TREE LOGIC LTD

SUMMARY

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1. History – File summary

The company Tree Logic Ltd® ("Logic through decision trees") was created in mid 1999 by Jean-Philippe de Lespinay, 54, a graduate of Marseille High School of Commerce, Business Engineer in Computer Science, formerly Business Manager in different software companies.

The purpose of the company is to develop and market *intelligent, conversational and vocal* software products; these products are first targeted to help people unfamiliar with computers, and people with a physical handicap, then to help professional computer users. That sort of application is quite difficult to develop, and even more to update properly; this is why it does not exist on the market, despite the obvious need. Tree Logic Ltd uses a unique proprietary technology, generated by Jean-Philippe de Lespinay after numerous years of Research and Development on artificial intelligence. Christened "Maïeutic", this invention is contractually licensed to Tree Logic Ltd, against a royalty on turnover.

Maïeutic enables the computer to reason and explain like a human being. It can extract the unconscious knowledge from people's minds. It automatically produces «conversational» application programs that are programs, which can make the most of this knowledge, and help the users by dialoguing with them. Even better: it can improve the application programs in real time, every hour if needed, and totally safely.

Hundreds of older versions of this technology have been sold by JP de Lespinay to large companies or government agencies, which used them to create conversational decision helpers, some of which are accessible to the public. Tree Logic Ltd, whilst currently continuing to sell the technology, is now moving towards selling original finished products based on the technology. Two products have been developed, though only partly, and negotiations are taking place with potential clients. The products are:

1. Tiara, a conversational vocal interface designed to facilitate the use of family computers.
2. T.V.Phone, automated switchboard able to provide intelligent reception and orientation of phone calls in companies.

Numerous other applications using the abilities of Maïeutic can be rapidly developed: search engines for Internet, Help-Desks, Breakdown diagnostic directly from the blueprints, specialised decision helpers, and so on…

In September 1999, the company ADC joined the capital of Tree Logic Ltd, bringing some cash to enable the development of the prototypes of the first two products, and accelerate the sales. Tree Logic Ltd now needs approximately 1 million dollars to set up the export sales team, and the second development team, which will create the new products and take care of customer service. The first clients will be the personal computer manufacturers (more than 100 million PCs will be manufactured in the year 2000), then mass market and web sales to the general public (international).

Turnover for the next three years is anticipated as follows :

In thousand USD	Year 1	Year 2	Year 3
Turnover	700	8,000	12,000
Net profit (loss)	(360)	2,200	3,100

2. DESCRIPTION OF THE PRODUCTS

2.1. Genesis of the idea

The idea to develop Tiara comes from an observation made by the founders of Tree Logic Ltd: the current ergonomics of the PC, based on the operating system Windows, is unsatisfactory. Economically, it rejects at least half of the potential buyers, which is enormous when referred to the number of PC bought in the world (100 million over year 2000 !). It discourages the beginner, who gropes around with mouse and keyboard, lost in front of multiple icons and windows, which overlap. It annoys confirmed users, which are slowed down in their work by a great number of useless handlings. The PC under Windows also irritates and frightens because of its frequent bugs. Inserting some sort of intelligence in the computer could solve all these problems. The PC would then know what it should not do, it would understand what you want through dialoguing with you and it would do the work correctly, in your place. It would become an active partner of the user. Now, this operation is perfectly feasible with the technology developed by Tree. Logic's founders, technology, which is almost 2 years ahead on competition: "Maieutics".

2.2. The selected solution

To solve all the problems arising from Windows, the solutions adopted by Tree Logic Ltd are the following:
1) to make the PC friendly for the neophytes, it should be humanized, i.e. talking like a human being, showing a human face, providing permanent advice, entertaining…
2) to avoid sluggishness and breakdowns, it is definitely necessary to prohibit the use of Windows Explorer-Navigator. That supposes:
    - to automate the organization of the files in the hard disk
    - to offer to the user a vocal help allowing him to reach, without thinking, any of the software contained in its PC, and to save new files.(Over with the contemplation of the icons, buttons and multiple windows of Windows!)
    - to launch and close the applications through direct action on the system
    - to control the removal of files intelligently (by replacing it for instance as much as possible with compression)
3) to facilitate the research of any specific file among the thousands of software's a PC can contain, it is necessary to offer a customized library, with its shelves " Games ", " Educational ", " Music ", " Images ", " Work ", " Internet ", etc.
4) to facilitate the acceptance of the computer in the family (and the office), it is necessary to make it able to control by itself the possible use(s), respecting the directives of its owner. That means the possibility of specifying for each user of the PC the authorized or prohibited software, controlling the access of the children to certain software's and certain functions (web) or limiting the duration of use. The PC will have to thus be able to recognize the user vocally. If not, it will ask him its password.
5) to reduce to the maximum the handling (in the literal sense of hand uses) imposed by Windows, again the vocal is essential. Not only it avoids the use of the keyboard and the mouse, but also it often makes the screen itself useless! It is not tiring, it is extremely rapid and causes much less errors than manual operations. The vocal speech of the PC will be disconnectable in order not to disturb, while remaining potentially operational with the mouse and the keyboard.

