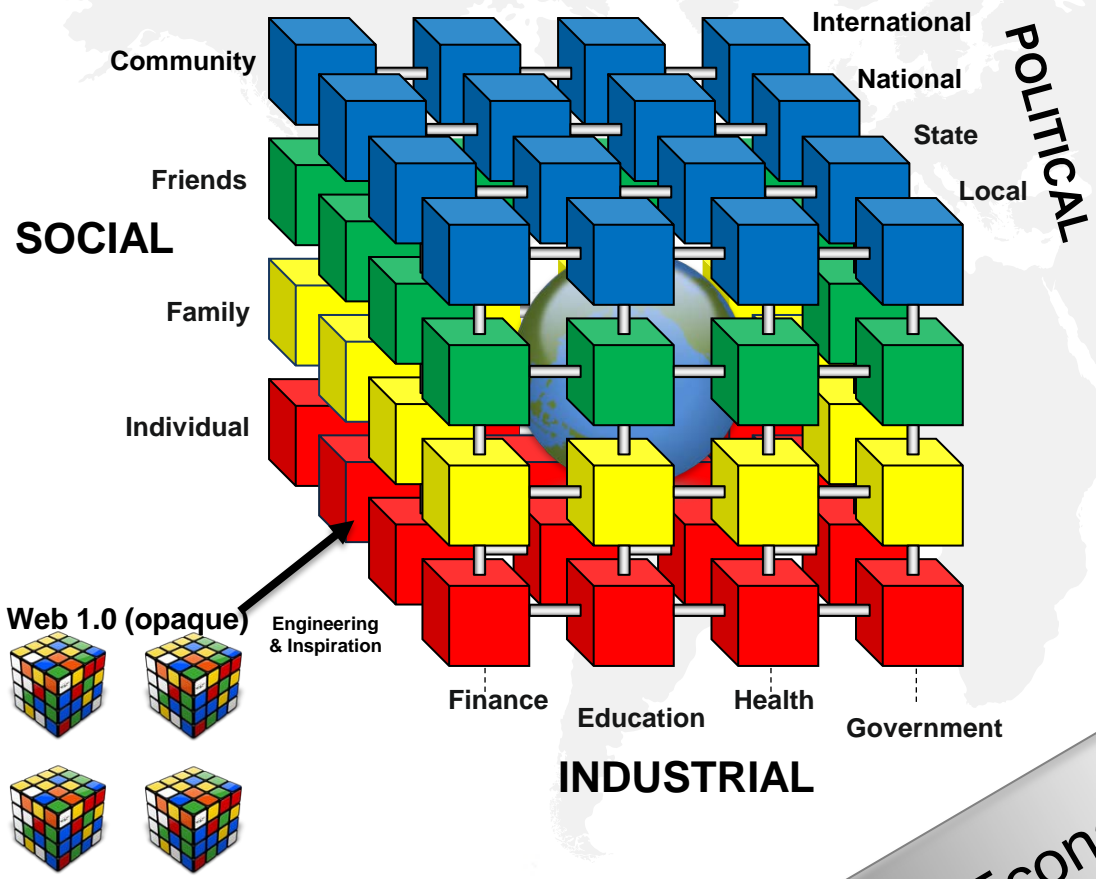Applying the lessons of social networking and open source
v

ECONOMIC DEVELOPMENT 4.0:

A CENTRAL BRAIN TO ORGANISE COMMUNITY INNOVATION, COLLABORATION, WISDOM AND EFFORT TO PRIORITISE AND ACHIEVE GLOBAL OUTCOMES

Community
Friends
Family
Individual

SOCIAL

International
National
State
Local

POLITICAL

Web 1.0 (opaque)

Engineering & Inspiration

Finance
Education
Health
Government

INDUSTRIAL

An Economic Development 4.0 network

Version 2.3 (July 2011)

If you could create a "Central Brain" in 5 days to focus the effort and wisdom of 2 Billion people, what problem would you solve?
What social, industrial or political endeavour would you transform?

Every social, political or industrial endeavour or needs a "**Central Brain**" to coordinate community innovation, collaboration, workflow, wisdom and effort toward valuable outcomes.

"CENTRAL BRAIN" FEATURES:

- **Transparent – knows everyone and their intentions**: Profiles are self published using community specific tags. People can find each other using tag based search which describes "who they are", "what they are doing" and "what they are interested in doing?"
- **Comprehensive – knows everything about a specific community and shares it**: information specific to the community can be published by anyone in a single location
- **Meritocracy – better decisions**: A "helicopter view" and the "Wisdom of Crowds" means better, merit based decisions
- **Knowledgeable** with community based linking of information to provide a "helicopter view" of each member and the community or ecosystem
- **Efficient** – simply reproduces what people do everyday in an online community
- **Simple, standard processes** – standardised business processes and managed workflows
- **Pervasive** – reaches people within existing structures to align organisation and community goals
- **Universal** – enhances existing organisational structures or a new structure
- **Effective** – effectively allocates resources amongst competing consumption and investment options
- **Interoperable** – tag based data can be freely shared with search engines and other central brains
- **Respectful** – each user can freely choose to participate, contribute, share, link or maintain their privacy (or anonymity)
- **Focused on valuable outcomes**: members can influence outcomes with ratings, voting on priorities and incentives provided by members
- **Adaptable and learns** with new features and innovations provided instantly by open source communities
- **Ubiquitous**: can coordinate the effort and wisdom of two billion people using web applications and the reach of the internet

"CENTRAL BRAIN" APPLICATIONS

Financial markets

- **Equity Market**
- **Fuelling the growth of SME's**
- **Stock exchanges**
- **Information data providers**
- **Innovation Ecosystems**

Economic development

- **Democracy (national)**
- **National Application Network**
- **International Democracy/Governance**
- **Health Industry**
- **Climate Stability**
- **Education**
- **Energy and resource allocation**
- **Food**

Applying Web 3.0 "Central Brain" networks to financial markets and economic development

Equity Market 4.0

- Equity Market 4.0 is a single global network for the equity market. It fuels the growth of SME's globally, deepens participation, expands functionality and improves capital allocation

- Equity Market 3.0 recreates what people do in the equity market everyday in a Web 3.0 network for a country, financial centre or organisation.

- Each company, adviser and investor can self-publish 20+ types of information or link to third party content to create a single, comprehensive information "storefront". A critical mass of "storefronts" improve transparency and market efficiency.

- Sustainable competitive advantage available to partners from memorable domain names in 20+ countries including the top 5 financial centres

Economic Development 4.0

- Economic Development 4.0 is how the world works after applying Web 3.0 (or Facebook) networks to social, industrial and political endeavours

- Web 3.0 person to person networks overcome the design limitations of Web 1.0 hierarchies to deliver global transparency, meritocracy, productivity, accessibility and better decision making

- We can create the Web 3.0 networks on the Critical Path to Economic Development 4.0 in 90 days.

- We will need the world's entrepreneurs, philanthropists and statesmen to engineer and inspire their use

- One global Web 4.0 network can replace local Web 1.0 hierarchies. Examples include Democracy 3.0, fuelling the growth of SME's with Equity Market 3.0, Climate Stability 3.0, UNITED (International Governance 4.0) and Health Industry 3.0 plus patient health record.

- Other potential Web 4.0 networks include Education, Resources, Food, Energy and Oil. Peace may be an outcome of UNITED (International Governance 4.0), Democracy 3.0, Education 3.0 and Equity Market 3.0.

The Web 3.0 network "Hack" is a disruptive design that delivers transparency, accessibility, collaboration, meritocracy, openness, self-determination and integration (in 30-90 days)

- The **Harvard Business Review-McKinsey M-Prize for Management Innovation**, defines a Hack as "a disruptive idea, radical fix or experimental design" that applies Web 2.0 values (including transparency, collaboration, meritocracy, openness, community and self-determination) that can unleash and *"overcome the design limits of Management 1.0 (or Web 1) and help to create Management 2.0 (or Web 2.0)"*

- The Web 3.0 network "Design" applies Web 3.0 principles to all social, industrial and political endeavours to create Web 3.0 networks or structures using a cloud-based open source content management system to tag and link the people and content within a community of common interest to facilitate information distribution, collaboration and workflow to deliver quality community outcomes. A single person can engineer a Web 3.0 network for any field of endeavour in 30-90 days!
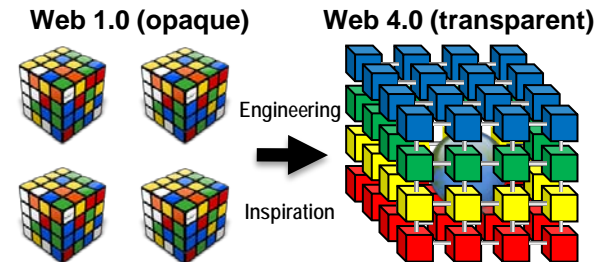
- Web 3.0 networks deepens participation to lower tiers, expands features or functionality and integrates previously separate communities in social, political and industrial structures.
    - Deepens participation: Participation reaches lower tiers by using a Web application to connect all participants in a P2P network.
    - Expands features or functionality: The network reproduces what people do everyday online allowing new features and functionality to be added by simply adding new software functionality from open source software communities.
    - Integrates separate groups: Integration occurs as transparent open web networks transcend, complement or replace proprietary limited information channels needed before the internet.

- Equity Market 3.0 is a global community of companies, advisers and investors
    - Deepens the market by facilitating service and capital delivery beyond major companies to SME's, new ventures and innovation.
    - Expands features and functionality beyond prices to include comprehensive information distribution, facilitate collaboration, manage workflow and execute outcomes.
    - Integrate countries and markets: A transparent Web 3.0 network transcends traditional distribution channels with a single web application which simply treats disparate groups or countries as another tag to differentiate common content across a global community.

- The community can engineer Web 3.0 networks for global social, industrial and political endeavours to create Economic Development 4.0.

Web 1.0 (opaque) **Web 4.0 (transparent)**

Engineering

Inspiration

Profiles   Content   Workflow
Companies   Information   Apps
Advisers   Collaboration   Measurement
Investors   Media   Merit
Government   Outcomes

We are on the brink of a shift to global person to person networks!

- In the last one hundred years, we have used the hierarchy and proprietary channels to connect, organise and focus the effort of the global community. This structure offered limited community access, was opaque and resulted in less than optimal decision-making.

- In this Web 1.0, we "read" from the web as hierarchies distributed information.

- In Web 2.0, we "write" to the web and learnt the possibilities of peer to peer networks by participating in social networks.

- The internet has grown to connect a billion people and anyone can use it without cost or restriction. The internet enables a new transparent and accessible structure to organise and focus effort - Web 3.0, or person to person, networks.

- In Web 3.0, we "execute" on the web and collaborate to toward outcomes in communities of common interest. They harness the "Wisdom of Crowds" for superior decision making and focus collective effort to deliver the same commercial and community outcomes as the hierarchy

- In Web 4.0, we "link" or "share" to integrate social, political and industrial endeavours around the world for global community governance and execution.

