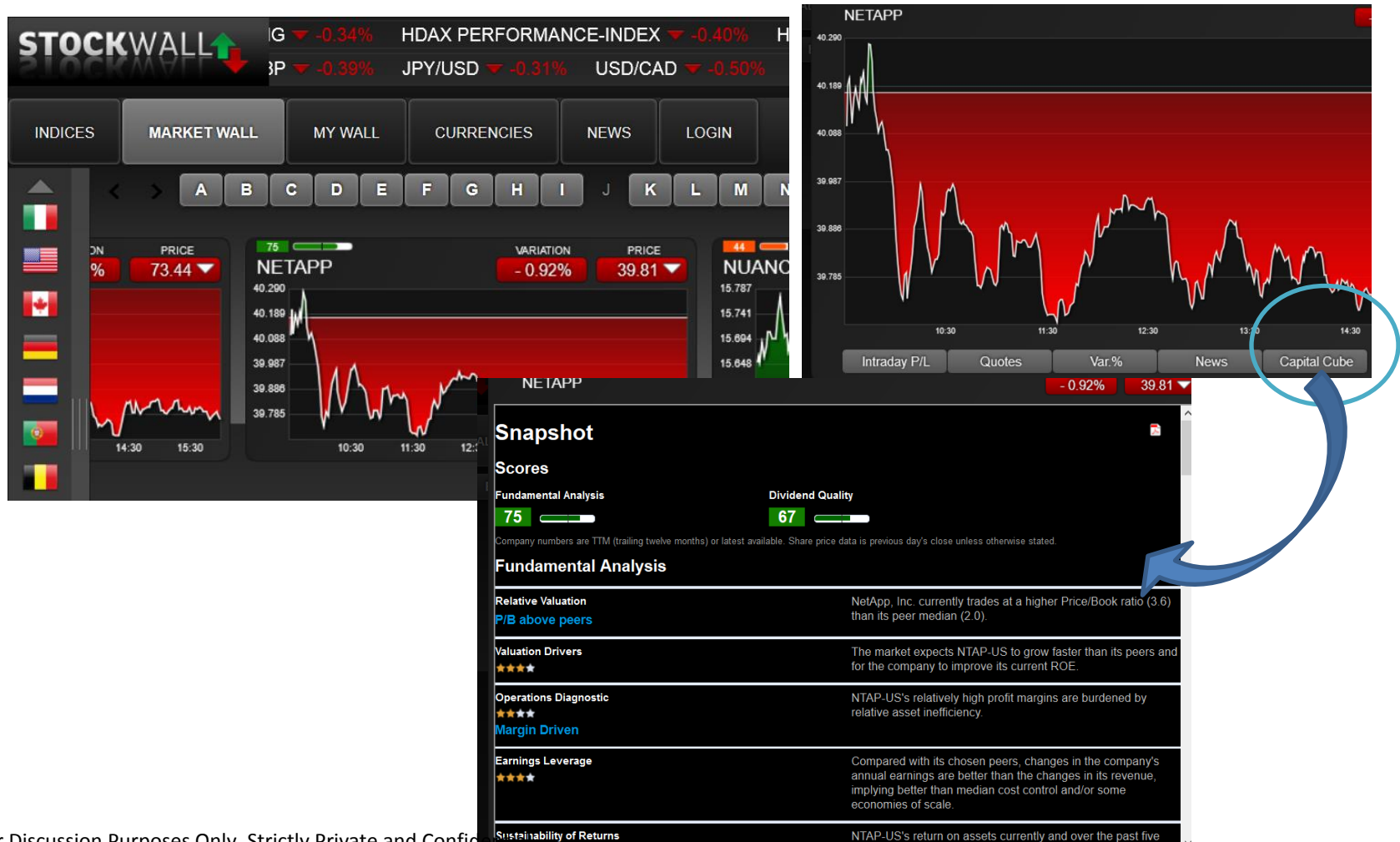
Stockwall: Business Model

❖ Users can access their own financial content (Quotes+ CapitalCube Research) via all possible platforms – with varying levels of access to encourage subscriptions:

