



Refinder

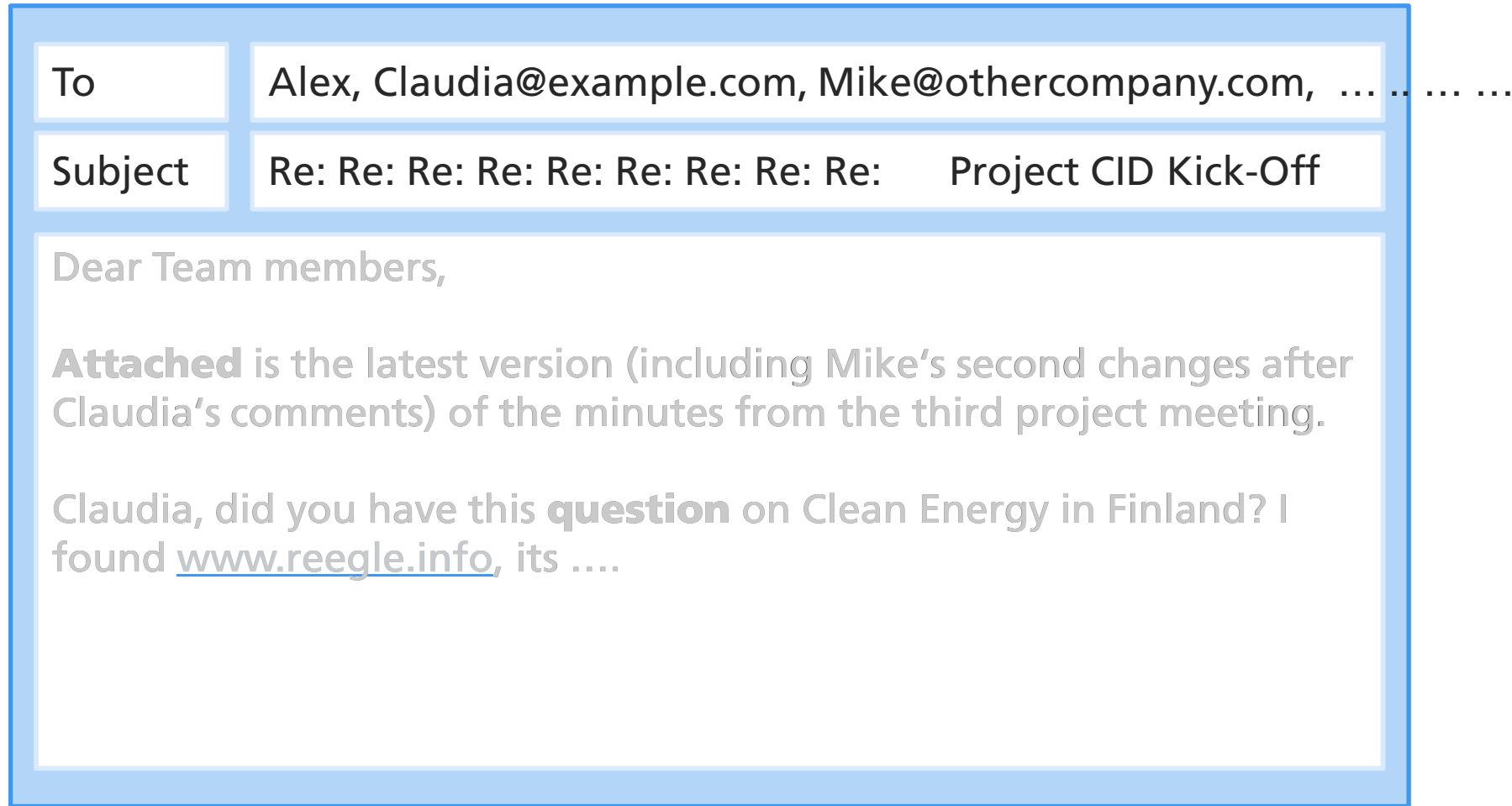
Where things come together

Refinder is the intelligent online collaboration tool for teams to collect and share information. Work together with colleagues, partners and customers.

www.getrefinder.com

- ① Situation for Social Software
- ② Refinder and Use Cases
- ③ Market Trends and Questions

