



## **Executive Summary**

Xippee was founded in 2006 by three experts in the fields of software development and graphic design, who recognized the **commercial value** of a software system that could allow anyone to perform advanced search techniques on the Internet without any previous knowledge of these techniques. Of particular use to the casual Internet surfer and academic researchers, our innovative software has the potential to greatly simplify the way people search the Internet. In August 2007 our breakthrough product was ready for market. Originally a partnership, Xippee is currently in the process of incorporating to accommodate expansion and outside investment.

Xippee's new product is also called Xippee©, an innovative software system that redefines the process of searching the vast amounts of information available on the Internet. Xippee's© groundbreaking new approach to the problems faced when searching the Internet is **the next evolutionary step** in search technologies.

There are currently billions of pages of information available on the Internet with this number only increasing with time. For this reason, Internet users have been searching for an easier way to search for what they are looking for since the introduction of the first search engines. Unfortunately, advanced search techniques are somewhat beyond the skill level of the average user. **It took the introduction of Xippee© to truly utilize the potential of search engines with a very simple and easy to understand user interface.**

Xippee's software utilizes a breakthrough, Boolean logic construction technique for building a very specific search query without the need to understand any Boolean logic principles. This new process is specifically designed to address the problem of filtering through billions of pages of information to quickly arrive at the desired information. The result is a software system that can quickly and efficiently process the mind-boggling number of web pages available on the Internet today.

**What now may take a user hours to find, can be done by Xippee© in a matter of minutes.** Xippee© builds complex Boolean search queries for the user who only has to point and click.

Currently Xippee 2.0 is available for download and use on the Internet at [www.xippee.com](http://www.xippee.com) with a 60 second video demonstration. Xippee 2.0 has already received rave reviews from major software download sites. At [www.apple.com](http://www.apple.com) Xippee was rated a "Staff Pick", and at [www.download.com](http://www.download.com) Xippee has a perfect 5-star rating which places it number #1 out of over 700 other browser plug-ins. As a result of this Xippee has been downloaded several hundred thousand times in the last 4 months since its release which accounts for the very high volume of usage Xippee currently experiences which is several million uses per day worldwide. The US is greater than half of the current Xippee usage followed by Japan, Germany, Italy, and France in that order. One point to note is that this usage is entirely from unsolicited reviews and word-of-mouth. We expect a far more dramatic result in downloads and use when a serious marketing campaign is implemented. On average, the users of Xippee use it 25 times a day.

Xippee's mission is to be the leading supplier of novel search assisting technologies for users of the Internet world-wide.

There are many exciting plans for the future of Xippee's product line. As revolutionary as Xippee tools are today, their future potential is far greater. Under development is a next-generation leap in Xippee's© search technologies. These new search assisting features will be an integral part of the company's advanced product line, due out in the second quarter of 2008.