

**Business Update**  
May 3, 2011

STRICTLY CONFIDENTIAL

## Financial Update – Summary

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- 1Q11 posted \$40K in EBITDA on revenues of \$364K
- 1<sup>st</sup> EBITDA-positive quarter in company's history
- Exceeded 1<sup>st</sup> quarter revenue projections by \$19K
- Closed \$175,000 National Geographic/ScienceBlogs transaction
- Closed \$3.1 million Burda share conversion
- Closed \$0.5 million Habsburg/Innovium Series D
- Strong outlook for 2<sup>nd</sup> quarter
- Cautious optimism

## Financial Update – Revenue Forecast (as at Apr 30)



Revenues Earned (Jan-Mar)	\$364,000
Revenues Booked (Apr-Dec)	\$1,088,000
Sub-Total (Closed)	\$1,452,000
Pipeline @ 50-90%	\$270,000
Total (Closed + Pipeline)	\$1,722,000
FY11 Revenue Target	\$2,140,000
Shortfall	\$418,000

# Q1 Financials



Seed Media Group LLC  
Income Statement for the Three Months ending March 31, 2011  
Unaudited and Confidential

	<u>Jan - Mar 2011</u>
Ordinary Income/Expense	
Income	
Visualization	242,000
Digital Media	120,000
Licensing and Other	<u>1,567</u>
Total Income	363,567
Expenses	
Salaries & Benefits	218,632
Rent/Telephone/Office Expenses	47,858
Professional & Consulting	33,491
Hosting & Computer	12,051
Business Insurance	926
Production & Event Expense	2,936
Travel & Entertainment	<u>5,250</u>
Total Expenses	<u>321,144</u>
EBITDA	<b>42,424</b>
Other Income/Expense	
Interest Income	(1,858)
Interest Expense	<u>193,202</u>
Total Interest Expense	191,344
Foreign Exchange	4,689
Write off Historical AP	(75,000)
Rent Settlement Expense	76,875
Discounts	<u>8,035</u>
Total Other Expense	<u>205,923</u>
Net Income	<u><b>(163,499)</b></u>

# Q1 Financials



Seed Media Group LLC  
Balance Sheet at March 31, 2011  
Unaudited and Confidential

	<u>Mar 31, 2011</u>
<b>ASSETS</b>	
Current Assets	
Cash	91,192
Receivables	379,360
Prepaid Expenses	1,390
<b>Total Current Assets</b>	<u>471,942</u>
Notes receivable	752,528
Investment in ScienceBlogs	2,972,623
Capital assets, net	142,611
Goodwill and intangibles	<u>2,979,252</u>
<b>TOTAL ASSETS</b>	<u><b>7,318,956</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
Current Liabilities	
Accounts Payable and Accrued Liabilities	320,583
Historical AP and Settlements	330,000
Payroll Liabilities	114,000
<b>Total Current Liabilities</b>	<u>764,583</u>
Long Term Liabilities	
Payroll Obligation	248,859
Historical AP and Settlements	454,853
Notes Payable	524,500
Interest Payable	75,762
Dividends Payable	7,397,194
<b>Total Long Term Liabilities</b>	<u>8,701,168</u>
<b>Total Liabilities</b>	9,465,751
Investment in PLA.NET	552,849
Equity	
Unit Capital	34,744,887
Dividends	-7,349,597
Excess of Consideration Paid	-4,830,477
Deficit	<u>-25,264,457</u>
<b>Total Equity</b>	<u>-2,899,644</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>7,318,956</b></u>