   ❖ PC

   ❖ Tablet & Smart Phone

   ❖ Smart TV

via PC
- Free access
- Quotes are in real time to distinguish StockWall from other portals.
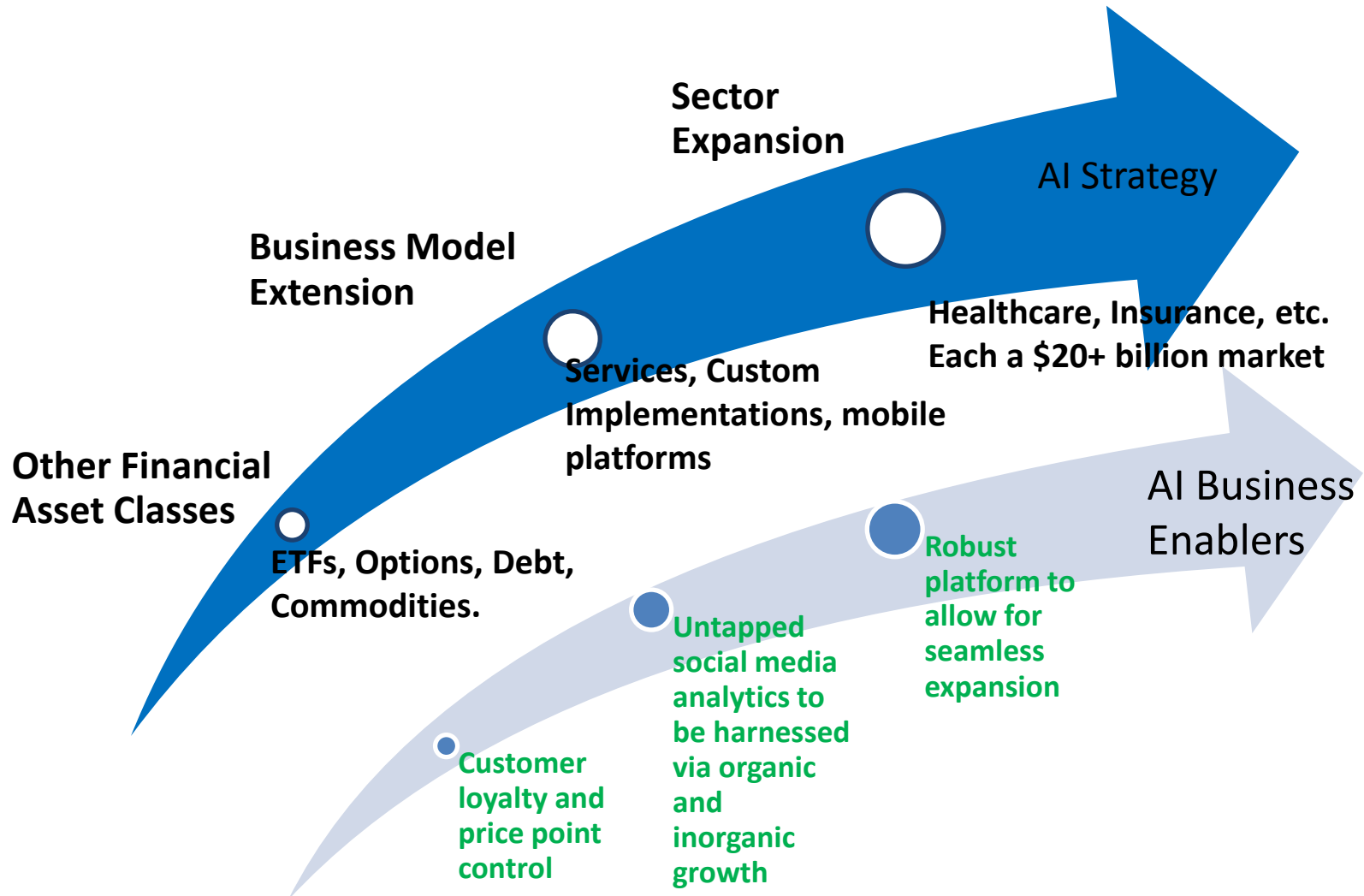- Revenues generated by ADV in pay roll video format.

via Tablet & Smart Phone
- The access is restricted to App only.
- Free trial period, no advertising.
- After trial period, monthly subscription

via Smart Tv
- The access is restricted to Samsung Smart TV only.
- Free trial period, no advertising.
- After trial period, have to be subscribed Tablet & Smart Phone premium service that includes Smart TV.

Beyond Financial Analytics

Sector Expansion

AI Strategy

Business Model Extension

Healthcare, Insurance, etc.
Each a $20+ billion market

Services, Custom Implementations, mobile platforms

Other Financial Asset Classes

AI Business Enablers

ETFs, Options, Debt, Commodities.

