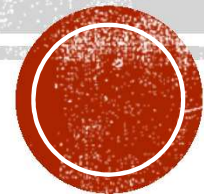


WELCOME

From Zero to One – The Origins





THE FUTURE
IS ALREADY HERE.
IT'S JUST NOT EVENLY
DISTRIBUTED YET.

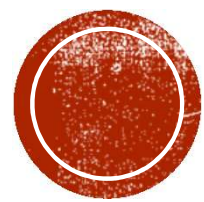
- William Gibson

CARPE DIEM

A moment of remembrance to how
far we have gone!

2017





ZERO TO ONE

2003 - 2008



HELLO FROM MOM

Habibi Samer,

... Dad told me about the Email you have sent & am very glad to hear your good news. Tony already told me yesterday that you have already rented an office, where??

I am very proud of you & very proud of your perseverance. ...

Samer please organize your basic payments properly & don't postpone any bills, no debts again please!!!

Pay the rent always on time & please pay the visa on time. ...

Take care of yourself & try to have some rest & try to socialise a little bit.

All the best of success & luck

Love you & miss you,

Mother

2004



It all Started with \$55K

PAYROLL

Average Yearly Salary
of \$22K

29,920 hours worked in year 1



Not one day off in first 15 months

WEEKEND

IT ALL BEGINS HERE

Full time employees

Our first official full time employee of eXplorance is Abu-Bakr officially added to payroll as of February 2, 2004. I was added to payroll in the same week. And now, Mr. Long is eXplorance's latest and greatest addition to the full timers' team. Hopefully, we will get the financing we need to pull everybody to the full time era :)

Office space

We secured office space on Guy/Maisonneuve where we will have our first official office. It is a great location, and a very good deal for us. The expected move in date shall be February 23. We will confirm after I sign the deal with them on Monday morning.

2004




FIRST OFFICE AND THE MOVING CHAIR



eXplorance™

Samer Saab, B.Eng., MBA
Product Manager
1819 Maisonneuve W., Suite 1505
Montreal, Quebec, Canada H3H 1K1
tel: (514) 836-7264
fax: (775) 719-0494
e-mail: ssaab@eXplorance.com



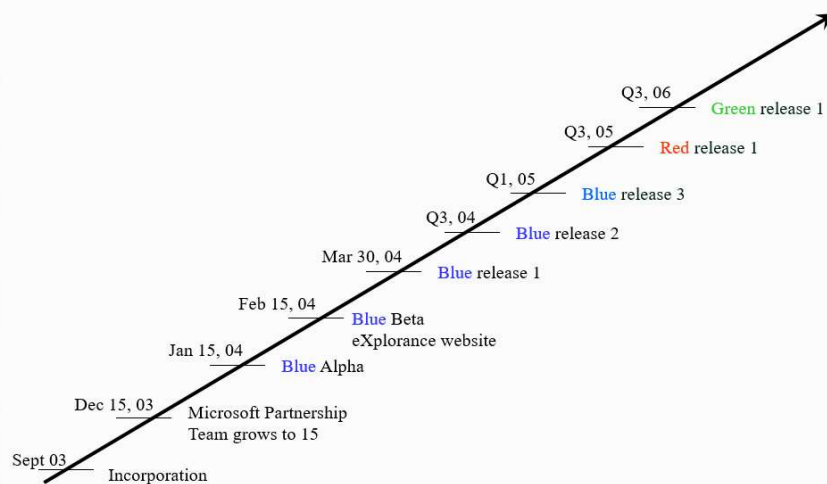
eXplorance™

Samer Saab, CEO
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Montreal, Quebec, Canada H3H 2P3
e-mail: ssaab@eXplorance.com
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fax: (514) 938-5277



FIRST TIMELINE AND ROADMAP

Company Timeline



About Blue



- Blue is an easy-to-use, automated survey software system that can be used by Human Resources, departments or employees to gather customer and employee satisfaction
- Blue allows executives to visualize the satisfaction levels of a corporation's key drivers: its human assets and customers



BLUE BLUEPRINTS ☺

The Surveyor Surveys Module

Current page displayed in Red; background always grey; and steps that are passed become black hyperlinks.

Every hyperlink which is clicked in this, except for the "Save" button, "Continue" button and "Step links" shall prompt the user for the "Quit" option; if selected, the "Save" options of the Quit function are activated.