100% of people use email as social software

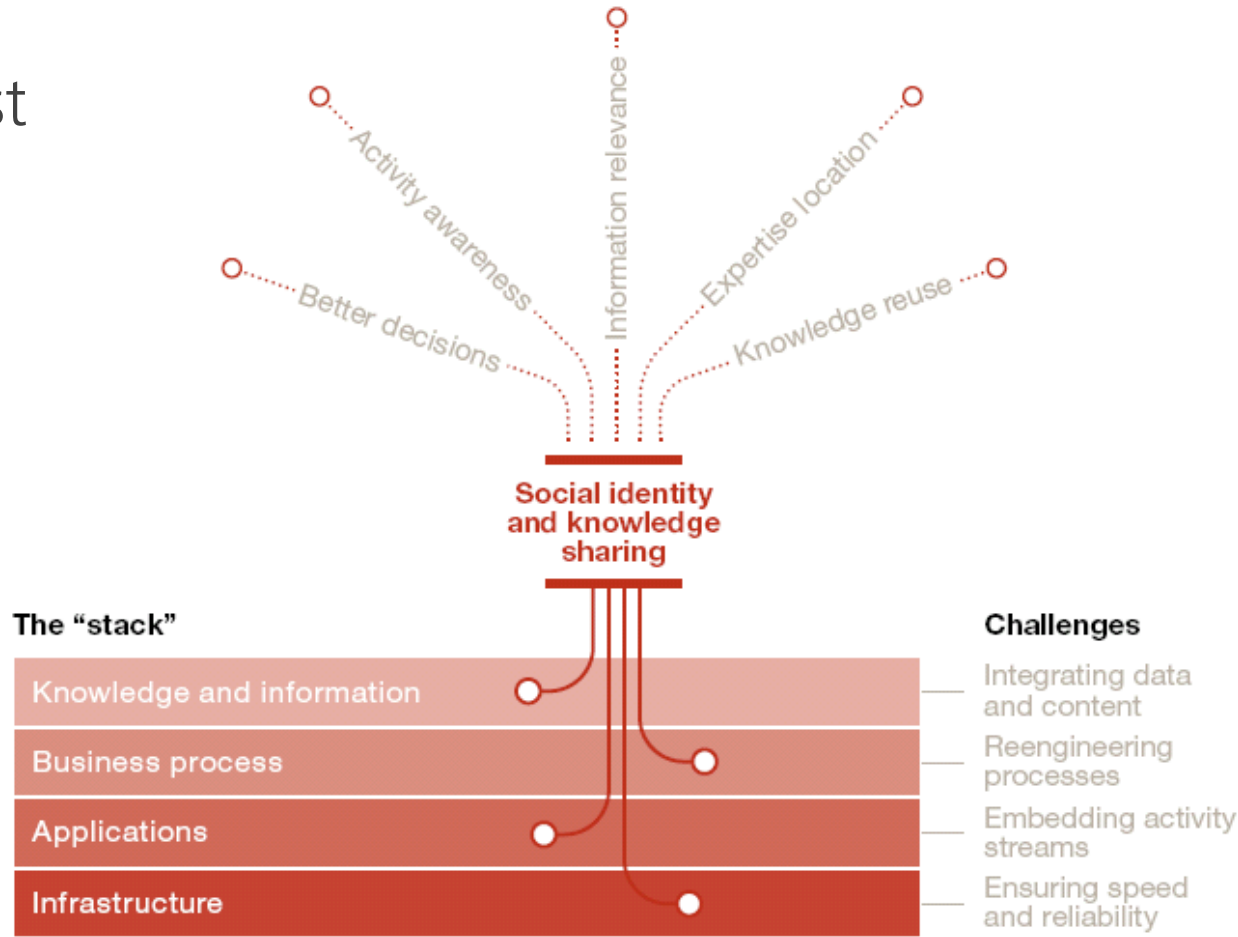


so, 45% of work is information work.

Next Stop: Upgrade to Social Software

Knowledge Workers have multiple applications, growing data, and productivity suffers

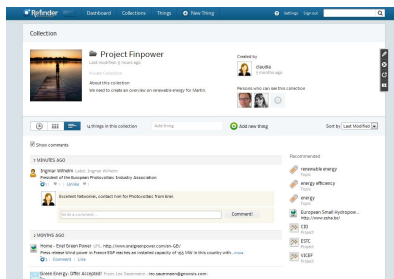
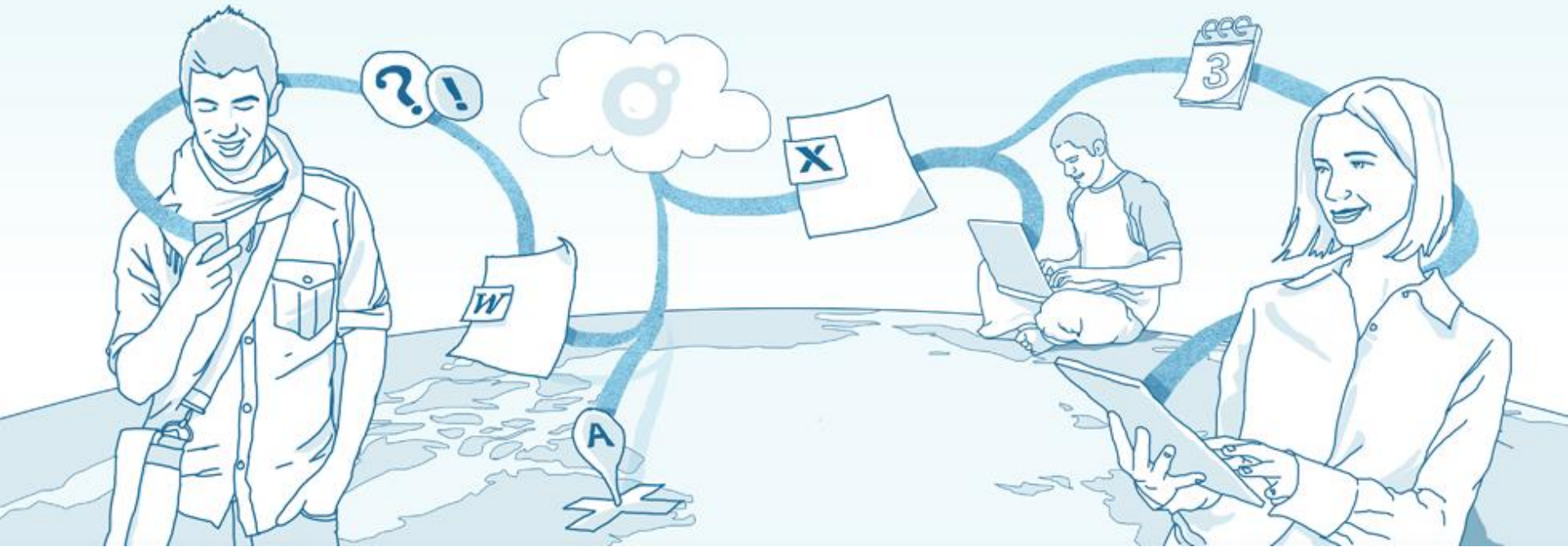
PWC
forecast



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- ② **Refinder and Use Cases**
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The Refinder Vision

