Virtual e-book

Naked Viral Marketing Proposals 2.1

40 Available Internet Projects

Implementation Strategies - Resources and Examples – Virtual Shares

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The latest version of this e-book is kept at www.business-ideas.com.ar/ebook

NETIC Infoservices – Net Business Development

Naked Viral Marketing and eBizz Proposals

This site/file

Viral marketing is a method to promote ideas or messages across the Web, using word-of-mouth or its electronic equivalents.

In this ebook we provide several ideas for Viral Marketing focused on defined online services. The service is usually a business on its own. Alternatively, they can be used to promote an existing product or service. Assembling both is our job. In the same way a publicist goes to a T-shirt or coffee mug shop to buy the elements that will be stamped with a logo or advertisement, publicists can browse this book looking for elements that might help them with their campaigns.

Business-ideas.com.ar originated as a news aggregator, a system made famous by Digg.com. It creates a social network of readers that vote on news, to highlight good news and good writer/commenters. Digg.com was such a big success that started the Web 2.0 movement and created a model for social networking and news sites. Its main novelty was the ability to select good articles from the flood of spam and trash that users tend to send everywhere.

Every posting in the www.Business-ideas.com.ar aggregator site is an idea or proposal, and I expect the public will help us pick up the better ones. The platform also allows registered readers to publish their own proposals, in addition to voting and commenting.

The other component of the site is the e-book, containing all the articles and full proposals. The e-book is widely released to online bookstores and content markets. It comes in two versions:

> The site is not scholar or theoretical, it is intended as a dynamic résumé, business plan and public request for partners that can bring me capital and resources to carry out some of the proposals.

- freeware (limited photos and some sensitive issues, marked in green in the paid version, suppressed)
- complete, paid version ($39)

When my student employees complain about their Internet-ignorant or incompetent teachers, we end up saying "**he who knows, knows, and he who doesn't know, teaches**" . I do not want to hear "**he who knows e-business, carries them out, he who doesn't know, blogs about them**". Thus, I am active on carrying out some of the proposals.

I am open to comments, new articles and corrections to my writing, but I prefer to hear "Let's do this business together".

About the author

I am a 52 y.o. MD, Medicine PhD, former biomedical scientist, former pharmaceutical advisor, working as an independent webmaster since 1996, with a special interest on developing new Internet businesses.
My knowledge in the field comes from my own experience and that of my clients, whom I always interrogate extensively on where they stand and how they got there. Besides there is my enthusiastic reading of every available literature on Net Business, Viral Marketing and

Web Promotion and my average 12 daily hours online.
My most common activity is Web Promotion by means of search engine optimization (SEO). This means that I manage to get client websites in the top search engine results pages. The resulting traffic means long-term increased contacts and sales. It is a valuable starting asset to carry out the proposals in this ebook.
Previous to this book, I wrote several others on IT.
I can provide a CV and extensive references to the seriously interested investors doing their due diligence research.

At this time, I want to develop a project of my own, with high growth and profit potential. This is a collection of some potentially valuable web bizz proposals.

History This writings originated from a series of articles on Cyberbusinesses, requested during 1997-98 by a Spanish language newsletter targeted to business people and entrepreneurs. The articles became an e-book, "Cibernegocios", widely distributed on the Web back then. The book became a blog called www.Netocios.com , which in Spanish sounds well and could be NetNess.com in English (or something like that but available). The next step was translating into English, to take advantage of the wider and richer audience. Since 2000 I overcame the geographic limitations of a conventional business and have sold consulting to customers abroad.

To those who want to invest in any of these projects, we invite you to consider a joint venture or advisory services. We can provide more info and a scheme of a business plan.
Let's go right now to the Naked Viral Marketing Proposals.

Versions of this book

This ebook has 4 versions:

Naked Bizz Proposals Free: If you see low-res photos of a naked model, and many suppressed, critical phrases, you have the free version.
Naked Bizz Proposals Paid: The paid one has full pictures and text. Click on the images to see high-res photos.
Health Bizz Proposals: Contains only the Health-related proposals from the Naked Bizz Proposals Paid book. There are no photos.
Viral Marketing Proposals: The book was re-written to focus on the Viral Marketing potential of selected proposals

Why the naked girl in some versions?

Essentially, a cheap trick to show how Viral Marketing works. The free photos are meant to be circulated and have a watermark that reads "Business-Ideas.com.ar", promoting the original website for the book.

Also:

- My certainty that most men will take at least a look at my ebook
- A difference between this book and the other 35,000 free e-business e-books
- An effective way to illustrate my concepts
- Proof of creativity and boldness, necessary elements for ambitious endeavors
- A new business: A Photo Stock Company, with naked girls illustrating attitudes and abstract concepts.

Also, a new marketing method for models

- A way to induce readers into paying a fee to look at the full photo collection. Oh, and also at the full-length articles

When I say "naked business" I want to contrast the many business offerings around, covered with beautiful web design, compelling testimonials, hard-to-believe promises, fail-proof methods and other nice clothing. I just wrote the bare idea, and a few phrases explaining why I do believe in their chances to succeed.

Most serious business plans have plenty of numbers, fancy graphics and financial jargon. These proposals, as the girl photos, are naked of that.

By the way, the girl is a model that I can hire for serious requests.

Why so many proposals?

I need to explain how I could be part of so many different Cyberbusiness as described in this book. After all, only one good business should be enough for a regular businessman. Unless your name is Jim Clark, and you can create Silicon Graphics in the morning, Netscape in the afternoon and Heltheon in the evening…

Everyone can have a seemingly brilliant idea, and some, like me, many ideas at a time. Thus the name Ideotic.com came up (see the site). The Internet really opened multiple doors and made possible many new enterprises. I was waiting for this moment of Internet maturity (widespread connectivity, public awareness, media space) to arrive since I tried the first BBS back in 1985. Since then, some ideas that seemed feasible let way to proper websites. I followed them and often saw them fail. Why? Hard to tell. Time was not ripe, not enough paying users, logistics and payment barriers, legalities, oversized staff and budgets, lack of patience, wiser and faster competition.

On the other hand, I was astonished to see incredibly stupid ideas attracting public, growing in traffic, getting sponsors and become successful companies. I still do not understand why people would buy wallpapers and ringtones, or how most young users would spend most of their online time chatting. I do not conceive waiting for other people to type, spending time on unselected individuals or retyping phrases about myself over and over, instead of using a website. However, I am open-minded to any idea able to earn money, no matter how useless it might seem.

This book collects many proposals that came to my mind or were publicly suggested by others. Some require few resources, and I might have them quite ready by the time this book reaches your eyes. Others are waiting a significant investment and more time.

My chances of succeeding in one e-business increase if I try many options. Unlike the conventional business arena where you need to focus on a single issue, in the Net can and need to throw many seeds to find out which one is the fastest grower. For the committed investors, I also offer more chances to find an attractive opportunity.

Projects

Virtual Shares – Matching projects with investors

While generating e-businesses I explored all of the sites that match Entrepreneurs (inventors, web business developers, small business owners) with Investors. There are many, and none of them was of any use for me. However, they have a place in the e-economy and some of them eventually produce transactions. There are a lot of unwanted consequences of entering a project in those sites, including registration fees, spam, fake offerings of capital with a small fee required in advance, fancy services for the entrepreneur like courses and business plan assistance, fake degrees and the like. Once the project gets funded, or when the entrepreneur gives up and stops paying a fee, the project disappears from the site. It would be nice to be able to track the projects for at least 2 years, let several small investors join forces to start a project, see it evolve and measure the success rate of those matching sites. The projects alive in the system could benefit from the distributed knowledge coming from the Problem Solver Marketplace and the Futurologist Arena, two proposals described elsewhere in this book.

Investing in a Net project seems to be a all/nothing operation. Of course, nobody expects that a real-life investor will fork 10,000 or more without a lot of expensive research, due diligence requirements, planning and contracts. However, 500 investors could be ready to contribute $20 to a promising project with decent guaranties, achieving the same result in a very short time.

This Virtual Shares business needs to be developed to help finance this site and its probable spin-offs. The first step in acquiring shares is to vote (for or against) the proposals in the News Aggregator system located at www.business-ideas.com.ar. The vote s will help other readers to estimate the value of the proposed business.

I am sure there will be many readers interested in betting a few dollars in some of these naked proposals, but without the obligations arising from a formal partnership.

In order to issue shares, most countries have detailed and cumbersome legislation and requirements. For that reason, we keep all the matter within virtual boundaries, meaning that the shares traded here are in no way real. Any transaction arising from investors willing to partner with the author in the development of e-businesses will have to be treated separately, with specific contracts and documents.

Imagine a Reality Show where the participants are entrepreneurs carrying online projects.

In the meantime, contributions are treated as donations, and create a moral compromise on our part of further retribution. Moral compromises, I hope, are not enforceable, taxable or likely to create legal trouble. Virtual or moral shares offered in this site are payable as donations to my Paypal address.

> **Viral potential**: Every customer that sponsors a project will try to bring others to help achieve its goals.

The Reality Show structure is also an appealing alternative. Imagine a Reality Show where the participants are entrepreneurs carrying online **projects. Being public is the price to pay for contributions from viewers and sponsors. Online popularity, traffic and sales are measures of success, and increase chances of participants to climb to the next level. This proposal for a Reality Show is so neat that can be even ported to TV…**

> **Viral potential**: The TV is extremely effective to spread good ideas.

Some businesses have, or can easily have, an associated domain name. We can register those domains to the name of the best bidder in an eBay.com auction. That provides an initial association between parties with a solid guaranty. A written compromise of keeping the new business within that domain and providing consulting can be a second step.

An alternative way to offer virtual shares for Internet businesses is **to create a special Domain Register that allows combined registrations, by more than one party. Since all the parties would be needed to transfer the domain, this creates a control mechanism for those domain-based businesses with 2 or more owners. It is the equivalent of business bank accounts that require two signatures on every check. This should be a**

separate business proposal, but I leave it here for now.

Most business can be divided in parts, based on geographic boundaries, on items or type of clients. A contract can grant the rights of exploitation of that part of the business to an early contributor.

Another way to implement the virtual shares system is to base the business and website in a permissive country, like the Cayman or Bahamas Islands.

If the model turns to be successful, it can be sold to other websites offering business to the public. If most people enjoy picking up winners for a football match or a horse race, why they would not enjoy picking up winners for a business project?