Title required to save or continue. Once page saved (or to continue); Title cannot be altered until survey deleted.

Allow multiple selection

If not authenticated, then switch "User" uniqueness to "IP".

With Quit; always prompt if survey needs to be purged or saved for future use. Upon Quit, link back to Surveys Welcome page.

With Save, survey information is saved. No other links are activated.

When Continue is clicked; the operation will always Save and Continue.

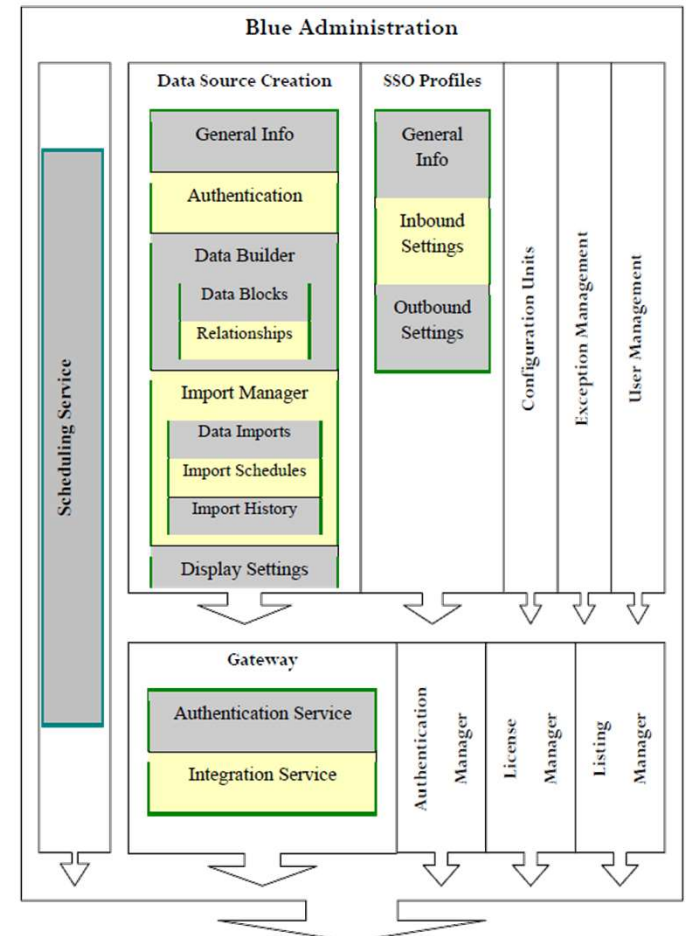


FIGURE 2: BLUE ADMINISTRATION WEB ENGINE

FIRST WEBSITE



eXplorance introduces

B L U E X 

Now, software that can motivate your employees, and make your customers happy. See Blue in action. Learn about eXplorance Blue for surveying and communication. [Find out more](#) 

Latest News

- ▶ Salon Lofts selects Blue to enhance tenant loyalty
- ▶ eXplorance introduces Blue
- ▶ eXplorance partners with Business Objects to allow visualization of vital satisfaction scorecards and pre-emptive intelligence
- ▶ eXplorance partners with Microsoft within the "empower program for ISVs"

[more news](#) 

eXplorance™ Inc. develops enterprise-class web-based software that enables enterprises, government and educational institutions, to achieve a competitive advantage through effective feedback collection mechanisms providing critical organizational intelligence; flexible departmental processes, as well as cutting edge communication.



THE JOYS OF FINANCING.



Upon review of your business plan and financials; my investors and myself are able to offer to you; for your acceptance; **the following investment offer**; set forth as follows.

Between:

-Explorance Inc., referred herein as ("Company")

- [REDACTED] and his assigns, referred to herein as ("Investor(s)").

Where as:

-The "Company" is in need of finance and has approached the "Investor(s)" requesting the "Investor(s)" to invest in the company; and on the terms and subject to the conditions set forth herein, Investor(s) desire to invest in the Company;

- And the "Company" is willing to accommodate the "investor(s)" **by selling to the "Investor(s)" a convertible debenture** (the "Debenture") **for an aggregate purchase price of \$400,000.00.** [four hundred thousand dollars} Referred to as "The Investment".



SO WE BOOTSTRAPPED!

