

EXHIBIT 13: SETTING UP A TERRAIN MAP

Name	Purpose	Axes				Terrain Features
		X-Axis (horizontal)		Y-Axis (vertical)		
Master Terrain Map	Profiles target terrain volume and value in terms of revenue and profits.	Datasets	<ol style="list-style-type: none"> 1. Monthly revenue estimates (quarterly actual if public) for top 10 competitors. 2. Weekly updated revenue for subject competitor. 	Datasets	<ol style="list-style-type: none"> 1. Monthly profit estimates (quarterly actual if public) for top 10 competitors. 2. Weekly updated profit for subject competitor. 	<p>Competitors depicted by red triangles sales to the relative revenue size of each competitor.</p> <p>Revenue and profit values notated near each object.</p>
	Used to measure campaign progress in terms of total target terrain.	Endpoints	<ol style="list-style-type: none"> 1. Zero dollars on left endpoint 2. \$2.5 billion of right endpoint 3. \$1.25 billion at intersection 	Endpoints	<ol style="list-style-type: none"> 1. -50% loss on bottom endpoint 2. +20% profit on top endpoint 3. -15% loss at the intersection 	<p>Subject competitor is depicted by a blue triangle.</p> <p>Top 50 customer by revenue and potential are depicted by dollar signs - red for competitor customers and blue for campaign customers.</p>
	Over time the map will visualize the relative movement of both the subject competitor and its direct competition.	Intelligence Needs	<ol style="list-style-type: none"> 1. Methodologies to generate reliable estimates of monthly revenue from each competitor. Combines actual public data with internal models. 2. Weekly revenue updates for subject competitor. 	Intelligence Needs	<ol style="list-style-type: none"> 1. Methodologies to generate reliable estimates of monthly profits from each competitor. Combines actual public data with internal models. 2. Weekly profitability updates for subject competitor. 	<p>Color-coded lined between customer and competitors depict marketing channels.</p> <p>Red and blue objects depict key products.</p>