Applying the lessons of social networking and open source

EQUITY MARKET 4.0:

A CENTRAL BRAIN TO ORGANISE COMMUNITY INNOVATION, COLLABORATION, WISDOM AND EFFORT TO ACHIEVE A GLOBAL CAPITAL MARKET

Delivered in 5 days!
Available in 90!
Transformation in 365!

INTEGRATING

Large companies (Blue chips)

SME's (Green chips)

Ventures

Early stage innovation

Developing countries
Specialist financial centres
Major financial markets
Top 5 Financial Markets

DEEPENING

Web 1.0 (opaque)

Prices   Content management   Collaboration   Workflow

EXPANDING

An Economic Development 4.0 network

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

Version 2.3 (June 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**
- **Fueling 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.

Equity Market 3.0 recreates what people do in the equity market everyday in an online network! It is available in a 5 day "Lightning Strike" workshop

- Equity Market 3.0 applies the lessons of social networking and open source to the equity market.

- Equity Market 3.0 distributes 20+ types of information and facilitates collaboration amongst companies, advisers and investors in a semantic 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.

- Partners include:
  - Investors
  - Social networks
  - Stock exchanges
  - Entrepreneurs
  - Information Data Providers
  - Government

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

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

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 |

What are the financial investor value propositions?

- **Highly valued by investors:** Social networks are highly valued. Industry networks are likely to have even greater value and represent the next investment opportunity – Industry 3.0!

- **High ARPU:** An online industry network could have an ARPU of $1,000 because it manages valuable industry information that participants are willing to pay to publish and pay to view. Typical social networks have an Average Revenue per User of $2-25 per annum. The information is not valuable.

- **Billion dollar revenue potential:** With an ARPU of US$1,000 per user, a community of one million people would deliver one billion dollars in revenue.

- **Rapid growth to millions of users in short time frame possible**: It is not unusual for social networks to acquire millions of customers rapidly.

- **Leverage the internet to reach two billion people at almost zero cost:** Internet users have grown from 360m in 2000 to more than 2 billion in 2011

- **Reach higher growth markets** across the world, particularly Asia, China and India.

- **It can scale elastically** on demand to service a growing user based

- **High profit margin**

- **Low and early break-even point:** The cost of deploying could be as little as a few hundred thousand dollars. It can be launched with 4-5 people.

- **The community creates knowledge which reduces the cost of creating a quality market exponentially:** The community creates knowledge by self-publishing, linking and rating content (not staff).

- **Minimal staff:** Equity Market 4.0 may never need more than 30 people to operate it.

- **Sustainable competitive advantage from a unique global portfolio of domain names:** Equity Market 4.0 derives sustainable competitive advantage by offering each storefront a memorable email and web address from hundreds of unique domain names which include "equitymarket" in 20+ countries

What are the strategic investor value propositions?

SOCIAL NETWORKS AND SEARCH ENGINES

- **Increases pages viewed and visitors during working hours** to drive more advertising revenue and increase data quality
- **Managing industry interactions drive higher ARPU:** Social networks have relationships and manage social interactions of people working in financial markets. Higher ARPU can be earned by managing industry interactions.
- **Overcome "stickiness" of competing networks or increase your own networks "stickiness" by offering Industry 3.0 income opportunities and lifestyle benefits**: Users may not switch networks even if offered a better service. However, they may join a network that offers prospects for income and an alternative lifestyle.

INFORMATION DATA PROVIDERS

- **A higher valuation multiple** could be attracted from investors by applying or adding a social network model
- **Reach beyond** Web 1.0 proprietary technology and expensive channels to 2 billion internet users across the world with a cheaper Web 3.0 network using standard internet technologies and devices.

STOCK EXCHANGES

- The Stock Exchange industry is consolidating in mergers worth trillions of dollars. According the ASX Chairman, the reasons for consolidation are:
  - a merger creates the scale to sustain large technology expenses and the need to provide product and service diversification
  - a merger creates a larger player of more regional relevance
  - a merger expand the footprint globally and helps retain key staff
  - a merger expand the range of products and services that could be offered to [local] investors
  - a merger increase the visibility within the global investment community of [local] companies and give them deeper capital from a deeper pool of liquidity
  - a merger creates a broad international palette of products and services is needed to remain competitive against international competitors
- **A Web 3.0 strategy is faster, cheaper and better than industry consolidation.**
- **Alternatives to industry consolidation is required**. Industry consolidation may be prevented by competition and concerns about "National Interest"
- **A Web 3..0 network delivers the benefits of industry consolidation** by attracting a regional or global audience to a local exchange by applying the lessons of social networks and open source

COUNTRIES

- *"To achieve the coherence, flexibility and responsiveness necessary for effective innovation policy, the national government requires a 'central brain' that is well informed, can take the overview and assume strategic leadership"* [1]
- *[Satisfies] the need for, and ability to provide, a 'helicopter' view of the overall innovation ecology of the country;*

[1] http://www.innovation.gov.au/Innovation/Policy/Documents/NISReport.pdf

Home page – local look and content in each country

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

Login

Hong Kong
world class financial centre and gateway to China

Country profile

Business environment

Contact information

PROFILES (linked)

Advisers (linked)

Companies (linked)

Investors (linked)

Products (linked)

CLASSIFIEDS (linked)

Employment (linked)

Events (linked)

Projects (linked)

IPOs (linked)

Research (linked)

M&A (linked)

Private investments (linked)

NEWS (linked)

Articles (linked)

Audio (linked)

Blog (linked)

Reports (linked)

Video (linked)

Discussion forum

With a central location in east Asia and with a rapidly growing Mainland China as its hinterland, the Hong Kong Special Administrative Region is an international business, trade and financial hub. Building on its traditional free market economic policy, Hong Kong has developed into a modern, vibrant and cosmopolitan services economy, underpinning the role of the city as a global business platform.

Hong Kong's online financial market

The key entrances to Hong Kong's financial market are listed below:

- www.financialmarket.hk
- www.cashmarket.hk
- www.debtmarket.hk
- www.bondmarket.hk
- www.equitymarket.hk
- www.forexmarket.hk
- www.derivativemarket.hk

How to participate?

You can incorporate in Hong Kong and benefit from low corporations tax, no withholding tax, location in one of the world's leading financial centres and a network of tax treaties.

How we can help?

Our online industry network provides a virtual presence in Hong Kong, transparency by publishing your content online and a means to be found by others with tag based search. You can also set up web and email forwarding for your profile using memorable Hong Kong financial market domain names covering multiple asset classes. These may overcome the disadvantage of operating from a foreign finance centre and allow you to benefit from all that Hong Kong has to offer.

