

Intelimax Media Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Intelimax Media Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Intelimax Media Inc. and its competitors. This provides our Clients with a clear understanding of Intelimax Media Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Intelimax Media Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Intelimax Media Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Intelimax Media Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Intelimax Media Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Intelimax Media Inc. business.

About Intelimax Media Inc.

Intelimax Media Inc., a development stage Internet media and advertising company, focuses on the hosting, development, and management of industry-specific Web sites and portals focusing on new media, online games, search, publishing, and media sales.

Products and Services

Pay-Per-Click Search Engine

Pay-Per-Click Search Engine is Internet search software developed by the company which can be customized for use in Web sites catering to various interests. Both Gamboozle.com and ClimateSeek.com would feature its Internet search software which would allow users to find Web sites that relate to the specific search terms which are entered and allow it to present paying advertisers within the results of such search, therefore ensuring revenue production when a user selects one of the paying advertiser's Web sites.

The company has developed its Pay-Per-Click software with the purpose of having advertisers pay based on the performance of their advertisements and users delivered from its Web sites. Two other critical aspects of the Pay-Per-Click software are: Real

Time Keyword Bidding where advertisers can bid on having their Web site placed in its search result listings based on certain keywords entered by a user of Pay-Per-Click search software; and Front Loaded Payment where advertisers would deposit an initial payment with it which would be used to pay for their click through advertising as a form of retainer.

Gamboozle.com

Gamboozle.com is a Web site which allows users to play various online games of skill, luck or strategy and offers an Internet searching option which provides users with results for various Web sites which match the user's search criteria. It combines its Pay-Per-Click Search Engine, its Gaming Platform and its Fantasy Sports software. Gamboozle.com offers online games through its Gaming Platform. The following is a sample of the products and services provided by Gamboozle.com which would attract a sizeable user base:

Gamboozle Bucks - the core of Gamboozle is the Gamboozle Bucks. This is the artificial currency the users would use to enter raffles and interact with each other. Users can earn Gamboozle Bucks by playing different games and/or interacting with the content on the Web site.

Raffles and Prizes - Gamboozle has a free raffle system. Players purchase raffle tickets with their Gamboozle Bucks and enter a raffle to win free prizes.

Free Fantasy Sports - Gamboozle offers fantasy sports leagues that can be played daily, weekly, monthly and for the whole season.

Casual Games - Gamboozle offers online strategy, wordplay and action games that offer instant prizes, such as Gamboozle Bucks and free spins on the Gamboozle virtual slot machine.

Multi Player Poker - poker is the multi-player social game. Gamboozle offers an online based poker game which does not involve gambling with real money.

Social Networking - social networking is the ability for users to communicate directly with each other, either through live chat or a messaging system on a Web site. This creates a feeling of community on a particular Web site and encourages return visits by users.

ClimateSeek.com

ClimateSeek.com is a Web site which would provide content and applications focused on global warming, climate change, renewable energy and the global carbon markets. This Web site is in development.

Gaming Platform

The company has developed and acquired software which allows users to play multi-player poker, blackjack, roulette as well as slot machines online. It intends to offer this online gaming application to users on a subscription basis. The company's online gaming software has been integrated into its Gamboozle.com Web site, as well as its pages on Facebook, MySpace and Bebo, which are social networking Web sites.

Fantasy Sports

Fantasy sports describes multi-player games in which users act as fantasy owners and build a team that competes against other fantasy owners based on the statistics generated by individual players or teams of a professional sport. The company has developed software which allows users to create teams from the rosters of actual sports players and then use their teams to compete against other users in various categories such as points scored, yards gained or home runs registered, depending on the specific sport. The company's fantasy sports software has been integrated into its Gamboozle.com Web site as a paid service.

Significant Events

In November 2009, Intelimax Media Inc. signed an agreement with Canada Business Network Services Inc. ('CanBiz') to represent Intelimax in Southeast Asia as its Market Advisor and Intermediary for the purpose of developing new business opportunities in that region. CanBiz would provide multiple services to Intelimax starting with introductions, networking and business development services to expand and execute on business opportunities in the Philippines.

Competition

Gamboozle.com: The company's Gamboozle.com Web site competes with Armorgames.com, pogo.com, miniclip.com, crazymonkeygames.com and newgrounds.com, as well as Gambling911.com, Casino.com, Pokerpages.com and

Gambling.com, which primarily offer casino type games.

ClimateSeek.com: The company's ClimateSeek.com Web site competes with Web sites, such as TreeHugger.com, ENN.com and Terrapass.com.

Subscription Poker: The company competes with a subscription poker network, Pureplay.com, as well as Web sites such as spadeclub.com and clubwpt.com.

History

Intelimax Media Inc. was founded in 2006.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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