

Pledge Inc (Database company)

Identify

Pledge Inc owns the patent rights to cheetah.buzz, the fastest search algorithm available. It is four times faster than tree search and tree search is one percent of the world economy. Using macros, it is capable of doing up to one trillion selects per day on a standard laptop.

Problem

Current computer technology has reached the maximum speed allowed by physics. New ways must be discovered to speed up processing. An IBM study found that twenty percent of all computing is searching. One estimate is that computing is five percent of the world economy. This means that searching is one percent of the world economy. Any means of speeding up searching will have a one percent impact on the world economy.

Solution

Cheetah.buzz, as defined in US Patent 10,262,081, is empirically four times faster than tree search which does the vast majority of searching in the world. The white paper found at cheetah.buzz shows that the time to retrieve data is consistently twenty five percent that of tree search. The amount of memory used is consistent with tree search in most cases. The software executable is downloadable at cheetah.buzz and the actual software is available upon request with signed non-disclosure agreement, and proves this to be accurate.

Market

The market is any company that uses software. Every company in the world uses software and as noted above, twenty percent of the software's time is searching. The companies that will benefit the most are the companies that spend a lot of resources searching for data.

Competition

The primary competitors are the three main database companies, Oracle, IBM, and Microsoft. Their software has more bells and whistles than cheetah.buzz at this time. These three companies charge about one hundred dollars per processor month.

Revenue

Pledge Inc charges between ten and one hundred dollars per processor month depending on volume. Cost is based on one hundred over one plus \log_{10} of the volume per thread month.

Marketing

Pledge Inc. intends to hire one full time marketing/salesperson. It will be the responsibility of this person to determine how to market this software. He will receive a base salary for marketing plus a percent of sales that he initiates. The target customers will be the Intellectual Technology (IT) departments of all companies.

Expenses

Pledge Inc intends to hire four programmers at \$120,000 per year salary. The salesman will receive \$120,000 per year salary plus a 4% commission on all sales that he generates All future raises and bonuses for all employees will come out of future sales. An office manager/documenter/tester will receive \$120,000 per year. The benefit package will be \$30,000 per year per employee. Office space, equipment, and travel will be about \$100,000 per year. Marketing will be about \$200,000 per year. Advertising will be the same as the other costs, 100,000 dollars per month average in bursts of advertising blitz. The total requested is \$200,000 per month for 60 months in exchange for forty percent of the stock in Pledge Inc

Programmers \$120,000 / year X 4 = \$480,000 / year

Marketing \$120,000 / year X 1 = \$120,000 / year

Office Manager \$120,000 / year X 1 = \$120,000 / year

Benefit package \$30,000 / year X 6 = \$180,000 / year

Ad blitz \$100,000 / month X 12 months = \$1,200,000 / year

Other including office space, equipment, and travel = \$100,000 / year

Marketing \$200,000 / year

Total = \$200,000 / month X 60 months = \$12,000,000

Roles

Note that a fully functional C++ database is available now on cheetah.buzz. The primary goal is to test it extremely thoroughly by multiple well-seasoned programmers and then write version two, then version three and so forth These future versions will add as much functionality as possible by adding anything that can be calculated or looked up to the functionality of the database. Future versions will take equations and look up tables from all major disciplines textbooks to add to the functionality of this database. Our goal is to be the go-to database for all major college educations.

Programmer 1,2,3,4: C++ programmers to thoroughly test and add new features for future versions
Programmers will also be constantly involved in artificial intelligence research for the database. The President of Pledge Inc. will serve as one of the 4 programmers.

Marketing/Sales: Experienced person with both significant marketing and sales experience and expertise

Office manager: Experienced person in running a small business

Milestones

Pledge Inc. is already selling version one. This will most likely start out slow, possibly less than ten thousand dollars' worth of software the first year after funding. Our plan is to have one percent of one percent of the world database sales within three years of funding, \$500,000/year, and one percent of one percent of world database sales within five years, \$50,000,000 / year. There is no reason that this company cannot be the next Oracle Incorporated.