

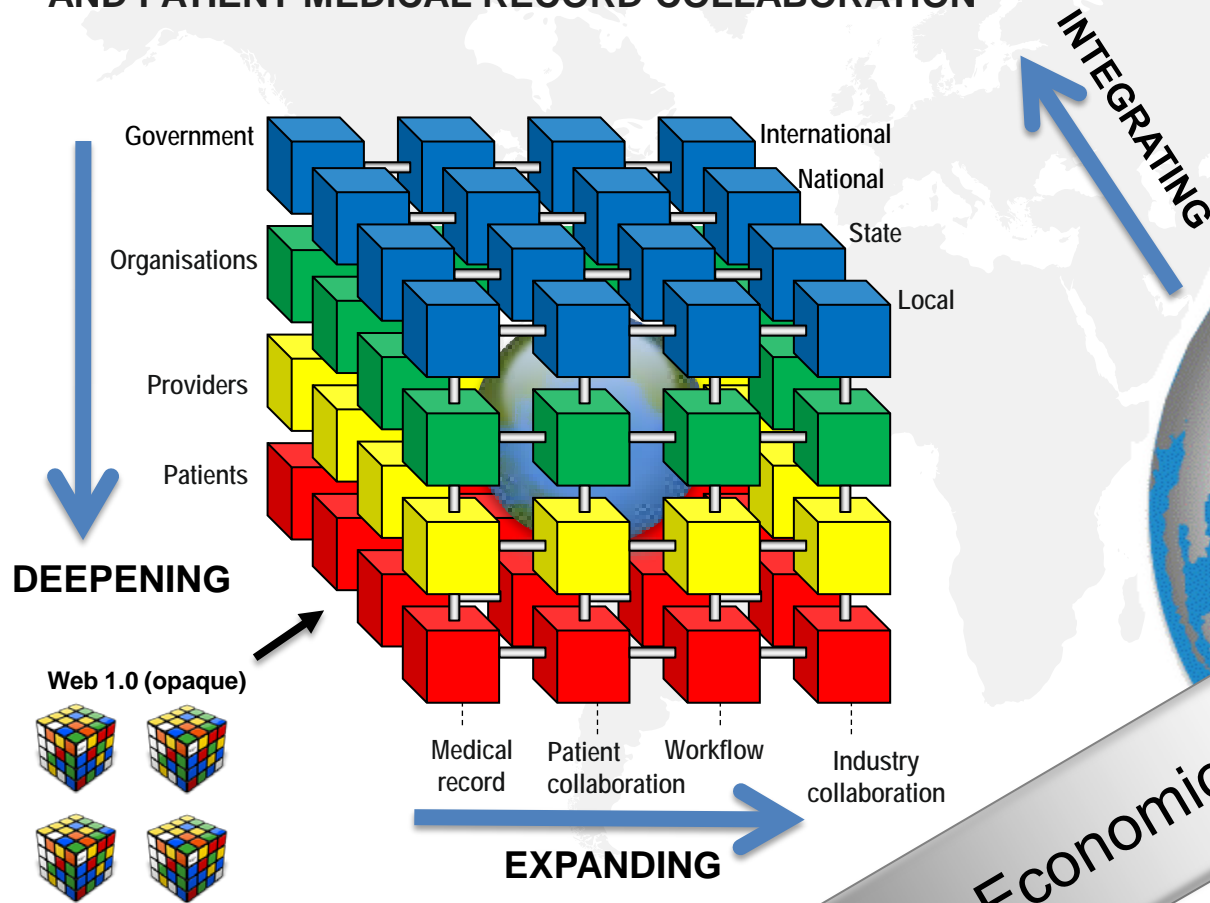
Building on the groundwork laid
in social media technologies

**TCO (TOTAL COST OF OWNERSHIP)
IS 5-25% OF PROPRIETARY SOLUTIONS**

HEALTH 3.0 (NATIONAL)

A CLOUD-BASED "CENTRAL BRAIN" TO ENABLE MANAGEMENT 3.0
WITHIN A NATIONAL HEALTH SYSTEM ... INCLUDING INDUSTRY
AND PATIENT MEDICAL RECORD COLLABORATION

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



An Economic Development 4.0 network



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



Version 1.6 (January 2012)

Table of contents

1. **WHAT? Management 3.0** builds on the groundwork in social networking and open source to enable Management 3.0 “Digital Ecosystems”
 - Management 3.0 is a Web 3.0 management framework that uses a network structure, digital technologies and can scale from organisation to industry to national and global endeavours. It is an upgrade to Management 1.0 which was a hierarchy which used analogue technologies that could not scale beyond the boundary of the organisation.
2. **HOW? The “Central Brain”** is an open source software platform enables Management 3.0 for organisations, industry, nation and global endeavours
 - Peer to peer content, Rich content, tagged content with a community of common interest, semantic web
 - Knowledge centre: seeing all Linked content from a single content
 - Complete community content management (hundreds of tags, home pages, search, search results, participant profiles)
 - Features: Task Centre and workflow pushes tasks through 3 roles within the community
 - A template Central Brain is available in 5 days
3. **WHERE? Digital Ecosystems** are communities of common interest which use the “Central Brain” and other internet technologies to deliver transparency, accessibility and focus the wisdom of crowds on community outcomes
 - Economic Development 4.0
 - Others: Democracy, Climate Change, National Application Network, Management 3.0, Education 3.0
 - Equity Market 4.0 – collective innovation and collaboration in the equity market
 - Health Industry 3.0 (including medical record)
4. **HEALTH 3.0 (National)**
5. **ABOUT US**
6. **WHAT NEXT?**

