

Democrasoft.com, Formerly Burst.com, Launches Collaborize To Organize Group Discussions Online, Capture Great Ideas, Collect Votes And Streamline The Decision-Making Process For Groups And Organizations Online

Technology
IP Software
(BRST-OTCPK)

Democrasoft™
50 Old Courthouse Square, Suite 300
Santa Rosa, CA 95404
Phone: 707-324-8091



Richard A. Lang
Chairman and CEO

BIO:

Richard Lang is the Chairman & CEO of Democrasoft. He is also co-founder of the 20 year-old public company, Burst.com, Inc. that in 2010 transformed itself into Democrasoft.

Richard is a pioneer in the technology industry, having been the co-inventor of the world's first, patented, dual-deck VCR in 1983 and co-founder of his first public company, Go-Video, Inc. In 1987, Richard invented (and later patented) a revolutionary solution for delivering video and audio programs over electronic networks, in "burst" mode, which created a foundation for today's video-on-demand and audio-on-demand systems. He co-founded Explore Technology in 1990,

which later became Burst.com, to develop and license this technology. Over the past 10 years, Burst has licensed this technology to the biggest names in the industry and continues to monetize these patents today.

Richard's passion for using technology to empower people is foremost in Democrasoft's mission and is the realization of Richard's long-time vision for the evolution of democracy and the empowerment of individuals.

Company Profile:

Democrasoft™ (OTC:BRST.PK.ob), is a 20-year-old public company with a history of pioneering technology. Its flagship product, Collaborize™ is an online tool for organizing groups into decision-making communities. It is designed to empower groups of all sizes - businesses, non-profits, organizations, governments, their members and citizens to resolve real problems and drive toward actual implementation of collective solutions.

Headquartered in Santa Rosa, CA, Democrasoft was formerly known as Burst.com, inventors and pioneers of Internet media delivery technology. Collaborize represents a change in direction for the company, to one dedicated to facilitating a vision of online social networking with a purpose.



Interview conducted by:
Lynn Fosse, Senior Editor

CEOCFO: Mr. Lang, would you tell us about your name change and how it will affect your company?

Mr. Lang: We were Burst.com, but we are in the process of changing to our new name, which is Democrasoft™. The change represents a completely new business model for our company and a change in our direction. We are still maintaining our legacy patent licensing as a division. However, our main focus as a company is now on making our flagship Democrasoft product, Collaborize™ a success.

CEOCFO: Would you tell us about your new flagship product?

Mr. Lang: Our product is called Collaborize and it is an online web-based application that is really designed for any group or organization that has topics to discuss and decisions that they need to make. It is particularly for anyone that wants to significantly reduce the amount of time that they spend on emails, meetings and messages; because it does four important things really well. It organizes group discussions, it captures great ideas, it collects votes and it streamlines the decision-making process. In addition, it is web-based, so people can participate on their own time and it gives everyone in the group an opportunity to be heard, therefore the entire group benefits from what we call 'the wisdom of we'.

CEOCFO: Will you give us a scenario of how this would work?

Mr. Lang: Let's say you are a small company and you are thinking about a possible name for a new product. Right now the only way to do that is you send out an email for the forty people in your

group and then you have to spend the time sorting through the responses to the emails going back and forth. You are going to spend hours calling, you might have follow-up phone calls with people and then at the end you still don't have a quantitative guide to how people feel or why. With Collaborize, all the time that would otherwise have been spent on the phone and doing emails is eliminated. Instead people come to the Collaborize site set up for your internal team and they see a question that is posted, 'What should we call our new product?' And then people have an opportunity to either submit their own suggestions or to vote not only on their own suggestion, but on the suggestions that other people have made. Or perhaps as a moderator, you may have three or four names in mind that you want people to choose from. You can then put it out as a multiple choice question and have people vote on your choices. You can get an exact indicator of how and how many people in your group feel about whatever name suggestions they have before them. This entire conversation takes place online, so people can participate whenever it is convenient for them, and they can participate from wherever they happen to be. So you don't have to call a meeting, you don't have to have a conference call and again, it eliminates the need for emails. So that is a real time-saver and you can imagine a similar scenario in many other types of decision-making. You may be planning an event or coming up with a marketing strategy or just addressing a problem and finding a solution for something where you want to engage a group. It might be a small company, it might be a homeowners association or a club, it might be a classroom setting. It could be anywhere there are people with a common interest that come together on their Collaborize site, and it enables them to drive the group towards actionable results in a matter of minutes, as opposed to weeks.

CEOCFO: Is there a limit to the amount of people that might be involved in any given session or scenario?

Mr. Lang: There is no limit involved. The basic price for up to 100 active users is \$29.95 a month, but even the highest price for 5000 people actively using the site is only \$199 bucks per month. So it is pretty affordable. Above that you can do enterprise pricing and non-profits get a pretty significant discount. In addition, everyone gets a free trial, so they can use it and know how it works in advance of paying anything.

CEOCFO: It sounds easy to understand, now how do you get people to know about it?

Mr. Lang: The fact that it is simple and easy to understand is by design. There are other tools that are out there that attempt

Our product is called Collaborize and it is an online web-based application that is really designed for any group or organization that has topics to discuss and decisions that they need to make. It is particularly for anyone that wants to significantly reduce the amount of time that they spend on emails, meetings and messages; because it does four important things really well. It organizes group discussions, it captures great ideas, it collects votes and it streamlines the decision-making process. In addition, it is web-based, so people can participate on their own time and it gives everyone in the group an opportunity to be heard, therefore the entire group benefits from what we call 'the wisdom of we'.

- Richard A. Lang

to address the same kind of problems, but they tend to be very complicated or very expensive. We are doing for the area of collaboration and idea management what iTunes did for the MP3 world. We are taking what is, what or has been, an assortment of different features and prices and complications and what is usually an unsatisfactory user experience, and we are making it elegant, very simple, and fun. So that is a motivator for people to participate, because as they find out about it they realize that it is going to shorten their work day and that alone makes it worthwhile.

CEOCFO: Where are you in rolling it out and commercializing?

Mr. Lang: Technically, our launch was today; however, prior to today we had

about forty beta customers that we have been working with over the last four months or so. They include companies like Tech Soup, Medtronic, and blogger Bob Cringely.

CEOCFO: What is it about your technology that allows you to do this, why hasn't this been done before?

Mr. Lang: Parts of it have been done before, but again, we are bringing simplicity of use and a fun user experience to the table, along with affordability. We want every group with a common purpose to be able to use it.

CEOCFO: How well protected is it, can it be patented?

Mr. Lang: Some aspects are patentable and we are in the process of protecting those aspects.

CEOCFO: Development is expensive, what is the financial picture like for Democrasoft today?

Mr. Lang: We're a public company, so we're only allowed to discuss our financial picture when we provide this financial information to all shareholders at the same time, which we do on a quarterly basis. Having said that, our financials are available on our website, currently under our old name: www.burst.com.

CEOCFO: In closing, why should potential investors be interested in Democrasoft?

Mr. Lang: Social networking is evolving. What we've seen so far are sites like Facebook and others that are what we call "connective tissue". These services let us know who we are connected to and perhaps what we are doing at any given time. The next wave is all about what we call "social networking with purpose", meaning web applications like ours that provide a way for groups to come together to actually accomplish something together. We believe that our flagship product, Collaborize, represents a game-changer in how this next wave of social networking applications bring people together.