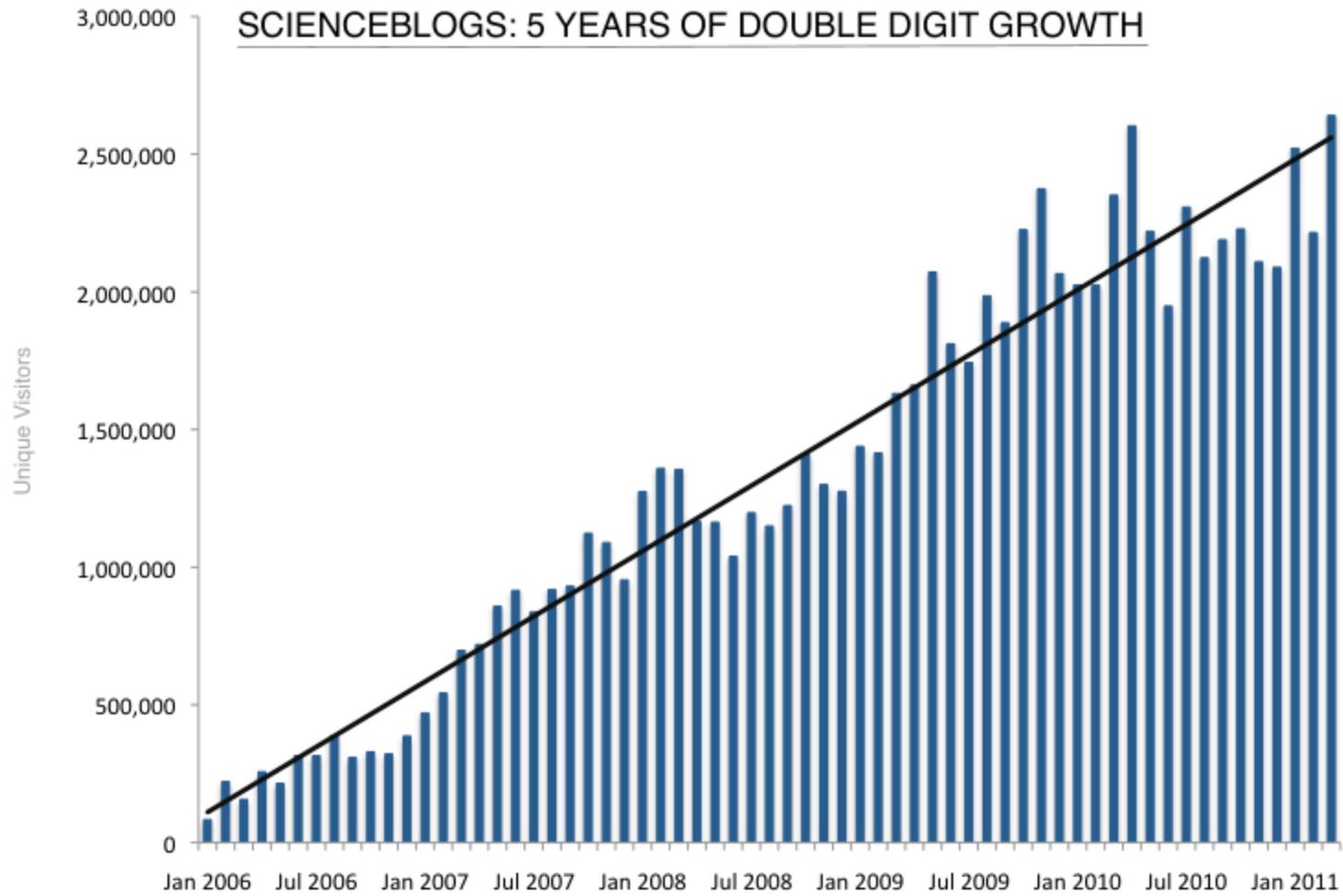
## Business Update – ScienceBlogs



- Closed and announced partnership with National Geographic
- As of March 1 all costs and operational responsibility assumed by NG
- SB Brazil and SB Germany
- Economics:
  - NG owns 20% of SB, can reach 44% based on sales performance over 3 years
  - SB receives 50% revenue share net of \$175,000 advance and agreed monthly expenses
- Traffic Vitality (Absolute Unique Visitors, Google Analytics):
  - FY10 vs FY09: ↑ 20% to 23M
  - 5<sup>th</sup> straight year of double-digit growth
  - 1Q11 vs 1Q10: ↑ 17% to 7M



## SCIENCEBLOGS: 5 YEARS OF DOUBLE DIGIT GROWTH



Google Analytics 1/06 - 3/11



WETA

Seeing is believing: The deerlike yerik, with six legs and blue skin, is among the creatures that populate Pandora in the science-fiction epic "Avatar."

The "Avatar" explores life forms both familiar and fantastic, but a viewer does not have to be a scientist to enjoy the experience.

## Managing Disasters With Small Steps

By HENRY FOUNTAIN

Some innovative organizations are involving local people in building or rebuilding infrastructure in developing countries.



### REMARKABLE CREATURES

## When Built-In Antifreeze Beats a Winter Coat

By SEAN B. CARROLL

Many insects, and other animals, defend themselves against direct exposure to subfreezing temperatures through biochemical ingenuity.

• More Remarkable Creatures Columns »



## Scientists Find a Shared Gene in Dogs With Compulsive Behavior

By MARK DERR

A key to understanding obsessive behavior in people may lie in some dogs.

• Health Guide: Obsessive Compulsive Disorder »



## Ancient Egypt's Toxic Makeup Fought Infection, Researchers Say

By SINDYA N. BHANOO

The elaborate eye makeup worn by ancient Egyptians served as a toxin that killed bacteria and helped prevent infections, according to a new report.



JAVIER CORCORAN, a science editor, explores some of the topics addressed in this week's Science Times.



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### Science Columns

#### OBSERVATORY Desert Spider Discovery on Jordan-Israel Border

By HENRY FOUNTAIN

In a cross-border study, biologists from Israel and Jordan found a new spider species, *Cerbalus arvensis*, living in Arava Valley sand dunes.

• More Observatory Columns »



#### OBSERVATORY

#### The Platypus Is Cute but Far From Harmless

By HENRY FOUNTAIN

The male platypus is among the few mammals that produce venom, and researchers in Japan are trying to determine why that venom is so painful.

#### OBSERVATORY

#### Why Alaska Isn't Free of Exxon Valdez Crude

By HENRY FOUNTAIN

Scientists attributed the persistence of oil in Prince William Sound to its being trapped in a lower, less-permeable layer of the beach.