- Hierarchy [3]: "Hierarchy-cubed" is the influence of Web 3.0 networks in hierarchies by encouraging members of the hierarchy to participate in a relevant Web 3.0 networks and align hierarchy goals with community goals.
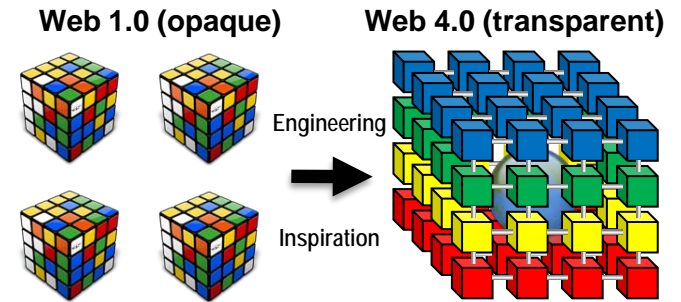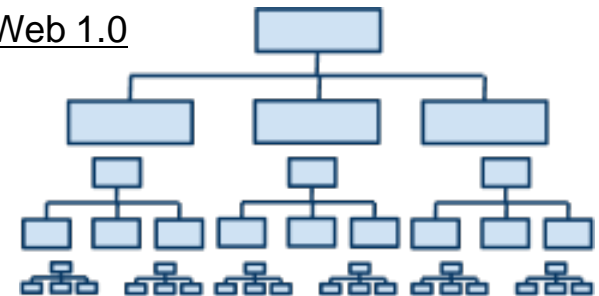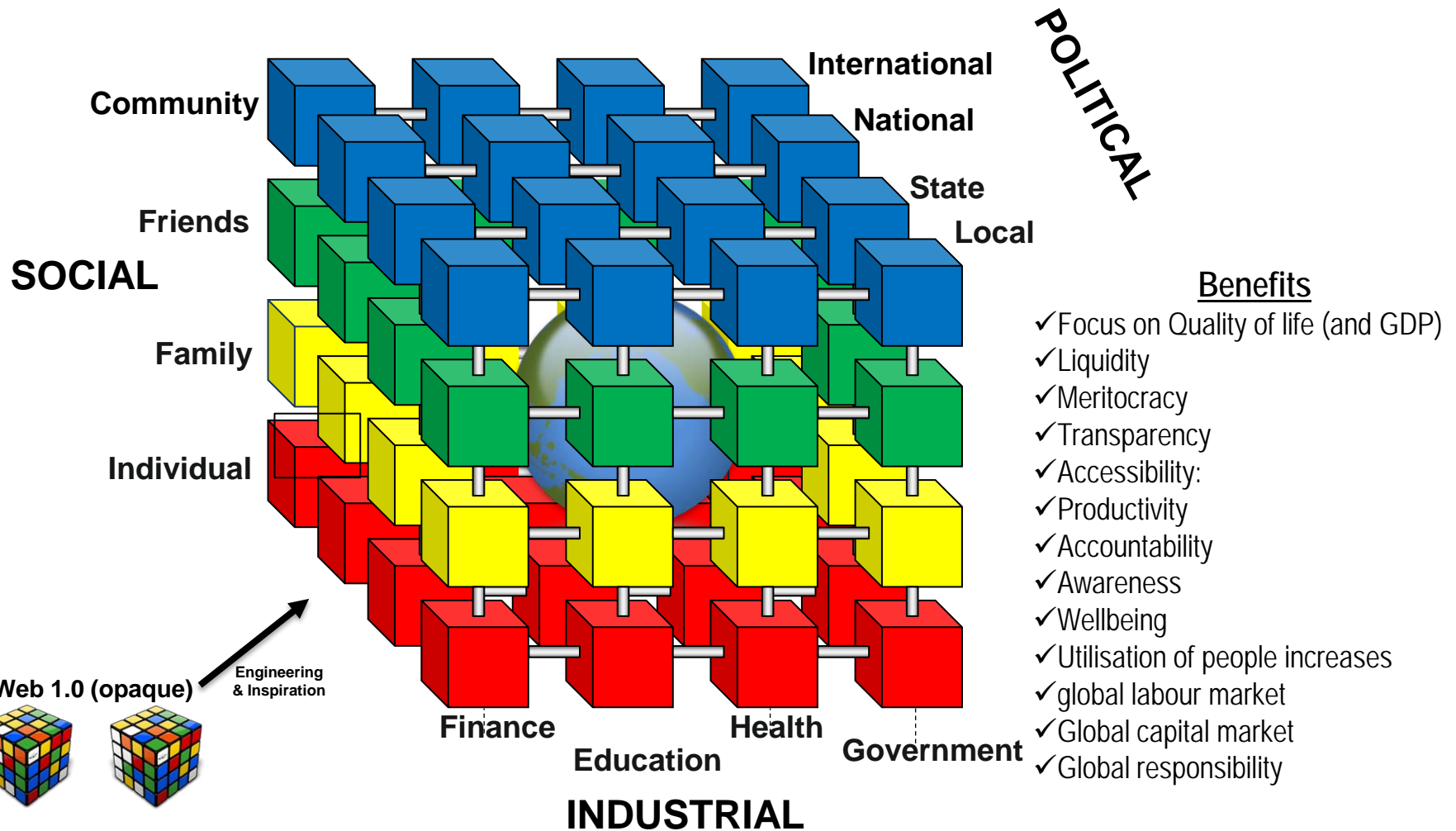
Engineering: We can create the Web 3.0 networks on the Critical Path to Economic Development 4.0 in 90 days!

Inspiration: We will need the world's entrepreneurs, philanthropists and statesmen to inspire their adoption!
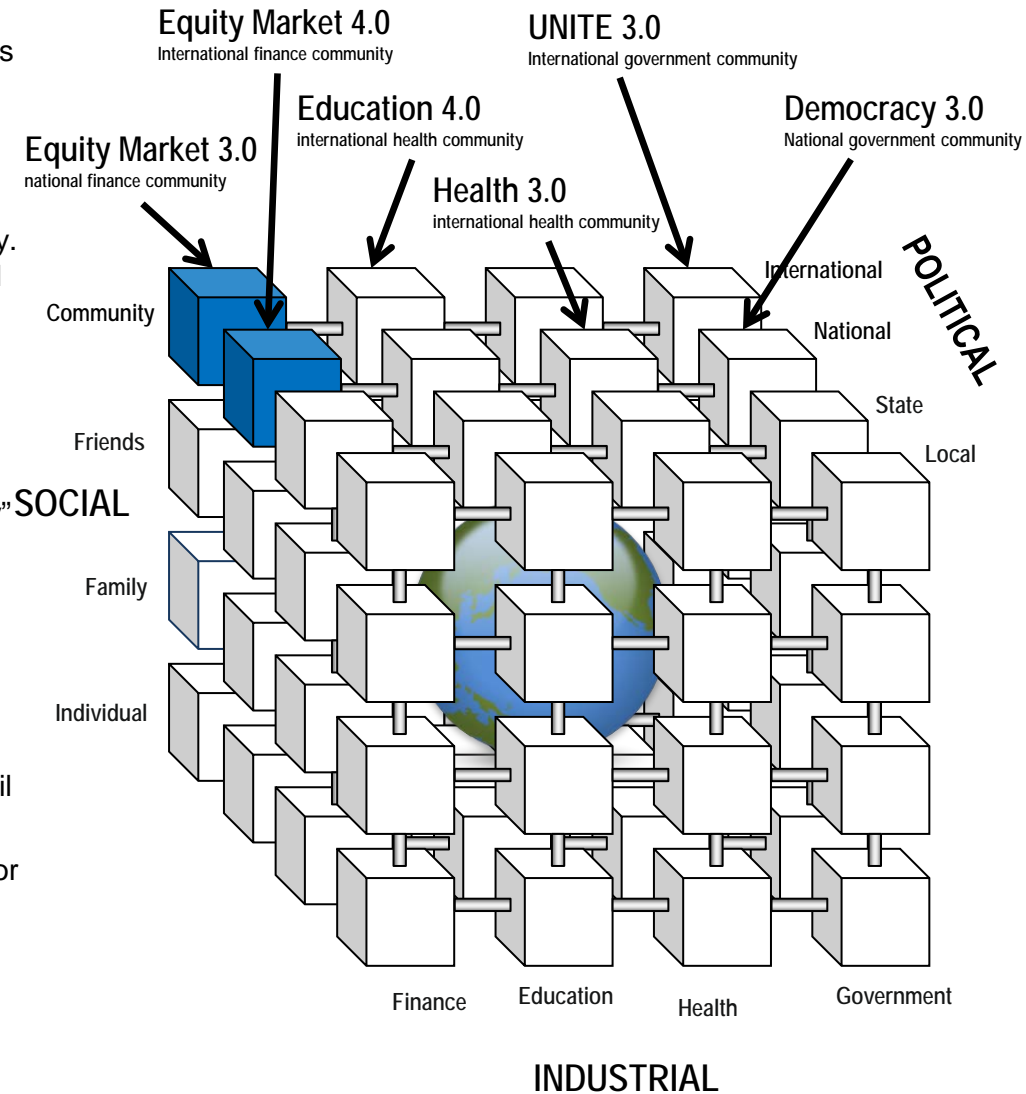
Web 1.0 (opaque)   **Web 4.0 (transparent)**

Engineering

Inspiration

We

⬆ Shift!

Web 1.0

Economic Development 4.0 aggregates crowds of social, politcal and industrial endeavour with a common purpose

POLITICAL

International
National
State
Local

Community
Friends
SOCIAL
Family
Individual

Web 1.0 (opaque)

Engineering & Inspiration

Finance
Education
Health
Government

INDUSTRIAL

Benefits
- ✓ Focus on Quality of life (and GDP)
- ✓ Liquidity
- ✓ Meritocracy
- ✓ Transparency
- ✓ Accessibility:
- ✓ Productivity
- ✓ Accountability
- ✓ Awareness
- ✓ Wellbeing
- ✓ Utilisation of people increases
- ✓ global labour market
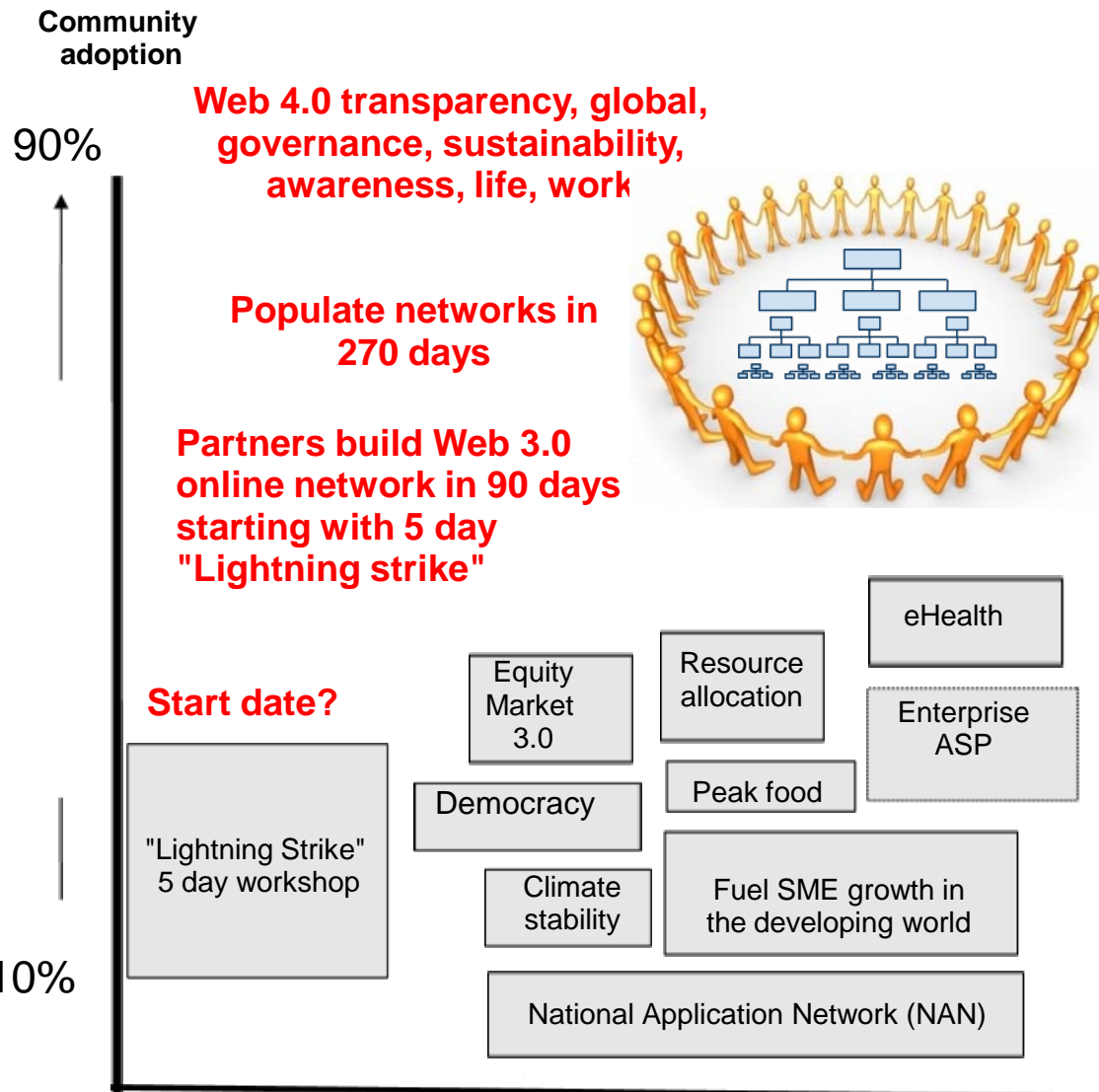- ✓ Global capital market
- ✓ Global responsibility

We need to assemble, focus and inspire each community (or cube) with a common interest

Economic Development 4.0 engineers Web 3.0 networks (or blocks) to UNITE social, industrial and political endeavours national and internationally

- Web 3.0 will have a profound effect on financial markets and economic Development.

- Economic Development 4.0 is the widespread use of web based person to person structures by social, industrial and political endeavours to deliver global transparency, meritocracy, accessibility and productivity. These endeavours include democracy, health, financial markets, education, processes of innovation and entrepreneurship.

- Economic Development 4.0 is the process of building national or international blocks in finance, education, health, government and other endeavours

- Equity Market 3.0 is a "National" "Finance" "Community" applies the principles of social networks to the financial markets.

- Equity Market 4.0 is the integration of National Equity Market 3.0 networks to create an "International" "Finance" "Community".

- Other applications of Web 3.0 networks include Education 3.0, Resources 3.0, Food 3.0, Energy 3.0, Oil 3.0 and Democracy 3.0

- Some global issues are outcomes of other networks. For example, Global Peace 4.0 may be an outcome of UNITED 3.0, Democracy 3.0, Education 3.0 and Equity Market 3.0

- The hard part is consumer adoption which can be overcome with the inspiration from a few of the worlds greatest entrepreneurs, philanthropists and statesmen

Equity Market 4.0
International finance community

UNITE 3.0
International government community

Education 4.0
international health community

Democracy 3.0
National government community

Equity Market 3.0
national finance community

Health 3.0
international health community

POLITICAL

International

Community

National

Friends

State

Local

SOCIAL

Family

Individual

Finance   Education   Health   Government

INDUSTRIAL

Let's engineer life by building Web 3.0 networks to aggregate and focus communities of common interest on the critical path to Economic Development 4.0 ...