2.3. 1st product: Tiara

The solution described above will be developed in the "Tiara" software. This product is designed for the family and for the individual purchasers not very familiar with Windows. At the start, it will not be intended for the professionals of data processing. It is clear, however, that the ergonomics of Tiara will in the end attract the professionals.

Tiara will offer the following functions:

1) At the time of its installation, automatic analysis of the PC and of its hard disk, in order to detect and suppress as much as possible anomalies (conflicts, useless files, etc), to inventory the software already installed, to organize properly and automatically files and executables on the hard disk.

2) the software interesting for the user will be registered in headings and sub-headings customizing by himself (in the heading " Plays " he will be able to create the sub-headings " reflection games ", " doomlikes ", " arcade games", " strategy games", etc.), to facilitate his later research.

3) At the time of the installation, the purchaser of the PC will be able to indicate to Tiara whom are the accepted users (Dad, Mummy, John, Mary, visitors, etc), then which are their respective rights, software by software (for example no Internet access for the children). Tiara will be able to recognize each user through his own voice (and through a password when necessary). Tiara will also ask for the age and the sex of each one to be able to advise them thereafter intelligently.

4) the PC will start by taking into account the tastes of its various users. At the start, not knowing them, it will let the user launch herself what she is interested in. Then, it will propose to her automatically when starting her preferred tasks, or continuation of the task previously stopped.

5) Tiara will supervise the installation of the new software, even if it is already automated (for example by the autorun of a CDROM), in collaboration with the user (name of the software, heading and sub-heading, comments of the user on this software).

6) It will activate the principal functions of the PC: access to Internet (Mail, Web), to the printer, the players, the telephone and the fax, etc.

7) It will supervise the saturation of the hard disk, which causes deceleration and breakdowns, will warn the user of its imminence, will point to the least used software which could free sufficient room, will propose to remove them or to compact them. It will also take care of removing the involuntary doubled files (software installed several times on the hard disk).

8) Tiara will be able to diagnose the hardware and software problems of the PC and to help the user to solve them. If the PC itself would be seriously failing, this faculty will be accessible on the installation CD-Rom of Tiara (a written Conversational tool of assistance to solve hardware and software problems).

9) Thanks to the exclusive Tree Logic Ltd technology, Tiara will also offer a possibility of programming the computer in natural language. Thus, the user can :
- *create simple conversational programs to help the other users at home in various tasks (guide of using the washing machine, the video tape recorder, etc.)*
- *automate certain tasks within the computer (to launch a sound alarm and to display a message at such hour if such conditions of use of the PC by a user is not fulfilled, automatic running of procedures, etc.)*
- *program the sequence of tasks and control peripherals (printer, scanner, house automation, etc.)*

10) Tiara will speak the most important languages used on our planet

11) a statistical file of the use of the PC by each one will constantly be updated to know the tastes of the users and to be able to guide them thereafter on the web.

12) Proposals for updates of Tiara by the web, according to the time since acquisition and the frequency of use of software for which Tiara has complementary functions.

13) Thereafter, Tree Logic Ltd will associate new downloadable functionalities from its web site:
- Prevention and diagnosis of breakdown of the PC
- Intelligent and vocal functions intended for the most widespread software (functions for Word and Excel, proposals of texts requiring only a minimum of modifications: simple letter, professional letters, reports/ratios, fax headings, etc.)
- Intelligent Analysis of the statistics of use about each user of the PC (data mining).

Tiara aims to reach several goals:
1) to achieve for Tree Logic Ltd a maximum profit, starting by conquering the easiest market, the vastest and most dynamic, that of the domestic use of the PC. Then, when it proves reliable, by attacking the market of the professionals.
2) To play a social role: to offer to everyone the enormous intellectual potential of data processing, and especially to the handicapped (the vocal conversational is appropriate to blind people, the conversational by the text is appropriate to deaf people).
3) To become an essential economic actor by accelerating the diffusion of intelligent computer use as much towards the professionals as towards the non-professionals. The fixed and reducing ergonomics of Windows, like the strategy of Microsoft, do not facilitate the diffusion of computer use, and consequently the expansion of communication (by the web) and the world economic development. Extremely useful and even vital knowledge intended for the whole world (medical for example), although already computerized or published for a long time, did not arrive at the end-users in spite of innumerable good wills. Because of the difficulty of programming their access, of finding them and consulting them. With Tiara, the computer will play more and more the part of a " robot ", with the science fiction meaning of the term: the intelligent machine able to act on the environment of man, doing the best for him.

