

Share-Manage, Ltd.

Alumni Peer-2-Peer Updating

Description. In today's mobile society where people are regularly moving, changing jobs, phones, and e-mail addresses, keeping contact databases up to date is a major problem, costing many millions of dollars annually. Non-profit organizations such as alumni associations rely on their databases of graduates and donors to survive — they are the lifeblood that keeps these organizations running. With many thousands of graduates to keep track of, it is an expensive, time-consuming, and critical task.

Established in 2002, Share-Manage is developing Namigo, a software tool designed to update organizational and corporate contact databases. Initially targeted at alumni associations, Namigo will update alumni membership and donor databases. Currently, the use of third-party services to facilitate electronic updates of alumni association databases is not viable due to privacy and security concerns. The automatic, peer-to-peer updating offered by Namigo ensures privacy and security.

Namigo is based on the company's proprietary software platform Micro↻Server™ that allows applications installed in different computers to "talk" to each other in a completely automatic, secure, and private manner. Micro↻Server creates "live links" between sources of information and information consumers and permits applications installed at either end to share information directly - even when not simultaneously online.

Micro↻Server not only permits automatic updates but also ensures that all communication between the data owner and contacts is done directly, eliminating intermediaries and guaranteeing privacy.

Advantages. Alumni associations will benefit from Namigo as it offers security and privacy, a claim that cannot be made by the competition. Namigo allows alumni associations to —

- Approach alumni to update contact information without exposing personal details to website visitors
- Renew contact with lost alumni through an alumni networking mechanism
- Offer direct peer-2-peer contact between alumni, securely and privately without an intermediary

Moreover, Namigo relieves the alumni association of the overwhelming task and responsibility of managing the contact information. The result: critical membership and donor databases are always up to date for maintaining alumni relationships and managing fund-raising campaigns.

Market. In the United States there are more than 4,000 universities and 27,000 high schools.

Competition. In the area of contact database updating systems, the largest competitors are solutions from Plaxo and GoodContacts, both of which require exposure to a third-party server and are not specifically designed for the special needs of alumni associations.

Business Model. Share-Manage seeks a strategic partner for sales and marketing activities in the United States. The company intends to provide customized Namigo software packages to alumni associations through value-added distributors.

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■ KEY PERSONNEL

Neri Paglin, CEO

Founder and CEO of Gal-Ner Technologies Ltd. and co-founder of RonPal Ltd. Products developed by these companies are marketed under the name of world leaders such as Siemens and Bayer.

■ COMPANY STATUS

Ownership: Neri Paglin; Misgav-Karmiel Technology Incubator, Israel Technology Partners LLC; and Computing Direct (an Israeli public company)

Development: Micro↻Server platform completed.

Beta sites initiated, July 2004

■ INTELLECTUAL PROPERTY

Patents: U.S. patent 6,393,421 and Israeli patents covering core technology

■ CONTACT INFORMATION

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