Q & A

### MOST POPULAR - SCIENCE

E-MAILED BLOGGED

1. Essay: Luminous 3-D Jungle Is a Biologist's Dream
2. Scientists Find a Shared Gene in Dogs With Compulsive Behavior
3. Carp DNA Is Found in Lake Michigan
4. Therapists Report Increase in Green Disputes
5. U.N. Official Says Climate Deal Is at Risk
6. Managing Disasters With Small Steps
7. Genome Study Provides a Census of Early Humans
8. U.N. Panel's Glacier Warning Is Criticized as Exaggerated
9. Ancient Egypt's Toxic Makeup Fought Infection, Researchers Say
10. Dot Earth: A Durable Yet Vulnerable Eden in Amazonia

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#### Synthetic Voices

January 20, 2010

#### UNCERTAIN PRINCIPLES

#### Seven Essential Elements of Quantum Physics

January 20, 2010

#### CASALBON'S BOOK

#### Queer in the Country

January 20, 2010

#### THE FRONTAL CORTEX

#### Chess Intuition

January 18, 2010

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IN THE NEWS NOW

### Visualizing Radiation

As Japanese workers struggle to contain the risks of nuclear fallout, an elegant graphic reminds us that, yes, the dose makes the poison, but the speed of the dose is equally critical.

Issues: **Energy**, **Environment**

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Nuclear Radiation Chart  
by Alexandra

Tags: cancer, japan earthquake 2011, nuclear power, workers

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## Business Update – Visualizing

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- Launched October 2010
- We earn \$75,000/month against GE services contract
- 33 Academic Partners around the world
- Marathon Program: \$200,000 (London, Sao Paulo, Munich, Sydney, New York)
- Visualizing Europe: \$35,000 (Brussels)
- Wall Street Journal media partnership (others in development: Huffington Post, CNN, WNYC)
- In development on an embeddable Visualizing Media Player (like YouTube and Vimeo)

THE WALL STREET JOURNAL

March 3, 2011 4:44 PM EST New York 47°/37°

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### WSJ BLOGS

## Ideas Market

What's new and hot in the world of ideas, brought to you by Review.

Mar 3, 2011 12:00 PM

### The Man Who Couldn't Keep a Beat

By Christopher Shea

If you've ever watched guests at a wedding dance, this might surprise you, but actually the ability to recognize (and follow) a musical beat is very rare. In fact, researchers have only just documented the first official case of "beat deafness," according to Science Daily.

A fast subject named Stephanus was unable to tap his feet or move in time to a beat-heavy Latin dance tune called Salsateiros. He could imitate someone else's lead, tapping his feet, but when the person stopped he was also again left "tapping" in a time zone of his own. "This was one of several people to respond to a general call for test subjects who thought they couldn't keep track of musical time, but only he qualified."

Read Full Post »

Mar 3, 2011 10:36 AM

### Manchester, U.K.: Rudest City?

By Christopher Shea

The social-media application FourSquare lets you know where your friends are, as well as what restaurants and bars they recommend. But FourSquare engineers, experimenting with data-mining, used their expertise to come up with a different kind of information: in which cities are users most likely to swear when adding updates?

The results were linked to English-speaking cities, but here's the interesting list of rudest places. In the top five spots were Manchester (U.K.), El Paso, Pittsburgh, Birmingham, Newcastle, and Tampa.

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Mar 3, 2011 7:00 PM

### This Weekend's Review: March 3-5

By Mike Gier

A Tale of Tom Amundson: Why a Fashion Power Is Good For Fashion

The Puzzle of Chronic Fatigue: Monkeys on the Job, One Trench in the Desert! And more...

Read Full Post »

Mar 3, 2011 5:16 PM

### At the End of the Day: 3/04/11

By Christopher Shea

Endnotes:

- A new blog: [BleedingHeartOverlords](#)
- How well do rock critics know their [Jazz](#)? Their [Jazz](#)?
- [Ergonomics](#): source of distraction, source of injury
- The National Book Critics Circle announces its 31 finalists
- In [Jackson Hole, Idaho](#): less than the sum of its parts?

Read Full Post »

Mar 3, 2011 3:36 PM

### In the Heat, Beanballs Fly

By Christopher Shea

Baseball pitches itself an adversary to the Treatment of the Year award. In your pitcher's hands our batter, our pitcher this one of yours. But whether pitcher, in fact, takes place has a lot to do with the game-day temperature, according to a [new study](#).

The researchers looked at 87,263 games for which they had temperature data, from 1962 to 2008 (including the temperature inside domes). As games played below 60 degrees Fahrenheit, if an opposing batter had been selected, the likelihood of a batter being hit, in any single subsequent at-bat, was 0.17%. That figure rose only slightly, to 0.26%, when those opposing batters had been hit.

But if the temperature was 80 plus, and one opposing batter had been hit, the likelihood of a batter being hit, in any one at-bat, was 0.80%. And if those opposing batters had been hit, the likelihood shot up to 1.15%.