Community adoption

90%

Web 4.0 transparency, global, governance, sustainability, awareness, life, work

Populate networks in 270 days

Partners build Web 3.0 online network in 90 days starting with 5 day "Lightning strike"

Start date?

eHealth

Equity Market 3.0	Resource allocation

Enterprise ASP

Democracy	Peak food

"Lightning Strike" 5 day workshop

Climate stability	Fuel SME growth in the developing world

National Application Network (NAN)

10%

- Competition for scarce resources, oil, food and water is likely to cause conflict.
- Global growth could end by 2012 and we could have a depression – significantly reducing resources available
- Countries may not be able to afford the "goodwill" or investment in long term objectives post 2012.
- We need to manage existing resources, collaboratively allocate amongst competing needs, change consumption patterns and develop alternatives.
- We need to execute a critical path of Web 3.0 online networks to resolve key issues
- We will start with Equity Market 3.0 in 20+ countries

We should all participate and contribute to three Web 3.0 networks depending on our interests and expertise

- Facebook has demonstrated the power of peer to peer networks to connect large crowds and distribute information amongst large crowds
- Web 3.0 networks can be applied to industry and political endeavours
- We can build the Web 3.0 networks on the critical path to Economic Development 4.0
- We can harness the effort and wisdom of crowds to achieve transparency, meritocracy and achieve better decisions in all fields of endeavour, but we need the people to contribute!
- Individuals can also choose to participate and contribute in industry and political networks
    - People can share their expertise
    - People can provide ratings to determine priority
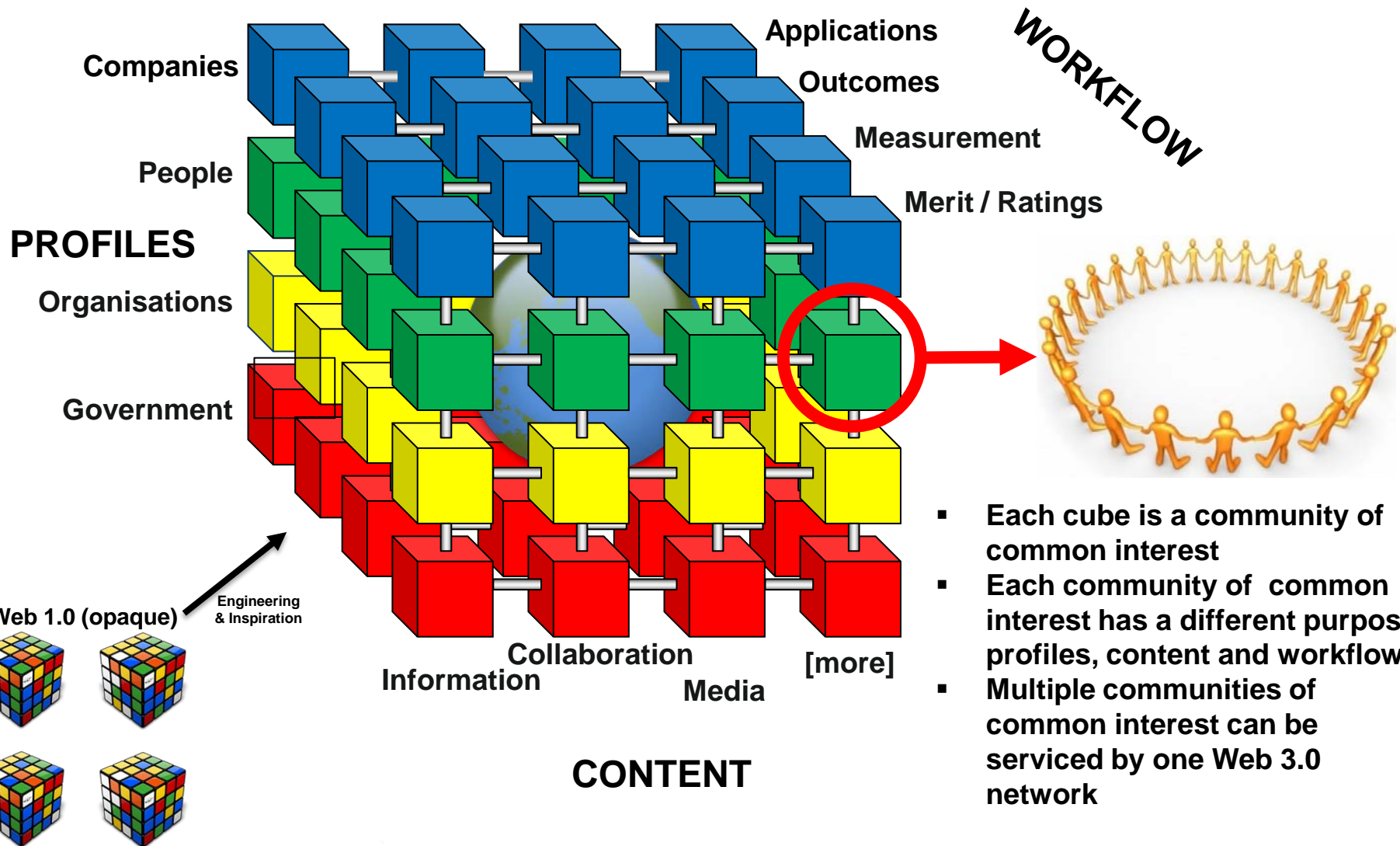   - People can rate content to determine community merit

Which Web 3.0 networks will you participate in?
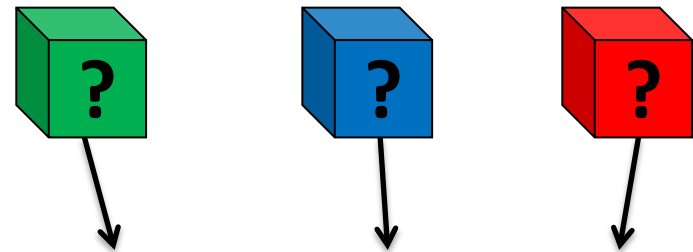
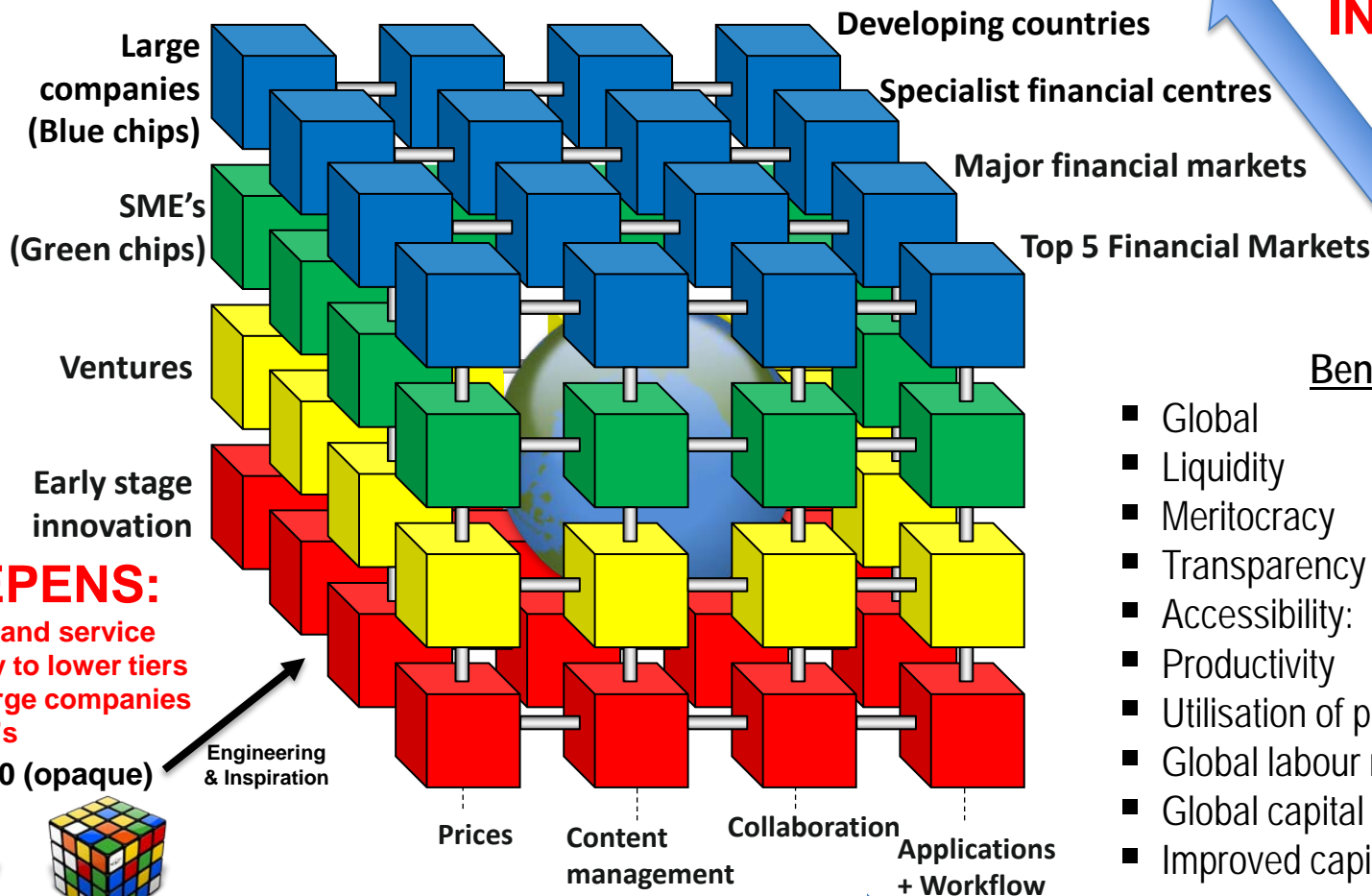## Your participation and contribution can influence community outcomes
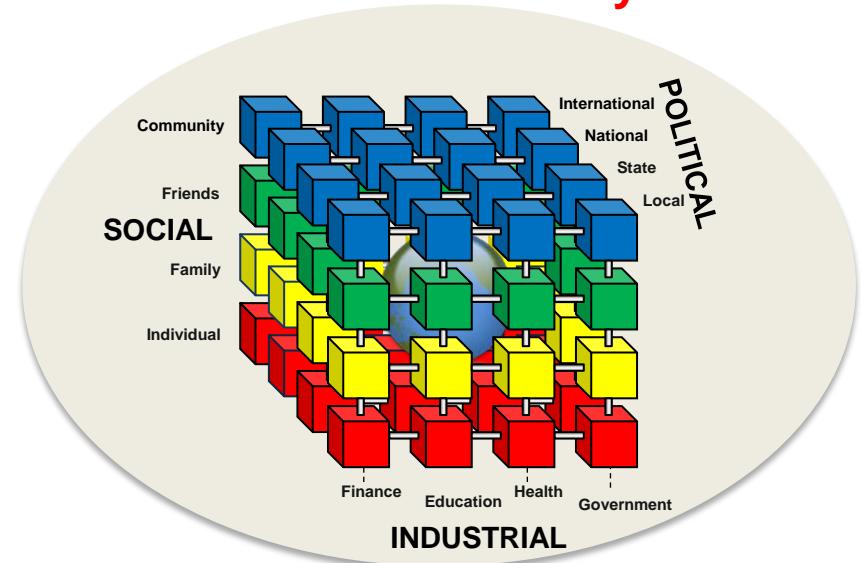
Each Community of Common interest (or cube) assumes a very consistent structure in an online network ... profiles, content and workflow

WORKFLOW

- Applications
- Outcomes
- Measurement
- Merit / Ratings

PROFILES

- Companies
- People
- Organisations
- Government

Web 1.0 (opaque)

Engineering & Inspiration

CONTENT

- Information
- Collaboration
- Media
- [more]

- Each cube is a community of common interest
- Each community of common interest has a different purpose, profiles, content and workflow
- Multiple communities of common interest can be serviced by one Web 3.0 network

Equity Market 4.0 deepens, expands and integrates a global capital markets in a single Web 3.0 network that is transparent and globally accessible
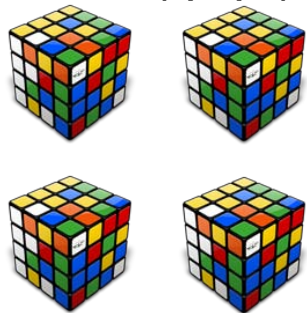
INTEGRATES: a global market with transparency

Large companies (Blue chips)

SME's (Green chips)

Ventures

Early stage innovation

Developing countries

Specialist financial centres

Major financial markets

Top 5 Financial Markets

DEEPENS:
Capital and service delivery to lower tiers from large companies to SME's

Web 1.0 (opaque)

Engineering & Inspiration

Prices

Content management

Collaboration

Applications + Workflow

EXPANDS: more features and functionality

Benefits
- Global
- Liquidity
- Meritocracy
- Transparency
- Accessibility:
- Productivity
- Utilisation of people increases
- Global labour market
- Global capital market
- Improved capital allocation

MarcusCake.com
Web 3.0 "Central Brain" for financial markets and economic development

What? Who? Where on the Critical Path to Economic Development 4.0?

The Critical Path are the Web 3.0 networks underlying Economic Development 4.0 and the people and organisations that could or will build them.

Entrepreneurs, philanthropists and statesmen need to provide the inspiration to create Economic Development 4.0 and inspire consumer adoption of its underlying networks. How many do we need? We need 5-10.