Personal View	*I like the Reality Show on Tv, why not? I sent the idea to a local producer but got no answer. Mr. Trump has the Apprentice show which is close but not exactly the idea. American Inventor is more like it, but they have no continuity and there is little chance for the audience to participate. I could focus on Entrepreneurs at large, or Netpreneurs alone.*	*I will receive all kinds of objections to my shares project from corporate attorneys. However, there must be a loophole. Venture Capital is fully developed as science and business in the 1st World, but hardly existent in developing countries. So, Virtual Shares are a way for us South American entrepreneurs from to raise seed capital from the Web.*

Online Project Incubation

The Business Idea Aggregator (located at www.business-ideas.com.ar) and the Virtual Shares project are the two initial stages of a more comprehensive idea, which is the complete Online Project Incubation.

The idea of making a TV reality show for Entrepreneurs includes many components of the process that starts from an idea and finishes in a profitable company:
- selection of good projects
- selection of suitable entrepreneurs
- discussion on the goals, methods and resources
- writing the business plan
- entrepreneurship education
- promotion
- establishment of partnerships
- collection of support, in the forms of donations, deals or acquisition of virtual shares

Some of these activities can be done online, or supported by a web structure:
- Discussion in a Forum
- Ecommerce for Virtual Share acquisition
- Affiliated program to support the sale of shares
- Marketplace for Entrepreneurship Service Provider
- Project Status page

The Marketplace would match entrepreneurs with service providers:
- Management consultants
- Financers – Banks
- Risk investors
- Market researchers
- Business plan advisors
- Technology providers
- Software programmers and suppliers
- Translators – Writers – Illustrators - Web designers
- Patent experts and attorneys
- Manufacturers
- Marketers
- Distributors

- Final buyers for the product/service

Marketplaces are described elsewhere in this ebook. They provide a number of tools for buyers-sellers to conduct business.

Why would these service providers come to a virtual marketplace specially catering to entrepreneurs? A few, because their services are mainly directed to entrepreneurs, like market research, patents and business plans. Others, because here they can get paid with Virtual Shares of potentially valuable projects. Since most entrepreneurs are stranded for money, they are ready to part with a large part of their future income. Other benefits are the public exposure derived from supporters of unique, ambitious, high growth projects. Some providers could be interested in developing a valuable future customer. They can negotiate for a long-term supply contract with the entrepreneurs, conditioned to the success of their project.

The final buyers of the product/service to be developed can also support the project with an anticipated sale contract.

Viral potential: Online incubation gives a project many chances of being noticed, in different ways.

Security camera surveillance – Outsourcing Centre

Traditionally, security companies employ many workers to watch wide areas or buildings. With web surveillance cameras getting cheaper and widely available, the human eye range is greatly amplified. Even with smart software that can associate infrared plus movement, discard small animals or flying objects, there is a growing need for human watchers deciding when an infrared signal or a movement detection is worth an alarm or not. Those watchers do not need to be near the place, but in a country with cheap labour. There is not even a language knowledge need. A simple database is necessary to keep a few records, like location, time, event, cameras, whom to call in case of trouble, and accounting. Sounding an alarm is safer and often more effective than sending a person.

This kind of telework or telecommuting job can be applied to home and office security, to vehicles, to important individuals carrying hidden cameras and phone net connection, and to luggage in airports and planes. It is also necessary to watch kids and sick persons.

Each element to be watched has its own peculiar conditions, needing to adapt the system for greater efficiency. The cameras can be fixed, like in airports or warehouses, or mobile, like in vehicles or persons. A combination of semi-fixed camera and portable radio sources could help the cameras in a busy place focus on a target, for both automatic and human controllers. For luggage, a smart radio tag could be added in the airport reception, for a fee, to ease camera tracking.

Almost every target currently watched by the police or private watchmen can be controlled online by remote software-assisted watchmen.

The proposed business is a marketplace for human watchers and surveillance companies needing each other. As all telework marketplaces, like many businesses proposed in this book, there will be quality control, accounts, history, price watching tools, complain board and dispute resolution.

Additionally, the website will sell cameras, software and related hardware and services.

Automated watching stations need only a webcam and a wi-fi connection. They can also have solar panels for energy supply, wheels for mobile surveillance, infrared detectors, sirens for immediate alarm and other accessories. The watching business will need agreements with hardware manufacturers and distributors.

There will be a reverse auction marketplace that will take requests from clients (tenders) and bids by providers (quotes). The software for that is already done and working.

A word against false marketplaces: sites where a seller disguises its operation as an open marketplace. Some gullible users will try to use it, until they find out that the place is biased in favour of the owner-seller. Real marketplaces are neutral and try to be transparent, to focus on good service and satisfactory transactions for every part.

Is it a good idea?:

	Tractability	Obviousness	Deepness	Wideness	Discoverability	Monetizability	Personally compelling
Low							
Medium							
High	X	x	x	x	x	x	x

Is it a Web 2.0 project? Does it have strong Internet elements that can make it fly?:

	Matching	Social networking	Telework	Data richness	Data processing	Promotion
Not needed						
Useful		x		x		
Essential	x		x		x	x

Available domains:	Extra ideas:	
SmartWatchers.com	The places contracting services could be identified by a sticker: "Watched by SmartWatchers.com". This will act as powerful Viral Marketing.	

Viral potential: Every customer that uses his cell phone to check his property is showing the service to other people. News on TV or papers describing the successes of the system spreads the novelty.

Personal View	*Edison had a boring night watchman job once, and he invented a timer that would telegraph automatically and let him sleep. I wonder how many remote watchmen will start working on motion detection, face and pattern recognition to elute work. However, even with the progress of automated watching there will be always room for new remote watchmen.*	*Being a virtual watcher will be a job for the isolated, retired and sick, which is not so bad.* *How will thieves approach the Virtual Watchmen situation? They will need hackers with encryption-decryption knowledge.*

Sport Team Assembling

This is one of many examples where the web is mainly used for matching people. Most people-matching sites are for dating, but others are successful in finding au-pairs, vacation apartment swapping, carpooling, roommates, or almost any purpose.

A typical urban soccer match needs 10 people for a match, paying 2-4 dollars each per one hour. Assembling the 2 teams at the right place and time is a main obstacle for the rental fields. Matches with 11 players are still more complicated to organize.

Most players do not really care about playing with strangers, as long as they have a similar age range and soccer technical level. An online matching system will solve the problem; everybody we will stay in shape, have fun and make new friends. The field owners will be happy about full occupancy, making this business profitable.

A second stage of this matching system would be keeping scores of all matches, creating an ongoing competition and a handicapping method.

The website will become a very visible spot for advertisers related to sports, healthy items or popular culture.

I would define the geographical scope of this business as "locally global", or "globally local", or "highly granular", meaning that transactions are only among neighbours. However, the scheme can be established in every medium or large city.

So far, there is not matching system for soccer matches in **Buenos Aires**, one of the soccer capitals of the world. A net biz is waiting for us...

Personal View	*This proposal originally responded to a personal need. I like to play soccer with a few friends once in a while, but we all have busy schedules and we almost gave up the idea.* *In the past, kids played soccer in a park or alley, moving the goals closer or farther as players came and left. Nowadays, adults demand a professional field, with car parking, showers and a bar nearby, even when the goals are fixed and we need to be 10 to pay and play. Either we use Internet matching or go back to the alley.*	*Maybe the old way was free, less structured and more fun, but I do not want to look nostalgic in this futuristic book. The connected sports are the way to go.*

Hitchhikers Portal

With the current energy and financial crisis, together with the environmental threats and global warming, it makes sense to share cars and to find ways to improve transportation efficiency. I envision more business dedicated to organize carpooling, to rent cars, motorbikes and bikes, and even to temporary exchange vehicles between people with transitory transportation deficiencies or surplus.

Hitchhikers need a system that creates confidence with their potential drivers, in order to make rides safer and more efficient. Mobile phones can provide Internet access, or create Wi-fi access for drivers. Bluetooth does not have the necessary reach, although I have not checked the technical options.

This portal can cater to both car-poolers and hitch-hikers, including a payment system for those drivers who want to recover part of their transportation costs.

The negotiation of the travel conditions can be done automatically in the site, to make the passenger-driver matching more effective. For instance, some drivers would be ready to pick up some passengers for free, depending on the profile of the individual. Conversely, some hitch-hikers would not be willing to travel with drivers with criminal records, a bad history inside the portal or other inconveniences.

Both cell phones and GPS devices can announce the location of its owners. Google Latitude takes advantage of this fact, but it does not have a special feature to match drivers with hitchhikers/passengers. The limit between these two categories will get blurred as money or services are used to pay for trips.

The popularity of the online payment systems, like Paypal or SMS payments, makes easier for both parties reach an agreement.

A recently awarded project equipped buses with Wi-Fi antennas, to take connectivity to suburbs or remote areas. This idea can be integrated into the project. The hitchhiker-friendly vehicles will take its own connectivity, for users being able to announce their lifting request and profile.

Web 2.0 elements:

	Matching	Social networking	Telework	Data richness	Data processing	Viral marketing
Not needed			x			
Useful		x		x	x	
Essential	x					x

Traveller Matching

Did you ever suffered a boring seat companion on a long trip? On the other hand, did you ever met a funny group or enjoyed a non-compromise, vacation romance? The human factor can be more important to many travellers than a nice landscape in the far background.

Chances can be on your side or against you, but trips and vacations in the future could benefit from a website designed to match compatible travellers.

The site will register traveller's personal data, origin and his likely destinies, times and hotels.

The tourism industry will greatly benefit from this initiative and support it. There will be more opportunities to fill planes, boats, hotels or special expeditions or trekking circuits.

If there were good chances of meeting someone special, many people would plan travelling vacations instead of staying home.

Viral potential: Travellers are sure to disseminate this service among his friends, relatives and potential travel-mates.

This site is related to the Hitchhikers Portal elsewhere in this ebook.

Web 2.0 elements:

	Matching	Social networking	Telework	Data richness	Data processing	Viral marketing
Not needed			x			
Useful		x		x	x	
Essential	x					x

Virtual Personal Trainer

Personal trainers are a big trend among elite sportsman and rich people, but they are in short supply. No one has enough hours in the day to accommodate many clients, thus prices need to go up.

The virtual alternative is very effective. A webcam connected to the cell phone can record the face of the exerciser, the road ahead and the dish in front, while a simple heart beat and breathing monitor can provide hard data to the trainer. The kit (phone, cams and sensors) can be sold to trainees at the start of the program.