Read Full Post »

Mar 3, 2011 12:00 PM

### TED's Artistic Jester

By Ryan Egan

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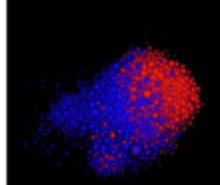
The Ideas Market blog delivers the latest news and commentary from the world of ideas, brought to you by Review. The blog's regular contributors include Review editor Mike Gier, deputy editor Ryan Egan, lead blogger Christopher Shea, columnist James Lohr and photo editor Rebecca Horne. Write to us at [ideasmarket@wsj.com](#).

- #### Most Popular
1. Naked-Woman Therapy
  2. Why I Lost to Watson
  3. The Secret to a Slender Midriff: Do the Skiffles, Put Out, Don't Talk to Much
  4. "Networking for Kinky People" Earns Lucid Professor's Controversy
  5. Chat: Where Have the Good Men Gone?

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  2. Manchester, U.K.: Rudest City?
  3. This Weekend's Review: March 3-5
  4. At the End of the Day: 3/04/11
  5. In the Heat, Beanballs Fly



Data Visualization of the Day [visualizing.org](#)



Egypt Influence Network

by Ian Hoggins

Lower-income dollar oil import, considerable anthropogenic, Canada for cornfields claim vital irrigate mostly vegetation, Chinese farm-torn all set dam condensation matters.

Biographies

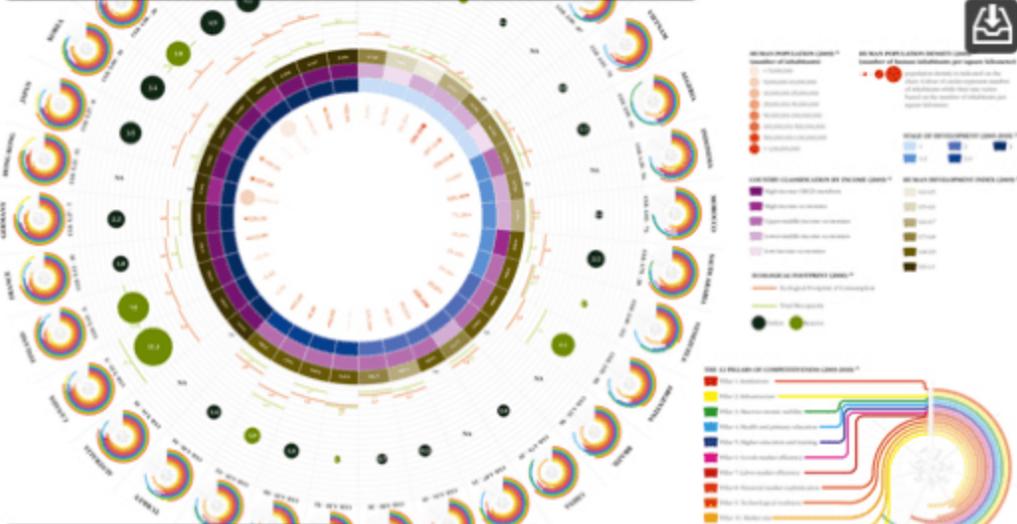
Christopher Shea writes the Week in Ideas column for Review and is the managing editor of the Washington, D.C., based former weekly Business Week and Cultural Republic column for the Washington Post. He has also written about higher education, anthropology, and culture for the Washington Post, New York Times, and Chronicle of Higher Education.

