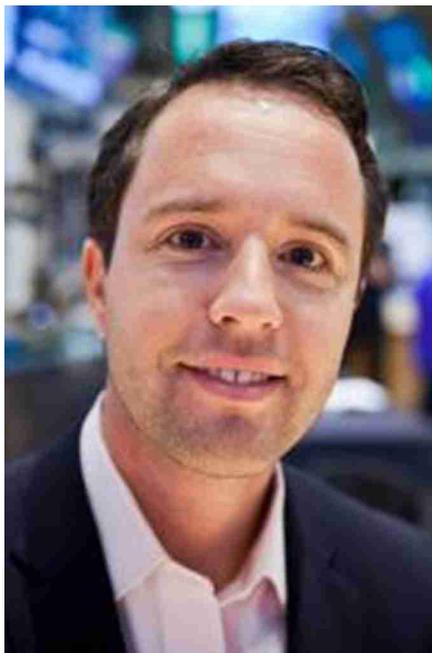


Providing a Library of more than 9,000 Business Book Summaries in Seven Different Languages, getAbstract, Inc. is enabling their more than 10 Million Subscribers to make Better Business Decisions and to become Better Professionals

**Business Services
Executive Training**

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**Michel Koopman
CEO**

BIO:

Michel is currently chief executive officer at getAbstract Inc., overseeing operations in the US, Canada and Latin America. Previously, Michel held a number of senior sales, marketing and business development positions at Citrix Systems where he built many of the firm's most strategic go-to-market, revenue-generating alliances and channel partnerships.

Prior to Michel's roles at Citrix, he held business development and consulting positions at Baan Company (now Infor). He also worked at Morgan Stanley and International Distillers (now Diageo). Michel sits on the board of the Make-a-Wish Foundation of Southern Florida and held a seat as board member at the software division of the Software & Information Industry Association (2007-2008). He won two alliance excellence awards in 2008 from the Association of Strategic Alliances Professionals. Michel's current passion is helping companies leverage getAbstract's compressed knowledge to develop their people into leaders and drive positive business performance.

About getAbstract, Inc.:

getAbstract's mission is to find and expertly compress critical business knowledge for universal access. This knowledge is provided in a format that's quick and easy to absorb. Our summaries allow individuals to stay current and competitive, so they can become leaders who make better decisions.

getAbstract includes a library of more than 9,000 business book summaries. The summaries are offered in seven different languages for our more than 10 million subscribers. This includes 25 percent of the *Fortune 100* companies.

getAbstract's clients include industry leaders such as Audi, Burberry, Chick-fil-A, General Motors, MillerCoors, Merck, UBS and many others. Visit www.getabstract.com/corporate to find out more.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Would you tell us about the concept behind getAbstract?

Mr. Koopman: We founded getAbstract about 14 years ago, and we have focused on delivering compressed knowledge to individuals and companies. Compressed knowledge allows individuals to make better business decisions and to become better professionals. Currently, our solution is made up of 9,000 business books that we have summarized into five pages or eight minute audios.

CEOCFO: What is the key to a good summary?

Mr. Koopman: Good question. Readers should walk away with a quality summary that is objective and includes the key points and lessons found in the book. Most importantly, the key to a good summary is the information readers take away: Are readers able to make better decisions? Are they inspired? Are they educated? Are they thinking more innovatively when solving a challenge? The quality of our abstracts makes them valuable. A testament to our quality are the rights we acquired from more than 400 of some the world's largest publishers. The summaries are offered in seven different languages for our more than 10 million subscribers. This includes 25 percent of the *Fortune 100* companies. We get excited when people and companies become better as a result of reading an abstract or multiple abstracts on a single topic.

CEOCFO: Would you say that getAbstract is a substitute for books?

Mr. Koopman: We are not a substitute for books. Sometimes I sit across the table from someone, and they say, "But I like books; I like reading." So do we--our entire business is based on it. Have you ever gone to a movie without first watching a trailer? Probably not. Generally, what our abstracts allow a reader to do is receive more ideas from more books. In this interconnected and diverse world, receiving multiple perspectives on a topic like operational efficiency, innovation or online marketing is very important. Readers might read one book in detail because they read the summary; they might want to get additional perspectives to figure out how to best put those thoughts into action.

CEOCFO: Would you tell us why getAbstract is more useful than reading a review?

Mr. Koopman: That is a great question. You are not legally allowed to summarize a book because it would be plagiarism. You need to have the rights to summarize a book, which is what we do. We have a small, subjective rating on the front of the abstract; and we have a small, subjective view of how we think the abstract is applicable for the reader and the information they will take away. The bulk of the getAbstract summary is very objective, concise and well-done by 125 writers and a dedicated editorial staff who are journalists and writers. They are talented and passionate about their trade. A review, on the other hand, is just that, a review. It is not a summary—a reader cannot use it as compressed knowledge. A reader can only use reviews to decide whether to read a book or not.

CEOCFO: When people use getAbstract, do they tend to know what they are looking for, such as specific books or categories?