2.3. 2nd product: T.V Phone

T.V PHONE is vocal software intended for the telephone switchboards of companies and call centres. It is able to direct the incoming calls according to several files: the file of the personnel, with absent and present, the file of the different departments and the file of known callers. It recognizes any type of voice and asks for repeats if it does not understand.

It has several standard dialogues, and can react when one provides a name, which is not in its list. It is able to orient the calls according to the names of the people requested and of the person who calls, it can propose the recording of a message in case of filtering or absence of the person requested. The voice of T.V PHONE is a female or male recorded human voice, but it can be also a voice of synthesis (female or male). It works with multi channel, analogical charts telephone (4 ways) or numerical (30 ways), animated by the FiatVox software.

In its current state, T.V PHONE runs under Windows NT4 with vocal phone Dialogic QX 2000 charts.

In summary, T.V PHONE was designed for :
1. relieving the personnel of the switchboard at the peak hours
2. dealing with the calls outside business hours or at the time of the temporary absences of receptionists
3. treating the calls in foreign languages
4. automatically dispatching certain calls towards the mobiles or the help desk.

2.4. Following products

Maieutic, and the intelligence which it gives to the computer, makes it possible to offer radically new services; such services, incomparably powerful, can only be operational through the Conversational. These services have been previously studied by Tree. Logic's founders, and have led to the development of interesting prototypes (see the conversational examples on Arcane's website: http://www.arcane-fr.com). Market research shall define the possibilities of these new services, and select the priorities for development. Here are a few examples of the new services, which shall progressively be added on the Tiara spine :

4.1. *Intelligent Search Engine for the web*
Tree Logic Ltd is better adapted than its competitors to conceive an intelligent search engine for the web. Tiara is already an intelligent search engine, but designed for the contents of a hard disk (several gigabytes nevertheless!) and for the functions of the computer. Its vocal aptitudes and its intelligence can be used later for surfing on Internet without effort. The "Conversational Web", concept developed by the founders and already bought by big French companies, is an embryo of this product. With our technology, the web can become intelligent and vocal.

2.4.2. *Help Desk*
In the same way, Tiara is already an adapted software for the help desk, but designed for the use of a PC. Maieutic has already several help desk customers, in networks, on Intranet, on Internet and in telephony. It is necessary to redesign and improve this offer with the input of Tiara and T.V Phone.

2.4.3. *Logical tester of ideas*
Here is an extraordinary service that only Tiara can offer today, thanks to its human capacity of reasoning: to help somebody to define new concepts or new systems, and, by testing their logic, to see what that gives. An example of this type, " boiler simulation ", is on the Arcane site.

2.4.4. *Predictive diagnosis of breakdown, assistance to the design of systems (Amdec method)*
The capacity of reasoning of Tiara makes it possible to automatically generate a Conversational of breakdown diagnosis, and a description of the propagation of failures, starting from a plan of the machine to be repaired; this thanks to another invention of JP of Lespinay: the "Logic of Flows". Software automating this logic was sold to several great groups. If Tiara is connected to sensors, it will be able to predict the breakdowns.

2.4.5. *Other projects to introduce later into Tiara*
Maieutic and Conversational were also used in the following fields (see the site Arcane http://www.arcane-fr.com): Medical diagnosis, Cost Estimate, Planning-Scheduling-Planning, Formation Assistance, Psychological Analysis, Evaluation of risks and scoring, intelligent complex, Drawing up (contracts, proposals, reports/ratios, letters, emails, etc), Supervision of workshops and factories, House automation, etc.

2.4.6. *Conversational and vocal services*
Thanks to Tiara, Tree Logic Ltd has a recognized competence in the design of conversational and vocal software. It will obtain orders for the development of this kind of products, therefore introducing into Tiara or T.V Phone the knowledge of its customers. T.V Phone was born like that.

Tree Logic Ltd will offer its technology to the public (using its proprietary software called "T.Rex"), in order to enable him to develop Conversational applications, vocal or not. These tools, however, will be available only while being connected on the Tree Logic Ltd web site,

for obvious reasons of protection of technology. T.Rex is very easy to use and very easy to improve. Former versions are used by customers, who are "normal" users, i.e. who are not computer specialists.

2.5. The image of Tree Logic Ltd

To summarize the definition of the Tree Logic Ltd offer, the computers and the machines driven by Tiara and its by-products will progressively gain the image of obliging, friendly and expert robots, image which will attractively flash back on that of Tree Logic Ltd... and on its profits. This project requires a solid structure, with a team composed of engineers specialists in micro processing, of challenge-driven salespersons, but also of non-specialists of data processing, attentive to others and communicative, to produce a computer with their image…

3. MARKETING STRATEGY

The target of Tiara is the general public. That of T.V Phone are the companies, SME as well as large groups.

3.1. Tiara
Tiara being designed to equip thePersonal Computers, its will be marketed through two channels: the indirect one and the direct one.