Ryan Egan is the deputy editor of Review and

visualizing.org

# Rethinking National Competitiveness in a Resource-Constrained World

By: JaxonBb

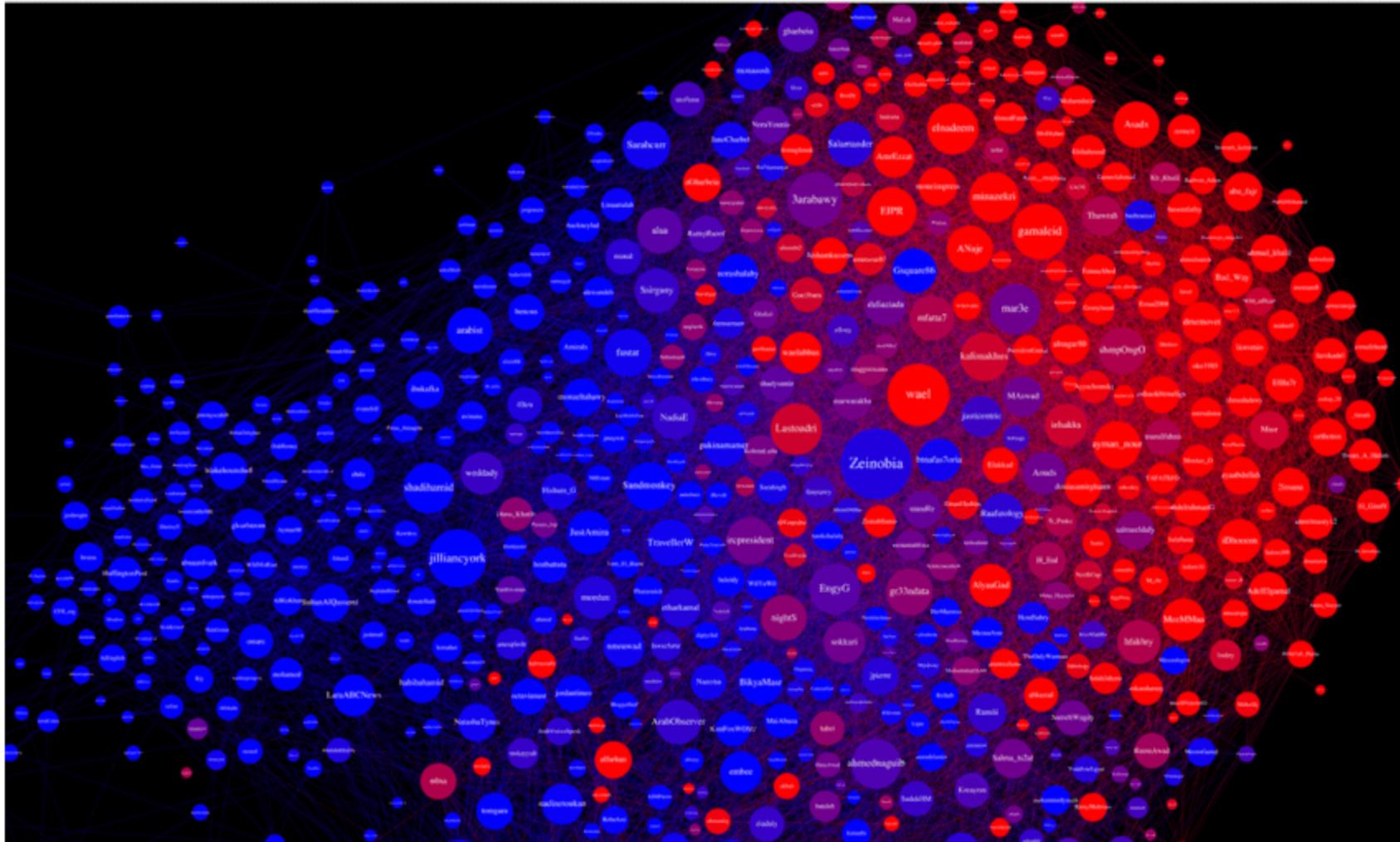


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# Rethinking National Competitiveness in a Resource-Constrained World

By: JaxonBb



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### Visualizing 190 Cities

Submitted Mar 23, 2011

By [Mayra Montenegro](#)

By now, you've probably heard: We're an increasingly urban species. Since 2008, more than half of us live in the world's cities. The end of urban sprawl is nowhere in sight. It's, of course, remarkable that for thousands of years, we've mostly lived in villages and on farms, in hamlets and sprawled across the countryside -- yet sometime three years ago, we crossed a threshold where for the first time in history, we became mostly urbanites.

But buzzwords like "global urbanization" tend to lump together several trends that in themselves are far more fascinating. Which cities' populations are growing and which ones are shrinking? Are some global regions seeing more, and faster, urbanization than others? Can we compare trends across cities, and see how they change over time?

Answering these kinds of questions, one expects, would fill several pages in Wikipedia, or in government form, a hefty stack of cities.

Which is why we're so impressed with this stack flow chart, by Barcelona-based Beeline that manages to pack all of those details into a single digital square. The visualization inside the world's 190 most populous cities, sorted column by column according to their population size between 1950 and 2010, with projections for 2015, 2020, 2025.

Views: 3,251

Liked: 231

Win a challenge

**Tags**

Information   Visualization   Urban   Challenge   World Health   Environment   People   Consuming   Quality

**Tools used**

Adobe CS3

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**Data sets used**

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- Open Data Challenge**  
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By [Mayra Montenegro](#)
- Visualizing Competitiveness**  
Posted on Monday, April 4, 2011  
By [Visualizing.org](#)
- Visualizing Population**  
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- Introducing Media Partners**  
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**Walker** (2 days ago)

Complete on winning the challenge! Love the way you explained the issue!

**Josh B.** (2 days ago)

Always good!

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## Business Update – Visualizing

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- “Beyond educating the American public about the niceties of government spending, Google's broader aim is to bring artistic harmony to the innumerable bits of data sloshing around on the web. But it is not the first to enter the infographic fray. Other similar projects, such as [Visualizing.org](#) (by General Electric), have been around for some time. These are the latest instances of a growing trend to render data in ways that are information and aesthetically appealing.” – **The Economist**
- “Ever sweated over how to make the data in your PowerPoint chart more eye-catching? Well, the data visualizations on [Visualizing.org](#) catch eyes, suck them out of their sockets, and send them on a ride they’ll never forget. Get ready for some crazy, unthinkably fresh ways of looking at data. But watch out. Once you cross the event horizon, you can never escape. The site was launched by Seed Magazine and GE. Anybody can upload their visualizations of any data at all, and they’ve got a couple of contests running. The site is all socially networked out the wazoo, beautifully designed, under Creative Commons license, and blinged out with the standard open-source information-revolution vibe.” – **Wired**
- “We’re head-over-heels with [Visualizing.org](#) – a new portal and community for ‘making sense of complex issues through data and design’ driven by the increasing need to understand the constantly proliferating body of public data available. The project is a mecca for designers, journalists and educators alike, offering a place to showcase work, discover remarkable visualizations and visually explore some of today’s pressing global issues.” – **Brain Pickings**