No.	Cost in CDN \$	Cost in US \$	Dates
Amount Due for Release 1	2000		End of February
Cost of Samad	1500-1800		End of February
Documentation Cost	500		March
Website Demo Costs (Robo Demeo software)	400	300	N/A
Blue Launch Add	250		End of March
Imran	2000-2400		March 1st - May 1st
Miscellaneous	500-1000		For release 1
	7150-8350		



FIRST BLUE CUSTOMER



“I can’t think of any other company I would rate as highly as eXplorance. Their patience and responsiveness are unsurpassed.”



FIRST BLUE DEPLOYMENT



STOMPERS - NATIONAL SECURITY THREAT?



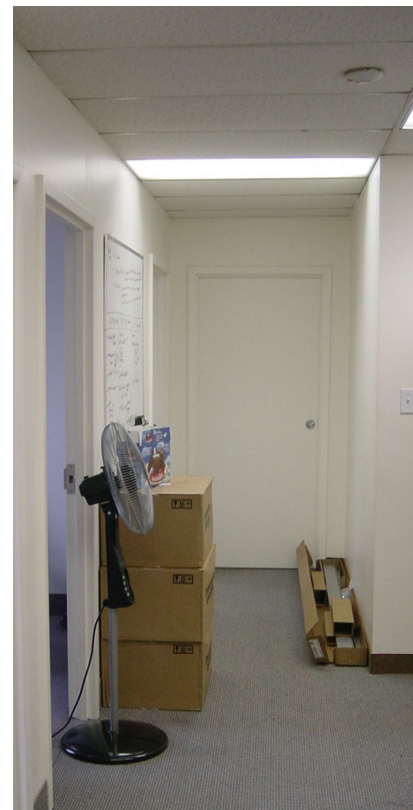
PREPARING FOR FIRST PROSPECT VISIT



2005



OUR FIRST SAAS EXPERIENCE



2005



FIRST LEADERSHIP CONFLICT





FIX AND FOCUS: ACADEMIA, HERE WE COME!



HOW BECKY, BOB AND I FIRST MET



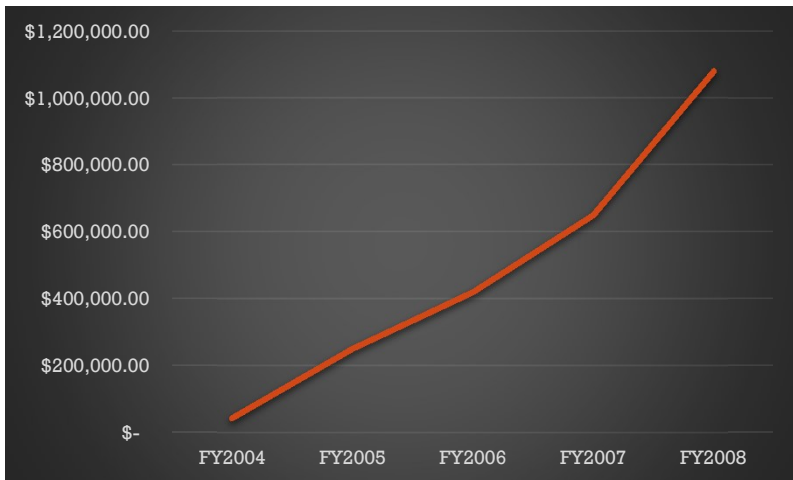
2007



PITCHING BLUE TO A SEA OF RED



KEY FINANCIAL MILESTONE





ZERO TO ONE EXPLORERS

- Long Hua
- David Yen
- ~~Wing Chun Cheng~~
- ~~Shih Wei Wang~~
- Zebrey Bedard
- Kai Yin
- Jianhai Lu
- Jeff Anderson
- Wenzhuo Zhang
- Samer Jaffar

2003 - 2008





ZERO TO ONE HEROES

- Babson College – 2006
- College Lionel Groulx – 2006
- RMIT University - 2007
- Ursinus College - 2007
- LAU – 2007
- University of Louisville – 2007
- University of Pennsylvania – 2008

2003 - 2008





I see myself as a huge fiery comet, a shooting star. Everyone stops, points up and gasps "Oh look at that!" Then - whoosh, and I'm gone... and they'll never see anything like it ever again... and they won't be able to forget me - ever.

— *Jim Morrison* —

THANK YOU!