Robust platform to allow for seamless expansion

Untapped social media analytics to be harnessed via organic and inorganic growth

Customer loyalty and price point control

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Social Media Analytics : New Acquisition

- ❖ Definitive letter of intent to acquire OneUp Insights Inc signed March 2014.
  - ❖ 3 million common shares of AnalytixInsight
  - ❖ $150,000 in cash provided
- ❖ Suite of tools and IP to tap into social intelligence
  - ❖ Appseedly, measures user engagement with an app and app preferences
  - ❖ Reachstreet, provides social media interactive game with real time rewards
- ❖ Strong development team with core competence in social media analytics
- ❖ Team has worked in the past with the big data analytics team of large mobile companies like RIM (Blackberry)

Social Data Opportunity : Appseedly

❖ Appseedly is a unique 'feedback' app that provides substantiated information on how engaging an app is for a user - Social and User data

❖ Users collect virtual 'seeds' for every time they perform a task through an app
  ❖ Through Appseedly one can track
    ❖ what apps users like and don't like
    ❖ specific features of the app people like and dislike
    ❖ Demographics of user base for every app
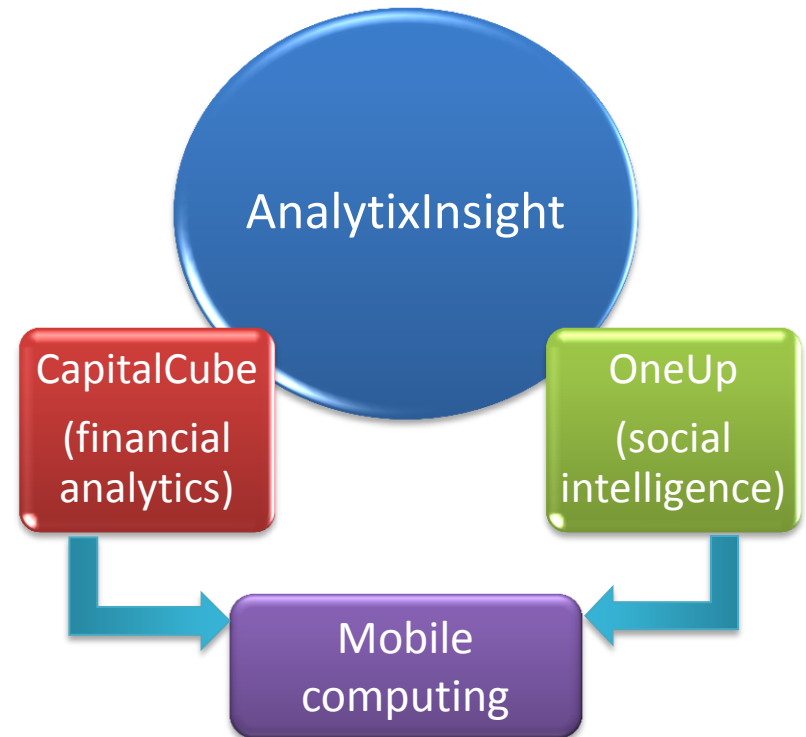
AppSeedly

Social Media Opportunity : Reachstreet

❖ Reachstreet - patent pending social media game app that aims to collect behavioral data of users

  ❖ Behavioral data : habits, preferences, brand affinity, social knowledge, relationships, social influence and so on

❖ Data facilitates targeted marketing and brand placement

❖ 'Sponsored' cards is a monetization option.

  ❖ A sponsored card is placing an alternative for a question as a sponsored brand or option

❖ Reachstreet is working on a closed beta platform rollout for a fortune 100 client