Please see our special offers for those setting up in Hong Kong in our online store:

The Hong Kong profile is also your gateway to different types of Hong Kong content. Please browse the content by using the vertical menu available in the Hong Kong country profile

By: Marcus Cake CEO, Equity Market Limited (details ; Web site)
Modified: ###NEWS_MODIFIED###; Created: December 31st, 1969 07:00:00 PM; Expires: December 31st, 1969 07:00:00 PM

The country profile is an entrance point for all country content

🖨 Print | ✉ Email | 📄 PDF | 🔄 Link to my content | ➕ Add to my watchlist | ⚠ Rating | 🔷 Discuss

Each company can self-publish 20+ types of information or link to third party content to create a single, comprehensive information "storefront".

Login

Company Limited
Telecommunications software and services

Company profile

History, activities and aspirations

Products and services

Corporate

Financial

Contact info

PROFILES (linked)

Advisers (linked)

Company (linked)

Investors (linked)

Products (linked)

CLASSIFIEDS (linked)

Employment (linked)

Events (linked)

Projects (linked)

Bookbuilds /IPO's (linked)

Research (linked)

Mergers / acquisitions (linked)

Private investments (linked)

NEWS (linked)

Announcements (linked)

Articles (linked)

Audio (linked)

Blog (linked)

Pictures (linked)

Reports (linked)

is a leading provider of customer management solutions with particular expertise in Mobility, Field Force Automation and Telecommunications. We help corporate as well as small to medium enterprises to better understand and service their customers.

Tags: Company, Featured, Australia, Telecommunications, Software, Wireless

is a leading provider of customer management solutions with particular expertise in telecommunications. We help telco service providers to better understand and service their customers while safeguarding their investment in legacy systems.

Our customer management systems are designed to enhance the capability of carriers to acquire, manage and retain customers. We have provided highly integrated and scalable end-to-end solutions to service providers in Asia, Australia and Europe

Each company can self publish 20+ types of content

By: Marcus Cake CEO, Equity Market Limited (Web site)
Updated: December 31st, 1969 19 : 00 ; Created: December 31st, 1969 07:00:00 PM; Expires: June 30th, 2009 05:59:00 PM

Links

Files

Latest linked content

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

Each company can be found using tag, or semantic, based search

Login

Equity Market, New Zealand
open source support for New Zealand's financial market

Profiles

Home » Profiles » Companies » Company search

Company search

Countries

Industries

Companies

> Companies - featured

> Companies - latest

> Most discussed companies

> Most viewed companies

> Highest rated companies

> Companies forum

˅ Company search

Advisers

Investors

Products

Comprehensive tags to deliver a productive result

Company search

Location and industry
Australia ▾
_
Select Industries ▾

Company attributes
Select Company type ▾
Select Revenue size ▾
Select Number of employees ▾
Select Company profit ▾
Select Company employment interest ▾
Select Company interest in new capital ▾

Other
Select Stock exchanges ▾

Keywords: [   ]   Search

Australian provider of IT and communications services

Tags Company, Australia, Technology, Telecommunications, Services, Revenue USD2-5m, Medium company, not interested in new capital, seeking employees, seeking board members, 50-250 employees

[more]

Tags provide a quick summary of the company

Tags Company, Australia, Singapore, New Zealand, United Arab Emirates, Internet, Media, Private

[more]

Telecommunications software and services

is a leading provider of customer management solutions with particular expertise in Mobility, Field Force Automation and Telecommunications. We help corporate as well as small to medium enterprises to better understand and service their customers.

Tags Company, Featured, Australia, Telecommunications, Software, Wireless

[more]

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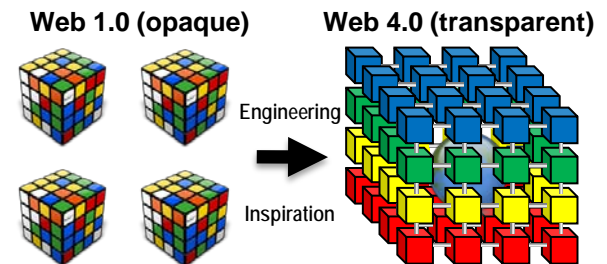
We are on the brink of a shift to global person to person networks!

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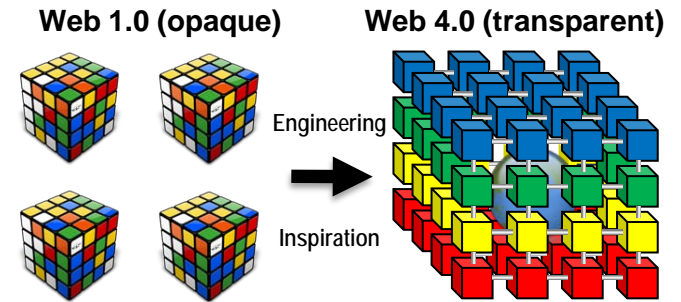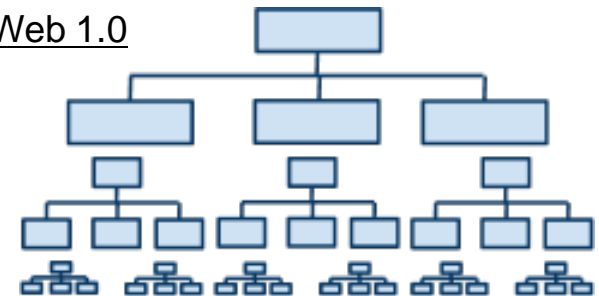
Engineering: We can create the Web 3.0 networks on the Critical Path to Economic Development 4.0 in 90 days!

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 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

UNITED 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
National
State
Local