3.1.2.   The indirect marketing channel is:
- PC manufacturers, which can equip their PC with Tiara, or propose it in a CD-Rom in bundle (accompanying the PC)
- the mass distribution (supermarkets, specialized or not)
- the data-processing integrators (which market systems hardware and software, like the house automation for example)

The contacts with the french manufacturers of PCs (Packard Bell-NEC and Mansoft particularly) are well advanced. Packard Bell, Mansoft and Cibox produce their own PCs and have their Direction in France. Tiara was already proposed to Packard Bell-NEC (in Angers) and to Mansoft (Paris area), which are very receptive. PB-NEC, a company with mainly Japanese capital is the n°1 PC manufacturer for family use; they plan to sell 2,7 million PCs in Europe and the Far East in the year 2000. This manufacturer wants Tiara translated into 10 languages (FR U.K. GE SP IT NL SW NO DA and Japanese), which is not a problem. PB-NEC is accustomed to paying the softwares with which it equips its PC between 1 and 3 $ apiece, that is to say a minimum turnover of 1 M$ for 1 million PC. However, these prices are those of the games and Tiara is almost of the same importance as Windows to induce the sale of a PC (Windows is bought approximately 70 $/PC by the manufacturers!). Tree Logic Ltd has room for negotiation.

Mansoft, a fast growing French manufacturer of PCs, foresees to sell 400 000 PC in year 2000. Before having seen the product, they agreed in principle to pay Tiara 5$/PC for 100 000 PC. That is to say a turnover of of 1/2 M$ for 100 000 PC. Their speciality is the low price PC, but it is a very competitive market. This is why they need a value-added service, like Tiara, to individualize their PCs. Those prices give an idea of the budgets accepted by the manufacturers to sell their machines. Except those two manufacturers, contacts will be made with the others as soon as Tiara is finished: Zenith, IBM, Compaq, Dell, Cibox, SNI, Unika, Gateway, Alphamedia, Fujitsu, etc.

Tiara will then be proposed to the assemblers, to the retailers (great distribution and chains of hi-tech shops), to the integrators (handheld appliances and household devices i.e. house automation).

The contacts with the great distribution are less advanced because it is useless to prospect them as long as the product is not finished. But we feel from them a very constant interest.

3.1.3.   The direct marketing channel :
This means direct sale to the public. The sales will be made from the Tree Logic Ltd web site. Tiara is indeed compact enough to be downloaded quickly by Internet. Its selling price will be approximately 35 $. This media offers a very important financial interest because the product is paid before delivering. The promotion will be easy and free: the media will be happy to present an intelligent computer, which speaks like a human being (Maieutic already has more

than 300 free papers published!). We can expect thousands of orders of impulse, if only to see the new product, before even realizing its real interest. Promotion will thereafter have to be ensured byclassic advertising.

3.2. T.V Phone

The target of T.V Phone is SME and large companies. It is a market well identified, canvassed by a whole of companies, operators, specialists in phone marketing, integrators, proposing call centres, help desk, etc. Tree Logic Ltd will use these professional intermediaries to sell T.V Phone. The potential market is very important and in full progression. In France, there are 400 000 companies of + 10 people therefore having a switchboard. 30 to 40 % will have a customer service by telephone in the next few years (Gartner source), that is to say 120 000 companies minimum. The price of T.V Phone will be around 5 000 F, (retailer). If Tree Logic Ltd installs T.V Phone in 1 % only of these 120 000 companies, that makes an annual turnover of almost 1M$ with this sole product, in France.

Customizable versions of T.V Phone, very conversational, will then be proposed by Tree Logic Ltd for the help desk and call centres. It will then be necessary to develop a vocal T.REX (a software proprietary to Tree Logic Ltd) and make it available to the distributors, but only on-line on the web-site of Tree Logic Ltd (in order to protect our technology). They will have no copy of T.REX and will only be able to recover the result of their own work (as always, in order to protect our technology against copies). This service will probably be invoiced like a leasing. There are already 15 000 "green numbers" in France (9 million "800" numbers in the US) and the progression is very fast. Each one of them will one day need a T.V Phone, saving the costs of personnel and able to solve the complex problems posed by the callers.

4. PROTECTION OF TIARA TECHNOLOGY

It is very difficult to effectively protect a software, which involves a copyright badly controlled in France as in many other countries. JP de Lespinay however made important efforts in the past 12 years to reduce the risks of copy of his concept:

1. Since January 1999, all the concepts developed by JP de Lespinay are protected by an original method created by the USD-System Company in Canada: the writing of a biography of JP de Lespinay showing how, step by step, he was brought to imagine Maieutic and all the products which rose from it. It is the only way to protect a concept, non patentable: it is included in the book copyright, which is recognized and protected almost everywhere on the planet. This book being published, any person who would copy our concept, whether or not to develop a software with it, could be sued for plagiarism.

