1. The Genesis of the company

Name –	„ SIP, Ziemowit Gólski" Limited Partnership
Date of activity commencement –	14 of July 2008
TIN, Business Registration Number –	7811823271
Type and domain of activity –	Publishing and editorial activity in the sphere of software
Situation at –	1.07.2010
Adopted Exchange rate –	**1000 PLN** about **300 $**

Previous activities of the company

Our business has been officially established on July 14th 2008. Until then our activity was focused on conceptual, financial, and organizational preparations. This led to the implementation of a concept called "Portal Otwartej Informacji" (**Open Information Portal**), known also as **POI**, Ea, eaaaa or Expertpie as its abbreviations. The initial preparations contained:

- Creating the portal's prototype and conducting tests on the Internet with the preliminary research on currency, functionality, and the portal's effectiveness with the usage of various media,
- Realization of technological audit (the contractor: Akademickie Inkubartory Przedsiębiorczości Ośrodek Krajowej Sieci Innowacji ul. Piękna 68, II p. 00-672 Warszawa),
- Obtaining a registration in the Newspapers and Magazines Register carried on by the District Court in Poznań,
- Signing „Agreement on subsidies number UDA-POIG.08.01.00-30-219/09-00 within the framework of operation 8.1 Supporting Business Activity in the field of electronic economy- Information Society, improving economy innovation; Operational Program Innovative Economy 2007-2013"
- Selection and verification of the companies to become the project's subcontractors using substantial and organizational criteria
- Preparation of legal expertise in the area of copyrights and possibility of placing information about products, brands, services, and companies,
- Proceeding works on visual and functional aspect of the portal.

Due to its distinct nature and its implementation time frame, the project has not generated positive revenues.

The foundation of the company was preceded by the long-standing analysis and tests of different models for technical and conceptual solutions. Conducted since 1998, these assessments resulted in forming of the contemporary functional shape of the portal. Thus the idea of creating the portal has a long origin and the current noticeable effect is the result of years of intensive research. The creation of this composed portal's structure was a result of work done by many, including experts in various branches of business. Due to all of these factors, the risk of the project's failure has been eliminated.

Shareholders' characteristics

Ziemowit Gólski *(46)* – the portal's originator since 1998, (polish, german speaking, english not very well) Graduate of University of Poznan, co-owner the PLANet company, where the idea was conceived in 1997-1998. Nowadays the Planet Company arranges activities on the Ea portal's initiative- management of the project, system hosting, and moderating Ea news in the prototype. Ziemowit Gólski is the ex owner and co-owner of several small businesses, the natural and tourist excursion guide, ex foundation president. As a worker: the marketing and advertising manager of Centra/Exide Poznań, a worker of three advertising agencies, a worker of purchasing department of Quelle and Lidl Polska. The Planet Company and Advis Company, an Internet- programming activity. Today is working on Medical University in Medical Simulation Centre, (the first one in Poland).

Adam Algierski *(46)* - the originator. (polish, rusian speaking, english good) Graduate of University of Poznan. The IT specialist and the main strategy and investor relations advisor. A strong personality and the main web application tester over the years. He has been connected with POI since 1999.

Bolesław Dębowski *(45)* - the originator and first investor ($10 000). (polish speaking). He is responsible for the future human resources department. He has been connected with POI since 2006.

2. The enterprise description

The main goal of this project is to build, implement, and develop „The Open Information Portal" (**POI** or Ea, eaaaa.info or expertpie.com). Today, we like to call it **allconti.com**

The portal is supposed to constitute a systematized set of knowledge and information connected with all aspects of human life, both theoretical (definitions, scholarly knowledge, etc.) and practical (advices, Internet forums, exchange of observations and opinions between internauts, etc.). Due to these functions, the portal will become a center for converging practical knowledge, which until now has been scattered on countless of numbers of thematic portals existing on the Internet.

The starting point was the idea that each word or topic that is searched on the Internet should have its own individual web page. A "**Name Park**"- **NP** (older: NFS - name first site, polish PSN), containing the description, definition and footnotes to all associations must be connected with various forms of activity functioning on the Internet related to a particular issue (for example auctions, forum, products and services presentations, newsgroups, etc.). Summarizing, this portal will be an unprecedented, pioneering and revolutionary form of integration and communication, not only of already existing e-services, but also of users who are gathered around them. An individual page ("Name Park") can be compared to a chapter of book, in which a title informs about its content; if the book did not have the table of content, searching for a specific information would be much more difficult. In such a way the Internet functions nowadays. It is a set of disordered and chaotic information; moreover, search results are in 95 % unrelated with a sought phrase. The POI is an idea to organize the Internet resources.

A very significant characteristic of this project is the manner of economic maintenance and functioning. Apart from the wide range of e-services, the driving force guaranteeing the portal's development is the opportunity of earning for active and partially passive participation of users, who compose the basic items that create the whole portal. The users are responsible for supervision on particular pages ("Name Parks") and updating the information presented on their websites. The typical source of income in this case is an advertisement, but it is highly contextual, so its potential recipient is precisely selected. The effectiveness of this mechanism is based on ideas different from so far understandable notion of earning on the Internet. Namely, this is the first portal that is intended to distribute its incomes between itself and its users. An active user contributing to the portal's development by improving its popularity (user who builds an interesting, frequently visited page) or by offering e-advertising services (the custodian of the page takes part in the allocation of this page advertising incomes, furthermore, he is allowed to become a sales representative and manage its sale) will receive a reward. Those presented examples are the basic forms of POI users' earnings due to the portal, but there are more possibilities to achieve this aim.
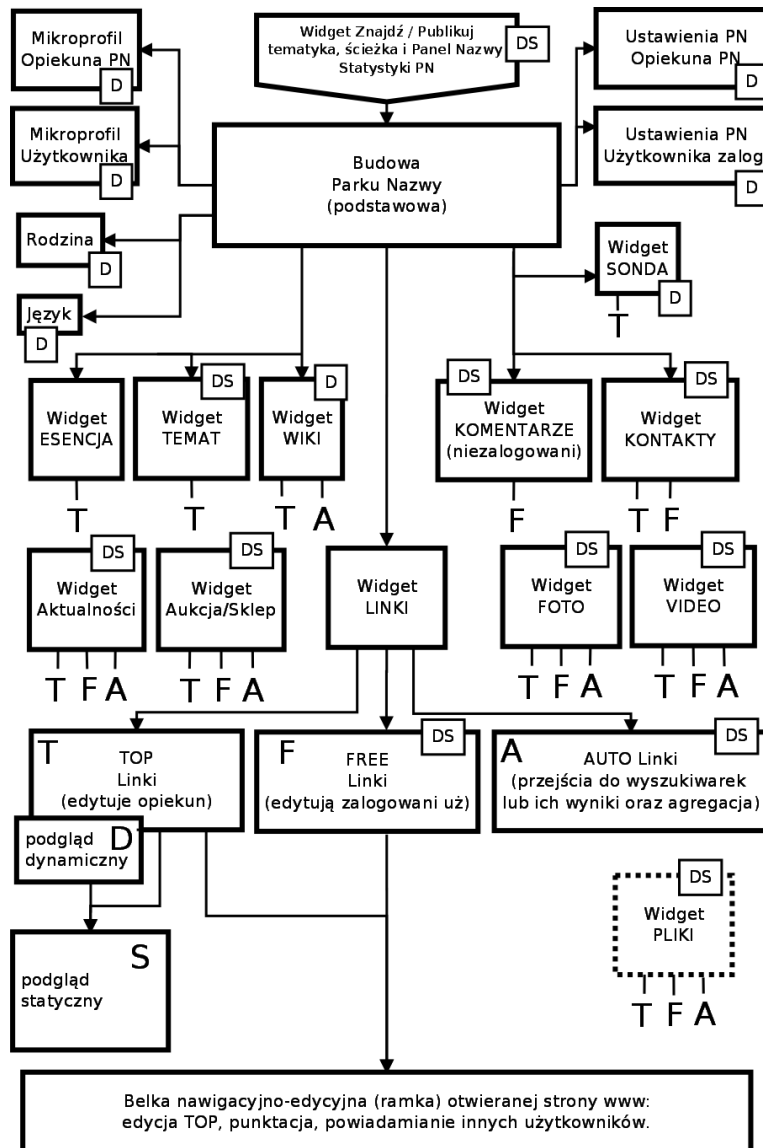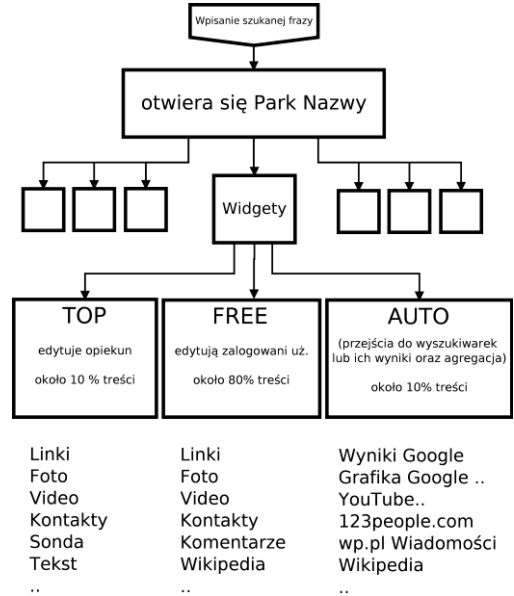
Szkic standardu prezentacji

Reklama

Najlepsze linki | Fotki, Video, Audio, Pliki

Tekst | fragment Wikipedii

Komentarze | Wyniki wyszukiwarek

Moderator + fani

Wpisanie szukanej frazy → otwiera się Park Nazwy → Widgety

TOP	FREE	AUTO
edytuje opiekun	edytują zalogowani uż.	(przejścia do wyszukiwarek lub ich wyniki oraz agregacja)
około 10 % treści	około 80% treści	około 10% treści

Linki	Linki	Wyniki Google
Foto	Foto	Grafika Google ..
Video	Video	YouTube..
Kontakty	Kontakty	123people.com
Sonda	Komentarze	wp.pl Wiadomości
Tekst	Wikipedia	Wikipedia
..	..	..

fig. sketches and diagrams of functional NP

EAAAA.info

NOWE KONTO WYDAJESZ & ZARABIASZ Sprawdź ▶

WBK | Bank Zachodni WBK

Ocena nazwy | Ocena treści | Ocena opiekuna | Ocena reklamy

🔍 Apple iPad ZNAJDŹ / PUBLIKUJ ✖

» TOP linki +!↓□

▶ iPad - 7 maja!
Nowe urządzenie z fabryki Apple rzuca nowe światło na rynek mobilnych urządzeń...

⊕ **Funkcje iPad**
⊕ Cena nowego iPad'a
⊕ Specyfikacja iPad'a
⊕ Nowy OS w iPadzie!

SKLEP
● Gdzie kupić iPad'a
⊕ Dlaczego iPad?

SERWIS
● Serwis iPad
⊕ Zdejmowanie simlocka z iPad
⊕ Resetowanie iPad'a

OPROGRAMOWANIE
● Aktualizacja iPad'a
● Spolszczenia do produktw Apple
⊕ Wirus na iPad

» RODZINA linki w eaaa.pl +!↓□

iPod touch, iPod 80gb, iPod 40gb, **iPod nano, iPod serwis, iPod sterowniki,** iTunes, iPhone iPod instrukcja, **Apple iPad konfiguracja,** iPad 60gb iPhone instrukcja, iPad dostępność, **iPad w Polsce,** innowacje Apple, Oprogramowanie Apple,

» AKTUALNOSCI wydarzenia +!↓□

▶ Nowy produkt Apple
Usługa mobile me to nowoczesny sposób na docieranie do informaji w każdym zakątku...

▶ Targi CeBIT
W tym roku na targach CeBIT Apple zaprezentowało nam ...

⊕ Jak zmodernizować iPhone'a
● Gdzie zutylizować stary sprzęt?
● Najnowsze oprogramowanie od Apple
● Test iPad'a
⊕ Konferencja na temat smarthponów
● Wada czy zaleta iPada?
● 7 maj! Premiera iPad
⊕ Sieć 4G w Polsce

» PYTANIA odpowiedzi oraz porady +!↓□

● **Ile kosztuje IPAD?**
Wiemy, ile iPad będzie kosztował w Stanach Zjednoczonych. Nie wiemy, ile będzie kosztował w Europie. Nie wiemy również, ile będzie kosztował...
więcej »

☒ Gdzie kupić IPOD'a?
☒ Dlaczego mój IPAD się zawiesza?
☒ Z czego warto skorzystać?
☒ Czym sie kierować przy zakupie smartfona?

» SONDA +!↓□

● **Jakie masz marzenie?**
○ Być właścicielem Ipada
○ Przetestować Ipad'a
○ Roztrzaskać Ipad'a
○ Być właścicielem Ipada
○ Przetestować Ipad'a
○ Roztrzaskać Ipad'a

Zagłosuj » | Zobacz wyniki »

» FOTO-GALERIA +!↓□

▶ **Galeria**

◀ [thumbnails] ▶
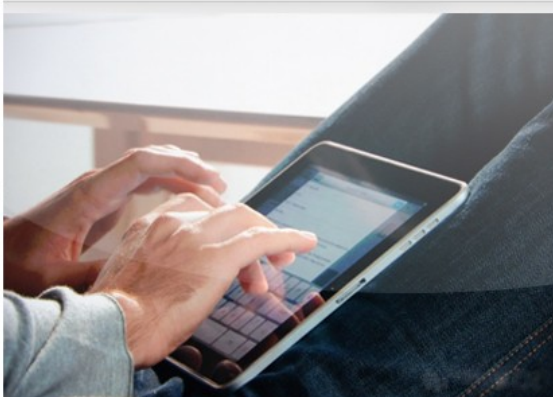
» TEMAT +!↓□

iPad – tablet firmy Apple. Posiada Ekran dotykowy z technologią Multi-Touch oraz m.in. możliwość oglądania video, zdjęć oraz multimediów. Poza tym posiada przeglądarkę internetową oraz jest kom patybilny z aplikacjami dla iPhone. Urządzenie w wersji bez adaptera 3G i GPS dostępne jest w USA od 3 kwietnia 2010 roku. Premiera iPada w wybranych krajach Europy (bez Polski) przewidziana jest na maj 2010 roku.

Urządzenie napędza specjalnie w tym celu skonstruowany przez firmę Apple układ A4 zgodny z architekturą ARM (Cortex-A8). Procesor taktowany jest zegarem o częstotliwości 1GHz, a ponadto posiada zintegrowany układ graficzny PowerVR SGX. Jak wykazała inżynieria odwrotna, Apple A4 dysponuje także zintegrowaną pamięcią RAM, której ilość wynosi 256MB.

Wszystkie programy wbudowane w iPada zostały zaprojektowane od podstaw z myślą o dużym dotykowym ekranie Multi-Touch i zaawansowanych możliwościach całego urządzenia. I mogą działać w dowolnej orientacji. iPad z takimi programami potrafi robić rzeczy nieosiągalne dla innych urządzeń.

» AUTO linki +!↓□

▶ **SIEĆ:** Google YAHOO! msn WIRTUALNAPOLSKA
Szukacz.pl, ASK, Netsprint, Yandeks, Excite
▶ **FOTO, VIDEO, TV:** YouTube Google flickr
GooglePhoto, istockphoto
▶ **OGŁOSZENIA:** gratka.pl anonse.pl
▶ **WIADOMOŚCI:** Gazeta.pl onet.pl Google
Chrześcijańskie
▶ **RÓŻNE:** spryciarze.pl wykop.pl
▶ **KATALOG TEMATYCZNY:** Google

» PANEL OPIEKUNA +!↓□

Jan Nowak, novak45
Blog | Aukcje | Forum | Firma | Galeria
☎ 698-225-311
☀ 2526813
☀ nowak133
ZAPISZ USTAWIENIA
Numer użytkownika novak45: 00355
Moja www

» VIDEO nagrane filmy +!↓□

● **Apple iPad: Steve Jobs**
Apple iPad: Steve Jobs Keynote Jan 27 2010 Part 4 "apple ipad" keynote "ipad announcement"

● **Hands on with Apple iPad**
Hands on demo of the newApple iPad - Brought to you Hands on demo of the new Apple iPad - Brought to you

● **The magical IPAD**
Apple introduces what everyone was asking for- an oversized, underwhelming iPod Touch.

● **Steve Jobs Keynote**
Apple introduces what everyone was asking for- an oversized, underwhelming iPod Touch.

» DOWNLOAD pliki +!↓□

⊕ Najnowsze oprogramowanie
⊕ Tapety i dzwonki
● Nowe motywy
● Oprogramowanie dodatkowe
● Najnowsze oprogramowanie
⊕ Tapety i dzwonki
● Nowe motywy
● Oprogramowanie dodatkowe
● Oprogramowanie dodatkowe

» DEFINICJA pl.wikipedia.org +!↓□

IPad – Urządzenie napędza specjalnie w tym celu skonstruowany przez firmę Apple układ A4 zgodny z architekturą ARM (Cortex-A8). Procesor taktowany jest zegarem o częstotliwości 1GHz, a ponadto posiada zintegrowany układ graficzny PowerVR SGX. Jak wykazała inżynieria odwrotna, Apple A4 dysponuje także zintegrowaną pamięcią RAM, której ilość wynosi 256MB.Premiera iPada w wybranych krajach Europy (bez Polski) przewidziana jest na maj 2010 roku.

» KOMENTARZE +!↓□

Ogólna ocena: 9,58

Zaxo1991
Bardzo fajny artykuł. Xavier podszedł do tematu bardzo poważnie

Zaxo1991
Bardzo fajny artykuł. Xavier podszedł do tematu bardzo poważnie

Zaxo1991
Bardzo fajny artykuł. Xavier podszedł do tematu bardzo poważnie

Zaxo1991
Bardzo fajny artykuł. Xavier podszedł do tematu bardzo poważnie

Zaxo1991
Bardzo fajny artykuł. Xavier podszedł do tematu bardzo poważnie

< Poprzednie   Następne >

» FREE linki +!↓□

DZISIAJ
● Dealer Apple w Polsce
● Salony Apple POLSKA
● Serwis Apple
● Sprzedaż części do iPod'a
● Apple pomysł na superkomputer
● Apple konta Microsoft
● Konkurent Apple
● Nowe modele iPoda

W TYM TYGODNIU
● Akcje Apple idą szybko w góre
● Akcesoria do iPhone'a
● Apple chce wykupić HTC
● Apple z Microsoftem w sądzie
● Apple.com. Nowa odsłona strony
● Apple broni si przed zarzutami
● Kto najchętniej kupuje iPada?
● Skąd pomysł na iPhone'a?

» AUKCJE +!↓□
» OGLOSZENIA DROBNE +!↓□
» DANE TECHNICZNE +!↓□

» PARKI NAZW +!↓□

▸ Apple
▸ Ipod
▸ Ipad
▸ Smartphone
▸ Windows Mobile
▸ Mac OS
▸ Iphone
▸ Macbook

Więcej moich Park Nazw »

» KONTAKTY +!↓□

▸ Zaxo 1991
▸ Komiza
▸ Stołek
▸ Panda12

Więcej moich Znajomych »

» STATYSTIKI odwiedzalność +!↓□

▸ Ogólna: 12001
▸ Zalogowanych: 6211
▸ Niezalogowanych: 5790
▸ W wieku do 15 lat: 3203
▸ W wieku powyżej 15 lat: 7998
▸ W wieku powyżej 24 lat: 4110
▸ Ze wsi i do 20 000
▸ Z miast 20-100 tys
▸ Z miast 100-500 tys
▸ Z miast powyżej 500 tys

» AUDIO +!↓□
» JEZYK +!↓□
» ESENCJA +!↓□

Fig. The future Name Park for an user who like to read a lot.

Summing up, the portal's main functions are:

- To systematize and organize information available on the Internet by creating thematic sets „Name Parks"(NP) gathering contents directly or indirectly connected with a particular issue. The NP, which framework can be compared to catalogues/chapters, is intended to be extended directly by users. They will also contain links to related information existing outside the portal. The crucial element ensuring the POI competitive supremacy is its innovative and simultaneously simple way of needed information search, eliminating the necessity of browsing numerous related results in the searches, the outcomes that are often not connected with needed phrase.

- To gather users who are interested in a particular thematic set. POI is supposed to be a kind of social networking website enabling mutual interaction between users (i.e. information exchange, remarks giving, reciprocal assessing of NP, voting, exchange opinions on forums, chatting, files exchange)

- To enable its active users to earn income on the Internet. This function is one of the main forces of the portal's development. A financial reward is expected both for the activity in the portal (giving comments, assessing other NP, participation in questionnaires, etc.) and for offering the space on the website for advertising (the distribution of advertisements incomes between the portal and the user is one of the social function element of POI).

- To minimize the gap between business (the companies that are interested in promotion their services/products) and the final receiver (the user). Achieving this effect is possible due to the unprecedented idea that the user will struggle to gain an advertisement on his NP site (and simultaneously he will tend to build an interesting and popular website) because some part of advertisement benefits will constitute his source of income. This direct interaction between the user and the business brings expected benefits to both sides. This model constitutes a kind of revolution on the so far existing Internet advertisement's market, where advertisement incomes were transferred from the business client directly to the portal's owner and an ordinary user who was only the advertisements' receiver. The unprecedented conception of the POI constitutes the motivation to activate a common user also in the business relation.

- To maximize the portal's profits deriving from business advertisements and paid services for users. The idea also assumes that all incomes will be invested in the portal's development. The notion „portal's development" is implied as an infrastructure and technical improvement but also as an enhancement to its attractiveness by increasing the pool of distribution funds (a reward for various form of users activity on the portal).

Some Wiki, some Google and much more....

We want to present you the new community service:

The best possibility to make your own small business on-line or as an investor.

expert pie
Your slice of Internet

examples of words and phrases searched with google **every month**, in 2010.

programy partnerskie 27 100   mlm 823 000   zarabianie przez neta 33 100
make money online free 33 100

224 000 zarabiaj przez internet 8100
279 000

money 37,2 mln   **zarabianie**   pieniądze

praca przez internet 33 100

make money   '25,6 mln

making money online 450 000

make money on line '1,07 mln

money on the internet 165 000   **money online** '3,6 mln
earn money internet 60 200

way to make money online 40 500

hotel discount 1mln

1.

Become a part of e-commerce

People want to make money, including e-commerce. For most of the users becoming a part of the e-commerce is complicated.

How? What? Where? For whom?

Get your page with easy

2.

People want to have their own webpages. For most of them it is the easiest way to present their products as well as the first step into the on-line business.

internet seite 110 000   www seite 590   strona www 40 500*
www page 8100 jak zrobic strone www 6600   projektowanie stron www 60 500

web site 37 mln   jak stworzyć stronę internetową 27 100
jak stworzyć stronę www 6600

webpage 673 000   robienie stron internetowych 40 500

homepage 6,1mln   website templates 673 000

how to make web site 1,42 mln

make web site 4,9 mln

make your own website free 74 000   creating web site 673 000
website maker 165 000 **website creator** '414 000   website builder 368 000
własna strona www 3600   strona www za darmo 12 100

jak stworzyć stronę internetową 27 000

the number of searches for a keyword or a phrase corresponds to the number of **potential users**. One word or phrase = only **one user**.

One click to your e-commerce

3.

... a user gets the webpage with one click

This is very complicated SIP page (not surfboard, but cruiser) and very easy to use (step by step). The page consists of several widgets, each of 3 types:
TOP, FREE and **AUTO**

SIP – Standard for Information Presentation.

So, at this moment expertpie provides the users a place- and working-tool.

we are the world 1 830 000

What is the task of an user (with the web page SIP) ?

"Your slice of information"

The numbers showed by keywords and phrases give you hints how many users are interested in these subjects.

ada 3,35 mln* eyeglass frame 602 000 travel 37,2 mln podróż za jeden uśmiech 3600 sun 37mln Poznań 9,14 mln słońce 165 000
designer sunglasses 135 000 podróż 135 000 warsaw 823 900 szczecin 4,0mln film 140 000
safety glasses 165 000 okulary pływackie 4400 okulary korekcyjne 14 800 weather in poland 33 100 moon 20mln 9,14 mln
polarized glasses 135 000 okulary słoneczne 6600 2,7 mln polska wirtualna 1 mln jazz
glasses 6,12 mln* poland 301 000 księżyc 301 000 248mln
eyeglasses 1 mln okulary map of poland 49 500 polska 7,4 mln movies
eye glasses 1,22 mln okulary progresywne 8100 jewellery 4,09 mln amethyst 550 000 polska.pl 135 000 beatles 6,1 mln
3d glasses 450 000 sun glasses 6,12 mln film download 2,2 mln jewelers 1,830 mln gold 37,2 mln* pierścionek 74 000 beatles yesterday 90 500 68 mln
okulary 3d 27 100 diamonds 3,3 mln rings gold 547 000 obrączki z brylantem 2 900 sklep jubilerski 14 800 paris
silver 20,4 mln złoto 165 000 obrączki ślubne 40 500 jazz band 201 000
wedding rings gold 27 100 sygnet 9900 love 124 mln
wedding rings 673 000 obrączki 124 800 miłość 2,2 mln
diamanten 110 000 jubiler warszawa 4 400
diamanten berlin 2400
laser printers 165 000 kserokopiarki 14 800
printer 11,1 mln lonely planet 1,22 mln
photo printers 74 000 drukarka 366 000 drukarki laserowe 40 500
network printer 246 000 tonery 49 500 tusz do drukarki 81 000
cheap laser printers 2 900 guitar 37 mln
shoes shops 18 100 buty trekkingowe 14 800
shoe 7,48 mln buty damskie 135 000
apple ipad 1mln buty 2,24 mln
shoe sale 90 500 68 mln ipad 20mln
london 24,9 mln Chile tibet 1mln
peru 24,9 mln
fun 20mln entertainment 9,1 mln
africa 24,9 mln rain forest 5,59 mln

Users have now the possibility to create web pages and fill them up with content of their choice. It can be a keyword or a phrase which they **know something about**. Web pages can be created also on demand. Therefore we offer statistics of the most searched words and phrases in different time spans.

Each keyword or phrase will be described on one single page in expertpie (like in Wikipedia, **1 page = 1 theme**). Of course one article can exist in different languages.

In expertpie, there are some options for a user who wants to create a page for a keyword or phrase which has been reserved by another user already. The options "Under-view-zones"or "Cloned pages"give more accumulated information.

Users **become moderators** of Information, but the information is created and **supervised by everyone**.

This is the task - being a moderator can be work or fun.

The numbers by words and phrases corresponds to the numbers of real users who will help moderator make better qualify of information.

Big Mosaic of all words, phrases, numbers, names

photo printers 74 000 drukarka 366 000
network printer 246 000 tonery 49 500
cheap laser printers 2 900 shoes shops 18 100 buty damskie 135 000
luxury shoes 9 900 shoe 7,48 mln buty 2,24 mln
shoe sizes 673 000 shoe sale 90 500 buty sklep 74 000

5. Because each page is unical all the users build a big mosaic **of practical** and **actual knowledge** and each other information's, like:
streets, numbers, product symbols and domain names. But it is not Encyclopedia. Moderators are interested in promotion of their own pages, show them to friends, link to them on blogs, write comments, mails, and create additional web pages.

build 13 mln budowa 1,2mln
建設 1,8mln LEGO 20 mln game 151mln
bau 2,7mln projekt '3,7mln
строительство 373 000 constructio'n 13 604 400

The numbers by words and phrases shows the possibility for each moderator in making the own page **popular** among his visitors. Good moderated Theme can rapidly win an popularity. The numbers shows also how fast the moderator **can earn money** because of audience and placement of additional's services on the SIP page.

6. Statistics of community services show that users are much more interested in editing useful services (**1 page = 1 theme**) than services for fun or hobby.

% editors per 100% users	
YouTube	0,16 %
Flickr	0,2 %
Wikipedia	4,6 %
source : Hitwise	

district 20 mln 4020: 135 000 travel insurance for 75 and over 6600
strasse 3,3mln 4020 john deere 24 200 interstate 758 100
4020 tractors 5300 i75 traffic '16 200 spider iv 755 400
forty twenty 2 900 zantac 754 400 spider iii 752 400
televes dat 752 900 75 bus route 1300
245 75 r16 tires 1000
8100
3 rok 823 000 przychód 22 200
3 year 13,6mln euro 9,0mln
buy electronic 40 500 26 millions dollar 2,2mln
pln 3,3mln 1,1mln
tani paryż 14 800 income
tani sylwester 8100

Earn money by the way.

7. However the platform **expertpie** have to make money for itself and for its users. Because of universality, accessibility, and acceptability **expertpie** has a big potential of growth, so it will move towards and compete with Internet giants. We have described in **expertpie** over 20 sources of income, partially innovative. They will be introduced and implemented not at once but in several years during the portal and its community grow. It is not possible today to say how many **expertpie** brings income in 3 years?
We have make three independent business plans, prepared from Internet and financial specialist. All three calculation's were different, but more then positive.

Until now we spend over 60 000 EUR in research. We build 3 prototypes and one of them we tested over half a year with the first group of recipients. For today we finished all tests, functional and technical descriptions, research and preparation and looking for support.

Now we are looking for investors and programmers who can help us make **expertpie** real.

@ **SIP** STANDARD for INFORMATION PRESENTATION
Contact: Ziemowit Gólski,
biurosip@vp.pl
expertpie.com
wiki.poipoi.pl

975: 246 000
9753: 6600
97531: 720
975318: 12
cheap dvd 201 000
cheap handbags 135 000
cheap halloween costumes 74 000
cheap hotels melbourne '19 000
cheap car rental 301 000
cheap rail fares 450 000
cheap clothes online 74 000
cheap spa days 8100
each domain name
ebay.com
google.pl alegro pl
wp.pl onet.pl
sympatia.pl
gry.pl tlen.pl
facebook.pl
zumi.pl, tube.pl
cheap 68 mln poczta.wp.pl
tvn24.pl vod.onet.pl
cheap flights '156 mln ceneo.pl poczta.pl

Fig. The flayer we maked for CeBIT 2011 Exchibition

Below is a diagram of the portal's structure:

Explanation of the picture:

Level 1: home page, global

Level 2: homepage of POI Polish headquarter, Russian homepage, German homepage, English homepage, French homepage, Italian homepage, Czech homepage

Level 3: the POI search engine, POI names catalogue, the users registration, the names registration, the system of users assessment, the system of payment

Level 4: a particular "Name Park"

Level 5-9: modules/ widgets (for expl: .TOP, FREE, AUTO)
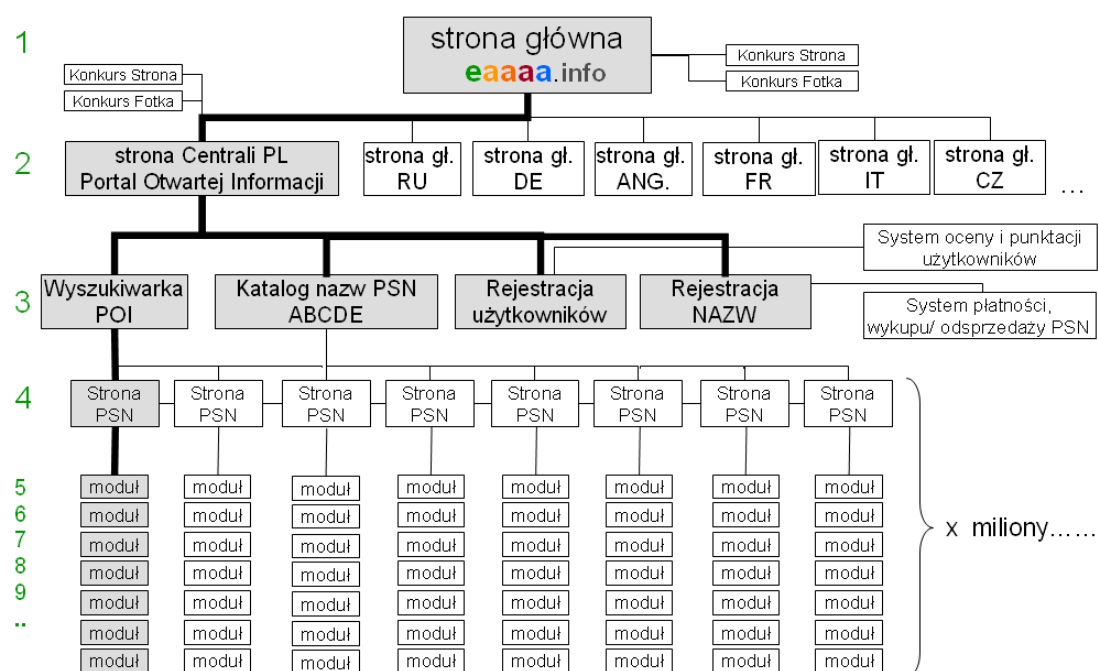
The project's realization plan

The 1ˢᵗ stage: The software creation and residence organization. (Forecasted at about 3 months - now in the course of organization)

The first stage focuses on building the framework of contents and creating the thematic structure according to relations with a particular topic. It is connected to formation thematic branches starting from main subjects, such as music, film, travel, sport, finances, properties, motorization, etc.

