Name: David Barak   Email: dave@pol-intell.com   Site: pol-intell.com   Phone: +972 54 4718820

POL

Creating the power of simplicity

Works exactly like Excel but directly on databases

Unlike current solutions, no need for mediators

Unlimited rows\records and data

Big data – self service analytics

POL (Pointers Oriented Language)

Problems

✓ According to the leading analyst companies, 88% of Excel spreadsheets have errors. Also, in the USA alone **3.1 trillion** dollars are lost every year due to poor, incorrect, or corrupted data.

✓ There is a long list of a lot of colossal mistakes due to Excel errors (on average, two a year).

Examples

➤ The omission of a minus sign cost Fidelity Magellan Fund **$2.45 billion** in 1995.

➤ London Whale incident – in 2012 JP Morgan severely underestimated the downside of its synthetic credit portfolio, which ultimately led to the bank suffering **$6.5 billion** in losses and fines.

➤ On 5 October 2020 in England, **15,841** coronavirus testing results, went unreported.

Problem Summary

The colossal mistakes of billions of dollars were published only about the *Fortune 500* companies and governments, which are about 600 organizations, but did not include about 500 million all other companies which not published.

Solution

Secure Database software tool that works exactly like Excel (or any other spreadsheet)

Product

- POL leaves all competitors far behind in the dust. For example, the same Process done by Power BI, that takes 5-15 minutes, using DAX's code and need supporting data can be done in 5-10 seconds by POL users without code and supporting data and We can show it in demo.

- Power BI is Microsoft's flagship, Graded by top analyst companies as the number one BI tool.

Gartner grading

https://www.gartner.com/reviews/market/analytics-business-intelligence-platforms

Big Data

- We were implementing an ML\AI in our POC and intend to return to it when our budget will enable us.

- Unlike current ML solutions **which are predefined**, we will enable users to use Excel-like interface functions that will enable them to <u>define their own processing and execution rules</u>.

Market Size

Multisegmented market

- Caspio market size is 4.32 Billion US$.

- Spreadsheet global market revenues are ~15.1 Billion US$.

- Integration tools market size estimated at ~8.3 Billion US$.

- BI market size estimated is at 22.8 Billion US$.

https://www.selecthub.com/business-intelligence/business-intelligence-software-market-growing/

Business Model

User Type	Description	pages	Price Monthly	Price Annual	Price Extra	Price per use
Novice	Single connection, No SQL.	20	$50	$40 X 12 = 480	$10	0.01$, 1₵ per Minute
Novice + (Integration)	Multiple connections, No SQL.	40	$80	$64 X 12 = 768	$9	0.02$, 2₵ per Minute
Sophisticated	Single connection, Include SQL. (Visual Query Builder)	60	$100	$80 X 12 = 960	$8	0.03$, 3₵ per Minute
Professional (integration)	Multiple connections, Include SQL. (Visual Query Builder)	100	$150	$120 X 12 = 1440	$7	0.04$, 4₵ per Minute

Our business model consists of:
- ➢ Monthly or annually subscription per the number of applications the user saves in our cloud.
- ➢ The payment increases by the same amount the pages (Example: Novice, 60 pages=150$)
- ➢ In addition: 25₵ per one GB storage. 1$ per one million records.
- ➢ The first 5 pages are free for testing (Page = Data Sheet = Database application).

Note: Most of our cost is low compared to our closest competitor, "Caspio" but including use-time of 1₵-4₵ per minute, it is actually higher. It means, "Feel without but be with".
As it says in the book of Proverbs, "In subterfuges, you will do yourself a war".

The Team

- We are a group of three excellent and very cohesive members.

- The founder and inventor, and two co-founders control the core technology in detail.

- The two co-founders are exceptionally talented programmers.

Summary

- We have a lot of traction from individual users and companies.

- We postpone a beta with the biggest solution provider in Israel (Ness Technologies) in order to develop a cloud version instead of our current desktop

- The financial projection is based on a 150 thousand dollars budget\investment (150K$).

Thank you and have a nice day