

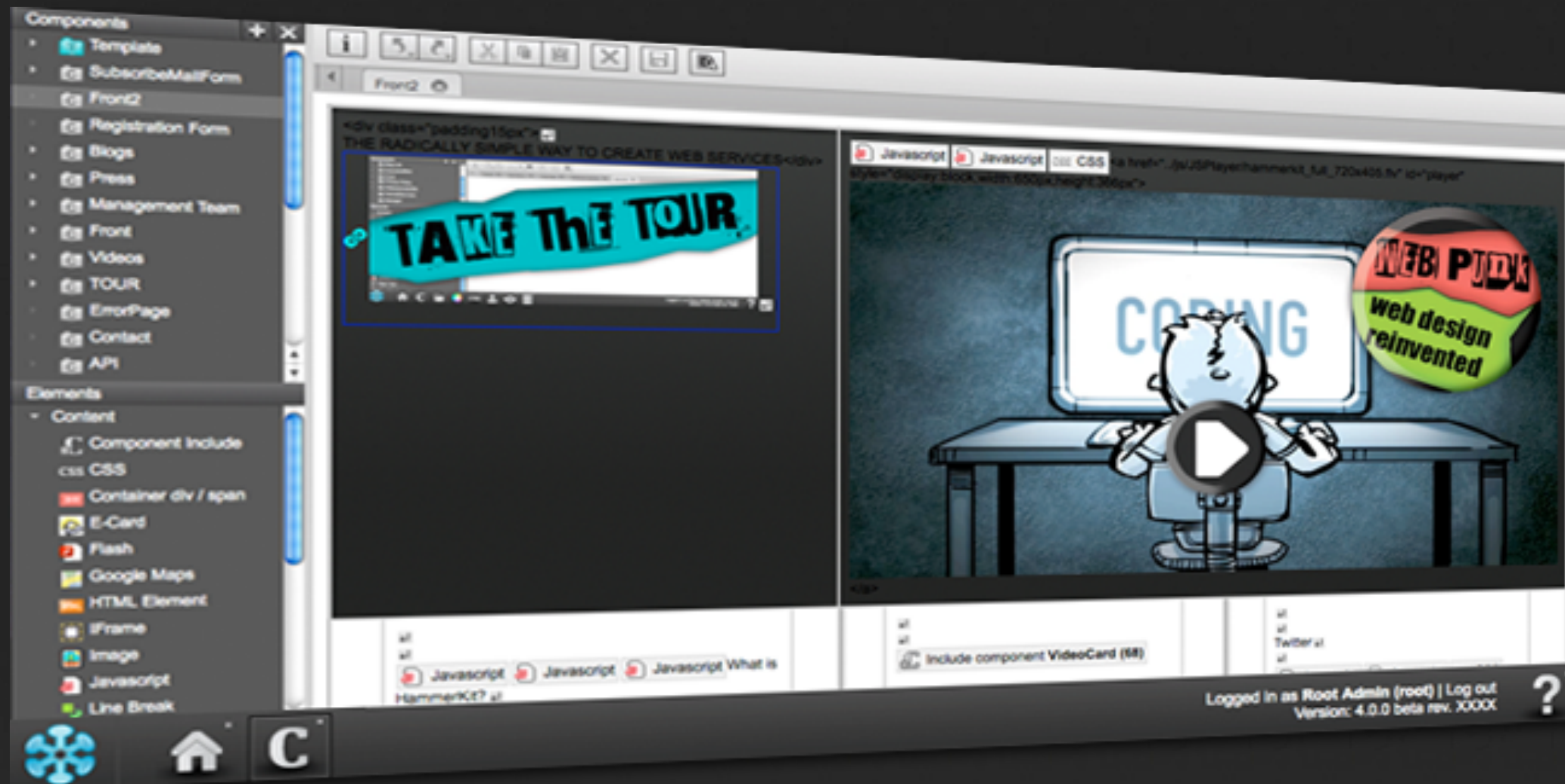


HammerKit[®]

The Service Design System

What do we do?