Intelligent online collaboration to collect and share information



Take Existing **Software**
Existing **Processes**
Information **Silos**

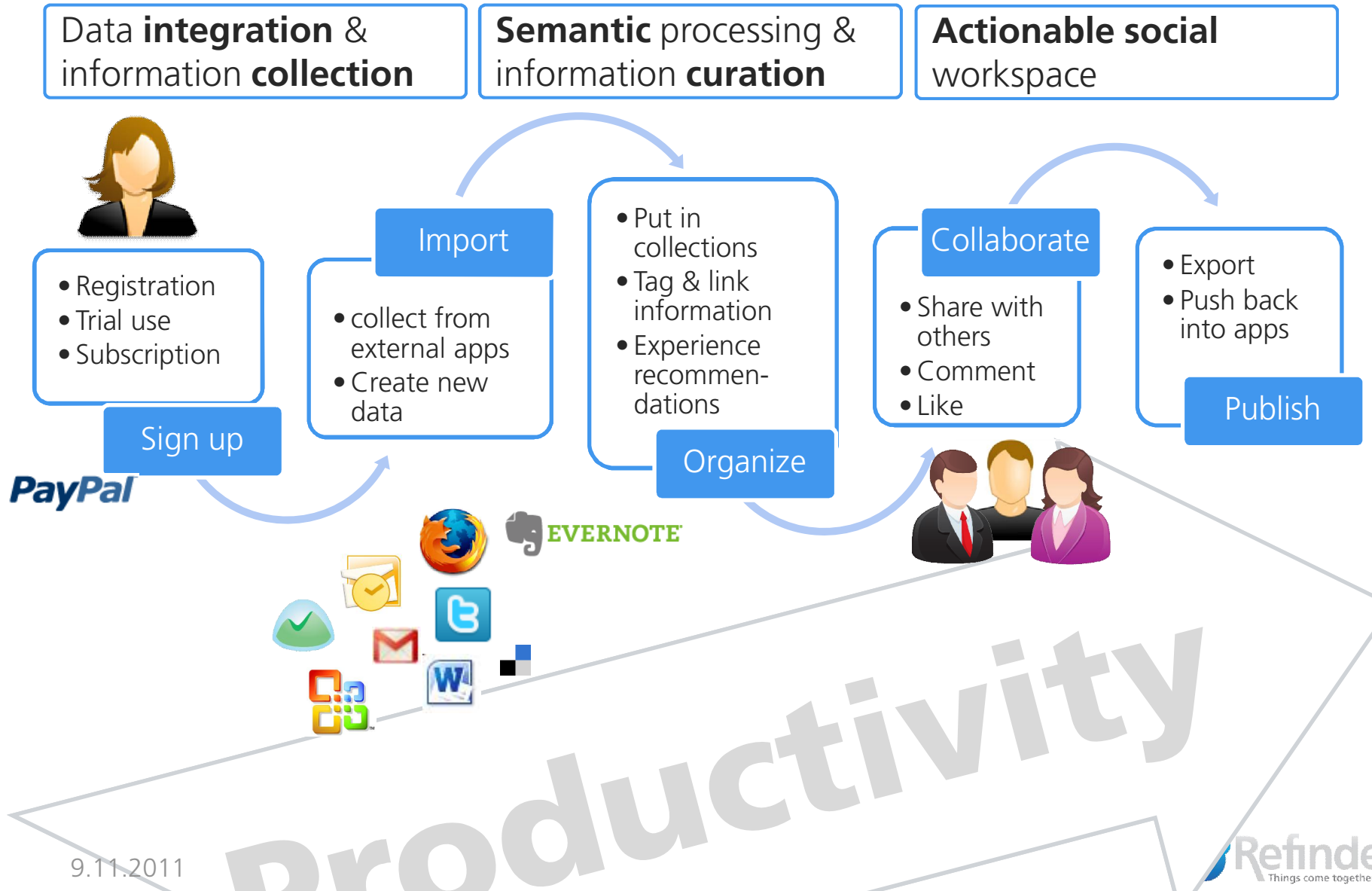


Collaborative Processes
Individual Needs
Relevant Information

www.getrefinder.com

How Refinder solves the problem

The social-semantic approach lifts productivity



Refinder is an online tool

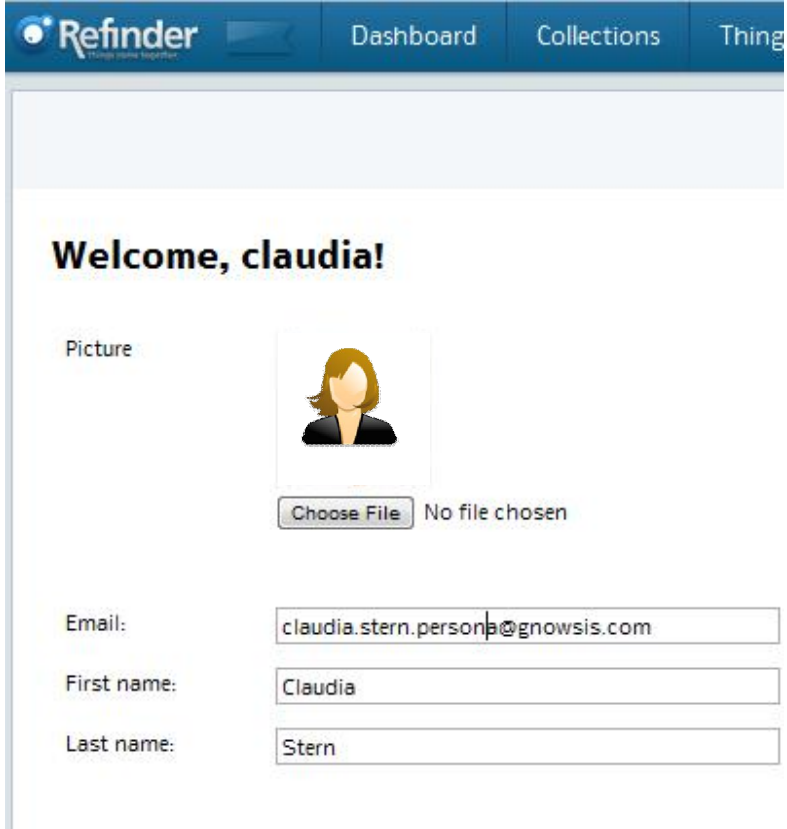
To start with Refinder, create an account

- 1 Go to www.getrefinder.com

Accessible from **desktop** and **mobile** devices.