  ❖ Potentially providing access to 100 million users

  ❖ Rolling out to 5-10 locations of a group of companies that reach 10+ global brands and 7000 locations across America
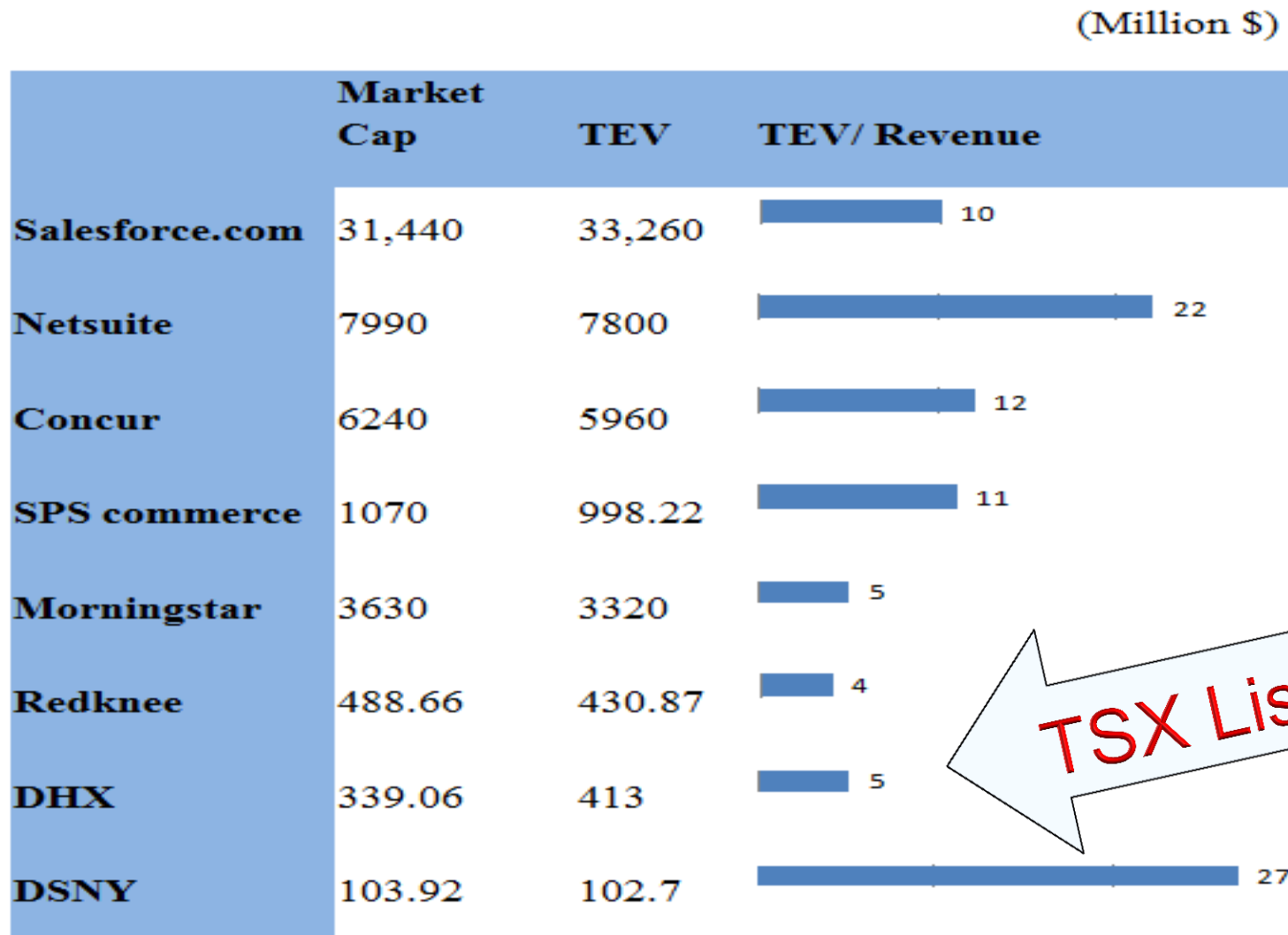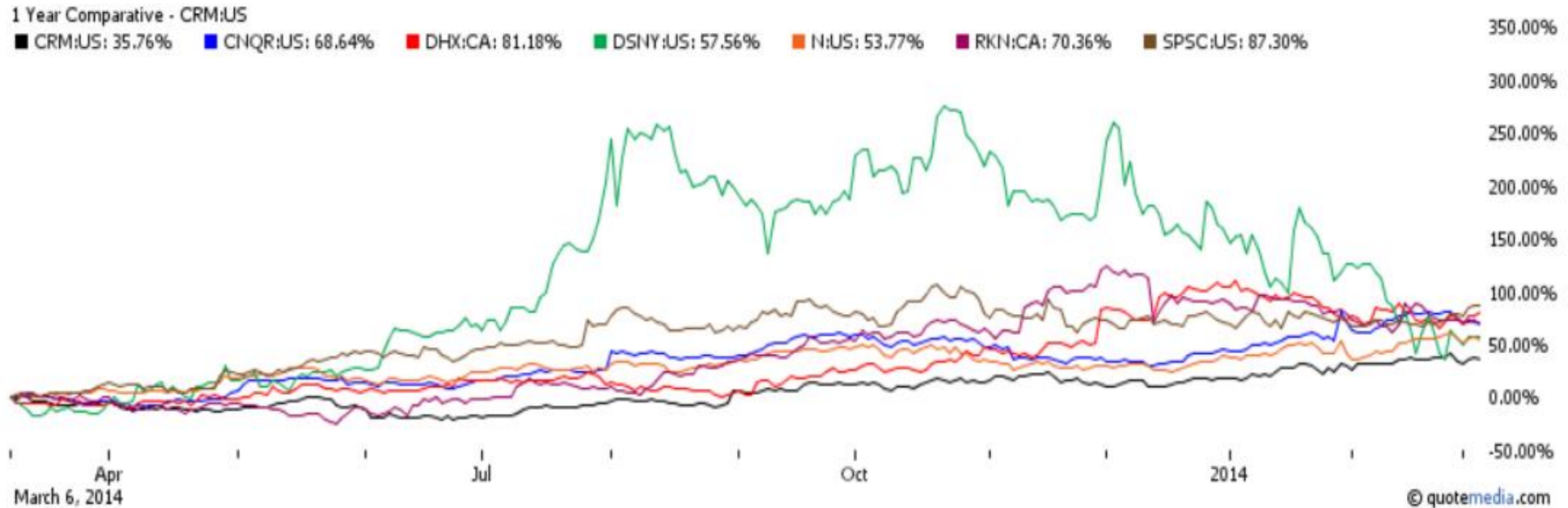
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AnalytixInsight : The complete offering