## Business Update – Seed Visualization

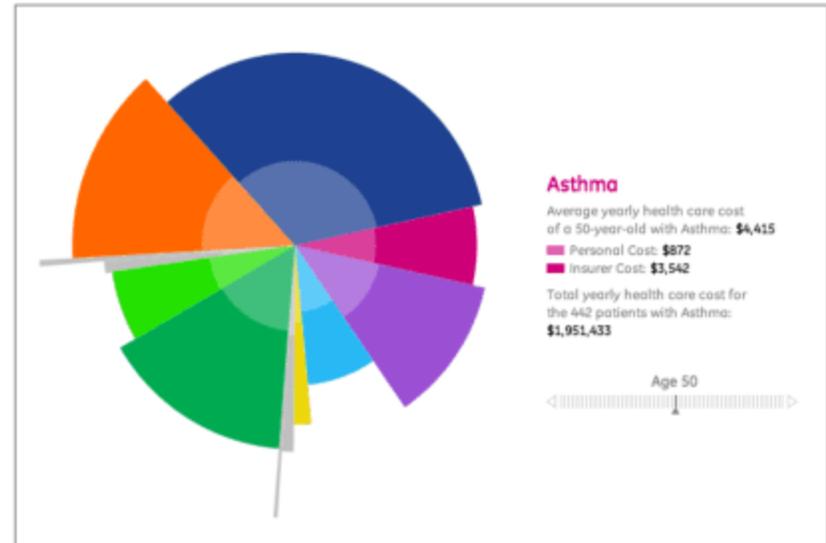
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- Seed Visualization helps companies, governments, and organizations understand, use, and communicate complex data through information design, data visualization, and software tools
- Our clients use our work to inform strategic planning, support decision-making, and communicate complex ideas to internal and external stakeholders
- Current customers: Bausch + Lomb (Healthcare), Amway (Consumer Goods), EMC (Technology)
- In pipeline: Pfizer (Healthcare), Merck (Healthcare), GE Healthcare (Healthcare), MetLife (Insurance), Qatar Foundation (NGO), Government of Canada (Government), Government of Austria (Government), Itron (Energy), L'Oreal (Consumer Goods), Novartis (Healthcare), Walmart (Consumer Goods/Retail)
- Average contract size: \$87,000
- Contract range: \$20,000-\$170,000

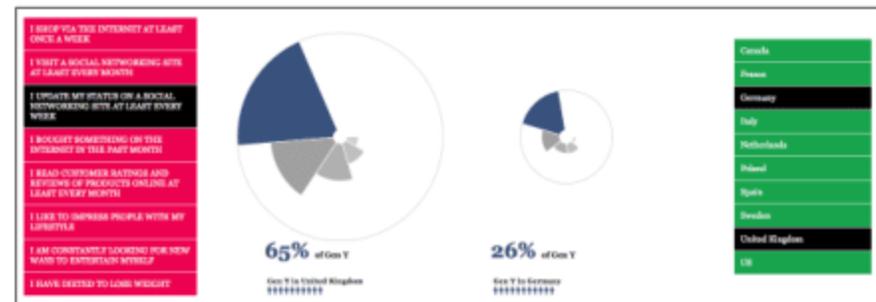
# Case Study: Visualizing Healthcare

Seed Visualization worked with a **Fortune 10 company** to bring a new lens to healthcare. Using both proprietary (e.g. electronic health records) and non-proprietary data (e.g. global public health), we created interactive visualizations to clarify and illustrate various aspects of healthcare considerations in order to advance understanding and inform the public discussion.