Community
Friends
SOCIAL
Family
Individual

Finance   Education   Health   Government

INDUSTRIAL

Equity Market 4.0 creates a global capital market by sharing content between country networks and differentiating between countries using tags
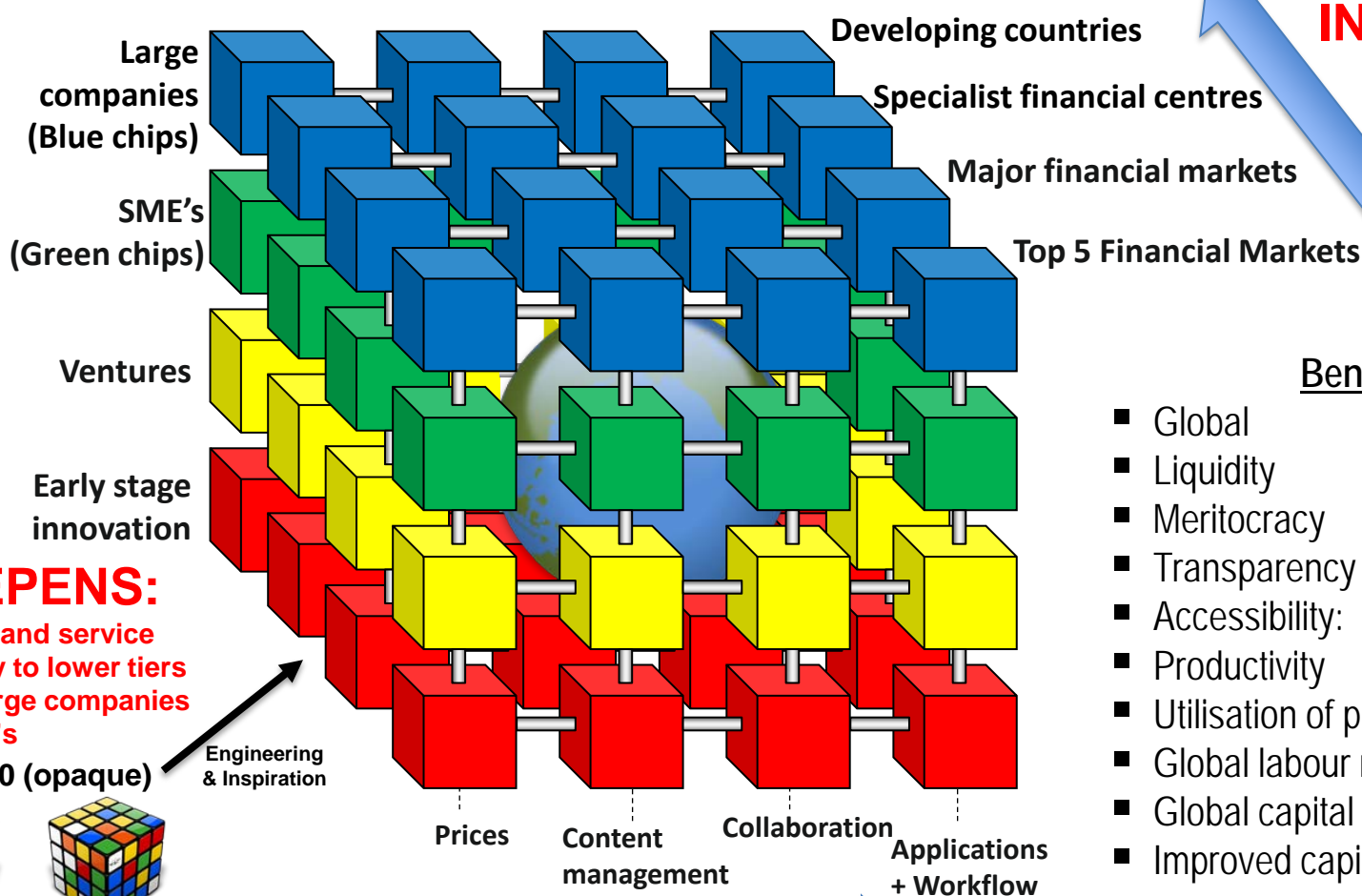
INTEGRATES: a global market with transparency

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
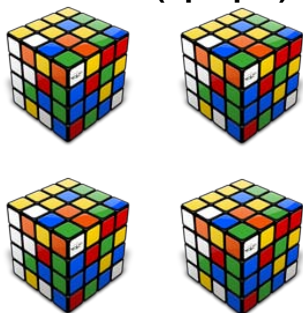
EXPANDS: more features and functionality

Benefits

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

Equity Market 3.0 allows members to see industry content and facilitate collective distribution, matching, collaboration and execution in hours (not months)

"I am looking for Spanish mining companies" **Investor**

I am making an investment in a foreign company. I need a local freelance adviser to monitor my investment" **Investor**

COLLABORATION

INFORMATION DISTRIBUTION

MEMBER APPROVED LINKS BETWEEN CONTENT CREATE THE MARKET

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
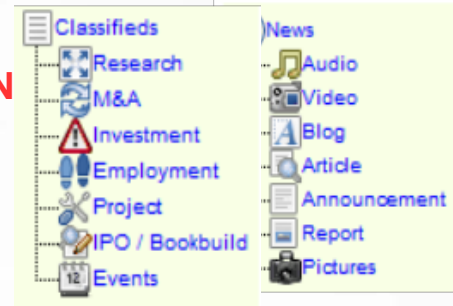
"I am looking for $5-10m Chinese technology companies to help grow" - **Adviser**

Semantic or tag search to answer specific questions

I am looking for internet and biotechnology companies in Asia Pacific?" **Investor**