The trainer will have a split monitor to check many trainees at a time, communicating with them by voice and music.

Viral potential: The trainers will promote this service among their non-virtual customers.

Physical fitness training is a model for other types of virtual training, like language tutoring, diet control and others.

Collective Writing Platform

For some reason writing has always been a solitary activity, even for large works. Successful movies and TV shows use teams with several writers (maybe 6 or 8), and maybe 2 or 3 proofreaders working successively. Publishing houses still print in paper and still use the brains of a bunch of editors to guess the possible selling value of a "manuscript". Few of them use the web to test the appeal of novel blueprints or ideas for a book.

At this point, the Net allows matching and joining different people with complementary writing abilities, for large or complex writing assignments.

It is also possible to write projects using the power of social networks to assemble teams of thousands of users working simultaneously. Networks can easily select issues that appeal to the masses (they are a mass, after all), suggest many different endings for a novel, test different aspects of a work in progress and provide a richness of small valuable contributions, like conflicts, phrases, jokes, characters or other ideas.

> **Successful movies are written by 5 or 10 persons. What would happen if 2000 talents could be assembled for collective script writing?**
> **Did you dream about writing for Hollywood?. Maybe this is the way**

It is always mentioned that the power of a network grows as the square of the number of members, because of the many positive interactions that occur in a connected group. So far, this power has not been applied to writings. The word "manuscript" might soon be replaced by "groupscript" or "netscript". Readers become contributors for the sole fact of selecting something to read, like the public browses books in a bookstore, and the bookseller guesses the possible success of a much-browsed book. A formal contribution could be registering and voting, and a more committed way would be to provide suggestions for an evolving work.

Blogs and forums are current forms of collective writing, but there is no software to power true collective writing. Such a software should be able to manage different roles in a project, and to establish a clear reward system for all the valuable contributors.

All literary genres could benefit from collective writing, although I mostly consider TV and cinema script writing. For instance, a movie has:

PART	ROLE	% MONETARY REWARD
General concept	Seeder	10
Plot	Strategist	15
Parallel stories	Secondary writer	10
Characters	Detail writer	10
Dialogs	Main writer	20
Environment settings	Detail writer	5
Draft	Secondary writer	15
Final	Main writer	15

A TV series has the same elements, with Characters prevailing along different episodes. A theatre play has the same, with more detail and some restrictions in the locations and props.

Advertising scripts for TV ads are another possibility, with the advantage of being short and easier to implement. In them, quality is more important than quantity.

I always take the Translation Marketplace as an example of an excellent matching net-biz, being proz.com one of the leader sites. In proz.com you can find translators or proofreaders for any language pair, a membership system for companies and translators that assures quality and transparency, a forum for technical translation support, sponsorship by companies selling translation software and services, social networking tools for members and related profitable elements. In a different article I describe a corrections marketplace, the last step of the writing job.

Users can work voluntarily in other people projects earning points in an internal merit system. In this way, good

writers can show off their knowledge and contribute to projects. On the other hand, those publishers who do not need privacy or cannot afford it, can benefit from voluntary contributors at the site.

The Collective Writing platform could benefit from the Versioning systems currently used in software programming, to track changes and keep and orderly growth of the project.

Content is bought and sold in many websites, but most of the businesses focus on low-quality web content that will be indexed by search engines and bring traffic to the site. Also, many Forum systems purchase members and postings, because they help them collect critical mass and gain visibility. There is no site oriented to quality collective writing, in the form of open marketplace.

> **Viral potential**: The first successful script or book is certain to get a lot of free publicity . Connected authors will induce their colleagues to join them online.

Starting a project could have a cost, and the registered writers could bid for the required roles. From all contracts arising from this process, the site could collect a fee from both parts.

Web 2.0 elements:

	Matching	Social networking	Telework	Data richness	Data processing	Viral marketing
Not needed						
Useful					x	
Essential	x	x	x	x		x

Personal View	*This idea is not new. I took part in some collective writing experiments back in the BBS era, before the Internet existed, and found some potential in the project, although there was not a specific platform for the collective writing.* *Sometimes I have excellent writing ideas, or just believe they are. I would be happy to test them in a writing marketplace and eventually get paid for them.*	*As all writers know, most projects are never finished. Even if they do, most end forgotten in a drawer, in the waste basket or rejected by an editor. Even with cheap hosting and open Adsense revenue less than 1% of all writings get some revenue for the author. If this Collective Writing project gets minimal success and that value reaches 2%, its dollar value would be incalculable.*

Collective Music Platform

In the past, all great bands were joined by Chance. Schoolmates, friends of friends, festivals or the streets were required, before the Internet times.

In the same manner of the previous proposal on Collective Writing, the music teams need several components and they currently need to be joined by chance:

- composer
- lyrics writer
- singer
- instrument players
- manager
- promoter
- sound technician

The bands need to be assembled considering the musical type and the geographical proximity.

The website could include a profile of the members, with samples of their work. Those groups almost complete could post public requests for the missing integrants.

Advertising space and music contests in its different individual aspects could finance the group.

> **Viral potential**: several participants are likely to announce their online projects in conventional media.

Complaint Board – Independently hosted quality control area for commerce sites

Not many commercial sites have an area for users to freely comment on the products or services sold in the site. Of course, most large sites have Testimonials, but those are obviously biased in favour of the company. Nobody hosts a "Negative Testimonials" area.
This project involves an independent site hosting a Complaint system for affiliated sites. The clients will link to their complaint book, but will have no control over the complaints, to allow unbiased opinions from customers.
Ask for more details.

> **Viral potential**: Many companies will induce their clients to check their online boards to show off their good records.

Personal View	*Some time ago I wrote a business plan for this project, still viable. At that time I got the CompanyBoard.com domain and published the proposal, but could not find an investor.* *The simplest way to implement it would be a forum, but we need to validate every feedback, either positive or negative, with effective identity checks and proof of purchase. Intelligent control requires some extra research and coding.*	*This business will proof quality commitment by virtual merchants. They will dare to link to a site they might criticize them…*

Politic Idea Aggregator – Voting Decision Maker

I had a Wordpress blog for Argentine politic ideas (mostly mine), but it did not have any interactive component, and people want to comment or post, which requires management (time).

In a second stage, I incorporated a News Aggregator, using the Pligg engine, publishing Political Opinions as News. In that way, users could register and vote for or against my proposals. The Social Network component of Pligg provides a "karma" value, as described in the article Futurologist Arena elsewhere. Karma is related to quality of comments (as measured by votes), early positive votes on articles that are or become popular, and early negative votes on those deemed to failure. In the case of Political Proposals, those users who obtain high karma are equivalent to political referents in the real world, being good predictors of acceptance, and then influential to the common users.

Same as in Pligg sites, good politicians or analysts are those who follow the mainstream (or are followed by it) and are often good predictors. They could participate in the other proposed site, the Futurologist Arena.

My original site never grew, lacking regular new articles, and facing huge competition and spam attacks. It is necessary to obtain the latest possible version with the proper plugins, and it still can need custom programming to avoid bots. However, it seems a good mathematical approach to a virtual field to politic fight.

The site can be useful to promote a candidate, to detect people with leadership potential, to analyze the public opinion, to test hypothesis and more.

Insisting on scientific tools for Politic Marketing, and leaving behind the well known Forums and Surveys tools, I went

on to design the Vote Decision Maker.

In Argentina, as in most countries, the political candidates are not very candid in taking sides and prefer to go safe in most critical issues. A website could be a useful collector of political options.

The user could vote for every issue and get itself matched with the candidate with most similar standings. For instance:

	Candidate 1	Candidate 2	Candidate 3	You
Pro-abortion	Yes	No	Yes	Yes
Pro tax reduction	No	No	Yes	Yes
Pro regional autonomy	No	Yes	No	No
Pro homosexual marriage	Yes	No	Yes	Yes
…	Yes	No	Yes	No
Match % between You and Candidate	60	20	80	100

The site is very simple to make. More difficult would be to get the politicians to define their position. It can be done indirectly by a journalist, collecting opinions in several sources.

The site can keep statistics on how the visitors vote on every issue, to become a mirror of the public opinion. The issues can be expanded to reflect different aspects of the elections. A separate voting area for issues can be set up.

This project has common aspects with "Futurologist Arena", elsewhere in this ebook, Because good politicians are supposed to be good predictors of events within their scope of action. Predicting that a certain policy –or foreign war- will fail, and being right about it, is a good argument to get votes.

Traditional media, government and non-partisan foundations can sponsor this site.

We plan to use social networks to enhance political awareness of users and drive them to think-alike groups.

Personal View	*Getting elected for office in most countries depends on a good campaign manager, popularity, smiles, TV spots and promises that often are retracted after the election. In very few places there is a site for real political debate.*	*It is not likely that this proposal can change world politics, but I like it because it is a step towards scientific politics…*

1% Realtors

The real estate business was one of the first ones to be taken to the web, with varied success. Some companies did very well, and many failed. In 1998 it seemed that all the real estate market would be virtualized in a matter of months. Ten years later, the newspapers still keep most of the resulting revenues.

My proposal for a company would be to differentiate my Virtual Real Estate Mega-Company by means of te chnology and price. I even got the name for it: "1% Realtors", referring to the low commission we could take and still be profitable. In some countries that could be illegal and in many it will raise a lot of opposition from established realtors. Nevertheless, once you add all the necessary technology, the real estate business is reduced to a simple matching marketplace.

Digital 3D recordings of the interior of every property on sale can be a differential value for this company.

Editions marketplace

This is a variety of the Collective Writing Platform described elsewhere.

There are many service and knowledge marketplaces, but there are not many to go when you need to have a manuscript corrected (edited, proofed, improved).

The closest I found were the freelancer and translator marketplaces (editfast.com, elance.com, getafreelancer.com proz.com), reverse-auction site s with many features that help match vendors and buyers, and allow proofreading (translation corrections) for quality improvement. **The clue to compete with them is to develop specific tools for each market that enhance the value of the market. For instance, corrections of legal presentations can have subcategories for each law field, like Civil, Criminal, Commercial or so. Corrections of TV scripts can be divided in comedy, action, children, historic, etc.**

A small diversion. Years ago ebay.com was the absolute leader in the auctions field. Then, one small company launched an auction site specialized in products over a million dollars. They succeeded, because sellers of a diamond crown did not want to follow the same procedure than the sellers of a pair of used sneakers.