As a part of this stage the following assignments are expected to be completed:

• Researches on eye tracking and users' behavior towards graphics and site contents,

- Purchase of theme structure elaboration- branches of theme relationships of the most popular topics (music, travel, motorization, etc.),

- Purchase of the software manual elaboration with the description of its functionality,

- An installation, implementation, maintenance and warranty conservation of the software,

- An environmental interview before constructing the software to optimize the choice of proper subcontractors, applied programming, and equipment techniques,

- Purchase of preliminary software verification before the final launch of the application,

- The analysis of the recipient groups. This will entail a verification of the factual state of created graphics and the programmed functionality and will be checked by the group of testers whether conducted works fulfilled the expectations of the first group of receivers - the analysis is to enable the final correction of the strategy plan after conducting safety and beta tests.

- Legal expertise and consultation in the field of copyright and usage of trade marks, names and symbols in the portal,

- Purchase of the application's statute including the cession,

- Promotional campaign (a marketing strategy unified with the software, graphics, and text). The campaign will include the actual market's status, update trends and expectations, existing and potential competition, ways of promotion, used graphic elements and slogans, and distribution strategy for slogans, banners and mailings,

- Preliminary on-line notifications, banners, and mailings for the most active group of internauts who will be searching for the new portals and new ways of expressing themselves on the Internet,

- Purchase of the main software of the portal's application in the rough version- without graphics and text,

- Purchase of 4 sets of computers, 2 laptops, a copier, a scanner, and a projector.

The 2nd stage: Launching the Ea. (Forecasted at 6 months)

The second phase is based mainly on creating the content – text and graphics. The increase of "Name Parks" number is supposed to grow to over 20 thousand (this is the number that satisfies a passive user who searches mainly for the substance). The aim will be achieved by the paid creators of "Name Parks" and by the first group of receivers interested in earning on the Internet. This group was selected and tested by the prototype. A functionality research of Beta-testers will be conducted. The research is based on the common use of the application used by a group of specialized people who test and simulate the typical, fast, distracted, interrupted and other users' behaviors. The research is to detect the functionality gaps, such as too long wait, loading of the data, limitation of intuitive behavior, etc. The examination of the final software safety on the

Internet conducted by an independent company will be crucial. These are efficiency, server's burden, vulgarisms, graphics, and cracking protection tests. The promotional campaign will be continued, such as banner advertisements and by sending emails to users in other portals associated with the topic either professionally and unprofessionally. Additionally, five sets of computers will be purchased at this time.

The 3rd stage- the portal's development with users. (Forecasted at 6 months)

The stage of passive users' access to the Ea, those who seek information and contact. The most important aspect on this level will be the actions related to the promotional campaign. Additionally, in 10 big cities local conferences will be organized. The meetings will sum up the actions. There will be presented national and local statistics of popularity, number of users in particular topics, development of the portal's content, and the participation of business. In a separate part a more sophisticated functionality of the portal and the possibilities of an individual career or cooperation with the Ea headquarter will be discussed. The conferences will be recorded and made accessible on-line. Moreover, appliances necessary to realization of the investment will be purchased.

Caution: only one option of the participation in POI is shown here

Fig. The most popular form of active participation in POI.

3. The project's environment analysis

The specific character of the project, especially its two fundamental aspects, the advertisement and community functions, will help further examine the market environment of the company.

Recent years have witnessed a dynamic development and utilization of the Internet, both in global and local sense. According to findings carried out by several independent companies in 2009, an average percentage of internauts in Poland was amounted to 51 % of the population. Moreover, the number of internauts above 15 years old was estimated at 15 millions. It can be assumed, that a subsequent dynamic development of this branch is inevitable. Furthermore, the observed tendencies do not show any signs of decrease (the increase of users amount for the last 5 years has been higher than 10 % per year). Presumably, the similar trends will be maintained also in the nearest future. The factors that stimulate the continuous Internet use can be linked to:

- Vast access to the Internet (cost-competitiveness of suppliers),
- Growing popularity of the mobile access to the Internet (due to the development of wireless networks and superseding personal computers by laptops and other mobile devices),
- Improvement of the quality of information and its functionality and availability on the Internet,
- Demographic changes (adolescence of the Internet-brought society and growing percentage of elderly who use the Internet)

The growing popularity of the Internet is crucial for the economy, where e-businesses achieve bigger importance. Apart from the improvement of online sales, the rise of the advertisement service sales is also observable. As researches show, these forms of advertisements embrace more and more branches of the market, and locate them on the second position (after the Television) of advertisement medium. According to Zenith Optimedia's evaluations, the structure of advertisement expenditure in 2010 should be formed as follows:

Structure of advertisement expenditure in 2010

The Television	3 813 000 000
The Internet	997 000 000
Magazines	726 000 000
An outdoor advertisement	638 000 000
Newspapers	566 000 000
The radio	495 000 000
The cinema	98 000 000

The source: Zenith Optimedia
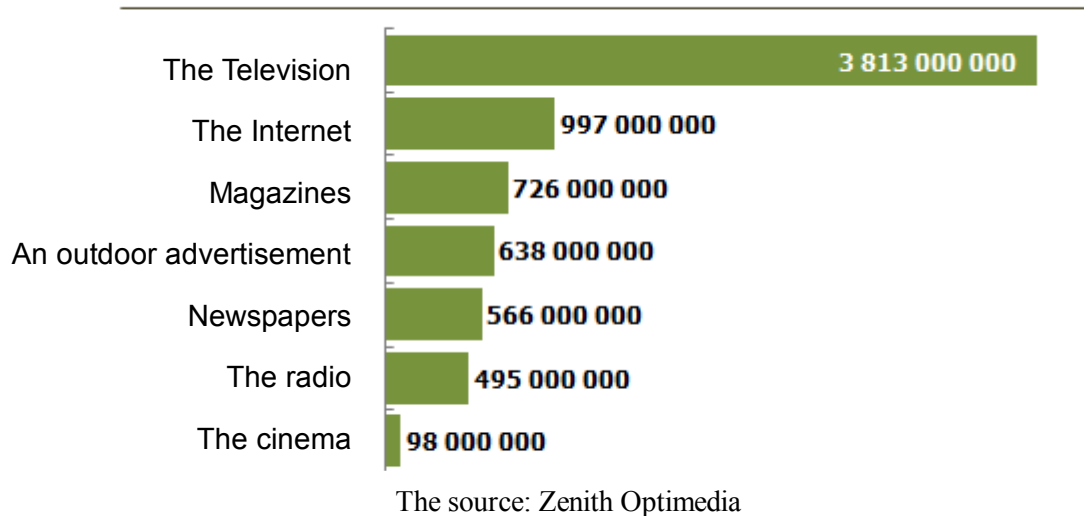
id 10343   www.InternetStats.pl

According to the forecasts coming from the same sources, the Internet's importance in the field of business advertisement will continue to expand in the future.

Market shares- particular media (%):

	2008	2009	2010	2011	2012
Daily papers	25.3	23.3	22.2	21.1	20.0
Magazines	11.6	10.3	9.8	9.3	8.9
The TV	38.2	39.2	39.7	40.0	40.2
The radio	7.7	7.7	7.5	7.4	7.4
The cinema	0.5	0.5	0.5	0.5	0.5
The Outdoor	6.6	6.6	6.7	6.8	6.8
The Internet	10.1	12.4	13.7	14.9	16.2

It is worth mentioning that even in the time of economical crisis, between 2008-2009, the recorded level of online ads' expense succeeded to maintain the growing trend as the only one among all advertisement mediums.

The advertisement market: the 1st quarter of 2009 vs. 1st quarter of 2008

Wydatki na reklamę w mediach: I kw 2009r. *versus* I kw 2008r.						10218
	telewizja	internet	magazyny	outdoor	gazety	radio
Szacunki wg domu mediowego **Starlink**	-5,9%	**17,0%**	-10,4%	-10,6%	-13,1%	-7,1%
Szacunki wg domu mediowego **MPG**	-6,2%	**7,0%**	-16,6%	-8,0%	-18,7%	-6,0%
Źródło: Starlink, MPG; maj 2009					www.internetstats.pl	

The second area connected indirectly with the online advertisement market is the development of the social-networking websites in Poland. The following statistics present their role in the virtual world. According to researches conducted by PBS DGA for UKE in December 2009, nearly 81 % of Polish internauts use the social-networking websites:

−31 % declare visiting the social-networking websites everyday,

−16 % 3-5 times a week,

−16 % 1-2 times a week,

−10 % 1-3 times a month.

The most popular among the social-networking websites is Nasza-Klasa.pl. This portal is known nearly by each Internet user (90%), and 73 % of Polish internauts use it actively. The next places are occupied by Fotka.pl (48% of respondents have heard about the website, 20 % have used it), Sympatia.pl (appropriately-28% and 7%), and Grono.pl (26% and 11%). The research of D-Link Technology Trend in the field of Internet communities was carried out on 15-20 of May 2008 on the representative group of 1008 individuals in age of 15-75.

The dynamics of each enumerated portals' development was similar. The only difference was the scale of users growth. The following chart illustrates the users increase of nasza-klasa.pl

Source: the author- Małgorzata & Bartosz Maleccy UBIK Business Consulting Sp. z o.o.

Press information results show that every fourth respondent admits that such portals help to kill time. The same number of respondents search for new acquaintances, and 18 % use these portals to discuss about particular subjects of interest. Moreover, Polish Internauts believe that the most interesting information available on the Internet come from users. This opinion is shared by 46 % of respondents, and only every fifth finds text written by professional journalists the most interesting. Merely 4 % of internauts assess positively contents placed by commercial companies.

However, the social-networking websites do not offer only a way to spend a free time. These sites can be also used to promote products, to create the company's image, or to search for new employees. Social-networking websites are a kind of interactive www pages that are created by groups of people sharing variety of interests.

„The 2008 Tribalization of Business" report indicates that virtual communities enable an effective promotion aimed to creating and improving the brand awareness among customers. Conducted researches show that a great number of internauts take a decision of purchase on the basis of opinions derived from the social-networking websites. It is a result of the trust between members of Internet community.

Following contemporary trends, many companies monitor on-line discussions about their products on

various social-networking forums in order to become acquainted with clients' opinions and introduce eventual improvements. Researches conducted in September 2008 by Opinion Research show 85 % of social-networking websites' users believe that the enterprises should cooperate with their customers by using Internet communities.

And although social-networking websites are entertaining, and more importantly, inexpensive way of advertisement, in Poland, they are still used by business in a very small percent.

On the basis of above information it can be stated that the portal implementation's project perfectly fits to the niche of the market. It simultaneously uses the crucial elements of social-networking websites' success and while gearing users around the particular topics. On the other hand, the perspective of the advertisement market on the Internet enables to make assumption that the risk of the unfavorable changes of appearance seems to be minimal.

The product

Analysis and observations preceding the project's implementation led to the recognition of consumers' behaviors and expectations. The customers have been divided into 2 groups:

- The ordinary and individual users of the Internet. This group consists of 2 subgroups:

1. - **Active users** (in the project they are called the Name Custodian or the Park Name Custodian) who build the portal creatively and are interested in different forms of earning on the Internet

2. - **Passive users** - products' receivers who use the Internet for cognitive aims (searching for knowledge, information, text, products, entertainment, etc.)

- Business users for whom the Internet is one of the means to realize business goals. Analyses show that in the field of customer service exists a niche that has not been used effectively so far. Small and middle enterprises especially, have had difficulties with existence on the Internet because of still somewhat difficult process of building the homepages and associated costs. The structure, functionality, and the intuitive structure of the portal are supposed to enable smaller companies to promote and advertise on the Internet with much greater ease. A particular page is also expected to be more developed (the possibility of visualization- pictures, photos, etc.) than for example pages of Panorama Firm, where content's poverty influences negatively the popularity of the page.

The basic product of the project is the Portal itself, which will consist of particular "Name Parks"- pages that gather data connected with one specific theme. However, both the portal's structure and the functionality will enable it for addressing the more detailed final products, which will be the direct source of income. These are:

- Contextual advertisement, existing in different forms, suited to needs of business users and fulfilling

expectations of its addressees. Obviously, this portal is technically and essentially prepared to offer any kind of advertisements available on the Internet, however, for business purposes its main types have been differentiated among:

- ✓ -Banner advertisement
- ✓ -Billboard – rectangle Navibox
- ✓ -Billboard- scroll Skyscraper
- ✓ -Links to commercial sites
- ✓ -Sponsored links- Google Ad words' equivalents
- ✓ -Mailing- an electronic letter
- ✓ -Others- sponsored articles, logo, etc.

- Services connected with business client:

  - ✓ -Basis of companies homepages' business cards (small and big enterprises),
  - ✓ -Resale of "Name Parks" (np.) to business customers,
  - ✓ -Other basis generating month payment, mostly not higher than 10 PLN (basis of brands, job offers, products, auctions, etc.)

- Paid services related with "Name Parks" functioning:

  - ✓ Maintaining the NP site (the so called fee for parking),

  - ✓ Sale of points being the portal's internal means of payment exploited to any forms of users activity. These points can be purchased, but also can be obtained as a form of reward for performed actions. The systems of collecting points is one of the main driving mechanisms of the portal and one of the dominant forms of active users earning,

  - ✓ Participation in "Name Parks" resale between private and business users (50% of obtained sum is destined for the user, the other 50 % constitutes the portal's income), the preferred form of NPs sale is an auction (one of the portal's functionality),

  - ✓ Confirmation of credibility- an innovative service based on the voluntary charge in order to testify the commitment and the portal's community support. The information of discharging or not discharging this payment (the DUO fee) will be placed as a graphics next to the content linked with a particular business user. It is an innovative form of loyalty payment creating an image of particular business user to the portal's community,

  - ✓ Transfer of login and advertisement continuation on the outside portals and www pages,

  - ✓ Trade mediation on the Internet- an individual symbolic fee associated with transactions drawn up through the medium of the portal,

  - ✓ A service that enables restraint or entire closure of the advertisement projection for a particular user at his request

  - ✓ Other services generating incomes for the portal and, in some cases, also for the user. The portal's functionality and multiplicity of application is so broad, that together with the Internet rapid development the ever-new possibilities, the sources of income expand. Thus the list of the portal's services is open.
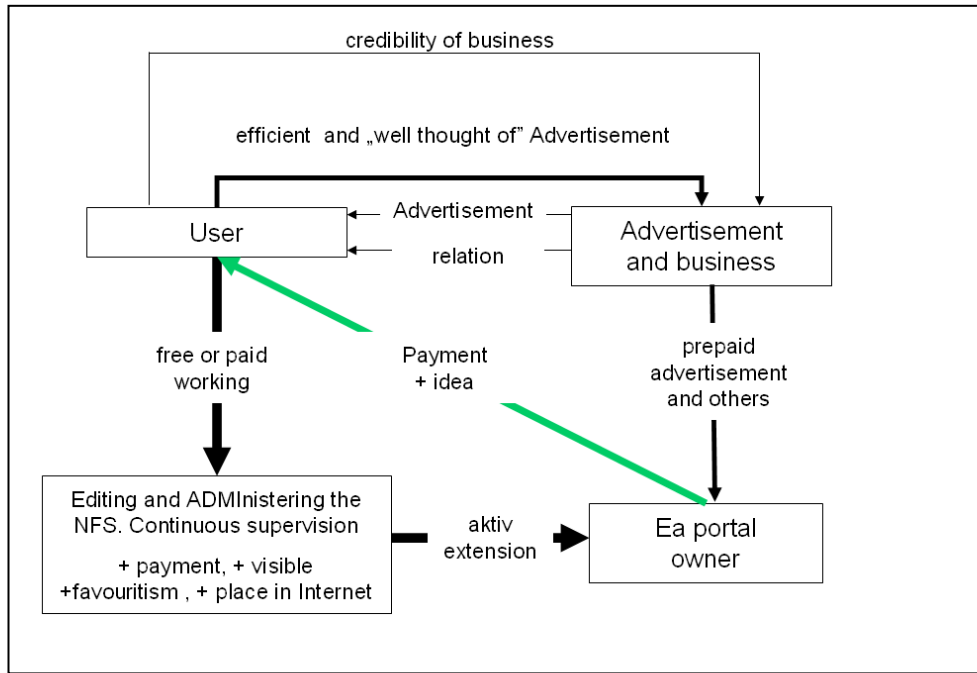
The graph of business model of POI portal

The assumptions concerning the dimension and the value of particular product's sale have been described in the latter part of the business plan.

As it can be seen, the great amount of the portal's possibilities is distinguished by their uniqueness among other Internet's products. This fact, in connection with the founded niche, where it is expected to work, increases the possibility of realization not ever exercised, involving business and social aims.

The price

Concerning the product offered by the company, three strategies of establishing its price can be applied:

- Prices established according to costs
- Prices established according to demand
- Prices established according to competition

Taking into consideration the products' character, the cost formula cannot be based on the very basic method used for calculation. In the first stages of the project, the formula of price evaluation based on the average market prices (mainly with reference to advertisement and business services) was accepted. The price policy is oriented toward obtaining a cost of 40 % lower than the average market price, providing the same or higher quality. This is attainable due to the exploitations of the portal's functioning mechanisms and specific distribution channels. A unit expense of gaining an advertisement is relatively low, provided that the main

objective distribution channel will be constituted of active users themselves (the guardians of "Name Parks"). Obviously, in the first months the additional means of distribution will be comprised of the full-time sales employees. However it has been assumed that their effectiveness will not increase with the portal's development. Due to this the enterprise will eventually eliminate the low effectiveness of tradesman in the traditional perception (the cost of the permanent sales employees compared with their limited sale possibilities). Summing up, the direct cost of gaining the advertisement through the medium of active users will become exclusively the advertisement income distribution, which will facilitate the reduction of its price.

The unique character of the portal and its offer leads then to the assertion that the ideal mechanism of price shaping is the calculation according to the demand. Therefore prices of the services related to "Name Parks" and particular charges will undergo a periodic verification, to assure the expected profits and to maintain the demand.

The distribution

To accomplish the sales expectancy the portal will use three main distribution channels:

- The full-time sale employees (mainly in the first stage of project's realization),
- The active users (this distribution channel will improve its importance with the portal's development, that is with the increase of the "Name Parks" pages amount, the popularity of sites, and the rise of users)
- Due to its uniqueness the portal itself will constitute the distribution channel among the services connected with "Name Parks" functioning.

The promotion and marketing

The company has conducted a detailed research of the different forms of advertisement effectiveness, the traditional, the outside (placards, seminars and theme meetings, press advertisements), and the advertisement on the Internet. According to the results, the marketing strategy and professional promotional campaign will be conducted by the outside marketing agency. The funds reserved to this aim, in amount of 250 000 PLN (70 000 $) come from the European Union subsidy.

The basic strategic goals of the portal's advertisement:

- Creating a strong position of the portal

Through the image promotion the basic strategic aim is to build a strong position of the portal, both in confrontation with the competition, and in the common and business users' awareness. To achieve this goal, the company will use logotypes, trademarks, and the portal's unique description appearing in various medias.

- Expanding the number of common and business users

This aim will be realized in the first level through users who will be paid for building "Name Parks" (20 000

items) commissioned by the company. In the next stages the amount of users should grow at a fast rate due to the promotional campaign and also as a result of so called „whispered" advertisement (the commencement of the new portal usually evokes raised interests, and in this particular case the additional mechanism will be the opportunity of „earning for clicking"). The increase of common users amount (and the popularity of the portal) will be used as one of the instrument to raise the number of business clients.

- Creation of strong sense of identity and identification with the portal

One of the portal's main expectations is its social character. Due to the portal the user:

✓ Gains its own place on the Internet, creates and manages his own website (he is the host of this page),

✓ Acquires the audience (users who visit his page),

✓ Has the opportunity to express his opinions due to the system of assessment of other sites or the participation in thematic forums,

✓ As an active user, can become a leader or a moderator (the person who supervise other "Name Parks" considering the compliance with rules established by the portal)

✓ Has the opportunity of earning on the Internet. It is a strategic feature, until now reserved only for the portals' owners. A "Name Park" is a user-friendly site, which provides easy tools allowing gaining revenues regardless the levels of user's Internet skills. Also, the user who does not have his own "Name Park" can earn income by being simply active on the Internet (for example by pasting links, assessing and commenting other users' sites, pictures, products, or advertisements)

These foregoing features cause that the user of POI is no longer anonymous, but he regains his place and identity on the Internet.

The employment structure and contributors

The basic idea of the company owners is to entrust the tasks to people who are specialized in dealing with related issues. Therefore a part of programming and implementing works has been handed over to the outside companies. Due to the present early stages of the project realization progress, the recruitment is in the initial phase (according to the schedule the first enrollments should start around July). Until recently the activity of the company was based on its owners engagement and the cooperation with individuals/companies that would provide expert technical support. Moreover, most of these fellow-workers participated in creating the portal's prototype as volunteers, simply appreciating its uniqueness and pioneering solutions.

It has been assumed that most of the contributors and volunteers will become to co-create and to implement the project as full-time employees.