"I need a lawyer, corporate adviser, underwriter, investors and broker experienced in UK technology listings **Company**
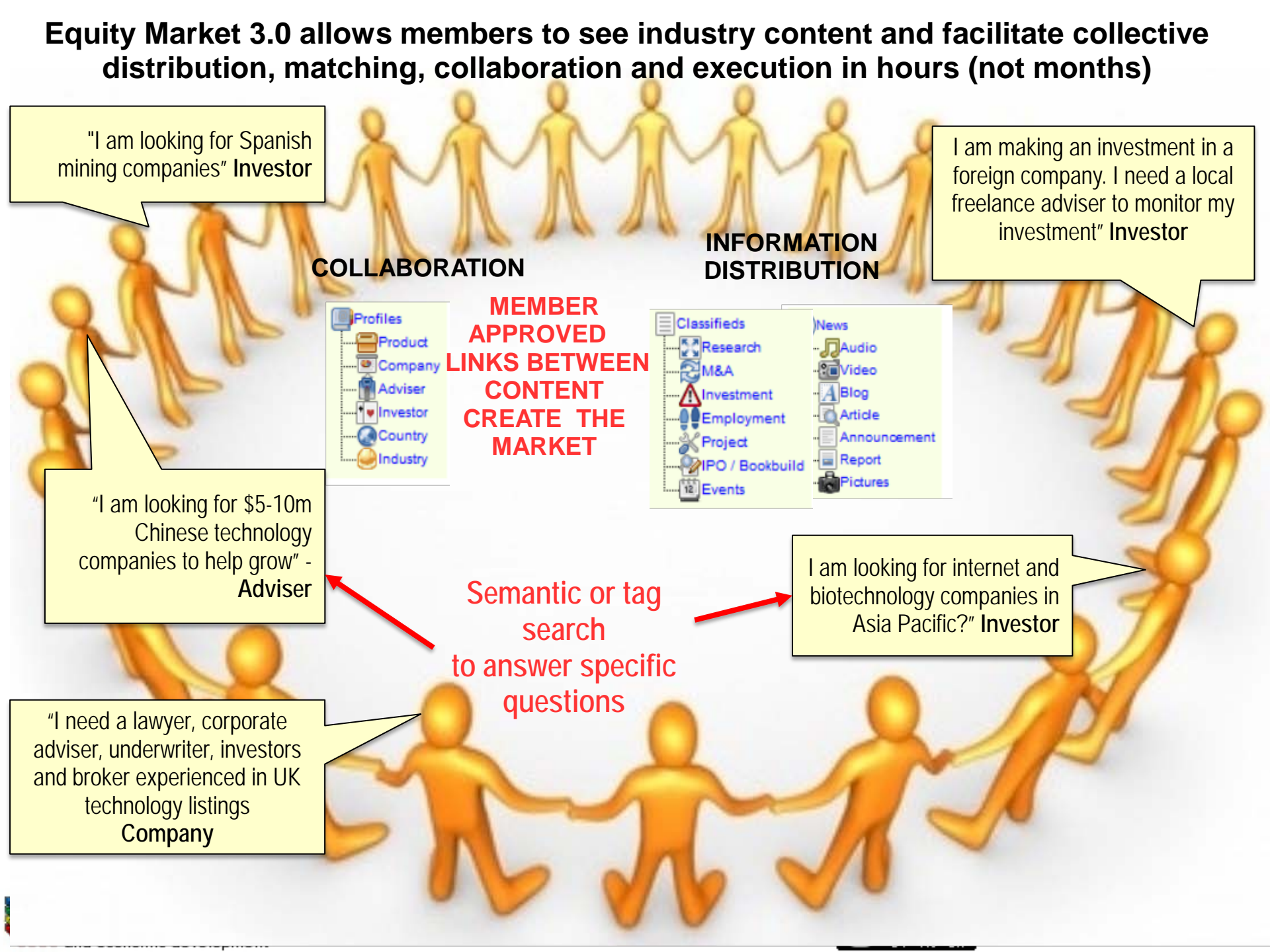
Fuelling the growth of SME's, Ventures and Early stage innovation into fire breathing dragons from a "Lightning Strike" that grows from ripples to waves ...

1 **Delivered in 5 days**
("Lightning Strike")

2 **Engineering**

3 **Inspiration**

4 **Adoption**

5 **Transform**

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
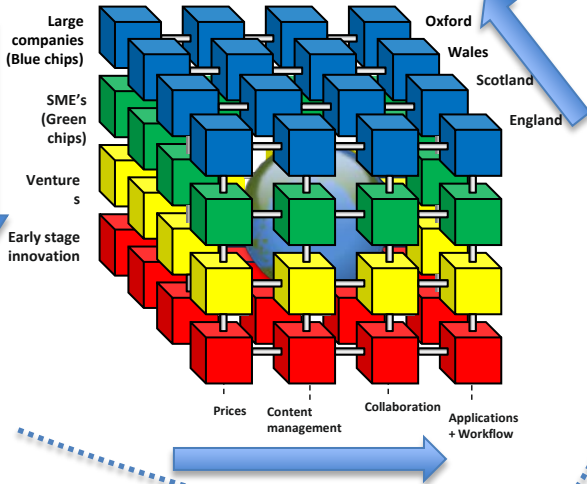
Customised in 30-90 days

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

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

Marketing

Break-even

Critical mass

Integrate

Link

Share
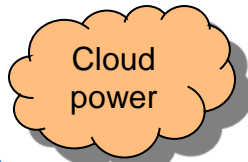
Equity Market 4.0 will be crowdcreated in 365 days

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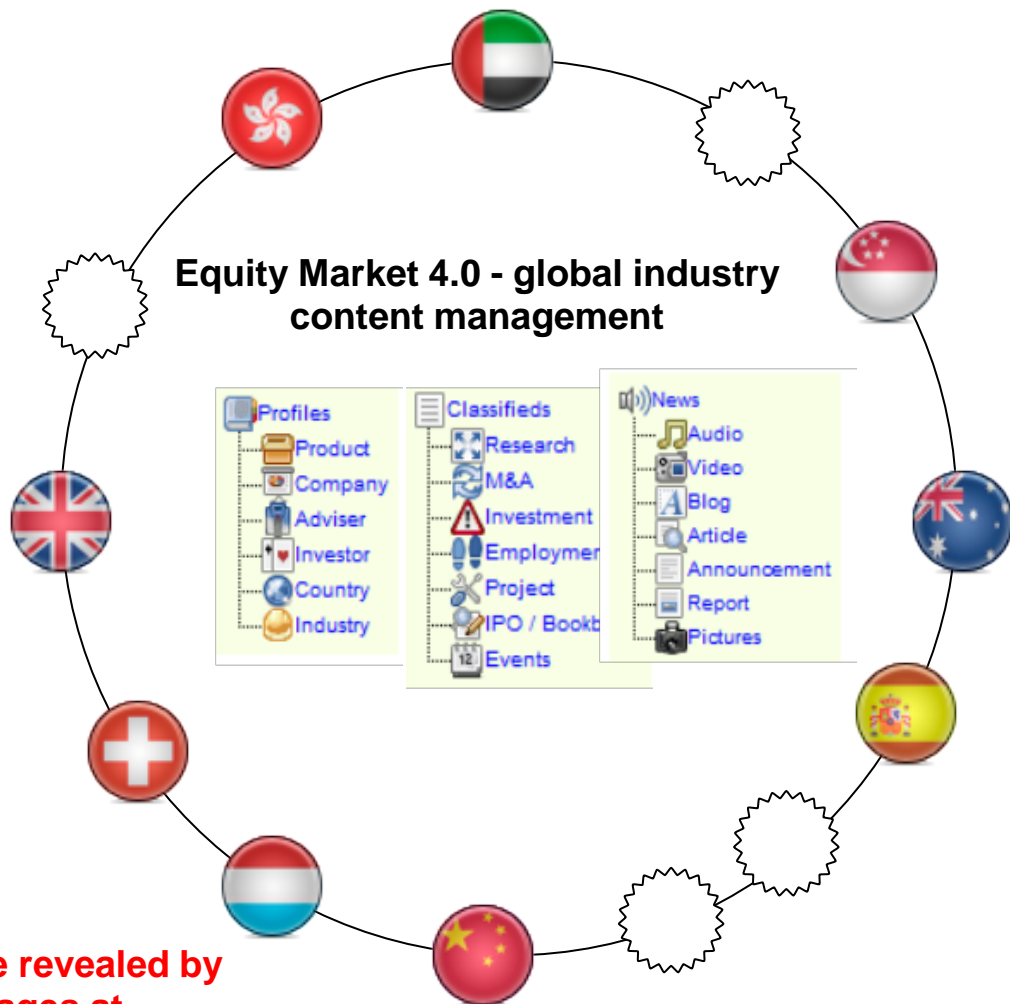
Details of countries and partnerships will be revealed by "Open letters", posts and "Country" pages at MarcusCake.com and summarised in later versions of this presentation

