



JavaOneSM

Sun's 2000 Worldwide Java Developer Conference*



Starting an Internet Company Based on Java™ Technology

From Virtual Company to Commercial Success

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Introduction

- **getrichquick.com**
- **noclickthrus.com**
- **eModem.com**
- Tangible product
- Presenters



Virtual Company *Foundation*

- No offices
- Web service
- Telephone
- Mail box
- Bank account



Virtual Company *Outsourcing*

- All services outsourced
- Hourly paid developers
- Financial services
- Lean operation



Virtual Company

Niche Product

- Core technology...
- With focus on Java™ technology
- Fast moving development
- Few developers
- Stay with technology “around the curve”
- Respond to customer’s requirements FAST!



Virtual Company

Good Sales

- Good Sales
- Hit the ground running
- Internet only
- Simple pricing
- Advanced pricing



Small Company *History*

- From research...
- ...to reality
- Innovative concept



Small Company

Hire Staff

- Word of mouth...
- Advertising
- Word of mouth
- Advertising
- Outsourcing
- Core development team



Small Company

Highly Profitable

- Focus on Java technology
- Keep overheads under control
- Manage well
- Modest premises
- Flexible landlord



Small Company *Embedded*

- Trend towards embedded systems
- Customers leading trend
- Java technology central to portability
- It 'just works'!



Industrial Strength

Rapid Expansion

- Jan 2000 “let’s go for it”
- Feb—new chairman identified
- March—shareholders “OK”
- April—new hires
- May—work HARD!



Industrial Strength *Core Technologies*

- Focus on our core technologies
- Java technology is key
- Flexible
- Innovative



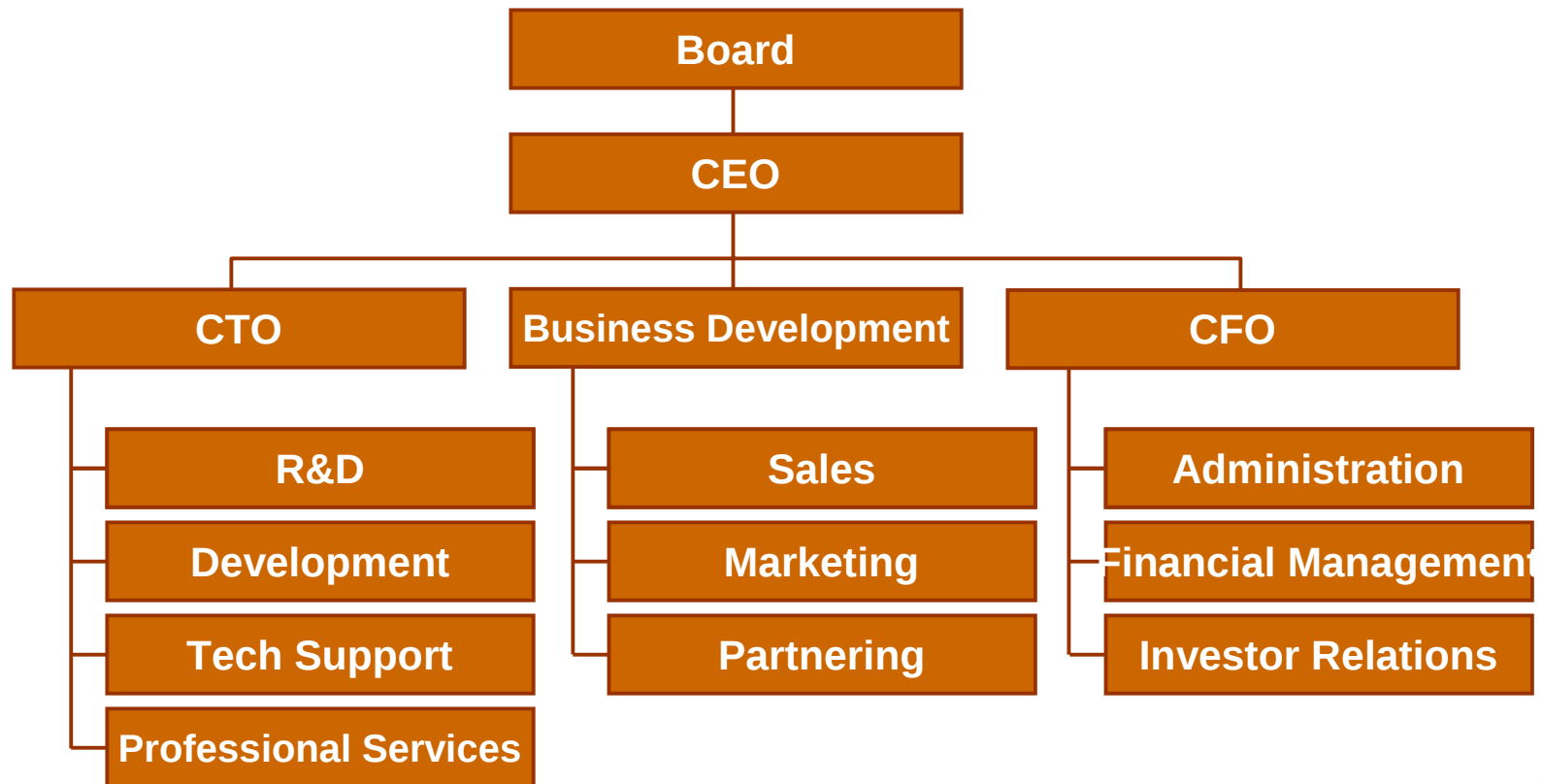
Industrial Strength

New Board

- Stig Herbern (Chairman)
- Jon Bjorstad
- Jeremy Cook
- Petter Bjorstad



Organization



Industrial Strength

The Future

- New partners
- More hires
- Staged VC funding





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