A simplified organizational structure of the company is presented in the diagram below. In the first level of realization the crucial issue is the adjustment of employment status to the progress of development and growth. Therefore the extension of presented structure will develop gradually and at intervals.

```
                        ┌──────────────────┐
                        │ The Portal's     │
                        │ Headquarter      │
                        └──────────────────┘
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Sales Department	Development Department	Marketing Department	Administration
Advertisement	Product	Product -promotion	Accountancy
NP. pages	System	Users	Human Resources Department
Links	Interactivity	Teleworkers	
	Internationalizatio n	NP's Administrators- Moderators	
Others		Business clients	
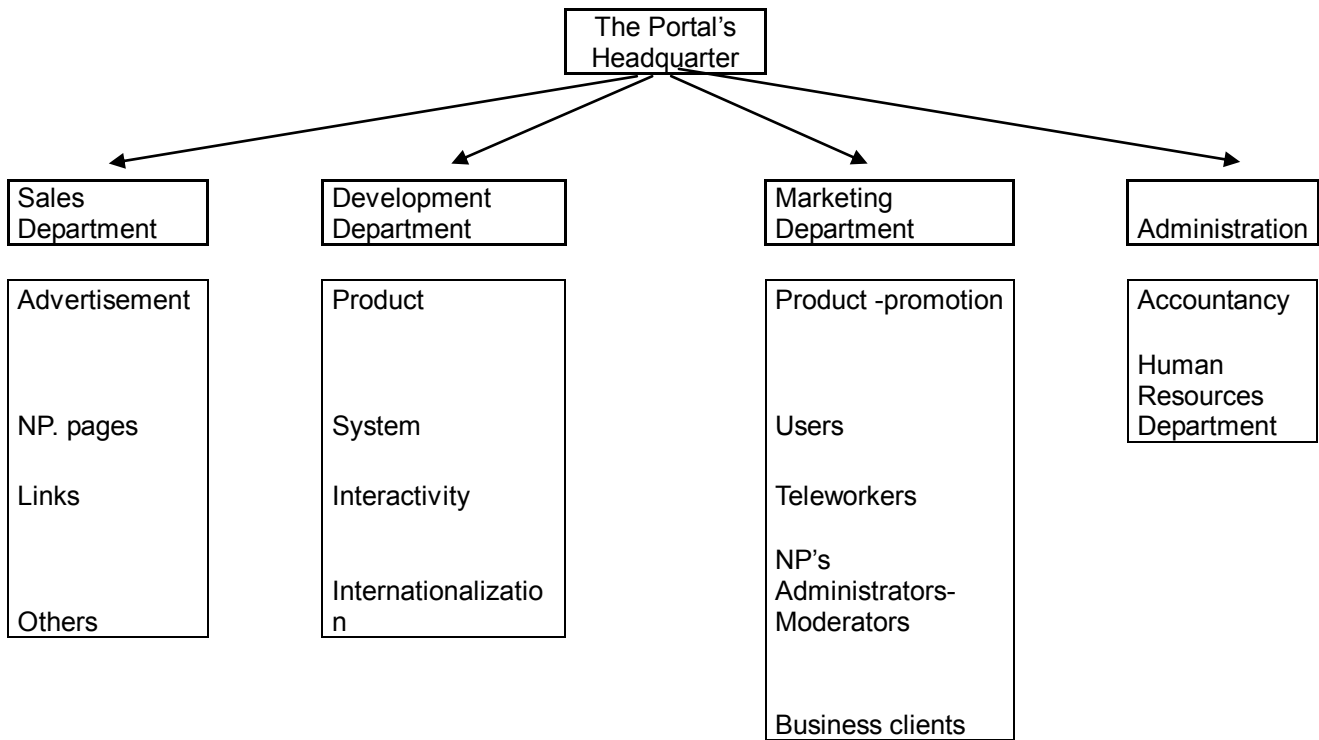
The assumptions concerning the number of permanent employees in particular departments and the dynamics of employment have been presented in attachments.

4. The structure of users and the portal's content management

The previous part of the business plan presented the simplified representation of the portal's structure. The central part of the portal is the home page gathering most important functionality (such as widgets or links). Apart from the main search engine, there will be modules facilitating the mechanisms of searching the sites/issues (types of links- "recently parked NPs", "recently published NPs", recently updated NPs", "NPs for sale", "highest rated NPs", "most visited NPs", etc.), modules of users and names' registration, modules of points, etc. Obviously, these are only the main functions.

The next very important part of the portal are the "Name Parks"- the sites that are created and managed by the users. Particular websites (NP) will also have the modular structure and the simplicity of creation, based on the high intuitive, in which even users with low level of IT will be able to create and develop NP sites on their own. The user will have at his disposal a form of the NP prepared by the portal's staff. These forms will constitute a basis, due to which the users will be allowed to adjust, fill with the text, and personalize their own "Name Park" sites.

The project is administered and managed by partnership (it is assumed that with growth and progress the users will have a bigger influence on administrating it). The structure of the partnerships' headquarters

presented above is typical for portal companies. Apart from the basic departments of support, the management of this portal will be based on hierarchical system of entitlement, where the role of supervisor is meant for the portal and NP's administrators. They will be employed in the headquarter, allowed to register and grant the authorization to users. Furthermore, they will be responsible for proper functioning of the portal and eliminating possible overuses. The next group contains moderators and so called "cleaners" working on-line. The cleaners will be selected among the most active users and they will be responsible for supervision and management (on lower level) of particular theme groups and their custodians.

It has been assumed that with the further development of the portal, the hierarchical structure of administrators and moderators will be expanded successively, both horizontally and vertically, which is typical for the social-networking portals where the most active users support the management of the portal.

5. The finance

The sources of the project's funding:

- The ownership capital in the amount of 64.570 PLN (21 000$)

- The subsidy of 776.671 PLN (258 000$) under the contract of "Agreement on subsidies number UDA-POIG.08.01.00-30-219/09-00 within the framework of operation 8.1 Supporting Business Activity in the field of electronic economy- Information Society, improving economy innovation; Operational Program Innovative Economy 2007-2013"- the agreement is in the course of realization, the first advance payment of the subsidy has been already disbursed.

- The bridging loan in the amount of 450 000 PLN (150 000$) . This loan is expected to be a supplement of funding mentioned above, used in periods preceding the disbursement of particular installments of the subsidy.

- The participation of an outside investor in the amount of about 400 000 PLN (optimally from 0,4 mln PLN to 2 mln PLN [133 000 $ - 66 000$]) with expected repayment period of 36 months (recommended quarterly repayment in the last, the third year of funding, together with capitalized interest). The interest rate will be determined by individual negotiation (on investor's request there is a possibility of superseding the interest with equivalent in a form of advertisement in the portal). A recommended form of capital share is a loan. A limited issue of corporate bonds is also admissible, but considering the low amount of subsidy, high operating expenses charged by banks, and long period of preparing the eventual issue, this option is not an optimal.

In the day of the formation of present business plan the company has three initial sources of funding. According to the assumptions, the meetings with potential investors will be conducted starting in July 2010.

6. Financial forecasts

Presented financial forecasts are aimed to define the effectiveness of the enterprise within three successive years, both for the portal's authors and the outside investors.

The assumptions

The probability of the project's realization even in unfavorable circumstances was the basic assumption set in creating the projection of economic-financial situation. Therefore the amounts taken by calculation were lower than those originally expected by the company. On one hand this increases the possibility of the forecasts' realization in terms of quantity and quality. On the other hand it is a test of the project's sensitivity, which, as has been indicated, is able to "defend" itself even with the low demand and extremely low sales. The caution taken in the particular assumption can reflect the fact that in the first year of realization the total value of expected feasible income is about 20 % lower than the sum of advertisement and marketing expense in this period.

The projection of financial situation of the company was reduced to 3 years because from the third quarter of 2011 the achieved amount of NP pages and number of users will enable the spontaneous development of the portal and its financing. Thus the period of approaching to expected dimensions and values.

In the attachments showing the detailed analysis of separate sources of incomes and expenses, the project's realization period was divided into quarters. However, considering the real date of beginning the investment realization, accepted quarterly period do not coincide with calendar quarters.
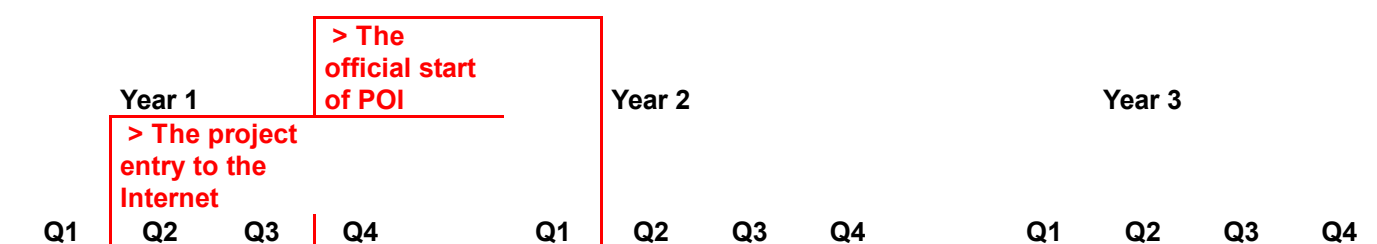
After achieving the full "maturity" and accumulating necessary financial reserves, the portal is expected to expand on chosen foreign markets and to be duplicated in several languages. However, for the business plan clarity and considering the fact that the realization perspective will probably exceed the analyzed period of three years and eventual expansion will compose the copy of realized project, the benefits of market expansion are not included in this business plan.

The expenditure

According to the prepared projection, the total value of financial expenditure (essential to exist until achieving incomes from operations) amounts to 1 240 000 PLN. This amount consists of capital expenditure (IT appliances) and the costs of project's implementation in the period of 12 months.

The sale

Due to the significant number of products and services offered by the portal, a rule of relevance was used in the business plan. Revenues from sales of products and services that are crucial to the company were taken into account by preparing the projection.

Five main sources of income have been identified, differentiated in terms of products and distribution channels:

1. Advertisement on the "Name Park" sites, sold by the company employees, advertising agencies, or medial houses. This source of income will be essential in the first phase of the portal's development when the users activity will be on the rise. As mentioned before, the range of the offered products will be enormously wide. For more precise view the company have prepared a sample package, namely a profile of the offer and the average value of different configurations depending on the pages' popularity degree. The average value of the sample package was estimated at 4 896 PLN monthly (14 688 PLN quarterly). Clearly, it is a kind of simplified assumption because in fact the selection and value of particular forms of advertisement will be subordinated and matched to the business receiver's needs. However, both unit values and costs relations between a page popularity an its price were based on the analysis of the competitive advertisement offers existing in the market. In determining the advertisement sales degree it was assumed that the first (nominal) receipts will appear before the third quarter of the project's realization and its value will come to 20% of the package value quarterly. It was presumed that in the end of the fourth quarter the company will sold 2 packages per quarter, and the successive rise of sale will be proportional to the number of employed salesmen (the sale of packages will not exceed 10 items, that is 30 items quarterly).

   Total sale:

   In the 1st year of the project realization= 29 081 PLN

   In the 2nd year of the project realization= 3 042 981 PLN

   In the 3rd year of the project realization= 12 809 074 PLN

2. Revenues due to the commercial presence of bizness users in POI. These receipts contain i.e. remuneration for paid companies' websites, visiting cards of companies' pages, the presence in bases of products/services/companies/brands, voluntary payments DUO, placing advertisements in products

basis, job announcement, etc. Considering the wide range of activity offered by the portal, the specification of items constituting this source of income is quite expanded. However, it is worth to mention that the idea of the portal's authors is the income generated due to the quantity of a particular activity, and not its price. Moreover, this service is not strictly aimed to earn money, but to popularize the portal and its ideas among business receivers. Therefore, unlike the competition, the unit value of service is estimated at very low level- average 2,83 PLN per month (8,48 PLN quarterly). This value was taken into account as a starting point in assessing income of this source. The service distribution channel in the first stage of realization will belong to the salesmen, but in the following quarters the action supporting sales are expected to be nonexistent because of the price attractiveness. It was assumed that scattered character of the service and the price breaking the barrier of the market entry would contribute to great activity in sales. Nevertheless, for safety reasons, it was presumed that the first income of this source will appear not before the fourth quarter of the project realization, that is 6 months after the portal's launch on the Internet. Also, in terms of quantity, the sales has been estimated very cautiously because in the end of the 2nd year of realization only 2000 items per month are planned to be sold (considering the offered price, it is nominal estimation). Yet in fact it is presumed that the sale quantity will accomplish level ten times higher. One of the main ideas of business plan however is to demonstrate the success of the project even in the extremely unfavorable conditions.

Total sale:

In the 1st year of the project realization= 381 PLN

In the 2nd year of the project realization= 110 728 PLN

In the 3rd year of the project realization= 282 549 PLN

3. Revenues due to the paid services connected with "Name Parks" and the whole portal's functioning, provided for the common and business user. This source has also scattered character considering the various amounts collected for particular activities. Similarly to revenues in point 2, the scale effect was also used. The value of income is a function of the amount of active users, both the common and business. Considering the precursory character of services not having the reflection on the Internet, the unit prices taken into account in the business plan are on respectively low level (with the assumption that the verification will be held with the growing popularity of the portal). The value of particular services will also be used as a tool to control the demand on individual portal's products. Therefore, the accepted values and amounts are set at the minimum and on the basis of conducted simulations their realization is highly possible. Revenue growth of this service group is proportional

to the amount of users and NP sites, therefore in the first level of realization the approximate numbers of sold individual services had been deliberately underestimated.

Total sale:

In the 1[st] year of the project realization= 26 279 PLN

In the 2[nd] year of the project realization= 746 142 PLN

In the 3[rd] year of the project realization= 1 993 693 PLN

4. Advertisement on "Name Park" acquired by users. This is a duplicate of the product described in point 1 with the difference of the distribution channel- the active users. The presented source of income is supposed to supersede the sales by the company's employees. As it was described before, the possibility of earning money while using the portal, apart from other portal's function, is expected to be a driving engine of autonomous development of the portal. The unprecedented idea presenting that each user can become a salesman exceeds the boundaries of earning on the Internet known to these days. The starting point in preparing the projection is the number of websites created on the portal's request. The subsidy obtained from the EU covers the costs of preparing 20 000 of NP sites within 2 quarters. Realization of this extent is supposed to be the portal's driving force, due to which the portal will be filled with content in the starting phase. Further forecasts concerning the rise of sites have been deliberately reduced since their realization will depend on the activity of users and further motivated by the additional financial reward. This mechanism is described here due to the fact that the assumption concerning the sale of ads by users is linked to quantity. On the basis of observation, it was found that the quarterly number of sites possible to be created by the users can reach (by full maturity of the portal) even tens of thousands. However, for safety reasons it was assumed that upward growth will be much lower and will not exceed 2,000 pages per month in the third year of the project. It is most likely that the assumptions will be significantly exceeded, but the financial structure of the business model propelling the additional growth of emerging sites will always generate a positive flow (i.e. the income derived by the creation of additional pages will always be considerably higher than costs for their creation and maintenance). In the calculation of this income source it was assumed that only 0.3% of users / sites will be active for advertisement acquisition. This means that the number of advertising packages sold by this distribution channel should be 10 per quarter (3.3 per month) at the end of the first year of the project further to increase to 133 per quarter (over 44 monthly) at the end of three years of the project. The assumption is very cautious, taking into account the number of pages in that period (over 64,000). In the forecasts the total sale revenue was included as income, but according to the presumptions the 50% of this revenue will be transferred to users as a gratification for completed acquisition (cost included in payment).

Total sale:

In the 1st year of the project realization= 146 891 PLN

In the 2nd year of the project realization= 2 364 766 PLN

In the 3rd year of the project realization= 6 198 235 PLN

5. Revenues from commercial presence in POI- generated by users activity. As in the previous revenues the product described in point 2 but distributed by a different channel – it is assumed that active users will have greater capacity and efficiency of market penetration than a full-time salesmen. The forecast assumes that only 5% of users will sell a product with a unit value of 8.48 PLN per quarter. The value of the revenue obtained in this way is not inherently high, but, as it was previously mentioned, distribution of this product in bulk   has additional value for the company- the portal's popularity growth.

Total sale:

In the 1st year of the project realization= 1 413 PLN

In the 2nd year of the project realization= 42 684 PLN

In the 3rd year of the project realization= 119 286PLN

A distinct source of revenue included in the profit and loss account is reported as the grant (subsidy), with a total value according to the contract concluded for a subsidy of 776,671 PLN. The subsidy from EU funds will be disbursed after the end of particular phase of the project (excluding the first payment, which has been already received in the form of advance). Described form of support is a key element for the project's success, providing defrayal of the project's implementing expenses and operations until achieving the first significant revenues.

Analyses of the income from the operations during the examined periods indicate the strong dynamics of growth throughout the development of the portal. However, it has been assumed that over the next three years the growth will show a downward tendency (in the first quarter the growth rate of over 100%, gradually reduced to about 20% in 4th quarter of the 3rd year). This assumption results from the company's intent to a gradual change in the structure of sales; that is, as it was previously mentioned, the participation of the ownership sale will constitute a significant percentage of total revenues in the first years of the project. While the portal grows, and after reaching its full "maturity", the participation of the distribution channels based on users participation will increase. Further, the spontaneous development of the portal will enable better exploitation of the company's human resources by changing their position from the direct sales to the supportive sales realized by the users.

The high level of growth in the particular periods results from increasing employment in the company within the available resources and the development of the portal itself (number of pages, users and audience). On the other hand, it arises from the specifics of the Internet market where the growth phase of a product is usually very intensive (especially among the social networking sites)

The costs

The forecast of costs includes various costs related to the project's realization. The aggregate values of particular group costs were estimated as a result of detailed analysis and forecast of unit costs associated with obtaining particular types of income.

1. Depreciation – considering the fact that the unit value of the majority of equipment and assets purchased by the company within the project is relatively low, it was assumed (according to the tax regulation), that the total value would be subjected to 100% amortization at the time of purchase. Thus, the amount of depreciation corresponds to the value of investment purchases (mainly computer hardware and office equipment).

2. Materials and energy consumption- the position covering all costs associated with the office supplies purchase and other minor costs of the office operations. It was assumed that the value of these costs would gradually increase with every year, together with the expansion of the company structures.

3. Outside Services – the structure of cost during the project will gradually change, that is in the first phase of the project an outside service will have a greater share in general costs, including commissioned works largely related to construction and development of the site (mainly programming services) as well as the expertise, services, advertising and marketing. However, in the subsequent phases of the project, the company employees will perform a part of the work previously outsourced to outside companies. Therefore, the participation of outside services does not increase in the forecast period (the exception is the third year of the project, which is planned to carry out another advertisement campaign of the portal).

4. Salaries - considering the nature of the company (services), this is one of the most important cost items in the projection. It is assumed that salaries at the end of the forecast will constitute over 70% of the total costs. However, in the early stages of the project the value of salary costs will be significantly low due to the assignments of tasks to the external companies (outside service) and only a small fraction to the inside employees, the number of which will be increased with development of the portal. Considering the ultimately high share of salary costs in the cost structure, a strict control of their growth's rationality is required. In the attachments the salary costs have been projected in connection with the sources of income (total 5 groups of salary costs) and support of sale (Back-

Office - 3 groups of salary costs). According to employees' wages, a rate slightly higher than the market's average has been assumed (with the presumption of its annual indexation with the development of the portal). Objectively, the planned level of wages will be about 30% higher than the average market values, which is supposed to strengthen the loyalty of employees to the company and to reduce the fluctuation of personnel. The full-time workers will be also allowed to work on-line – based on the selection from the most active users, acting as moderators and "cleaners" of the content area.

Apart from the salaries paid to the full-time employees, the contracts of mandate and contracts to perform a specified task will constitute an essential element of salary costs. It is assumed that both forms will be used to reward users, who, according to the portal's rules will be entitled to such compensations. This is referred to:

- Active users dealing with "acquisition" advertising on the NP sides (the cost of salaries constitutes 50% of the acquired advertisement)

- Active users who gain other forms of business activity in the portal (commercial presence in the portal - an average salary cost of the 50% of revenue)

- Active users who accomplish a minimum limit of the ceiling subjected to the disbursement in connection with the exchange of scored points for cash. The level of limit allowing for   disbursement has not been definitively established yet (legal and tax consultation are in the course), but considered limit level shall not be less than 125 PLN. The projection assumes that the daily average number of points due to the users activity will be 5 points, which will reflect on the daily value of payments in the third year of the project - approximately 2,000 PLN

- Payments due to construction of NPs, which have been included as a separate item. Assuming the base value of the salary as PLN 3 per page (this position was deliberately isolated in order to emphasize the importance of this form of activity, despite the fact that the disbursement will depend on the achievement of the required limit). After reaching full maturity, increased awareness of the portal's users, and taking notice by users of other forms of earning or the portal's value, it is considered to waive charges for creating the PN sites.

5. Social insurance and other benefits - because of the high degree of salary dispersion, as well as applied various forms of employment, the projection assumed an average level of costs as 12% of gross wages

6. Other costs- this item includes premises rental costs, the delegation with related costs, telephone costs, the costs of using private cars for business, cost of training and other related expenses.

Regarding the salary costs, it should be noted that the existing business operations in the areas of the development of the concepts, building and testing the prototype portal, (excluding the involvement of the shareholders) were based mainly on the work of volunteers and enthusiasts who understand the uniqueness of the portal's idea and were willing to devote their time and knowledge to contribute to the portal. It can be assumed that in the course of the project realization, a group of people "infected" with passion of building the portal and creating "their piece of the Internet" will grow. Therefore, the accepted assumptions on salary costs may be too high, but for the project's financial consistency and due to the precautionary attitude in preparing forecasts, their levels were used as a basis.

Profit and loss account

The detailed assumptions in the area of shaping the revenue and operating costs during the project's realization outlined in the previous section were the starting points for creating a projection of profit and loss account. Data included in the profit and loss account are formulated based on the annual periods in ascending order, however, particular periods do not coincide with the calendar quarters.

Analysis of profit and loss indicates that the project implementation period (until the first significant revenues generation) would last less than a year. In fact, this period may be shortened, because the forecast takes into account possible deviations from the implementation plan, as well as very cautious assumptions in the field of the sales development pace. Nevertheless, it is not assumed that in the first year of the project the threshold of profitability will be exceeded, and therefore the level of costs in the period up to the May of 2011 exceeds the value of generated revenue, which in turn reflects the generated ascending net losses. The threshold of profitability, according to the assumptions should be exceeded in the third quarter of 2011, during which period the level of the net losses should be decreased, whereas in subsequent periods first profits should be generated. Presented structure of profit and loss account is specific for the new implemented projects and the fact of the loss occurrences in the initial periods do not call for the investment risk, especially when bearing in mind that the company has secured financial support from grants of the EU project.

In the following periods (from the fourth quarter of 2011) the generated revenue, as the effect of the dynamic development of the portal, will be large enough to ensure generating a surplus and to enable the portal's self-financing. Achieved surplus will be assigned to cover previous year losses and to repay the long-term liabilities, leading to a successive repayment of various investors' loans and investments.

Detailed analysis of particular income and expenses components was made in the earlier part of the business plan. Values presented in profit or loss accounts result from the sum of the individual analytical components and therefore the vertical analysis does not contribute to any additional cognitive value.

The balance

The starting point for the balance forecasts were the actual data of March 2010. In the subsequent periods included were the events, arising from the project and directly corresponding with material- financial schedule (which is an annex to the agreement for financing from EU funds).

I. **The assets**

1) Fixed assets - considering the nature of the project and the fact that most investment purchases will be subjected to 100% amortization at the time of takeover, the value of material fixed assets was not indicated. The only item that is subjected to depreciation is the main application of the portal software purchased with grant funds from the external supplier. This item has been indicated in the values of intangible and legal assets.

2) Current assets

2.1. Supplies- they are not supposed to be maintained

2.2. Accounts receivable- charge forecast includes receivables from customers such as advertisers. According to the assumption that 20% of the monthly service sales to business customers will be realized with a deferred payment of 30 days, the remaining 80% of sales will be subjected to prepayment.

In connection with the limited amount of income in the first periods of the project realization with simultaneous bearing of the capital expenditure, the existence of outstanding VAT refund shown on the line of duty in respect of taxes was assumed.

3) Cash - estimated amount of cash in the first quarters of the project implementation results from the balances, which are the effect of the subsidy installments' disbursement and the payment of particular amount of the bridging loan. These resources will be used for purposes related to the project implementation. Only increase of cash value after the third quarter of 2011 can be interpreted as a cumulative surplus of money.

II. **The liabilities**

1. Equity - capital of the company amounts to 64,570 PLN but due to the incurred expenditures for the preparation of the project's implementation and generated losses, the value of equity is negative. This

situation, a characteristic feature of the new project's implementation, will be under control and well maintained before November of 2011, that is, until the financial autonomy of the project and the successful recovery of the losses from previous periods with acquired revenue will be met.

It is important to understand that the negative equity should not effect significantly the deterioration of the financial position and liquidity of the company, due to the secured bridge financing associated with the implementation of the grant agreement with the EU (the subsidy is a major source of covering the costs of the project implementation).

2. Liabilities and provisions for liabilities.

2.1. Long-term liabilities- this position includes:

- Bridging loan in the amount of 450,000 PLN granted for the implementation of the subsidy agreement, of which terms and amount of the partial disbursement were suited to the planned expenditures incurred by the company according to the schedule attached to the grant agreement. However, dates and amounts of payments correspond to the disbursement schedule of the particular amount of the subsidy. Despite the fact that the credit amount is nearly half the value of the grant, it does provide an accurate and forward realization of the grant agreement

- Capital expenditure of an investor or several smaller external investors in the total amount of approximately PLN 400,000. Obtained resources will enable to accelerate the project's implementation and will provide a funding source and specific safety buffer until the company and the portal reach the full financial autonomy. A recommended form of external investor's equity is a medium-term loan (about 24-36 months). The forecast assumes a period of 24 months in order to demonstrate the firm's ability to repay such a commitment in time. However, as all of this particular business plan assumptions are characterized by a high degree of caution, it is assumed that the optimal period of gradual recovery of borrowing will be a third year of the project.

2.2. Short-term liabilities- this position entails the liabilities forecast towards suppliers and results from the assumption that the approximately 20% of the monthly costs due to the external services will have 30 days of due date and an estimate of liabilities to the budget due to the ZUS contributions paid in the months occurring after the payment of salaries in accordance with the statutory terms.

Cash flow account

Cash flow analysis indicates that the company should be able to generate favorable flows from the operating

activities from the third quarter of 2011. Favorable flows at this level will constitute a source of funding for further capital expenditure and additional funding source for expenses at the level of financial activity. According to the assumptions, the balance of the cumulative cash should gradually increase (except for IV quarter of 2011 when a repayment of bridging loan is expected), which additionally confirms the stability of the project and provides the necessary safety buffer in case of the divergence occurrence during the process of realization. The high increase of cash during the analyzed period reflects the high financial efficiency of the project.

The profitability calculation of the investment project

The level of NPV is dependent both on the dimension and the material apportionment of the net cash flows, as well as on the accepted interest rate for the calculation. Shortening of the analysis period to three years leads directly to lower actual value of cash flows. The basis of the conducted efficiency calculations of the project and its assumptions are included in the attachments of this business plan.

Considering the described project, the discount rate of 20% was adopted for calculations- accepted rate is the average expected rate of return from the projects carried out by the start-up.

Year	Nominal cash surplus (profit+depreciation) NCFt	Discount coefficient for 20%	Discounted net cash surplus
2010	- 1 240 000	1,00	- 1 240 000
	- 302 047	0,83	- 251 705
2011	464 679	0,69	322 694
2012	4 409 374	0,58	2 551 721
	4 572 007		2 622 710
	- 1 240 000		- 1 240 000
	3 332 007		**1 382 710**

The project receives a favorable flow value in the third year of implementation. This fact indicates that in terms of three years, from the financial point of view, undertaking its realization is profitable, because the value of acquired financial surplus is greater than the resources involved in its implementation.

FINAL PROJECT EVALUATION

The presented elaboration confirms the purposefulness of the project and its economic justification. From an external investor's point of view it also provides the information about its financial effectiveness in the context of return and of the incurred expenditure and equity. It is also important to mention the question that appear several times in this business plan in context of projections - both assumptions considering the period of achieving a certain dimensions of sales, and the size and value of sales were presented with a very careful approach. Therefore, the period of investment return can be much shorter than the one assumed in this business plan.

PART II, an older bussinesplan from 2008

EXPOSE

POI / eaaaa
PORTAL OTWARTEJ INFORMACJI
(Open Information Portal)

1. **Concept**

The concept behind the project is to **systematize and catalogue information** on the Internet using a **uniform information template** so that only **one address = one website** is assigned to one **particular word** or topic in each language (like Wikipedia). The project purpose consists in enabling the users seeking the information about the word to obtain satisfactory results instead of a number of addresses to websites, where each of them is built based on a different principle, has a different logical structure and unknown content.
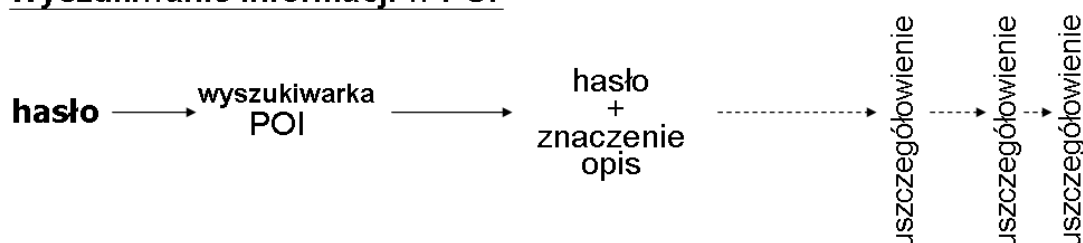
Fig. 1. Proposed method of accessing Information (hands-on example in Exhibit 3)

Looking for Information in POI

headword → POI search engine → headword + meaning – description → narrowing down…

