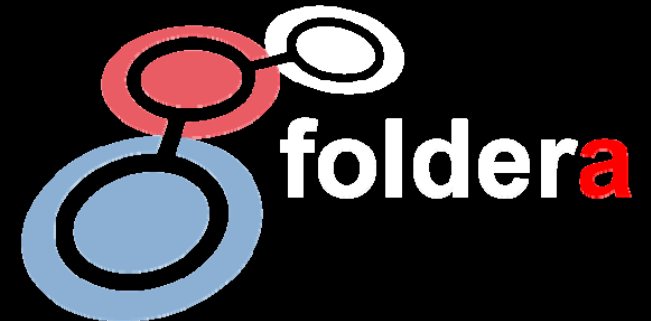


An end to sorting and filing



Well.. maybe not an
end.

How about a fresh
approach to organizing
and sharing
information?

People are frustrated
with the tools they've
been provided.

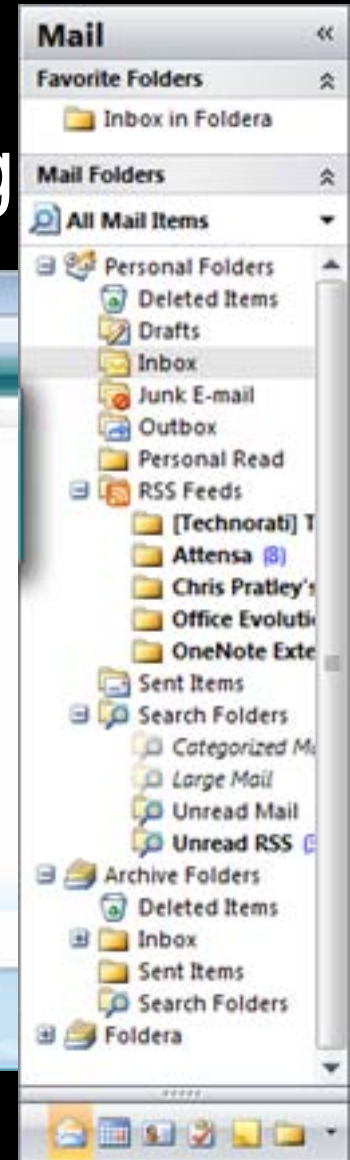
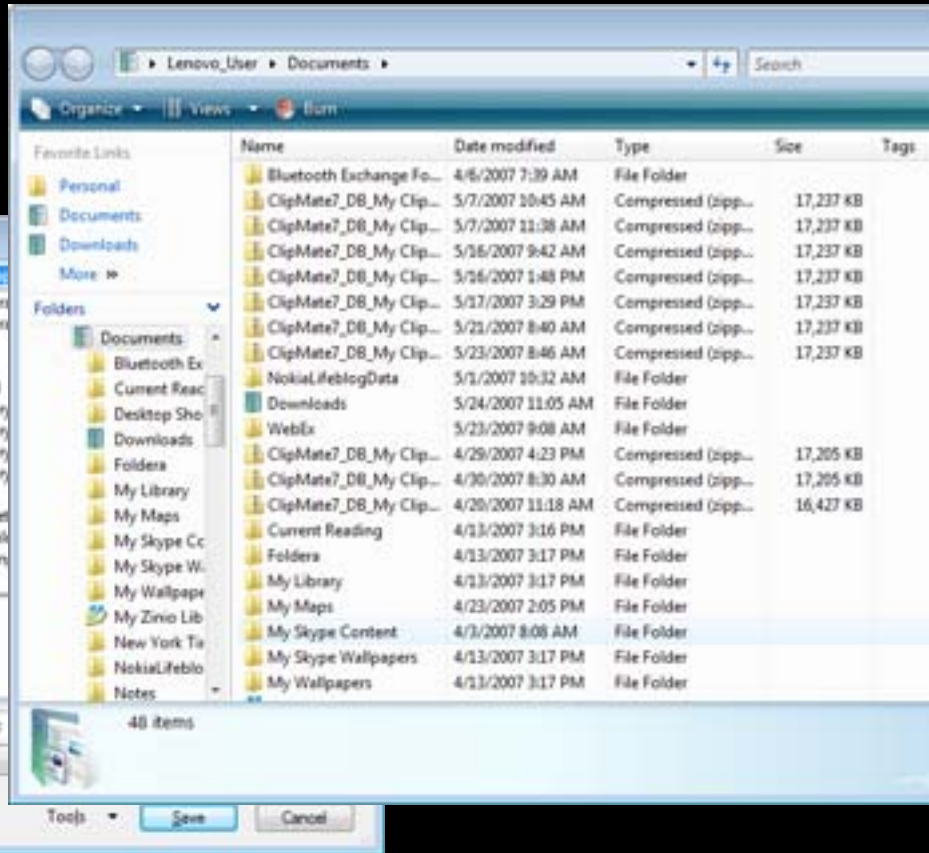
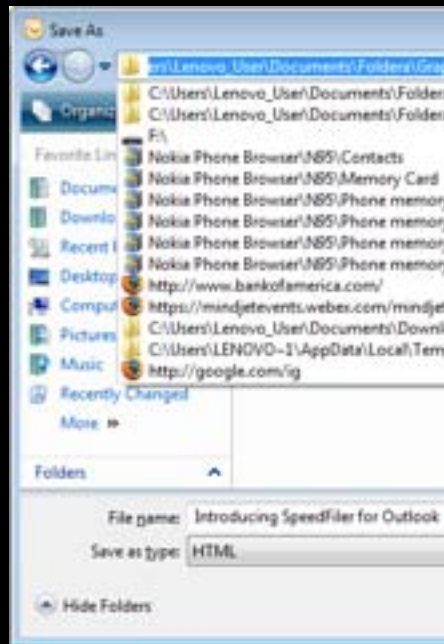
Sorting
Organizing
Searching