Equity Market 4.0 Critical Path: The people and organisations that could build each country based Equity Market 3.0 network

- The Equity Market 4.0 Critical Path are the people and organisations that can create and inspire consumer adoption of Equity Market 3.0 networks in each country and specialisation

- Communities include:
  - Top 5 financial centres
  - Major financial centres
  - Specialist financial centres
  - Developing economies

- Potential partners include
  - Stock exchanges
  - Philanthropists
  - Online social networks
  - Entrepreneurs

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

Engineering

Inspiration
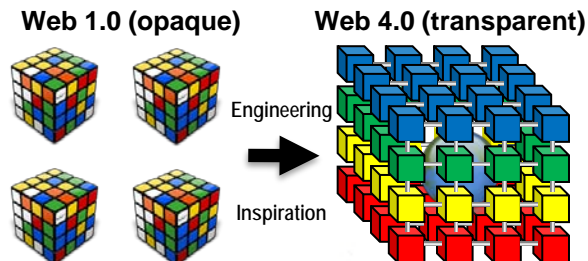
Equity Market 4.0 Critical Path (speculative)
"EquityMarket" domain names encompass 20+ countries ....
Some potential partners below.

Top 5 Financial markets
NYSE or NASDAQ - EquityMarket.net
London Stock Exchange - EquityMarket.co.uk
Tokyo Stock Exchange - EquityMarket.jp
Hong Kong Stock Exchange - EquityMarket.hk
Switzerland Stock Exchange – EquityMarket.ch
Singapore Stock Exchange – Equitymarket.sg

Major financial markets
Ruler of Dubai – EquityMarket.ae
Australian Stock Exchange - EquityMarket.net.au
NZ Stock Exchange – EquityMarket.co.nz
Barcelona Stock Exchange – EquityMarket.es
& others

Specialist financial centres
British Virgin Islands – EquityMarket.vg

Developing countries
Google.org – EquityMarket.org
George Soros – EquityMarket.gs

Details of other domains released shortly

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

+ STOCK EXCHANGE = COLLABORATIVE MACROEXCHANGE!
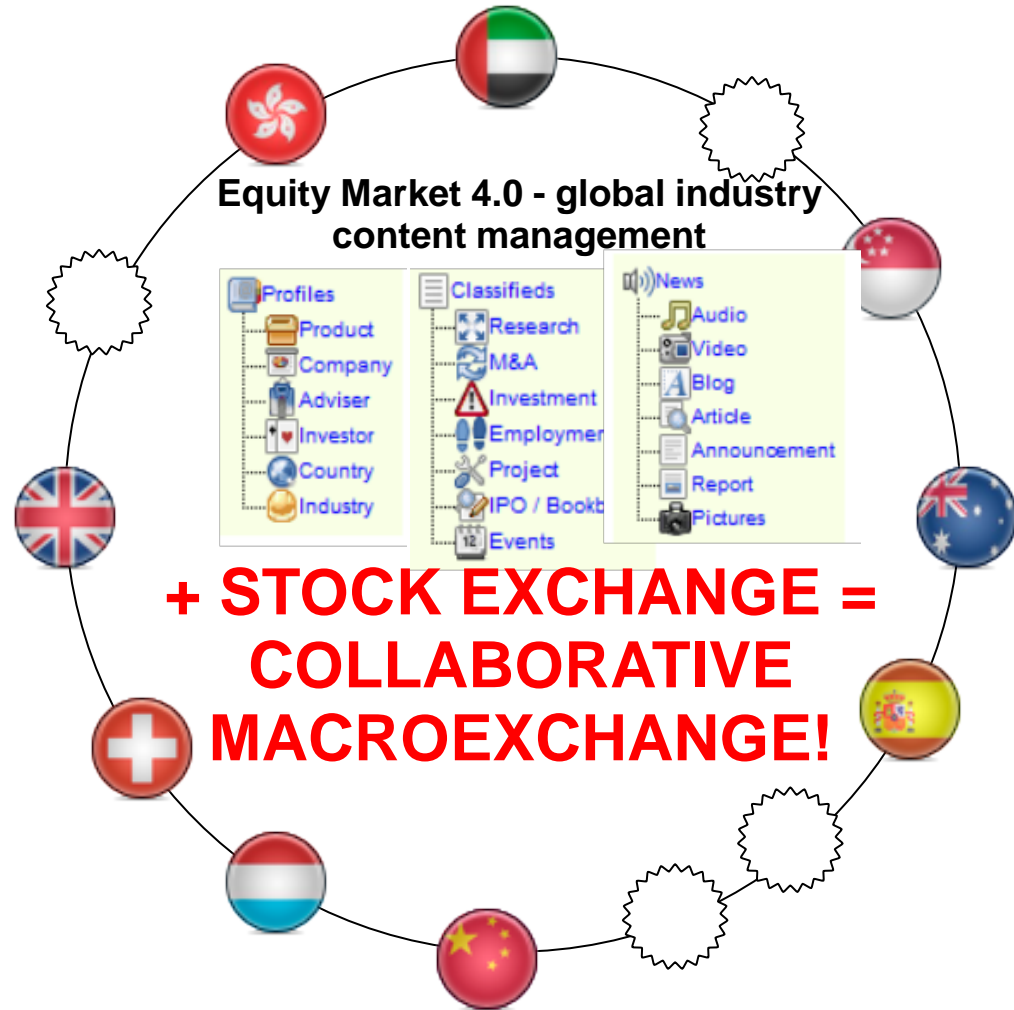
Problems within the Equity Market?

Problem

- Existing 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. The focus is on large companies.

- SME's and early stage innovation find it very difficult to access correct skills and capital, while the full universe of experts and potential investors is not fully utilized.

- The global capital market is fragmented with capital markets, venture capital and innovation occurring in isolated pockets

- There is an enormous opportunity in re-casting the financial services markets and service delivery by applying social networking concepts to the participants in these markets.

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

Engineering

Inspiration
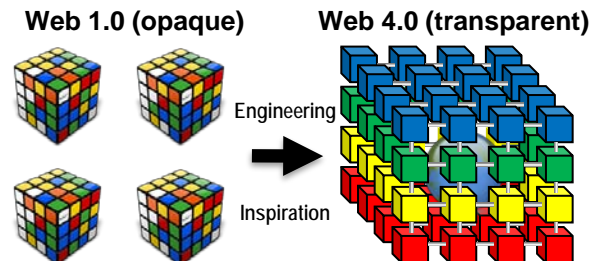
What is the meaning of "Equity"?