For **coworkers** and **external partners**

- 2 Register



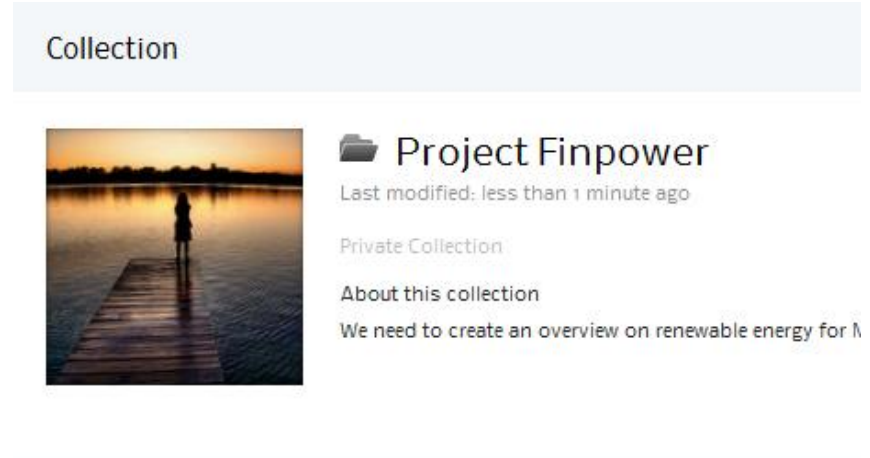
The screenshot shows the Refinder website's registration interface. At the top is a dark blue navigation bar with the 'Refinder' logo and the tagline 'Things come together.' on the left, and three menu items: 'Dashboard', 'Collections', and 'Things' on the right. The main content area has a light blue header with the text 'Welcome, claudia!'. Below this, there is a 'Picture' section with a placeholder image of a woman and a 'Choose File' button next to the text 'No file chosen'. Further down are three text input fields: 'Email:' containing 'claudia.stern.persona@gnowsis.com', 'First name:' containing 'Claudia', and 'Last name:' containing 'Stern'.

Create a collection to invite teams

Collections are the collaborative workspaces in Refinder

① Create a collection

For a project, topic, meeting....



② Invite Team members

Can read/write into a collection

Receive notifications on updates

Internal coworkers or external partners

Created by



claudia
5 months ago

Persons who can see this collection



Collect Things With Refinder

Sharing information must be intuitive, easy, and beneficial.

① Collect bookmarks

Collect websites from your browser

Connectors delicious.com or
sciencedirect.com,
more to come...

The screenshot illustrates the workflow for collecting a bookmark using Refinder. It features three main components:

- Wikipedia Page (Left):** Shows the 'Sustainable energy' article. A circular callout with the number '2' highlights the 'Add to Refinder' button in the browser's toolbar.
- Create new Bookmark Dialog (Right):** A Google Chrome dialog box titled 'Create new Bookmark - Google Chrome'. It shows the URL 'http://en.wikipedia.org/wiki/Sustainable_energy' and a description. A circular callout with the number '3' highlights the 'Save' button.
- Refinder Interface (Bottom):** Shows the 'Sustainable energy' article's contents, including a list of sub-topics like '1 Definitions', '2 Renewable energy technologies', and '3 Energy efficiency'.

An arrow points from the 'Add to Refinder' button to the 'Create new Bookmark' dialog, indicating the flow of the process.

Collect Things With Refinder

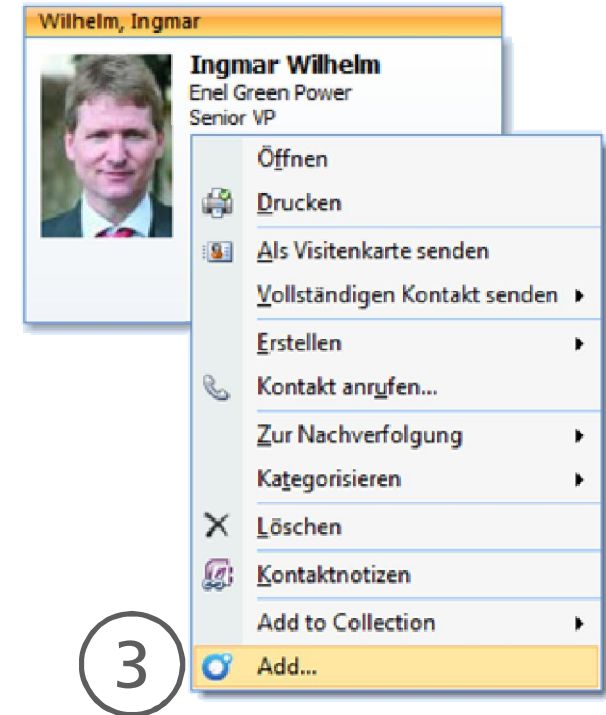
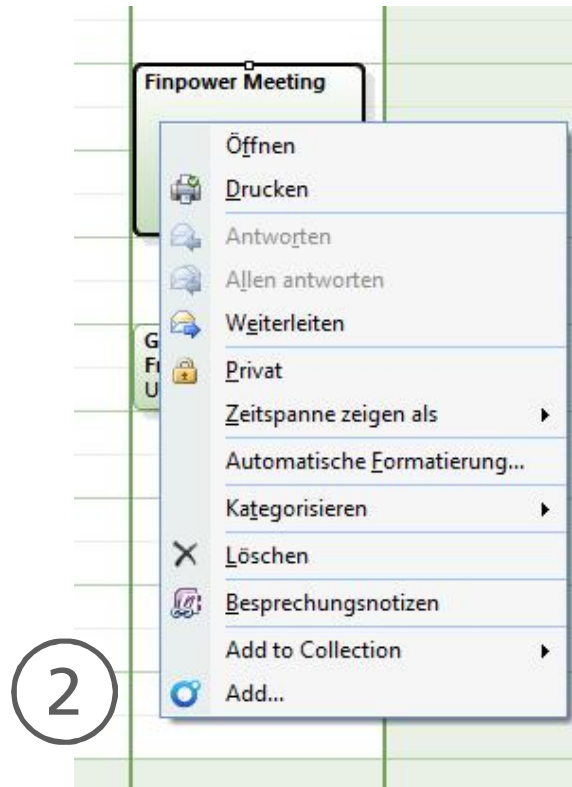
Sharing information must be intuitive, easy, and beneficial.

