



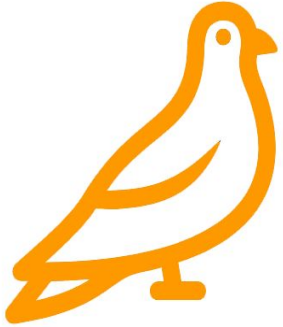
TAPP NETWORK CLIENT INTERFACE

Team Benjamin Franklin

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Jake Hymson, Kyle Sundheim



MAIL THEN VS. MAIL NOW



Pigeons



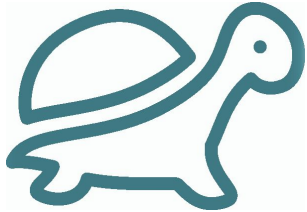
Pony Express



Internet

THE PROBLEM AT HAND

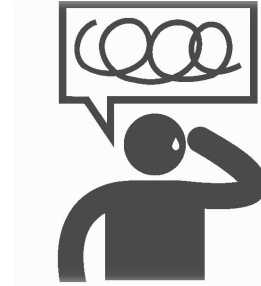
Slow Communication



MS Excel



Difficult to Manage

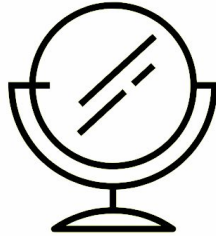


DISCOVERED NEEDS

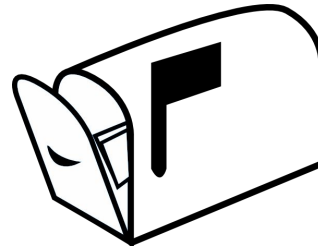
Simple



Attractive



Familiar

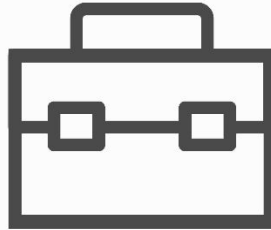


THREE TIER LEVELS OF CLIENTS

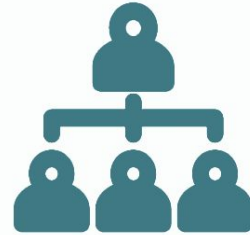
Tier 1:
Small Business



Tier 2:
Medium Business



Tier 3:
Large Business





Key Users



Sally Jeans

Fashion Designer

“My mission is to clothe the world in style. I never imagined all the paperwork involved. It’s slowing me down!”



Tier 1 Customer

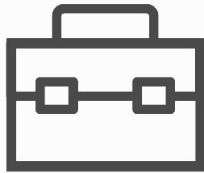




Lizzy Giovanni

C.O.O of Sunset

“The pile of office mail grows with each passing day. My priority is emails. I can’t keep up!”



Tier 2 Customer





Jerry Johnson

**International Business Consultant at
Toyota**

“We could save costs by having an online mail system instead of having our employees sort out physical mail.”



Tier 3 Customer



IT'S TIME
FOR
CHANGE



BENEFITS TO OUR SOLUTION

**Slow
Communication**



**Rapid
Communication**



MS Excel



Online Database



Difficult to Manage



Easy to Use



RESOURCES

Cost:

- » Initial Application =
\$150,000 - \$450,000
- » Dependent on finalization of
features

Other Essentials:

- » Web/Mail Server(s)
- » Web Application developers and
designers
- » Account Managers
- » Application Debugging/Updating



THANKS!

Any questions?