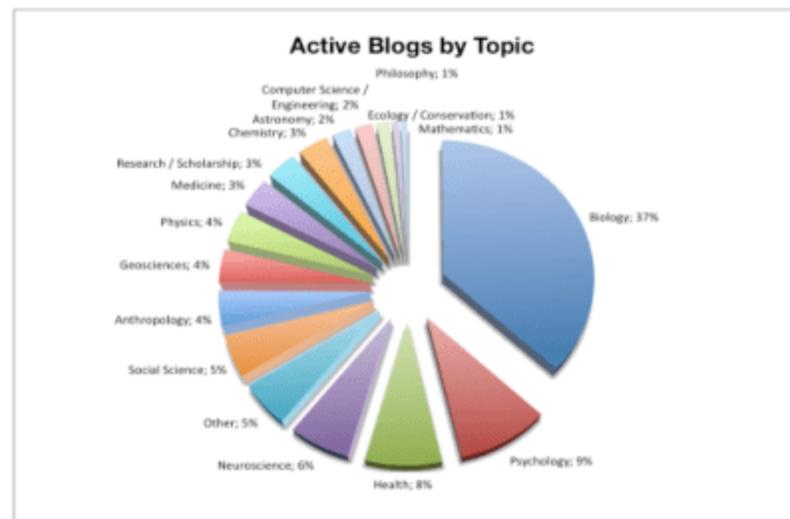
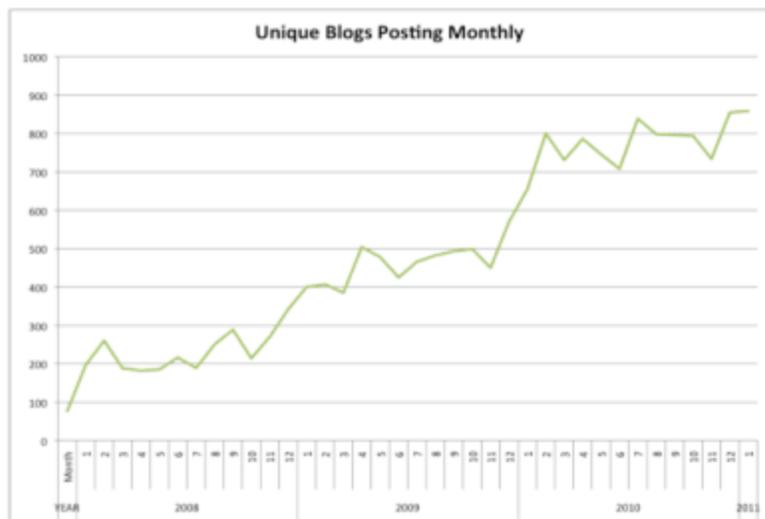
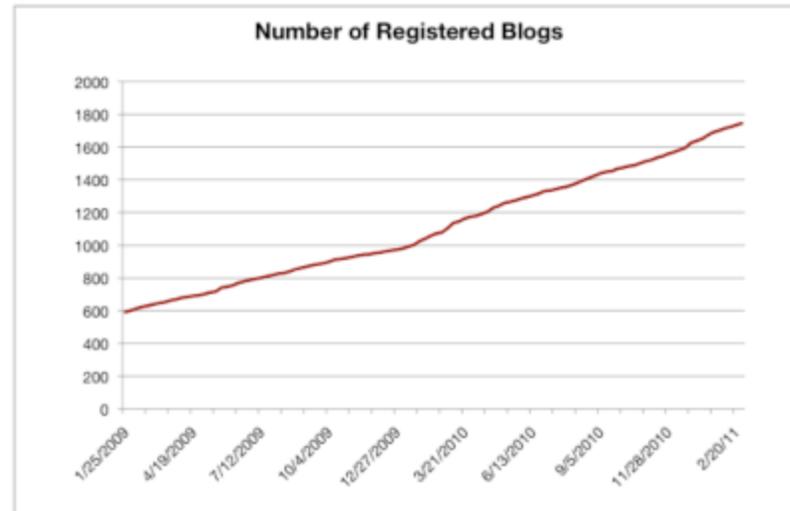
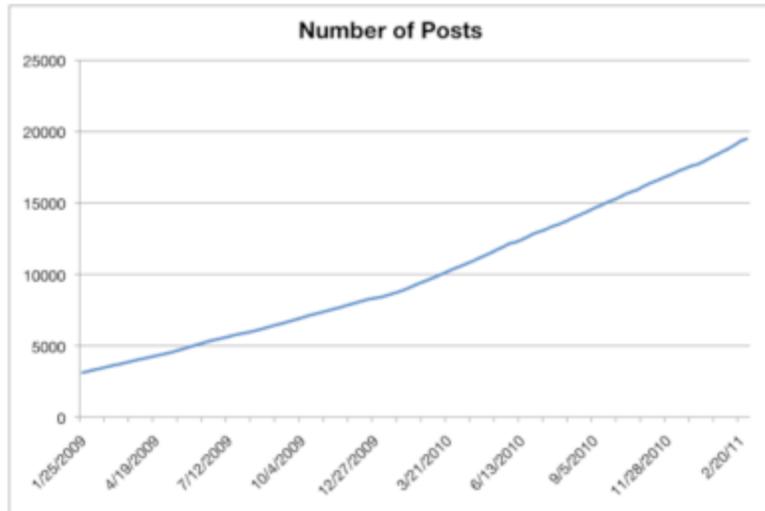


# Case Study: Shifting Demographics

Seed Visualization was engaged by a **global consumer goods company** to help them better understand and develop strategy around the shifting demographic profile and habits of their customers in emerging markets. Employing simple user interfaces, we were able to combine dozens of complex data sets to yield holistic insights.



# Business Update – ResearchBlogging



## Post List



### Leonardo Da Vinci and the F0-F1 ATPase

by Iddo Friedberg in [Byte Size Biology](#)

We normally associate the rotary mechanism with human engineering, rather than with nature. Maybe it is human arrogance having invented the wheel as a form of locomotion. No other creature uses wheels for locomotion (but see below), hence we are smarter than nature since we came up with an engineering solution she did not.... [Read more »](#)

May 27, 2009  
08:20 PM  
4 views

Junge, W., Sielaff, H., & Engelbrecht, S. (2009) [Torque generation and elastic power transmission in the rotary FOF1-ATPase](#). *Nature*, 459(7245), 364-370. DOI: [10.1038/nature08145](#)

Biology  
Biochemistry  
Biophysics



### The autistic way of laughing

by Michelle Dawson in [The Autism Crisis](#)