Open Letters are a means to contact people and organisations on the critical path to adopt or align their objectives with the pursuit of Economic Development 4.0.

UNITED is a Web 3.0 network to coordinate delivery of Economic Development 4.0

What?	Where?	Who?
EquityMarket.jp Collaborative Macroexchange	Japan	Tokyo Stock Exchange
EquityMarket.co.uk Collaborative Macroexchange	United Kingdom	London Stock Exchange, Alan Sugar
EquityMarket.hk Collaborative Macroexchange	Hong Kong	Hong Kong Stock Exchange
EquityMarket.sg Collaborative Macroexchange	Singapore	Singapore Exchange
Climate Stability 3.0	Global	Richard Branson
EquityMarket.vg Collaborative Microexchange	British Virgin Islands	Richard Branson
EquityMarket.ae Collaborative Macroexchange	United Arab Emirates	The Ruler of Dubai
UNITED 3.0 community to implement Economic Development 4.0	Global	TED, Mark Shuttleworth, Open Society Foundations
Democracy 3.0	Global	Safe Democracy Foundation, Open Society Foundations, Facebook
EquityMarket.es Collaborative Macroexchange	Spain	Martin Varsavsky, Barcelona Stock Exchange
Health Industry 3.0 (plus patient health record)	Global	Bill and Melinda Gates Foundation
National Application Network 3.0 Global Application Network)	Global / country	Mark Shuttleworth, Open Society Foundations
Climate Stability 3.0	Global	Richard Branson, Virgin Earth Challenge
EquityMarket.co.za Collaborative Macroexchange	South Africa	Mark Shuttleworth
Fueling SME growth	Global	Google.org
More to follow		

How? A UNITED (International Governance 3.0) community would coordinate contribution to engineer Economic Development 4.0
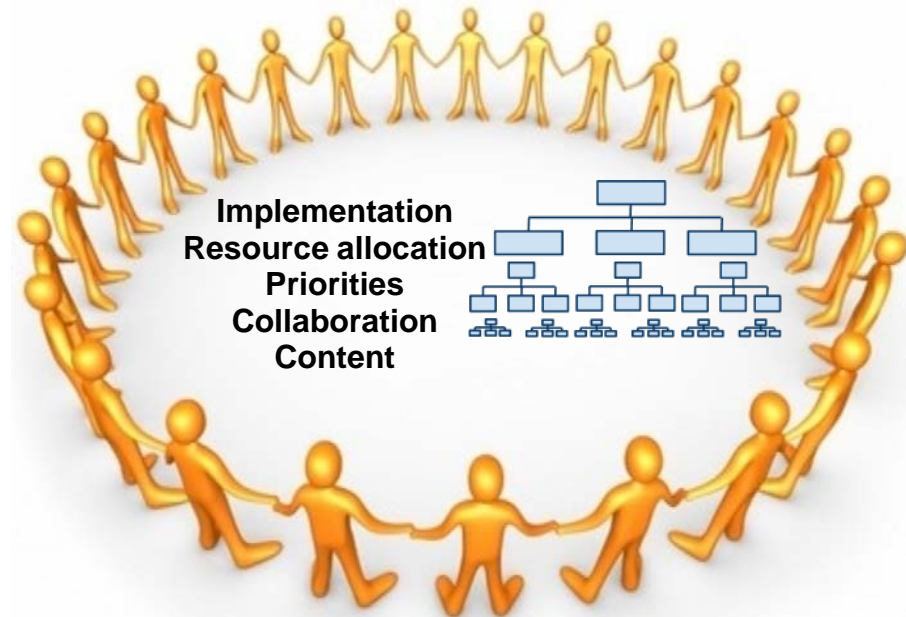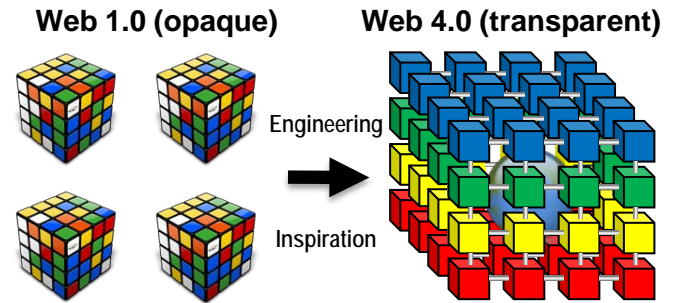
Linux is one of the largest, most complex engineering projects in the world. It is created by aggregating the volunteer efforts of individuals and corporations that align their contribution in a common interest in free software.

Economic Development 4.0 can be created in a similar way from a community with a common interest in economic development. Organisations will align their strategy with the principles of Economic Development 4.0 and may assume responsibility for delivering a specific Web 3.0 network on the critical path.

UNITED can mean different things:

U = Universal, ubiquitous
N = Network
I = Innovation, Inspiration
T = Technology
E = Entertainment, Education, Engineering
D = Design, Development

Only 20-30 "blocks" (or Web 3.0 networks) need to be built. I'll spawn each of them in five days and "partners" can customise and launch them in 30-90 days!

Web 1.0 (opaque)   **Web 4.0 (transparent)**

Engineering

Inspiration

Implementation
Resource allocation
Priorities
Collaboration
Content

UNITED 3.0 is a **U**niversal community **N**etwork to implement the **I**nnovation, **T**echnology, **E**ntertainment and **D**esign networks underlying Economic Development 4.0.

The Equity Market 3.0 network provides content management for the equity market.

To create another type of Web 3.0 network for any other social, industrial or political endeavour, you just rename/add the participants and the content.

Other fields of endeavour
- Education 3.0
- Resources 3.0
- Food 3.0
- Energy 3.0
- Oil 3.0
- Democracy 3.0

Some global issues are outcomes of other networks. For example, Global Peace may be an outcome of UNITED 3.0, Democracy 3.0, Education 3.0 and Equity Market 3.0

The hard part is consumer adoption which can be overcome with the inspiration from a few of the worlds greatest entrepreneurs and philanthropists

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Home Tour Search Register Login Health record Profiles Collaboration Information Store Tools Community Support About   [Login]

Health industry online network
peer to peer information distribution, communication and collaboration for hospitals, providers and patients

About us
- collaborative hub for organisations, providers and patients
- peer to peer distribution
- self-published
- 20+ types of content
- content can be linked to create comprehensive profiles
- custom URL's from 20+ countries
- tag-based search
- 100's of tags available

To learn more ... take the tour!

Tour
- How to participate?
- How to contribute?
- How to prosper?
- How is a peer to peer online market different?
- Organisations - features, benefits
- Providers - features, benefits
- Patients - features, benefits
- Country features , benefits
- The challenges

Patients - manage your team of providers and organisations

Patients maintain their own health record and authorise providers and organisations to access, change or contribute to their health record.

Any third party can "create content". It becomes part of your health record when you link to it, or the content was created for you by a provider/organisation you are linked to.

Features/benefits | Search | Featured | Create | Sample health record Forum | Latest | Most discussed | Wiki

Health record
- Examinations
- Test results
- Prescriptions
- History
- Incidents
- Progress notes
- Other information
- Encounters
- Demographics
- Complaints
- Assessments

Providers - manage patient care virtually

Providers can distribute their information, communicate with peers, coordinate "patient plans" and "projects" and directly contribute to the health record of each patient.

Features/benefits | Search | Featured | Create | Sample profile Forum | Latest | Most discussed | Wiki

Provider types
- Nurse
- General practitioner
- Physiotherapist
- Radiologist
- Surgeon
- Dentist
- Optometrist
- Psychiatrist
- Cardiologist

Organisations - promote and manage your services

Organisations can distribute information, promote their services and collaborate with peers.

Features/benefits | Search | Featured | Create | Sample profile Forum | Latest | Most discussed | Wiki

Organisation type
- Hospital
- Aged care
- Association
- Insurance company
- Government
- Pharmaceutical company
- Education institution

Quick search using tags

Organisations Providers Patients Other

Type of Organisation?
[Select Organisation type]
Which medical condition?
[Select Medical conditions]
What country?
[Select Countries]
Keywords:
[   ] [Search]
Please enter a search

We distribute information and facilitate collaboration

Collaboration
- Research
- Patient plans
- Law and regulation
- Employment
- Projects
- Clinical trials
- Events

Information
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

Health record
- Examinations
- Test results
- Prescriptions
- History
- Incidents
- Progress notes
- Other information
- Encounters
- Demographics
- Complaints
- Assessments

Profiles
- Product
- Organisation
- Providers
- Patient
- Country
- Medical conditions

Home | Credits | Report abuse | Suggestions | Our domain names | Linking and buttons | Terms of use | Email page | Privacy |

We can rely on the "Wisdom of Crowds" to run the world!

- The Wisdom of Crowds aggregated through Web 3.0 networks are likely to make wiser collective decisions than those currently made by single members of the group.

- Web 3.0 networks facilitate "*the four elements necessary to form a wise crowd[1]*:

  - *diversity of opinion (each person should have some private information, even if its just an eccentric interpretation of known facts),*

  - *independence (people's opinions are not determined by the opinions of those around them)*

  - *decentralization (people are able to specialise and draw on local knowledge)*

  - *aggregation (some mechanism exists for turning private judgements into a collective decision)"*

- In summary, we can rely on the Wisdom of Crowds to run the world through Web 3.0 networks on the Critical Path to Economic Development 4.0.

Web 1.0 (opaque)   **Web 4.0 (transparent)**

Engineering

Inspiration
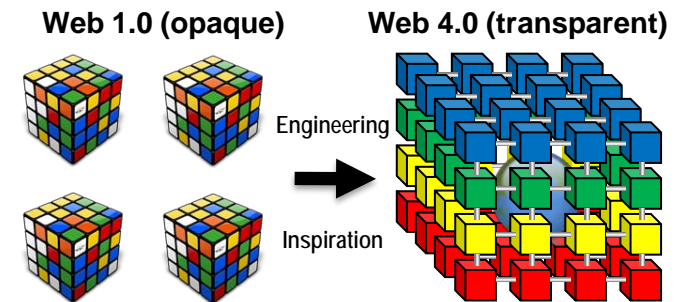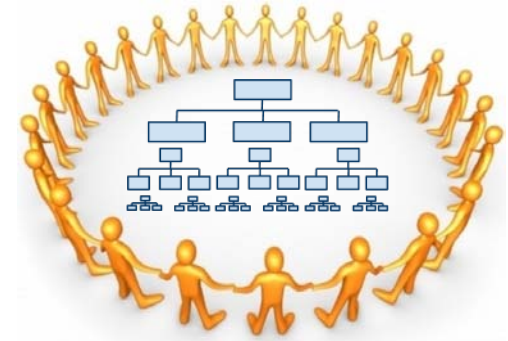
Source: [1] <u>The Wisdom of Crowds: Why the many are Smarter than the Few</u> by James Surowiecki, 2004
and http://en.wikipedia.org/wiki/The_Wisdom_of_Crowds

Economic Development 4.0 delivers global transparency, accesssibility, meritocracy, productivity and accountability

Definition of Economic Development (Wikipedia):

- *"Economic development is the development of economic wealth of countries or regions for the well-being of their inhabitants.*
- *Public policy generally aims at continuous and sustained economic growth and expansion of national economies so that 'developing countries' become 'developed countries'.*
- *The economic development process supposes that legal and institutional adjustments are made to give incentives for innovation and for investments so as to develop an efficient production and distribution system for goods and service."*

Web 3.0 impacts on Economic development

- Web 3.0 present new structures to drive economic development
- the need to grant the private sector ownership rights over community information channels to encourage innovation and investment is unnecessary

Benefits

✓ Focus on Quality of life (and GDP)
✓ Liquidity
✓ Meritocracy
✓ Transparency
✓ Accessibility:
✓ Productivity
✓ Accountability
✓ Awareness
✓ Wellbeing
✓ Utilisation of people increases
✓ global labour market
✓ Global capital market
✓ Global responsibility

Web 1.0 (opaque)   **Web 4.0 (transparent)**

Engineering

Inspiration
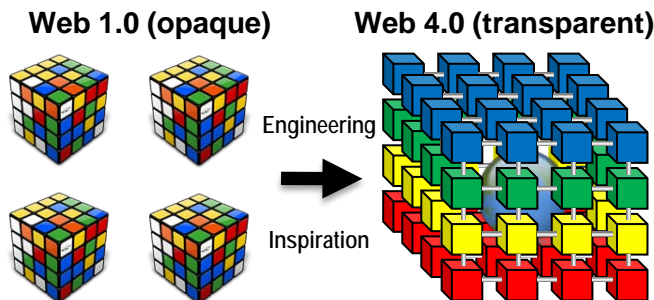
We need Web 3.0 and Web 4.0 networks!

- According to (some of) the worlds scientists, humanity has a 50% chance of surviving beyond 2100
  - what proportion of the 50% is caused by opaque Web 1.0 channels?
  - Can our chance of survival be increased with greater transparency, accessibility, productivity and improved resource allocation of Web 3.0 networks?
- Individuals and some countries seem unable to focus beyond the short term to plan, save and invest for a sustainable future.
- Opaque channels have allowed individuals within all political and financial structures to divide risk and return for short term gains.
- Long term consequences include bankruptcy (country, corporate and individual), environmental unsustainability, inadequate infrastructure and poverty.
- Web 3.0 networks focus collective innovation to prioritise problems and implement solutions transparently and quickly.