3 big productivity
killers

Solutions?

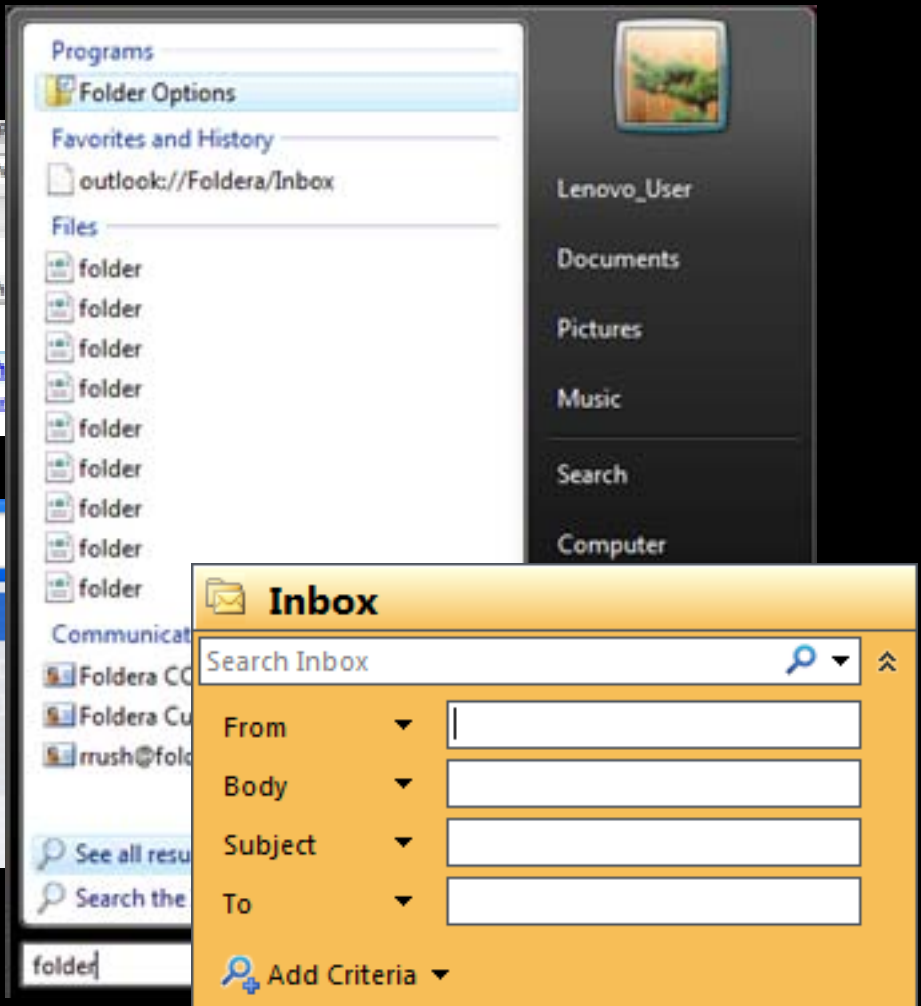
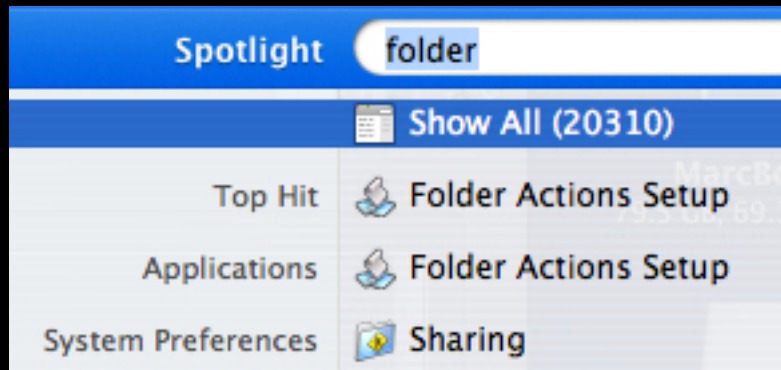
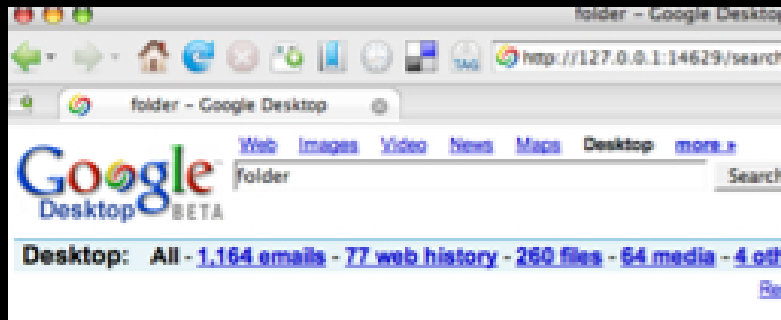
The current state of the art in sorting and filing...



Does that seem
intuitive or easy to use
to you?

Really?

Search is not a UI!



The problem is...

People aren't good at building queries, choosing tags or keywords, and run for the exits at the word "metadata".

The big myth...

Humans do not
multi-task...

They time slice.

Bottom line?

It's time that software worked
the way humans do.



This is our idea.

Everything in context.

The screenshot shows a Microsoft Office 365 activity page for a folder named "Marketing - launch". The page is divided into several sections: "Folder" (Calendar, Email, Files, Tasks), "Add a Description", "Files (6 New)", "Upcoming Events (1 Today)", "Upcoming Tasks (0 New)", "Participants", and "Tools".

Annotations with arrows point to specific elements:

- Tools**: Points to the "Add a Description" link.
- Information**: Points to the "Foldera communications prog" file in the "Files" section.
- Actions**: Points to the "Create New Calendar Event" link.
- People**: Points to the "Participants" list.