① Collect desktop data

Microsoft® Office Outlook®
Import contacts, events, emails, ...

Other desktop connectors
available on request.

Support existing work
processes, integrate
existing data easily.



Comment, Relate, Like, Export

Simple semantic annotations let you add the relevant data



Recommended




- 1 **Rate**
attention and feedback
- 2 **Comments**
describe context
- 3 **Recommendations**
create relations
- 4 **Source**
connects to linked data

Where your things come together


Collect information from different sources in one place. Connect people with data.

Collection






Project Finpower
Last modified: less than 1 minute ago
Private Collection
About this collection
We need to create an overview on renewable energy for Martin.




Created by




claudia
5 months ago

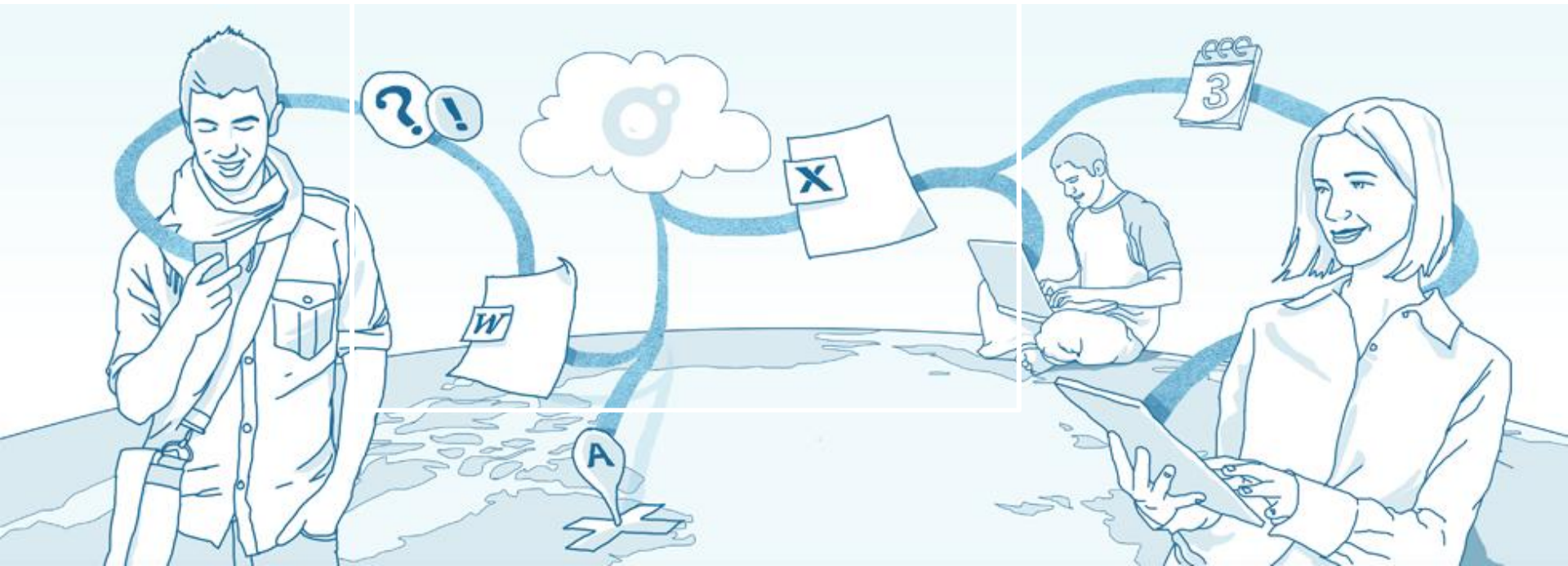
Persons who can see this collection





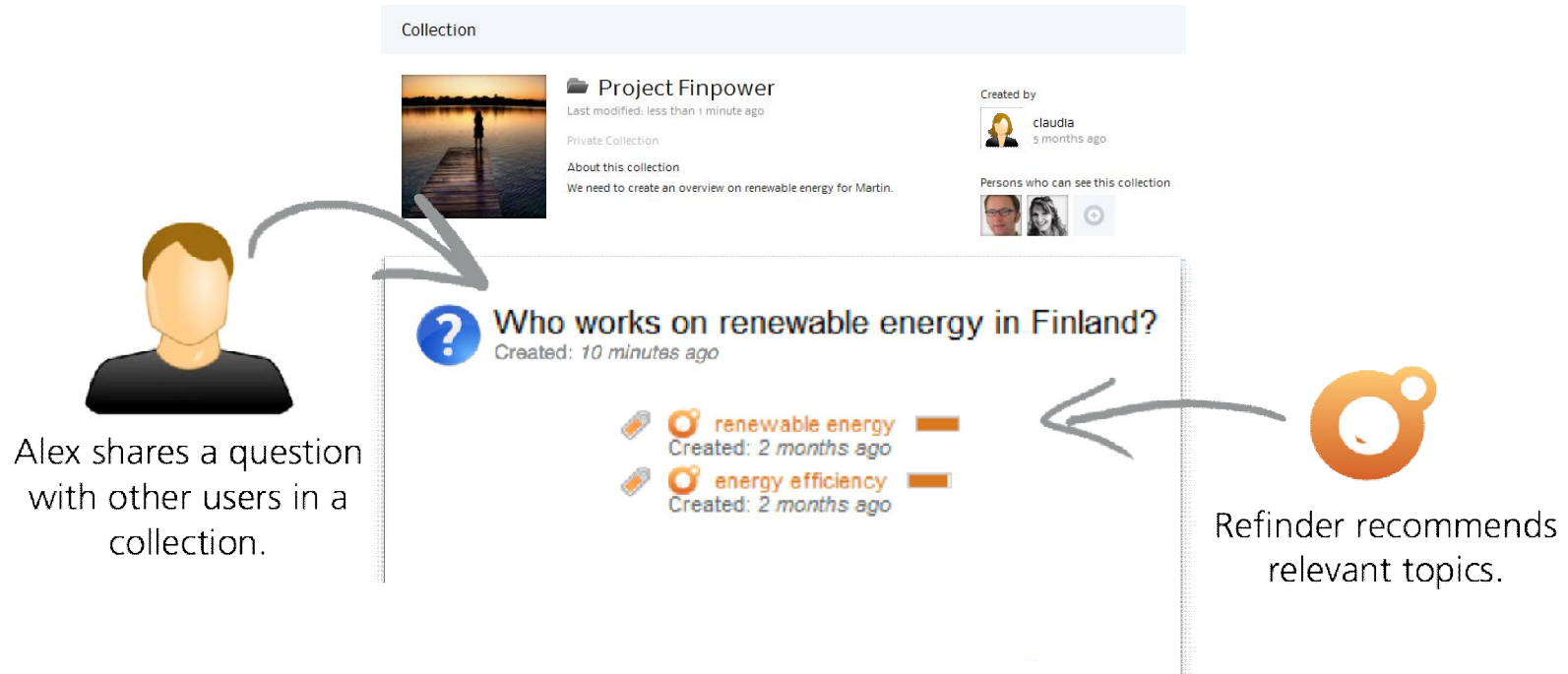
14 things in this collection

 Add new thing



Where people work together

Use Refinder to ask questions and get answers



Use Case: Collaborative Research

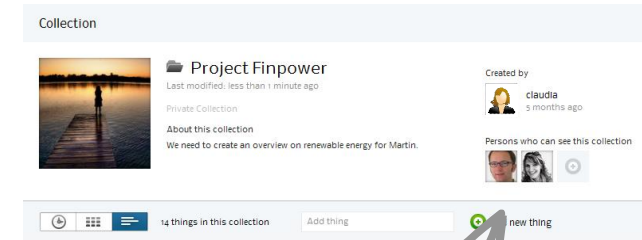
Distribute knowledge work in a team

Consulting Agencies

Teams: 11 people, 17 people

Task: stay on top on energy-saving technologies, public grants, .

- File-Share, Emails, Web
- External Freelancers



Topic:
buidling
solar

Use Case: Partners and Projects

Document decisions with external contractors, cooperation projects with partners

Collecting information for a project in a collection.

Meeting: Slides, hotel, participants, open questions, minutes.