Corrections have a large potential value: can be done in a short time, with potential large improvement in product quality, have no distance barriers and can be paid online.
Some categories:
- lawyer writings
- scripts for theatre, TV and movies
- term papers (this is a potentially conflictive market, because teachers/schools try to forbid the methods used by cheating students such as ghost writers)
- speeches
- manuscripts intended for publication
- doctoral thesis

Some elements in the marketplace:
- forum
- contests and tests to evaluate service providers
- product offerings
- group purchases
- physical meetings
- social networks where colleagues can interact and improve the overall service to clients
- blacklist of those who broke the market rules

Implementation of a complete marketplace is complex and costly, but it can be done gradually starting by the main component, the reverse auction engine.

Art Aggregator for automated appraisal

I conceived this idea looking for fantasy art. I found **Imagenetion.com** and there I stopped. It is a so complete collection that the average user would need months to see it all. Of course it is classified by author and loosely by category. But still, with thousands of authors, it is not easy to spot the best ones.

Some people know a lot about art and know what they like. But many others do not, and need to use something they like as an example. Similarity is a difficult concept to define within the Arts, and the next best thing is extrapolation:

"Those who liked A, also liked B".

Lets start with Pictoric Art Networks. The plastic arts have always relied on word-of-mouth and critics to establish the value of individual artworks. Gallery owners, university teachers and churches used to be the main art judges. In the current times, almost every artist took photos of their pictures or drawings and uploaded them to the Web. This creates the problem and opportunity of establishing the commercial value of each piece.

Many Internet marketers are specialized in promoting artists and try to sell their works, and sometimes the quality of the marketer is more important than that of the artist. Of course, this happens with many other disciplines that sell goods or services on the Net.

Social Networks promote artists using conventional methods, like opinion and variety of adjectives. But the pictoric art has resisted scientific analysis and description, and there is no way to quantify art.

The most practical way of automatic qualification of art is explicit or implicit recommendation of other users. A critical element of the site will be the links connecting items liked by the same users. In that way, every user could follow the image links to find other images of their liking.

The business consists on a site that collects art works, and where every user can register and publicly rate them. The ratings for each artwork will be published together with it and listed separately ("Top Rated" list). A smart website can also measure the time users spend looking at certain picture, establishing the "Top Watched" list. A combination of factors can be used to establish the cash value of each artwork. The site will have an algorithm (proprietary, patented, evolving) that will establish such value.

The site will classify artworks in very broad categories, and invite users to see what they attract them. Users will be able to rate artworks, obtaining some benefit, like access to a more select area of the site. Users could check the Top Visited, Top Rated, Top Priced and Top Watched items. Users could find likeable items across categories, ages or styles.

The whole site acts like a social network for art lovers and critics, and could also connect people with very similar art likings. People with similar tastes could organize meetings, travel to museums, collective bargaining and buying and other activities.

Some artworks can be placed in a more visible spot, if the owner pays an advertising fee. Authors that become successful in the site are prone to be successful also in the real world.

Artworks sold in the site report a commission, providing a second source of income.

> Appraising a painting is an absurdly difficult and inexact task today. Someone able to improve on that can make a huge difference in every

The appraisal calculated by the site can be a service to be sold to art dealers.

The same concept can be applied to music, sculpture, videos or other art forms.

Web 2.0 elements:

	Matching	Social networking	Telework	Data richness	Data processing	Viral marketing
Not needed			x			
Useful						
Essential	x	x		x	x	x

Information Technology Distance Tutoring

Many people require a teacher to take advantage of the IT world. Specially elders or those who do not have time or resources to travel to a conventional school. Teachers can work in network to cover all aspects of the IT to be taught. Remote access to the client PC is essential to solve problems.

There could be general or specific courses, to cover Windows, MS Office, Internet browsing, e-Mail, instant messaging and unlimited other issues.

Naked Girl Pictures as Article Illustrations

I tried to obtain naked photos to illustrate this ebook and I could not find any. I needed everyday objects and attitudes, but naked women are more appealing. I do not mean porn, just a male-friendly way to make a few points.

Model agencies have photos that show the models in standard attitudes, advertising themselves. Porn sites have women only in erotic attitudes. Photo stock agencies have photos illustrating almost everything, but their models are dressed. Since I have access to quality models, I decided to order my own photos the way I need them.

I think many creative writers, either literary or advertising, could use such images. I could even supply photos to photonovel writers. Photonovels were once popular, such as comic books for adults. I haven't seen them in bookstands in ages, but the web seems a favourable place to publish them.

These photos are also a method to promote model or actress aspirants.

The photos in this book (or site) are probably the first step into the business of a Naked Photo Stock Agency.

Virtual Cemetery – Search engine for dead Dot coms and persons.

There was a successful site on Net companies having financial trouble called www.FuckedCompany.com , but I have not seen a site compiling dead Net companies and the reasons for their failure. Of course there is Archive.net where you find the whole of Internet across time, an invaluable source of info for researchers. This would be a nice project for a Thesis and maybe a business.

I also suggest a comprehensive online obituary site.

Many old and not so old people spend time checking the obituaries in the papers every day. But there is no easy way to find out if someone you know is still alive and kicking. Do not tell me that you never felt the morbid curiosity of knowing how someone died? Or what they relatives say about him? Or how many people visited his virtual grave? This business could be very appealing to different kinds of advertisers (insurance companies, family civil lawyers, cemeteries) and could also collect donations for relatives or charities, for a fee.

The Dead People Search Engine could be easily implemented, because the information about dead people is usually free and available. There will be a small effort to collect it, at first. An additional challenge will be to establish categories, with geographic, professional, hobbies, schooling and other data. When the site idea spreads around, the relatives themselves will fill a form and publish a small obituary for free, and others will donate additional features.

"Do not send flowers, donate 1 mb to the Virtual Obituary"…

Expert Systems

Traditional expert systems are very complex and expensive. Some of them can help a company to find oil, to select a critical executive or guess the future price of shares. In the medical area, many algorithms are being developed for specific diagnostics and implemented in desktop software or the web. See an example in our site.

We developed the skeleton of a standard expert system called e-recommender.com that can model a decision tree. The designer needs only to establish questions and answers that lead to a decision, and the system creates the web pages that allow users to try the system.

The final options need to be pre-determined. The user can obtain partial answers, depending on how close in the tree they are to any of the final options. It runs in PHP – MySQL and it is 80% finished.

The system can run in one large server in many versions, one for each expert, and grow with knowledge provided by the experts. Those who use it for free allow every web user to try the system, bringing traffic to the site. The other form of commercialization is to sell the code to those who want to install it in their own servers.

This project is related to the "Medical Knowledge Marketplace", to the "Problem Solver Provider" and the Medical Bizz described elsewhere.

There is no competition so far to this business model and code.

Web 2.0 elements:

	Matching	Social networking	Telework	Data richness	Data processing	Viral marketing
Not needed	x			X		
Useful		x	x			
Essential					x	x

Imaging technology today can not only film houses, but render them in a 3D Autocad format. That can be all that a buyer could need to decide if the house is convenient for him to visit, and probably to buy.

I also propose that prizing properties would be taken as a scientific task, not a guts feeling. Given all the data, a prospective buyer will be easier to convince, decreasing costs and promoting sales.

The company could be started in a few locations at top markets, and then expand all over. The technology needs to be developed only once. In order to protect this business, I would reserve similar names, like 2%, 0.5% or 0.9% Realtors.

There are more options to carry out this business. One of them would be to focus on state-of-the-art services for existing realtors, without competing with them.

Problem Solver Provider

This would be a Consulting Marketplace, with all possible categories to help classify the offers and demands, and to allow efficient matching of problem posers and problem solvers. Both companies looking for solutions and individuals offering services can find each other and become partners.

This project would be a unique approach to the Technology Transfer process, where universities create knowledge that companies convert into profit. This process managed by conventional methods, journals, congresses, dissertations and conferences, is quite inefficient: great ideas or discoveries remain hidden for ages, and companies keep doing things in old fashioned ways for too long. Scientists are notoriously unable to market themselves, and could use help from an online web application that matches problems with problem-solvers.

The Marketplace approach does not cover all the aspects of Technology Transfer. There are cases of inventions or ideas offered by a scientist, consultant or problem solver. Those ideas, proposals or projects, according to the stage of development, usually are in need of a sponsor, investor or adopter. They are best managed by the Online Project Incubation and Virtual Shares mechanisms, described elsewhere in this ebook, but they also belong to the profile of the service providers.

Conversely, a Problem Solution Buyer (usually a company or government dependence) can have a profile page in the Consulting Marketplace, describing the fields of competence and the possible needs for new technologies or ideas. That would help the Problem Solution Sellers to make feasible proposals to the company.

The searchable profile for the service providers can be enhanced by addressing these issues:

- Which problems can I solve?
- What questions can I answer?
- Which categories of industrial activity should seek my services?
- Which keywords describe my assets?
- On what subjects can I write?
- Which projects I can manage?
- Which personnel I can help select?

The main features of any marketplace are accounts with profiles, matching, biddings, accounts and transactions. A typical expert could have a profile page, with all his background and abilities. The system would make task adjudication simpler, providing tools for bidders that will help them put a price on their services, and calculate the

odds of winning a bid. The history of every bidder in the system will be useful to define their profile and help the clients pick the write expert for the job. When someone bids for a project usually describes how his abilities could be used to solve the problem, and that description is useful as content for the site, and for personal marketing of the bidder. Keeping the biddings inside the web system is a definite advantage over email and phone interviews.

The statistics of the site, after a while, would provide very useful market information for science and technology managers and public officers.

Payment can be done inside or outside the system.

It is essential that the transactions are completed within the system, first to make sure both parts will pay their fees to the site, and second, to keep a public performance record of every part.

Web 2.0 elements:

	Matching	Social networking	Telework	Data richness	Data processing	Viral marketing
Not needed		x				
Useful						x
Essential	x		X	X	x	

There are already places like this, but they are not successful or have critical mass.

Of course, this is a very ambitious project. I would say that there are too many problems in the world to be easily classified. Thus, there are alternative ways to do match problems with solutions, like free text search, keywords, discussion forums or fuzzy searches.

A useful way to show one's expertise is to create an Expert System. But this is another project in this site.

Like other marketplaces, it would be useful to create separate areas for individuals or companies, to establish escrow and arbitrage (dispute resolution) mechanisms, usage stats, content creation systems (wikis, blogs, forums), and other. These can be the keys to success in this e-business.