- In financial markets, equity mean "stock" or "shares" and defines how investor returns are distributed.

- In Law, "*Equity is the name given to the set of [legal](#) principles, in jurisdictions following the [English](#) [common law](#) tradition, that supplement strict rules of law where their application would operate harshly"* (to ensure fairness) Wikipedia

- [Equity (economics)](#), the study of fairness in economics Wikipedia

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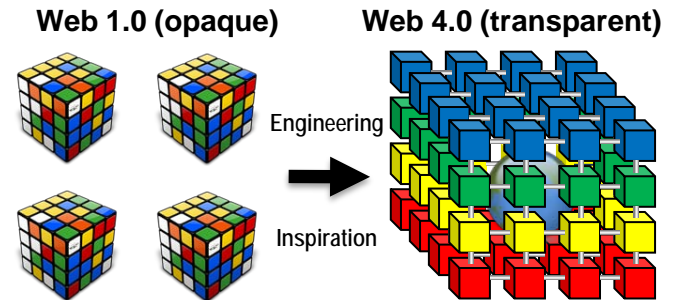
Source: [1] <u>The Wisdom of Crowds: Why the many are Smarter than the Few</u> by James Surowiecki, 2004 and http://en.wikipedia.org/wiki/The_Wisdom_of_Crowds

Equity Market 3.0 – country and market benefits

- **transparency**: the community can find all market participants and content quickly through tag based search

- **capital effectiveness**: investors can apply capital quickly and diligently across competing markets and companies

- *"To achieve the coherence, flexibility and responsiveness necessary for effective innovation policy, the national government requires a 'central brain' that is well informed, can take the overview and assume strategic leadership"* [1]

- *"[Satisfies] the need for, and ability to provide, a 'helicopter' view of the overall innovation ecology of the country"* [1]

- **accessibility**: effectively service SME's below the radar in major financial centres (Collaborative Macroexchange 3.0)

- **market expansion**: increase the community of companies, advisers and investors active using a virtual platform for financial centres with small populations (Collaborative Microexchange 3.0)

- **productivity**: increase the utilisation of advisers and facilitate their contribution to SME's remotely

- **global market:** companies advisers and investors can participate in a global capital and labour market

- **reduce poverty in the Third World:** fuel the growth of SME's in the Third World and earn income from remote services (Microequity 3.0)

- **enhance cross-border competition** between financial centres

- **expand labour pool**: deliver surplus labour in the Third World to satisfy a shortage of labour in the First World

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

Engineering

Inspiration

[1] http://www.innovation.gov.au/Innovation/Policy/Documents/NISReport.pdf
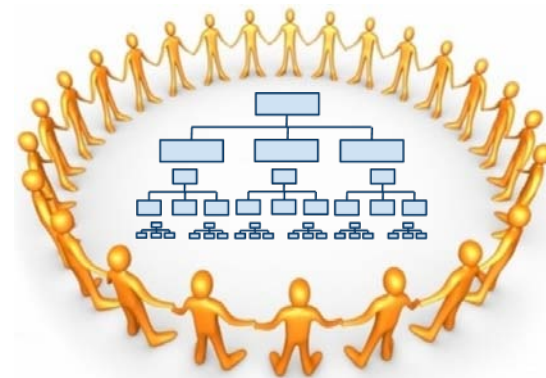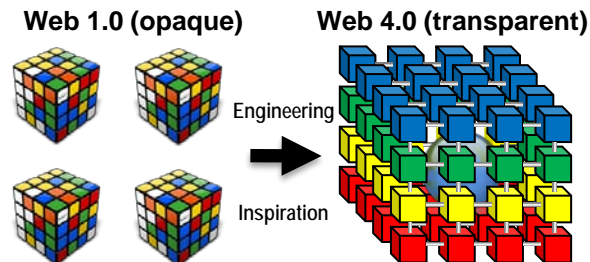
Equity Market 3.0 - Benefits to companies, advisers, investors and countries

Companies
- better advisers: find advisers with the qualifications, experience and speciality you need
- faster connections: connect in an afternoon with search, rather than develop relationships over decades
- a "White label" web site to distribute 20+ types of content
- an alternative way to find capital
- an alternative way to find people for projects and employment
- source from a global market - better talent, more choice, lower cost
- qualify earlier: minimise time spent learning about whether advisers and investors match your business requirements.
- on demand: use virtual services as required

Advisers
- a new way to work: online and international
- an alternative way to find investors and arrange private investment
- collaborate on international projects in virtual teams
- you could manage your client's content and earn additional revenue
- demonstrate your talent and skills by publishing

Investors
- international diversification: pursue international investments
- remote services: find virtual advisers to support your investment process with the qualifications, experience and specialty you need
- optimised incorporation jurisdiction: incorporate in a country optimised for your business
- an alternative way to find and invest capital
- source from a global market - better talent, more choice, lower cost
- qualify earlier: minimise time spent searching
- on demand: use virtual services as and when required

Stock exchange 3.0 – an Equity Market 3.0 strategy is better, cheaper and faster than industry consolidation … and a return to "Exchange Alley"

Past – Stock exchanges born in coffee houses

- "The term "bourse," which has become synonymous with "stock market," arose in Bruges, either from a sign outside a trading center showing one or a few purses (bursa is Latin for bag) or because merchants gathered at the house of a man named Van der Burse; nobody's quite sure." Wikipedia

- "London's first stockbrokers, however, were barred from the old commercial center known as the Royal Exchange, reportedly because of their rude manners. Instead, the new trade was conducted from coffee houses along Exchange Alley. By 1698, a broker named John Castaing, operating out of Jonathan's Coffee House, was posting regular lists of stock and commodity prices. Those lists mark the beginning of the London Stock Exchange." Wikipedia

Present – accelerating mergers amongst stock exchanges
The reasons driving the accelerating wave of mergers between stock exchanges are[1]:

- a merger creates the scale to sustain large technology expenses and the need to provide product and service diversification

- a merger creates a larger player of more regional relevance

- a merger expand the footprint globally and helps retain key staff

- a merger expand the range of products and services that could be offered to [local] investors

- a merger increase the visibility within the global investment community of [local] companies and give them deeper capital from a deeper pool of liquidity

- a merger creates a broad international palette of products and services is needed to remain competitive against international competitors such as Chi-X Global

Future – virtual "Exchange alley" coffee houses

- Equity Market 3.0 delivers all the benefits of mergers using a Web 3.0 network

- Stock Exchanges are the best positioned to implement Equity Market 3.0.