Share it with the project participants.



1100 Refinder users like it

Organizations can use Refinder to support a task-oriented work culture in flexible teams

"Refinder is great to track the status of projects. We see what was decided when and who said what - and whom I have told what."

Senior Consultant, 37 years

"it is organized how I really think"

Junior Researcher, 30 years

Effects

- Ask questions and get feedback quicker
- Cross-Organisational
- Recommendations retrieve lost documents

Status of the Refinder Business

Refinder is created by Gnowsis, a Vienna Startup founded in 2009

2 Founders based on an idea

- Research Projects before NEPOMUK 16M €
- Income through consulting and research

Today team of

- 4 Technology people
- 2 BusDev&Sales people
- Network! Marketing, ...



CEO
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CTO
Bernhard.Schandl
@gnowsis.com



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Global Market

Knowledge Worker - one who works primarily with information

- **25-50% of the total labor force in advanced economies are knowledge workers**

Davenport, Thinking for a Living, 2005

- **The Work Foundation, UK, estimates:
30% in jobs with high knowledge content,
30% in jobs with some knowledge content,
40% in jobs with less knowledge content.**

Refinder Marketing Challenges

Social Software and Collaboration do Overlap

Large potential market!
small real market...

■ We are a startup ...
small but agile and open to
new ideas 😊

... we have a plan...