Personal View	*The author himself, as a scientist with Web 2.0 knowledge and a strong interest in technology transfer, seeks a role in this project, to help users define profiles, choose keywords, discover talents or opportunities, search partners and bring useful members to the site.*	*Ideal clients for this business are universities.*

Futurologists Arena (predictions and bets marketplace)

I am writing this chapter in January 2009, in the biggest world financial crisis since 1929, and the news praise a few experts that reportedly predicted the junk mortgage crisis that started the default chain. It would have been nice to know in advance the merits of those predictors.

There are many professionals whose work is to predict events, and there is no website recording their history and success record.

Some subjects:
- Sports
- Shares
- Bonds
- Futures
- Currency values in the Forex market

- Politics - policies
- Wars
- Weather and Earthquakes – These are scientific fields with many controversial methods for prediction, lacking a platform to record predictions and their outcome
- Artworks that could increase their value
- Book manuscripts that could become best-sellers
- Film projects
- Artists, writers, filmmakers related to the works above

There are a number of sites specializing in one of those issues, but no one offers a generic platform for placing bets on events, useful for qualifying predictors over time.

The site should provide anonymity to predictors, and charge to those who want to contact them as consultants. Good predictors make good consultants, and they need to market their abilities in order to sell them in a Knowledge Marketplace or Problem Solver Provider site (see related e-bizz elsewhere in this ebook).

The programming part should not be so difficult. We could do it in a month or two. There are a number of extras that could be added, in order to provide subject-specific features. For instance, fuzzy bets, time-limited, geographic-limited bets.

For the purpose of the site, the predictions need to be objective, quantified, time-limited and verifiable. We need to define some prediction attributes:

Deepness:
- committed opinion on future developments
- educated guess
- non-educated, non-committed guess

Focus:
- well defined or fuzzy
- time
- space
- discipline

Event:
- yes/no
- discrete attribute
- quantitative

The effort involving every prediction is an important qualifier of the prediction value. Someone can spend years researching the effects of fluorocarbons in the ozone layer, as Rowland did, and produce an immensely valuable prediction on the future of the planet. Or I can pick up the sports newspaper and predict soccer results for Sunday, with no effort, no commitment nor consequences. By the way, a book called "Predictions: 30 great minds on the future", provides some quality predictions that could be seeds for the project.

The editors of the website need to pick up valuable subjects to predict, both in terms of appeal to readers and profitability for the site, which involves announcers and contracts between companies and experts.

For predictors, pure predicting something can be a simple pastime, a way to practice and get ready for more important issues, a way to show expertise to others. The site points to all these three objectives.

For investors or producers, predictions on their projects can be a precious indicator of possible success.
In certain way, the social network sites like Digg value the good predicting ability of users regarding news popularity. Those who vote for news that will become highly voted, increase their "karma". For the algorithm that rules the site, the votes from users with high karma are more valuable. Based on this, this site has a News Aggregation feature, where every entry is a business proposal that can be voted by users. Proposals with more votes are considered more likely to success while taken to the real world.

There a number of businesses described in this ebook that share a social network element, when users suggest a project or idea, and expect others to vote for or against.

Successfully voted authors increase their rating in the network. The network helps to distinguish good content from bad. In the case of the Futurologists Arena, the reality is the one who votes for the good predictions. In another businesses described below, doctors or experts resolve cases, make recommendations or predict the outcome of an issue. Some mechanism, like an automated procedure, a vote or the opinion of a judge or editor, distinguishes the good predictors or experts from the bad ones.

The ultimate step for good predictors of business success (we all believe we are) is participating in the event: betting on it, investing or getting actively involved. The invitation for those who want to proceed is open everywhere in the site.

Personal View	*Ideas are very hard to sell, unless they are turned into facts. This puts in a tough situation to all those creators who have good ideas but no means to carry them out. I had to write this book, and pack my good ideas with other half-baked ones and some girl photos. So, I classified ideas into Business Proposals, Predictions and Writing Contributions, and proposed different ways to treat them.* *I published a related article about the Idea Marketplaces in www.DomainGrower.com*	*The Prediction Record business is one of those that look inevitable: someone will do it successfully, soon.*

Selective Personal Pages

Young people spend lots of time online chatting with people they barely know. Groucho would say: "I do not want to chat with people willing to spend time chatting with someone like me". But the point here is that chat with almost random partners is a non-efficient way of spending time. Sophisticated people matching, as described in other proposals here, combined with a "smart website" would make it more efficient and worth our time.

There is a general need for personal pages that could select which content to show to which visitors. The most primitive social networks (like forums) simply require registration to show the profile of another registered user. Advanced social networks like Facebook or their clones require human intervention to accept friendship from another user. In the middle the Selective Personal Pages will have rules to automatically let visitors in or out. For instance, some users will have more than one profile to show to different people. Friends can see one's hobbies, family can see family photos, employers can see a résumé and potential lovers can see intimate photos.

The rules can be based on:
- fixed question-answer series
- ownership of an established website
- verifiable email address
- verifiable phone number
- identity verified by payment with credit card or SMS
- reciprocal access granted to personal site
- manual permissions
- others

The engine that regulates access to pages needs to be compatible with major social networks, to allow positive interaction with them.

This system can be a powerful addition to hosting services.

Verifiable CVs

CVs (résumés) are not always easy to verify. Someone could be a graduate of an unknown or wrongly spelled school, have a degree named differently than usual, or provide references without an easy contact form. The use of links that would help verification, like links to authors in publications in other sites, is limited in standard résumés.

We intend to develop a CV website that will offer the most possible features from a menu, in order to standardize the qualifications of candidates.

There are a number of automatic verifications that could be done on a CV, with proper implementation. Most educational institutions and large companies would willingly establish a verification method, if a standard method is proposed. Many individuals with social network accounts could provide their user name in those networks to be used as an employment reference.

The result of googling oneself could be a feature in the résumé . Some data could help interpret the results, like links to sites elaborating on conflictive Google results.

There could be even a payment system for those institutions needing to collect a fee in exchange for information about a former student or employee.

For the special case of Medical Doctors, the CVs will be connected to a specific Social Network where doctors can virtually compete, get certifications and develop a history of public online telemedicine. See the article about Medical Knowledge Marketplace.

Other professions, like Engineers or Lawyers, could have similar mechanisms to enrich their résumés and make them interactive.

This project is related to "Problem Solver Provider", because a CV can have links to pages of the person in the marketplace, with his history and biddings in response to specific problems.

Project evaluation table

	Low	Average	High	Comment
Tech. feasibility		x		
Commercial feasibility			x	
Geo Projection				Worldwide
Competition		x		
Tractability				
Obviousness			x	
Deepness			x	
Wideness			x	
Discoverability			x	
Monetizability			x	
Personally compelling			x	

Health bizz1: EMR

 (see separate blog at www.medicaladvice.com.ar/eHealth) – Online Electronic Medical Records (EMR) - Medical knowledge marketplace – Medical social-professional networks

The EMR issue is quite complex, because there is no standard yet, and thousands of competing applications try to conquer the big clients. Some are Open Source, some are free, many are sold. A few countries and states have decided to implement a single EMR application, to lower costs and focus all the development effort in a single product. However, not even Socialist countries have reached that goal.

The Electronic Medical Record (EMR) is the centre of many new health businesses. Health care is now 95% direct and 5% remote. In the near future, it will be the other way around

The need for competition in this area is possibly paramount to achieve safety, usability, acceptance and other quality parameters.

EMR is also mentioned as EHR, Electronic Health Record, involving a wider data set. The only standard that has been established is for data exchange among the different EMR applications, and it is called HL7 (Health Level 7). This is a considerable advance in the field, and allows coexistence of many competing applications.

By request from a client I recently presented a paper at the Latin American Congress of Medical Informatics, INFOLAC http://infolac2008.com.ar , here in Buenos Aires. He produces an EMR product with some state-of-the-art features, and he wanted to introduce the subject into the med-info community. In parallel, I was looking for a product that I could use for remote consultation patients. So, finally both lines converged and I had resources to do a quite complete research on the subject. I was surprised to learn that, in spite of being in 2008 at full IT speed, most hospitals in Latin America and other places still keep medical records only in paper. The opportunity is ripe to advance in this matter.

The universal EMR will be the centre of many Health Information Processing activities. The EMR hosting service can be sold directly to consumers, to clinics or doctors, and can be the marketing vehicle for medical services or products.

Paid EMR will provide full confidentiality, but free or cheap EMR hosting can open the way or facilitate for:

- Recruitment of patients for clinical studies
- Patient referral services
- Diet Supervision and guidance
- Marketing of pharmaceutical products and medical devices.
- Application of Medical software to the data
- Medical record transcription, standardization and storage
- Organ donor networks
- Telemedicine – Global or partial medical, psychological or related services
- Expert systems processing the data to reach conclusions

Health bizz2: Telemedicine

Telemedicine refers to any medical action done at a distance. For some tasks this is a very easy, and does not really need the physical doctor-patient contact. Or the contact can be replaced by video cameras and touch-sensitive data gloves.

For instance, interpreting EKG, EEG or X Ray images is often done with the hard data alone. Actually, starting a marketplace for those interpretations could be a still virgin starting point. With Medicine going more and more the way of biochemical, electrical or other physical tests, there are always more data to be analyzed. Some of those data can be very complex, like the EEG, and benefit for computer treatment for signal improvement and processing. I am currently advisor in a project for Computerized Polygraph testing for the Federal Police in my country. Images provided by X Ray, Tomography, Photography, Microscopy or Sonography can also be computer-enhanced, compared and stored, before expert interpretation, all of which can be done remotely. This opens the field of Telemedicine for almost every medical specialty.

The few exceptions are those practices where direct contact is required, like taking samples, feeling, smelling or operating. And still, some of them can be left to nurses, technicians or beginning physicians, with remote supervision by experienced professionals.

We are only scratching the surface of the immense, fast-growing medical information market

Developing software able to analyze instrumental data is another form of Telemedicine that already started to grow.

Health has always been a conservative area, doctors are known to be anti-computing technology, and lawyers are anxiously waiting to take action against every little mistake or data glitch. But still, there is a lot do in this area, with enormous potential for growth and wealth.

Health bizz3: Medical Marketing

Doctors have ethical restrictions for doing marketing, and for that reason there are Patient Referral Services that with supposed objectivity advice patients as to which doctor to go. They have existed for a long time, but the web based ones are easier to run, more efficient and have wider reach.