HammerKit is a fully integrated, service design environment that lets you build anything you can imagine online



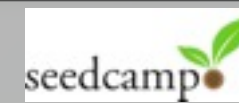
Fully Hosted

Nothing to
download

Tools are FREE!

Award winning

HammerKit has been recognised as a high-growth potential company by TEKES, the National Innovation Organisation



Mark Sorsa-Leslie
Seedcamp Alumni 2007



MindTrek Startup
Launchpad Winner &
Audience Favourite
Oct 2008



TEKES
Young Innovative
Company Level 1
Dec 2008



Red Herring
Global 100
Company
Jan 2009



Start-Rally Finalist,
2009



Rising Star of the North
The Mighty 36
2009



Nordic 50, 2009



Seed Round Investor
Dec 2008

Project Outlines

- **Project 1**
HTML template/PSD to HammerKit Site
(Componentizer)
- **Project 2**
iPad/iPhone/Android interface for HammerKit
- **Project 3**
Nokia WRT elements for HammerKit

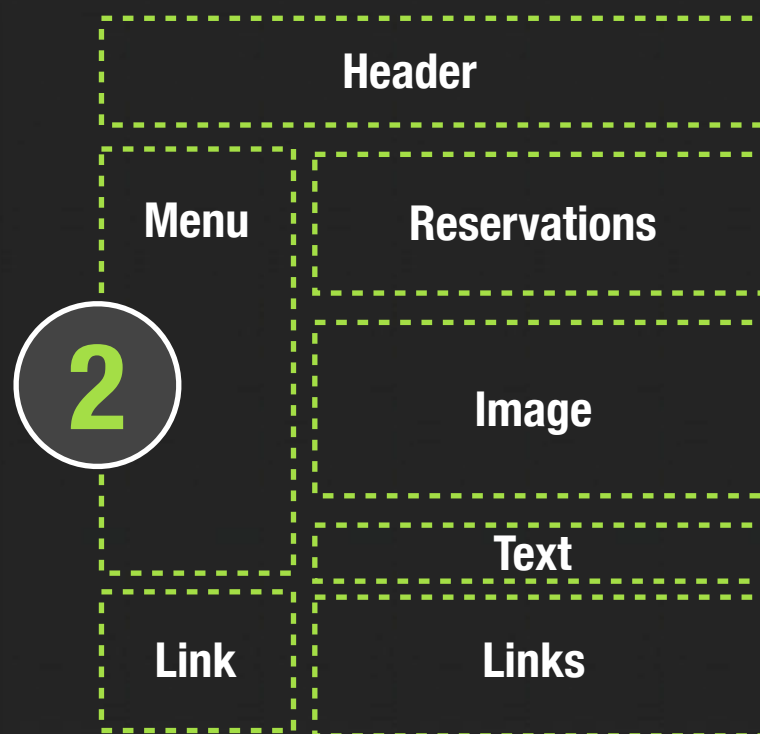
Project 1

Componentizer

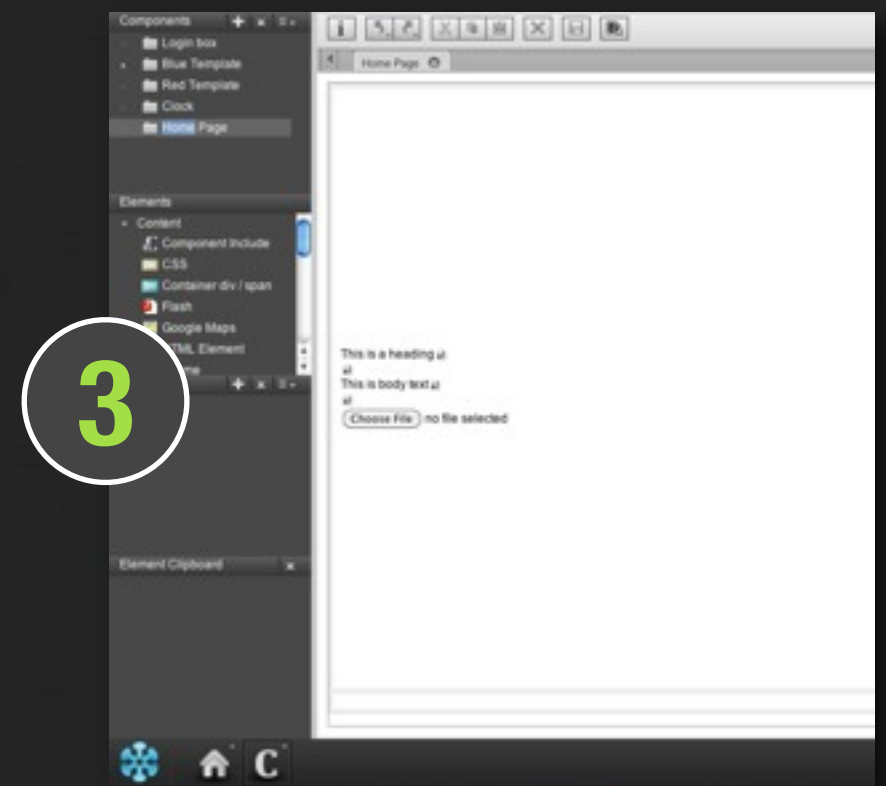
Create an automated process for converting existing HTML websites into a HammerKit site



Grab the site content