Political

Industry

Social

Web 1.0 (opaque)   **Web 4.0 (transparent)**

Engineering

Inspiration
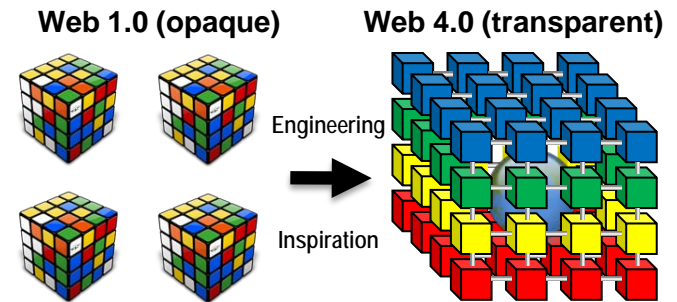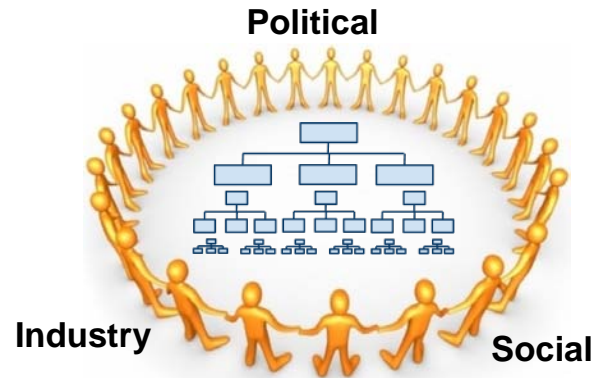
Evolution: Web 1.0 (distribution), Web 2.0 (participation), Web 3.0 (collaboration) and Web 4.0 (integration)

90%

Economic development needs to target here

Web 4.0 Integration (read, write, execute, link)
Global transparency

Web 3.0 Collaboration (read, write, execute)
Online industry networks
Online political networks
Execution online
Business online

Industry need to be here

Web 2.0 Participation (read, write)
Online social networks
Mobile connectivity

People are here

Web 1.0 Distribution (read)
Ecommerce
Shopping carts
Brochure delivery

Financial institutions are here

10%

Time

- Online networks facilitate distribution (Web 1.0), participation (Web 2.0), collaboration (Web 3.0) and integration (Web 4.0).

- People think Web 2.0 ... industry are Web 1.0 ... people will leave industry and participate directly in Web 3.0 networks

- Web 3.0: individuals contribute directly to online industry and political networks, rather than opaque channels allowing a change in work/life patterns

- Web 4.0 achieves a critical mass of participation in online networks that deliver global transparency, governance, distribution, participation, collaboration in key community endeavours.

- **Web 4.0 delivers community sovereignty to channels and information.**

Screenshots of some Web 3.0 networks underlying Economic Development 4.0?

Equity Market 3.0
National Application Network 3.0
Health 3.0
Democracy 3.0

Web 3.0 presents a real-time opportunity for citizen participation in democracy ... we just need to implement Democracy 3.0 (Nationally) and UNITED 3.0 (internationally)

Web 3.0 presents a new opportunity for Global Governance

- *"Democracy is a system of government by which political sovereignty is retained by the people and either exercised directly by citizens or through their elected representatives."*
- Web 1.0 limits participation to a two party vote every couple of years .
- Web 3.0 presents the opportunity for the people to participate in the political process in real-time!

International community governance - UNITED 3.0

- UNITED 3.0 is a Universal community Network to implement the Innovation, Technology, Entertainment and Design networks underlying Economic Development 4.0 to engineer global transparency, meritocracy, productivity, accessibility and quality of life.
- It aggregates content, facilitates collaboration to validate and rate priorities, allocates resources and coordinate implementation by corporations and individuals
- The global community participate in the process ... citizens, corporations, government, everybody!

National community governance - Democracy 3.0

- Democracy 3.0 enhances democracy by providing a costless, unlimited and open channel to distribute information and facilitate collaboration amongst politicians, government executives, citizens and companies
- Citizens participate in democracy by reviewing issues, rating content, setting priorities, sharing their knowledge and experience, contributing opinions and linking
- Politicians self-publish their views and comments on any issue, policy or outcome of the political process from a single location known to all citizens

Democracy 3.0: connecting politicians, citizens, government and corporations with a common interest in democracy

Democracy 3.0 evolves beyond two party (left vs. right) to national and international "crowd" or community choices of values

Left	Topic	Right
Individual	National wealth distribution	**Collective**
Developing	International wealth distribution	**Developed**
Intellectual Property	Ownership of community knowledge	**Community or Open Source**
Keynesian	Economic management	**Monetarism**
Borrow to consume	Savings	**Save for the future**
Financial	Investment	**Business**
Private	Investment in Innovation	**Community**
Protectionism	International Trade	**Free markets**
Opportunism	Attitude	**Collaboration**

What are the key elements of a Web 3.0 online network?

Community of common interest
- Common interest (industry, political)
- Focus collective knowledge and effort
- Individual contribution toward objectives through content

Distributed, borderless management
- Quality managed by community and supervised by network owners/sponsors
- Network management, development and support is distributed across borders coordinated by groupware technology

Attractive target market
- Opaque channels and cottage industries
- Web 1.0 only
- Premium pricing
- Valuable information – members willing to pay to view or distribute

Individual branding
- Community ratings of individuals become more important than company branding

Memorable domain names
- Singular two word generic names
- Represent market participants or functions
- Memorable URL's for profiles
- email addresses for members

Collectively self-publish, match, learn, consume, collaborate, distribute information and execute in the target market

Member subscriptions
- Valuable information – members willing to pay to view or distribute
- ARPU $1,000+
- Transaction fees on value created

User created content
- Profiles of market participants
- Content (classifieds and news) encompasses all information in target market
- Individual contribution toward objectives
- Self-published content

On demand "Cloud" web hosting
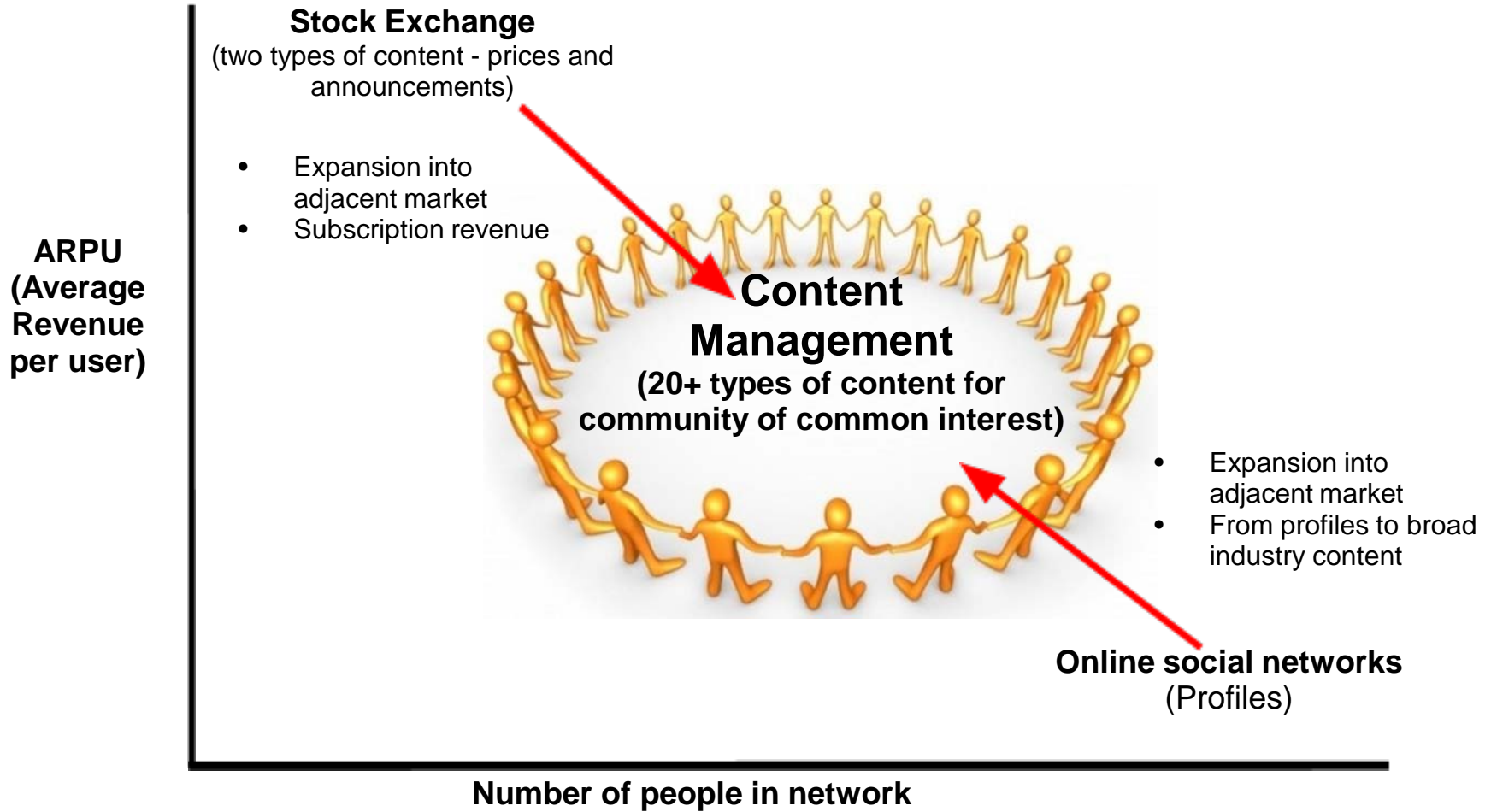- Amazon Web Services provides cheap, scalable web hosting that automatically scales depending on user demand

Scalable open source web applications
- Scalable
- Open source for innovation and maintenance of basic functionality
- Modified for target market

Convergence and competition for Industry 3.0!
Industry 1.0 expands into adjacent industries with social network strategy and social networks move into industry in pursuit of higher ARPU

ARPU (Average Revenue per user)

Stock Exchange
(two types of content - prices and announcements)

- Expansion into adjacent market
- Subscription revenue

Content Management
(20+ types of content for community of common interest)

- Expansion into adjacent market
- From profiles to broad industry content

Online social networks
(Profiles)

Number of people in network

Web 3.0 "Community execution" is more efficient than Web 1.0 "Opaque channels"
The next evolutionary stage of the internet will apply disruptive technology and create new structures

- **Web 1.0 structures created out of necessity**
  Government needed to convey ownership of community knowledge to private enterprise with a system of intellectual property to encourage investment in innovation and the creation of information distribution channels.

- **Financial markets**
  Investment banking and equity markets are essentially a cottage industry with asymmetric information flows between potential customers, customers, advisors, brokers and sources of capital. As such they are highly ineffective and deliver bottle-neck returns to some brokers and investment bankers.

- Small and medium-sized companies find it very difficult to access correct skills and capital, while the full universe of experts and potential investors is not fully utilized.

- **Professionals and workers**
  The knowledge and wisdom of each person is a result of their education, experiences and reading from the community. Individual knowledge and wisdom is shared through proprietary channels developed over the last hundred years.

- **Relationships not content are central**
  Market participants build relationships over decades, retain their knowledge and deal with people that they can meet for coffee within an hour of where they live. The number of opportunities for review is limited.

Web 3.0: Community execution

Economic development
The internet provides free point to point information distribution. "Open source" software communities demonstrate innovation is not dependent on a profit motive.

Proprietary channels are no longer necessary to encourage innovation or distribution channels. Web 3.0 provides a more efficient way for people to distribute information and facilitate collaboration to conduct business and community in virtual clouds.

Financial markets
Online industry networks allow market participants to see straight through a market and collectively to see straight through a market and collectively self-publish, match, learn, validate and consume financial market content in hours (not months).

