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Think Global. Act Mobile.

What is AppOvation?

VISION

AppOvation designs, develops, and markets mobile applications for the global iOS and Android markets.

MISSION

AppOvation's mission is to create high quality products that exemplify both aesthetic design and ease of use, all while inspiring the daily lives of users. AppOvation's mobile application suite consists of five products that are currently used by consumers in over 40 countries.

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Our Track Record

REVENUE

- AppOvation has been revenue generating since February 2010, earning revenue solely through app sales on the iTunes App Store
- In the future, AppOvation does intend to charge for its mobile apps, and will instead focus on the value capture via data mining

COSTS

- AppOvation has managed to avoid app development costs, as third party app developers have provided pro-bono services to develop the existing portfolio of applications
- In an effort to increase our sustainability, we are actively searching for a Chief Product Officer to develop future apps in-house, with equity as the initial form of compensation

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Our Current Portfolio

PORTFOLIO

AppOvation has developed and released five applications for both iPhone and Android - MeccaLocator, IsamiCity Prayer Companion, AllahuAkbar, MeccaAlarm, Bismallah.

REACH

These applications have spread across the world, reaching over 40 countries. The focus of these existing applications has been the greater Muslim world, with the aim of providing Muslims with the services they want and need when they are on the go.

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OOMA

OOMA: Market Needs

Given the recent surge in mobile photo sharing apps, it is becoming more and more evident that people are excited to share what they see. Sharing could be with a handful of friends and family, like with Path, or maybe those in your immediate surrounding, like with Color, or even perhaps with anyone in the world, as with Instagram.

What we at AppOvation note is that the community you share with in each of these apps, is not necessarily relevant to the context of the object you're sharing. And when it comes to sharing, isn't that important too?

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OOMA: Opportunity

CONTEXTUAL SHARING

OOMA is a mobile app network that is focused on the context of what you're sharing, or simply *contextual sharing*. With OOMA, users will have the opportunity to share undiscovered common threads.

MARKET

With OOMA, AppOvation is expanding its market beyond simply the Muslim world. From a market perspective, this includes all users of iPhones and Androids within the high growth sub-segment of users that are eager to share.

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OOMA: Our Entry

OOMA:read

Our first step in building the OOMA app network will come with the release of OOMA:read, an app focused on literature, and connecting audiences around the world that are reading the same thing.

VISION

The disruptive implications of OOMA:read are numerous, but the goal is focused – provide users with the context to develop a more comprehensive story. OOMA:read essentially seeks to ease the polarization of opinion in today's current global dialectic, by providing users with a multidimensional perspective.

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OOMA: Competition

OOMA:read's competitors fall into two buckets – mobile photo sharing applications and mobile news applications. Although each bucket of competitors shares a handful of similarities, there are no applications that effectively offer the intersection of literature and photo sharing that OOMA will be offering.

- **PHOTO SHARING:** *Path, Instagram, Color, picfx, picplz, etc.*

  None of the apps listed above have the contextual sharing feature that OOMA:read will have. Essentially, these photos are shared to a varying audience with no specific purpose.

- **NEWS FEEDS:** *Pulse, Flud, Reddit, etc.*

  Each of the news apps listed are reliant upon third party networks, such as Twitter and Facebook, for sharing. OOMA:read's strength is harnessed by the OOMA network. Essentially, the customizable feed will be even more relevant.

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OOMA: Revenue

MONETIZATION

The OOMA experience will be entirely free and will be absent of advertising. Monetization elements for OOMA come from:

- **Data Mining:** Data, including user location, time and medium for consumption has a value add potential for both publishers and advertisers alike

- **API:** We have the intention of eventually building an API with anonymized user data that captures readership details that are value-add for a wide range of customers

- **eBook Sales Commissions:** As we reach critical mass, we intend to build a channel that provides users with a direct channel to purchase eBooks directly from their handset, earning a sales commission from the respective eBook vendors

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TEAM

Reza Aslan

Reza Aslan
Founder & President

- Reza is President and CEO of Aslan Media Inc, whose holdings include BoomGen Studios, a mini-motion picture and media company focused entirely on entertainment about the Greater Middle East and its Diaspora communities

- Reza is an internationally acclaimed writer and scholar of religions, and is a contributing editor at The Daily Beast

- Aslan's first book is the International Bestseller, No God But God: The Origins, Evolution, and Future of Islam, which has been translated into thirteen languages, and named one of the 100 most important books of the last decade

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Zaahir Syed

Zaahir Syed
CEO

- Zaahir is currently finishing his MBA at the Haas School of Business at the University of California at Berkeley

- While at Haas, Zaahir has served as a business consultant for MagicSolver, a UK-based mobile app developer, focusing on US market entry strategy

- Zaahir is also a co-founder of The Detroit Foundation, a nonprofit focused on revitalizing the City of Detroit through entrepreneurship

- Prior to Haas, Zaahir was with Morgan Stanley, Microsoft, and Accenture

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Roshi Pejhan

Roshi Pejhan
VP Operations

- Roshi holds an MA in International Trade Policy and her BA in International Relations
- As part of the a team that developed the multimedia curriculum at the Monterey Institute in California, Roshi helped design initiatives to help lead the Middlebury College affiliate into Digital Media and equip its students for the new century
- Roshi's strategic and operational expertise of Social Media have allowed her to consult educational institutions, nonprofits, small businesses, and grass roots initiatives to increase community engagement and build a strong base for future success

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APPENDIX

Board Advisor: Neil Patel

Neil Patel
Board Advisor

- Neil is a seasoned executive with over 20 years experience in the Advertising, Media and Entertainment industries with blue chip agencies and corporations such Disney

- Neil has also served in high-level business development roles and as a marketing strategist in companies that he has both advised and operated

- In recent years, Neil has focused on developing emerging media platforms with an emphasis on mobile content and applications. Accordingly, he has originated several mobile advertising patents while consulting with Disney Imagineering's Research and Development arm

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Board Advisor: Kiran Rao

Kiran Rao
Board Advisor

- Kiran began his career at Microsoft, where he was responsible for the deployment of the first interactive TV broadcasts to air nationally

- More recently, Kiran has focused heavily on rapidly evolving mobile services - spanning streaming video, social networking, and gaming

- Working with Verizon and Qualcomm, he has produced the first broadcast-enabled mobile applications to debut in the U.S.

- Kiran's work has extended onto the iPhone and Android platforms

- His game concept, "3 Card Race" was ranked among the iTunes to Top 50

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Board Advisor: Sailesh Patel

Sailesh Patel
Board Advisor

- With a passion for the constantly shifting and interdependent business of advertising, media and entertainment, most of Sailesh's work has been in emerging media (internet, mobile, video games etc.) doing work in all aspects including strategic planning, analytics and even video game production

- For the past 10+ plus years he has worked in companies of all sizes, from startups to the Fortune 50

- From Broadcast Media companies to Disney, Sailesh always brings his innovative ideas and grounded understanding of media and technology to the table

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