Chop it into elements



Send it to HammerKit

Project 1

Potential Business Model

Pay for Conversion



**DO YOU WANT
YOUR WEBSITE
TO DO MORE
FOR YOU?**

Convert your site to HammerKit and easily add new features like:

- ☒ Booking Systems
- ☒ Payment Features
- ☒ Blogging
- ☒ Video Upload and Download
- ☒ Intranet/Extranets
- ☒ ...and much, much more

Convert Your Site NOW!

JUST €100

Project 1

Challenges

Create an automated process for converting existing HTML websites into a HammerKit site

Technical

- How components and elements work in HK
- How can you identify different parts of a page
- How do you make it like “magic”

Business

- How to find the target audience
- How to set the price correctly
- How do you create a viral aspect to the experience

Project 1

What do you get?

Create an automated process for converting existing HTML websites into a HammerKit site

“A business”

Revenue

Growth potential

Project 2

iPad Design Studio

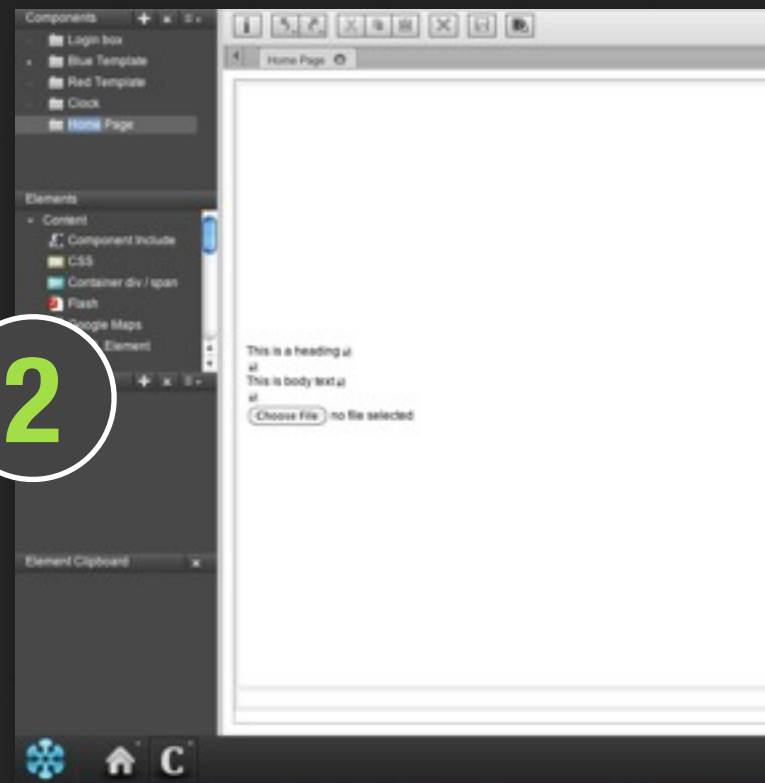
Launch the first iPad web design service based on HammerKit