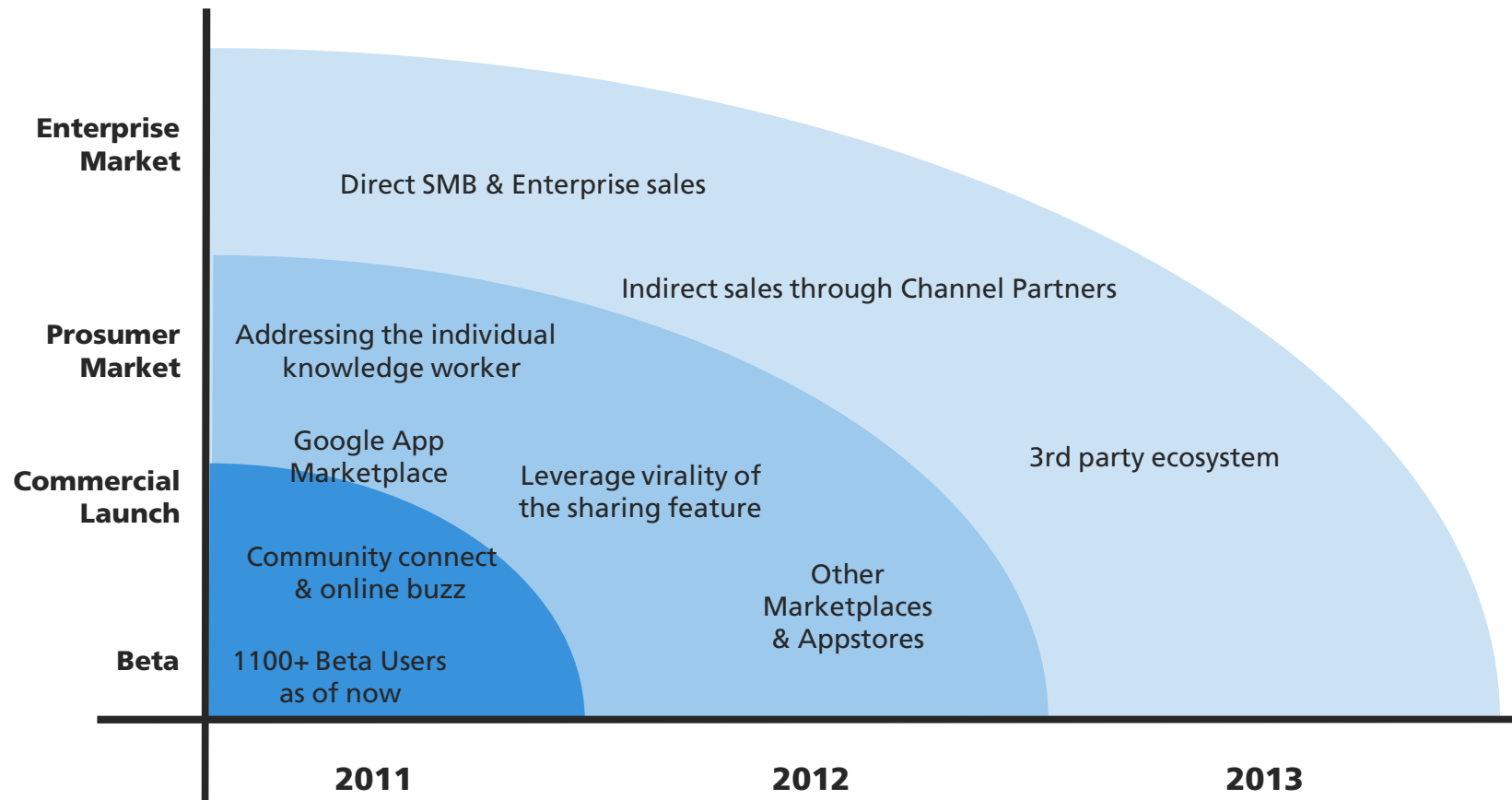
Social Software Market Classification

Vendors and Offer



Commercial rollout

Growing the business in a staged approach



Refinder Marketing Challenges

Social Software and Collaboration do Overlap

„Crossing the Chasm!“

- Market adoption in D.A.CH.
- obvious KPI or ROI

→ **TAM - Technologie-
akzeptanzmessung**



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Refinder Sales in Enterprise Market

B2B Sales, Project Business. Pilot Projects with Trials.

