



Welcome!!!



Background

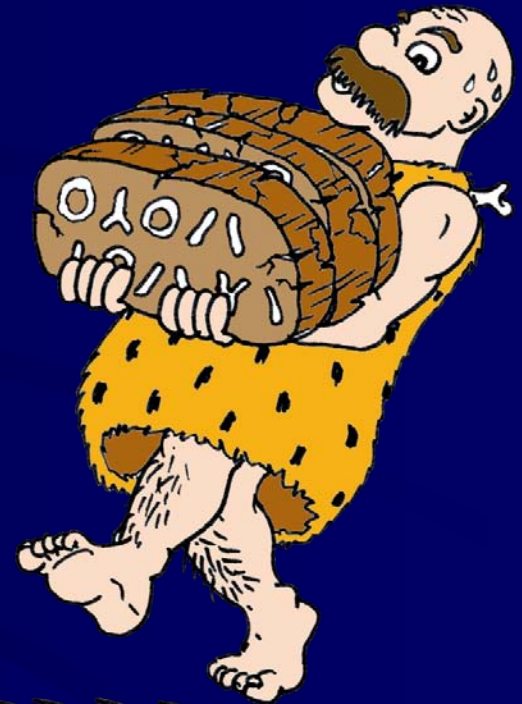
- **Genesis Strategies, Inc.**
 - **Marketing & Business Development Consultants**
 - **Technology Assessment Specialists**
- **What makes new technology products successful?**
 - **They provide access to more information, more quickly and more compactly**
 - **They improve the “transference” of information over time and/or distance**

Transference

In the beginning...

Since we couldn't take the cave wall with us, we created the stone tablet to bring our information with us.....

But it was too limiting and too heavy...



Transference

Then we found that we could use thin tree bark and inks made from a variety of materials to create scrolls...

But still, they were too limiting and too heavy



Transference

Then came the book,
created by hand, using
early forms of paper and
ink bound into large
leather volumes.

Certainly better than
scrolls, but again too
limiting and too heavy...



Transference

Then came the printing press, the typewriter and the computer, allowing us to put more and more information into less and less space.

Or so we thought...



Transference

Wouldn't it be wonderful if we could take all of the information that we need to enlighten and entertain ourselves with us in a lightweight, compact device?

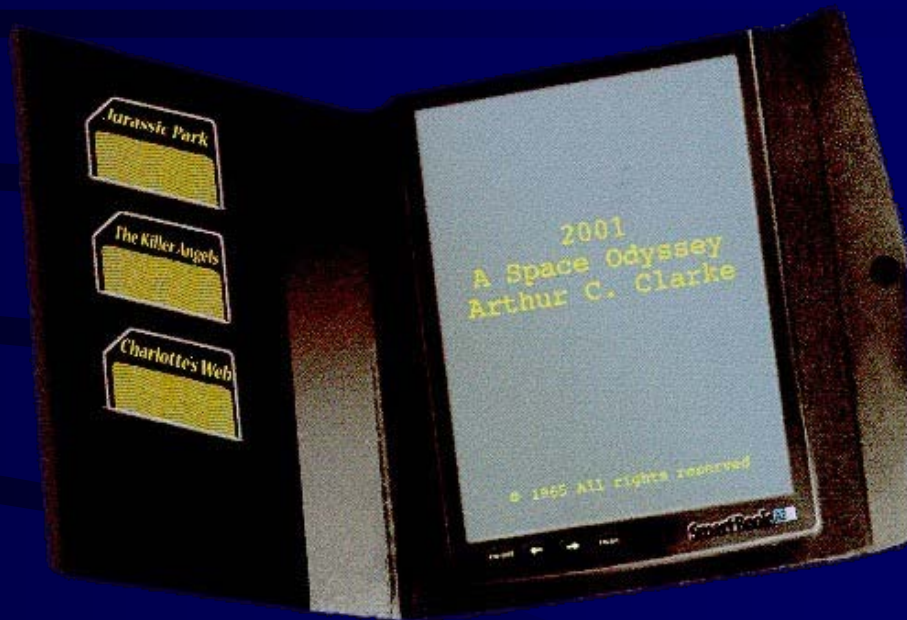




Well now you can!

Introducing...

NextBook



***You CAN take it
with you!!!***



NextBook

- **The first dedicated “electronic book”**
 - **Light - approximately 8 oz.**
 - **Compact - 6.5” x 4.5”**
 - **Portable & rechargeable**
- **Never goes on the shelf...**





NextBook

- **Uses two types of electronic book cartridges**
 - **Re-usable**
 - **Pre-programmed**
- **High capacity**
 - **Up to 5 books on a single matchbook-sized cartridge**





NextBook

- **Sources of Reading Material**
 - **NextBook web site**
 - Thousands of public domain books
 - **On-line book-stores**
 - www.amazon.com
 - www.barnesandnoble.com
 - **On-line news services**
 - PointCast
 - Wall Street Journal Interactive



NextBook

- **Target Markets & Channels**
 - **Stage 1 - Mobile Professionals, Early Adopters**
 - Computer Superstores (CompUSA)
 - Electronic Superstores (Best Buy)
 - Web Bookstores (Amazon.com)
 - **Stage 2 - Travelers, Avid Readers**
 - Book Superstores
 - Specialty Retailers/Catalogues



NextBook

- **Marketing & Promotion**
 - **National Magazine Advertising**
 - Computer Magazines
 - Travel Magazines
 - **National Web Advertising**
 - National Banner Ads
 - Publisher Links
 - **Public Relations**



NextBook

- **Capital Requirements**
 - **Early Stage - \$150k (partially secured)**
 - Build prototypes
 - **First Round - \$0.8 - 1.0m**
 - Complete designs, ready manufacturing
 - Launch to trade
 - **Second Round - \$6.0m**
 - Begin manufacturing
 - Launch to consumer



NextBook

- **Forecast Revenues & Returns**
 - **Fiscal 1998 - \$0.0m**
 - Pre-tax Income - (\$0.6m)
 - **Fiscal 1999 - \$12.4m**
 - Pre-tax Income - (\$0.8m)
 - **Fiscal 2000 - \$29.2m**
 - Pre-tax Income - \$2.7m
 - **Fiscal 2001 - \$52.7m**
 - Pre-tax Income - \$7.1m