

A Knovel Way to Build Revenue Streams

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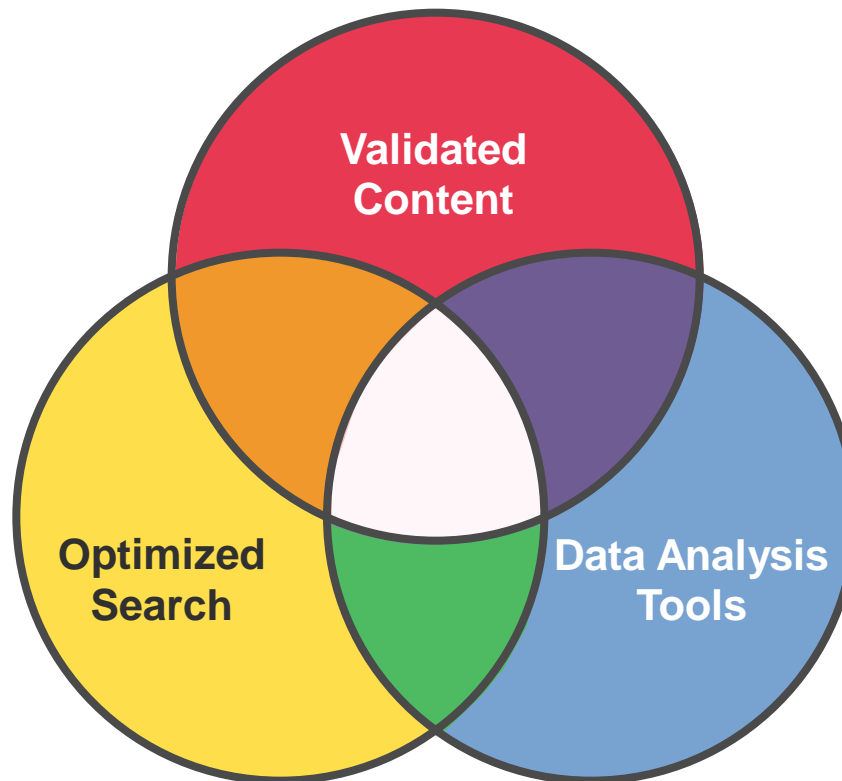
our **VISION:**

to be the **first** PLACE
engineers **GO**
TO **SOLVE PROBLEMS**



Knovel Solution: Integration of three key elements

Knovel is a **web-based application** integrating **technical information**
with **analytical & search tools**
which **drive innovation** and **deliver answers** engineers can trust





Knovel products & business model

Knovel sells subscription access

- individual subject areas
- premium content: branded offering based on specific criteria
- any combination thereof
- entire library of 25 subject areas + premium content

Renewal decisions rely on demonstration of value

- Usage data
- Added value to subscription year of year



Benefits of Subscription Model

Benefits to Customers

- Outsource collection development
- Provide just-in-time resource to engineers for problem solving, innovating
- Allow for professional development at own pace
- Make information available 24/7 seamlessly to locations worldwide

Benefits to Publishers

- Earn recurring revenue
- Steadily increase penetration in several industries
- Increase discoverability online
- Now, co-marketing opportunities



Specific areas of investment in existing accounts

Training

- In person and via webex,
- Targeted for engineering audience and completed by engineers with industry experience

Customer relations team

- To increase use of the product, inform of new features, products

Marketing to existing customers

- Campaigns to increase subscription awareness
- Market subscription to potential userbase, with purchaser involvement

Subscription model requires ongoing investment in customer accounts, educating and marketing the service



Payment (getting paid?) Models

B to B Professional Info	Subscription – Enterprise (e.g., West Law, Knovel)	Subscription – Professional/personal (e.g., Hoovers, Safari)	Transactional (pay by the drink) (e.g., D&B, add on to subscription services)	Fee for Services – Solution Integration – Federated Search	Channel – Software Integration, Re-sellers
B to B Software	SaaS (e.g., Salesforce)	Enterprise – Purchase/Maintenance (e.g., SAP)	Open Source – fees for Service (e.g., Red Hat Linux)		Channel – Re-sellers
B to C Info	Ad-based (most on-line consumer and business media)	Purchase – Print, Apps	Transactional – Back files	Subscription/Pay-wall/Freemium (e.g., WSJ, NYT)	Channel – Ad Networks
B to C Software	Hybrid – Freemium/Subscription (e.g., Evernote, Dropbox)	Purchase/Upgrade (e.g., Microsoft, Apple, Apps...Google)	Ad Driven (e.g., Google Office)	Subscription/SaaS	Channel – Re-Sellers

Valhalla - Software and Content Integrated seamlessly into users work to provide immediate answers



From Information Service to Solution

Steps

- Continue to develop ways to measure impact to workflow , customer bottomline
- Experiment with models that are un-proven but show promise
- Introduce “hooks” to myriad resources required by engineers on a daily basis (API)
- Additional tools, functionality to aid users in finding, developing solutions

Goals

- Protect existing institutional business
- Move to become solution provider



Questions?

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