



## About Us:

ACME Ltd. is an Israeli based technology company founded in 2012. ACME created a unique solution for application mobilization and transfer, from and to any PC-based platform. ACME's "Atomic Model" technology reflects a totally new approach for analysing applications' components & structure and enabling various application manipulations such as: applications transfer, backup, repair and others. ACME allows PC users to manage, migrate and control their applications whenever and wherever. The company has completed its technological development stage and the creation of its first product: "SampleAPP", now at Beta testing, allowing the seamless migration of applications from any PC to another.

## Main Shareholders:

- Sample 1
- Sample 2

## Technology:

ACME's technology is unique and reflects a new approach to software management. Based on its "Atomic Model" it addresses applications as a compound structure of software components. ACME's technology identifies and maps software particles and the relationships between them, introducing a unique and automated intelligent application management engine, capable of manipulating any application and providing such services as transfer from one PC to another, run any application from any media on any PC, application and settings backup, application repair, and more. ACME's platform is built for scale and robustness. As the usage of the platform increases, it automatically accumulates new software components and IT knowledge, enabling a broad and constantly growing service offering. ACME's technology is compatible with the DMTF CIM/WBEM standard for Application Management Model and protected as a suite of several patents under US Provisional Patent 1234567/6/

## Products:

**SampleAPP** ACME's first product, now running in Beta tests, is available for trial by online download from the product dedicated website ([www.SampleAPP.com](http://www.SampleAPP.com)). ACME's SampleAPP effectively provides the user with the ability to migrate seamlessly and selectively all or part of almost any application (MS:Office, Adobe Acrobat, Autocad, Games, etc.) and personal preferences without the need to locate installation sources or repeat any lengthy install processes.

**Wavetop** ACME's Wavetop turns any computer to yours by plugging any Wavetop enabled UFD (USB Flash Drive) to a host computer allowing the quick launch of any user application (Outlook, Lotus Notes client, PDF, Autocad, etc) that has been transferred to such UFD. Wavetop is packaged in a manner that enables a personal desktop (emails, favorites, cookies, password, shortcuts, etc) to be mirrored and accessed anytime from any Windows OS based computer. The Wavetop content is password protected and provides enhanced user security while working on the host computer. The host computer is kept clean from any retraceable data, application or any lines of code once the Wavetop device is detached. The user applications always remain on the UFD only. Wavetop is in its advanced development stage.

## The Market:

**Market Size:** The market is divided into four relevant market-segments in which ACME's technology & services are relevant. The segments are:

- The **Application Transfer** segment (Migration) – estimated at \$716 Million annually
- The **Backup and Repair** Services segment – estimated at \$3.4 billion annually (IDC)
- **Application Mobilization** segment – estimated at \$4.5 billion ("USB Flash Drive Market." U3 LLC 2008. 18 April 2012)
- The **Application "on demand"** segment – estimated at \$5.7 billion (IDC)

## Business Model:

The company is taking the Software-as-a-Service (SaaS) approach to provide its services via the Internet, where users shall be offered subscription or usage based packages:

***One-off services – used by end-users as and when required:***

- Applications Migration/Transfer
- Applications Mobilization
- Automatic Applications Repair

The above services will be charged per transaction (e.g. application migration) or transaction packages (e.g. migration of 20 applications)

***Recurring Services – consumed by end-users throughout a period:***

- Online Applications and Settings Backup
- Applications and Settings Synchronization
- Applications "on demand"

Charges for such services will apply on a periodic level (e.g. annual backup account, or usage of applications 'on-demand' for one week, etc.)

## **Exit Strategy**

Our exit strategy is geared toward M&A with global market leaders. We have identified leading corporations such as: Dell, Sony, LG, Lenovo, Microsoft (**dominant players in the software migration market**), Symantec (**a dominant player in the software backup market**) and SanDisk (**a dominant player in the software flash desktop market**) using the unique platform repository and services in order to offer their customers greater value making the use of applications seamless to the hardware and make it easier for users to change, upgrade and migrate to newer PC's anytime anywhere.

## **The Team:**

**Chairman:** Mr. xxxxxx

- Over 14 years experience in mobile, internet and media industries.
- Spent last 8 years in the UK managing 2 UK blue-chip companies, xxxxx

**CEO & CTO:** Mr. xxxxxxxx

- Over 10 years experience in software technology management
- xxxxxx (NASDAQ: CHKP) – Managed the development of xxxxxxxx
- xxxxxxxx Satellite Communications Ltd – Managed the developed & launch of a xxxxx, a two-way, Internet & interactive multimedia networking system via satellite

**Business Development Advisor:** Mr. Guy Horesh

- 20 years experience in Hi-Tech market.
- Management Consultant ([www.targetbd.com](http://www.targetbd.com)) via Target Business Development Ltd.
- Developed Strategic Alliances for Motorola & Trivnet with Convergys Corp, Ericsson, HP etc.

**VP R&D:** Sergey xxxxxx

- Over 16 years of experience in software technology development.
- Over 5 years of experience of leading large multidisciplinary teams.
- Special expertise in Windows programming environment.