2. The sources of all the software of Arcane are deposited each year since 1992 in an specialized lawyer's office in Nantes, Maître Kerbriand.

3. The choice of the name of Tree Logic Ltd, which expresses the concept of "logic by the decision trees", will quickly become a known label. That should dissuade other companies to try to offer the same concept to their customers as if it were theirs. Moreover, the logo of Tree Logic Ltd is an umbrella pine, beautiful tree in the shape of a " T " whose branches are visible. As much as possible, the names of the Tree Logic Ltd products will start with " T ", once again to remember that its technology rests on the Tree.

4. Tree-Logic.com and Conversationnel.com are registered on the world web at Internic.

5. R&D PLANNING

5.1. Year 1

Development of Tiara is currently carried out by JP de Lespinay and Lionel Barbotteau, a team welded during 14 years which never stopped working together in software R&D. As soon as the financing of Tree Logic Ltd allows it, additional developers will be hired:
- Fabien Petri (former manager of the software team of Packard Bell) to carry out quality procedures, research on new techniques and certain developments in the Windows environment,
- a systems engineer (Windows) for the fine piloting of Windows by Tiara,
- then two developers C++. They will have to be at ease with web technologies (for the installation of the intranet and the commercial Tree Logic Ltd web site).

Lionel Barbotteau will control the developments for their Maïeutic part, in which he is the specialist. The traditional quality part and developments will be controlled by Fabien Petri. Maïeuticians will be hired and trained for the realization of the various conversationals intended for Tiara and for T.V Phone.

JP de Lespinay will train Maïeuticians, will supervise the good progression of the developments, will test the achievements, will take part in the developments of conversationals requiring humour and personality, will define the contents of the Tree Logic Ltd web site. He will take care of a good internal communication, among other things by organizing weekly meetings gathering the whole of the initial Tree Logic Ltd team. These morning meetings will be followed with reports transmitted to all, describing the state of the tasks and specifying those that remain to be carried out. This organization has the great merit to facilitate the internal communication and the discovery of new ideas, to detect the best collaborators in order to promote them, to unite closely the starting team. JP de Lespinay will also seek expert partners for the design of the future versions of Tiara.

5.2. Year 2

During the 2nd year, Tree Logic Ltd will continue to improve Tiara and T.V Phone, and will add new expertises into them. The new products which will come out(intelligent search engine, tester of ideas, diagnosis of breakdown for example) will always be installed on a Tiara basis, therefore on a solid basis.

6. COMPETITION

There is a lot of competition on the vocal technology, but there is not yet competition on the conversational. No company seems to want to offer dialoguing software or interfaces, for the reason already mentioned of the apparent great complexity of development and maintenance. The reactions in France of Packard Bell NEC, Mansoft, Micromanie (national distributor of PC) show it. In the vocal technology, this competition is growing in the world (Microsoft, Netscape, " Vocal Valley " in Belgium around L&H, …). However, nobody, even Microsoft which has the same vocal technology as Tree Logic Ltd, does not seem to have started building a vocal interface resembling to Tiara. Microsoft expects only vocal commands of Windows, intended for customers accustomed to this system, and not for beginners.

Tree Logic Ltd has several years of advance on the competitors. With Maieutic and the already developed derived tools, Tree Logic Ltd is approximately 2 years ahead:
- it will take one year for Tiara to start to be known, and to convince the competitors that its technology is good
- it will take one more year for limited imitations of Tiara to come out, and for serious competitor teams to be trained and seek to imitate the performances of Maieutic (protected in various ways). Without this technology, they will also be unable to generate frequent updates. During that time, Tree Logic Ltd will have acquired an unique experience. It will be able to decide the prices it wants to offer. It will already work on other market opportunities with new products.

Whatever happens, the existence of competitors will not embarrass Tree Logic Ltd. On the contrary, it will reinforce its position, because it will have been the first on the market, it will be the company which invented the concept. Competitors will be a recognition of its merits. Moreover, the existence of a competition has good sides: it facilitates the penetration of the new markets and it is stimulative.

7. CV OF THE STARTING TEAM

1 - Jean-Philippe de Lespinay

· 52 years old, married, 4 children
· adresses: 21 rue Gaston Turpin 44000 NANTES
· Diploma of the High Business School of Marseille (ESCAEM 1971)
· Diploma of Sales engineer in Data processing obtained at Honeywell-Bull (1973)

Career
· 1973-74,Sales engineer at Honeywell-Bull · 1975 Sales engineer in Cisi
· 1975-78, Sales engineer at Sysmo (sale of microcomputers with APL language)
· 1979-81, Sales engineer then Regional West France Manager at Inforex
(minicomputers and others materials)
· From 1982 to 1985, Sales manager of the software firm CRIL (Paris), 80 people at the time, the majority being engineers, specialist in the technical and industrial applications and R&D. In this company he discovers the interest of Artificial Intelligence.