Professionals work through online networks
Individuals manufacture content. The internet provides them with a point to point distribution channel. Individuals do not need to join an organisation to get distribution – *they will distribute information using online networks.*

Content not relationships are central
The consumers of information will review many opportunities using tag based search and choose to execute those based on merit.
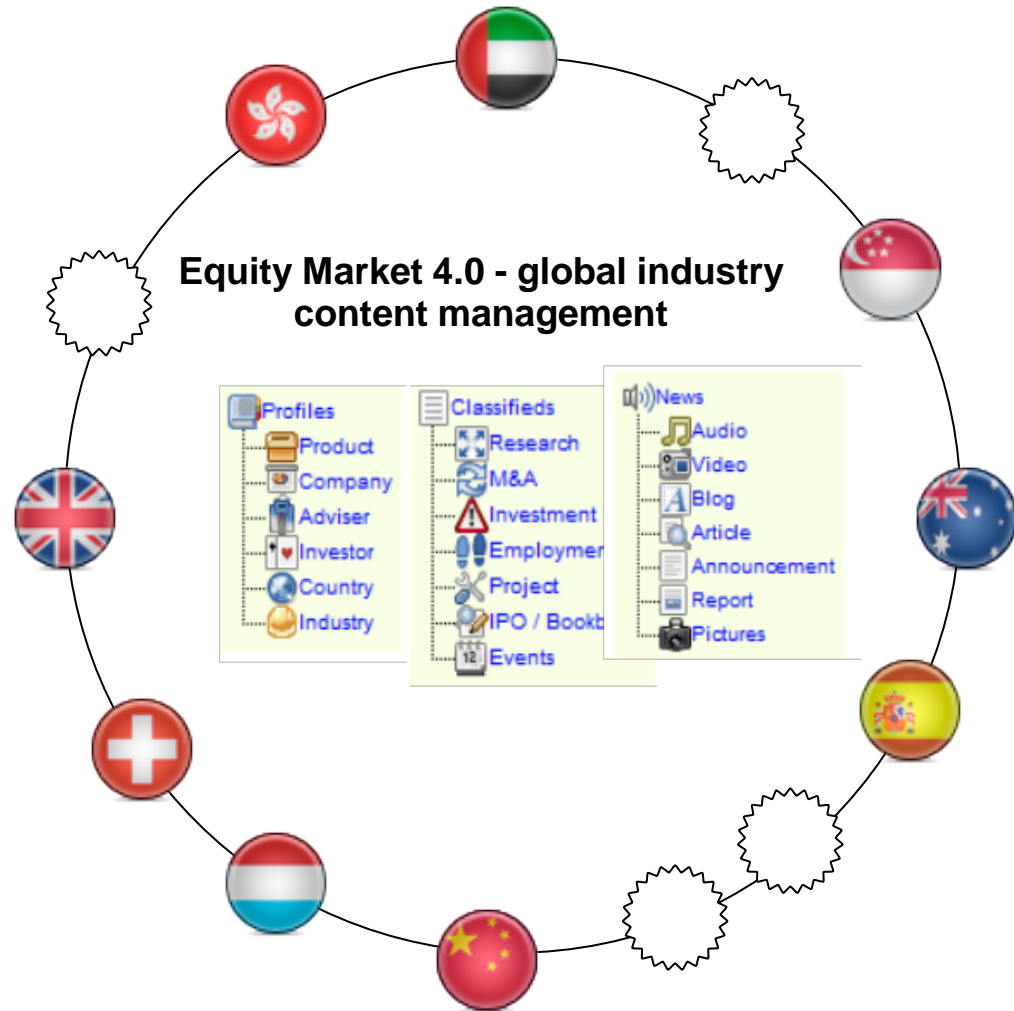
Equity Market 4.0 will be crowdcreated in 365 days

- Equity Market 3.0 is one of the Web 3.0 networks underlying Economic Development 4.0. It is the next generation of financial markets.
- Equity Market 3.0 distributes information and facilitates collaboration amongst companies, advisers and investors in a peer to peer network.
- I am to crowdcreate Equity Market 3.0 networks in 20+ financial centres by June 2012.
- Widespread adoption of these networks is Equity Market 4.0.

My plan

- Establish partnerships to create Equity Market 3.0 in 20+ countries
- Deliver 20 five-day "Lightning Strike" template networks to selected partners to each country.
- Each template is created in five days and a partner can then customise and launch the network in 30-90 days.
- Unique domain names are available to provide unique and memorable branding for network members.

Equity Market 4.0 - global industry content management

Profiles: Product, Company, Adviser, Investor, Country, Industry

Classifieds: Research, M&A, Investment, Employment, Project, IPO / Bookbuild, Events

News: Audio, Video, Blog, Article, Announcement, Report, Pictures

Details of countries and partnerships will be revealed by "Open letters", posts and "Country" pages at MarcusCake.com ... and summarised in Version 2 of this presentation

Equity Market 3.0 allows members to see industry content and facilitate collective distribution, matching, collaboration and execution in hours (not months)
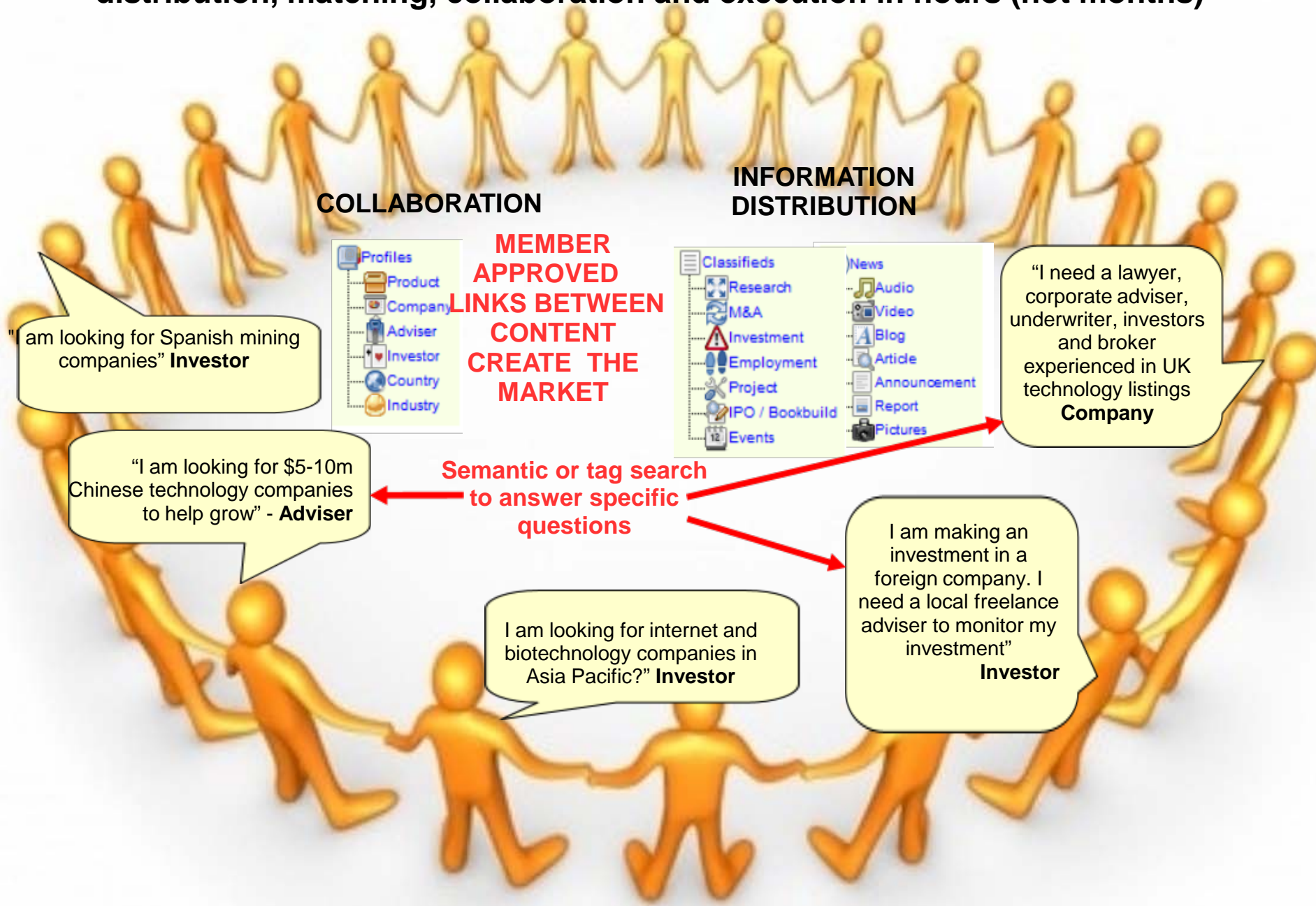
Equity Market 3.0 is an national, finance community – it is available in a five day "Lightning Strike"

- Equity Market 3.0 is an intersection of online social networks and financial markets.

- Equity Market 3.0 distributes information and facilitates collaboration amongst companies, advisers and investors in a peer to peer network.

- A five day workshop "Lightning Strike" delivers a template network to partners

- A partner can then customise and launch the network in 30-90 days.

Home   Tour   Search   Register   Login   Markets   Profiles   Classifieds   News   Store   Tools   Community   Support   About us   Login

Equity Market, China
open source support for China's equity market

We connect companies, advisers and investors

About us

- collaborative hub for companies, advisers and investors
- peer to peer distribution
- self-published
- 20+ types of content
- content can be linked to create comprehensive profiles
- custom URL's from 20+ countries
- tag-based search
- 100's of tags available

To learn more ... take the tour!

Tour

- How to participate?
- How to contribute?
- How to prosper?
- How is a peer to peer online market different?
- Company - features, benefits
- Advisers - features, benefits
- Investor - features, benefits
- Country features , benefits
- The challenges

Companies

Companies can publish all their equity market information at one location for their stakeholders.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Advisers

Advisers can find projects, pick clients and pursue international business.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Investors

Investors can search for international investments and organise a virtual analyst for due diligence.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Use our system to distribute your information

Profiles
- Product
- Company
- Adviser
- Investor
- Country
- Industry

Classifieds
- Research
- M&A
- Investment
- Employment
- Project
- IPO / Bookbuild
- Events

News
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

Quick search using tags

Company   Adviser   Investor   Other

Type of company?
Select Company type
Which Industry?
Select Industries
What country?
Select Countries
Keywords:
                    Search
Please enter a search

Login

Please login, register or take the tour

Username:
Password:
          Login

Forgot your password?

A virtual financial market?

For demonstration purposes, we have added "Market" to our pull-down menu. This is intended to show how market prices for various asset classes could be included in the platform.

The members account could be used for settlement of transactions, custody of assets and purchases.

Home | Credits | Report abuse | Suggestions | Our domain names | Linking and buttons | Terms of use | Email page | Privacy
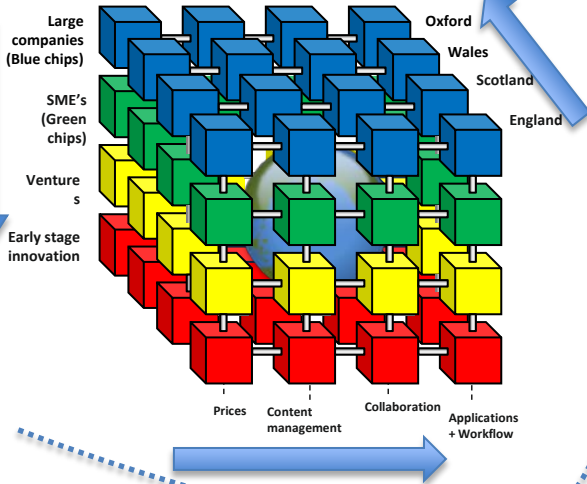
Fuelling the growth of SME's, Ventures and Early stage innovation into fire breathing dragons from a "Lightning Strike" that grows from ripples to waves ...

1 Delivered in 5 days ("Lightning Strike")

2 Engineering

3 Inspiration

4 Adoption

5 Transform

Delivered in 5 days (stage 1)

Equity Market 3.0

Large companies (Blue chips)
SME's (Green chips)
Ventures
Early stage innovation

Oxford
Wales
Scotland
England

Prices
Content management
Collaboration
Applications + Workflow

Scalability

Cloud power

Accessibility

Engineering (stage 2)

Customised in 30-90 days

Recruit existing "National", "Finance" "Community" organisations for inspiration and early adopters

Inspiration (stage 3)

Entrepreneurs
Endorsement to create and inspire adoption

Statesmen
Endorsement and aligning government tiers with common objective

Media
Partnership with TV (ie; Dragons Den reaches a community of 3m+ with an nterest in ventures and i nnovation – Dragons Den 3.0?

Existing community members
Incubators
Venture Capital Associations
Business Associations
Stock exchange
Non-government organisations

Government
Government departments participate to encourage and regulate

Adoption (stage 4)

Marketing

Break-even

Critical mass

Transform (stage 5)

Integrate

Link

Share
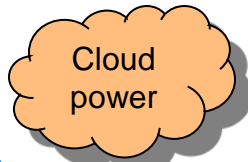
Equity Market 4.0 will be crowdcreated in 365 days

- Equity Market 3.0 is an intersection of online social networks and financial markets.

- Equity Market 3.0 distributes information and facilitates collaboration amongst companies, advisers and investors in a peer to peer network.

- I aim to crowdcreate Equity Market 3.0 networks in 20+ financial centres in 365 days by establishing partnerships in each country with the "EquityMarket" domain name available in each of 20+ countries

- Deliver a five day workshop "Lightning Strike" to create template networks for partners

- Each template is created in five days and a partner can then customise and launch the network in 30-90 days.

- Widespread adoption of these networks is Equity Market 4.0.

