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Management:

Dr. Gayle R. Link (Stanford: PhD, MS) is an expert in application design and data-mining. A former risk consultant for Ernst and Young and value chain and system knowledge expert for GM, she has also led multinational teams to pattern decision-risk within Fortune 500's. Link has startup experience with Luxcore Network, a \$45 million ventured backed company.

P. L. Yarber (Harvard: MBA) is an expert in social professional trends and innovative education techniques.

Key Advisors/Board Members:
Mike Siavage, Siavage Law Group
Michael Meyer, Techcxo.com
Peter Pasternack, CPA

Industry:

Number of Employees: # 5

Bank: Bank of America

Law Firm:

Acctg Firm:

Amount of Financing Sought:
\$1.5M

Current Investors:
(\$90,000 – Personal Funds)

Use of Funds:
15% Legal & IP
30% Sales and Marketing
50% Engineering
5% General & Administrative

Business Description:

GalliumGroup, Inc. offers software applications focused on retrieving, organizing, analyzing, and valuing knowledge within an organization.

Company Background: GalliumGroup started in 2010, in the living room of Dr. Link after she waited 48 minutes for customer service to trace warranty information. Utilizing her 16 year background in data-mining, Dr. Link has built the company's flagship product, the Go Tool which is selling into companies, aggregating customer information, enhancing, and assessing customer interactions.

Problem/Solution:

In the daily life of an organization, customer data increases exponentially and is distributed across "system silos," singular applications or storage environments, which house important customer records: sale receipts, sales notes, bill of lading, signatory documents, terms and conditions, contracts, manuals, etc. Knowledge may become trapped in these various locations, making it more difficult to offer expedient customer service or even spot problems that can lead to customer dissatisfaction, defection and ill-will.

Pricewaterhouse Coopers estimated an average of \$920 of labor is expended annually per business staffer for each person: the customer service agent, the salesperson, the shipping clerk, the manager, etc. needed to resolve a customer's problem. (\$3 Billion Customer Knowledge Industry) The problem is exacerbated by having to retrieve information from separate sales force automation software, ERP systems, accounting solutions, etc. in order to recreate enough system knowledge to resolve the customer's questions. Resolution could arrive more quickly if servicing professionals could utilize one system to access this knowledge.

Products/Services:

GalliumGroup's flagship product, the Go Tool aggregates, organizes, and analyzes customer data from discreet silos across the enterprise. In addition, its modular functionality can be deployed to collect signatory documents, to control product offers, terms and conditions displayed on websites, to employ analytics to measure customer service efficiency, or to detect future service problems.

GalliumGroup's proprietary software powers online assessments and surveys which can fill the learning gap and benefit an organization looking to engage or assess stakeholders, or self-organize company data. GalliumGroup's Go Tool can analyze user input, measure user/team goals to provide 1-to-N mentoring, or to suggest next steps. In pedagogy-like fashion, this proprietary toolset can ask questions, analyze answers, and help monitor customer interactions 24-7.

The Go Tool platform can be used to streamline processes by suggesting the best path. The technology can enable game-play and social interaction to deepen learning or customer affinity. Go Tool is currently deployed in several customer service organizations to process customer forms and to manage user-agent interactions.

Technologies/Special Know-how: Go Tool's *vegematic* approach to customer knowledge management is a proprietary solution developed by Dr. Link. We will be utilizing a portion of our next round to protect IP in our learning and discovery algorithms. No other solution on the market offers Go Tool's range of features, adaptability, or ease of use.

Markets: GoTool is a SAAS application, which organizes, analyzes, and retrieves customer knowledge anywhere within an organization. Go Tool also assesses and enhances customer interactions. GalliumGroup conservatively estimates the market at \$3B. Forty percent of all corporations use assessment tools and surveys to engage customers and 47% are looking for new ways to improve customer relations, or send alerts warning of potential problems.

Competition: The highly fragmented assessment/knowledge marketplace hasn't focused on integrating these capabilities within the customer care environment. There is room for new players with novel solutions to address these needs. Moreover, utilizing our web-services API's, Go Tool can interoperate with existing systems.

	Go	Freshbooks	HARVEST	NETSUITE	aplic	Zoho	Microsoft Dynamics	salesforce	SAP
Invoicing									
Customer Contact									
Inventory									
Direct Ecommerce									
Customer Managed Views									
Social Management									
Customer Files Management									
Customer Assessments									
Tracking Fulfillment									
Sales Force									
Pricing (\$/ User/mo)	30	20	10	N/A	89	5	28	65	N/A
Install, starting price	299	*	*	1018	*	*	4.5K	*	100K

Business Model and Distribution

Channels: GalliumGroup uses direct sales and targeted webs to sell Go Tool. By turning on/off features, Go Tool can address various needs in the market and grow with the user's needs.

Go Light Setup Fee /\$ mo	299/30
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Go Tool Standard Edition Annual License Fee / \$ mo	2,500/30
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Go Tool Enhanced Module Annual License Fee /\$mo	4,500/200
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Average Integration Fee (1 x month*)	\$20,000
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*Estimate: 1 month for integration

Financial Projections: GalliumGroup started selling Go Tool in 2012.

	2012	2013	2014
Total Revenue (thousands)	213	1,871	10,786
COGS	108	859	3,532
Operating Expenses	214	932	2,539
EBIT	-109	79	4,716

Revenue to Date:

	2010	2011	2012
Total Revenue (thousands)	0	0	86
COGS	0	0	30
Operating Expenses	14	32	25
EBIT	-14	-32	31