❖ CapitalCube applies underlying versatile platform to financial analytics

❖ Alliance with Samsung will make available CapitalCube app on Samsung smart devices

❖ OneUp acquisition provides key social intelligence competence – team, IP, user base and ready partnerships in social media analytics

❖ Social analytics / gaming app Reachstreet can apply behavioral analytics to investor groups and investing behavior

AnalytixInsight

CapitalCube (financial analytics)

OneUp (social intelligence)

Mobile computing

Where AnalytixInsight stands – Peer space

(Million $)

	Market Cap	TEV	TEV/ Revenue
Salesforce.com	31,440	33,260	10
Netsuite	7990	7800	22
Concur	6240	5960	12
SPS commerce	1070	998.22	11
Morningstar	3630	3320	5
Redknee	488.66	430.87	4
DHX	339.06	413	5
DSNY	103.92	102.7	27

TSX Listings

Stock Price Performance (SaaS peers)

1 Year Comparative - CRM:US

CRM:US: 35.76% CNQR:US: 68.64% DHX:CA: 81.18% DSNY:US: 57.56% N:US: 53.77% RKN:CA: 70.36% SPSC:US: 87.30%

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Data and graphs culled out of CapitalCube.com

Salesforce.com	CRM:US	35.76 %
Concur	CNQR:US	68.64%
DHX Media	DHX:CA	81.18 %
Destiny Media	DSNY: US	57.56%
Netsuite	N: US	53.77 %
Redknee Solutions	RKN: CA	70.36%
SPS Commerce	SPSC: US	87.3%

Revenue profiles in SaaS / eCommerce space

Company	Monthly Users (Millions)	Market Cap (Millions)	Market Value Per User	Average Revenue Per User
Amazon.com	100	$111,000	$1,110.00	$543.26
Groupon	37	$2,902	$78.43	$55.38
Google	1,000	$221,934	$221.93	$43.16
E Commerce China Dangdang	23	$400	$17.39	$30.43
TripAdvisor	54	$4,846	$89.74	$12.96
Baidu	340	$40,432	$118.92	$8.50
Yahoo!	610	$17,674	$28.97	$8.16
LinkedIn	106	$11,110	$104.81	$6.82
Zynga	192	$2,484	$12.94	$6.62
Facebook	960	$41,581	$43.31	$4.51
Renren	38	$1,520	$40.00	$3.68
Zillow	37	$1,119	$30.24	$2.43
Yelp	78	$1,192	$15.28	$1.37