- I will focus on five day workshops (Lightning Strikes) that spawn Web 3.0 networks underlying Equity Market 3.0 and Economic Development 4.0
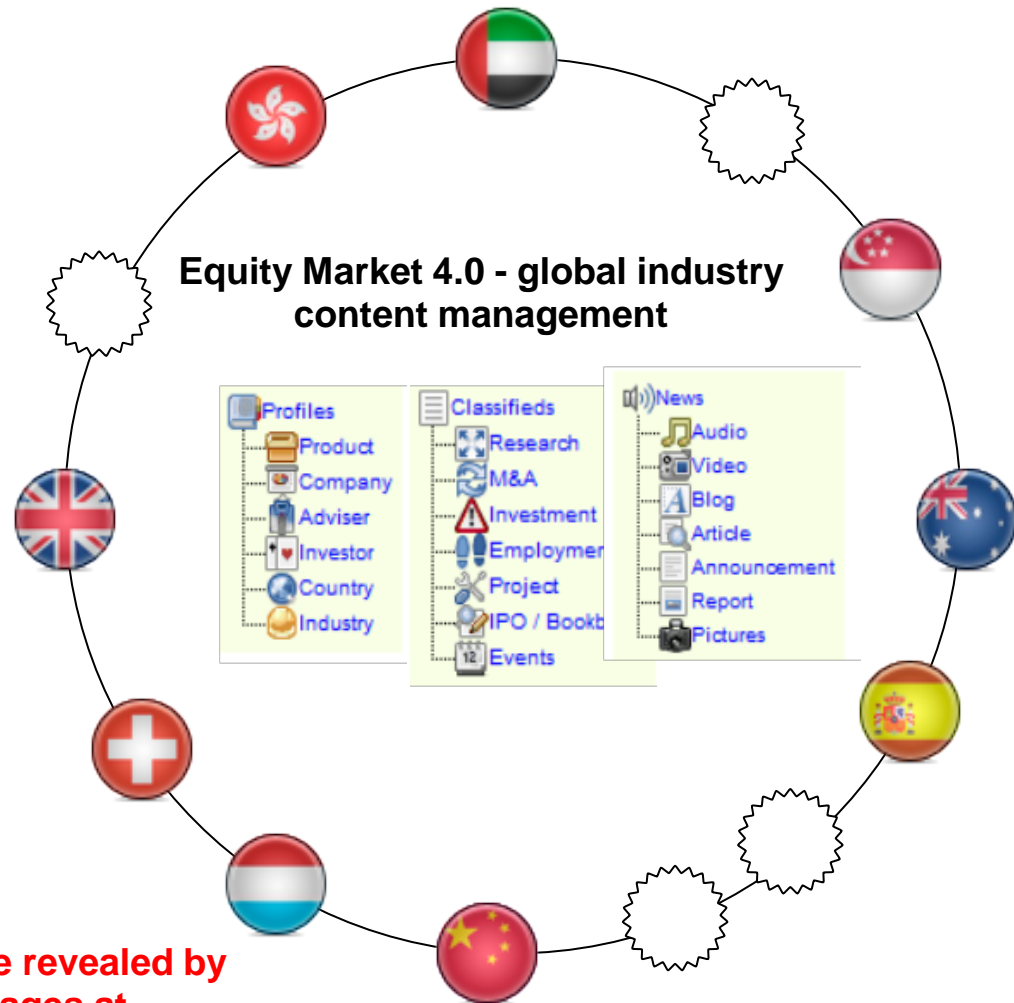
Equity Market 4.0 - global industry content management

Profiles	Classifieds	News
Product	Research	Audio
Company	M&A	Video
Adviser	Investment	Blog
Investor	Employment	Article
Country	Project	Announcement
Industry	IPO / Bookb	Report
	Events	Pictures

Details of countries and partnerships will be revealed by "Open letters", posts and "Country" pages at MarcusCake.com and summarised in later versions of this presentation

A single Collaborative Macroexchange could service the global Equity Market community of companies, advisers and investors

- Equity Market 3.0 is not a stock exchange

- Stock exchange software could be added to Equity Market 3.0 to create "Collaborative Macroexchanges" for large financial centres or "Collaborative Microexchanges" for small or niche financial centres.

- A Cloud based "Collaborative Macroexchange" could perform the function of the global equity market with a greater degree of transparency, accountability and meritocracy.

- A "Collaborative Macroexchange" may:

  - not exist today, but could be created as fast as online social network of recent years

  - be spawned from a major financial centre (Hong Kong, Singapore, United Kingdom, Switzerland)

  - be spawned from a smaller financial centre (UAE, British Virgin Islands)

  - be created by a stock exchange, financial institution, country or online social network

  - leverage the "cloud" for unlimited reach, processing power and storage

Equity Market 4.0 - global industry content management

Profiles
- Product
- Company
- Adviser
- Investor
- Country
- Industry

Classifieds
- Research
- M&A
- Investment
- Employment
- Project
- IPO / Bookb
- Events

News
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

+ STOCK EXCHANGE = COLLABORATIVE MACROEXCHANGE!
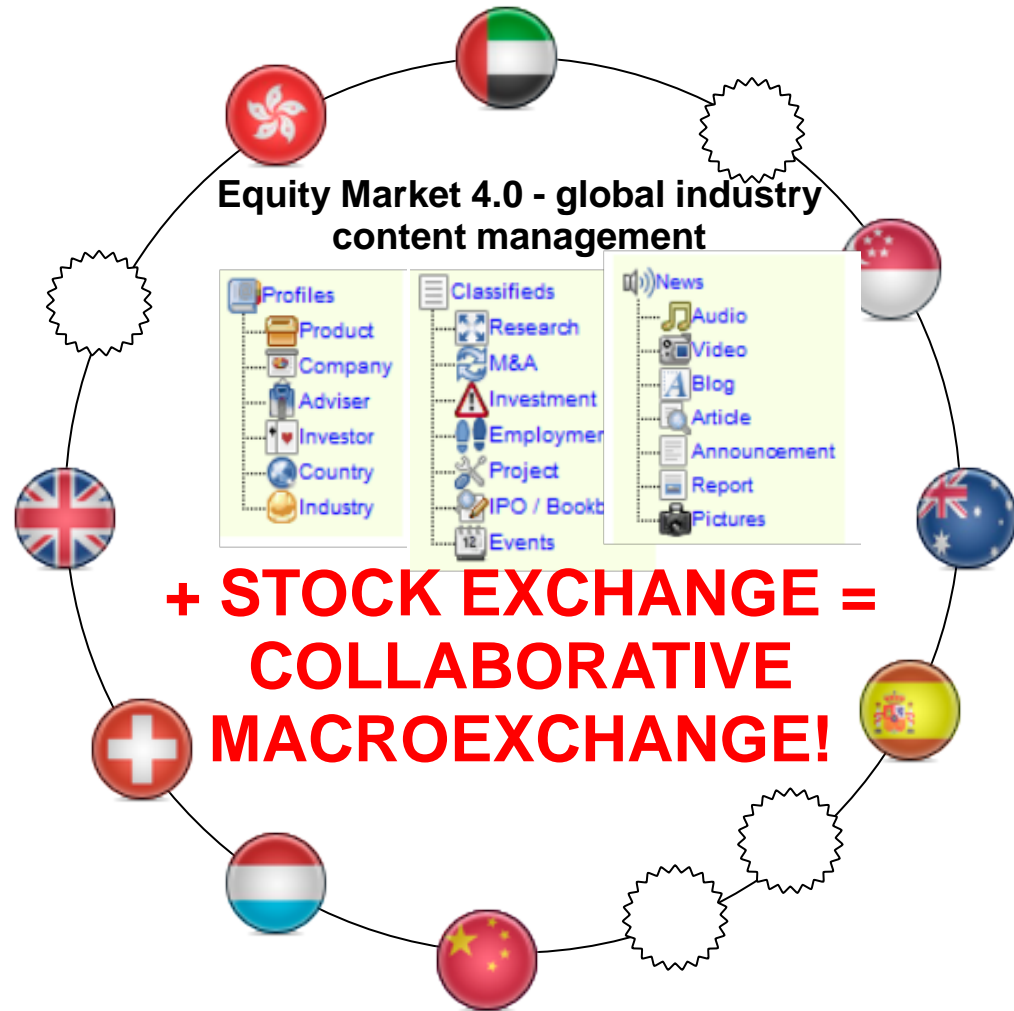
Equity Market 3.0 is available in a 5 day Lightning Strike!

Industry content
(comprehensive and tag based)

- The web application is operational

- enable companies, advisers and investors to do what they do everyday in an open, transparent internet platform

- Easy to setup, modify and maintain

- Global scalability

- Operates on Amazon "cloud"

- Unlimited storage and processing power

- 20+ types of content

- Profiles, Classifieds, News

- Tag-based (or semantic) search

- Self-publish

- Multiple revenue sources

- Differential pricing dependent on content and country

- pay to publish each item of content til expiry date

- Custom URL's & email addresses for members

- The 5 Day "Lightning Strike" (Workshop) delivers to a partner an Amazon server image with a working Web 3.0 network that can be customised and launched in 30 to 90 days. Please see screenshots for an example of outcomes.

Profiles
- Product
- Company
- Adviser
- Investor
- Country
- Industry

Classifieds
- Research
- Mergers & acquisitions
- Investment
- Employment
- Project
- IPO / Bookbuild
- Events

News
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

The integration of four Web 3.0 network purposes delivers exponential productivity

Content (management)

- Semantic profiles using hundreds of tags
- Peer to peer content views – see what any particular item of content is linked to
- Focussed on defined communities of common interest
- "White label" web site for each community participant showing links to all other community content (see screenshots)
- Anyone can publish and invite links, but links must be accepted before forming part of a profile
- Prototype provides additional information, specific examples and potential business model

Information (distribution)

- Web 1.0 web sites distribute information from publisher to consumer

Web 1.0 distribution models upgraded with hundreds of tags and interaction

Information relevant to the community delivered in real time ... as specified by a user in their watchlist or user account

ALERTS OF NEW CONTENT
New jobs, new projects, new articles, new videos Link requests: addition to health record

ACTION NEW CONTENT
Apply to work on projects, approve links

Collaboration (applications)

- Personal applications allow the individual to live, work and play online
- Enterprise applications put businesses online
- If people and businesses are online, then dynamic new ways of working are possible
- Prototype provides additional information, specific examples and potential business model

Individuals can collaborate via devices – record transactions, approvals, review

Communication (devices)

- Devices provide voice and data exchange between two points
- Devices also integrate with Alerts based on new content meeting tag criteria
- Prototype provides additional information, specific examples and potential business model

National Application Network delivers exponential personal, enterprise and national productivity

It is applications that drive national productivity, not bandwidth. The apps contributing the greatest productivity use the lowest bandwidth.

The NAN integrates the following four purposes to deliver exponential productivity:
- information distribution
- communication via devices and internet
- content management for multiple communities of common interest (social, industry and political structures)
- collaboration applications
  - personal
  - enterprise

Content functions includes: Equity Market 3.0, Health Industry 3.0, Democracy 3.0 and others The integration of NAN 3.0 into a global network creates NAN 4.0, or a Global Application Network (GAN)

Home　Tour　Search　Register　Login　Communication　Information　Content　Apps　Store　Tools　Community　Support　About us　[　]　[　]　Login

National Application Network (NAN)
Information, communication, content and applications to drive personal, enterprise and national productivity

About us

- An integrated set of personal and enterprise applications to drive Australian productivity
- applications to run all aspects of the enterprise
- personal applications to help people live, work and play
- organisations and people present new opportunities for productivity and lifestyle
- our communications products integrate with our applications
- we provide tagged based and comprehensive content management for communities of common interest
- all our services are delivered immediately

To learn more ... take the tour!

Tour

- How to contribute?
- How to prosper?
- How is a peer to peer online market different?
- Company - features, benefits
- People - features, benefits
- Information distribution - features, benefits
- Collaboration - features, benefits
- Browser access, devices and API's

Communication

There are many different ways to communicate. We do more than just supply a variety of communication tools.

We integrate our communication tools into our online personal and enterprise applications, content management and information services.

These tools are transformed into solutions that transform the way we work, rest and play.

Communication
- Mobiles
- Home phone
- Broadband
- Instant messaging
- Google Wave
- Email
- Webhosting
- Follow-me

Applications

Most organisations can run their entire enterprise using our online system. Most people can run their personal lives and work online. If organisations and people are online, then dynamic new ways of working are possible

Use our apps for your personal life and business. Don't just subscribe to pieces of software ... join a integrated community that can deliver new ways of working, income opportunities and a flexible lifestyle.

We have an innovative structure that allows 80% of enterprises to use our system and derive additional significant community benefits.

If you need some extra people (local or overseas), just search, check availability, review community feedback, interview online and add to your applications ... in an hour!

Apps (business)
- Corporate
- Marketing
- Sales
- Procurement
- Production
- Warehouse
- Distribution
- Customer service
- Administration
- Human resources
  - Payroll
  - Time/attendance
  - Rostering
  - Learning
  - Talent
  - Health and safety
- Design
- Finance

Apps (personal)
- eHealth
- Document exchange
- Photo library
- Word processor

Information

We distribute information from publishers to consumers to keep you informed.

Information
- Yellow pages
- White Pages
- Classifieds
- City Guides
- TV
- Music
- Videos
- Games

Content

We provide comprehensive content management for communities with a common interest. All information within the community can be published here. Each item is comprehensively tagged so you can find specific opportunities and connections fast.

These comprehensive profiles are linked in a peer to peer way to allow anyone to see how that information is connected to others. We think this transparency will drive productivity and accelerate growth

Example profiles:

.

More about information distribution ...
Search for products

Collaboration
- Research
- M&A
- Investment
- Employment
- Project
- IPO / Bookbuild
- Events

Information
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

Profiles
- Product
- Company
- Adviser
- Investor
- Country
- Industry

Login

Please login, register or take the tour

Username: [　　　]
Password: [　　　]
[Login]

National Application Network – personal and enterprise applications to drive productivity

The NAN moves beyond content management to providing applications. The NAN provides single sign on for each citizen into a library of applications for its citizens.

This includes:
- Accounting systems
- ERP (to manage a business)
- Customer Relationship Mgmt
- Human Resource Management
- and others deemed critical to running social, industrial and political endeavours

Free Software is ideal because:
- designed for the web
- can be unconditionally shared
- can be easily integrated into the NAN with a single login.

