

# 2008 X Change Scholarship Program

## I. GENERAL OVERVIEW

2<sup>nd</sup> Sight Software, Inc. a California Corporation, doing business as “Semphonic,” and Web Analytics Demystified, Inc., an Oregon Corporation and their employees, agents, licensees, successors, assigns (collectively, “Producers”) may at their discretion award a scholarship on behalf of an individual for attendance at the 2008 X Change Conference (The Conference). The grant will include attendance at the conference, room and board while attending the Conference, and reasonable travel expenses as approved by the Producers. The Producers will establish the X Change Scholarship Committee which will make the ultimate decision regarding the scholarship award distribution.

## II. SCHOLARSHIP SELECTION PROCESS

### A. Criteria for Selection

The purpose of the scholarship will be to encourage and promote the innovative use of web analytics to improve web site performance. X Change 2008 shall review and shall have final approval authority over the adopted criteria for the Scholarship. The scholarship process will require the following :

The applicant must submit an essay of approximately 1,500 words which describes the actual use of web analytics to improve the performance of a public web site. The essay must include a detailed explanation of the tools and techniques used, the objective of the analysis, improvements that resulted from the analysis as well as a monetary evaluation of these improvements. The Scholarship will be open to all practitioners of web analytics who have performed web analytics for a public, English language web site for at least one (1) year. The winning applicant must agree to present the essay to the Conference and answer questions regarding the analysis by the attendees. The applicant will not be required to present confidential information. However, the presentation must be in enough detail so that Conference attendees will understand the analysis and its significance. All applicants must agree to allow the Producers to include their essay in a Conference publication. The winning applicant agrees to allow the Producers to issue a Press Release with their name, employer, and position. Criteria will include, but need not be limited to: prior work experience that demonstrates innovative web analysis, recommendations from business professionals who benefited from the analysis, and the conclusions that the selection committee might draw from a personal interview as to the individual’s creativity, web understanding, ability, and potential. All scholarship applicants shall submit an application, which shall include a biographical record and supporting material, including an essay as described above, and references that the X Change Scholarship Committee may contact. The Producers will provide the scholarship application form and shall have ultimate approval authority over the awarding of the Scholarship.

### B. Selection Committee

The Producers will establish the X Change Scholarship Committee (The Committee) that shall have ultimate approval authority over the final scholarship award recipient. The Committee will provide signed verification confirming that no award was recommended to a party related to any member of the Producers, or any other organization involved in the operations or promotion of the Conference. The

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Committee will make every reasonable effort that the applications are distributed to a broad class of eligible individuals.

### C. Nondiscriminatory Policy

The scholarship recipient will be selected on the basis of promoting web analytics innovation and will not discriminate on the basis ethnicity, age, gender, or national origin. From the charitable class of individuals that could meet the established scholarship criteria, the scholarship shall be awarded on an objective and nondiscriminatory basis within the meaning of Internal Revenue Code § 4945 and Treasury Regulation 53.4945-4(b). In selecting the scholarship recipient, the Committee shall not take into account a candidate's employment relationship with any person. Family members of past or present directors and/or employees of Semphonic or Demystified shall not be eligible to receive scholarship grants, nor shall any person who is a "disqualified person" with respect to The Producers within the meaning of Internal Revenue Code 4946(a). No employee or family member of the Producers, an advisor, or a member of the Committee, is eligible to receive the scholarship.

### III. SOLICITATION OF APPLICANTS

The applicants shall be solicited throughout the United States. Application forms shall be distributed by The Producers, or as specified by the Committee.

### IV. NOTIFICATION OF SCHOLARSHIP RECIPIENTS

The X Change Conference scholarship recipient shall be notified after the Committee has given final approval of the scholarship award recipient. Notification will be given by the Committee and shall provide the scholarship recipient with a letter notifying him/her of the grant, and specifying the details of the award.

### VI. RECORD KEEPING

Semphonic as an agent for the Committee shall keep records, which shall include:

1. All information that the Committee secures to evaluate the qualification of potential scholarship recipient;
2. The name, address and other contact or identifying information for each scholarship recipient;
3. Any information on relationships that would cause the scholarship recipient to be a disqualified person with respect to X Change 2008 within the meaning of Internal Revenue Code § 4946(a);
4. The travel and living expenses paid for by the Producers;
5. A copy of the letter notifying the recipient of the scholarship grant.