Medical Marketing can sell the previous two medical businesses, EMR and Telemedicine. They can first convince the patients that they need an EMR, in order to recommend a specialist or sub-specialist. In order to produce the EMR a medical assistant and probably a doctor are necessary, so this is already Telemedicine. Once the patients have an online EMR, a remote doctor can provide some advice, maybe suppressing the original need for a physical encounter with a doctor.

Medical Marketing is currently applied to clinics or health organizations within a certain geographical area. However, some services are likely to be sold internationally, like Dentistry, laser eye optic correction, all kinds of cosmetic surgery and controversial surgeries like abortion, in vitro fertilization, cloning, sex change or virginity restoration.

Here in Argentina there are several opportunities for that, and the country already receives lots of Health Tourists. Let's do a simple math to find the balance point: a round trip airfare from North to South America can cost U$D 1200, and 3 days hotel maybe 200 more. Procedures that are not covered by medical insurance, and cost over 2000 in the US, are likely to cost from 20 to 40% here.

Health bizz4: Medical Knowledge Marketplaces

Once the patients have an online medical record (EMR) most patients can examined by online doctors, and in many cases those remote professionals can solve the problem. Of course we are excluding many cases in which human contact is necessary for physical or psychological reasons.

I conceive the near future of medical care as a connected, distributed space where only a few persons have direct contact with the patient, and a number of consultants examine the relevant data and make recommendations. The eHealth paradigm will make medicine ultra-specialized, a bit de-personalized, faster and cheaper than today.

Imagine a situation where a complicated case is exposed to an inexperienced doctor, far from a high complexity centre. Let 's assume that this patient has his data online, but physically-present doctor does not have a marketplace where to seek advice. He can maybe bother a friend once or twice, or even pay him. But this friend is no assurance of quality, availability or price.

There is not a site where patients or doctors can publish their cases (with the necessary EMR) and seek advice from online doctors. It would be ideal for isolated places where no doctor would visit, for second medical opinion and for 3rd World doctors willing to sell their knowledge in the 1st World.

Such marketplace would implement many mechanisms to validate doctors, and to assure quality responses. This concept intersects the Verifiable CV business described elsewhere.

In order to sell services online as Telemedicine, doctors will need a little more than a diploma and a license. The competition will be intense, and they will need to demonstrate their knowledge, plus cost-efficiency, availability, response time, technology and marketing. They will need ability to receive payment in many forms, offer guarantee and credit, thinks that they very rarely do in the real world, in traditional Medicine or even in the many popular TV series that depict the medical world.

A few forms of knowledge marketplaces within the Health area:

- Business-to-Consumer markets, where the patient demands service offers from all the possible providers;
- Business-to-Business markets, where clinics will find complementary institutions across the Net
- Auctions and reverse auctions, where medical services/hours are sold to the best buyer.
- Professional Social Networks, which proved their value in other marketplaces

These "medical knowledge marketplaces" should have at least these features:
- access to a reliable online EMR (electronic medical record) for patients
- a doctor's database, with a critical number of providers in any field. These providers do not need to travel to market their knowledge, because the transactions are essentially online.
- a companies database, ready to buy knowledge on given clinical cases, from doctors online. These companies will be validated in their contact data, and they will be required to pay any services bought thru the marketplace. Or face blacklisting.
- quality assurance service for doctors who want to validate their credentials by any necessary mean
- transaction platform, including bidding, alert mailing and auction.

 Other features present in current service eMarketplaces:
- forum
- contests
- tests - quizzes
- blacklist of those who broke the market rules
- product offerings
- group purchases
- physical meetings

This market would be ideal for isolated places where no doctor would visit, for second medical opinion and for 3rd World doctors willing to sell their knowledge in the 1st World. In the near future, it would be nonsensical NOT to have a Medical Knowledge Marketplace

Health bizz5: Traceable Medicine

This bizz takes elements of several others described here.

Medicine has always been defined as part art, part science. Art resists definition and can not be traced, while science is the opposite. As a part-time practicing doctor, I know that Medical care is far from being exact science and the doctor-patient interaction is hardly traceable. We doctors enjoy certain impunity from the fact that not everything we do and advice is recorded, and our errors most of the times, get covered with dirt… Even those facts that get written can be left in paper or in electronic format that is not integrated in larger databases.

For instance, let's compare several parts of patient-doctor interaction, in the old and modern ways of doing medicine:

	Standard-traditional-Old Way	Connected-traceable-telework-New Way
Patient selects Doctor	Word of mouth Advertising Managed care org. decides Whoever is available	Verifiable CV Knowledge Marketplace
Doctor selects patient	Clinicians accept everyone Specialists accept patients broadly within their specialty	Doctors search for patients in knowledge (medical service) marketplaces, which assure they stay within their proven abilities.
Initial interview	Spoken	Spoken + Audio record + full data entry in EMR. Telemedicine.
Medical Records	Paper or single PC	Electronic Medical Record (EMR) in a Database
Data collection	Analogical forms (paper, X Ray film, thermo sensitive paper)	Digital forms integrated into the EMR
Medical decisions	Doctor' call. Hunch. Coin toss. Infrequently, second medical opinion sought. Many times, from a friend or the first doctor who walks around.	Software assisted. Expert systems. Knowledge Marketplace. Telemedicine. Online qualification system for medical acts.
Outcome	Hopefully, everything Ok. Doctor performance is approximately estimated by those few that happen to know the case.	Permanently monitored by the Online Qualification System for Medical Acts.

Special examples of Traceable Medicine are clinical trials. When companies need to test new products or treatments define tests with extreme control of every variable, write strict protocols and appoint experts that ensure compliance. Everything is traceable. The results are solid enough to allow researchers to extract valid conclusions of general value.

Traceable Medicine will push health care away from art and into science. The result will be a less human patient-doctor relationship, but without doubt, success rates will be better and costs lower.

The "Online Qualification System for Medical Acts" does not exist and is a business by itself. It requires the EMR, for every participant being able to check patient data. Let's show some properties:

- can be complemented by Verifiable CVs, because the ratings that doctors obtain in this system can be added (if good…) to their CVs.

- would be a useful Medical Marketing tool for the service providers in the Medical Knowledge Marketplace, because those with a good record can be trusted and sell themselves better.

- will add credibility for those who participate in the Medical Social Networks.

- will be able to run Contests (with many marketing opportunities). Of course, the patient will stay anonymous.

- will be able to provide Certifications (a new business)

- instead of passing tests, obtaining certifications and solving quizzes for free or paying a fee, Doctors will do it and at the same time, get paid for their work

- large amounts of valuable data will be available for Public Health and Epidemiology technicians and experts, which will greatly improve Health Care in general.

Health bizz6: Opportunities for Pharmaceutical companies

The 5 previous proposals have many advertising and sponsorship places for drug companies. Doctors who are active online are likely to be more influential and see more patients that those who are hiding in their offices, and pharm sales reps need to identify them and see them, virtually or physically.

When a product is being discussed in a forum, the "virtual reps" can intervene defending the drug from attacks. Although it is not correct, they can do so anonymously or without identifying themselves as company members.

If a patient publishes his EMR online and releases his data, the companies can find candidates to buy certain products. Of course, while working with patient data there are a number of confidentiality issues to be addressed.

Activities where drug companies usually participate to reach doctors, like congresses and continuous education, are being progressively been transferred to the Web, creating optimal advertising spots.

Doctors that need financial help to develop an online presence can partner with drug companies and receive technology, advice and resources like web space or bandwidth.

Psychological Testing and Treatment

To this proposal apply the 3 medical businesses described above: Online EMR, Telemedicine, Marketing and Marketplaces.

Psychology is a discipline that can greatly benefit from the Internet, because there is no strict need for physical contact between patient and doctor. Of course, something is lost when human proximity is replaced by a webcam. There are a number of clues from the environment, body language and details that help the psychologist to make a diagnosis. But psychological tests are objective and can be easily implemented and carried out online. The advantage of offering Web Psycho Testing is to centralize the tests, to assure uniformity, and to be able to chain the tests according to the results and following a predetermined algorithm, thus automating most of the diagnostic process.

Some tests were made as downloadable software, intended to be executed in the desktop PC of the acting psychologist, and others run in the server and can be solved online. The latter are less prone to manipulation and can be better controlled.

Children tests can take the form of games, for better acceptance. Some can be used to test the game addiction phenomenon, something that poses a problem on itself, and also can bring light in other, more serious addictions. There is a whole article on games as psy tests in this site, based on the idea that any game can be used as a test, and that the playing information of any user can be used by a psychologist.

Regarding therapy online, the psychoanalytic method is very suitable for online therapy, allowing one doctor to analyze the written thoughts of patients in a fraction of the time it takes to meet them and listen to them. Both email, messaging and forums can be used for this word exchange.

It is true that personal contact has a lot of information useful for the therapists, and that spoken language has peculiar mistakes (lapsus linguae) that are paramount for the Freudian psychoanalysis. However, the theory will need to evolve to cover the new ways of communication.

The quite rigid methodology and psychoanalytic mindset make online therapy migration a slow process. But my feeling is that almost all psy diagnosis and therapy will be online in 5-6 years. Argentina is the largest supplier of Freudian and Lacanian psychoanalysts in the world, so the conditions for starting this business here are optimal.

Game Psy Descriptors (long project posted elsewhere)

Virtual Sex

First, I apologize with readers whose sensitivity can be wounded by the nature of this virtual cyber business. I will try to use the most objective and neutral language as possible.

Whoever is interested in making Net money cannot ignore the millionaire sums that connected sex moves. Classic businesses are porn and prostitution. Virtual sex is still waiting to mature.

Computer masturbation has a great potential, once the proper interfaces are designed and approved. The provision of virtual sex does not seem to have electronic or mechanical difficulties. Many existing devices like pressure and temperature sensors, electric stimulators, vibrators, heaters and pumps can be adapted to the computer control.

Devices that cause ejaculation have been long used in bulls and horses for artificial insemination. There are a number of those devices for human use in the market, but they are not widely used. The obstacles are probably psychological, including moral and religious. Nothing that time and fashion can not change.

Of course few potential customers will publicly admit their interest in purchasing virtual sex devices or services. However, when the services come available many will probably buy them.

Electronic masturbation is not an appealing name, while Virtual Sex sounds modern and filled with possibilities. Masturbation is essentially solitary, and current computers do not qualify as company. But a computer with smart peripherals that stimulate and sense, and allows multiple ways of interaction with other human being/s can change the terminology.

