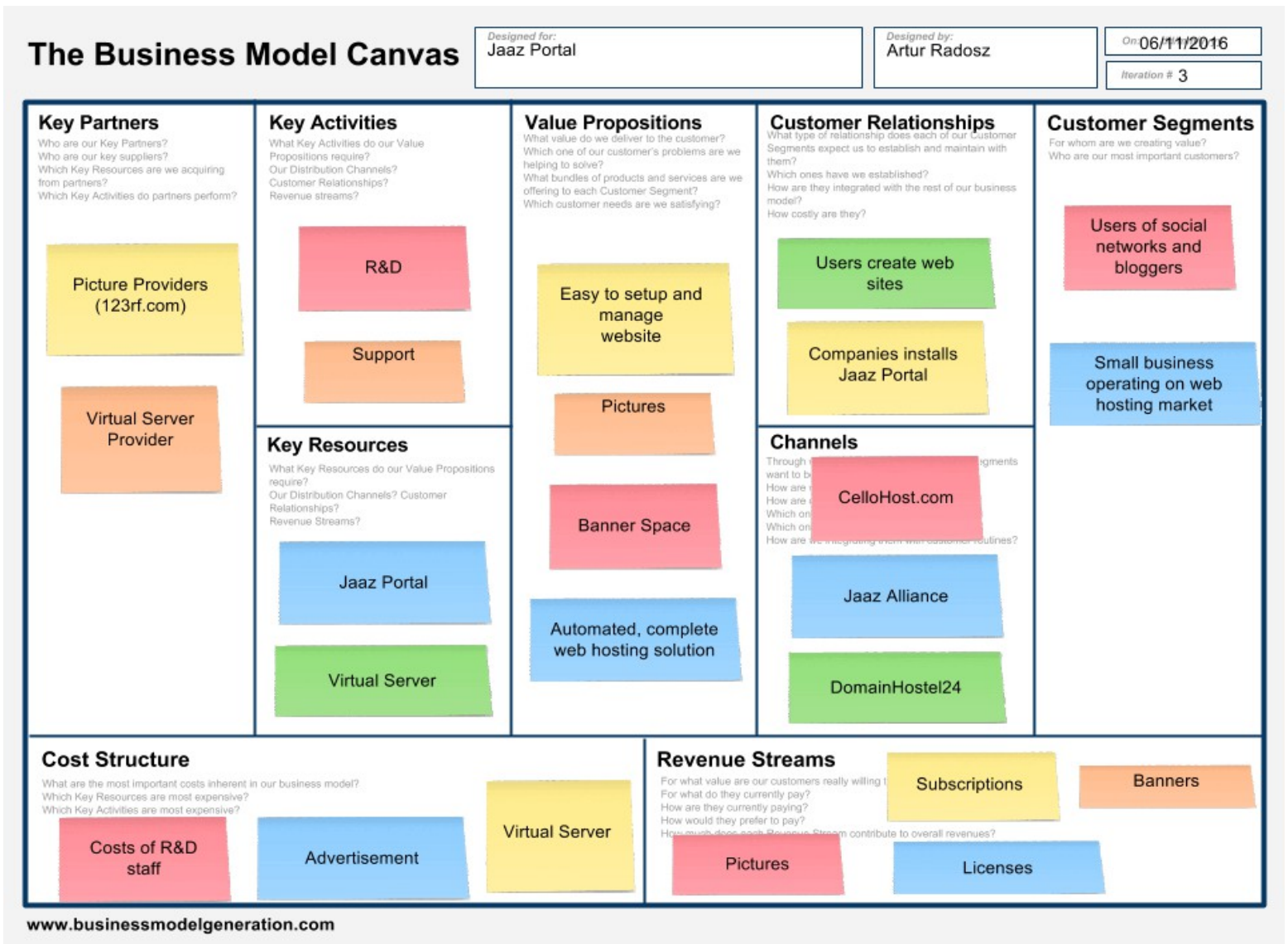


Business Model – Jaz Portal Ltd.



Key Partners

- **Picture Providers**

We will partner up with some picture providers, prefferably 123rf.com, to provide commercial pictures publishable on our pages. We will take some provision for each picture sold thanks to affiliate program.

- **Virtual Server Provider**

We will need to establish partnership with some web hosting provider that will give us a Virtual Server. Later we will upgrade it to Dedicated Server or rather group of servers.

Key Activities

- **R&D**

Our main activity will be Research and Development of Jaaz Portal solution.

- **Support**

Secondary activity of our project will be providing support for existing users of our distribution channels.

Key Resources

- **Jaaz Portal**

Our flagship product. Complete, out-of-box, automated web hosting solution for average users of social networks and bloggers that will be licensed to third-parties also as an Open Source.

- **Virtual Server**

A main server on which we will be running Jaaz Portal solution.

Value Proposition

- **Ease to setup and manage web site**

Thanks to our product users of social networks that would like to extend their online presence by possessing their own Internet web site will no longer need to be IT specialists. Our tools will be easy in use through simple web browser.

- **Pictures**

Thanks to partnering with picture provider our users could use build-in picture browsers with which they could search and buy pictures they like to publish on their web pages.

- **Banner Space**

On every free site we will provide a banner space for rent. Users will be able to advertise there for reasonable price.

- **Automated, complete web hosting solution**

We will open ourselves to the third parties and we will license them our product – Jaaz Portal – so they will be able to deploy it and run inside of their organizations.

Customer Relationships

- **Users create web sites**

Thanks to our product users will be able to create professional web sites of their own.

- **Companies installs Jaaz Portal**

We will be an Open Business and will provide through licensing our product to the third parties – companies that operates on the web hosting market.

Channels

- **CelloHost.com**

CellHost.com will be our own web hosting business where we will test Jaaz Portal on the real users at same time offering professional and affordable web hosting service.

- **Jaaz Alliance**

We will create non-for-profit association on organizations that are using or want to use Jaaz Portal solution.

- **DomainHostel24**

Thanks to this unique solution users will be able to rent their own web domains to the general public. With few clicks of the mouse they will generate complete web hosting businesses.

Customer Segments

- **Users of social networks and bloggers**

Our primary customers will be average and unskilled users of social networks and bloggers that would like to extend their online presence by possessing a web site for personal, community or business uses.

- **Small businesses operating on web hosting market**

The B2B customers will be organizations already operating on the web hosting market that lacks automated solutions for non-technical end-users.

Cost Structure

- **Costs of R&D staff**

Our primary cost will be salaries of R&D officers working on our product.

- **Advertisement**

Especially in the first part of the operation we will need to make online advertisement of our product and services.

- **Virtual Server**

We will need also to pay for the server on which we will be running our business. To limit the cost we will not own a data center but will be outsourcing it to the third party.

Revenue Streams

- **Subscriptions**

One of our main source of income will be subscriptions fees that we will charge our users at the end of the month.

- **Banners**

We will be selling banner space published on the free versions of our sites.

- **Pictures**

We will be charging provision for commercial pictures bought through our system.

- **Licenses**

Our main source of income will be licenses we will charge on per user rate from the companies using our product in their commercial and non-commercial operations.