Other activities
· Founder and President of the "Association des Cadres Bretons" of Nantes, economical association (40 managers) from 1981 to 1990
· Secretary of the Club of Business Creators of Nantes (a hundred members) from 1990 to 1992
· President and founder of the AFIM Nantes, maintenance association, whose head office is in Paris (about twenty members in Nantes), from 1992 to 1995.

2. Lionel Barbotteau

· 39 years old, married, 3 children
· Diploma of Computer Engineer in Insa of Rennes with option Artificial Intelligence (1984)
· Engineer at Thomson Nantes (Telephony) in 1985
· Engaged as Cognitician Engineer at ARCANE since 1986, Technical Manager of ARCANE since 1989
· Starting from the ideas of JP of Lespinay, he developed or supervised the development of the totality of the software of ARCANE, initially under DOS, then under Windows 3.1, Windows 95 (16 bits) and Windows NT (32 bits), finally in html on the web. Recently he developed the on line applications of this software.

3. Fabien Petri

. 27 years old, married, 1 Child
· Competences : Operating systems Windows 95/98, Windows NT, Windows 3.11. Material environment and PC software. Environment networks under server NT 4.0. Programming Pascal, Delphi under Windows 95/98. Internet: Design of HTML pages (use of JavaScripts, Applets and scripts CGI).
· Experience : Since August 1995, at Packard Bell in Angers: " Software Engineering TEAM manager ". Since 1997: manager of a team of 8 TDCI and 4 contractuals. Organization of the software implementation of all the Packard Bell Europe range under Windows 95/98.
Participation in the management of a network under NT 4.0.
At the end of 1996: Project leader: Organization of planning, coordination with marketing, follow-up of the production.

At the beginning of 1996: in charge of the test of the software intended for the customers, direction of a team of 6 technicians. Tests on multiple platforms PC, development of tests procedures and discussions with the editors for the respect of the conditions schedule.

From September 94 to August 95, Commissariat with Atomic Energy (C.E.A.) from Aquitaine. Study and simulation of accelerating cells with induction. Realization of a bench of magnetic tests of ferrite characteristics.

· Fluent English (TOEIC: 880).
Germans read, written and spoken (frontier).

· Formation 1989-1994: National institute of Applied Sciences (INSA) of Lyon, Electric Department of Engineering.

8. REFERENCES DEVELOPING TIARA PROJECT (parts in appendix)

8.1. Testimonies in favour of Maieutic

8.1.1. *Laurent Chrétien Marquet*
· 30/06/97 - Contract suggested to JP de Lespinay by Laurent Chrétien Marquet Manager of the company Genapl (which was placed on the Stock market) who was charged by Jean Salwa, Manager of the CIIB and French Love Money associations, to appraise Maieutic. In this contract, Laurent Christian-Marquet evaluates this technology with " at least 20 MF "

8.1.2. *Leonardo Finances* (Investors)
· 17/10/97 - Peter Bieliczky gives its good opinion on a business plane of JP de Lespinay which envisaged only the marketing of Maieutic.

8.2. Testimonys in favour of the Tiara product

8.2.1. *Ark Interfaces* (Supplier of the interface Navigator of Packard Bell
· 15/04/97: E-mail of Alex Baranyi, Manager of Ark Interfaces

8.2.2. *Packard-Bell NEC* (PC Manufacturer)
· 28/04/99 - 1st e-mail of Eric Bassat (buyer of the PBNEC software's)
· 29/04/99 - 2nd e-mail of Eric Bassat
· 17/08/99 - e-mail of congratulations of Fabien Petri (technical Manager of PBNEC) to Lionel Barbotteau (Tree Logic Ltd) in connection with the Tiara demonstration who took place one day before at Packard Bell
· 17/08/99 - Tree Logic Ltd Mail and certificate of loan of the Tiara software accepted and signed by PBNEC.

8.2.3. *YBREO* (Investor)
· 9/07/99 - E-mail of JJ Lavigne in which he requests the authorization to propose 15 % of the capital of Tree Logic Ltd in exchange of a contribution of 10 MF
· 3/09/99 - E-mail of JJ Lavigne showing his good opinion on Tree Logic Ltd. · 23/02/2000 - E-mail: " If I were 12 months older, I would invest surely 2 MF in Tree Logic Ltd ".

8.2.4. *L&H* (World specialist of the vocal technology)
. 23/12/99 - Letter of Tom Asselberghs, sales Manager after a demonstration of Tiara, telling what he thinks about this product, considering a partnership and proposing a meeting with the L&H venture capital specialists of artificial intelligence and vocal.