- Equity Market 3.0 requires the stock exchange to deepen its service offering to lower tiers, expand beyond prices to collaboration and integrate with other groups and countries.

- In essence, Stock Exchange 3.0 is the virtual "Exchange Alley" coffee houses in which companies, advisers and investors originally met hundreds of years ago. The market is larger and their are more participants, but the fundamental principles of direct interaction between companies, advisers and investors remain the same.

- Equity Market 3.0 facilitates this interaction in a Web 3.0 network using an open source content management system to tag and link the companies, advisers and investors within the Equity Market to facilitate information distribution, collaboration and workflow to deliver quality community outcomes..

- It also adds new revenue streams from the collaborative services provided by Equity Market 3.0 including membership or subscription fees, fees to publish content to a specific date and, maybe, transaction fees.

[1] In retrospect – the ASX / SGX merger, By David Gonski (ASX Chairman) 2011 Annual Stockbrokers Conference

Web 1.0 stage of internet evolution: matching, learning and consuming content one individual at a time ... very inefficient!
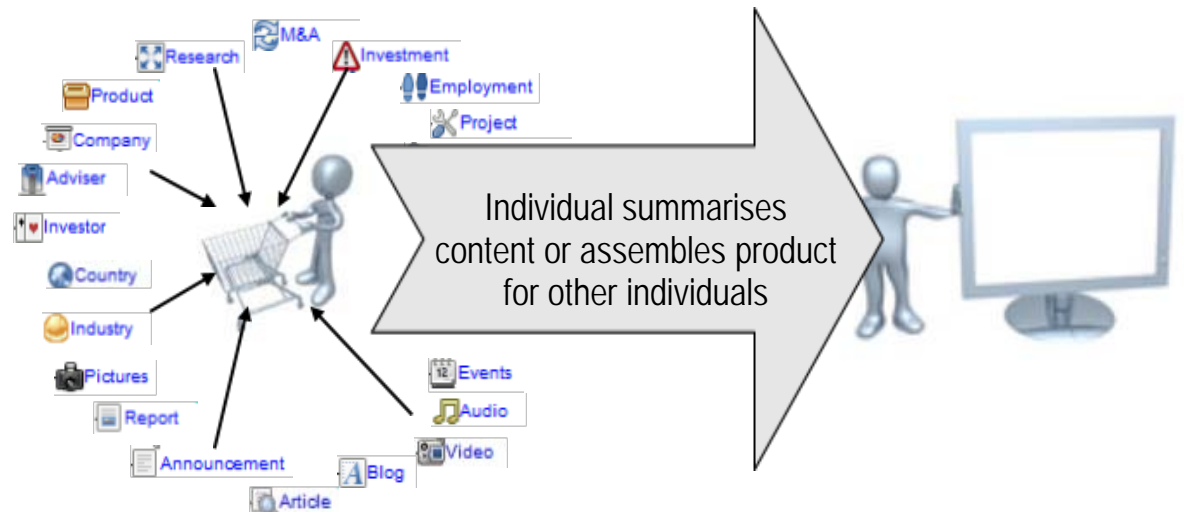
Evolution: Web 1.0 (distribution), Web 2.0 (participation), Web 3.0 (collaboration) and Web 4.0 (integration)

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.**

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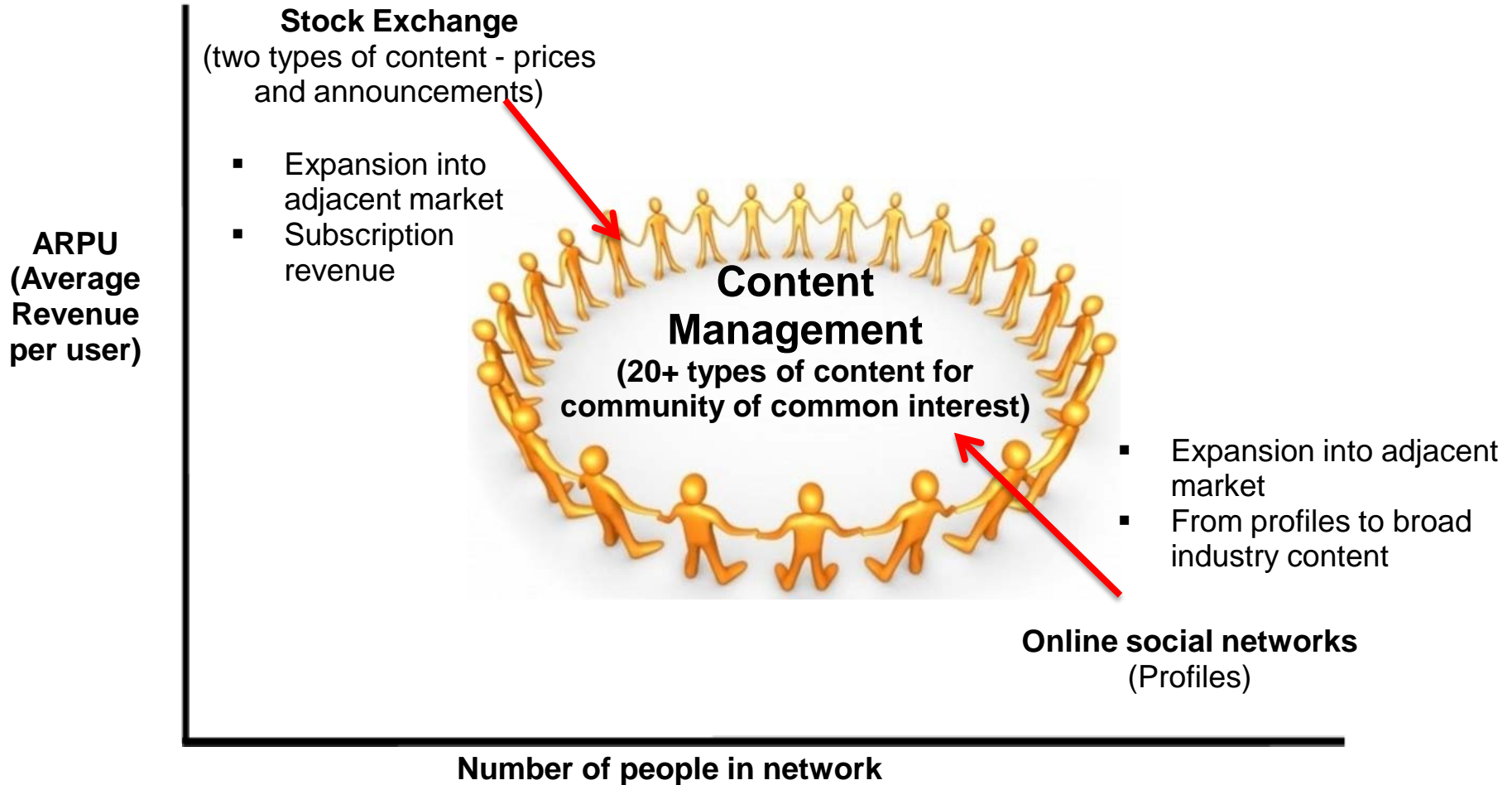
What are the key elements of a Web 3.0 online network?