1



Grab the Apple SDK

2



Make HammerKit an App

3

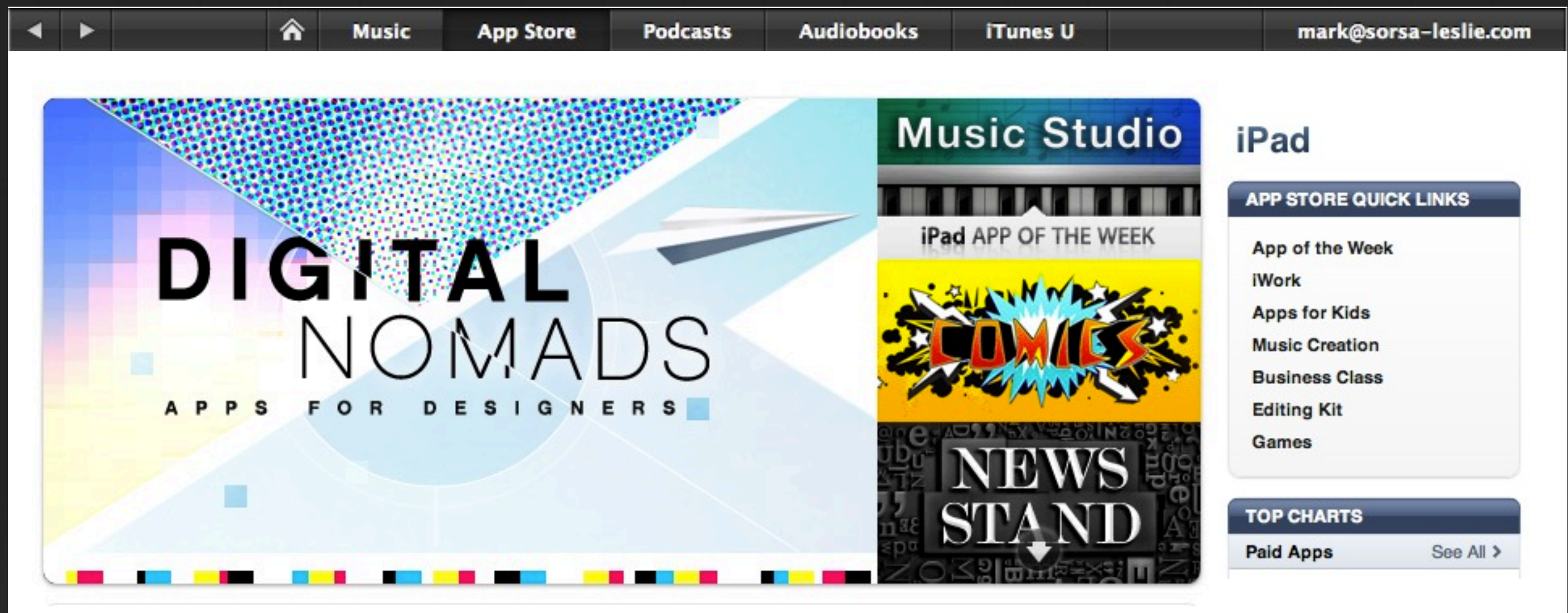


Add it to AppStore

Project 2

Potential Business Model

“Pay for the App”



Project 2

Challenges

Launch the first iPad web design service based on HammerKit

Technical

- How to map HK gestures to iPad gestures
- How to package for delivery on the AppStore
- How to improve the UI to reflect the benefits of iPad

Business

- How to create a wildfire effect within the designer community
- How to get a good review
- How to set a price that is attractive and create a good profit

Project 2

What do you get?