Virtual sex is more permissive than real one, and many users protected by anonymity dare to do things like 3-some sex, swinging, fantasies and homosexuality. All these means challenges for the web designers and programmers, market niches and in the end, money.

Ethical issues can hamper the diffusion of virtual sex, although there are a few "legitimate" uses for virtual sex. Think in prisoners, soldiers, astronauts or lovers separated by distance. Some sexual disorders could benefit from technology, such as impotence, premature ejaculation or lack of female orgasm.

Personal View	*Ethics apart, most consumers will probably be teenagers with a full computer at hand, not only a joystick…* *Virtual sex can become so widespread that could be prohibited for its negative influence in marriage and population growth. In the meantime, it seems a profitable business suited for a former medical investigator turned Net businessman, like the author.*	*I predict Windows 12 will come with Minesweeper, Solitaire, Pinball and Virtual Sex.*

Web Promotion Lab

Placing websites in the top places of Google and Yahoo is paramount to the success of any online business.

After 6 years of research, I developed a system with high effectiveness to rank websites in the first places of Google. It is built into a couple of softwares, written in VBasic, owned exclusively by me. The results of the positioning obtained with them are shown in the sites at www.gatewayGenerator.com and www.foundFirst.com, but essentially, the page generation procedures is mostly automated and the pages have all the features that search engines consider relevant for any keyword set. The principle of "one keyword, one optimized page" is followed. The pages are interlinked across several domains, to avoid their labelling as "doorway pages" which is a bad concept for the search engines.

Some examples of good positioning of my sites:

www.Business-ideas.com.ar is 3rd in Yahoo among 973 million pages for **business ideas**
www.Business-ideas.com.ar is 4th in Google among 27 million pages for **original business ideas**
www.Business-ideas.com.ar is 2nd in Google among 6 million pages for **bizz ideas**
www.FoundFirst.com is 1st in Google among 13.3 million pages for **web promotion campaigns**
www.DomaingGrower.com is 5st in Google among 48 million pages for **domain development**
www.PromotordeSitios.com.ar is 1st in Google among 1.8 million pages for **promocion de sitios**
www.netocios.com is 5º among 10 million pages for **negocios net**

My activities are described in my sites, www.FoundFirst.com and www.DomainGrower.com. I am open to partners with money to invest in more personnel, technology and advertising.

My company designed these Web promotion scripts: Delinker, Octopus Link Quadrangulator, SEO FAQ. Those products are not in the market yet.

Delinker removes and edits links from text obtained from web pages or RSS feeds. It thus make the text usable for own sites.

Octopus Link Quadrangulator is a Link Exchange Manager that avoids the bad name that Simple Link Exchange has recently got.

SEO FAQ is a FAQ system that creates as many search engine optimized pages as questions in the FAQ, creating more and better content for sites.

Web promotion software: Synonymizer, Great Gateway Generator, Metatag Thief, Algo Cracker, Site Metatag Analyzer. Those products are for sale and are described in their own sites.

Non-virtual Businesses 1: Termite Farming (already published, www.netic.com.ar/termites)

Non-virtual Businesses 2: Bendable Fruit Trees (already published, www.netic.com.ar/BusinessBrokering/bendable.htm)

Non-virtual Business 3: Scientific Soccer

American sports like football and baseball are prone to measures and statistics, but soccer is not, yet. Although we consider soccer as a business more than a sport, it seems that nobody took Soccer training as a scientific enterprise. There are a number of soccer abilities that are hard to define, measure and teach. But there are also many of them that are subject to measuring, and as such, as trainable and improvable qualities. For instance, a number of exercises with ball, walking, running and kicking. Kicking includes

strength, aim and sustainability. Heading the ball is also a discipline with similar measures to be taken.

What I intend to do is to establish a series of measures of the abilities of a soccer player that can possibly be extrapolated to value of a player. The measures will take place in a gym. A few devices will be created and patented, mostly in order to make the measurement system difficult to duplicate. All testing devices will be connected to a computer for easy scoring. Selling those devices would be a secondary business.

It is very likely that once a few players take the tests, others will want to see how they measure up. Repetitive clients will be very common, since all will need to prove improvement to themselves, mates, trainers, managers or journalists.

This model is proposed to start in Argentina, a big empty market for soccer training, but can be applied anywhere, and not only to soccer.

Non-virtual Business 4:OwnInk (already published, www.OwnInk.com)

Very strong viral component: see the stamp that would accompany every ink.

Non-virtual Business 5: Pig/chicken Food Recycler

In some cities there is a profitable business of pig food intermediaries who buy leftovers from restaurants. I am not certain if that still exists, because there are a number of sanitation issues to be considered. The possibility exists that only one restaurant selling tainted food causes a serious animal health problem, eventually transferred back to the human pork consumers.

The Internet makes now easier to track the food to individual pigs. Let's assume that family group of 12 disposes 3 kg of possible animal food per day. That could be frozen and collected once a month. Feeding the animals could be controlled by webcams, in order to track each food pack to one donor and one pig. When the pigs (or chickens) go to the slaughter house, a part is frozen and sent back to the food donors. They will thus be interested in assuring the quality of the food.

Many green-minded people will donate their food without interest in the payback. Additional profit will be made by the city that will save garbage disposal costs.

Non-virtual Business 6: Chemically Defined Wine

The wine industry needs a little help from Chemistry. We always receive confusing messages from wine sellers trying to define flavours with empty comparisons and nonsense analogies. There is usually no basis for wine pricing: ranging from U$D 1 to 1000 a bottle with scarce supporting data or poor analytic certificate.
Synthetic wines exist and are hard to distinguish from real ones. If we could only add the chemical products that make them 99% similar to the very expensive wines, we could sell the product to the most demanding public. I plan to include a Wine Sampling Kit, with small samples of different wines, in labelled mini-bottles, plus numbered mini-glasses, for users to blind-taste the wines. I am sure that most tasters will settle for the chemical wine, without being able to distinguish it from the expensive one.

General Issues Related to these Bizz Proposals

Custom Projects

After reading the projects that follow, you will notice that many are related and have several common elements, like marketplaces, social networks, people matching and viral marketing. In some cases the original part of the business is the scope, like the type of clients or service. In others, the original is the mechanism and the programming. For that reason, is likely that after reading the book, a client will design and suggest its own proposal. We are open to those, and with authorization of the author, we can include them in future editions of the book or site.

Other kind of projects can be specifically directed to support an existing product from a company. In that case, we will try to assemble a website with all the proper tools and the best strategy for web success. Those projects can have budgets from U$D 5,000 and up, be ready in 2 weeks or more, and have fixed or variable specifications. Just ask.

Are the M.B.A. the only ones entitled to give advice on starting a new business?

I do not think so. In fact, most Net successes have arisen from kids with no formal education.

The Internet represents a unique cataclysm in which many large dinosaurs will die out, and some small mammals, expeditious and adaptable, will occupy its place. The rules of the old economy are being reconsidered, in the light of the globally connected world. A traditional profession, a trajectory in a certain market or a position in a good company aren't enough credentials that assure success in this new ball game.

Fortunately, regardless the cyberbusiness that we choose, the tools to find gold are mostly the same: knowledge, concept, focus, software, hours of navigation, perseverance, some capital and a little (why not) luck. Many new MBAs leave the University without formal education on Net business, other than chatting, social networking and common applications. They rarely know about eAdvertising, viral marketing, software distribution, teleworking or e-marketplaces.

Some day I will have plenty of Masters in eBusiness Administration to hire. Until then, I do a large part of the Web tasks myself, with my unrelated MD degree. Except for programming (VBasic, PHP, MySQL) for which I hire experts.

For those who value a degree, pay attention to my eHealth proposals. They come from a Doctor who has been long watching the confluence of Medicine and Computers.

No more e-words in here

Strictly speaking, this is an e-book on e-business, with plenty of e-marketing and e-strategies to attract e-readers to my e-proposals for more e-things. We are getting used to hear all these e-words to the point of saturation. But I once heard a lecturer announcing the disappearance of the e-words: no future business, economy or market will make sense without an Internet side.

> The e-words will not e-xist in tomorrow's e-world: few e-nterprises will survive without e-components, and the e-s will be obvious

Then, there will be no need to always include the e- prefix.

Old or new business?

The Internet makes possible to exploit old businesses (sale of products and services of the conventional economy) or new ones (based only on information transferring). For the first ones, the e-commerce infused new prospects. Thus many companies of the traditional world contemplated astonished how some Web enterprises without capital nor experience suddenly severed them a huge slice of the market. And when they tried to jump into the Internet they realized that they didn't know how.

In the Mesozoic era of businesses on the Internet (1996-1998) was common to work on a subject, still with few resources, and launch it rapidly to the Web in order to see what happened. It was that way that many sites took fly rapidly and became multimillionaire businesses, without going through the stage of theoretical formalization of business and without important initial investment: Napster.com, ICQ, Netscape, Yahoo, Amazon, were examples of it.

At this point, there is considerable competition in almost any imaginable field of e-business. However, there are still many open fields, either in the pure Net economy or in the brick and click junction. I focus my efforts into those businesses where little can achieve much, with the aid of a smart Internet strategy. Most are within the reach of the small entrepreneur and investor.

About Business Plans

Let me say I am quite skeptical regarding Business Plans.

Schematically, the original process for the Cyberbusinesses was:

idea→ **web site** → success → business plan → investors→ $$

As the most valuable niches got occupied, more strength was needed (capital, planning, contacts) in order to launch a new cyberbussiness.

In a second stage, during the boom of the dot coms (1999-2000), the chosen process for the cyberbusiness was:

Market analysis → idea→ business plan → investors → $$ → **web site** → success

Notice how the Web site goes from the second place in the first scheme to the sixth in the second.

In those e-gold rush days there was a surge in the number of BPs created by cyber-entrepreneurs, flooding the few self-declared investors with millions of words. There were even a bunch of software packages that could write a BP with the push of a button.

Most analysts were fooled by the nice BPs, with plenty of good unfounded wishes and little actual data. As a result, many major projects died and others remained exposed to the public in their true image: improvisation, disproportionate expectations, useless expenditures, lack of foresight and control. It turned out that the birth and growth of the majority of those projects had been produced purely with investor money, and when that money was used up, sites fell down like card castles.

I have to say that my zero-cost sites continue online since 1996 and some already give a modest profit, while the majority of our competitors launched with noise in 1998 and 1999 and have fallen down...