We want to avoid the necessity of viewing a large number of websites which are not useful for the most part. Such viewing practice facilitated by search engines is currently used and widely accepted.
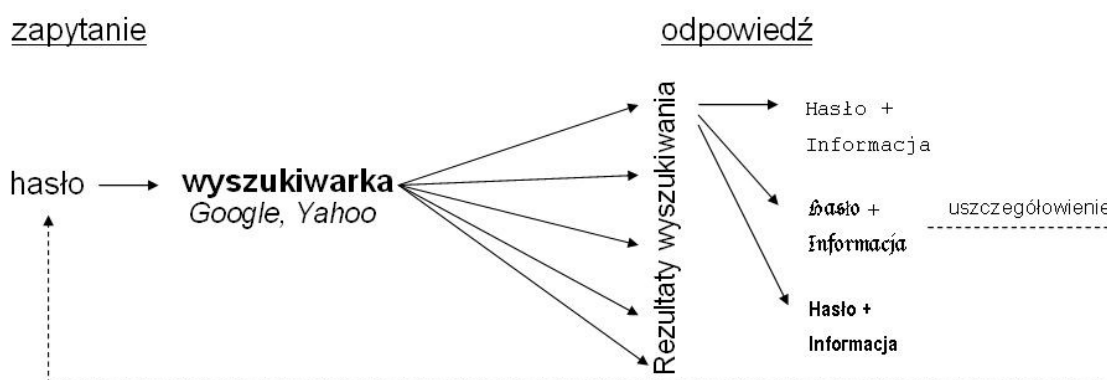
Fig. 2. Current method of accessing Information

Looking for Information today

query   answer

headword → search engine (*Google, Yahoo*) →   Search results → headword + information → narrowing down

We object to such method of the Internet functioning and believe that it is possible to build a logically segregated content in the Internet in a relatively easy way, and that such new segregation will allow quick finding of the information and revolutionize the way of using the Internet, as a side effect.

Abbreviations used in the text and attachments:

POI   - Portal Otwartej Informacji (*Open Information Portal*) = POI = functional name of the Polish project, Point 14.

eaaaa - global structure of the project divided into language versions,
    ->   due to the huge number of various topics considered within the project it is interchangeably called the **system**, **portal**, **structure**, **project**, **POI, eaaaa, Ea** or **Expertpie**.

Headquarters – unit that manages the entire portal characterised by high interaction capabilities, Point 14

NP   - **N**ame **P**ark, NFS Name's First Site (in Polish: *Pierwsza Strona Nazwy*) – portal's construction element – **Standard for Information presentation** = www website; Also PN = Name Park, Point 7

ADMI - Administrator, supervisor of NP (PN) and Information – active user, also an employee of the Headquarters; Point 4

Rys. Chcemy "poczwórnie" skrócić czas szukania.
(xxx można edytować treść w rysunku)

2. **Method**

In order to satisfy the challenge it is necessary to ensure the **cooperation** of large numbers of **Internet Users** from the entire spectrum of the society. The society is our final client which we provide with our services. To be attractive to the society, the project addressed **real social needs**, satisfies such needs and provides tools for problem solving. According to the Motto:

Work for yourself
User
to benefit other people
POI
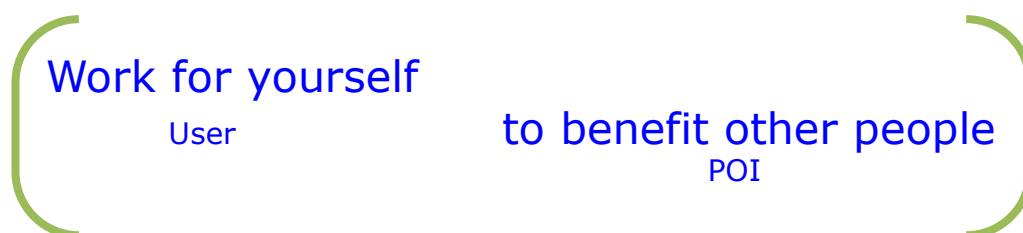
Fig. 3. POI's task is to coordinate users' actions for the benefit of the same, and in comparison with today's *social networking portals*: POI creates favourable conditions for those who haven't had access to the Internet.

We give the Users an **easy tool** (much easier than editing in Wikipedia) to enable them to perform initial formatting of information on their won and improve such information in cooperation with others, while satisfying their own needs, and the System processes and multiplies that value (for example to provide easy access to information in the System and the Internet).

3. The Word comes first.

In our project **Word** is the unique name of a service, product, company, etc. For us it is the basic material which may be systematized in an adequate manner by means of a structure in a form of a logical tree where each word comes from another word with a wider semantic content and is the base for creating another word or idiom with a narrower semantic content.

Thus the structure of information search has been covered by the simplest logical scheme "**from general to detailed**".
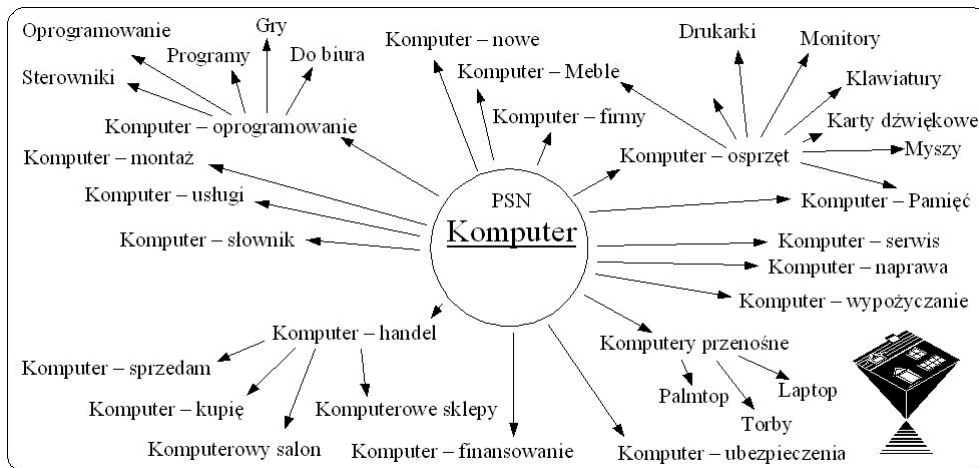
Fig. 4. Logical structure of each single word in the system. Each relation has its own NP website.

Building the content, even as a part of competing, is great fun for our users and not that difficult at all if the users notice that they can help and follow the example of each other.

NP Computer
Computer – dictionary *(słownik) [i w górę]*
Computer – services
Computer – assembly
Computer – software (drivers, software, programs, games, for office use)
Computer – new
Computer – furniture
Computer – companies
Computer – hardware (printers, monitors, keyboards, sound cards, mice, memory)
Computer – servicing
Computer – repairing
Computer – rental
Portable computers (palmtop, laptop, bags)
Computer – insurance
Computer – financing
Computer – commerce *[handel]*
      Computer – want to sell *[sprzedam]*
      Computer – want to buy *[kupię]*
      Computer – Computer salon
      Computer – Computer shops

4. **Where do we start?**

The manner of posting information on the Internet by way of websites is chaotic and badly-ordered, which makes detailed data difficult to get through to.

As we said before, we are sure that it is possible to build a model of information posting on the web which segregates the data in a **form of a logical tree** (fig. 4). In such model finding the information will not involve a few hours of viewing the content of websites found by means of search engines; such content being at times spread across a few or a few dozens of separate and unrelated Internet websites.

We are convinced that the Internet's content can be ordered, which would **largely facilitate** the finding of the desired information and publishing it in the most adequate place on the entire Internet; this involves a great deal of responsibility of the structure we're building.

5. **What are we aiming for?**

Everybody knows the social networking services such as *Wikipedia* or *Secondlife*. These are examples of building own environment on the Internet by the users themselves, against no charge whatsoever. It is sufficient to propose an appropriate logical structure supported by some intuitive tools to the users to win their involvement against **financial** bonus anticipated in this project and most of all against **personal** satisfaction.

Such project type not only gives financial benefit but also satisfies non-economic needs such as building a new place, managing the content and people, feeling unique and successful as a result of the participation in the project. Also the need to do something for one's own benefit and to benefit others. The project provides tools for this purpose.

The Portal's user is for us the most important reference point in the entire concept!

The user is the constructor, originator, guard, manager and owner of the particular word/spot in our structure.

6. **Individual information cell in POI**

Each word's website/(concrete address) looks the same in our structure. Using the POI structure is intuitive, i.e. information is served on each website **in the same way** that is perceived by the recipient as easy to understand and remember as well as well-ordered.
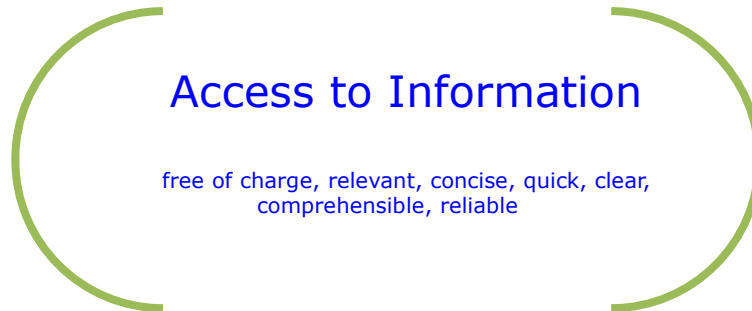
Access to Information

free of charge, relevant, concise, quick, clear, comprehensible, reliable

Fig. 5. Objective of the project in terms of the Information.

Information in the Portal is shaped to be:

- **Free of charge**, always available and always publishable free of charge. The principle does not apply to various forms of visual advertisements.
- **Relevant**, as the website's heading refers to the content of the entire website.
- **Essential and concise**, as the rules of information edition are to be clearly determined and evaluated by other users.
- **Useful and practical**, next to the above characteristics the rules of Information edition in the Portal will promote this feature, while the Information supervisors will be the living support for obtaining understandable and adequately applied information.
- **Quick**, simple and intuitive navigation around the portal will facilitate accessing the desired information quickly, while the light IT construction fosters quick downloading from the location.
- **Clear and legible**, which is necessary for quick orientation in the website's content, while its style will be improved continuously which is possible with the Information supervisor's specialization.
- **Comprehensible**, so it can be assimilated quickly due to a large number of description perspectives and the possibility to use sources in other languages.
- **Reliable**, as it is verified by thousands of users and moderators.

7. **Why are we going to succeed?**

The conceptual aspect of the project has been developed by us for almost 10 years. At that time we were convinced the project was well-grounded, and our conviction about the project opportunities and justification at the close of WEB 2.0 has grown even further. The WEB 3.0 definitions are closer to our project.

10 years ago our idea was too innovative, but now there exist an adequate **human potential,** including the Internet users and fiends, a appropriate

connection **infrastructure**, experienced **human resources** ready to cooperate and programming **tools** that are fully appreciated by professionals and also such people who are inclined to **pay** for their presence on the Internet. There are also well-developed **Internet**

resources available without which the project would not be possible today.

According to sociologists, our society is entering the phase of so-called **Information Society**, and our project will enable us to finally **regulate Information**.

Wikipedia:
Information society – is a society in which information becomes a merchandize and is treated as special non-material goods, equal or even more precious than material goods. It is anticipated that services related to **storing, sending and processing** of information will be subject to further development.

The term was introduced in 1963 by a Japanese, T. Umesao (original version: "jōhōka shakai")…. In Japan, the "Plan for creating information society as the national aim for 2000" was developed. It was a realistic strategy that assumed the country informatization leading to the **intellectual development** of the country and **establishing knowledge** and not its further industrialization and production and propagation of material goods.

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1. **Previous method of gathering information on the Internet**

The **current** Internet operation **method** has exhausted its possibilities through its entropy. Millions of websites, while there are billions to come, have caused what **Stanisław Lem** predicted a few years ago: the so-called **infoglut**, which is also referred to as a **megabit bomb**, as in order to get the desired information you need to dig your way through hundreds of websites containing useless information. The structure proposed by us segregates information in a logical way and thus provides an easy access path to desired information by reducing the system's entropy (dispersion) which results in limiting the stochastic character (random selection) and the latent character (different each time) of finding information.

The **current scheme** of providing information (Fig. 2) is based on the rule of recognizing separate, atomized structures in a form of websites, all of which are constructed according to different principles. To get to the desired information, you choose one of many results of a searching process (e.g. obtained from *Google*) and arrive at a website where you expect to find the information.

You open the website although you do not know if its scope meets our needs. First you need to analyze its construction to understand its logical structure, and then having learned the rule of content division into smaller units, you are able to move to the section of our choice.

All the actions are performed intuitively, as you cannot be sure if the content constructor has applied the same semantics of words that refer the user to individual sub-sections.

If you do not find the desired information on the website, you are forced to open and read more atomized structures until you encounter anything satisfactory.

2. **Finding Information in POI and through POI**

(see Attachment no. 3)

The idea behind ordering the Internet information resources is based on arranging them according to **words,** or in other terms, **according to the words' meanings**.

In POI:

- ➢ you arrive at one spot (Fig. 1.) that contains information that you are looking for – the **spot is called** the same name as the **Information** you are looking for. In here you limit the search by choosing the spot where it is described in more detail. Next, the process is the same as described above.

- ➢ you publish information in the spot where everybody will look for it.

- ➢ information **search** and **posting** takes place in **one** and only **spot** and through this one and only spot.

It could have been the same on the Internet, had it not been for someone failing to set the imperative to post appropriate information under the domain's appropriate name.

Unfortunately, it had been impossible to place proper information under domains' proper names when the Internet was being created. Actually, it is still the case.

POI solves this inconvenience by introducing the Information **Presentation Standard** called here the **N**ame **P**ark.   (structure of NP in Point 7.)

Due to the **project's versatility**: **POI/eaaaa** as an IT structure is and must be simple in terms of its construction and operation. Therefore, practically the whole system is built based on this one **NP Standard** = in construction terms on one type of a website together with the user operating it who does not need any special abilities.

The above **NP** (name's park or elementary site) is the **construction element**. Millions of such NP constitute **eaaaa**; they are spread across the entire World Wide Web, in various languages and with various interconnections. Ultimately, the NP sites are the beginnings of thematic microportals, and you should remember about the **user**, who is the most important figure here.

Word management technology is the **key element** of the solution and it is performed according to the following criteria:

- ➢ 1. **Language**

- ➢ 2. **Word**

- ➢ 3. **Search narrowing** within the word/topic relations
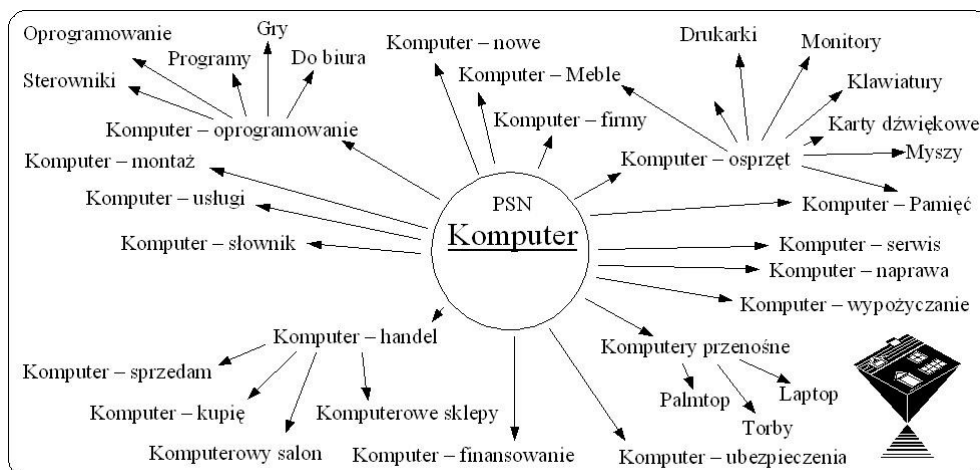
Fig. 6. NPs with their NAMES composed of one word only are at the top of the pyramid, while word and/or topic relations are in the pyramid's base

NP Computer
Computer – dictionary *(słownik) [i w górę]*
Computer – services
Computer – assembly
Computer – software (drivers, software, programs, games, for office use)
Computer – new
Computer – furniture
Computer – companies
Computer – hardware (printers, monitors, keyboards, sound cards, mouses, memory)
Computer – servicing
Computer – repairing
Computer – rental
Computer – Portable computers (palmtop, laptop, bags)
Computer – insurance
Computer – financing
Computer – commerce *[handel]*
      Computer – want to sell *[sprzedam]*
      Computer – want to buy *[kupię]*
      Computer – Computer salon
      Computer – Computer shops

Each customer using the solution needs only 2 steps to get to the beginning of the desired information!!! (1. Language; 2. Word)

Already after step 2, the customer gets only information from the field of interest: Business, Product, Service, Entertainment or such **detailed information** of interest as "*Pendrive, 1GB, PLN 10 each*"(Fig. 8). At this point the customer can take advantage of the existing information or post their own piece such as a note about their company or service, or ask a question, or even put an advertisement or buy a product.

At POI/eaaaa you are not faced with sifting of millions of "search results" provided by search engines. At POI you get to information by entering a **general headword**, and then you **narrow** it according **access paths** on an open NP – only by clicking.
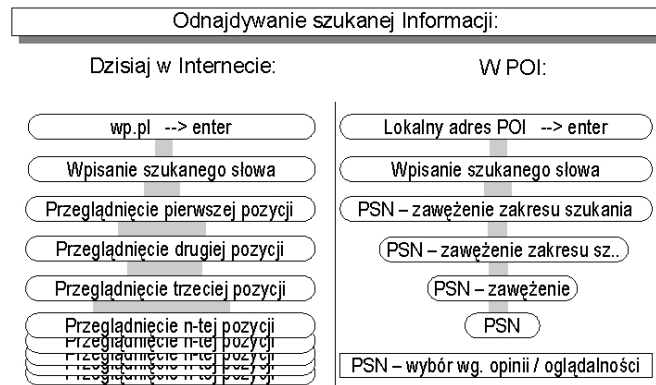
Fig. 7. Comparison of methods of getting to the Information.
Gray stripes are the time needed for navigating around the site's content in order to find the desired Information

Finding Information

Today on the Internet:	At POI:
wp.pl → enter	POI's local address → enter
You type the word searched	You type the word searched
	NP – you narrow the scope of search
You look through item one	NP – you narrow the scope …
You look through item two	NP – you narrow …
You look through item three	NP
You look through item no. 'n'	NP – you choose acc. to opinion / viewing figures

Rys. Schemat szukania, tak samo ja wyżej - schemat drugi.

| Today on the Internet:	At POI/ Ea:	
You type the word searched	You type the word searched	
You look through item one	NP – you narrow the scope of search	→ or WWW site
You look through item three		
You look through item two	NP – you narrow the scope …	→ or WWW site
Next page		
You look through item three	NP – you narrow …	→ or WWW site
You look through item three		
You look through item three	NP	Look Example "pralka" in prototype of Ea
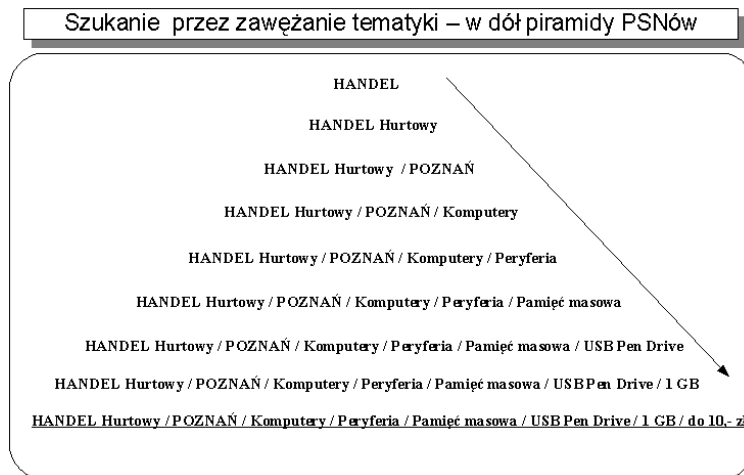
Fig. 8. First you enter the most general word, and then you narrow the scope / look for more detailed meaning.
Each line is a NP with a different NAME. If you know what you are looking for, you can enter more words right from the beginning.
(The example, on purpose, shows a longer path of finding information.)

(The scheme is synonymous with Fig. 1 and right side of Fig. 7)

Search by narrowing the scope of subject area – down the NP' pyramid
SALE
WholeSALE
WholeSALE / Poznań
WholeSALE / Poznań / Computers
WholeSALE / Poznań / Computers / Peripheral Devices
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory / USB Pen Drive
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory / USB Pen Drive / 1 GB
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory / **USB Pen Drive / 1 GB / up to PLN 10.00**

Accessing the system from the outside

NP – Name's Park page = Information Presentation **Standard**, enables building the access application (or its easy adaptation) for accessing existing communication systems, as shown below.
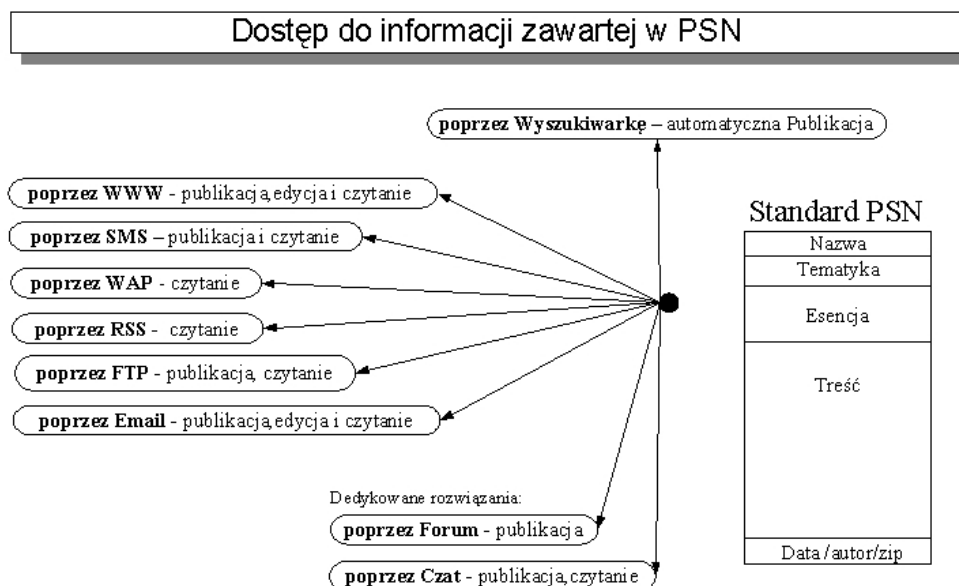

Fig. 9. Access to (and partly also publishing of) Information posted directly on NP

through Search Engine – automatic Publication   NP Standard
through WWW – publication, editing and reading
through SMS – publication and reading
through WAP – reading
through RSS – reading
through FTP – publication, reading
through e-mail – publication, editing and reading

dedicated solutions:
through Forum – publication
through Chat - publication, reading

3. POI's objectives and utilities

3.1 Obtaining Information

Since nowadays you look for information on the Internet by means of Internet websites all of which are constructed differently, have their own logical structure (often not entirely comprehensible), therefore searching for detailed data on the Internet is at times difficult and surely time-consuming – thus streamlining the method of Information finding is of **big interest**.

Creation of a **unified template** for Information presentation on the Internet is going to result in accelerating and facilitating the search for the Information, which shall be **found more efficiently**.

In the current stage of the Internet development, its usefulness is being limited by an excess of information and by useless or immoral content. With the help of our template the situation will obviously improve (Fig. 5).

The structure of an individual NP-type website will enable orientation which information already **exists** in the net and which still **misses**, as our structure's advantage is that **no websites will be doubled**, unlike nowadays. As soon as you see our logical structure for the first time, you can figure out **where you are** and **where you are going** to get to the desired information.

We anticipate the following functions of our structure's usefulness for users (for Information):

- **obtaining information** quickly

- easy **orientation** around the **POI's information resources** – I know what else you can find; you know if what you are looking for is already in POI

- **arriving at** the desired **information** quickly – you move very fast from one place to another,

    You visit each consecutive websites smoothly, you easily know where you are where you are going

- You do not need to learn the structure of consecutive websites from the beginning, as the informative template is always the same

- there is no information chaos

- there are **no excessive** and undesired pieces of **information** due to their adequate arrangement, and so no websites are being open only because they seem suitable.

Tim Berners-Lee, creator of the world wide web's foundations, sees the requirements for any future information management structure (which are already satisfied by POI) as follows:

„Based on its assumptions Semantic Web is to utilize the existing communication protocol on which the Internet of today is based on. The difference would lie in the fact that data sent could be 'understood' also by machines."

According to Wikipedia information sharing in the Semantic Web:

- **interrelates various data** located in the Internet within common semantic units (e.g. websites concerning films, sciences, French cuisine, etc.);

- **differentiates data that are now undistinguishable for machines** due to identical textual notation (e.g. "bow" is the weapon which fires arrows, a kind of tied ribbon, the front of the ship or to bend forward at the waist in respect).

- **performs inference processes on these data**, i.e. develops such information about them that is not explicitly available (e.g. based on the "Eve is Adam's wife" clause, we can derive that Eve is a woman, Adam is a man, Adam is Eve's husband, no other man is Eve's husband, etc.).

= POI enables Information management in various human contexts, also **without** any assistance from **machines** that are not for long yet going to meet the **abilities of a human to create associations**.

3.2 Information Creation – posting it in the structure

A template developed for information sharing implicates that an adequate method is created for segregating and posting it in the POI structure.

Therefore, it is equally easy to find the information and create it, or post it – also using the template, in our structure
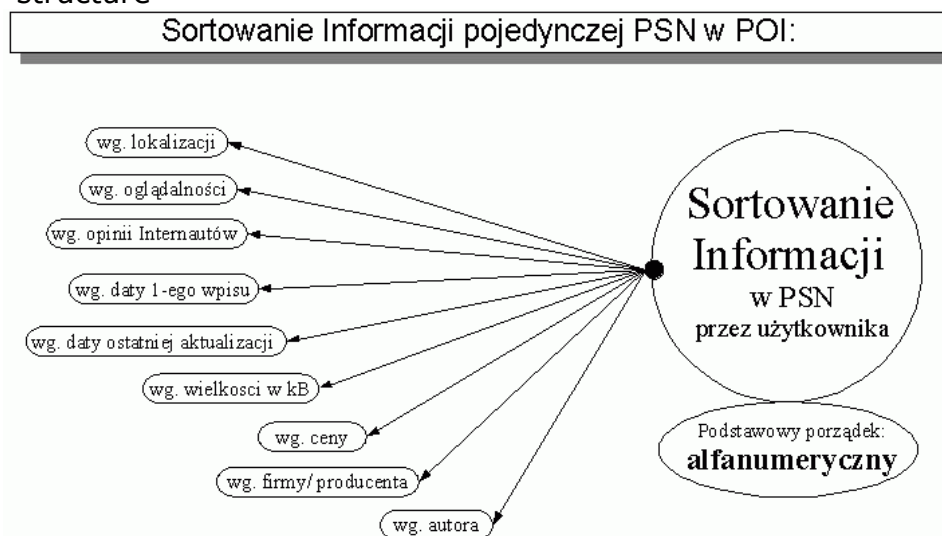

Fig. 1. The template-based structure enables easy programming of general and individual methods of segregation and filtration of the Information contained in NP (see Fig. 22.)

Sorting of Information in FNS by the user
Elementary order: alphanumeric

acc. to location
acc. to visiting rates
acc. to Internet users' opinion
acc. to 1st entry's date
acc. to last update date
acc. to kB size
acc. to price
acc. to company/producer
acc. to author

3.3 Creating the community

Our structure, based on people involved and willing to participate in it, creates a community around it. Naturally, apart from the information creation mechanism other mechanisms have been introduced that are going to develop the community, including chats, voting, asking and answering questions that are permanently saved in the content of the NP, adding commentaries to NP sites created, and to enable free message exchange between the structure participants, especially those **focused on one thematic block** (Fig. 4 and 13).

Building a supranational and supra-language society whose members gather around thematic blocks not only for entertainment but mostly for defined purpose is a new phenomenon.

3.4 Locating the information

When viewing websites nowadays, you are not sure if having found a related piece of information, you will finally arrive at the one you search for. Or if the website you are viewing at a moment includes the exact information you wanted to find, or just content-related information.

In the POI structure you are **quickly guided straight** to the desired information. What is more, having become proficient at navigating around the structure, you can **jump** easily **close** to the information interesting to you without any unnecessary and painstaking viewing of websites the content of which actually remains unknown to you.

3.5 Payment for cooperation

As we expect the Internet users to get involved in creating the structure (Fig. 13.) against remuneration, our project has real chances of inhabiting the minds of recipients and users not only as a structure far more useful than the current Information search methods, but also as a structure that provides consideration to persons who are not programming specialists and experts, but can contribute to the Information forming processes.

Users' consideration will also depend on their involvement: number of comments and answers to questions, participation in questionnaires and surveys, assessment of the system elements and operation.

In view of the portal's construction, the consideration shall not exceed the **average national gross salary per month, i.e. PLN 2,500** (but the objective is to unify the salary to a global value irrespective of the nationality and language, which will make it easier for us to manage the finance and in the social terms will contribute to global equalization of income).

Korzyści ADMI Głównej Strony Nazwy:

Punkty lub dochód
za czynności
czyszcząco-porządkujące
Centrali POI

Wyłączne zarządzanie PSN

Podejmowanie najważniejszych decyzji
w sprawie rozbudowy PSN

Możliwość podczepienia
własnej strony osobistej

Dochód :
- za opiekę PSN
- za pracę dla Centrali POI
- z tytułu płatnych części PSN
- z tytułu odsprzedaży praw do PSN
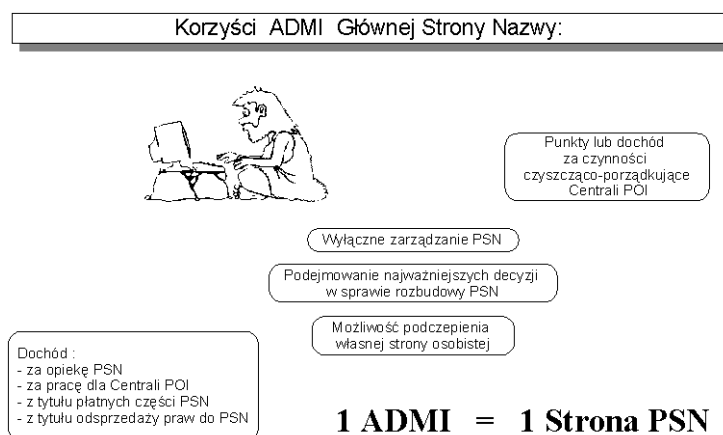
1 ADMI =   1 Strona PSN

Fig. 11. Some benefits of the NP supervisor = ADMInistrator, (for more see Point 4.)

- Points or revenue for cleaning & ordering
   of the POI Headquarters
- Exclusive management of the FNS
- Making most important decisions concerning
  the FNS development
- Possibility of attaching ADMI's own personal
  website

Revenue:
- for supervising the FNS
- for working for the POI Headquarters
- from paid parts of the FNS
- from selling rights to the FNS

1 ADMI = 1 FNS site *(minimum or more)*

3.6 Entertainment through information

As information also provides entertainment, we have prepared a preliminary design of gaming options in our structure. We are doing this because we know how many Internet users **look** not only for information but also for **entertainment**. These two spheres are largely interrelated on the websites, or even overlap and cause constant growth in using the Internet both in quantitative and qualitative terms, and expand the time of using the Internet by the statistical user.

The game's description is another subject for discussion. In short, the game's world is created on the grounds of the structure in which the cooperation of a gamer and the ADMI **benefits both** of them.

3.7 Exchange of Information

In reference to the current trends on the Internet, we want to provide the POI users with the structure's complete utility, including the possibility of free exchange of files. It is particularly important now in the era of strong decentralist tendencies and spontaneous community formation movements on the Internet that are caused by the Internet users' growing activity. We are aware that such option is necessary to build a structure considered as fully useful.

Solving problems and removing obstacles in the flow of the Information

> **1. Problem of unordered information – <u>PROBLEM no. 1A</u>**
> Our civilization (including the Internet) is based, among other things, on the alphabet, used for creating words, terms, topics, etc.
>
> The Internet, being a common tool based on the word transfer, has lost the words and very often their meaning.

Following the project implementation in the Internet, the problems with searching, viewing, sorting of unordered information posted on the Internet will be solved to a great extent. This will happen after the **words are ordered according to their meanings**. This is the job of Portal Otwartej Informacji - <u>eaaaa.info</u>

> **2. Problem of publishing information easily** on the Internet.
> E.g.: A customer posts a piece of Information. But how and where can you find it? Using a search engine?

POI/eaaa makes it easy to publish Information with the option of providing it immediately to the interested users, as the place of publication is also the place where Information is searched for.

> **3. Problem of work-consuming sorting of results displayed by Information search engines** – plenty of poor quality or topic-unrelated information. You don't find the information you are looking, instead, you find **search results**.

POI/eaaaa largely eliminates the need for using search engines. First of all the rule applies to all popular topics and issues. POI/eaaaa enables locating e.g. trading and business information in a format that makes the business analysis easier.

➢ **4. Problem of positioning** of a website, name, product in the monopoly held by search engines. The average monthly cost for a larger company is PLN 1,500 (if posted in the Google's top ten), provided that its key-words are not too popular. A small company has no chances whatsoever for positioning itself or its product in case popular words are applied. It must be noted here that although Google and similar search engines are excellent tools, one issue seems to be overlooked: people have become slaves of robots. Hundreds of thousands of young creative people dabble in positioning, which is boring, laborious yet still paying job performed according to the algorithms of robots-programs.

POI/eaaaa completely eliminates the need for positioning, (but does not exclude it), contributing to the reduction of the costs of the customer's presence on the Internet and facilitating additional international expansion. Consequently, positioners will be gradually released from their pointless work for monopolists providing access to the Information, and will receive completely new and independent on-line jobs such as conducting and supervising a FNS topic that will at the same time **make** them **specialists** in a specific information field. (Fig. 12)

➢ **5. Problem of the www address** that is short and sounds good.
Everyone who puts their offer to the Internet "too late" or later than others starts from a lower position. Then only long or bizarre and fancy addresses are left:

E.g.: www.**stolarstwo**.cc.pl , www.**stolarstwo**.ovh.org , www.**stolarstwo**nowak.republika.pl , www.classicmeble.pl

POI/eaaaa frees its customers from www addresses. The customers get space including a **new address** in **eaaaa**, and to be found also using a search engine.

E.g.: stolarstwo23, stolarstwo89.

The most important function of these addresses is the first contact.
It must be added here that the address can be used both through linking to the portal's main page and entering it in the search engine's field and or entering it to any NP pages spread out on the Internet.

➢ **6. Problem of the technology compulsion.** A customer wants to appear on the Internet, present its offer, place a banner advertisement, looks for an investor, etc. To make your presence felt on the Internet, you must <u>invest</u> in graphic designers, advertisement agencies, positioners, admins of your own website, etc.

POI/eaaaa provides the customer and the customer's products with rightful and easy presence on the I., enables carrying out its own marketing strategy, facilitates finding business partners while avoiding agents, programmers or unnecessary bureaucracy.

➢ **7. Problem of verifying credibility** of a business partner, product's quality, opinion about a product, important Information on the Internet, phone number, Internet address. For B2B and C3B.

POI/eaaaa offers its verification service free of any charge, as a consequence of its

functional structure. The tool consist here in a system of comments, votes and scores, while the NP site is the necessary space.

> **8. Problem of dividing the Internet into language versions** – it is difficult to get to the same Information in various languages and take advantage of it easily, even when you know the foreign language in question.

POI/eaaaa facilitates reaching the analogical information **in various languages**, even if the user's command of the foreign language is poor. And because the project suggests recording all information in one standard, there is also a possibility of automatic translation of the content by translation software.

> **9. Problem of dispersed Information.** Information to one topic is gathered from many places – information services are doubled although they often get the information from one source.

In POI/eaaaa it is the POI/eaaaa that specified the **source spot** for the Information. It means that all the interested users will get to the source of information easily and will know that such a source is the only one existing and they can check what the real information is from the source.

> **10. Problem of lost significance of a regular user.** Regular Internet users are invisible. Despite the Internet equality a hierarchy is about to arise in terms of the possibilities for investing in the Internet, presented services and websites.

POI/eaaaa project offers an answer to the current investments in the Internet. The major currency is the **number of project participants**. The project has a chance of becoming a gigantic multi-language "portal" that operates to the benefit of the **Internet users**. In our project the regular Internet users take the **first place**. In eaaaa, the Internet "starts" from them. It is obvious that in the end they will constitute the Web.

This means that a market that has not existed so far will arise as a market of "owners" of single words, terms and topics, a market of administrators, i.e. people working together on the project. Maybe it is a bit of a game, but people like having fun, especially if it builds relations and **supports self-development**. And this is what we all want.

> **11. Problem of Information manipulating** – despite the web's openness and dispersion, there are no spots where you could raise your points in issues interesting to you. Information is provided by information services, but gathered and accepted only to a slight extent.

POI/eaaaa enables expressing opinions on practically all topics, however the difference (with respect to the current situation in the Web) is that any opinion is going to be carefully recorded and archived and then easy to find. This means that

any user can check if any opinions have been expressed about the given subject
or not. Any such opinion can be also evaluated, with the result being saved to the author's account. An important aspect of the solution is also the possibility of expressing your opinion by voting and thus contributing to any particular change supported by the project headquarters.

> **12. Problem of accessibility for children!**

(socially very important issue!)

In some parts the Internet is harmful to children's development - **no efficient and absolute methods** of banning the information harmful or inadvisable for children have been prepared so far.

POI/eaaaa provides an almost perfect solution to this problem by setting the rule that "inadvisable" spots can be accessed only by going through an authorized logging (Point 7.10.2. and 4). This solution is possible because the project has not yet been implemented in the Internet, and because a given term appears only once in the project (e.g. violence, sex, rape, occultism, racism) and it is easier to determine its accessibility. And so the structure disables getting to Information inadvisable to children both in the structure itself and outside, in the Internet, provided you are accessing the Web through POI/eaaaa.

> ➢ *13.* **Problem of Internet availability to the elderly and TV viewers*!* (socially very important issue!)**

