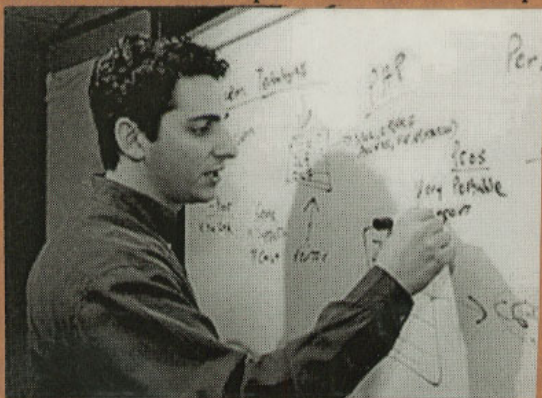


Business

Ann Arbor site grows

Web Elite founder adds new sphere to his Internet lineup



David Coates / The Detroit News

Jacques Habra is branching out into other communication-related areas. His noospheric.com specializes in information-sharing solutions.

By Kortney Stringer

ANN ARBOR -- Jacques Habra is a firm believer that worldwide communication is the key to bridging nations.

That's why the owner of Web Elite, a small Web page and design company in Ann Arbor, has founded the Web-based software development company noospheric.com. The name was derived from "notre" and "sphere," which means "our sphere" in French.

"There is a collectiveness of thought in our sphere, our world," said Habra, 28. "The world is constantly moving towards being an interconnected world and the Internet will help to shape that."

Web Elite, which was founded in 1995, was originally started as a Web design company and eventually branched into other communication-related areas of the Internet. Noospheric.com was started last June and specializes in information-sharing solutions, document-sharing and e-commerce.

The company's product line includes online analysis and data collection suites for several international corporations, including General Motors Co.

The University of Michigan, Habra's alma mater, also used the company's services. Last June, noospheric.com updated the Website for the Business School's Office of Tax Policy Research to include a Campaign 2000 section. The section lists all presidential candidates, every statement they've made about taxes and the office's analysis of each candidate.

"Our site is now a service to the community and to students, but it also can help voters and reporters," said Mary Ceccanese, coordinator for the Office of Tax Policy Research. "We're very delighted about it. It's exciting."

Noospheric.com

Headquarters: Ann Arbor

Founded: June

Focus: Information-sharing solutions, document sharing and e-commerce

Employees: 14

Projected 1999 sales: \$1.4 million

Web site: www.noospheric.com
or www.webelite.com

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