In the middle of 2003 the dot-com crisis began to heal, with the appearance of positive results for many very large sites, and more emphasis on market research with Net tools and views. Advertising was more focused, money was better spent, and the users were better heard.

Applying the logic of conventional business to web-business is simply wrong. In general, the process to create an e-business went back to the original: first the project and website, then the BP.

The connected economy has very fast response times, an incalculable number of possible niches and sub and sub-sub-markets, a very rich feedback from customers that can be analyzed with the proper tools, and often no background history to help predict the outcome.

The e-bizz are easier to carry out than to develop a classic business plan

Before starting with the individual business proposals there is a table with some financial estimates regarding market, investment required and chances of success. It is pure guessing, but the numbers can be refined if needed.

I prefer to spend $2000 and 2 months in an operational website rather than in writing a BP. But of course, if you really want one, I haven't erased the BP writing software.

Matching Businesses

The Net made possible a number of businesses that were too costly in the non-virtual, non networked world. Any 2 people willing to relate, buy/sell, exchange, hire/be hired, invest/develop or many other biz transactions are greatly helped by the online databases that can find the best match. The minimum requirement is a web host, a database programmer and even some pre-made tools. eBay.com and Amazon.com were the first successful websites using matching, and many

others followed.

Matching has geographic, thematic, language, time, age, gender and other restrictions that can easily be entered in the database and the matching rules.

Matching can be the main element in a Net Bizz or an accessory to others. When matching involves more than 2 people, we talk about Social Networks. When matching is followed by transactions, we talk about eMarketPlaces.

There are still plenty of ideas for matching businesses with great potential that require minimal expense for implementation. Indeed, this site is a matching system between Investors and Proposals, with me in the middle as developer, strategist, partner or simple intermediary, for a fee.

> **Before buying anything perishable or time-sensitive, you should be able to check Online Opportunities and find it at half price**

For instance, here are some time-sensitive matching businesses:

- Perishable products e-Marketplace: a site where drug companies or pharmacies can advertise their stocks of about-to-expire products, for discount buyers. Also valid for dairy, fuel or other products.
- Home exchange for vacations
- Car-pooling
- Offer your garbage for recycling before disposing it
- Cancelled events apt for other uses or with reusable elements
- Movie sets usable before dismantling (for Class B Movie producers)
- Intellectual property products near to expiration date (books, movies, scripts)
- Sport match players (see my Soccer 5 proposal elsewhere)

The Net Bubble Explosion and the World Bubble Explosion

Today, 2008-09, the world financial crisis includes every sector in the economy. The banks, the auto makers and other affected sectors could learn from the experience of the Web sector, which learnt to evolve fast, corrected the early mistakes and managed to make lean, updated, user-focused products.

Since I have here the chance to briefly explain why the world economy imploded without apparent reason, here is my very simple reason.

The globalization process created by the connected economy created numerous information-based businesses such as mine in the Third Word. It also made extremely easy to move entire factories across borders and oceans, still keeping the control. Few IT workers in Europe or USA can earn U$D 5000 per month and compete with pairs in India, Rumania or Argentina at U$D 1000. And very few factory workmen can do the same with salaries 2500 vs. 500. With the advance of broad band connections and sensor devices, many other jobs will be soon moved abroad, as described in several examples later on this ebook. This fact explains why the crisis is being felt harder in developed countries like the USA or Western Europe.

I expect many disappointed real estate and bank investors will turn to the Internet in search of wiser ways to multiply their assets. The alternative is to keep the money in the bank at 0% interest rate, the same rate as the piggy-bank gets. So, most web investments can be better than that.

> **The World Financial crisis that started in 2008 responds to the globalization of the economy and the decreased competitiveness of First Work workmanship**

e-Business Evaluation

An article named Will it fly? How to Evaluate a New Product Idea has a complete methodology to follow. Some aspects are:

- Tractability
- Obviousness
- Deepness
- Wideness
- Discoverability
- Monetizability
- Personally Compelling

The author compares Blogger, Google, Facebook, Twitter, Feedburner, HotOrNot, Scrabulous and Ebay regarding these factors, and it makes a lot of sense. However, analyzing the success factors "a posteriori" is not as easy as do it "a priori", this is, be predictive.

When a proposal first arrives to the analyst, there are a few standard questions to pose:

Project evaluation table

Technical feasibility	Commercial feasibility	Profitability	Market concentration	Copy Probability	Projection
Low - Average - High Depending of the executing group and of the available capitals.	Low - Average – High Depending on the entrepreneur, the market and the finances.	Low (maintains a family), Average (maintains a company), High (susceptible to grow and be expanded)	High (place for a few protagonists) or Low (place for many enterprising).	How difficult is to copy the business, from technical and commercial viewpoints	Local, American or Global

All net-business have one or many of these components:

- Matching (as detailed previously
- Social networking (rarely primary, often secondary objective of the site)
- Telework (delivery of any service that can be provided over the Net)
- Data richness (when a website acts as a collector and organizer of large amounts of data)
- Data processing (when a website process data to transform them in useful information)
- Viral Marketing (elements that propagate the idea among Net users)

Thus, I include this table in some of the proposals:

	Matching	Social networking	Telework	Data richness	Data processing	Viral Marketing
Not needed	x			x		
Useful		x	x			x

Essential					x	

The deep analysis of the Net Biz Proposals in this site includes how these components are involved in each business. Usually, the more, the better.

In the Net Biz Aggregator in this site, the Categories include each of the above properties of the proposed businesses. You can click on one of them and find the proposals that include the desired component.

Every e-Business has a critical user mass that needs to be reached for the business to survive and grow. That mass is necessary to find a match whenever matching is involved, and to produce the first transactions that lead to profitability. Estimating that critical mass is part of a full business plan.

Developing a new e-business

Once we decide a business is good investing into, we elaborate a more detailed proposal; sign a preliminary agreement defining confidentiality, non-circumvention, property of the generated items and a work schedule.

The working plan often includes:

- Project definition - objectives
- Financing
- Naming – intellectual property registry
- contracts
- team integration
- market analysis
- design of features
- technologic options
- purchases
- programming
- creativity
- writing
- graphic design
- legal analysis
- e-commerce implementation
- web hosting
- beta testing
- quality assurance
- launching
- press releases
- permanent web promotion

Of course, I mention all these because my team can provide all these services.

Analysis of different businesses proposed in this ebook*

	Total yearly Market (trillion U$D)	Viral Potential %	% penetration, 1st year	Competition power (%)	Investment (needed thousand U$D)	Success chance %
Virtual Shares	1000	50	2	25	100	20
Security camera surveillance – Outsourcing Centre	3000	50	10	20	50	40
Sport Team Assembling	1	50	5	5	50	20
Hitchhikers Portal	0.1	50	5	5	50	10
Virtual Personal Trainer	0.1	50	5	50	20	10
Collective Writing Platform	100	80	15	5	200	40
Collective Music Platform	5	80	10	5	200	20
Complaint Board – Independently hosted quality control area for commerce sites	25	90	5	25	10	10
Politic Idea Aggregator – Voting Decision Maker	0.1	90	5	5	5	40
1% Realtors	10	40	1	25	200	10
Corrections marketplace	5	80	5	5	100	40
Art Aggregator for automated appraisal	0.1	90	5	5	100	30
Information Technology Distance Tutoring	0.05	50	10	50	55	10
Naked Girl Pictures as Article Illustrations (already published)	0.1	50	5	40	25	40
Virtual Cemetery – Search engine for dead .coms and persons	5	90	5	40	25	40
Expert Systems	5	70	5	5	500	10
Problem Solver Provider	5	90	5	15	250	30
Futurologists Arena (predictions and bets marketplace)	15	90	15	15	250	45
Selective Personal Pages	15	90	1	15	100	20
Verifiable CVs	5	90	1	10	100	25
Health bizz1: EMR	100	90	1	40	50	25
Health bizz2: Telemedicine	500	90	2	40	50	30
Health bizz3: Medical Marketing	100	90	2	40	50	30
Health bizz4: Medical Knowledge Marketplaces	10	90	1	10	50	30
Health bizz5: Traceable Medicine	200	90	2	20	50	20
Health bizz6: Opportunities for Pharmaceutical companies	50	90	2	25	10	40
Psychological Testing and Treatment	50	90	2	25	200	30
Game Psy Descriptors (long project posted elsewhere)	1	90	1	5	10	20
Virtual Sex	1000	90	5	50	150	25
Web Promotion Lab	200	90	5	5	100	50
Non-virtual Businesses 1: Termite Farming (already published, www.netic.com.ar/termites)	10000	20	1	25	20	50
Non-virtual Businesses 2: Bendable Trees (already published,	30	20	1	25	20	50
Non-virtual Business 3: Scientific Soccer	0.01	50	1	25	25	40
Non-virtual Business 4:OwnInk	15	80	4	5	50	40

(already published, www.Ownlnk.com)						
Non-virtual Business 5: Pig/chicken Food Recycler	100	10	4	50	200	20

*: Figures here are quick guesses and have absolutely no basis for real calculation. I threw dice when in doubt.

Why to develop e-business in Argentina?

Not only because of nice models available.

At this point I am based in Buenos Aires and prefer to develop projects from here, because I already have the technical resources such as programmers, marketers and strategists. I am in contact with a technical University (UTN-Reg.BsAs) for personnel and services and with technology transfer institutions for advanced consulting. Most of these projects can be developed anywhere where talented programmers can be found, and only a few ones would need to establish a base in places like New York or London.

Argentina has an important structure for higher education, receives students from most Latin American countries and exports talent everywhere. Many successful dot com companies originated here and spread all over. See http://www.eduargentina.org , http://www.startmeupargentina.com , http://www.inversiones.gov.ar/ for some background.

Nevertheless, I have a passport and I am open to proposals for work in incubators, universities or large Internet-related companies.

These projects are published with a candid attitude, with the confidence that I can generate more if needed. And of course, I am not telling the complete recipe for success, which I do not have anyhow, just seeding an interest in my services and my person, like in a dynamic resumé or brag book.

Nobody knows if these projects "will fly", until we try… If we do not do it now, someone else will.

Epilogue

The latest version of this e-book is kept at www.business-ideas.com.ar/ebook

Write to me to SS@FoundFirst.com if you want to participate in any way in these businesses. Buy the complete book with hi-res naked photos and non-covered proposals. Purchase Virtual Shares. Donate. Comment on this book and link to it.

Let me know!

Sergio (and Rose the Model)