

Overview

Founded in 2004, Cogniscape® develops and markets software that combines advanced querying and data management with groundbreaking visualization capabilities to answer complex business questions. The Company's patent-pending flagship product, CogniViz®, addresses one of the largest unmet needs in corporate information management by enabling the analysis of complex, relationship-centric data that both Business Intelligence and Knowledge Management fail to address.

Market

Cogniscape is initially targeting the estimated \$1.5 billion Business Process Management (BPM) and Enterprise Architecture (EA) markets. CogniViz addresses a functionality gap shared by many of the leading tools in this space, which, because of the particular complexities of their data structures, struggle to provide adequate, responsive analysis and reporting capabilities.

The Company is actively establishing relationships with the leading vendors in these markets and has announced three new reseller agreements in the last six months. Leading analysts predict that the BPM market will grow to roughly \$5.5 billion by 2011, Cogniscape sees improved data access as critical to this growth, placing the Company in a strong position in this market.

Product

CogniViz is a querying and visualization platform that provides the first complete solution for querying, reporting, and visualizing complex, relationship-centric knowledge bases. Unlike existing Business Intelligence or Knowledge Management solutions, CogniViz manages and analyzes *non-numerical* data across *multiple hierarchical dimensions*, combining analytical power with ease of use to provide true speed to information for large organizations.

Visualization

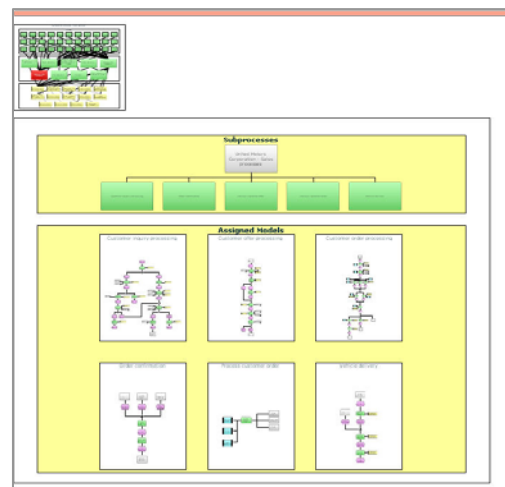
CogniViz renders information into a broad range of formats from complex interactive graphics down to simple tabular reports, matrices, or charts. This range of output options lets CogniViz cover a broad range of customer uses, from simple data inventory reports to full-featured impact analyses.

Querying

The core of CogniViz is the patent-pending Tree and Tunnel Query™ interface (TTQ). TTQ is a first-in-class graphical query writer that allows users to quickly and intuitively create complex, multi-dimensional queries.

Data Management

CogniViz runs on standard Relational Database Management Systems (RDBMS). Its open metadata model not only allows it to be configured for a variety of input sources, but allows customers to integrate data from multiple source systems such as CMDB's, SOA Management, and Program Management applications into CogniViz for end-to-end information visibility.



Visualization produced in CogniViz.

Management Team

David T. Hurst, Founder and CEO – Mr. Hurst has 15 years of experience as an information technology consultant delivering a wide range of technology-related engagements to large clients including Siemens, Johnson & Johnson, ACE Insurance, and Rhone-Poulenc Rorer. In this capacity, Mr. Hurst designed, developed and implemented a range of custom software tools for managing Enterprise Architecture and Business Process models and data.

David G. Anderer, Vice President of Product Development – Mr. Anderer is a seasoned software architect, technology manager and team leader with 28 years of experience in software development, product commercialization, and technical support management. Prior to joining Cogniscape, he founded and managed Blue Chip Computing, a software development firm that specialized in designing and implementing object-oriented software solutions for Fortune 1000 clients.

Jeffrey B. Sandler, Vice President of Business Development – Mr. Sandler has over 25 years of marketing and sales experience with an emphasis on market development of early stage technology products. Mr. Sandler has held sales management positions at CIC, Teledata Solutions and Digital Systems, International where he had hands-on experience selling and marketing products to Fortune 2000 companies.

Capital Plan and Use of Funds

Cogniscape has privately raised \$1.7 million since it was founded in 2004. The company is seeking an additional \$1 million in funding in 2008 to be used for growth. The funds will primarily be used to recruit and hire the sales, development, and technical support resources required to deliver against the forecasted plan. In addition, the company will invest in expanding its market presence and visibility to drive sales into 2009 and beyond. Cogniscape projects that it will reach \$5 million in profitable revenue by 2010.

Growth Path and Exit Strategy

Cogniscape's goal is to allow its equity holders to liquidate their investments in the company within 3-6 years. The company believes that the most likely exit scenario will be through acquisition, though there are several paths this might take, from early acquisition in the BPM and EA markets to longer term, multi-market growth.

Interactive product demonstrations at: <http://demo.cogniscape.com>

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