Launch the first iPad web design service based on HammerKit

“An app”

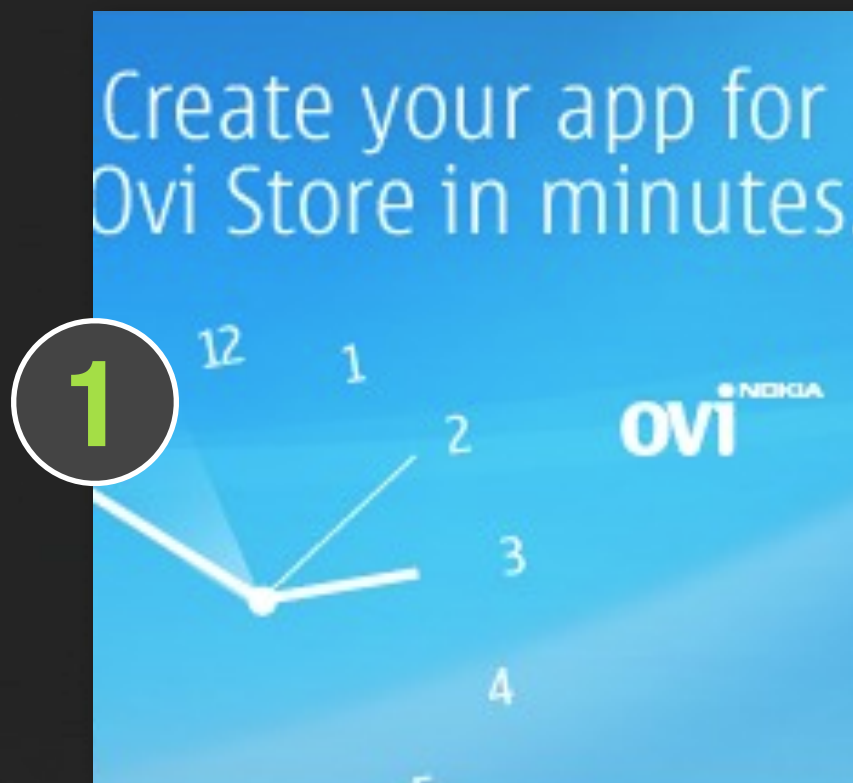
Revenue

First success

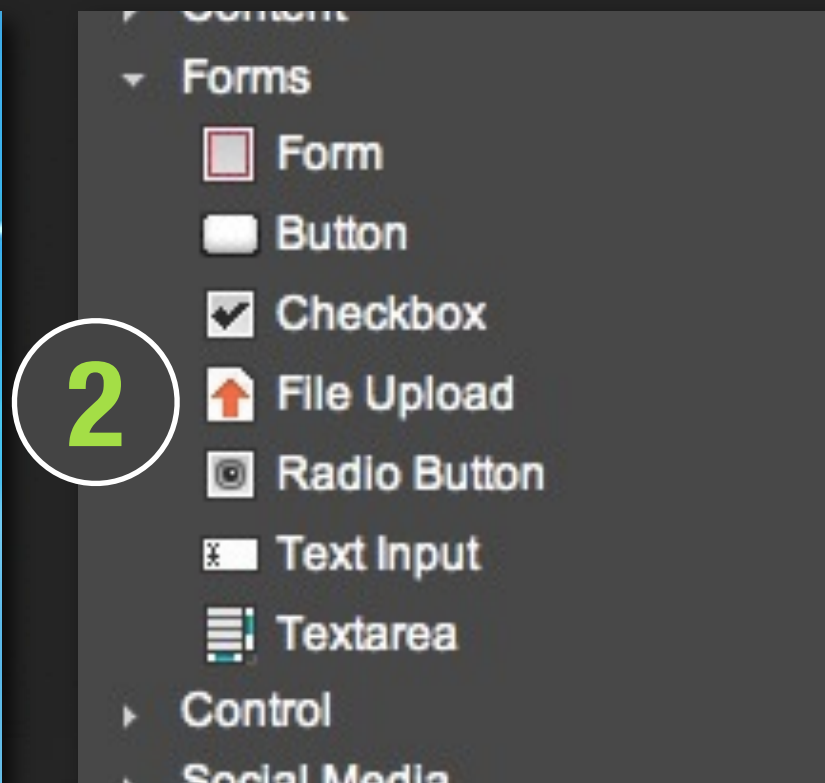
Project 3

Nokia WRT Integration

Make it super-simple for anyone to create an app for Nokia Devices



Get the WRT Kit



Create HK elements

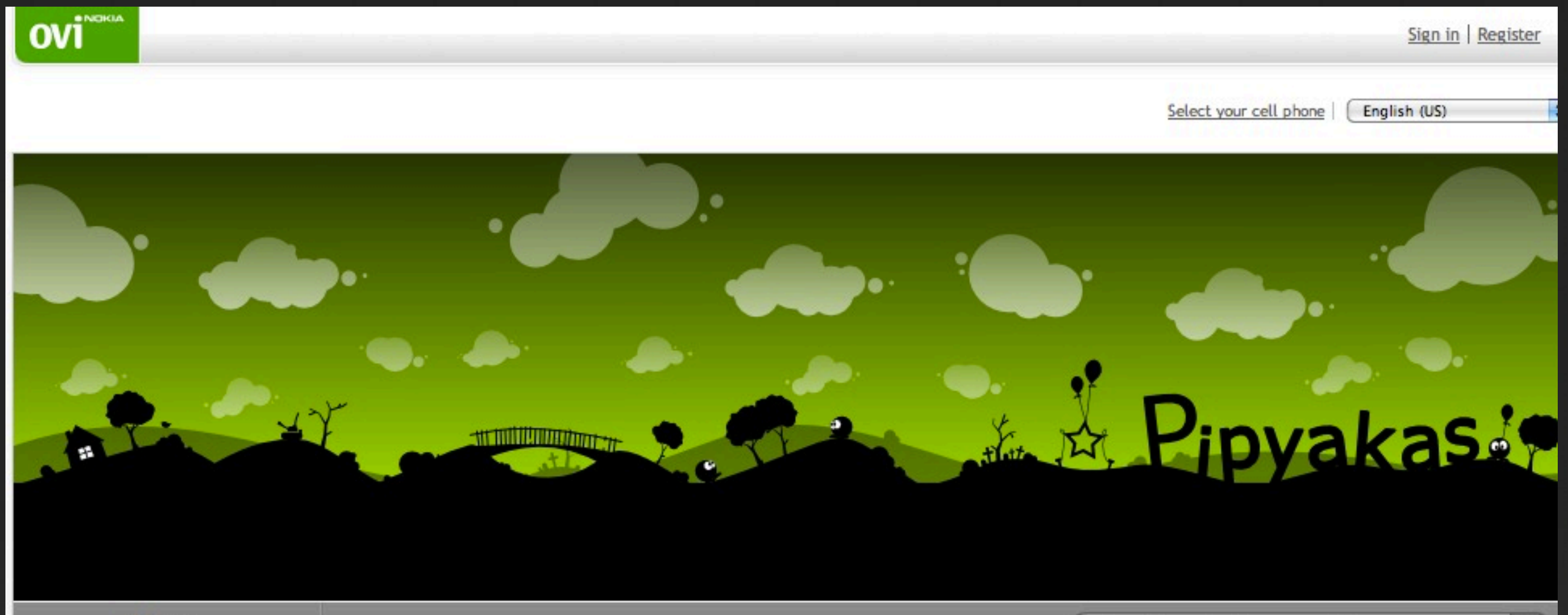


Add it to OviStore

Project 3

Potential Business Model

“Pay for the App”



Project 3

Challenges

Make it super-simple for anyone to create an app for Nokia Devices

Technical

- Deciding which parts of WRT can be elements
- Working out how to make the element settings easy
- How to preview the web app you are building

Business

- Getting the app into the Ovi Store
- Setting a price that is attractive
- Work out how to convince Nokia Execs that this is cool (and why!)

Project 3

What do you get?

Make it super-simple for anyone to create an app for Nokia Devices

“An app”

Revenue

Visibility

Would you like to know more?

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 - **email: mark@hammerkit.com**
 - **web: www.hammerkit.com**