M&A Activity in the Big Data Space

❖ **Number of big data investments has grown from 36% CAGR from 2009 to 2012**

 ❖ Total dollars invested grew at a 50% CAGR from 2009 to 2012

❖ **Big Data M&A dominated by big technology companies in 2012**

 ❖ Vmware acquired Cetas software - Apr 2012

 ❖ Most transaction values in 2012 were not reported

Investments in the Big Data Space

M&A in the Big Data Space
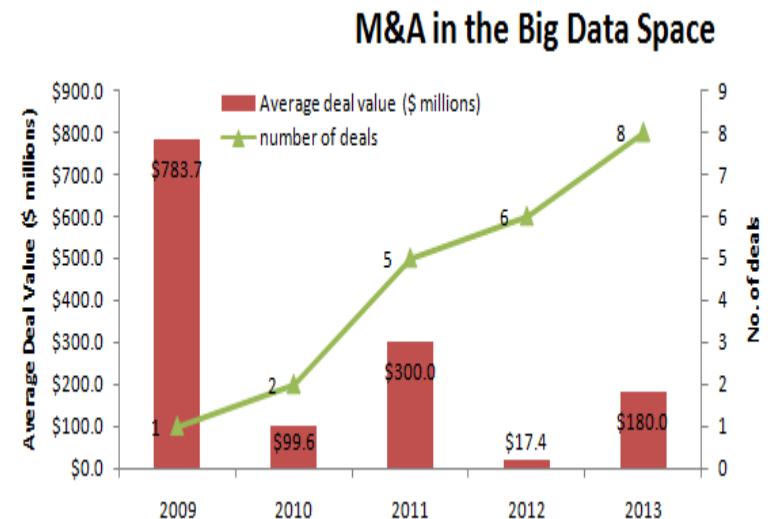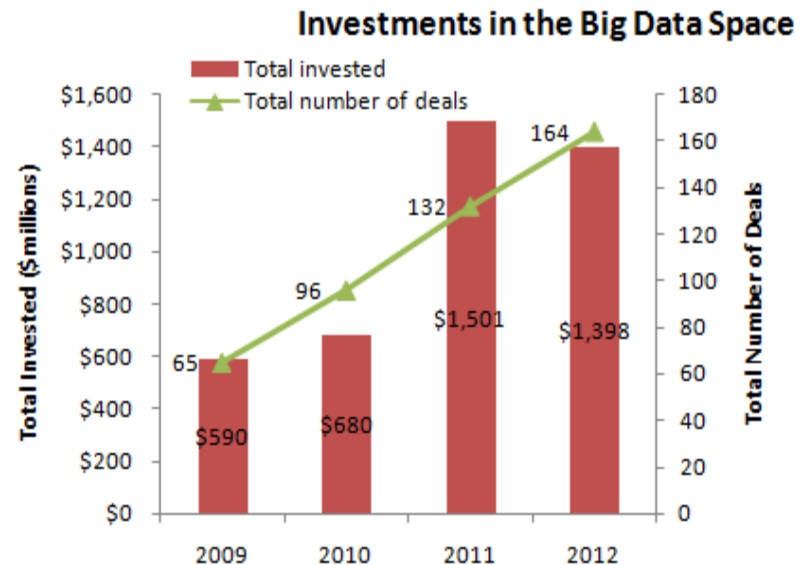
Management: Proven Expertise

❖ **Prakash Hariharan, Chairman**
Formerly one of Canada's leading portfolio managers when he was at Front Street Capital focusing on technology and growth related investments. Prakash also spent time at Dominion Bond Rating Services, analyzing and rating structured investment products. He holds a Financial Engineering degree from York University, an MBA from the Schulich School of Business, and an undergraduate degree in Chemical Engineering.

❖ **Chaith Kondragunta, CEO**
Chaith's prior experiences were primarily in corporate finance and strategy advisory work. Chaith was with Stern Stewart & Co where he was the CEO of Stern Stewart Europe Ltd, and the CEO and founder of Stern Stewart India. Chaith has frequently written and spoken on corporate performance and analysis with The Economist Group, CNBC, Bloomberg TV, and Euromoney. He has a Masters in Computer Engineering from the University of California, San Diego and an MBA from Carnegie Mellon University.

❖ **Gautam Pasupuleti, COO**
Gautam was previously Vice President, Product Strategy at Fidelity National Information Services. In this role he worked with leading financial institutions worldwide to deliver solutions across mobile, online, branch and ATM channels. Gautam grew his product line from inception to maturity, with attributable revenues of over $30MM annually. Gautam brings a unique perspective on retail from his background in consumer banking and consumer retail. Gautam has an Executive MBA from Columbia University, and also holds degrees from Pennsylvania State University, and the Indian Institute of Technology.

All members of management and other insiders have a voluntary 3 year lock-up of equity

Key takeaways

❖ Unique sector-agnostic cloud based platform

❖ Scalable, expandable business model

❖ Low Breakeven Economics, High Margins

❖ Attractive Valuation, Active M&A trends in the sector

❖ Alliance with London Stock Exchange & Samsung facilitates mobile space foray

❖ New acquisitions to expand into social intelligence analytics