Folder | [Calendar \(6/11\)](#) | [Email \(0/0\)](#) | [Files \(6/6\)](#) | [Tasks \(0/1\)](#)

[Add a Description](#) [Delete Activity Folder](#)

Files (6 New)

Marketing Action Items.xls	Last Modified 3:43pm 4/30/07
Marketing Calendar.xls	Last Modified 10:54am 3/13/07
Pricing model - kloyd 7Feb07.x	Last Modified 1:09pm 3/6/07
Collab Suite pricing..xls	Last Modified 10:56am 3/1/07
Marketing - v0.85.ppt	Last Modified 12:21pm 2/12/07
Foldera communications prog	Last Modified 8:05am 1/9/07

Upcoming Events (1 Today)

- [Enterprise 2.0 Event Discussio](#)

Upcoming Tasks (0 New)

- [Schedule program review](#)
Assigned To Me

Participants [Edit](#)

- [Marc Orchant](#)
- [Allen Lin](#)
- [Blake Hunnel](#)
- [Daniel O'Shea](#)
- [Dave Madison](#)
- [Foldera Administrator](#)
- [Hugh Dunkerley](#)
- [Ken Loyd](#)
- [Oliver Starr](#)
- [Richard Lusk](#)
- [Shane Belovsky](#)
- [Simon Aspinall](#)

Tools

- [Create New Calendar Event](#)
- [Upload File](#)
- [Compose Email](#)
- [Create New Task](#)

Easily sorted...

Marketing - launch [click to edit](#) Created

[Folder](#) [Calendar \(6/11\)](#) [Email \(0/0\)](#) [Files \(6/6\)](#) [Tasks \(0/1\)](#)

Select All / [Unselect All](#)

Sort By: [Title \(A-Z\)](#) ▼

	Title (A-Z)	Title (Z-A)	Folder Name (A-Z)	Folder Name (Z-A)	Date Last Modified (earliest first)	Date Last Modified (earliest last)	Size (Small-Large)	Size (Large-Small)
<input type="checkbox"/>	Collab Suite pricing..xls						Size 30 KB	Last Modified Thu
Download	View	4 New Comments	New Version					
<input type="checkbox"/>	Foldera communications program						Size 14 KB	Last
Download	View	1 New Comments	Upload Prevented					
<input type="checkbox"/>	Marketing - v0.85.ppt						Size 1 MB	Last Modified Mon, 2/1
Download	View	2 New Comments	New Version					
<input type="checkbox"/>	Marketing Action Items.xls						Size 47 KB	Last Modified Mon, 4/30/2007
Download	View	2 New Comments	New Version	View Version History				

Ready for action...

The screenshot displays the Outlook interface for a folder named "Evangelism", created on Feb 10, 2007 at 2:16 PM. The interface includes a navigation pane on the left with folders: **Inbox**, Sent, Drafts, Trash (Empty), and Spam. The main pane shows a list of three emails:

Select All / Unselect All		From	Subject
<input checked="" type="checkbox"/>		Richard Lusk	Re: Part one o
<input checked="" type="checkbox"/>		Oliver Starr	Re: Part one o
<input type="checkbox"/>		Dave Madison	RE: Part one o

The "Actions" menu is open, showing the following options:

- Check Email
- Compose New Email
- Delete Selected Email(s)
- Copy Selected Email(s)
- Move Selected Email(s)
- Restore Selected Email(s)
- Flag Selected for Follow-up
- Remove Selected Flags
- Mark Selected Emails as Spam
- Mark Selected Emails as not Spam
- Mark Selected Emails as Read

Private
only morchant can view this document

Public
everyone may view this document

Advanced Sharing

Users | **Groups**

- Daniel O'Shea
- Derek Rush
- Foldera Administrator
- Hugh Dunkerley
- Jnan Dash
- Richard Lusk

	remove	View	Edit	Manage
Marketing Department	remove	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Dave Madison	remove	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Oliver Starr	remove	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ken Loyd	remove	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Shane Belovsky	remove	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Allen Lin	remove	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blake Hunnel	remove	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brent Wagner	remove	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Point-and-click sharing

An end to...

- Sorting
- Filing
- Searching
- Version chaos
- Sharing
mismanagement

www.foldera.com