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 automaticallyscales depending on user demand

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

The integration of four Web 3.0 network purposes delivers exponential productivity

Information (distribution)
- Web 1.0 web sites distribute information from publisher to consumer

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

Web 1.0 distribution models upgraded with hundreds of tags and interaction

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

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

Equity Market 3.0 could be part of a National Application Network (NAN)

A Web 3.0 Online network performs four basic functions –

- information distribution
- communication devices
- content management, and
- collaboration applications (personal and enterprise).

Each of the four elements integrates with the other. Communitcation devices integrates applications and content. ie; a mobile phone is integrated into the enterprise applications. Alerts notify user of new content with certain tags.

Equity Market 3.0 could be part of a National Application Network. The screenshot from the NAN describes this in greater detail.

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.

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

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 from integration!

<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

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

Engineering

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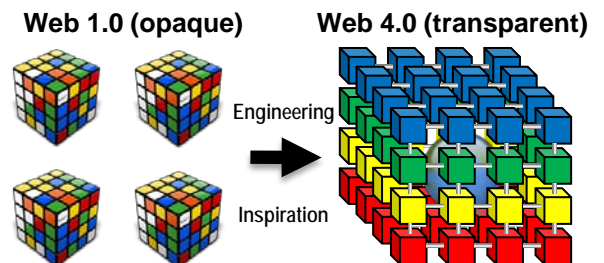
Web 3.0 "Community execution" is more efficient than Web 1.0 "Opaque channels"
The next evolutionary stage of the internet will apply disruptive technology and create new structures

- **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 3.0:*
- *functionality and screenshots*

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 using the "EquityMarket" domain name in 20+ countries**
- **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

Memorable domain names in 20+ countries are available

- Memorable "EquityMarket" domain name is available in 20+ countries

- The details of the domain name portfolio will be progressively released by:

- publication at www.marcuscake.com/countries to registered members

- publication of "Open letters" to potential partners with a specific interest in applying Equity Market 3.0 in the country represented by the domain name

- please subscribe to MarcusCake.com RSS feed and Twitter

- please subscribe to Google calendar feeds for events (including domain names)

- The next version of this presentation will contain a detailed overview of domain names

Home page – Hong Kong

Login

Equity Market, Hong Kong
open source support for Hong Kong's financial market

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

We connect companies, advisers and investors

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.

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

Virtual financial market

beyond collaboration and distribution – the system could expand to incorporate other asset classes

Adviser search - comprehensive tags delivers specific results

Tag based search from comprehensive tags library

Tags within results provide a quick intro to the adviser

Each member pays to publish content until an expiry date

Members can watch content or be notified of new opportunities based on their nominated search tags

You could be notified of new content based on specified tags on your smart phone

eg; new "projects" or "employment" posted by companies or in a specific sector, new "technology" "research"

Custom URL and email forwarding management
Each profile can setup a custom URL and email address multiple domain names

Equity Market Network
Collaborative network for companies, advisers, investors and financial centres

Tools

Create content

My content

My links

My aliases

> Alias - edit/create

My details

My groups

My watchlist, feeds and newsletters

My service tickets

My preferences

My custom URL's and email addresses

Active	WWW forwarding	✉ Email forwarding	Expiry date
✓	www.directtechnology.im ⬇ ()	⬇ [Edit]	0000-00-00 [Extend]
✓	..equitymarket.hk ⬇ (Company)	@equitymarket.hk ⬇ frank@...com[Edit]	2008-12-31 [Extend]
✓	p...y.equitymarket.com.au ⬇ group (Company)	@equitymarket. ⬇ info@...y.com[Edit]	2008-12-31 [Extend]
✓	.corporateadviser.com.au ⬇ Karl (Adviser)	karl@corporateadviser. ⬇ karl@...net[Edit]	2008-12-31 [Extend]
✓	.equitymarket ⬇ Limited (Company)	w...s@equitymarket. ⬇ john@v...com.au[Edit]	2008-12-31 [Extend]
✓	direct.venturecapitalist.vg ⬇ Online network (Investor)	direct@venturecapitalist.vg ⬇ mc@marcuscake...[Edit]	2008-12-31 [Extend]
✓	...equitymarket.net ⬇ Group of Companies (Company)	@equitymarket.net ⬇ gordon@...et[Edit]	2008-12-31 [Extend]
✓	malcolm.corporateadviser.vg ⬇ Malcolm (Adviser)	malcolm@corporateadviser.vg ⬇ mls@...com.au[Edit]	2008-12-31 [Extend]
✓	peter.corporateadviser.sg ⬇ Peter (Adviser)	peter@corporateadviser.sg ⬇ @vi...[Edit]	2008-12-31 [Extend]
✓	paul.equitymarket.net ⬇ Paul (Adviser)	paul@equitymarket.net ⬇ paul...@...com[Edit]	2008-12-31 [Extend]

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Memorable domain names

Email forwarding
Members can be given their name@corporateadviser.[country] email addresses which forwards to their nominated email address

www address for profiles
A memorable www address like techcompany.equitymarket.[country] could forward to the company's specific profile

In P2P networks in Web 3.0, individual branding from generic domain names may be memorable and supersede Web 1.0 individual branding provided by institutions

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

Other web 3.0 networks can be created in an afternoon, just change the participants, content and purpose to create Education 3.0, Resources 3.0, Food 3.0, Energy 3.0, Oil 3.0

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 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 and philanthropists

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 |

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

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

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

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

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

EQUITY MARKET 4.0:

WEB 3.0 NETWORKS CAN FOCUS THE WISDOM AND EFFORT OF CROWDS TO ACHIEVE A DEEP, FEATURED AND GLOBAL CAPITAL MARKET

INTEGRATING

Large companies (Blue chips)

SME's (Green chips)

Ventures

Early stage innovation

Developing countries

Specialist financial centres

Major financial markets

Top 5 Financial Markets

DEEPENING

Web 1.0 (opaque)

Prices

Content management

Collaboration

Workflow

EXPANDING

An Economic Development 4.0 network

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

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