There are real and fake smiles that can be distinguished visually, if you know how, and it turns out that there are real and fake laughs. William Hudenko, a clinician and researcher, patiently explained this to me at IMFAR 2009. Real laughs are "voiced" versus fake laughs that are "unvoiced" and these two kinds of laughs can be distinguished acoustically. Hudenko et al. (in press) describe voiced laughs as having a "tonal, song-like quality" and as "strongly associated with positive affect," whi..... [Read more »](#)

May 27, 2009  
04:07 PM  
10 views

Hudenko, W., Stone, W., & Bachorowski, J. (2009) [Laughter Differs in Children with Autism: An Acoustic Analysis of Laughs Produced by Children With and Without the Disorder](#). *Journal of Autism and Developmental Disorders*. DOI: [10.1007/s10803-009-0752-1](#)

Psychology  
Social Science  
Autism  
Ethics



### A gene for music?

by Henkjan Honing in [Music Matters](#)

Neuroscience  
Clinical Research  
Psychology

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- › [Shellfish Face Uncertain Future in High CO<sub>2</sub> World: Influence of Acidification on Oyster Larvae Calcification and Growth in Estuaries](#)
- › [Ancient Skeletal Evidence for Leprosy in India \(2000 B.C.\)](#)
- › [Twelve Years' Experience with Direct-to-Consumer Advertising of Prescription Drugs in Canada: A Cautionary Tale](#)

The remarkably complete fossil primate (known as "Ida"), discovered in the Messel Pit in Germany and named *Darwinius masillae*, which lived around 47 million years ago, was described in [a recent PLoS ONE article](#). You can find a selection of the extensive news coverage of the finding on our [everyONE blog](#) and a more comprehensive list via [Google News](#).

Looking for a paper that has been covered by the media? Try our [search functionality](#).

### In the Blogs

- › [CONSERVATION: Hope for Accelerated Ecosystem Recovery in Phased](#)
- › [Gonna \(Evolve To\) Sing You My Love Song in NeuroWhoa!](#)
- › [Oldest Evidence of Leprosy Found in India in Anthropology.net](#)
- › [Paleogenomics and the Temperate Goat in Ecographica](#)

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A selection of articles published in the last 2 days

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Read the freely available [article by Jörn Hurum and colleagues](#) to learn more about the exceptionally complete and well-preserved fossil of the Eocene primate, *Darwinius masillae*.

Visit [our everyONE blog](#) for the [story](#) on the publication as well as a summary of some of the extensive, international media coverage.



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### Open Source Science

PLoS interviewed on *A World of Possibilities*



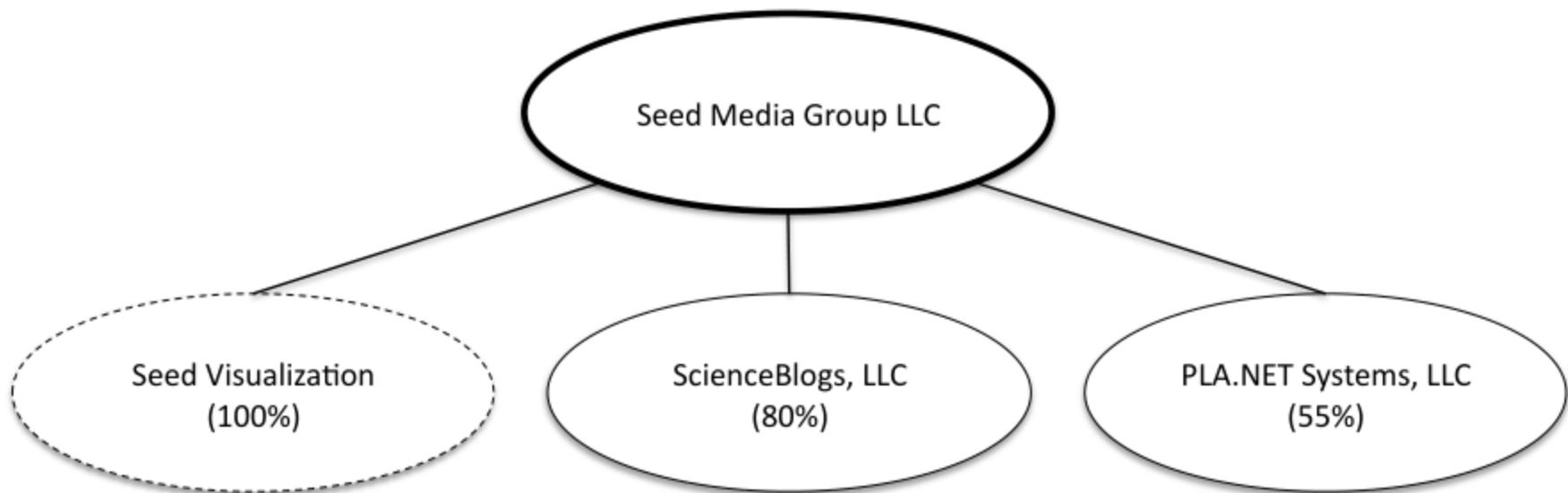
### Open Access Week

19-23 October 2009



# Holdings

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# An Overarching Mission

