

Interlecta™



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Established in 2007

Providing real-time machine translation services
and related technologies specialized for mobile industry.

Little History



How we've got the idea to create the product

- Providing consulting services in the area of machine translation since 1999.
- Starting to work in the mobile area in 2004.
- Creating own brand in 2007.

How we decided to start our company Interlecta

- Creating new company for the specific business.

How everything came together

- Meeting with the right people at the right time.



Our Team



Who are we?

- A team of enthusiasts who believe in their capability to create something significant.

What we have in common

- Willingness to do whatever it takes for the success of the company.

What it takes to be a part of a mobile start-up company

It may look an easy task to start a new company. But there is more than just the desire to do it.

- Readiness to sacrifice the conveniences of secure job.
- Readiness to live with the uncertainty for the future.
- Willingness to challenge the biggest ones.

Why Mobile?



Some statistics

- Mobile subscribers: **4 billion**
- Mobile Internet user: **1 billion**
- SMS sent per year: **2.3 billion**

Mobile is everywhere

The mobile phone is the universal electronic device that everyone carries it everywhere. The mobile phone gets more and more functions every day.

Mobile market is big

- Mobile market is the biggest market for services. It's truly international and cross border market.

Perfect fit

Services that we offer naturally fit in this.



Our Goals



What we're trying to achieve

- Build a brand
- Establish a user base
- Generate revenue
- Make profit

How we're going to do it

By creating the best technology
to utilize real-time machine translation
on mobile devices.

Our Approach



How do we enter the markets?

What makes a mobile start-up different from any other company?

What makes our company different than other start-ups?

Only one target – global markets

- Mobile business is truly international.

Keep science and business separated

- Business development guys usually don't like to hear this.
- Connect the two departments with person(s) that understand(s) both.

Work only in the area of our expertise

- Funding the first stages through related projects.
- Make difference between outsourcing company and product company.
- Outsourcing changes the mentality of the company.

Key Business Components – Stages

What are the most important stages we are going through

Stages – Product Development

- Prototyping
- Productization
- Production

Stages – Business Development

- Establishing the business
- Creating and developing relationships
- Branding and recognition

Stages – Funding

- Initial (self) financing (whatever it takes)
- Small private funding (~100K – 1M)
- Serious investments (1M+)



Key Business Components – Relationships



What are the most important relationships that a mobile start-up should establish?

- **Manufacturers:**
RIM/BlackBerry, Nokia
- **Carriers:** Orange, AirTel
- **Retailers:**
Cellmania, Handango, OVI
- Enterprises
- NGO/NPO
- Community



Marketing and Sales



Our challenges

- Selling products to nonexistent market. This is always the case with innovative or unique products.

Tactics: Persuade bigger partnering companies to establish the market.

Non standard and low-budget approaches

- Take advantage on situations
- Example: Haiti crisis, adding Haitian Creole
- Seek viral effects
- SEO
- Do not send spam

Key components

- Always do things with the intention to turn them into a revenue source. Free is good.
- Always work for the larger markets. Mobile market is really big.
- Don't sell directly to customers, use resellers or other forms of partnership. Don't be greedy.
- When selling directly to customers create a user base of loyal customers. Receive valuable feedback from them.

The Learning



What we have learned along the road

Start-up is not for everyone.

The success is not for everyone.

You may need to loose something
(a lot, or everything) to achieve success.

The Future



What we expect from the future?

The future is bright.

- The biggest challenge for the small start-up is the uncertainty for the future.
- The biggest advantage of the small start-up is their swiftness.

Staying Current

How we adjust our business according to the present economic environment?

- The second biggest challenge for the small start-up is the ever changing economy.
- The second biggest advantage if a small start-up is their efficiency.

Exit strategies

- Merger with another company
- Self-sustainable business

Q & A



Questions?

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