Enterprise
Requirements

Use Cases

Benefit

Integration

In-House hosting

SLA, License

TCO Calculation

Buying Center:
Business Group & IT
...first step: Pilot Project



Roadmap

Partner Sales

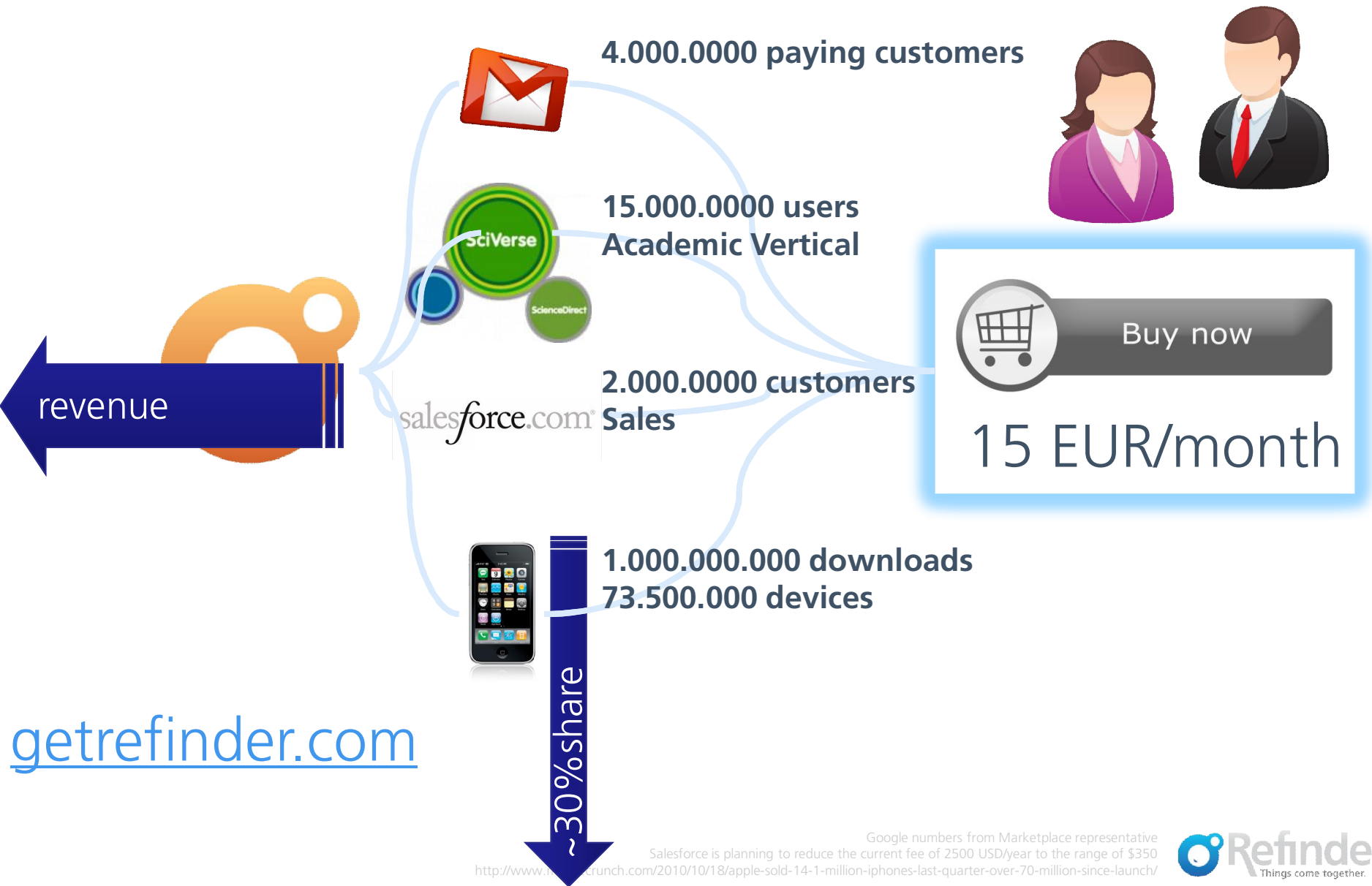
VARs, System Integrators

White Label



Refinder SaaS Marketing and Sales

Sell on large and open marketplaces with low entry barriers



Refinder Marketing Challenges

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Test Market & Sales Channel
Price? Features? Contracts?
• **Ask in your network...**



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small real market...



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... SO ...

3 Refinder Marketing Challenges

Social Software and Collaboration do Overlap

„Crossing the Chasm!“

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→ TAM - Technologie-
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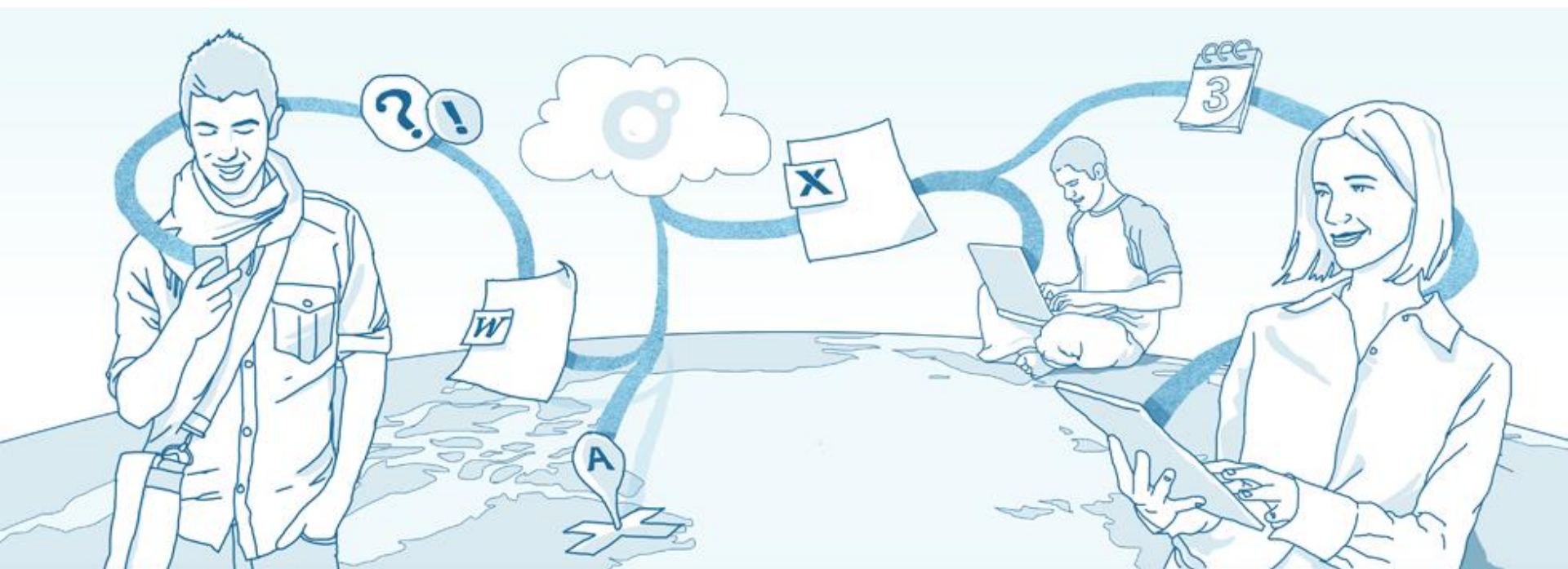
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Price? Features? Contracts?
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Thanks,
questions!



@Refinder



www.getrefinder.com