



GUIDEWIREGROUP
G/SCORE™ SCORECARD

Aptimize Limited

Assessment Date: 18 DEC 09
 Assessor: Chris Shipley, Guidewire Group

	Business			Execution		Team	Business model	Funding
	Concept	Market	Competition	Business	Product			
23								\$\$ Undisclosed
Summary	<p>Founded originally to develop project management software, the company discovered the need for Web page delivery acceleration when its own product was painfully unresponsive. The Aptimize optimization scheme turns “chatty pages into chunky pages” by concatenating images and JavaScript, recompiling and compressing them on the fly. In one example with its own product, Aptimize reduced load time from 30 seconds to 4. Consistently, server calls are reduced by 50% or more. Sharepoint. sites see reduced load times by 33 – 75%, according to the company.</p> <p>Launched from New Zealand in late 2008, the product is best deployed by content-management-driven sites such as ecommerce and catalog sites. The company has 100 customers including Ratheon, Fidelity, and Microsoft.com,</p> <p>Aptimize has protected its IP in New Zealand and has filed for expedited examination in the U.S. and Canada. The company believes that several companies – including StrangeLoop Networks, Argon Networks, and FasterWeb, may be infringing on its patent.</p>							
Strengths & Challenges	<p>Strengths:</p> <ul style="list-style-type: none"> • IP protection for core concept • Generating revenue today with early customers. • Strong management foundation <p>Challenges:</p> <ul style="list-style-type: none"> • Real-time Web applications may prove more difficult to accelerate. • Needs to build US team and market presence. 							
Other Information	Level 1, 15 Allen St PO Box 19172 Wellington, 6149 New Zealand +64 21 410 363 www.apimize.com				Ed Robinson, CEO Derek Watson, CTO Investor: Carmel Ventures			