Mr. Koopman: It depends on the person. Our library is focused on business books, so getAbstract readers generally look for business topics. Some of our popular categories are sales, marketing, leadership, human

resources and professional self-improvement. We have about 90 different categories. The way people find a book summary in our online library is similar to going into a physical library. Readers can search by author, topic, category, popularity, recommendations and published reading lists. People find books suggested by their peers on getAbstract, or they find the books themselves because they have a problem to solve. We exist and we have grown as much as we have because we live in a world of information overload. We are doing more with less, and individuals and companies are dealing with talent gaps. Therefore, readers try and learn whenever they can, or they find micro-moments throughout the day to prepare for the next call, the next task or the next meeting. Readers often search for the books they need to resolve a specific issue

"In these micro-learning moments, our five-page summaries that people read in 10 minutes or listen to in eight minutes help individuals to evolve. Our mission as a company is to allow people to make better business decisions and to become better professionals."

- Michel Koopman

at a particular moment in time. For example, I may need to go into a coaching conversation with an employee who is not performing. I might search for a book on how to have difficult conversations. In these micro-learning moments, our five-page summaries that people read in 10 minutes or listen to in eight minutes help individuals to evolve. Over time, a person's talent can improve from this engagement.

CEOCFO: Is there a difference between the people who are listening and the people who are reading, and how has that mix been changing?

Mr. Koopman: That is a great question. How people learn and how people consume information is changing, and at getAbstract it is no different. For example, half of our user base is now accessing us on a mobile device. This is a huge growth compared to five years ago. In 2011, that was a 40

percent growth. Looking at the more than 9,000 books we have summarized in our library, about 2,500 are audio.

CEOCFO: Would you tell us the difference between the audio and the written word?

Mr. Koopman: The abstracts are optimized for audio--the spoken word is slightly different than the written word. We ensure that the audio is no longer than eight minutes. Our studies have shown that attention spans are best at eight minutes--going longer or shorter would lose quality. Another optimization example is that we have two speakers-- a male and a female. They switch off after reading a couple of paragraphs. This makes the audio easier to listen to and more playful.

CEOCFO: Is getAbstract a standard feature in most corporate libraries and

how do people know about you?

Mr. Koopman: We have been around a long-time, and we have focused diligently on delivering a quality solution. Due to our strong focus on the quality of our product, we have focused less effort on sales and marketing. That has changed in the last few years. Personally, I am a more commercially-focused

leader in the company, while the founders have always been the visionaries around the solution, so together we make a good team. More and more, getAbstract is becoming a standard feature as a result of our marketing and sales investments, but also due to clients spreading the word about our success. Many people within the companies we do business with know us well. For example, General Electric has been a client for many years, and it has more than 300,000 employees. Their employees download about 150,000 business book summaries per month. We often become one of the most popular learning assets within companies like GE, Mastercard, Motorola Solutions, General Motors, etc. The book summaries are perceived to have a high value, so getAbstract is a very effective, popular learning asset versus an online/physical training course.

CEO CFO: Who is getAbstract typically working with in a company?

Mr. Koopman: It is different with each company. Many are talent and learning executives, chief learning officers, vice presidents of talent management and directors of organizational development. Sometimes a senior VP of sales finds us because he or she would like their sales teams to have stronger business acumen. Other examples include clients that use getAbstract for product, retail or customer experience groups. The majority is from the human resource area.

CEO CFO: Would you tell us about getAbstract's growth with individuals?

Mr. Koopman: We have two sides to our business: our business-to-business sales and marketing team, and learning consultants and professionals who are dedicated to helping corporate clients leverage our tools and get value out of them. The other side of the business is business-to-professional. Those are annual sub-

scriptions that we sell to individuals. By themselves, they make the determination to use our compressed knowledge library to become better professionals, to become more educated and to advance their careers with better business decisions. It is a growing, meaningful and sizable side of our business and the way we find them is through more online marketing versus more traditional face-to-face sales efforts.

CEO CFO: Does getAbstract find interest outside of the U.S.?

Mr. Koopman: Absolutely. Our global headquarters is located in Switzerland, where we were founded. getAbstract, Inc. in the U.S. represents about two-thirds of the company, but a significant amount of our business is overseas and growing. We have clients, individuals and companies in every country but two. Our strongest areas for B2B are located in the U.S., Canada, some parts of Latin America, Germany, Switzerland, the United Kingdom and South Africa. Our busi-

ness is strongest in German, English or Spanish-speaking countries.

CEO CFO: Why should investors and people in the business community pay attention to getAbstract?

Mr. Koopman: That is a great question. No one would disagree that today we live in a world of continuous information overload. We have to improve our own talent and the talent of those who work on our teams, and we have to do more with less—less people, less time, less budget. We also know that individuals and companies that invest in learning are more successful than those who do not. Therefore, knowing that talent development is important, we need to find meaningful learning assets we trust and can leverage in this present environment. That is why people should pay attention to getAbstract. Our mission as a company is to allow people to make better business decisions and to become better professionals.



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