In the today's Internet practically **nothing** (!!!) shows any hope for change, as the Internet has been designed and developed by young people for young people. It must be said here that we **forgot a little** about the physical and perceptual impediments that our parents and grandparents have in contacts with up-to-date work tools and technology. Older people who often do not use the computer and the new medium of the Internet **may happen not to have** the chance to share their **experience, knowledge and wisdom** (that they acquired throughout their long lives) with their children and grandchildren. At the same time, the young keep their eyes fixed on the Internet as the treasury of wisdom. This means that as the society we are cutting off from the older and serve ourselves a future of growing without the roots of our parents and grandparents. Globally, the Internet society as a whole has not so far dared to take such step, and we are not even aware of doing in now.

POI/eaaaa **stimulates the elderly people** by the unified method of information inscription, while its flexible presentation interface enables quick learning how to use the POI structure itself and the Internet resources.

> ➢ 14. **Problem of the Web commercialization** - advertisements, surveys – portals solicit for customers with all means possible applied. **All that counts** are the **visiting figures!** They are the only indicator of being successful on the Internet (at first also for us). Thus services are constructed with the target of attracting the biggest numbers of Internet users without paying any attention to the way of operation of the project itself. Moreover they often double in their intentions. And finally what wins is the myth and design of the given project.

POI/eaaaa focuses on the regular user and takes advantage of their natural desire to improve their living conditions. When this tendency is transferred on millions of the Internet users, a structure formed consciously aims at changing to the better at the lowest consumer level.

The chance for a change is a great attracting power which used for multiplying income from the entire project brings a **benefit** for a **single user**, increases users' involvement, satisfies their needs and decreases their problems. If the last rule applies to the multitude of the Internet users, we can expect effects beneficial to the entire

society in terms of its development.

At the same time we are aware that the eaaaa structure satisfies most of all the society's demand for information, while it cares less about entertainment; therefore we anticipate that two types of structures will coexist one next to the other: the so-far World Wide Web and the new NP based on the information template, which could possibly be called WWO – Word Wide Open? ☺

4. The Group of Users

Characteristics of users:

1. **Active user** – NAME's ADMInistrator and co-worker

2. **End user** – Internet users
   divided into:
   > a) **private, common** users
   > b) **business** users

> "Tell me and I will forget. Show me, I will remember.
> Let me participate and… you will arouse my desire."
>
> Desire for belonging, union, interaction, and finally - oh, well, for purchasing.
> To depict it vividly, this is how the pragmatic world of advertising adapts the famous motto of
> master Confucius to its today's needs.   *(citation: www.marketing-news.pl)*
>
> Based on the above maxim, POI develops cooperation with both private and business users.

4.1 Active user - ADMInistrator

Active participation is linked to supervising the system unique NP NAME of choice.

- In the project the NAME's Supervisor is called: **ADMI** derived from Administrator.

- *And the other way round:*

   The **NAME** itself and the entire NP is **assigned to ADMI** – unique Administrator.

Important: The **NAME does not have to have a supervisor** – its NP operates and functions **semi-automatically** as well.
   However, if there is a supervisor, then ADMI manages everything that happens on their NP. But the content of the NP is additionally complemented and modelled by other NP users and automatic regulations for content sorting.

   At first the project is addressed to young creative Internet users. The system imposes practically no limitations. We have prepared the NP (Name Park page) as the tool for their work that assumes minimal expertise in computer technologies and techniques and the Internet.

In concrete terms we assume that a person who has **never used the computer** before will be capable to **use the system actively after 10 minutes** of introduction by e.g. employee of an Internet café.

Targeted group of ADMInistrators

The ADMIs to be will originate from people of all ages (10-99 years old), but they can be divided into the following groups:

- fans, hobbyists and people with great experience or specialization
- pupils and students, scientists,
- programmers and IT specialists,
- businesses, trade, managers, marketing divisions,
- profession-oriented employees, commissioned by employers, including selected clerks and officers
- disabled people
- elderly people for whom the project is a bridge to the Internet
- people working at home, taking care of children, mainly women.

Only a natural person can become an **administrator** – not a robot, not a company, not an office. That means that the above listed entities, in order to manage a NP, need to delegate their employee to be personally responsible for administering the NP and to participate actively in its life.
  At this point we wish to explain that a website administered by a company does not mean that it is going to be biased or partial; if that happens, the entity may even lose the website.

4.2 Scope of work and abilities of the Administrator:

  Responsibility for the individual Names (of the NP websites – see point 8 Construction) should be borne by people who define, develop and combine them or find relations with other words, etc. This is great fun that additionally provides practical benefits and can facilitate Information searching and understanding.

    Functions of the NP service and editing are simple and intuitive. Service tutorials in a form of barely pop-up windows and instruction films ensure sufficient assistance for the future ADMI, i.e. NP supervisor, so they could start and continue their work.

Also a model gallery of completed NP sites will suffice to show the project direction to the Administrators.
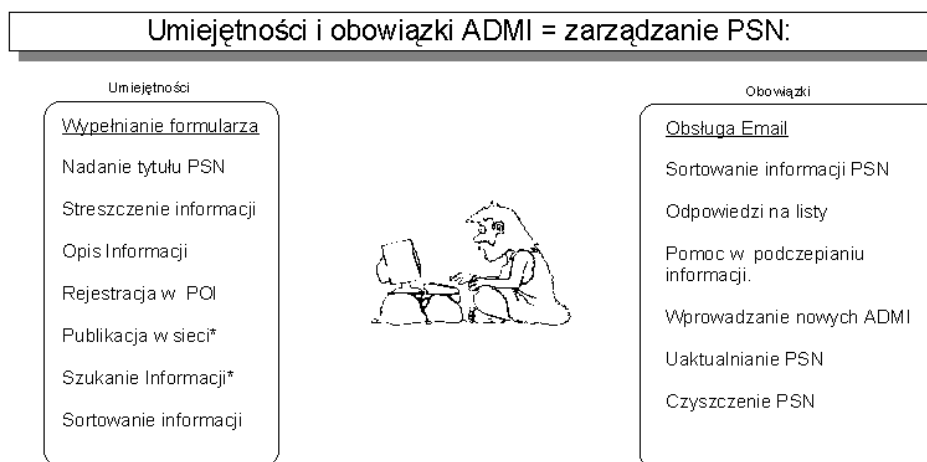

Fig. 12. Plenty of work for an ADMI, if they apply themselves. It is uneventful work for years.
For programmers, pupils and students servicing the NP is a piece of cake. For people with poorer education, the NP servicing may require not more than one lesson (45 min.).

Skills and responsibilities of the ADMI = managing the NP:

Skills	Responsibilities
Filling in the form	E-mailing
Giving a title to a NP	Sorting the Information on the NP
Summarizing the Information	Responding to correspondence
Describing the Information	Helping in posting the Information
Registering in POI	Introducing new ADMIs
Publishing in the network	Updating the NP
Searching the Information	Cleaning the NP
Sorting the Information	

Apart from the above the average NP ADMInistrator should be:

- **communicative** to be able to reply to mail, as this capability will let them increase successively the quality of their NP. The ADMI receives mail from all the interested in the topic and from other ADMIs who will be building the thematic group together (Fig. 6).

- **capable of viewing search results** from search engines, choosing and pasting these www addresses, descriptions, photos that let them describe the NP' topic to the greatest extent.

- **able to check the content of websites** based on links sent by users and attached in the FREE module and to place them in the TOP.

- **able to direct questions** to specialists and other experts in the network to explain various details of the NP' topic.

- **able to order** the NP, which means deleting erroneous entries, surreptitious advertising, spam and rubbish that could come out due to many thousands of visits by users.

- **have enough time** for building the NP site. Construction of one average size NP takes **about 4-5 hours**, and the everyday service max. about 0.5 hour.

Caution: only one option of the participation in POI is shown here

Fig. 13. The most popular form of active participation in POI.

Each administrator's first NP will qualify for assessment and upon approval it will be **admitted for publication**. Remuneration (PLN 25-100) will be paid as soon as all criteria are met, including visiting figures (which can be known when choosing the NP' NAME, as the number of the name's calls in the POI search engine is open).

4.3 Expected benefits and remuneration for the ADMInistrator

- obtaining **ownership rights** on the Internet to the thematic NP site

- obtaining **space** where you can prove yourself based on your willingness and work, and not so much on your possible skills of an expert.

- obtaining **identity** by representing the NP' name/topic and related personal **visibility** in the network.

- **earning money**, the top limit: gross PLN 2,500 monthly. We estimate that in Poland there is a possibility of creating as many as 15,000-50,000 paid spaces as the project evolves. (See the project calculation.)

- **managing** the topic and group on-line. Administrators of sites that concern a single word (e.g. Computer, Fig. 6) manage the entire word family, thematic relatives and therefore they also lead and direct their Administrators. For the Headquarters they are **topic ambassadors** of a single word.

- **self-education** in the area covered by the topic, becoming an Internet specialist and maybe even an advisor.

- benefits for end users listed in Point 4.5 and more:

> Can you have a few hundreds of friends? In the past it was quite difficult to make so many friends, but now such a result is nothing extraordinary. With the help of social portals you can have numerous acquaintances including also celebrities such as a well-known artist or business tycoon. *(Quote after: www.marketing-news.pl)*
>
> POI enables creation of supranational thematic societies.

- chance for **being a success**, winning competitions, receiving prizes

- **competition** – ADMInistrators of related topics compete with each other using the same tools. A lot depends, however, on their ingenuity, which will in the end be assessed by the Internet users, and through competitions also by a jury.

- **distinctions and prestige** in the group, school, college, work and living place.

- **contact** – with a group of people interested in the same area.

- **affiliation** – the NP site is an element of a wider topic to which also other Internet users and larger groups focused on the topic belong.

- Constant **contact with a great project** and the portal's Headquarters and making joint decisions about the project future. The Headquarters emphasizes the importance of intensive exchange of correspondence with users.

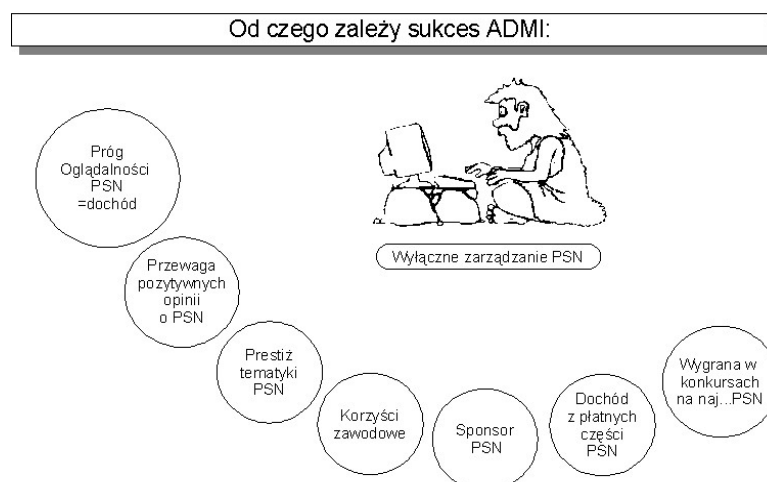- **professional benefits** due to the work at the project and others.

Fig. 14. ADMInistrator has plenty of opportunities for independent actions – freedom of actions.

ADMI's success depends on:

Exclusive management of NP

NP visiting figures = income
Majority of positive opinions about the NP
Prestige of NP' topic
Professional benefits
NP' sponsor
Income from paid parts of NP
Prizes won in competitions for the best NP

4.4 End user – common user

Vital issue: **Children's access to the Information in the system**

Generally, we pose no age limits, except for:

<u>Without password, without logging or registration</u>

a) Access to all resources **for everyone**.
    (with information inadequate for children and youths excluded: point b-d)

<u>Registration + logging + password</u>

b) Access to children **over 7 years old** (set by parents)

c) Access to children **over 12 years old** (set by parents)

d) Access for adults **over 18 years old**, i.e. **unlimited** access – such as point a), but only after logging

General characteristics of the common user

Naturally in the beginning of the portal's functioning, it will be surely serviced by the so-called market innovators – **people who like learning new techniques** and communication options, and who prefer the Internet to TV or other ways of spending time.

After two or three years of making the portal popular, it will be time for an **abrupt increase of users' awareness** of utilities proposed by our structure and therefore the number of users will increase significantly at that point.

It is also related to a significant transfer of human activeness into the network due to the drop of prices for wideband links and to the growing popularity of services typical now for lifebox TP such as interactive TV – all that will evoke greater Internet activeness of people who have been passive so far.

4.5 Planning of benefits for common users
and enabling them satisfying their needs:

- **easier search for information** – substantial changes in comparison with the today's methods of finding information on the Internet. Possibility of finding information immediately after publishing it.
- **publishing** information with the possibility of finding it immediately by all the interested.
- additional **interactive options** on the project sites that are used for expressing opinion, evaluating and voting for change options.
- receiving **context-related advertisements** depending on the viewed content with the option of blocking them totally or partially.
- **getting information** – NP sites facilitate the information search and exchange. Our sites contain introductory information for beginners up to the most advanced data, which makes understanding and learning much easier.
- **expressing yourself** – NP sites make it possible to express opinions, judgments, critics and complaints. Replies of other users can also be placed on the website.
- **education** – NP sites and the project itself enable exchange of opinions and are the starting bases for a new form of education for schools. Unlike in *Wikipedia*, POI has areas dedicated to statements of scientists, specialists and professionals (similar to *Knol*), with such a difference that an NP accepts all forms of presenting information, including by those teachers who know not only how to present information but also how to deliver and teach it.
- **safety** – the project's character and destination **inspire trust**. Data will be archived. In POI Administrators are supported by always ready moderators and editors who are willing to help. The portal itself and its users are **not for sale**.
- **communication** – the topic of an NP site requires contacting with ADMIstrators of other NP sites in order to develop your own one. Thousands of groups related to the given topic are going to be created.
- **Ideas** – POI secures ideas of the Internet users and helps them in carrying them out. It is a characteristic bank and nursery of ideas. This small element is a very useful tool for the project development.
- **Numerous**, or even very numerous, **competitions** organized by both the Headquarters and Administrators supported by the Headquarters.

<u>4.5.1 Forms of cooperation with the user:</u>

The eaaaa platform can be to some extent compared to the *SecondLife* game, in which gamers receive, buy or work out their own space and thus obtain various virtual benefits. However, in the eaaaa the benefits are much more real, as the platform is **totally linked** to the **real life**, economy, **business**, culture, etc. Although the eaaaa happens in the virtual space of the Internet, the advantages for the user can be much more beneficial in the real life than the game could ever be, which will be **reflected in the success** of the platform described here.

- ✓ Forms and scope of the Internet users' cooperation in the project decide about its future value already before it starts.
- ✓ The project enables contribution by practically everyone willing to do so, accounting for their availability and expertise.
- ✓ There are constant forms of cooperation:

  - construction of your **own thematic website** (of the NP type) made in the project's simple standard and administration tasks (ADMI Point 4.1)

  - opening and **initial editing** of NP sites – without administration tasks

  - volunteering in the **operations of Headquarters'** and Project's Management There are many operative functions: moderators of various degrees and fields of interest, cleaners of inconsistencies, forum moderators, text editors, translators and others.

  - **completing surveys** supporting the project steering.

  - participating in the **Headquarters internal discussions** and voting in the project's various elements **to navigate** the project development.

  - complementing the project resources by **providing links to information** contained on the NP sites.

  - full-time job at the Headquarters – as an **on-line employee**

  - many other developmental forms.

4.6 Business user

In the business group, the largest movement will be generated by **employees of companies** who commissioned by their bosses will, apart from downloading information and observing competition's websites, perform various operations available as services in the portal.

Particular attention will be paid to services of **posting advertising** texts and images (banners, etc.) **independently** on websites that are thematically linked to the operations of the given company. The service provides the customer with the possibility of building customized advertising campaign, also by avoiding the intermediation of advertising agencies or media houses.

For **medium-size companies** this brings a **significant cost savings** on this type of projects, while the **small and micro-size companies** get the first **real chance of existence** with their advertisement on the Internet, which was previously blocked by market prices based on the structure of the Internet portals, media houses and advertising agencies.

Another option covers the monitoring of users' movement on selected thematic sites by means of various tools. Monitoring of users' behaviour and the behaviour mechanisms are open also to the common user, but often they are of no interest to them (unlike to business users).

Oferty współpracy i obopólnych korzyści:

- **Dla Internautów** (od ok. 7 lat)
- Dla osób niepełnosprawnych (wymóg: obsługa komputera),
- Dla Webmasterów,
- Dla małych i dużych firm Internetowych,
- Dla agencji reklamowych,
- Dla kafejek Internetowych,
- Dla innych firm z i bez dostępu do Internetu,
- Dla lokalnych Sklepów, Usług, Gastronomii, Producentów,
- Dla Szkół i Uczelni,
- Dla Instytutów i Urzędów,
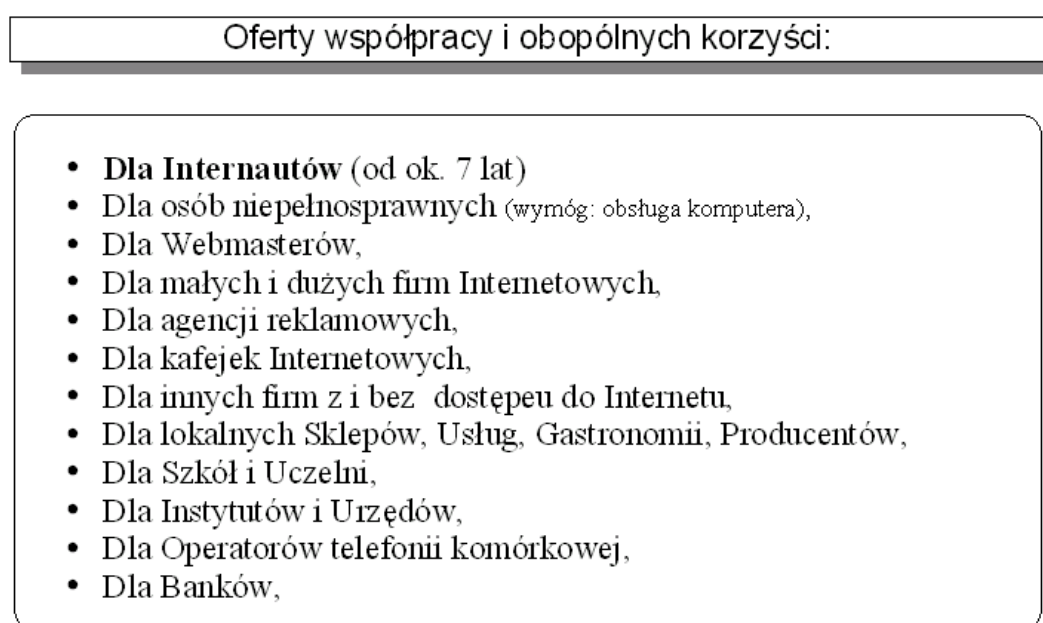- Dla Operatorów telefonii komórkowej,
- Dla Banków,

Fig. 15. Potential recipients of our offer for cooperation in creating peripheral or client programs and programs for complementing the content of portal's websites.

Cooperation offers and mutual benefits:
    For Internet users (from about 7 years)
    For disabled people (computer skills required)
    For Webmasters
    For small and large Internet-based companies
    For advertising agencies
    For Internet cafes
    For other companies with/without access to the Internet
    For local Stores, Service Points, Dining places, Producers
    For Schools and Universities
    For Institutions and Authorities
    For Mobile Phone Operators
    For Banks

4.7 Our first customers:

1. The target customer (group of customers) directly interested in purchasing services and products of eaaaa will be those whose good condition **depends on their image** and PR activity. Such customers will be interested in buying our product if their sales figures depend on the power of the products' make or current fads.

   You can expect that the following customers may purchase our service
   immediately:

   - banks and insurance companies, 20 entities
   - brand clothing and shoe industries, 30 entities
   - mobile phone operators, 5 entities
   - cosmetics manufacturers, pharmaceutical industry, 30 entities
   - vehicle manufacturers and dealers, 20
   - real estate agents and house building companies, 30
   - producers of brand computer hardware and household appliances, 40
   - market and hypermarket chains, 10
   - private medical institutions, hospitals, dental practices, pharmacies, 40
   - numerous manufacturers of brand consumer goods, 50
   - large corporations and stock-listed concerns, 350
   - hotel chains, restaurants, travel agencies, tourist attractions, 100
   - private schools, paid public education institutions, 20
   - all offers, promotions, products, services, investments, actions, concerts, books, films
     and music related events newly launched onto the market, 50 (approx. 800 altogether).

2. Another very important group willing to buy our services includes business and private customers trying to **sell** their **product** of service **directly** through **eaaaa**. Presence of the customer's product in eaaaa is reflected in the direct contact with the **target recipients** in their own **environments**. Ultimately, the products offered by eaaaa will be subject to the most demanding requirements of the quality control and public opinion, and thus manufacturers of good products will be **particularly satisfied** with **our structure**.

5. SWAT analysis – developed and from the perspective of an already operating portal

Strengths

- ✓ simple and **intuitive navigation and functioning** of the website and the entire system – you get to use the project quickly.
- ✓ Module-based structure that is **simple in terms of programming** and convenient improvements.
- ✓ a pioneering method of finding information is proposed in a completely new logical structure, i.e.:
- ✓ **quick** access to information
- ✓ **easy** access to information
- ✓ designing many important utilities in one stencil
- ✓ offering **financial** consideration to the portal participants
- ✓ offering **identity** on the Internet to the portal participants
- ✓ offering the unique **property right** to a part of the project and so to a piece of the Internet.
- ✓ satisfying many important ambitions of the users due to their involvement in the project: the need for creating, being noticed, earning money, the prestige, managing a topic, leading a group, belonging to visionaries, using the latest technologies.
- ✓ much **higher** than ever **interactivity** between the system and the user.
- ✓ Internet users' trust in the project based on the presence of **the Association** and **the Company** operating in the new formula – as a duet.
- ✓ **open and dispersed** structure – similarly to the www – present on many servers.
- ✓ **several dozens of language versions**, no spatial limitations.
- ✓ open nature of the Headquarters – revenues and plans including contracts with investors and subcontractors are available to users. Ultimately this form of openness is to prevent corruption and attempts of tricking subcontractors into any projects that may be beneficial financially but not socially. The openness will result in expressing opinions and voting for or against any planned options or investments by all the interested.
- ✓ direct impact of the users on the project development - it increases the involvement. All that takes place on the Headquarters' sites on which the users can vote having read all the external offers and decisions of the Headquarters' Management Board.
- ✓ **low costs** of initiating the structure
- ✓ quick increase of popularity with the structure's stability maintained.
- ✓ interesting topic for media, pro-social aspects of the project
- ✓ the project is directed to people who can read in any commonly known language and can become a virtual medium for storing information by them.

Weaknesses:

- o the need of recognizing and learning ways of using the structure
- o no known method of navigating around the structure – what we offer is a **completely new approach** to the content of the **Internet**. To introduce a new quality into the market you need to show the user around first – just like in case of the Internet shopping (10 minutes of the introduction is enough).
- o no known brand
- o no similar structure based on the same assumptions, so no simple comparison with another structure is possible – we are the pioneer
- o a need for a quick development of the organizational structure that serves users, teleworkers and volunteers: programmers, editors, moderators, cleaners, translators, secretaries and, moreover, an efficient and experienced team is needed for the project's Headquarters

Opportunities:

- ✓ domination in respect of the **search** for information on the Internet (90% of share)
- ✓ domination in respect of **publishing** information on the Internet (60% of share)
- ✓ domination in the market of the internet advertisement (up to 80%)
- ✓ our own e-trading platform
- ✓ really great **potential possibilities of earning money** comparable to *Google Inc., Microsoft*
- ✓ domination in respect of the **cooperation with the Internet users** globally and irrespective of the personal interests, political or vocational orientation.
- ✓ establishment of concentrated and strong international thematic and professional societies that have tools for developing the content and themselves and for solving their own problems.
- ✓ the project has the potential for solving a few vital problems of our customers, the Internet, users and the society. We expect therefore to get a **favourable opinion of the media**.
- ✓ quick switching between sites using a mouse, full keyboard or numerical keyboard. The website standard also enables preparing the 3D interfaces.
- ✓ the portal is already accommodated for incorporating quickly any systems for the speech-dependent Internet navigation that are now in the phase of development.
- ✓ the existing automatic translation systems are an ideal solution in this portal in cases when content is read in any foreign language.
- ✓ due to the broad availability and dispersed nature of the project it is possible to assign an address: instead of **www** there will be **aaa** or **wwo**. Another option would be to design an application, or a supplement to a search engine, that would enable using further innovations in the project.
- ✓ the project is social in its nature, thus there is a possibility of developing your **own journal or magazine**. The content could cover broad commentaries and editorials on social phenomena and tendencies based on an analysis of the portal's statistical data.
- ✓ With the project becoming popular, the portal's society could possibly invest in supplementary communication solutions, such as a network of satellite and other mobile phones, in case when the existing operators are late in keeping their services up to the competition in comparison with „our" open analyses

and plans.

Threats:
- upon a favourable reaction of the media, if the portal becomes too popular too quickly and experiences an avalanche of registrations of NP and mass usage of the portal's various interactive services, the system may prove to have too low capacity.
- there may be too little time for cleaning the portal from useless and incorrect information and spam, which can cause a decrease of the portal's quality.
- any part of the idea could be stolen by someone
- *Google Inc*. or *Wiki, Mahalo* may take over the idea and propose a „copy" that will postpone the implementation of POI (we sincerely discourage them from doing this)
- potential users may be put off due to the logical structure of POI different from the existing www websites or anything else
- due to the too abrupt development we might be accused for any reason of any monopoly practices and despite our open functioning and pro-social character of the project, the law may be applied wrongly at any point, which will cause unforeseeable delays in the execution of our project.

As you can see, **we do not consider** the possibility of our **idea not catching on**. All the Internet development trends so far and an in-depth analysis of the network usage, as well as the slow blocking of the network with the abundance of information, and thus growing problems with finding information, show that in the nearest future someone will **head for ordering and cleaning** i.e. segregating contents (based on the word meaning) on the Internet and combining it a community service launching.

The question is: **who is going to be first? and how** is he/she going to do it?

Our desire is the launch the project in Poland and to start in Poznań.

6. Competition

POI proposes a completely new method of constructing websites, obtaining and handling information, therefore as such it **has no competition** to be compared to. Undoubtedly, this is an advantage but it also causes troubles in estimating the costs of implanting the POI structure in the Internet users' consciousness.

Let me remind you, however, that the structure is incredibly simple and lucid for the user… *and maybe this is why we can write so much about it*.

In view of the above we can, however, refer our project to other initiatives that like POI have introduced pioneering utilities on the Internet. Therefore the examples given in the heading will be our indicators of how long and how much it takes to implant a structure in the users' consciousness in a satisfactory manner so that they would be willing to learn it and use it on a large scale.

While analyzing the strategies and ways of entering the market, we should look closely at other pioneering companies which could show how long we need to set aside to get through to the users' awareness with the method of functioning of the new utility/logical structure on the Internet.

Selected examples of other pioneering portals:

Wikipedia – building the content and involving the Internet users in creating not a strictly entertainment application - from 1997,

(Wikipedia is a part of the DESCRIPTION module of the NP)

Mahalo.com – building a search engine that is supplemented by teleworkers; references are its content. Cooperating users receive **remuneration**. Established in spring 2007. (Mahalo is a part of the TOP module of the NP)

Shvoong.com – a pioneer, a portal containing abstracts and reviews for posting of which users can earn money. In existence for a few years now. (Shvoong is a part of the DESCRIPTION module of the NP)

Google – Knol – (like Shvoong.com) a service directed to specialists with the intention of creating a data base with articles similar to Wikipedia.2008? (Knol will be a part of the DESCRIPTION module of the NP)

Myspace – building an Internet society around the same interests; blogging, exchange of opinion. (MySpace is a part of the DESCRIPTION module of the NP)

Secondlife – building a virtual 3D world based on the non-profit activity of users - 2005

Ebay – an auction service – from 1996. (Ebay is a part of the SHOP module of the NP)

amazon – an Internet shop – from 1996. (amazon is a part of the SHOP module of the NP)

youtube – exchanging video files – own servers – 2004**.**
(YouTube is a part of the Multimadia module of the NP)

napster – exchanging music files on the peer to peer basis – distributed

network – from 1998

skype – VoIP phoning – from 2004

Linux – operation system developed in the distributed system, a non-profit application, highly advanced – from 1997

Naturally, these examples need to be analyzed in consideration of their context. When the above initiatives were entering the market, the infrastructure providing access to the Internet was **definitely less developed**. Neither did they did offer **remuneration that would be so high or diversified** as it is the case for using our structure, or they offered it **only** to selected **elite group of users** creating the content. On the other hand, other projects, particularly the non-profit ones, have gained popularity and are **products of the future** with the highly advanced OpenSource technology.

In a few years the Internet is going to replace the analogue telecommunications, TV transmissions, etc., which will all be realized by and through the Internet or at least by means of its infrastructure. Therefore the Internet traffic is going to increase, which subsequently is going to accelerate the development and usage of the structure proposed by us.

When we analyze the utility and manner of the projects' start on the Internet, we must admit that every single one of them was **an idea** that **was pioneering** at that phase of the Internet development, as they broke all possible schemes of the Web functioning. On the Internet, like nowhere else, all **the bravest and most visionary ideas** that break the **existing conventions** concerning the Web turn out to be the best choice. These are the project that yielded the highest income and contributed to the Internet development.

Implementation of our project will bring exactly the same effect – **the Internet development**, and additionally will result in a organization that will operate **globally for the mankind** through a number of local, national and foreign languages divisions.

We believe that in-depth considerations concerning the scale of outlays and the capital return rate, which had been different for each of the above initiatives, **will not bring much** to our business plan and could only disturb the view while all the external conditions change so quickly that completely new developmental factors emerge every **half a year** of the Web evolution; such circumstances generate also a threat that a similar idea will be developed by a different initiative group.

In order to predict how the competition may develop in case of an idea like ours, you need to realize the following: **none** of the pioneering initiatives listed above **had any simple and obvious competition** at its beginnings, as it was an **inventive idea** that due to its ingenuity anticipates everything that had existed before.

In case of POI we are dealing with an analogical phenomenon, thus any attempts of analyzing income in the chapters below may be subject to **great miscalculations** (see also calculation_poi in the Excel file on the CD-Rom).

6.1 Our competitiveness compared to other business projects.

(*Google, Yahoo, Onet, Wp, Amazon*)

Eaaaa as a whole establishes markets for operations and integration platforms for business, and thus can potentially win a significant share (or majority) in the today's business markets – examples:

- ✓ Platform of **contact with consumer** looking for a source of sale: according to place, price, delivery date, quality, reliability, (estimated share of **70%** in the Internet)

- ✓ Platform of **advertisement, business promotion and marketing operations** (share of **50-80%** in the Internet)

- ✓ Platform of **direct marketing** (**60%**)

- ✓ Platform of **Small Business Presentation** (**80%**)

- ✓ Platform of **direct sale** and on-line shopping (**20-60%**)

- ✓ Platform for **building credibility** and opinion: the image of the company, product, service (**70%**)

- ✓ Platform of **Technical Information** about the company, product, services and others (**50%**)

Being a sort of an **overlay** on the **Internet resources**, eaaaa simply **withstands** all **competition**. In spite of that, particularly in the beginnings of the portal development, we may observe theresistance of some great players of the Internet, as we will take over some of the markets, especially by creating a new market that is much more versatile and universal.

To our benefit – in the sense of the project successfulness – works the environment of the Internet itself which lets any **new idea spread and develop**.

