

Vodafone R&D – Validating, Recognizing “Value” of the Innovation/Technology

September 29, 2006 Vodafone R&D Leader1: Razz - I have now spoken with professor Mike Walker and some good news to start the weekend. Mike would like me to progress the concept of seed funding the development. We believe that the fastest means to do this is through our University funding programme, not through the VC fund. There are frameworks that can be put in place whereby the research is indirectly funded i.e not necessarily directly through the University. The programme requires that there is a clear academic association with the University. I hope this makes sense. Once proof of concept is achieved we would seek to go to the Vodafone Ventures fund for series A . In return for the funding one scenario to consider is that Vodafone would take out a warrant for shares in OneMany inc. with the appropriate and agreeable terms and conditions to be discussed. I would expect that at the practical level our software labs in Spain would take the lead to work with your team - this may help accelerate things faster. We may need to consider this in any costings. Please could you consider, what you feel makes most sense. What we need to do now is work on the high level numbers and the appropriate academic route, so that I can go back to Mike. I would be comfortable with end of next week. The timescale if very much in your hands.

I trust you find this news encouraging and I look forward to making this work. Have a great weekend.

3/1/07 Vodafone R&D Leader2: Dear Razz, the only feedback I could give you by the time being (bear in mind that I consider this work as confidential, even for your company) is that I believe the idea can solve potential future needs of a network operator.

3/12/07 Vodafone R&D Leader2 (cc Leader1): Razz, we believe it is a good idea and Network Operators will need something like that in the future.

April 25, 2007 Vodafone R&D Leader1 (cc Leader2): Razz - thanks very much for this. I really like this idea and application. I am meeting with Paco tomorrow to discuss things. Will keep you posted ASAP. Regards and thanks for your continued patience.

May 17, 2007 Vodafone R&D Leader1: Razz - Thank you for the Patent application. I have only scanned the 112 pages but it does seem that you have addressed the one of the biggest concerns which we were going to challenge you with.

August 7, 2007 Vodafone R&D Leader2 (cc Leader1): Dear Razz, there exist the possibility of having a collaboration in a funded project. It is going to be run in the Eureka framework; it is 'tagged' by an European consortium with members belonging to different European countries. **we are going to try to enclose part of our activity in this project**, and I think it would be a good place to fix our collaboration to create a business platform/architecture based on your proposal

10/25/07 Vodafone R&D Leader1 (cc Leader3): M**** - I can confirm that I have today received via DHL paper copy of the most recent business plan. Thank you. I am now in discussion with the Head of our web and media activities Gunther Weber and things are looking very encouraging for getting some traction on building a demonstration platform. I will continue to work with Razz on the other matters which we are discussing surrounding the business case. Thank you for your continued patience.

Vodafone R&D Leader1: Razz - I am currently keeping focus on the search element of the OM solution.

12/5/07 Vodafone R&D Leader1 (cc Leader3): Razz – Guenther (*VF R&D Leader 3*) is a very insightful and experienced man. After reading your business plan, he identified the opportunity of the technology in relatively short period of time, grasping the concept quicker than most. I assure you on his behalf that any delays are simply resource related.

1/31/08 Vodafone R&D Leader1: Razz – You have a search related product.

2/6/08 Vodafone R&D Leader1: Razz - this is an excellent development. How would you propose that we progress?

December 16, 2009 Vodafone R&D Leader1: Razz - this looks the same as what you have been positioning previously. I like the LBS dating ones, particularly the one about projecting a presence at the bar...

December 18, 2009 Vodafone R&D Leader1: History is our R&D guys looked at it, but it was so far out of the ball park of comprehension for our roadmap that I couldn't take it any further.

December 18, 2009 Vodafone R&D Leader1: It's in the area of semantic search a method and system for searching and matching/negotiating needs/requests using active agent AI, it goes way beyond simple search we are all familiar with today.

June 18, 2010 Vodafone R&D Leader1: Paco (*VF R&D Leader 2*) took a look a few years ago but to be honest I don't think we were able to fully appreciate the concept.

June 18, 2010 Vodafone R&D Leader1 (cc Leader4): I had an interesting conversation with David (*VF R&D Leader 4*) about mobile service brokerage and semantic like search which began to sound a lot like what you have been proposing for quite some time now. David is leading a programme in Vodafone Group R&D looking at this area

13 July 2010 Razz Van: Hi David (Vodafone R&D Leader4), As a follow-up to the documents sent – does the opportunity and the benefits for the user and the network operator, as well as for the advertising industry become more clear? Have I been able to convey how "Semantic ActiveNet" enables Semantic Web for the Cell Phone, with accessibility unrestricted by platform/device?

July 13, 2010 Vodafone R&D Leader4: Thanks Razz, I don't have any more questions at the moment...