First world labour shortage of 33m people could be supplied by the third world! by integrating "content" and "apps" in a National Application Network

The integration of four purposes provides the opportunities that drive productivity.

80% of enterprises can use the standard NAN enterprise software ... with community benefits!

<u>One example: Add new people to your business in an hour!</u>
If you need some extra people to run your business, search for them (ie; NSW payroll executive), read their profile, see their availability, check community feedback/ratings, call them on Skype and then provision them on your Enterprise software … in an hour!

There is a significant shortage of skilled labour in the first world (33m people) ... this approach could tap the labour pool in the third world

Content + Apps = Productivity

Health 3.0 for patients, providers and organisations in the international, health community

A Medical Record has not been provided for citizens despite all health industry participants being connected via the internet. The key problems is the lack of a central hub for patient information and concerns regarding privacy.

The solution is a Web 3.0 health network that places the patient (or their representative) at the centre of the network to link information published by health industry participants in a universally available web application

Health 3.0 is a content management application to facilitate information distribution, interaction and collaboration between participants within the health industry. It includes a Medical Record for each patient.

Home Tour Search Register Login Health record Profiles Collaboration Information Store Tools Community Support About   Login

Health industry online network
peer to peer information distribution, communication and collaboration for hospitals, providers and patients

Patients - manage your team of providers and organisations

About us

- collaborative hub for organisations, providers and patients
- peer to peer distribution
- self-published
- 20+ types of content
- content can be linked to create comprehensive profiles
- custom URL's from 20+ countries
- tag-based search
- 100's of tags available

To learn more ... take the tour!

Patients maintain their own health record and authorise providers and organisations to access, change or contribute to their health record.

Any third party can "create content". It becomes part of your health record when you link to it, or the content was created for you by a provider/organisation you are linked to.

Features/benefits | Search | Featured | Create | Sample health record Forum | Latest | Most discussed | Wiki

Health record
- Examinations
- Test results
- Prescriptions
- History
- Incidents
- Progress notes
- Other information
- Encounters
- Demographics
- Complaints
- Assessments

Quick search using tags

Organisations Providers Patients Other

Type of Organisation?
Select Organisation type
Which medical condition?
Select Medical conditions
What country?
Select Countries
Keywords:
            Search
Please enter a search

Tour

- How to participate?
- How to contribute?
- How to prosper?
- How is a peer to peer online market different?
- Organisations - features, benefits
- Providers - features, benefits
- Patients - features, benefits
- Country features , benefits
- The challenges

Providers - manage patient care virtually

Providers can distribute their information, communicate with peers, coordinate "patient plans" and "projects" and directly contribute to the health record of each patient.

Features/benefits | Search | Featured | Create | Sample profile Forum | Latest | Most discussed | Wiki

Provider types
- Nurse
- General practitioner
- Physiotherapist
- Radiologist
- Surgeon
- Dentist
- Optometrist
- Psychiatrist
- Cardiologist

We distribute information and facilitate collaboration

Collaboration
- Research
- Patient plans
- Law and regulation
- Employment
- Projects
- Clinical trials
- Events

Information
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

Health record
- Examinations
- Test results
- Prescriptions
- History
- Incidents
- Progress notes
- Other information
- Encounters
- Demographics
- Complaints
- Assessments

Profiles
- Product
- Organisation
- Providers
- Patient
- Country
- Medical conditions

Organisations - promote and manage your services

Organisations can distribute information, promote their services and collaborate with peers.

Features/benefits | Search | Featured | Create | Sample profile Forum | Latest | Most discussed | Wiki

Organisation type
- Hospital
- Aged care
- Association
- Insurance company
- Government
- Pharmaceutical company
- Education institution

Home | Credits | Report abuse | Suggestions | Our domain names | Linking and buttons | Terms of use | Email page | Privacy |

What content is managed in Health 3.0?

Profiles
- Product
- Organisation
- Providers
- Patient
- Country
- Medical conditions

Health record
- Examinations
- Test results
- Prescriptions
- History
- Incidents
- Progress notes
- Other information
- Encounters
- Demographics
- Complaints
- Assessments

Information
- Audio
- Video
- Blog
- Article
- Announcement
- Report
- Pictures

Collaboration
- Research
- Patient plans
- Law and regulation
- Employment
- Projects
- Clinical trials
- Events

Health 3.0 is a "Unified health" manage patients, provider and organisation content, communication and workflow in the cloud

Consumers

Providers

Health records

Discussion

Scheduling

Billing

Messaging

Security

Conferences

(1) Communication
(distribution, Interaction, collaboration)
&
(2) content management

Mobile

Mobile

Advertising

Rostering

Payments

Insurance

Organisations

Traditional enterprise software may provide a framework for industry content management – maybe not!

Web 3.0 apps from many providers will be integratedin Web 3.0 platforms

Web 1.0 Enterprise software (Servers)

Web 3.0 Application vendors

Climate 3.0: connecting government, companies and people with a common interest in climate

Login

Climate stability online network
connecting scientists, governments, corporations, philanthropists and the community

About us

- collaborative hub for government, corporations, scientists, philanthropists and the community
- coordinating individual contribution to deliver climate stability
- peer to peer distribution
- self-published
- linking content turns information into knowledge into action
- workflow from problem to solution to implementation
- tag-based search
- hosted by Amazon bookstore

To learn more ... take the tour!

Tour

- How to participate?
- How to contribute?
- How to prosper?
- How does a collaborative hub work?
- Company - features, benefits
- Scientists - features, benefits
- Philanthropists - features, benefits
- Goverment features , benefits
- The challenges

We coordinate individual contribution to deliver climate stability

The climate stability online network distributes information facilitates collaboration, shares knowledge and coordinates innovation to contribute to the stability of Earth's climate. This collaborative hub brings the people and information together online to accelerate the flow from problem to solution to implementation.

We connect scientists, government, corporations, philanthropists and the community

Companies

Companies can contribute their intellectual property and allocate the scientist time to this important global endeavour.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Scientists

Scientists can contribute their knowledge or act as project managers to guide the project.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Philanthropists

Philanthropists can fund projects suggested by scientists and build each part of the solution.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Governnment

Government executives can help sponsor or change legal frameworks to help pursue this important initiative.

Features/benefits | Search | Featured | Create | Sample profile
Forum | Latest | Most discussed | Wiki

Quick search using tags

Company | Government | Scientists | Philanthropists

Type of company?
Select Company type

Which Industry?
Select Industries

What country?
Select Countries

Keywords:

Search

Please enter a search

Login

Please login, register or take the tour

Username:
Password:

Login

Forgot your password?

We manage the following types of content

Profiles	Classifieds	News
Government executives	Intellectual property	Blogs
Companies	Research	Announcements
Scientists	Problems	Articles
Philanthropic institutions	Solutions	Reports
	Implementation	Audio
		Video
		Pictures

What next?

Participate

- Register as a "Member" to access restricted content
- Subscribe to the RSS feed at MarcusCake.com
- Subscribe to Marcus's Twitter account
- Subscribe to "events" via Google Calendar feeds
- Join the LinkedIn Groups
- Review Picasa photos and screenshots
- Make contact with Marcus Cake by sending him an Invitation to Connect on LinkedIn
- Participate in the MarcusCake.com Forums
- Embed our presentations in your web site

Distribute

- Embed the Slideshare presentations
- Help me connect with people that can help or want a Web 3.0 turnkey network
- Read my "Open letters" and help me connect with the addressee

Collaborate

- Assemble the pieces to create a Web 3.0 network
- Collaborate on the presentations
- Potential partners can contact Marcus on Skype or via LinkedIn

Marcus Cake – Web 3.0 evangelist and corporate adviser

- Marcus Cake is principal of Marcuscake.com and has 15 years experience as a venture capitalist, technology investment banker (mergers and acquisitions) and as a software entrepreneur. He has seven years of tertiary education.

- Marcus is passionate about applying social networking and open source principles to financial markets and economic development

- Marcus holds a Bachelor of Economics and a Master of Business Administration from the University of Western Australia. He also studied a Bachelor of Laws degree (partially complete) and acquired specialist knowledge in international tax, advanced corporate law and mining and energy law.

- He also holds a Postgraduate Diploma in Applied Finance and Investment from the Securities Institute of Australia (now FINSIA). From 1999-2001, he was a marker of student assignments and exams for the Securities Institute of Australia in the Postgraduate Diploma unit in mergers and acquisitions.

- Additional information is available from www.marcuscake.com/about

Our "Web 3.0 online network" services

1. Review strategy
- Review of existing product mix
- Potential application of Web 3.0 to industry
- Determine requirements
- Structure of content within community
- Complementary communication
- What is the structure of the online network
- What is the cost and return on investment

2. Build "Turnkey" online network
- We will create the Web 3.0 prototype
- Modify the web application to requirements
- Operational on Amazon cloud
- Leverage collective innovation of open source
- Elastic web hosting that increases with demand
- Rapid development

3. 5 Day "Lightning Strike" Workshop
- Delivery of a Template Web 3.0 network
- Customise for your own strategy
- Launch in 30-90 days
- available to assist further (if required)

4. Search for partners
- What are the partnering options?
- Who may be strategic or financial investors
- How can traffic and the user base be increased
- What are the complementary elements of the Web 3.0 network?

Acknowledgements

- **About the Author**
  http://www.marcuscake.com/about
- Marcus Cake is principal of Marcuscake.com and has 15 years experience as a venture capitalist, technology investment banker (mergers and acquisitions) and as a software entrepreneur.
- He has seven years of tertiary education.

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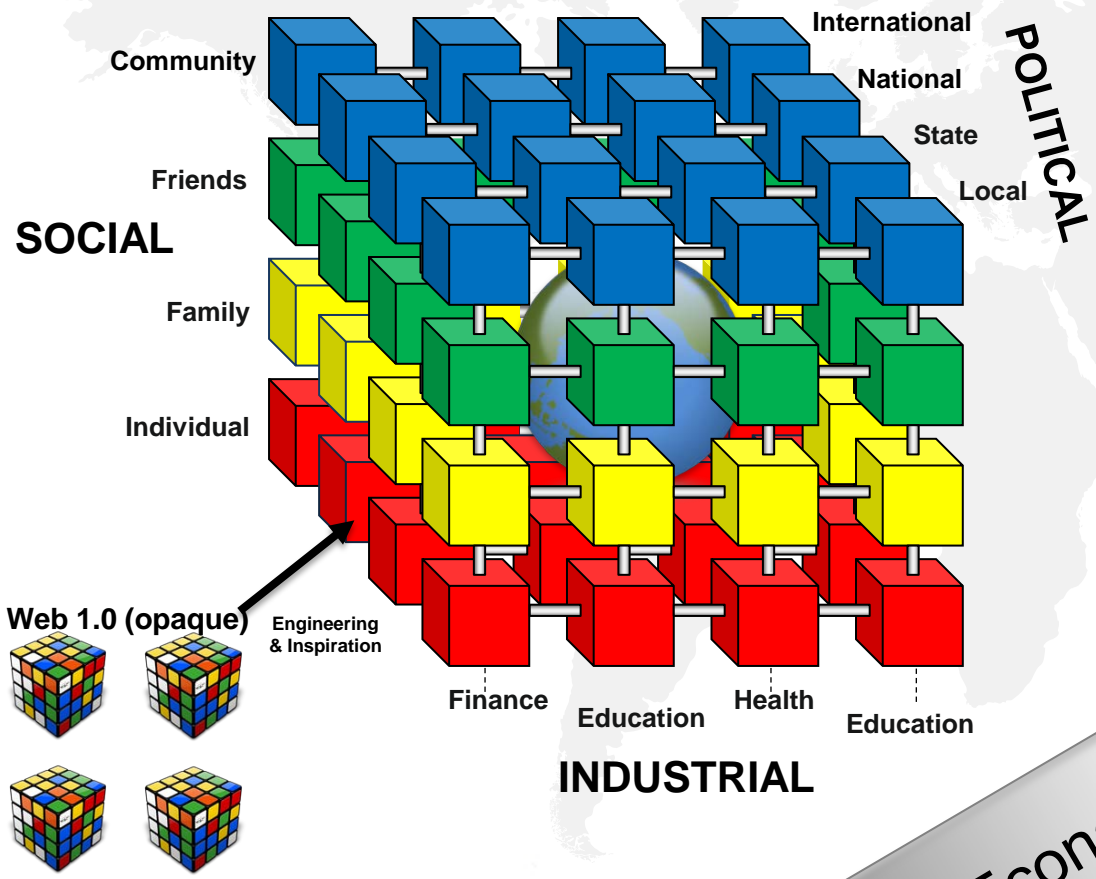
Applying the lessons of social networking and open source
v

ECONOMIC DEVELOPMENT 4.0:

WEB 3.0 NETWORKS CAN FOCUS THE WISDOM AND EFFORT OF CROWDS TO PRIORITISE AND ACHIEVE GLOBAL OUTCOMES

Delivered in 90 days!
Available in 180!
Transformation in 365!

Community
International
National
State
Local

POLITICAL

Friends

SOCIAL

Family

Individual

Web 1.0 (opaque)

Engineering & Inspiration

Finance   Education   Health   Education

INDUSTRIAL

An Economic Development 4.0 network

Version 2 June 2011