The same environment can be **much more resistant** to any possible movements of existing and already implemented ideas of our competition.

6.2 Our competitiveness compared to other portals.

(*Wikipedia, Knol, Facebook, Mahalo, Grono, Nasza-klasa*)

The new structure that we are creating will be functioning beside the existing www structure. It can of course fit in, take advantage of and be compatible with the Web. However, its target is to function as a superior (and parallel) form compared with the Internet websites. The fact gives **advantage to eaaaa** in a natural way and attracts users to our services. This does not mean for the user, however, that they will need to resign from any other services.

For the Internet user the idea of POI is a **completely new idea** that can quickly become understandable by means of various methods: presenting examples of NP sites, delivering a short introduction or making short video presentations. If such a user understands the **core issue** and sees the project's importance for him or her personally while listening to such a presentation, then being impressed by the holistic character of the vision and possibilities of shaping his or her own future based on the POI structure, the user will take a simple action of booking their own NAME for their

own NP. (see also the planned benefits for users in points 4.3 and 4.5).

7. Building POI /eaaaa structure and NP Standard
   - how we are going to do?

7.1 Project title:

PORTAL OTWARTEJ INFORMACJI "POI"

- means an project in Poland, which is however an integral part of the global structure called **eaaaa.info**, since each language has its own part of the structure, but whose structure is identical to the Polish one.

eaaaa – refers to names of continents, **.info** to the intended use of the structure

The project title and web address refer uniquely to its function and purpose:

unrestricted access to Information*
= unrestrained use of human achievements

Thus the name is straightforward and ultimately comprehensible, with no intricacies such as *Google, Wikipedia, Mahalo, Shvoong, Onet, Allegro, Świstak, Chomik, Papuga* ☺ - it simply sounds similar to: phone directory, table of contents, library index, etc.

A long name could then be:

Global Open Information Management System

Note: The project name is unimportant to the user, because the user can declare any graphics and text anywhere in his/her interface.
What is important is the address eaaaa.info

Copyright in eaaaa.
Any information published on the POI/ eaaaa website and developed by POI/ eaaaa can be used in any way, by modifying it freely (if you make reference to the author you do not distort the meaning) and anywhere. Similarly you can treat pictures, video and audio files.

  This regulation is similar to Creative Commons CC. Such openness is possible thanks to other new regulations concerning Information evaluation and comment existing in the project. These regulations make preference not for the author of Information, but to its social usefulness and make Information the flexible, multidimensional matter for any application.

  Materials coming from other sources can be used pursuant to the press copyright.

Dostęp do Informacji

darmowa, na temat, esencjonalna, przydatna,
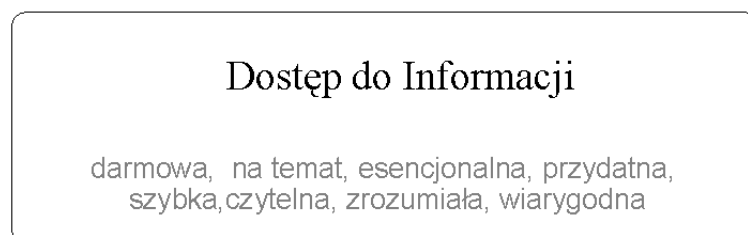szybka,czytelna, zrozumiała, wiarygodna

Fig. 16. The purpose of the project with respect to Information.
(more: Objectives of the Association and Expose clause 6.)

/* see clause 3.7 subclause: 1, 2, 8 ,9 ,11, 12, 13 on problem solving and troubleshooting
in the Information flow.

7.2 Project structure

The structure of the system comprises the following components:

- **User and ADMInistrator**   - the Internet user and subject administrator,
           (more in clause 4.)
- **NP pages**   - subject pages   (more see below)
- **ABCDE catalogue**   - project axis, list of words   (more in
    clause 7.8)
- **Project headquarters and language branches of the headquarters**
           (more in clause 7.9 and 14.)
- **Home page of the eaaaa.info portal**
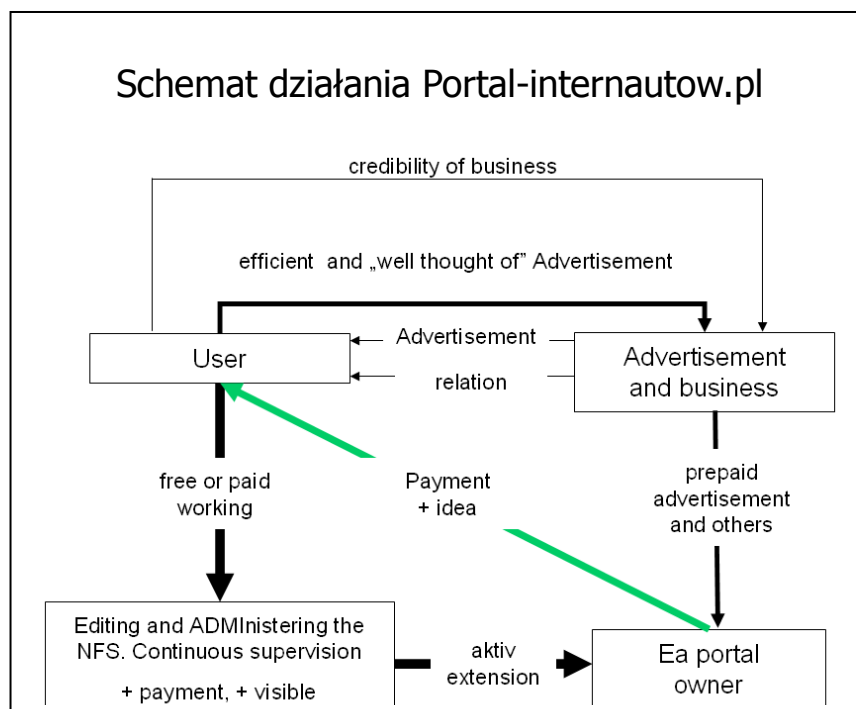
Fig. 17. Portal Ea dzieli się dochodem z użytkownikami i napędza tym tworzenie ukierunkowanej treści.
Dobra treść zwiększa oglądalność portalu co przyciąga reklamodawców i biznes.
W Ea występują obiegi zamknięte dla pracy użytkownika, oglądanej reklamy i budowy relacji użytkownika z biznesem.
Wzrasta wiarygodność biznesu i zacieśnia się współpraca z użytkownikiem w kierunku jego lojalności.

The system is **partly distributed** like WWW, and **partly centralized**, like any
portal. A private or business user can put part of the project on his/her home or
company server.

The project is and must have **simple structure** and be **user friendly** to be an
efficient and flexible tool that can be developed further.
The environment, in which it can be launched is the present-day **Internet
"resources"**, i.e. www, user, business and "my" current knowledge and skills.

That is why you cannot quite say that the project could be launched previously (some resources were nonexistent then or were immature – the period when users were getting to know the Internet). (see also clause 6. Our competitiveness compared to… and fig. 31).

The system is thus practically made up of **one** type of **www page** and the **user** and **works**, even if the user has no special knowledge and skills.

The building **unit** is the so called NFP (Name First Page). Millions of such NFPs create **eaaaa**; are scattered throughout the entire web I. and interlinked.

7.3 NFP Standard

The NFP information page is the **main invention**. Its essence is that the word or subject have their **unique** Information Page.

Page definition in the project: **FNP** = First Name Page
or   **IPS** = *Information Presentation Standard*

Thus FNP establishes the **Information Presentation Standard** in all languages. The standard definition of IPS structure helps the administrator learn how to edit the content of varying subjects and move about and towards the information he/she seeks: both in eaaaa and in the Internet.

For the system the standard makes it possible to build new services required by business and segregate and analyze **eaaaa** resources.

FNP structure

NAME of the page, distinguishes the page from any other page in the project system.

The page has a **Title** which is the same as its NAME.

The NAME can be anything, which can be expressed: **a letter, a numeral and computer keyboard character.**

Elementy standardu prezentacji Informacji w Internecie:

Pierwsza Strona Nazwy

NAZWA
Tematyka
Informacja
Rodzina Nazwy
Data publikacji
Autor

Nazwa PSN
Tematyka
- treść
- linki
- porady
ADMI
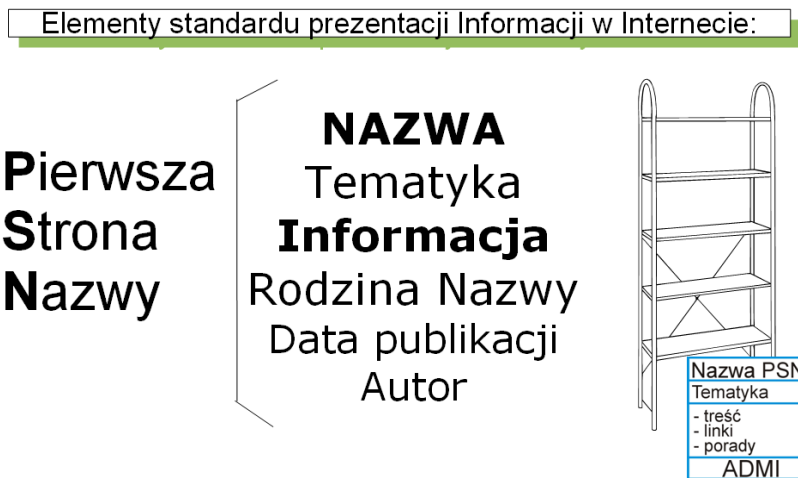
rys. 18. Porządek w Informacji,
podstawa Społeczeństwa Informacyjnego

Briefly: the page contains the NAME-related content.
in areas:

Subjects,   - in other words keywords

Information   - longer content: description, pictures, links to other sources.

Name family   - list of other pages related to the NAME in the system and beyond,

Publication date - publication date in the system for reference purposes

Author – gives the information source and/or author and determines who is the page administrator.

In practice the **"Information"** part comprises a number of internal parts. Individual parts describe Information in various ways.

In the case of FNP there are parts = **FNP Modules**. FNP is made of modules and whenever referred to, it can pertain to the above-mentioned modules described further in the text (Content, Family, TOP, FREE, Auto, Blog, Gallery...).

7.4 Programming

As far as programming is concerned the FNP structure is **transparent**. The page itself is comprised of modules, each of which works **independently** on its own.
This way if a module fails other modules keep working. Each module is programmed as a single independent program and functions as such in the Internet.
Another program (template, FNP interface) unifies individual **components** and displays on the user screen.
User registration issues and the Headquarters portal are not different from standards and can be based on the almost ready applications. A separate programming issue is the system of assessment, rating and comments and to make it easier as the target we will use the micropayment system.

The project is developed on principles similar to **OpenSource**.

Can it be developed on typical OpenSource principles, if its function is indivisibility, practicality and the aspiration to put Internet resources in order?

YES
It should be possible to improve the project and its code in its minute details by **free programmers**.

NO
Because of the role of the project **uncontrolled project duplication** should not be allowed just because the source code can be available as OpenSource. That is why the entire source code should not be revealed and there is no need for this. It would be harmful to users.

In return for this "NO"
The Project is open with respect to finance, current actions and plans, including the content of current and planned cooperation contracts – these are open issues. Additionally gives users control and the decision-making power over the above-mentioned areas.
Please note also all the benefits to the user (listed in clause 4.).

Finally, our programming solutions are characterized by the use of technologies, which are not the latest ones, but are the most popular and thus best tested. Thanks to this we gain competitive advantage, system stability and high compatibility with the majority of operating Information platforms on the Internet and industrial offline systems and can count on the assistance in improving applications by the greatest number of web programmers.

7.5 NP modular structure

A single NP page can comprise various number of modules depending on its content. The modules of a single FNP page can be dispersed over a number of different servers.

The user can define the name for a specific module. The entire FNP template is **fully configurable** (CSS2, see examples attached, clause 8) for each user, the invariable part includes only the content, photographs, etc.

The viewed page template = **user interface** "looks into" the data collected somewhere in the web by ADMI and formats it (puts into) the user interface (this is shown well in fig. 21).

The content of individual module language versions is comparable. Personal Interface headings do not change during the use of other language versions of resources, what changes is only the content.
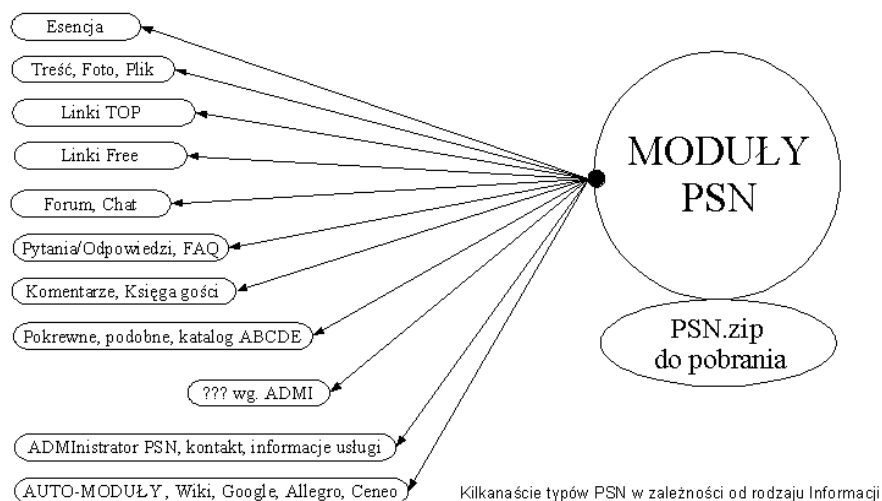

Fig. 19. Modules are an integral FNP part
The same in every subject, the same in every language

The purpose of the module is to enable the user to **assign the content**, which he/she searches or wants to publish to a **block = module**, where it is segregated in **different** ways.

7.6 Summary of module types:

Please note that the most important module function is not its name, which can be defined by the user through the user interface.

NAME (content name)
SUBJECT (content subject)
KEYWORDS   (keywords concerning the content)

ESSENCE (add content essence)
- In short: ESSENCE, Introduction, Foreword
- Briefly what it is about. The module is usually related to the SUBJECT module
- designed also for WAP and SMS, restricted to 160-320 characters
- module managed by ADMI

SUBJECT (add content: text, photo)
- In short: SUBJECT, CONTENT, RESOURCE,
- Description of the Information edited by any user,
- and accessible also in the version developed only by ADMI

- and by a specified specialist, who presents his/her point of view, this sub-module can also be present in other modules.
- module partly managed by ADMI
- sub-modules: NEW DEVELOPMENTS, Comments, Photo Gallery, VIDEO, downloads
  Resource integration: *Wikipedia, Shvoong, Knol, YouTube, Flikr, Fotka and others*.

FAQs (ask for content / answer to the question in the content subject)
- In short: FAQs, FORUM, DISCUSSION,
- discussion on the subject. Ultimately can be facilitated by ADMI.
- module managed by ADMI
  Resource integration: *pytamy.interia.pl*

New developments (add current content)
- In short: NOW, News, Blog
- Current news concerning the subject, latest developments, the name is self-explanatory,
- can be found as a sub-module in other modules.
- module managed by ADMI
  Resource integration: ADMI-selected subject content providers

AUTOLinks (predefined direct access links to search results in known search engines)
- In short: AUTO, PREdefined
- list of predefined links to search engines, a kind of tool kit
- each time the list is offered on the first page since the subject has not have got its admin yet.
- module managed by POI Headquarters
  Resource integration: formatted links to known search engines

TOPlinks (collect the most interesting sites with the content and make them available to others)
- In short: B_LINKS, TOP , BestLINKS
- list of best links in the subject/FNP name. Edited by ADMI
- sorted by responsibility, opinion, update, size in kB
- module managed by ADMI
  Resource integration: module owned by POI and *Mahalo.com*

OpenLINKS / FREE (add your content site so that others can find it)
- In short: O_LINKS
- list of links linked by users in the subject/FNP name.
- Not edited by ADMI. ADMI can only group them.
- sorted by responsibility, opinion, update, size in kB
- FNP ADMI cannot exclude anything from this module, module cleaning can only be made by the Headquarters.
- module managed by POI Headquarters
  Resource integration: module owned by POI

FAMILY, SIMILAR, DICTIONARY (word and content subject relationships in the system)
- In short: depending on the subject: FAMILY, SIMILAR, RELATED, DICTIONARY,
- links to pages: derived, similar, related, associated, see also.
- broken down into web pages and FNP

- disambiguation pages belong here
- automatic module created based on ABCDE catalogue entries
- module managed by POI Headquarters
  Resource integration: module owned by POI

Guestbook and Comments (thanks for content received, comment)
- In short: GB, Comment
- expressing any comments without expectation concerning the reaction of others
- this is an extended module used to express opinion and
- as a supplement to the leading subject, also including Hyde Park
- module managed by ADMI and Headquarters
  Resource integration: selected Guestbook providers

ADMI (contact content author or Administrator, evaluate him/her, give advice to him/her on how to improve it)
- In short: ADMI, CONTACT, about me, about ADMI
- FNP ADMInistrator module. This is where ADMI links his/her personal page.
- page statistics
- expressing and reading opinions and comments about/to ADMI
- ordering special services provided by ADMI, such as mailing to a circle of people interested in his/her FNP.
- ordering a review of FNP updates.
- module managed by ADMI
  Resource integration: module owned by POI

??? (any, anything you want to place in the content subject)
- In short: assigned by ADMI
- anything/page/link/service in the FNP subject. Selected by [POI: ADMI | ADMI]].
- this is a place, where ADMI's idea can be linked to any additional income-generating activity What still remains to be established is the manner of settlement with POI. It is very attractive for ADMI and often much room for manoeuvre. We expect that as the target specialized websites will be located here concerning NAME subjects
- module managed by ADMI
  Resource integration: module owned by POI

ART (content other than practical, in fairytales, humour, religion)
- In short: ART, FROM THE OTHER SIDE, FIGURATIVELY, ANOTHER WAY
- presentation of the FNP subject in art, religion, figuratively with distinct differentiation.
- if FNP is a subject, this is where we will find a related toy.
- module managed by ADMI
  Resource integration: module owned by POI

VERSION (content version before the last update)
- VERSION, HIST, HISTORY, ARCH, ARCHIVE, ARCHIV, PREVIOUS,
- previous versions: (such as "history": on wiki pages)
- pertains to almost all FNP modules listed here
- module managed by POI Headquarters.
  Resource integration: module owned by POI

D oo M (gender-dependent view on content)
- In short: depending on the subject: as perceived by a woman, man, group.
- FNP versions as viewed by a woman, man or without differentiation, or by a group, organization

- it is the only possible alternative to build a second and third FNP with the same title.
- module managed by POI Headquarters
  Resource integration: module owned by POI

FTP1 and FTP2 (compressed content, all modules)
- In short: FTP, ZIP, RAR -
- downloading all FNP modules in compressed or open files or only the module being viewed
- module created automatically.
- module managed by POI Headquarters
  Resource integration: module owned by POI + agreement with file storage service providers

Café (chat live on content)
- In short: CHAT, Café, Contact and others
- otherwise live chat in the FNP subject, can be moderated by ADMI
- optionally also voice chatting
- module managed by POI Headquarters and ADMI
  Resource integration: outsourcing agreement

SHOP (buy content)
- In short: SHOP, SALE, COMMERCE, AUCTIONS, OFFER
- When FNP name is a commodity, here ADMI or the User publishes information where and at what price commodities can be bought.
- Here you can offer items for sale at an internal POI Auction or sell items from an internal POI shop.
- module managed by POI Headquarters and the seller concerned
  Integration of resources: outsourcing agreement

Price (content price)
- In short: PRICE, VALUE
- (module to be considered) in order to collect and directly manage numerical information concerning the price.
- module managed by POI Headquarters and ADMI
  Integration of resources: outsourcing agreement

LANGUAGE (content language)
- In short: LANGUAGE
- makes it possible to go to the same entry in another language.
  module managed by POI Headquarters and ADMI
  Integration of resources: module owned by POI

MAP of the FNP site (table of contents)
- In short: MAP, INDEX, TABLE OF CONTENTS,
- all titles and links to all sub-pages of a single FNP page in POI are shown and collected here
- module managed by POI Headquarters
  Integration of resources: module owned by POI

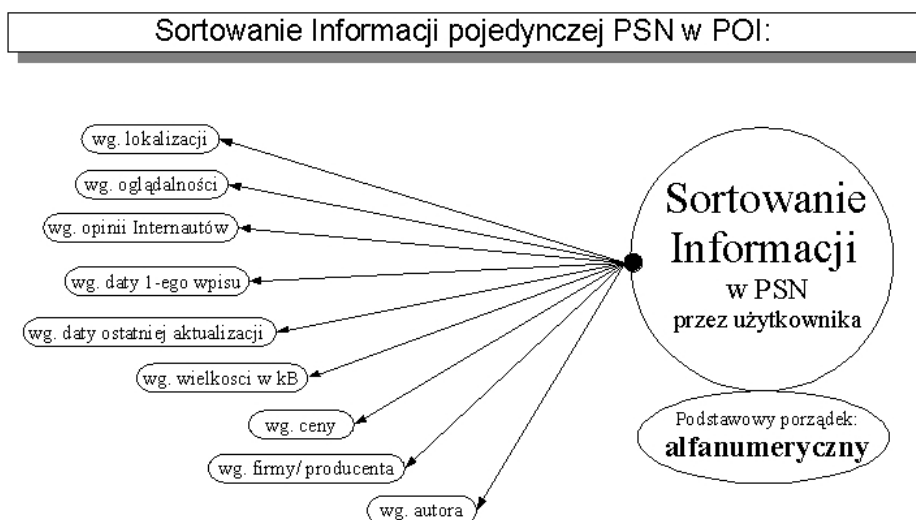Information Organization inside FNP Modules

fig.20 All for user comfort
several examples showing how information is sorted inside a module

7.7 **Distributed FNP on the web.**

Like www, **FNPs** are **distributed on the web**. There is a certain compromise between the site located at one URL address (e.g. *www.onet.pl*) and total distribution, such as all websites. Namely, the FNP Information is partly stored in the database on servers in our headquarters and partly on the web on any portal offering website hosting and maintenance.

Additionally because of working with subcontractors, some of their ready services will become FNP modules. E.g. a survey, blog, advertisements, auctions, guestbook, statistics, etc.
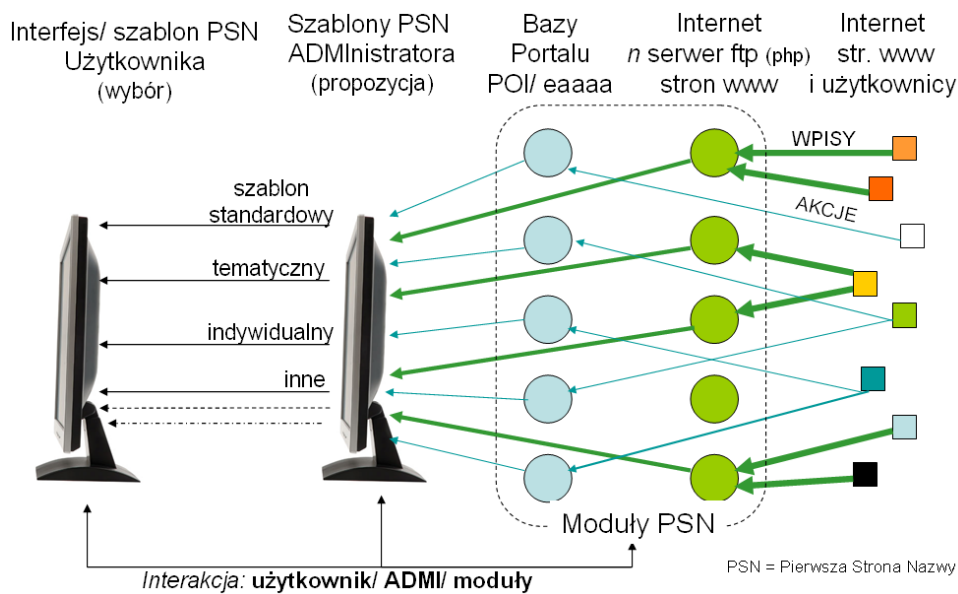
Fig.21. Information sourced from various web sites is embedded in FNP modules and transferred to the user Interface

It should also be mentioned that *Microsoft and Google*, each of them separately, are planning to launch a generally available service of virtual file storage for the mass user in early 2008, which seems to be ideally suited to our portal, since every file stored there will have its own URL address.

The distributed portal system will ultimately work as a **system similar to WWW** – distributed on hundreds of thousands of servers and eventually also on the user server. Thus it is **something new**, but also **something very familiar**. Imagining that eaaaa.info is a structure parallel to WWW is only an approximation, because the first cannot exist without the latter.

Sites such as *Wikipedia.pl*, *Google.pl* etc. are usually accessed by entering their unique address. **eaaaa.info** is also accessed this way, but mainly by entering FNP address (which is not only its NAME, but also e.g. *credit, Chanel*) and which does not necessarily needs to be accessed through address eaaaa.info.

The most frequent method for accessing new portal pages is through a FNP page related in the subject of the page viewed by the user or already stored in favourites. Additionally each FNP includes a field to enter a new FNP name.

At the same time we want to be explicit here that the system is capable of retaining its functionality in a truncated form also **without the central address** eaaaa.info.

7.8 **User interface**

(See also the above paragraph and colour inserts on this page and fig. 21.)

The colours and font type as well as the layout of boxes on a FNP page **depends** on the **user**. The interface is **customizable**.

What the user can see on the screen **is what he/she selected from available templates**/ skins or **in a CSS file**.

Fig.22. Sample FNP Interface. Layout, shape and colour of screen components are defined by the user and this is the customized Interface he/she views each system page.
Also in another language.

Sample FNP page types

The standard is flexible and ultimately modifications are allowed, because, for example there is a different description for a commodity, and different for a geographic location, music, program or a recipe. Standard cohesion is particularly necessary at the beginning. As much as possible, we will try to maintain the standard cohesion irrespective of the content described. Cohesion is the most important when switching languages.

The following basic FNP types are possible, which sue to the scope of their subjects can adopt a slightly different FNP Standard form.

- **Subjects, industry** (such names as: **pop, games, Opel, computer, abbreviations**) – it is a very generic name, but it enables moving to a number of related subjects.

- **Product / item designation** (designation such as: **HP4L laser printer; Aspirin, table, Kościan creamery butter, Passat 1,6 GL)** – name focusing directly many producers and consumers.

- **question – (how to care about face? how to bake...?)** - a vast range of possibilities.   The question should be worded as simply as possible.

- **Geographic name** – page attracting tourists and the tourist industry

- **Street name (ul. Marszałkowska)** – it is best to choose the one you live at. Street pages will be profitable, because you will be the street administrator not only on the Internet. For this purpose a separate portal site is planned.

- **Celebrities page** (Michel Jackson, Madonna) – signers, actors, politicians, businesspeople.

- **Job** (programmer, bricklayer, office worker, thinker) – the page attracting job seekers and offerors.

- **Encyclopaedic subject, job title** (sports disciplines, political system, abstraction, the judiciary, texts of descriptive articles)

- **Title** (of a song, book, film, computer game) – the name attracts fans.

- **Company page (Batumex S.A., Coca-Cola Ltd.)** - pages dedicated to administration by companies. This is a source of project income. Administering the page by the company does not affect its credibility.

- **Your Personal Page** (Jan Kowalski) – you will always have time for it, unless… Hurry up, so that you can become Kowalski No. 1. The issue of the existence of personal pages has not been decided yet, since it could harm personal freedom of those people who have not used the Internet yet.

Popularity of a word or the number of searches in the POI search engine translates directly on ADMI's success. POI/eaaaa supports the extension of FNP most popular words and names.

7.9 **FNP ADMInistrator** – main administrator and subject manager

(The ADMInistrator function is described in more detail in clause 4.)

FNP can have one **physical** administrator-editor. In **eaaaa** the person is called ADMInistrator. The scope of ADMI rights with respect to FNP editing depends on the type of Information being edited.

ADMI also has the **property rights** to (ultimately) **one** FNP name selected by him/her. Naturally the name cannot be replaced, subleased, sold at an auction or shop. To obtain a page property right you have to buy it. At the time of registration for a generic name it costs **only 1 PLN.**

Specific detailed rules and regulations define the manner for acquiring and selling FNP pages.

7.10 **ABCDE catalogue**

  The axis of the entire POI/eaaaa project is the main ABCDE catalogue located at the single address **www.eaaaa.info**. The intended purpose of the ABCDE catalogue is similar to *Google.com* main page. After accessing the **eaaaa.info** page you either enter the search term or select the language (or the system recognizes user's language) and it can be the main page of the portal. ·

For Poland this address could be www.pl.eaaaa.info. However the use of aaaaa.pl is anticipated as the first name for the system, which is justified.

The ABCDE catalogue is a **list of all pages developed** in the FNP standard or/and introduced into the system as free names to be used in the future.

The ABCDE catalogue is directly related to the following structure components:

- registering and servicing FNP Administrators

- storing on the Headquarters server those modules of a specific FNP, which cannot be edited by its ADMI.

- the system of assessment, opinion polling, survey forms and evaluation made on individual FNP pages and storing this data on the Headquarters server

- The Family module of the FNP is a small portion of the ABCDE catalogue.

- through ABCDE you can find out quickly if a FNP is occupied = has an administrator, or, which pages near the subject of interest are available.

7.11 Project Headquarters

(described in more detail in clause 14. Organizational Structure)

The Headquarters is a team of people, a physical office with its own resources and influence on everything related to the existence of the POI/eaaaa portal on the web and its impact outside the web. Ultimately (after a few years) it will focus on coordinating the actions of portal users, who will affect the Project Headquarters by voting and providing their opinion.

7.12 Specific portal features

Below several selected project features and explanations are provided.
These feature have a multi-threaded impact: on the user, business, structure operation and society.

Some features can initially seem strange or exaggerated. Not all of them can find supporters, or may not be implemented at all. However they will be proposed to users at an appropriate stage of structure development.

- 1. **No meaningless clicking** – an ordinary link on the page is multifunctional. It is actually a little piece of software launched at the time you hover over a link and/or click it. It shows the fields which make it possible to provide evaluation, scoring, etc.
  This feature of the project pertaining to the moment of switching (clicking the link) in order to a POI or external page. Such a link is used to vote on the **page being exited**. It definitely slows down the use of the structure, but because voting is scored, it may increase user's bonus.

  The result is putting information aside on the page demand, which is skipped as the information for Internet users. Because an opinion can be expressed only once you have seen the page, that is why voting takes place when you are exiting (or by clicking the link in the page header). However, the result is visible before you access the page.

- 2. **User singleness and registration** If the portal is to be practical, the Internet user should be logged in **once** so as to be able to vote only once.
  - o A method to ensure it is registration at an authorized café or office. Please note that the purpose here is user "singleness" rather than invigilation.
  - o as far as personal details are concerned, the following will be published: **place**, commune and **year of birth** and **sex.** It also pertains to the fair sex, though different age ranges can be used.
  - o It is a solution that is required to prevent access for children and minors below 18.
  - o voting at POI and POI Association and
  - o possibility for POI payments to the user.

- 3. **User anonymity** – pertains to the above and consists in **ensuring 100%** User anonymity while maintaining his/her "singleness".
    - o Anonymity should ensure user's free use of the eaaaa virtual portal space in order to minimize its impact on single user's personal life.
    - o However other regulations concerning expressing opinions and scoring make it possible for the "person" to form in the system and consequently also a hierarchy between users. As shown above, it is important to keep user singleness.
    - o Due to general accessibility of the structure, anonymity does not pertain to national security and anti-terrorist actions.

- 4. **Authorized Internet Cafés** and other outlets authorized by the HEADQUARTERS.
    Intended use:
    - o **User registration** – as a final solution it is to be authorized by trained personnel of designated internet cafés. Registration requires periodic refreshment. Offline registration is a very **unusual solution** for the Internet environment. However all the basic POI information required for living and working is available without registrations and logon. Registration is required for voting, scoring, accessing information **not intended for children** and administering FNP.
    - o **Internet Cafés** as a regular **place of work** of our **teleworkers**. Fixed financial bonuses for working on the portal will support frequent café visits. A place of work for those on the move, on business trips, especially for the elderly and in poorer regions, where the cost of a computer and a fixed link is a high expense item. This is where cafés can attract new customers. Simple use of our project and fast access to information on the Internet through our structure can translate to more frequent café visits.
    - o Working from cafés also support FNP Administrator **anonymity**.
    - o The place where shipments (mainly for ADMI) from and to the Headquarters are collected and despatched.
        Because the Headquarters also supports ADMI with materials.

- 5. **Currency and scoring in POI**
    There is a specific system of scoring exchange inside the system between users and portal resources.
    The scoring is used to:
    - o evaluate, thank,
    - o affect ADMI income and advertisement prices, paid by the advertiser.
    - o system internal currency exchangeable for money or goods.

- 6. **Voting in POI,**

    - o can pertain any project aspect, without detailing here what specifically.
    - o Voting makes it possible for users to support project management by the Headquarters.
    - o Voting a specific matter can be launched by the user
    - o Voting in eaaaa is otherwise gaining fans, and the more of them, the greater the chances for the success of an idea, which the headquarters will support with its funds.

o Voting is strictly related to user registration and its singleness, etc.
(there is a separate document: voting rules and regulations)

- 7. **HEADQUARTERS Department Secretaries**

  o Their role is to take part in various events inside the HEADQUARTERS to report to Internet users what is going on at the HEADQUARTERS. They can be compared to the Audit Committee and the handyman.
  o practically each Headquarters employee should have a secretary, who on the one hand assists and helps, and on the other is independent and describes his/her observations. Also the Chief Project Manager and his/her secretary will have this type of secretary.
  o Selected by Internet users by competitions and draws.
  o Their presence in any "place of HEADQUARTERS operation" is very important. Online workers, who are more numerous do not have secretaries.
  o There are Rules and Regulations of POI Secretaries.

You should be aware that 300 employees of the physical Headquarters will have 300 secretaries, who will rotate every week. It is a vast project, because secretaries will be reimbursed for travel costs, room and board. It is also an enormous mechanism driving the project popularity. The costs of organizing this mechanism are small in relation to POI income and competitive strategies. Online headquarters employees will not have any secretaries.

- 8. **POI disappears from the web once a year**

Once a year POI disappears from the web for as long as 48 hours, i.e. for full 24 hours for every place on the Earth. The date can be decided by vote or result from technical needs, established by the Headquarters. The essence is to remind of the virtual nature of this global project and caution in building too strong relations based on its structure. Probably it will also be a perfect solution to clean the system from all kind of "noise".

- 9. **HEADQUARTERS' openness**

The operation and organization of the Association, the Planet Company and the Headquarters are characterized by openness and transparency. **Appropriate Information will be published** on web pages and archived.

Openness of Portal activities – it is easier to present by writing what is not open. There are logins and access passwords to accounts, programs and Headquarters servers, possibly personal details, works submitted to competitions and tenders.

Openness of facts and activities pertains to:

H financial activities	expenses, revenues, shares, profits, interest, bank account balance
H accounting	bills: what for? who issued to? and in what amount? balance sheet, accounts, reports
H labour costs	Full-time salaries, ADMI commissions: what for? to whom? and how much?
H contracts with subcontractors	Contract terms, terms, securities – to whom? what for?
H office costs	rent, payments for utilities, equipment, telephone

H correspondence	e-mail and postal mail of all H employees and departments inter alia correspondence with investors, with subcontractors, with offices, ADMI – both at the application and cooperation stages, except for:
	   - ADMI and FNP securities,
	   - personal details, if any

H telephone conversations	all H employees, both inside and outside, will be recorded, initially reported by secretaries

content of H computer disks .	of all H employees and departments:
	   - H SI servers and local network.
	   - ADMI and FNP securities,
	   - personal details.

voting outcomes at H	on:
	   - H current activities
	   - proposed H development
	   - terms and conditions of contracts with subcontractors
	   - compensation, commission, shares

H planning and development	all proposals for cooperation, investments, quotations from companies are open and published at the time they are submitted.

- o **What is openness for?** – for portal users, who should have every confidence in us. Obviously with such openness there is no room for "free" capitalistic activities, but these are not the only purpose of the project. At this implementation stage the project will be generally accessible, practical communication platform.
- o Openness also helps global cooperation and has **strategic competitive importance**.

- o **Implementing openness** will take many years of work and it will be possible to hand over all helms to active Internet users only at the end of years 7-9 of operation. The effect of full openness is the transformation of the Headquarters function from management to coordination of user intentions.

- o **All contracts with subcontractors** are open and can be scrutinized by any interested party. Openness of contacts, offers, correspondence makes cooperation easier, since user voting may help here as well as consideration of the offer by the offeror.