8.2.5. *Olivier Cane* (vocal technology specialist and investor)
. 29/02/2000 - E-mail of Olivier Cane, which writes to us, after having received our CD-Rom containing an intermediate version of Tiara: " Tiara works perfectly "

8.3. Maïeutic customers

8.3.1. Companies

ACB-CERSA
AEROSPATIALE (Toulouse)
AFOREST EMOM (dépt 54)
AFORP-OISE
AGENCE NATIONALE POUR LA
CREATION D'ENTREPRISES
AGF.SI
AGS (Groupe IMETAL)
ALFATEC
ARCANE
AR&DI
BANQUE DE BRETAGNE
BISCUITERIE NANTAISE
BURTON (60)
CABINET EVENO
CEGOS (92)
CESI (91)
CITROEN - Rennes
CFPH - Lille
CONSEIL REGIONAL DES PAYS DE
LA LOIRE
CETIM
DGA-MMP (MIN. DE LA DEFENSE)
DSTI (MIN. DE LA DEFENSE)
DCN - Indret (MIN. DE LA DEFENSE)
DCN - Lorient (MIN. DE LA DEFENSE)
ELF - Donges
ELIS
ENIM - Metz
M. d'ENTREMONT
Editions WEKA (75)

ESSWEIN (Groupe THOMSON)
GEC ALSTHOM - ACB CERSA
GENERALE DE MAINTENANCE
GSI-ERLI
IUT d'Epinal (dépt 88)
LUCAS DIESEL
Lycée Professionnel de Narbonne
Lycée F. Renaudeau de Cholet
Lycée Polyvalent (01
Lycée Technique (16)
Lycée des Catala (Montélimard)
MERLIN GERIN (Gr. SCHNEIDER)
MINISTERE DES AFFAIRES
SOCIALES
MINISTERE EDUCATION
NATIONALE
MILOS
NWT
PROGI OUEST
PSA-DMEI
SGS THOMSON
MICROELECTRONICS - Grenoble
SKF (Tours)
SORATECH
SOVAC
SPIE TRINDEL
SITI
SAUNIER DUVAL
SCIENCE ET VIE (75)
UNIVERSITE NANCY II
UPKE

8.3.2. Conversationals and services already carried out with Maieutic

8.3.2.1. Management

Bank - Insurances
· Sofware for banking advice in financial placements (Bank of Bretagne)
· Banking Intranet help desk (Credit Mutuel CMLACO)
· Intelligent scoring (Sovac)
· Help desk: diagnosis of data-processing problems (hardware and software) and telecom for the after-sale call centre (AGF-SI)

National Education
· Assistance to the choice of careers and corresponding formations in higher education (software ALOES of the Nancy 2 University)
· Formations about logic, extraction of expertises, breakdown diagnosis and writing of softwares of decision help (National Education for the Colleges of France, AFORP-Oise, AFOREST-EMOM, IUT Epinal, …)
· Tool of assistance to the diagnosis of breakdown and simulation of breakdowns (software MIAO for the BTS Maintenance Engineers)
· Tool for the development of software of assistance to the optimisation of planning (ENIM, school of engineers de Metz)

Other fields
· Expert system of analysis of the candidate to the creation of company, with detection of the needs for training and drafting for a report/ratio (APCE)
· Assistance with the orientation for soldiers towards civil careers (MMP, Ministry for Defence)
· Analysis for the export capacity oh the managers (Country of the Pays de Loire)
· Assistance with the development of new decrees of laws accounting for logic for the existing laws (Ministry for the Social Affairs)
· Web conversational software for custom assistance (Custom Ministry)
· Pay of the staff(Arcane)
· User guide on line of an expert system generator (GSI-Tecsi)
· Assistance with the estimate in printing works.

8.3.2.2. Industrial

· Assistance with the dignostic of breakdown of inverters with acquisition by electronic chart (Merlin-Gérin, Schneider Group)
· Preventive and curative Maintenance of machines in microprocessors manufacturing (SGS Thomson Microelectronics)
· Design of a tool for generation of software of test and diagnosis of breakdown for electronic charts (ACB-Cersa, Alsthom Group, for the National Navy)
· Diagnosis of breakdown of a military vehicle (DSTI, Ministry for Defence)
· Control and supervision of treatment of the polluted water in an oil refinery (ELF-Donges)
· Assistance with the diagnosis of breakdown of industrial compressors (Burton and CETIM)
· Diagnosis of breakdown of machines (Ministry for Defence)
· Preventive and curative Maintenance of large compressors (Diesel Lucas)
· Diagnosis of safety procedures in workshop (Citroen)
· Logical Simulation of systems (Arcane)

8.3.2.3. Articles, animation of formations, communications and conferences

· Article of 16 pages on the Artificial Intelligence (Science and Life)
· One chapter on the audit of company by the Logic of Flows (Weka Editions)
· Formation with the diagnosis of breakdown (CESI, CEGOS)
. Communications and conferences at big french exhibitions (Maintenance-Maintenique, Service Client, Euroforum, See, etc.)

