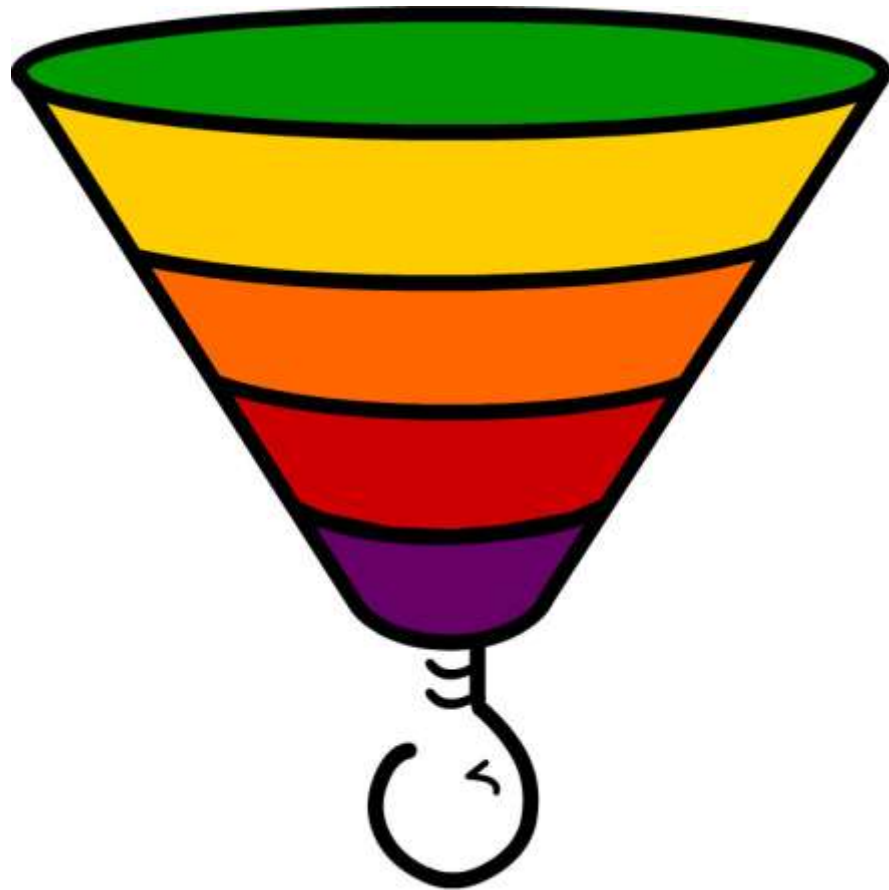


# EvoThena



**BUSINESS PLAN**

Business Plan Prepared By

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EXECUTIVE SUMMARY

Venture Description

EvoThena is a new business venture working to cure the pain of information overload that high-powered professionals feel each day. To stay current in their fields, many professionals must read several varied journal articles each day. Unfortunately, their lifestyles typically do not grant them the luxury of time to sift through the massive amount of available material, let alone read it all. Curing these professionals pain is EvoThena's golden opportunity: through the unique transduction of self-organizing clustering algorithms and audio-visual devices, EvoThena is able to turn passive moments in the car or gym into productive bursts of knowledge. In addition, media firms that have hitherto been watching their print sales decline could use this patent-pending technology as an innovative way to reinvigorate their consumer base.

EvoThena is currently circulating a late-stage prototype around Broome County obtaining feedback from professionals in order to further evolve the technology. Our current technology uses a Kohonen clustering algorithm, which successfully clusters and maps articles that are similar based on several semantic metrics. With this map, our technology is able to rapidly sort through hundreds of articles and suggest highly relevant and interesting reading material based on a user's previous preferences. The magic of EvoThena's technology is that is able to find relevant material without a user even knowing why they liked an article in the first place! In an effort to further streamline adoption, Evothena has procured a license with an Italian text-to-speech firm, Loquendo, and its American counterpart, AT&T, which allows the consumer to listen to their articles of choice in literally hundreds of different life-like voices. Future versions of the technology will even allow users to view corresponding pictures and graphs from the article as they listen along!

EvoThena's unique technology is unlike any of its competitors in that it is clustering algorithms are not biased based on the company (or even the consumer's) pre-conceived notions of what is interesting. This provides an opening for interesting, non-obvious emergent behavior to develop (such as surprising recommendations in disparate fields) and further strengthens our case as a highly patentable technology.