- 10. **95% eaaaa interactive contact with the user** - eaaaa aims at full Interactivity with the user. Since we have full openness of the Headquarters, 95% active user interaction with the Headquarters is much easier to implement.
  - Interaction pertains to FNP and actions taken by Headquarters
  - An important element is to maintain a large Customer Service Department inside the Headquarters.
  - Because reaching 100% interactivity is not possible, the level of interactivity increases gradually and it will be a practical level. This is however dependent mainly on the activity of the interested party.
  - The higher level of user activity, the higher system interactive operation. This is related to building hierarchies between users, which is supported by voting and scoring systems.

- 11. **You can switch POI by yourself**
  - It pertains to an advance level of POI/eaaaa implementation after 5-8 years.
  - It is called "**resetting eaaaa**" and consists in such a total result of votes on various Headquarters option, which "calculated" together result in a predictable or unpredictable shutdown of eaaaa or its language part on the web.
  - Restoring the operation can only take place by the intervention of the Headquarters, after voting on restoring the operation of eaaaa e.g. after the lapse 24 hours.
  - Resetting involves the assumed interactive operation of the Portal and as if proves it.
  - Resetting reminds users that even though the Internet is a global commodity, it is just a program, or otherwise Virtual Reality is digital and as a program too, ultimately it is an illusion. The awareness of this fact can be very important for adolescents.
  - In our opinion without the "resetting eaaaa" function the project would have only **half** the value to the portal community.

8. Project functioning

Even though the project structure and organization is simple and transparent, its operation **brings in a few novelties** requiring a passive and active user to understand or actually **assume the rules** of conduct (because in VR it can be simulated). If he/she wants anything more from the system, than just browsing the content, he/she should observe those rules. Otherwise he/she may be excluded from the community.

Ultimately the project is developing in the direction which allows anybody to disregard any rules (which is possible in VR), only there will be separate places designed for this purpose. It is motivated by the need to keep the portal practical and a safe site for children.

The project has its **purpose** and **goals**, which affect its **functioning**. The majority of basic portal functions are intuitive and result from its visual aspect, however the others are hidden and require explanation.

For this purpose instruction videos and instructions for use are to be provided, explanations using multimedia, identification by entries (titles, what they pertain to) and with the use of them the user will start working.

One of the first catchphrases to be seen by the user, which shows portal operation is:

"Take care of a piece of the Internet"

- which refers to FNP, owned by and in custody of ADMI.

Another catchphrase, already mentioned above:

"Work for yourself to the benefit of the Others"

- this catchphrase explains and reassures the user after he/she **decided** to become an ADMInistrator. From detailed explanations the user can learn that his/her work will be **beneficial** to him/her and the work he/she provided has additional social purposes and **everyone** will **benefit** from it.

We have presented the fundamental purpose of POI operation, that is putting Internet resources in order.

As IT structure develops, during the course of his/her work the user will get to know other specific project functions.

8.1 Major functional components affecting overall portal operation:

- Registration and replacement of Administrators and selected NAMES
- Adding content by users: comments, remarks, links, photos
- Building FNP pages by Administrators and automatic FNP construction by modules: FREE, Comments, Languages and other
- Evaluation, scoring system (and comments, as in Allegro) pertaining the content created by ADMI
- Internal project currency in the scoring system will ultimately be partly exchangeable to real money or goods.
- Statistics systems and their impact on all eaaaa components and their importance for business marketing.
- User registration to control access to the content unavailable for children and minors at a later implementation stage.

9. Project implementation schedule

The axiom of our activities is the assumption that after one to two years from the beginning of operation our initiative will be profitable and start yielding profit.

Timing:

After attracting an investor or funds and signing a contract – the first year of operation
Based on completed software development activities, we further develop software. We have already completed a prototype engine of modules, which works with the TOP module (Exhibit no. 7)

Month 1
organization: rent and organize the office.
application: in-house employee training, begin software development.
marketing: establishing   the   department,   developing   marketing   plans. Registering users wanting to reserve a name.

Month 2 and 3
organization: recruit software developers,
application: further application development,   implement already existing parts of the project as a base for extension as OpenSource.
marketing: first presentation for schools, attempts to involve secondary-school pupils and young people in the program, lectures in major cities (at meetings such as www.barcamp.pl), obtaining the patronage of the President or the Minister of Education, PR activities on the radio and TV.
after 3 months the first official launch on the web will be possible.

Month 4-5
organization: recruit volunteers and teleworkers, establish first relationships with subcontractors of projects parts based on web services already in operation.
Develop internal rules and regulations, description and development of internal documents and document flow.
application: extend the engine and the original IT structure, inserting sample content. Translate into other languages and first tests of the multi-language application
marketing: continued school presentations, exposure through blogs and buzz marketing to market innovators,

Month 6-7
organization: recruit more employees, cooperate and implement subcontractors' services
in our structure.
application: further application development, investment into own server structure   related to the growth of number of first committed users. Translation of module and adjusting them to other language versions, implementation to other countries.

marketing: continued school presentations, further actions aimed at PR and buzz marketing, show new concept of obtaining web information to foreigners studying in Poland.
First discussions with business users and potential advertisers. Organizational activities including PR for countries entering into the POI structures.

Month 8-9
organization: gain a large investor
application: further application development, including new uses,
marketing: further actions, Internet campaign,

Month 10-12
organization: recruit further employees online
application: further application development
marketing: developing previous departments

We estimate that achieving 400,000 FNP articles will be the evidence of project maturity, which will happen before 3 years. POI structure is partly based on external resources and that is why the number of entries grows faster.
(Wikipedia 463,000 articles: January 2008).

We expect that after 5-7 years the portal will achieve an established and stable position on the global market, but first of all it will be a maturing **new generation** business platform. At this point the purpose of the project can be slightly modified: Eaaaa is a platform for Business, while the Internet is for people.

After about 8-11 years the portal will be fully mature and at that time it will be a starting point for further improvements; as we expect not only the Internet itself, but also **health**, **cooperation** and **peace** in the world.

9.1. Types of implementation strategies

Rapid development caused by universal acceptance of the idea and resultant opportunities and benefits to Internet users. It involves very rapid (form millions of users) increase in subject pages, queries, opinions, etc. The response from the media is favourable, arouses interest, thanks to which the project becomes established in the awareness and global Internet. Implementation time: about 0.5 year.

(+) quick and reliable start requiring good preparedness with respect to the subject matter and hardware. Forestalling actions by competitive commercial companies including the development of foreign language standards.

(-) possible overloading of the line, servers. Increased risk of discouragement to become involved in the project. Inability to give answers to Internet users and proper reaction to right opinions, reactions and comments.

Peaceful development resulting from the suspiciousness of Internet users of a project, which as such at an initial phase does not stand for much. Benefits are clear, but users need to be get accustomed to them, compare with others, observe the environment. The reaction of the media is favourable but reserved. Implementation time: 3 years.

 (+) possibility of gradual implementation of project improvements resulting from the situation, opinions and reactions of Users.

 (-) possible reaction of competitors.

  Our strategy is to keep the **rapid development under control** (such is the nature of the Internet). We want to show to the Internet user the ultimate benefits, present the current tool and encourage him/her to some insignificant contribution and at the same time offer him/her **more and more sophisticated services and interactive features** to interact with the project and other users. This way we will be able to gradually attract users and adjust our intentions depending on the reality. We will keep the project freshness and novelty at an permanent level.
Only when we get viewing rates of our pages they will be a magnet for first payers - advertisers. This is the beginning of the return on investment.

10. Financial model

Introduction

It is difficult to separate the target sizes of the portal from its influence on the global society, therefore its pro-social character has become the requirement and direction for the structure development, including its financial part.

The financial model of the portal is linked to its IT and strategic structure. Despite being embedded the market reality, it implements new solutions and new tools with interactive impact on the portal's virtual structure. It is also related with the social responsibility at starting the development phase of the IT Society.
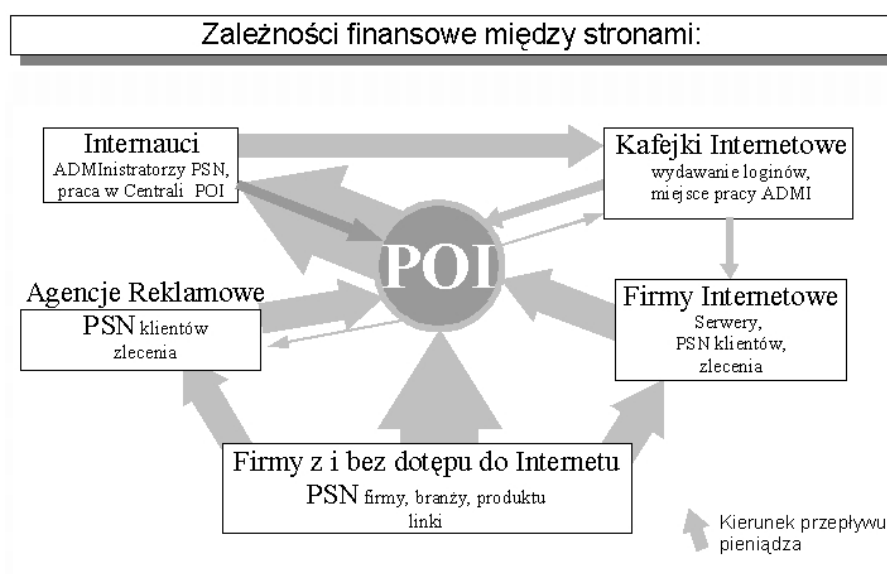

Fig. 23. Regular directions of the funds flow
Financial relations between websites:
Internet users – NP ADMInistrators, work at POI Headquarters
Advertising agencies – NP of customers, orders
Companies with or w/o access to the Internet – NP of companies, sectors, products – links
Internet Companies – Servers, NP of customers, orders
Internet Cafes – giving logins, place of work for ADMIs

10.1 Guidelines

While analyzing the sources of income, it must be emphasized first of all that they are closely related to the idea existing behind the portal. At this point we will use a new term to highlight the true character of the project, namely the "**super**society portal" (as distinguished from WEB2.0 society portals where it is the Management Board that decides about the direction of the portal's development, appropriation of its income or selling it together with its users).

   The situation is different in the supersociety portal. The portal is „available" to its user. The users may manage it and influence the directions of development by voting at their discretion. The portal lives on the interactivity, and right from this interactivity (next to the visiting figures and attractiveness, which are side factors) it draws its **driving force** to progress **in the market** and take the leading role in it. Such force may also be named *public opinion*.

The **supersociety** portal means a different approach to finance and role played by companies in the portals (as payers). Therefore our customers/payers need to be seen as entities that **actively try to win the presence** in our portal, i.e remuneration. They know very well that they need to pay but the basic question is:
HOW MUCH is my company supposed to pay?

Below we explain the principles and payment schemes in our project:

Principle 1: All Information may be posted in the portal with no prior fee. Business information <u>should be payable.</u>

Principle 2: Business information is subject to charge and the payment is:
– voluntary (= VPC – explained below) – applies to about 20% of income
– obligatory – otherwise the service will not be rendered (visual advertisement)

Principle 3: In each of the above cases the business information, both in the graphic and text forms, will be marked to inform the user if the charge was paid or not.

10.2 Mechanisms of determining charges and of payments in POI.

<u>Financial mechanism no. 1:</u> **Users' voting (UV)**

In dedicated spots of the portal users can vote for the portal's various options, including the amount of fees charged by the portal for the advertisement from the specified customer. Therefore it may frequently happen that a given advertiser can have **increased charge rates (here POIRP, see below for explanations).**

Each rate of the monthly charge is calculated based on a formula accounting for the following parameters:

[income]
[profit]
[number of employees]
[average employee's income]
[opinion about the payer expressed on his/her NP site] = **POI R**ate and **P**ayment
[other]

The charge rates are pre-defined, but each company may calculate a monthly POIRP rate binding throughout the year.

Generally, each user has the possibility of increasing or decreasing the POIRP rate for an advertiser at their own discretion. This rule ensures the **portal's freedom** – this is how the **Business-User** relations are structured in the portal. Each gamer has the same chances and similar tools, while the influence depends on the work outlays and activity.

Virtual character of the portal and its structure enables its continuous modification. The existing rules are variable, but they have been determined by us for the beginning. And so on one hand, the business gamer-user **affects the behavior** of

his/her future customers (our users) using his/her capital and advertisement, and on the other hand, due to their **huge number, the users make the decision** by voting and thus influence the Headquarters by determining the terms of business gamer's presence in the portal.

Let's remember that here about the pro-society character of this portal, about its practicality in everyday life.

Financial mechanism no. 2: Voluntary payment of charge (**VPC**) (applies to principle no. 3)

Voluntary payment of charge – for self-posting (by a company) selected business elements within the project's space for which the company **should, but does not have to**, pay the calculated charge.

The official „should but does not have to" pay formula will distinguish two groups of entities within the project:

- companies that **have paid** their liabilities!
- companies that **have not paid** their liabilities!

The first and second group respectively will be marked in the project with a graphical icon 🪙 and ❌, and/or • green and • red dot, which will inform the user appropriately. They are located by all links and on the business-type websites.

The purpose of the above principles and mechanisms is to eliminate any entities that do not pay charges in a continuous way. The user will naturally **select** the **companies** that have **paid their charges**, as this works for his/her own benefit, i.e. the society's benefit.

Charges will be paid by large companies that care about their reputation and will pay VPC. According to our calculation the sum of VPCs will constitute the major part of POI's revenues. Nevertheless, the VPC issue is the project's strategic feature in respect of the business and user's participation. Therefore, the VPC service system must be designed and implemented. Moreover, we expect the project to develop the VPC as the major item of the project's revenues because the system assumes automatic placement of contextual visual advertisement, so that the two aspects of charging for links and visual advertisements will gradually become equal.

10.3 Sources of income

The elementary sources of income are project-specific and in spite of having similar names known from the Internet and Marketing, they are not completely the same.

We specify the sources of income for the **1st stage of execution**, covering:

a) income from **one-time purchase of NP headword** upon its booking. In order to sell the NP NAME at an auction (see letter b) below), you need to get the ownership rights by purchasing them. Initially, the prices are set as follows:

PLN 1   for a general headword,

PLN 7-10   for a brand name (with the pre-emptive right for the owner – notification)
PLN 10-20   for a company name (with the pre-emptive right for the company – notification)

b) income from **50/50% Auction** for trading NP names by users; it will be available right at the beginning of the portal's operation after the first mass entrance to the project in Poland and abroad after making the NP site. Generally speaking, it is all about earning money from selling NP names at auctions in the 50% for the seller and 50% for POI system. It is the only possibility of earning more money over the regular income from work as an ADMI or other (for ADMI see point 4.)

c) typical banner advertisement (Billboard; slide-down banner, mid-text box; Navibox; Skyscraper scroll) etc.,

d) advertisement similar in form to the one offered on the Internet:

– **"calling card" websites;** company, product, service, type, model sites and with business articles/texts.
– links to the above listed websites in the project and on the Internet (including Internet addresses – alternative for the Internet domains);
– intermediation in e-trade in eaaaa.

2nd stage of execution (not developed in this Business Plan):

e) eaaaa system **for mobile telephony** and mobile systems. The system of gathering information by eaaaa.info has perfect properties for servicing applications for mobile telephones and mobile systems of access to the Internet.

f) projects accompanying the eaaaa based on its structure – a huge investment possibility for companies from the IT and telecommunications industry.

g) on-line and off-line own projects that are based on ideas and work of thousands of eaaaa users and on the eaaaa structure. It is linked to the fact that by voting users have the opportunity to choose best ideas and people for the ideas execution, while the POI Headquarters provides financial and organizational support. According to our forecasts, a so-called **on-line-firm market** will emerge with a **common network management**. It is too early to talk about the results right now – the largest difficulty to be faced is the organization and programming of such a project. (*we are awaiting any ideas* ☺)

h) other numerous services for the business not covered here.

10.4 Analysis of revenues and expenditures

Revenues in the first period.

Our revenues are related to the following business sources (share in %):

A. **Our customers**   {80%} share in the income
    1) general advertisement   [30%]
    2) contextual advertisement   [70%]
        a) graphical advertisement   (80%)

b) textual and other advertisement   (20%)

B. **Our subcontractors**   {20%}

Annotation A. Our customers include companies whose charges are related with two areas:

1) General visual advertisement – banners and pop-ups, [30%]

Traditional visual advertisement on the Internet is the first part of the ground of the project's revenues. This type of the advertisement is directed to all users, and its supplier is e.g. mobile telephony, financial offers, as well as insurance, automotive, cosmetics and pharmacological sectors. The advertisements' existence in our project is related with the following parameters:

✓ project as a whole visibility on the Web – this parameter is linked directly to the interest in our project by our mass receiver. (Benefits for the user and ADMInistrator of the portal listed in point 4.)

✓ time spent on the portal's website
✓ number of returns to the portal's site during one on-line session.
✓ number of websites visited.

PRICE: market rates + UV Mechanism (users voting)

2) Contextual advertisement [70%]:

a) Contextual graphical advertisement, (80%)

Visual advertisement – of the banner and pop-up type (similar to the currently used), but placed in the context of information viewed by the user. This is the second part of the project's basic income.

Its existence depends on the following parameters:
✓ visiting figures of individual thematic NP sites
✓ time spent on the NP website
✓ number of returns to the NP site during one on-line session.
✓ number of developed NP sites related thematically to the leading one.
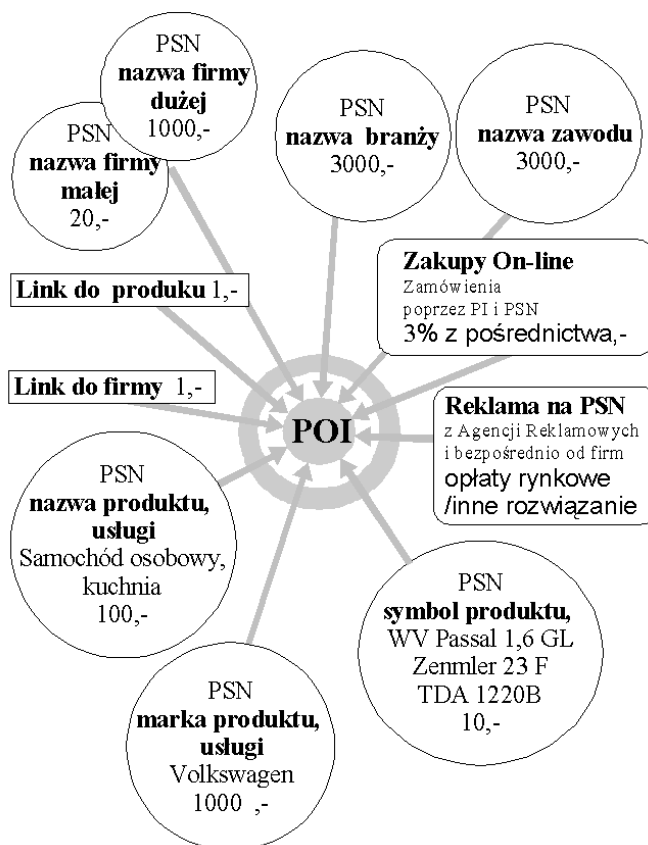   PRICE: market rates + UV

Fig. 24. Examples of charges and other revenues
POI
Link do firmy 1 ,- → **Link to a company** PLN 1
Link to a product PLN 1
NP **small company's name** PLN 20
NP **large company's name** PLN 1000
NP **sector's name** PLN 3000
NP **profession's name** PLN 3000
On-line Shopping:–Orders through POI and NP – **3% for intermediation**
Advertisement on NP from Advertising Agencies and directly from companies – **market rates/other solutions**
NP **product symbol,** WV Passal 1,6 GL Zenmler 23 F TDA 1220B - PLN 10
NP **product or service brand**, Volkswagen – PLN 1000
NP **product or service name** Passenger car, kitchen – PLN 100

a) Contextual textual advertisement, (20%)

POI is left and www is entered, (10%)

- links to companies' websites and their products and services, PRICE: PLN 1/link/month + UV
- intermediation in trading through one's own structure, (1-3% of share)

within POI (10%)

- links to companies' websites and their products and services, PRICE: PLN 1/link/month + UV (depending on the POIRP parameter)

- sponsored articles and articles with companies' names, products and services, PRICE: PLN 1,000-2,000 per 10,000 emissions + UV

- companies' calling cards, their products and services, PRICE: POI rates + UV
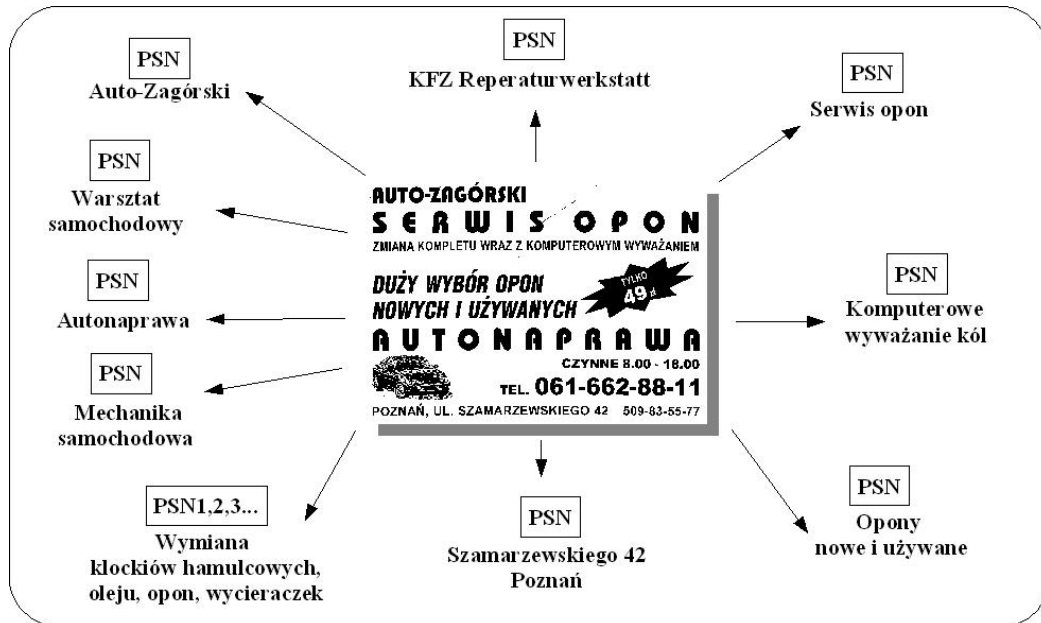

Fig. 25. Image in the center symbolizes a firm website of a garage.
The garage owner to exist on the Internet should in a visible way add their link
to all headword (NP sites) that can be associated with the services rendered by the garage.
PSN → NP
Serwis opon → Tire maintenance
Computerized wheel balancing
New and used tires
Szamarzewskiego 42, Poznań
Replacement of brake blocks, oil, tires, wipers
Automobile mechanics
Repair of cars
Garage
Auto-Zagórski
KFZ Reperaturwerkstatt

In the "Marketing & Media Ecosystem 2010" report we can read:

82% respondents said that they **would like to interact with customers more**, and **80%** would like to experience the **behavioral targeting.**

The report shows what we have been saying in IAB for long: more and more advertisers and advertising agencies all over the country become aware that interactivity is the clue of the new advertising strategy, said Randall Rothenberg, the president of IAB.

The report was developed based on a survey of over 250 advertisers and 75 representatives of advertising agencies and largest media-focused corporations in the USA.

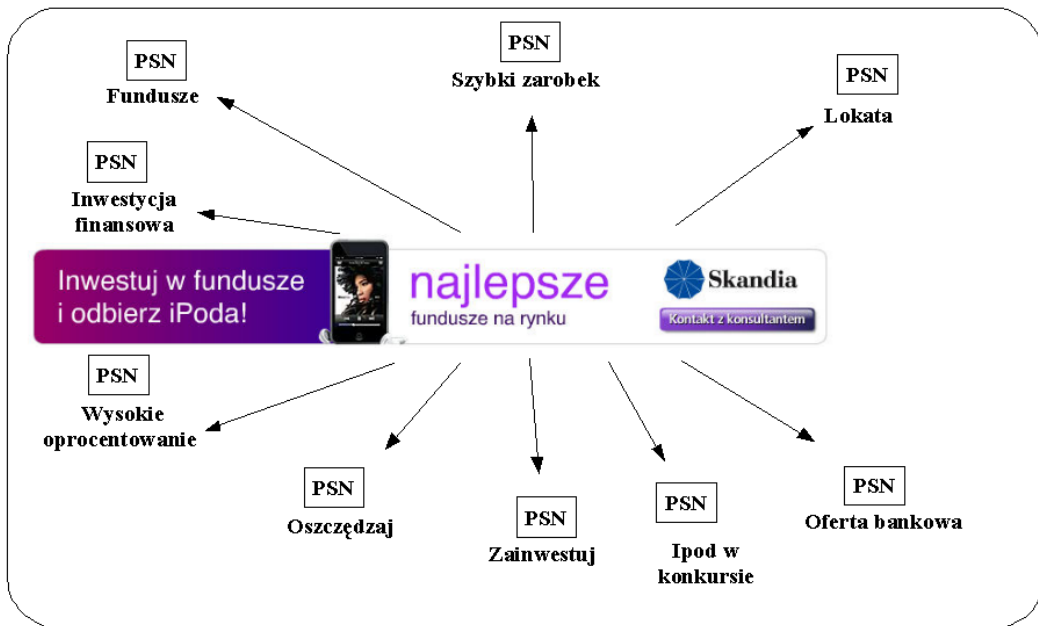*source: 26.10.2007 Internet Standard.*

Fig. 26. Visual advertisement, on the other hand, refers to its recipient that searches some answers and can be posted on such NP sites that are most probably viewed by the recipient.

PSN → NP
Szybki zarobek → Quick money
Deposit
Bank offer
iPod as a prize
Invest
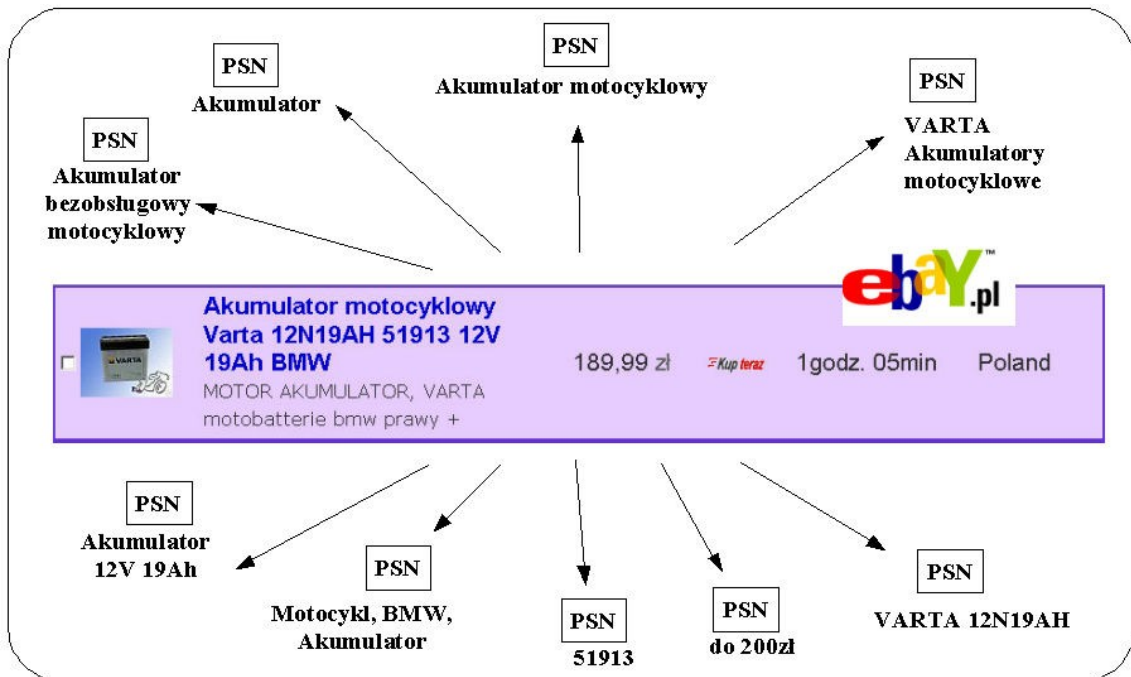Save
High interest rate
Financial investment
Funds

Fig. 27. Even a regular sales advertisement in an auction service cat get through to a larger number of potential customers who do not know about the product put up for a sale on the Internet yet and start their search through POI from the most adequate according to them NP name.

PSN → NP
Akumulator → Battery

Motorcycle battery
Motorcycle batteries VARTA
VARTA 12N19AH
up to PLN 200
51913
Motorcycle, BMW, Battery
Battery 12V 19Ah
Maintenance-free motorcycle battery

Annotation B. Our subcontractors are companies that specialize in servicing some parts of the project. {20%}

The project is vast and can quickly arrive at the position of the monopolist. We want to avoid that „stage", so we distribute some tasks to other entities. This way we re-direct our customers to their services and often to their websites.

This distribution is necessary for satisfying any possible attempts of competitors and for maintaining the leading role of the project. We are well aware of that and capable to accept the responsibility for the structure development as it could be **considered a new medium** – a partly separated virtual space with its own type of resources and specific (practicality-focused) form of communication for its users.

We already know that individual companies from the Internet and Advertisement sectors are going to **cooperate closely in respect of the project servicing** in terms of advertisement and specific solutions for customers of automotive, pharmaceutical, telecommunications, financial, ecological and other sectors. Their intermediation will be a source of additional revenue for the project.

Moreover, other companies will service the project's functional parts for regular users. These are systems of statistics, surveys, voting, counters, scoring, website and file storing, chats, blogs, guest books, and systems of announcements, micropayments and many others.

11. REVENUES calculation

11.1 Revenues in time

Revenues evaluation in year one, two and three, when the project is forecast to reach its target profitability. (The evaluation is presented in the Excel calculation on the enclosed CD)

The Internet is a quick environment with quick contacts. Our portal, as an absolute novelty with high interactivity and remuneration for most active users (ADMI) may shortly turn out to be a **market hit**. We are expecting a significant development on the Polish-language market and wish to support it by using all marketing tools available.

The interest in our services will increase as the market position will rise and the visiting figures grow. Moreover, the process is driven by a mechanism of **"we share money with the users"** that at present is practically non-existent on the Internet.

Yet, such mechanism is quite common in the Real Life. All companies that want to be efficient, competitive and strong must engage employees who receive salary for their work.

We have no idea why this principle is not used on the Internet. We want to change it by delivering a part of the obtained capital to the mass user „for the work performed". Such work is much more appreciated by the users and additionally supports ADMI's involvement, taking into consideration the fact that the ownership of the NP is not life-long and can be lost at some point.

Social argument:

If we let (*having no choice actually*) companies flood us with the advertisements that change the appearance of towns and cities, clogs our mailboxes up, interrupts TV and radio programs, covers the text on websites with jumping pop-ups, then let the **masses of Internet users** to participate in the revenues from such advertisements throughout the system. This may encourage those to whom advertisements are directed (and not only the owners of advertising agencies and media) to purchase more. (Fig. 28)
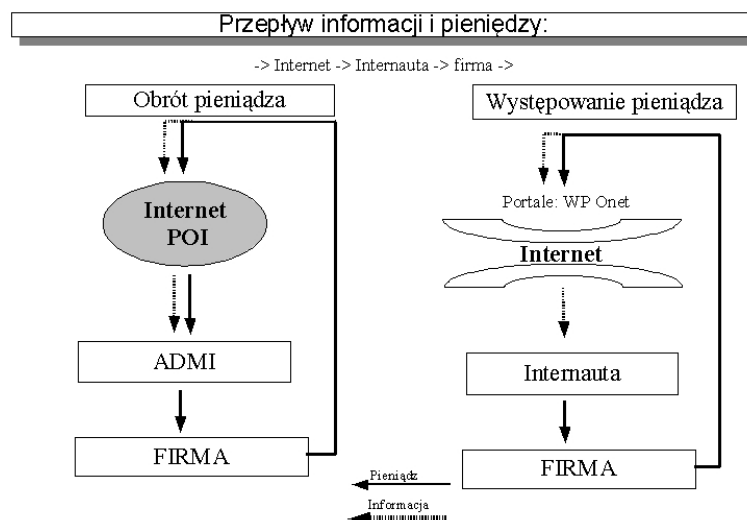

Fig. 28. Nowadays the funds flow is blocked at the point where the advertisement is placed. We want to unblock it for the portal to succeed

Information and cash flow
→ Internet → Internet user → company →

Cash flow
Internet POI
ADMI
COMPANY

Cash generation
Portals: WP, Onet
Internet
Internet User
COMPANY

Money
Information

11.2 Calculation of revenues

The estimated future revenues from the on-line activity may exceed the revenues of today's giants. The anticipated billions of income are based on **the project's advantage, stability and solidity**. The project is necessary to **control the chaos** in Information market and to implement an improved clarity of Knowledge.

We have carried out two independent calculations assuming two thresholds of the Investor's start-up contributions. The amounts given below are based on the costs and revenues calculation covering 3 years of operation. Nevertheless, we are prepared for a much quicker course of actions.

CD contains the calculation no. 2. Whereas Calculation no. 1 was supposed to generate the minimal amount required for a convenient start/initiating of the POI/eaaaa portal.

Polish calculation:

nr.	start-up contribution contribution/profit	1 year	2 years	3 years
1.	PLN 240,000 [1/41]	PLN 170,501	PLN 2,424,114	PLN 10,010,167
2.	PLN 1,900,000 [1/16]	PLN 1,050,398	PLN 3,813,572	PLN 30,764,901

Calculation no. 2 is set up to give such figures that will provide **400% of surety** of the investment's **success**. The result obtained **need to be still multiplied** by a number of the majority of more profitable **foreign-language markets**.

The calculation has shown that a lower start-up investment is a relatively more beneficial, but it does not exhaust all the possibilities of the project that could be utilized for increasing the income from the Polish market alone.

Investor's or sponsor's support is the start-up contribution. The amount given in calculation no. 2 is not rigid.

The calculation may not show the full profitability of the portal (which would be possible to calculate), as the project is an open structure and not a closed business

model. Analogically, it is impossible to tell now what the turnover of EU's Internet companies is going to be in 5 years.

However, we expect to take the leader's position in the Web at the financial level as well and be even more successful in business terms than the projects such as *Google, Facebook, Amazon* are now.

<u>What are the results of income calculation based?</u>

Revenues depend on the project's structure and its competitiveness compared to the existing advertisement platforms. Major revenues in the first settlement period of **3 years come from the traditional visual advertisement**. On our platform, the advertiser is in direct contact with those **customers** who are **interested** in the product advertised or are **searching** for it (opposed to the today's "potential customer" on a multi-thematic portal). This is a novelty, and such circumstances are provided to the advertiser due to the thematic scope of the NP on which he/she localized the advertisement and which "his/her" customers enters.

For example, if you are a manufacturer of LCD monitors, the first place to post your advertisement for a new model of a **LCD monitor** would be an NP with the name: "**LCD monitor**", or even "**LCD**" alone, and then also "**computer hardware stores**", "**LCD monitors auctions**", "**price comparison engines**" (Fig. 25, 26, 27) .

In theory, the advertiser has the possibility, throughout the time when customers are searching for their optimal product, of **accompanying** them with the **advertisement**, and ultimately even "negotiate" the selling price or conditions (by providing various options), depending on the selected content present on consecutive NP sites that are visited by the customers.

12. EXPENSES calculation

As mentioned before, both the revenues and expenses are slightly different from those regularly analyzed in on-line business projects.

The purpose of the expenditures is to generate the revenues.

POLISH calculation of expenses, (the 3-year-long period is described in a separate Excel calculation on the enclosed CD)

The costs are composed of (estimated share in %):

1. Maintenance fees for the project's headquarters and servers 30%
2. Employment costs of ADMInistrators of NP sites 25%
3. Liabilities payable to investors 15%
4. Portal's own projects 15% (point 10.4.f)
5. Portal's own investments 15% (point 10.4.f)

Detailed costs of preparation and launching of POI have been presented in the Excel calculation on the enclosed CD. („calculation_poi" Excel file presents the finance in the 3-year-long plan)

12.1 **Estimated costs** at the start of our operation: 1-12 months

Employment:

Personnel	Scope of responsibilities	Remuneration
6 programmers	½ time job	PLN 4,000/person gross
12 employees of the Headquarters	management, accountancy, editor, HR department	PLN 4,000/person
20-30 teleworkers	programmers, editors, moderators, clearing personnel, translators, secretaries	PLN 1,400-2,800/person

Office organization:
- office space rental   120-150 m², PLN 4,000/month
- adapting the office, purchase of furniture
  and office equipment: PLN 30,000
- purchasing the computer hardware   15x PLN 2,500 = PLN 37,500

Accountancy: accountant's office space rental,   PLN 1,500/month

Other
- Legal support and consultancy: PLN 2,000/month
- Technical & programming consultancy: PLN 2,000/month
- Translations: PLN 2,000/month
- Servers maintenance and servicing costs: PLN 5,000/month
- Training and travel expenses of the
  Headquarters' employees: PLN 1,000/person/month

12.2 **ADMInistrators employment costs** and portal's **internal investments**
(plan for the post-investment period)

The income following the payment of all liabilities related to the structure's operations is divided into two parts:

1. ADMI employment costs -   {50% of the amount}
2. Internal purposes   {50% of the amount}
    a) national purposes   [25%]
    b) foreign purposes   [25%]

        - based on national voting   (12,5%)
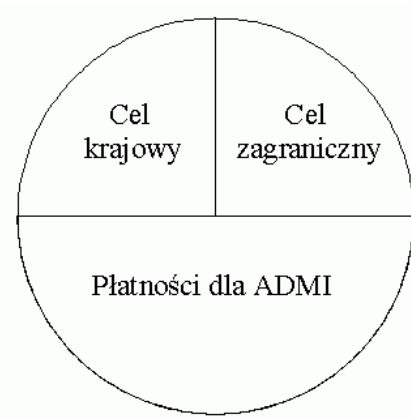   - based on global voting   (12,5%)

Fig 29. All portal's active users decide about the amount of individual components within the above diagram.
National purpose
Foreign purpose
Payments for ADMI

13. People – description of the initiative group

> *„Do not require a house designer to erect the walls and cover them with a roof.*
> *But he can be useful to mount the door or the gate at the end*

Team Members will get involved in the company's operations by subscribing for the shares in the company and resigning from the current work positions.

Designated Members of the Association and their scope of duties:

The Management Board of SIP Sp. k (the Management Board of the Headquarters, part 1)

Investor X
- ❖ Role in POI: Project's Finance control and any possible organizational support

Finance – Adam Alagierski (41) – the project originator; broad command of the Internet and interdisciplinary knowledge, great experience in working with people, future finance, from 1999, speaks English.
- ❖ Role in POI: Major financier, HR moderator, major advisor for strategy and cooperation with business entities and investors.

Marketing Manager – Adam Bilewicz – owner of the Marketing Agency holding reknown customers such as: WBK, Pfeifer & Langen, Kompania Piwowarska SA, Lidl Polska, Luboń Z.CH.
