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egoboss Proactive Portal; Live Demonstration Now Available ...

egoboss is about "Automating Success" - a unique Online Competition and Market Analysis Platform for Product Managers and Business Developers, egoboss is focused on Automating Success for Independent Software Vendors, Venture Capitalists, Consumers of Information Technology and Industry Analysts.

London, UK (October 3rd, 2005) - On schedule, egoboss today announces the launch of its Proactive Portal for Competition and Market Analysis - see www.egoboss.com/portal.htm - so potential clients can sample the concept, online.

A bespoke Portal will be created for each client, upon their registration and subsequent Portal Profiling by egoboss.

This approach radically extends the effectiveness of conventional consultancy services, and allows ISV's, Industry Analysts, VC's and IT consumers alike to rapidly understand new market opportunities and competition issues. The egoboss Proactive Portal clearly sets egoboss apart from traditional IT Industry Analyst services by providing proactive, focused, and concise information, along with appropriate recommendations, to accelerate business development. All with the global, real-time reach of the Internet.

Since the initial launch of egoboss in September 2004, there has been strong International demand for egoboss's consulting services, which are based on over two decades of experience in all aspects of IT, Software and Business Development, Internationally.

Describing the egoboss approach to contemporary consulting, the founder, Carl Griffith, explains the significance of this release. "Our Proactive Portal uses the real-time and global reach of the Internet and so means our clients no longer need to subscribe to traditional, reactive and monolithic information services.

The services offered will in time be extended to encompass situation-based search features, workshop forums and business alerts. Proactive Portals are increasingly commonplace in the context of personal blogs and bespoke home pages such as Yahoo! yet - ironically - Information Technology businesses have been slow in understanding the potential of this approach, and how it can accelerate and automate a better understanding of their competition and new market opportunities, so Automating Success.

From an Investor and Partner perspective this is also significant. Consulting is a finite service, which is not scalable and is predicated on huge amounts of human resources for research, compilation of reports and their delivery. The cost base for this approach is prohibitive and does not address real-time, global markets. The egoboss approach delivers consulting as an online service and it so becomes a product which is infinitely scalable."

By offering flexible subscription and ad hoc licensing models, egoboss is accelerating its growth in Europe and the USA. An Accredited franchisee program will be launched in Q1, 2006.

About egoboss - Established in September 2004, egoboss is about "Automating Success" via its unique Online Competition and Market Analysis Platform; egoboss caters for users from all business sectors worldwide, with special focus regarding ISV's, VC's, and Industry Analysts.

Potential Investors and Partners are invited to contact egoboss directly for further information.

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