



10 Years of Lessons

- **2001** – Predecessor company formed, R&D begins
- **2003** – Company reformed, R&D begins anew using open source tools
- **2004** – First beta customer
- **2005** - Private release of 1st generation of WorkXpress
- **2007** – Customer lessons revealed gaps in offering. 2nd generation created from scratch
- **2008** – Budget still almost entirely R&D
- **2009** – 5GL tools are proven and considered “done”. 2nd generation of WorkXpress launched
- **2009** – Market lessons revealed gaps in business offering. 9-month project began to add “packaging”, training, support, and partnership tools
- **2010** – Commercially viable, 2nd generation technology re-launched July 1st, 2010





Proven to Be Disruptive vs. 3GL



"WorkXpress delivered on time, and saved us over 50%"

"Even when Ford Services changed parameters in the middle of the build, the ease of edibility in WorkXpress saved the day. We were able to make the necessary changes with a few drag and drops saving untold weeks and months of development time over the standard approach to customized software" - Mike Wentz, R.T. Grim Operations Manager





Proven to Be Disruptive vs. 3GL



“With WorkXpress, we’ve gotten everything we asked for at a fraction of the cost of traditional software solutions and in less than two months. We expect a full return on our investment in under 60 days.” - Eric Kaufman





Proven to Be Disruptive vs. 4GL



"Comparing MS Access to WorkXpress is like comparing an old rotary phone to the iPhone" - Tom Lertola, D-I-Y customer

"WorkXpress is 10x faster than access, and has 20x the capability"





WX – Enterprise IT Shop “in a Box”

WorkXpress believes that in the future, software managers will interact only with the PaaS (not with the IaaS or the SaaS).

They will communicate with their PaaS exclusively in business terms, to accomplish:

- Management of Systems
- Management of Software
- Management of IT Business



Management of Systems

The WorkXpress systems vision is that PaaS will manage all Infrastructure decisions including:

- Commodity Infrastructure purchases
- Data management
- System performance monitoring, including:
 - Self-Healing
 - Resources Scaling
 - Dynamic provisioning

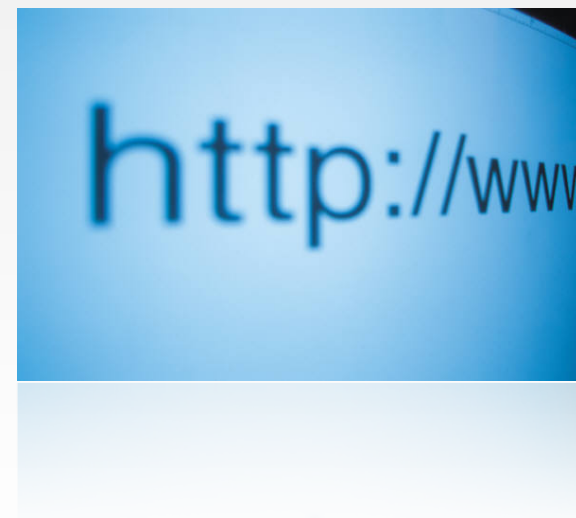




Management of Software

PaaS will empower administrators to design and build software and integrations without code knowledge.

- Portable content
- 5GL customization & integration
- 5GL integration hub for 3rd party services

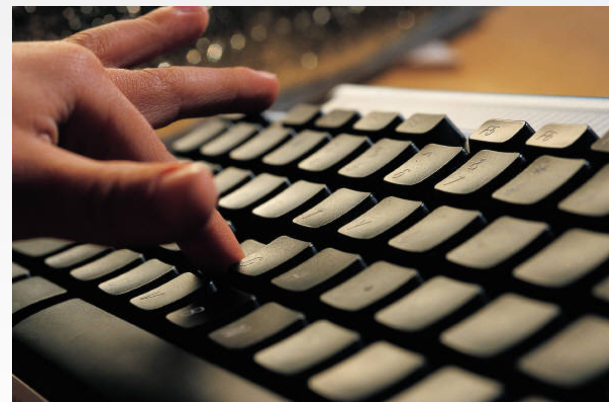




Management of IT Business

PaaS will make it easy to setup and manage an IT business

- Build and publish software
- Deliver services
- Deliver hosting
- Private label support and billing
- Market to and incentivize partner ecosystem
- Partner sets end customer pricing





Strategy for Market Leadership



www.workxpress.com



Overview

Our 3 year strategy is to...

1. Pursue VC financing and add sales and operations staff
2. Focus on the ready and willing SMB market
3. Go to market by empowering the channel
4. Leverage a revenue model that focuses on elastic demand
5. Position ourselves to serve Enterprise (as their appetite develops)



Strategic Summary



1. WorkXpress is positioned well in a strong PaaS market
2. WorkXpress was designed to disrupt 3GL and 4GL solutions
3. WorkXpress was designed to be a full service IT shop in a box
4. WorkXpress was built to empower the channel, including use of a specially designed brokerage revenue model
5. WorkXpress is evaluating a financing plan to expand rapidly