9. FINANCING (FOLLOWING PAGES)

ACCOUNTING 2005

IN THOUSAND USD	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
DIRECT SALES TARIF OF TIARA	0,03	0,03	0,03	0,03	0,03	0,03	0,03	0,03	0,03	0,03	0,03	0,03	
NB SALES TIARA							100	100	400	400	600	1000	2600
T.V PHONE TARIF	0,9	0,9	0,9	0,9	0,9	0,9	0,9	0,9	0,9	0,9	0,9	0,9	
NB SALES T.V PHONE									5	10	25	40	80
T.REX & T.V	1	12	12	12	12	12	12						71
TIARA DIRECT SALES							3	3	10	10	15	26	66
PB NEC SALES											250		250
MANSOFT SALES											70	70	140
T.V PHONE SALES									5	9	23	36	72
OTHER VOCAL DEVELOPMENTS									0	1	34	11	46
TOTAL PAYMENTS		12	12	12	12	12	14	3	15	19	358	132	598
MARKETING									17				17
DOCS, CDROM, TRADUCTIONS	2					2		2		2	2	2	12
PRESS RELATIONS							2		2	2	2	2	10
EXHIBITIONS									5	17			22
MAILINGS													
PUBLICITY										50	50	50	150
WEB SITE	5								10				15
MARKETING EXPENSES	7					2	2	2	34	71	54	54	226
JP de LESPINAY	4	4	4	4	4	4	6	6	6	6	6	6	60
Lionel BARBOTTEAU	3	3	3	3	3	3	5	5	5	5	5	5	48
Fabien PETRI							5	5	5	5	5	5	30
COMMERCIAL EXPORT									6	6	6	6	24
SECRETARIAT and ACCOUNTANCY									2	2	2	2	8
SALE ASSISTANT									2	2	2	2	8
SYSTEME ENGINEER								4	4	4	4	4	20
NB PROGRAMMERS							1	1	2	2	2	2	
NB MAÏEUTICIANS							1	1	2	2	2	2	
NB GRAPHISTS							1	1	1	1	1	1	
Nb HOT LINE TECHNICIANS							1	1	2	2	2	2	
NB SALESMEN									2	2	2	2	
NB CONTRIBUTORS	2	2	2	2	2	2	7	8	16	16	16	16	
TOTAL SALARY + CHARGES	10	10	10	10	10	10	37	37	73	73	73	73	426
TELECOM + EDF		2		4		4		4		4		4	22
RENT	3	3	3	3	3	3	3	3	3	3	3	3	36
TRAVEL EXPENSES	1	1	1	2	2	2	2		2	4	4	4	25
AUDITOR							2	2	2	2	2	2	14
JURISTS (USD, L&H)							3		4		4	4	15
ROYALTIES L&H AND ELAN (5 %)								0	0	1	1	18	20
ROYALTIES ARCANE (10% INCOME)												59	59
OTHERS EXPENSES	1	1	1	1	1	1	1	1	1	1	1	1	12
OVERHEADS	5	7	5	10	6	15	8	14	8	19	11	95	203
PC + PERIPH + SOFTS (1,7USD/pers)	4						9	2	14				28
PURCHASE 5 MAÏEUTICA							50						50
DESIGN (TIARA)						9	18	18					45
INTRANET		1	1	1	1	1	1	1	1	1	1	1	11
SWITCHBOARD									2				2
FURNITURE (1,66USD/pers)	60	40					50	10	80				240
EQUIPMENT EXPENSES	64	41	1	1	1	10	128	31	96	1	1	1	375
FINANCIALS EXPENSES									1				1
TOTAL EXPENSES	86	58	16	21	17	37	174	84	213	164	139	223	1231
MONTH BALANCE	-86	-46	-4	-9	-5	-25	-160	-81	-198	-145	219	-91	
INVESTORS	830												830
ACCOUNTING BALANCE	744	698	694	684	679	654	493	412	214	70	288	197	

PROFIT YEARS 1,2 ET 3

In thousand USD	Year 1	Year 2	Year 3	TOTAL
T.REX-T.V France TURNOVER	71			71
TIARA TURNOVER	546	7500	11250	19296
T.V PHONE TURNOVER	82	500	750	1332
OTHERS VOCAL TURNOVER	51	102	154	307
TOTAL TURNOVER	699	8000	12000	20699
MARKETING EXPENSES	226	904	1356	2486
SALARY EXPENSES	426	1491	2556	4473
OVERHEADS	152	606	909	1667
EQUIPMENT EXPENSES	23	30	43	96
REDEMPTION	233	932	1398	2563
FINANCIAL EXPENSES	1			1
TOTAL EXPENSES	1061	3963	6262	11286
GROSS PROFIT	**-361**	**4037**	**5738**	**9413**
NET PROFIT	**-361**	**2180**	**3098**	**4917**
NUMBER CONTRIBUTORS	16	21	30	
Turnover Progression year 3/year 2			1,5	