- ❖ Role in POI: POI's marketing, portal's promotion, today: presentations, efforts to obtain financing,

First Administrator of the System and Equipment – Maciej M. (40) – IT specialist, Poznań University of Technology, programmer, many years of experience in managing an Internet company, designer of software and IT systems, application of the Internet technologies from the beginning of the Internet in Poland, cooperation with over 200 small, medium and large companies from all over Poland. The customers include Kompania Piwowarska SA, Institute of Literary Research at PAN (*Polish Academy of Sciences*), Kulczyk Tradex Sp. z o.o., Skoda Auto Polska SA. Speaks fluent English.
- ❖ Role in POI: Administering the system and equipment, Data Base Management

Negotiations and Contracts – Radosław G. (38) – IT specialist at Poznań University of Technology, critic, owner of an Internet shop with a global reach, several years of experience in managing his own company and a joint stock company in the advertising sector. Speaks fluent English, speaks German.
- ❖ Role in POI: Marketing strategy, preparing and conducting negotiations and concluding contracts.

THE MANAGEMENT BOARD of the POI Association (the Management Board of the Headquarters, part 2)

Chairman and First Manager – Ziemowit Gólski (41) – the project originator, from 1998, Adam Mickiewicz University in Poznań, co-owner of PLANet Sp. z o.o. where the project concept originated in 1997-98; manages his own business operating in various sectors including electronics, heating, trading, chemicals, tourism; President of the Association and Foundation, employee of three advertisement agencies and corporations, worked as marketing manager and in procurement. Experience in managerial positions; speaks fluent German, speaks English.

 ❖ Role in POI: work moderator and organizer, system administrator, major advisor, POI chairman, in the beginning chief manager of programmers.

Human Resources Division – Bolesław Dębowski**.** (40) – Poznań, support for negotiations, from January 2006, couching

 ❖ Role in POI: human resources division

Secretary's office – Agnieszka G.Z. – Adam Mickiewicz University in Poznań, office works and HR-related works, from 1998

 ❖ Role in POI: Organizing the work of people and office, Managing the User Contacting division.

POI's **HEADQUARTERS, OTHERS**:

Łukasz F. – managing LANs, installations, equipment, Bundesministerium Bonn. with POI from 1998.

 ❖ Role in POI: Managing the networks and equipment.

First ADMInistrator - Krzysztof Mrożek **–** First ADMI, development of NP editing issue based on the NAME: CHESS, voluntary from 18.03.07

 ❖ Role in POI: Division of ADMI moderators

Advertising Strategy - Przemysław D.(44) – Own successful business for 15 years, Advertising Agency. Very well-known customers. Campains all over Poland. Most recently specialised in videobillboards, and advertising activity on the Internet, speaks English fluently.

 ❖ Role in POI: Advertising services rendered for businesses and POI system in respect of posting advertisements on the Internet, major advisor, as an external company.

Editor: **Alicja R.** voluntary from **10.2007**

Vacant job titles in POI - most important ones
targeted Chief Manager, Accountant.

Can a product created by a group of very passionate people after their regular hours of work be better than a product of a large corporation? The example of millions of users and governments of consecutive countries that switch to the open source software show that it is possible. **Programmers are the magicians of the contemporary world** *and they modify the digital reality through the Internet.*   *Quote   from* http://www.marketing-news.pl/theme.php?art=511)

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14. Organizational Structure

14.1 Authors of the concept: Ziemowit Gólski and Adam Alagierski.

Legal entities:

PORTAL OTWARTEJ INFORMACJI „POI" Association
SPI Spółka komandytowa – operates in the hosting, IT and computer sectors

POI Association
(Association registered in 2005)

Standard for Information Presentation
Ziemowit Gólski, Spółka komandytowa

Contact

www.eaaaa.info – temporary address of POI's Headquarters
www.aaaaa.pl – Portal Otwartej Informacji Polska

On-line:
biuro@aaaaa.pl

Telephone: 663 97 36 98

Address

SIP Sp.k.
Stowarzyszenie Portal Otwartej Informacji
Jackowskiego 30A / 6A, 60-512 Poznań, Polska

(Tax Identification Number) NIP 7811765148
(Company Registration Number) Regon: 300060620
(National Court Register Number) KRS 0000232152

Chairman: Ziemowit Gólski

Assignments

PORTAL OTWARTEJ INFORMACJI Association will have **copyright to the POI project** and the task of **maintaining it and representing it** on the Web.

The Company represents the originators and will receive the task of **developing the portal from the organizational and programming side**.

14.2 Project's HEADQUARTERS

The HEADQUARTERS is required to establish the eaaaa central point that provides supervision over the IT structure and brings the project forward to the functional maturity and takes it to the international level. We intend to reach **the full maturity of the project by the end of an 11-year-long period.**

The both above mentioned entities constitute the organizational pier of the **project's**

main HEADQUARTERS and cooperate in full agreement.
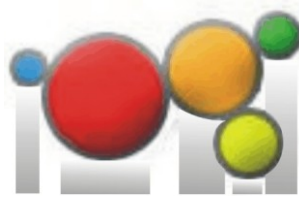
First logo of POI / eaaaa.
The users control their interfaces by themselves, including making decisions on what is supposed to be displayed in the place of logo of POI/eaaaa.

The function of the POI HEADQUARTERS is to develop and maintain the project on the Internet. To the users, Web ADMInistrators it is available as the HEADQUARTERS.

HEADQUARTERS is also the localization in the building in which full-time employees and representatives of the Association and the Company work. We forecast that after a few years of operation the employment figures in the Polish Headquarters (and global headquarters as well) will rise to 1000 employees (including 700 teleworkers)
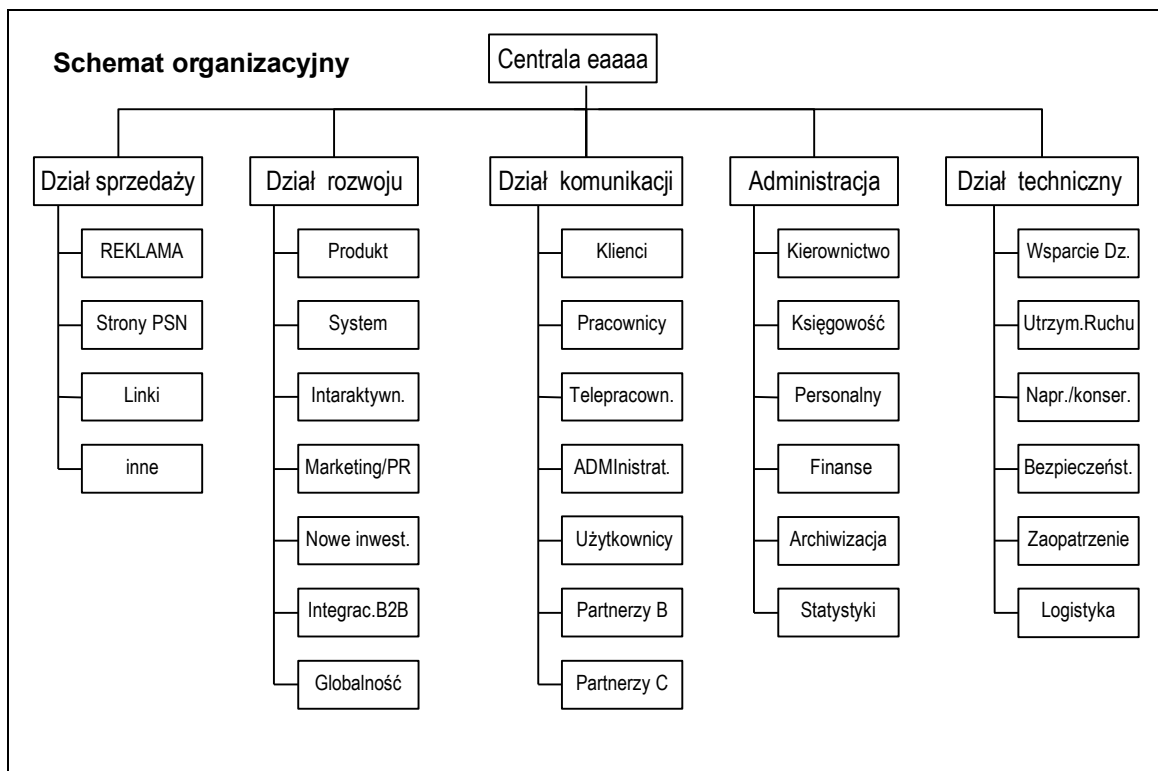

Fig. 30. Organizational diagram of the developed POI and eaaaa Headquarters servicing the Polish market, subcontractors and language affiliates of the Headquarters abroad (B, C partners)

Organizational Diagram
eaaaa Headquarters

Sales division	Development division	Communication division	Administrative division	Technical division
ADVERTISEMENT	Product	Customers	Managers	Support
NP sites	System	Employees	Accountancy	Traffic Maintenance
Links	Interactivity	Teleworkers	HR	Repairs/Maintenance
other	Marketing/PR	ADMInistrators	Finance	
	New investments	Users	Archivisation	Security
	Interactivity B2B	B Partners	Statistics	Procurement

	Globality	C Partners		Logistics

As as the presdent stage the POI Association is not a reliable legal form for financial institutions and the investor, the company shall act as the executive body to implement the concept.

The investor will specify its expectations and appoint persons to support the operations of the management board, control the expenditures and keep accounting books. The investor will also support the Association in consultancy work and will make every effort to facilitate the project's success.

The Association and the Company, as the copyrights holders, will appoint some of their people for performing programming, organizational and marketing assignments for POI.

The Headquarters of the project will be located in Poland and manage several dozens of Language Affiliates all over the world.

14.3 Statutes of the Association. Purpose and tasks.

CHAPTER 1

§ 1

1. Portal Otwartej Informacji POI Association, hereinafter referred to as the "Association", is a voluntary, self-governed and permanent union with the purpose to conduct lawful operations for the benefit of people who are willing to use the Internet resources in respect of reliable and free **information that is used for improving one's health condition, professional, family and financial situation, for supporting the education of children and self-development as well as for attenuating the sources of social problems and tensions**.

……..

CHAPTER 2

Purpose and means of operation

§ 9. The Association's purpose is to collect and make available any **reliable, reasonable, concise, well-organized, quickest and free information** and also to **remove any blockages in the flow, access, understanding and application** of such information.

§ 10. The Association shall fulfill the objectives as set out in § 9 hereinabove particularly by means of:

1. within the scope of operation concerning the information itself:

    1. **Building an IT Structure on the Internet**, hereinafter referred to as "**IS**" that is the major project of the Association and through which the Association shall operate.

    2. Propagating the joint output and achievements of societies.

2. within the scope of operations concerning the application of information in the social life:

1. Strengthening of family ties, friendship and acquaintance.
2. Health protection and promotion.
3. Acting for the benefit of the disabled for whom the computer can be a great tool for work.
4. Promoting the employment and occupational development of people without work or experiencing a risk of loosing it.
   a) managing and creating work places for the unemployed.
   b) managing and creating work places for the disabled.
   c) managing and creating work places as an additional task that is complementary to the work performed and as a form of support for the already obtained work places.

5. Supporting the development of local communities and unions as well as of small businesses.
6. Supporting socially strategic projects for their better utilization for the society, in particular in respect of:

   a) proper nourishment and treatment

   b) preventing children from accessing undesired information,

   c) learning and interpersonal communication,

   d) housing problems,

   e) application of scientific achievements in the area of environmental protection,

§ 11

The Association fulfils its purpose by performing the tasks in compliance with the applicable legal regulations.

The elementary assignments of the Association include in particular:

1. Coordination of aim of IS users and members of the Association.

2. Maintaining the Association's "IS" on the Internet.

3. Propagating the Association's "IS" broadly in consideration of the methods and techniques applied therein.

4. Initiating and executing scientific and research projects concerning the Internet and the Association's "IS".

Why an Association?

With its existence POI Association gives a guarantee and provides security
of users and contents and of the portal's construction stability.

- Maintaining the ownership of POI as a common good (just like high snow-capped summits and the sea).
- Correctness of funds and material flow (openness).

- Appropriation of the capital collected (we decide whereto).
- <u>Ownership of your</u> selected NP (like a plot of land).
- Securing the copyright and <u>protecting the priority of ideas</u> and the Information sent.
- Beneficial and transparent participation of business entities in POI (companies and investors).
- **No possibility of selling the project** because in a few years the mature project will still be interrelated with the operation of the Association.

<u>Cooperation with other entities</u>

To support the project, the HEADQUARTERS and the IT Structure itself will be based on external **suppliers of specialized solutions**. Ultimately, these will be **dozens of companies** offering various functions to the system, such as: user registration, statistics, e-mail accounts, advanced banking servicing, micro-payment systems, storing of files, pictures, personal data, notification systems and others.

15. Resumé

Usefulness

We wish to implement a new type of the IT structure to the Internet that will compete with the current website-based operation of the Internet. Our structure prevents the system entropy by using the information template enabling easy finding of the desired information which can now be reached only by selecting a number of websites with unpredictable contents and varied logical structure, such selection depending on thousands of results obtained from the Internet search engines.

Society

Our structure is developed by active users and volunteers paid adequately to their involvement. Their job consists in organizing some selected space in the structure that is divided by means of the elementary websites call NP (Name's Fundamental Site or Name's First Site). The society focused around our structure has an influence not only on the content structure, but also on its further development, concluded contracts and the evaluation of the content of NP as individual system components.

Pro bono publico

The system nature is open and focused on the widest participation ever of practically all groups of Internet users and on attracting new users. Consequently, the system offers an easy and relatively cheap access to the companies, this being a major assumption of ours. Moreover, we intend to create the first ever platform for easy interpersonal communication and information acquisition, either in a form of knowledge or entertainment. At the same time, the platform will ensure the best security standards for minor Internet users, and friendly Internet content for elderly people and TV viewers. We chose the information which is useful to the user. We wish to do away with the Internet perceived as grand dumpster with helpless Internet users unable to change anything.

Finance

Total transparency and openness of the Information, from which our structure takes its name: *Portal Otwartej Informacji* (Portal of Open Information), will also be reflected in financing the Headquarters' operation and remuneration for active users.

This form will largely facilitate the cooperate with subcontractors and investors.

Multiculturalism

As our target is to establish an alternative to the current manner of the Internet operation, we expect to expand our structure on other countries and languages, thus creating a world-wide

platform for easier exchange of information.

Main purpose

Our main purpose is to provide access to the Information by changing the way in which users move currently around the Internet by means of organizing its content according to different rules, using one template and the community gathered around the POI structure.

Innovation

The project's innovative feature lies in the fact that it is the main point of reference when looking for and publishing information on the Internet.

This objective is implemented by means of the overlay, or in other words a sort of "cover" for the existing Internet resources, which is relatively easy to use.

Message

As this Business Plan has been made avaliable to the public, we encourage all who appreciate its significance for the society to provide support for the team that has initiated its start-up and execution. Our request should also go to the greatest Internet projects such as *Google, AOL, Ebay, Facebook, Onet, Wp, Interia, o2, Fotka* and many others. You will also support us just by refraining from competitive operations.

Close-up

The major objective of the eaaaa project is to benefit the society in the most general terms imaginable. The portal is intended to become an efficient tool in the hands of the society, in consideration of multiculturalism, natural human hierarchy, personal talents and aspirations of the user.

We wish to turn eaaaa into an efficient and useful tool for coping with different problems starting from individual, every day troubles up to social and world-wide difficulties. Ultimately, we want to face eaaaa with the greatest challenges of the world: Internet accessibility to children, famine, diseases, disproportionate revenues, and peace in the world. Therefore some regulations concerning the behavior in the eaaaa structure are different, unexpected, but also interesting, as the perspective of their development is intriguing and reassuring at the same time. Therefore, we introduce them right at the beginning of the eaaaa existence.

Eaaaa is not just another Internet portal and is not based on work performed by robots. Instead, it is a solution that is based on the existing Internet services and users. It is an added value that unifies and reorganizes the human and Internet potential for the performance of one general purpose, for the benefit of the society.

Eaaaa means plenty of reliable, practical and quick Information, cooperation of the Internet users and businesses. It is a process in which a global project is born with the possibility of practically all Internet users participating in that creation.

This Business Plan was developed by:

Adam Bilewicz,
Bolesław Dębowski
Ziemowit Gólski

15.1 Answers to questions: (asked personally)

1. Why eaaaa.info?

- Europe, Africa, Americas, Australia, Asia – this name will not put you off, but is very serious. In the era of mass „word formation" movement on the Internet, the name needs only to grow on you. „Info" signifies the portal's appropriation and makes the new platform more official. The rule is analogical to another technical name for an environment = the Internet. Eaaaa is a bridging construction in this environment. Eaaaa.info should not be considered a name of a company. It is rather a name of a new medium (like press, telephone, Internet).

2. Why did the project need 11 years to mature?

- this is connected with to the full interactivity of the project expressed in the openness of the Headquarters, influence of users on its operations by their participation in the process of planning further investments of the Headquarters. All that needs time. A project is mature when tools for managing the Portal's headquarters are ready, and the project's global structure is saturated with Information and practically linked to the life of users. Only then can the steers of the Headquarters be given to the Internet users within the hierarchy (that has meanwhile naturally established) of active users inside the project.

3. Why did you wait 10 years before executing the idea?

- the vision alone is not enough. As neither we nor the Internet were ready for implementing such a structure – both parties had to mature and grow older (and learn how to type☺). For all these years we had been looking for the answer to practically one question: How to make it? Now both we, the originators, and the Internet, which has grown and matured together with its users, are ready for the implementation.

Dlaczego 10 lat czekaliśmy na wdrożenie projektu ?

1998 rok

✓ skromne zasoby
✓ niewielki wybór usług gotowych i darmowych
✓ słabe łącza
✓ low usability
✓ **niewielu użytkowników**
✓ firmy mało liczne
✓ technologie i oprogramowanie sieciowe w rozwoju
✓ PHP, MySQL na serwerach za dopłatą
✓ CSS2 nie istniało, CSS mało stosowane
✓ pomysł zbyt nowatorski

2008 rok

✓ pierwsza prezentacja projektu eaaaa

Fig. 31. Fragment of a current PowerPoint Presentation.

Why did we wait 10 year before implementing the project?

1998
limited resources
a little choice of ready-to-go and free-of-charge services
week Internet connections
low usability
few Internet users
few employees in many companies
technologies and network software under the development
PHP, MySQL on servers against additional payment
CSS2 did not exist yet, CSS not very popular
the idea was too innovative

2008
first presentation of the eaaaa project

4. Who can be an Administrator of a NP site?

- all and only physical persons, concrete humans, can become ADMIs. A company (legal person, a business) cannot be a supervisor of a NP – (*it has no arms or legs, and robots are not allowed!*). A NP can function well without being supervised. And in case of a company, it is the company that appoints an employee to represent the NP in the structure.

15.2 Questions about the project asked from the Internet.

From casual Internet users (who have e-mailed us).

What for?   Answer to the question „What for do you launch Portal Otwartej Informacji?"

   * If we are in 100% satisfied with how the things go on in our environment, then I agree there are no reasons for that. It would be mixing the water, or indulging in idle chatter just for fun. It is a banal answer, but also a true one.

   * If we let others change the world around us (and here particularly the

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applications on the Internet), we will be only observers of what happens. This has happened to many interesting and intelligent people. They lose, i.e. they can't change anything, because they act alone.

* POI project is supposed to concentrate activities of the Internet users in such a way so that all their operations will finally start to mean something, but it needs to be done in such a way so that they will also get SOMETHING (concrete and measurable). And this is the project's gist.

* A small group can be paid, but a mass of Internet users cannot. Someone will need money, another one some free space on the Internet, another one wants to control something , and these needs can be satisfied by POI in all its complexity.

* The most important power of POI is the number of the Internet users. First we need to be gathered and then appropriately directed. But you cannot direct a million (or more) people, therefore the project also considers the management through Internet users. The directing function comes down to managing small fragments of POI.

* What for? We will know – all for ourselves and in due time. It is important to have the correct direction and a friendly objective.

Refreshment of the information in POI – who is going to do it, how is it going to be done, what is remuneration going to be and what is the quality going to be like?

Answer:

The beginning is important: Every NP site either **has** or **has not** a **physical** supervisor/owner. A company (legal person) cannot be a supervisor of a NP – (*it has no arms or legs, and robots are not allowed!*). NP may function without supervisors.

– ADMI may be the NP owner, but a different person can be the NP supervisor.
– The payment issues are then settled between them.
– The NP has two major modes of the content management: editing exclusively by the ADMI and editing exclusively by the Internet users.

1. Information is **refreshed** in POI on each individual NP site by:
    a) publishing the information once – by a user
    b) continuous supervision and re-editing of the site by its supervisor - ADMI
    c) including more entries by other users in appropriate places
    d) providing advice, comments and assistance to ADMI.

2. Information in POI is frequently **re-edited**:
    a) similarly like in Wikipedia for:
       - module that enables adding info by everyone, e.g. FREE
       - TOPIC module that can be executed partially on Wikipedia's

> engine

b) through an active participation of ADMI who tries to achieve the best scoring possible for their NP, which is reflected in their revenues, see similar at http://pl.shvoong.com/

3.   Information is edited, updated, evaluated and complemented in POI against something valuable:

> - remuneration
> - points that can be exchanged for money, merchandise, service,
> - hierarchy.

4.   Quality of Information in POI.

– Majority of POI resources will cover the Internet resources, and so their quality will be comparable, this part of POI is close to the thematic and (caution!) semantic catalogue.

– Information is edited in POI generally by all these Internet users who are active now. It does not matter if they do it of their free will or are ordered to do it.

– Those users who will try to ADMInister a NP for which they are not prepared, will lose the job because the system will note their incompetence: opinions, complaints to POI's Headquarters, negative points, lack of supervision, low revenues. However in case of ADMIs with no competence, they could also stay longer, as the NP site was given to them to own. Ultimately, a tribunal/voting is organized and the NAME can be taken by someone else.

5. The content of each NP is also modified automatically through:
– visiting figures
– good opinions
– number of points obtained for many different elements of the NP.
– segregation and filtration

 * You must remember that if someone got into the business of NP ADMInistering, he/she will in a natural way care about:
– visiting figures
– good opinion and high scores
– high revenue generated by the site.

Is it about creating something like "republika WWW" (Onet.pl)?

> This portal also has a tool for creating websites and you declare right at the beginning to what category your website should be added.

Answer:

   * Yes, but I want to go even further. In *republika* we have now 114,088 websites = editors. This is a great potential of people who have already done something.

   * In here we will not have any declarations concerning categories. That would be too general. The choice of the NP's name will be the declaration on the

topic of the website. Naturally, also in here we will assign NP sites to one of higher-rank thematic division.

* However, the topic from the given website is the one of the kind in the system. The website will have places prepared for attaching content in the topic, file in the topic, link in the topic, etc. It will also be possible to run a forum or guest book, add comments, vote for issues in the website's topic, etc.

* To some extend it will be a small thematic vortal. And there will be thousands of them. In theory, every website can be taken care of by a different Internet user. It will be the user's distinction in the system. In here the user can also attach their personal website, e.g. the one in *republika*. The Internet user will be more visible and significant than in *republika*, because the topic that they are leading does not have to be linked with the theme of their homepage, and will also generate traffic.

Why will users come to eaaaa?

Why will the first ten users come…? (Question by Mr. Tadeusz Witkowicz)

1. The project's main website (in the banner?) will contain such advertising & introductory texts as:
   o eaaaa.info = information from Europe, Americas, Asia, Africa, Australia, – the right global name.
   o the greatest Internet project of the world starts in Poland!
   o Poznań challenges the world – in some circles it is said that in Poland and probably in Poznań there are the best IT specialists of the world – according to the results of Olympiads in Informatics.
   o your knowledge, command of the Internet, ability of building websites and writing texts are not important
   o start acting, take care of a piece of the Internet.
   o the service guarantees that information can be found immediately after it is entered, and after some time also in the search engines.
   o the early bird catches the worm – book your name ahead (names are unique)
   o let yourself be seen on the Internet,
   o work for yourself with a benefit for others,
   o book yourself a work place
   o you have not seen something like that before, although you know it in some parts.
   o there are things that can be done only together – we need you,

2. Introduction (description, diagrams) to eaaaa depending on the users' orientation and interests:
   o if you are a fan of somebody, something, music fan…
   o if you are a scientist…
   o if you are a specialist, hobbist…
   o if you handle information as your profession
   o if you are a company owner, have your products, services…
   o if you just want to place some information on the Internet…

3. The portal will host the history of the project development written in an interesting way. We all like intriguing stories, this one also has some tidbits.

4. Good description of the entire portal that can be re-printed in press, newsletter for the press.

5. Features of the eaaaa system are different from the competitors' ones and they are trustworthy:

    o you get something to own, you are much more visible;
    o it is an interesting idea, operation is easy, it reaches globally;
    o the finance are available to everyone;
    o plans are available and you are promised to be able to vote for options and directions of the portal development up to the management level;
    o real needs of the Internet users are satisfied;
    o you can prove your strengths, be a success, raise your prestige, participate
       in competitions, make joint decisions, cooperate (see point 7 below)
    o you can earn money – source of additional income. this is also telework for the Headquarters.

6. Indications to other ideas and the project's options:

    o megamodules based on the structure: Streets, Find me, Internet Cruiser, Calendarium (*more at your request*)
    o execution of your own ideas (ideas will be voted over, support and execution of the ideas, Bank of Ideas)
    o Eaaaa's own projects in which all users could participate: e-companies, on-line and off-line investments of Eaaaa

5. Inside the descriptive websites short serious descriptive texts (we refer here to our responsibility towards the project and we show its rank) – and you can participate in that.

6. Advertisement:

    a) by entering into cooperation with a few portals (for integrity of which we are going to apply) such as auction services, announcement services, blogs, forums, thematic catalogues, stores (now free at times), we, as the society, will use the already existing structure of contacting the users and placing banner-type advertisements, which will all build more trust and will of cooperation. (as the cooperation develops we will request these portals to adapt to our standards)

    b) logos of the cooperating portals on our website.

    c) a form of appreciating every new participant: e.g. PLN 1.00/person until we reach the number of 20,000 users solicited this way.

    d) we can start informing the Internet users about our portal by getting to the disabled first, and then let the news be spread by the users themselves, with no additional advertisement. This method will ensure a quite even and steady growth of the number of users.

    e) selling the NP „names" (i.e. individual single websites of the Portal) at Internet auctions for PLN 1.00. In each thematic division in the service there are different groups of headwords – this form can also have some agents responsible for selling them.

7. Contact with users:

a) proposal of a training and ultimately holding a function in Eaaaa or the Headquarters:

o as support for the newly established administrative structure of Eaaaa, responding to letters in selected specializations: secretarial issues, soliciting customers, sales.
o as a proof-reader of NP sites – counseling, evaluation and correction;
o as a moderator of one of Eaaaa forum in a narrow specialization
o as a controller of links' functionality and content, reacting to irregularities in the Eaaaa systems in respect of editing choices.
o as a constructor thematic branches, organizing on-line conferences for ADMIs
o as a language proof-reader
o as a translator and person checking the places of the system's language versions
o as an employee of Eaaaa's Headquarters

b) emphasis is laid on the active contact with users:

o responding to e-mail
o assistance in problem solving.
o advice and recommendations, creating the FAQ section
o delivering on-line lectures to streamline the cooperation
o regular mailing services.

8. The Internet users will come up because the project:

o is something new and interesting
o is easy to operate and construct
o refers to each and every aspect of the Internet and our reality
o integrates the existing solutions and Internet services
o will activate the potential hidden in the common sense of the majority of the Internet users
o will establish a global and coherent business market in the space of the Internet
o aims at globalization of education
o offers new solutions and services
o is flexible in terms of the requirements of social, religious, national, language and cultural standards
o reaches globally and supra-nationally with no limitations in terms of languages
o because the Internet market has not put such or a similar proposal forward

Such an project like ours could not be possibly executed without an active and direct participation of thousands of the Internet users or without the acceptance of the major benefit for Them.

Why the editors (ADMIs) **of websites** (NP) **will be eager to write and what will motivate them for work at eaaaa?** (Question by Mr. Tadeusz Witkowicz)

Actually, many reasons have been already specified hereinabove.

1. Because the invested work is not wasted.

    – ADMI is the NP site's owner
    – ADMI may earn money if the visiting figures exceed some specified limits
    – ADMI may re-sell the name at an auction and earn money
    – The NP site provides him/her with the possibility of generating income outside the Eaaaa system

   The above described circumstances result from the specific module of the NP that can be dedicated to anything really.

2. Because the Eaaaa structure is and is supposed to be stable. Eaaaa cannot be re-sold. And the transparency of financial issues and purposes of the project raises no doubts.

3. Because ADMIs will have a chance of expressing their opinions about the company, employer, product, service, and these opinions will not be lost in the chaos of the Internet and can be found easily by all the concerned.

4. Because the work contributions (posting the links, texts, pictures – even without any payment for the provider) generate benefits for the environment or the society: prestige, exclusiveness, distinction, visibility, ownership, managing a group, or even **saving the world** on you unique "plot" of the Internet, i.e. on your own NP – this benefit applies to the portal's main constructors: average Internet users, irrespective of their age, sex, profession or education.

5. Because this work is interesting.

15.3 Attachments on CD, Address, Abbreviations and Acronyms

Attachments on the CD:

Run file: **index.htm** in the MS **Internet Explorer** browser, as the examples are optimized for this browser only.

Some attachments function in the on-line version only.

Address

Contact	**Address**
jiop.pl/wiki – temporary address of POI's issuu.com/poipoi-pl – dokuments	SIP Sp.k. Stowarzyszenie Portal Otwartej Informacji Jackowskiego 30A / 6A, 60-512 Poznań, Polska
On-line: biurosip@vp.pl	(Tax Identification Number) NIP 7811765148 (Company Registration Number) Regon: 300060620 (National Court Register Number) KRS 0000232152
Telephone: 790 564 817	Chairman: Ziemowit Gólski

Abbreviations and Acronyms
used in the text and attachments:

POI	**Portal Otwartej Informacji** (*Open Information Portal*) = POI = functional name of the Polish project, for more see Chapter 14.
eaaaa	global structure of the project divided into language versions
Headquarters	unit that manages the entire portal characterized by great interaction capabilities, for more see Chapter 14
NP , PN, PSN	Name's First Site (in Polish: Park Nazwy, *Pierwsza Strona Nazwy*) – portal's construction element – **standard of Information presentation** = a template of a website; for more see Chapter 7
ADMI	Administrator, supervisor of NP and Information – active user, also an employee of the Headquarters; for more see Chapter 4

Due to the huge number of various topics considered within the project it is interchangeably called the **system**, **portal**, **structure**, **project**, **POI** or **eaaaa**.