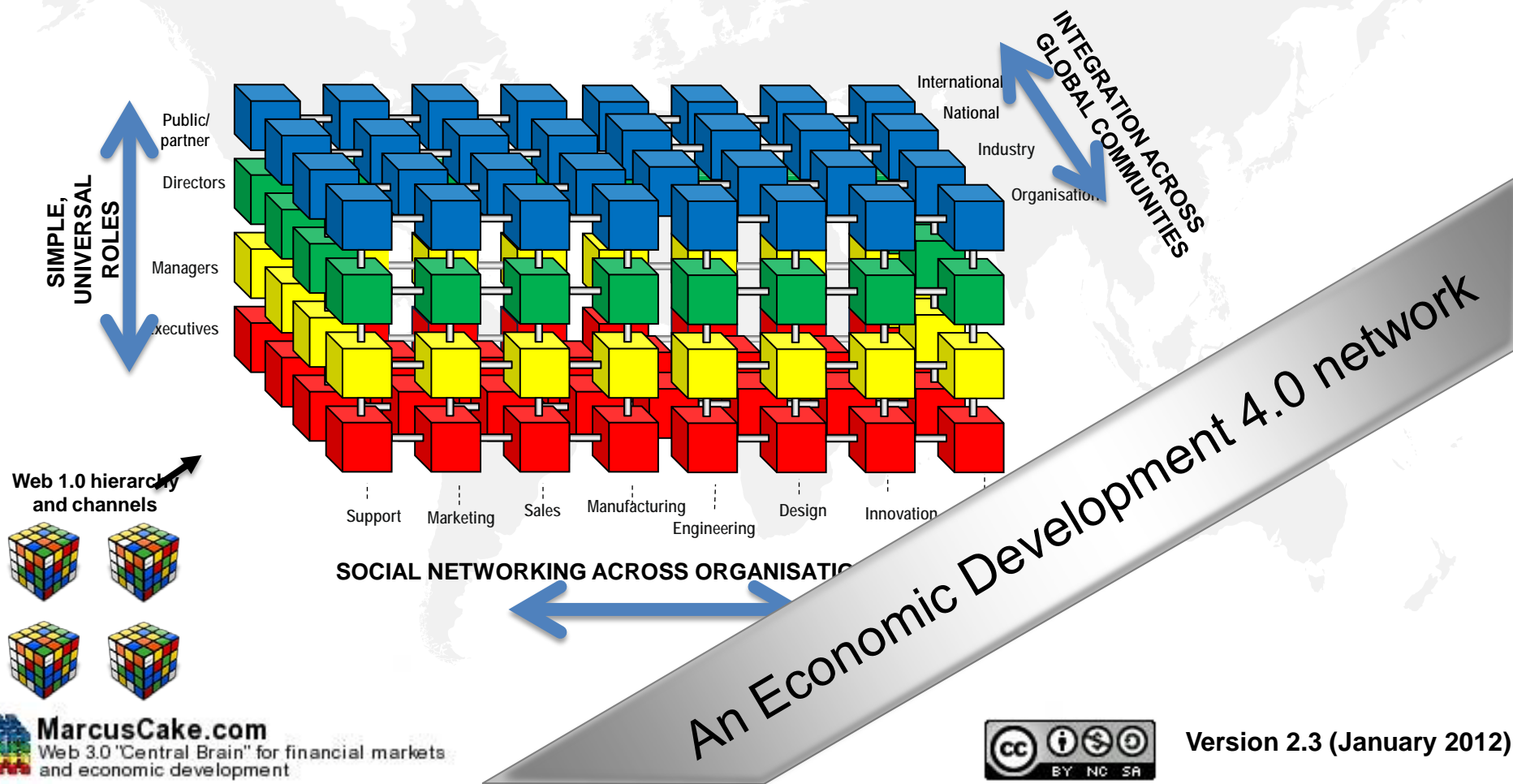
Building on the groundwork laid
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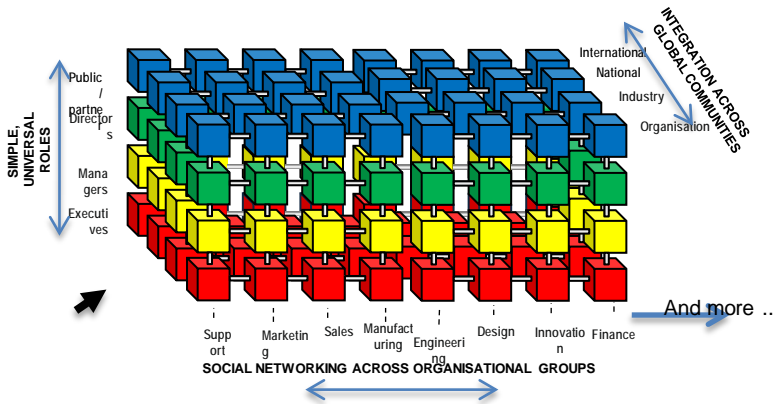
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MANAGEMENT 3.0

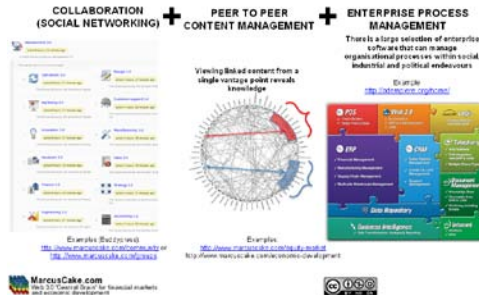
An open, simple and universal management framework that builds on the groundwork laid in social media and open source to integrate organisations, industry, national and global communities



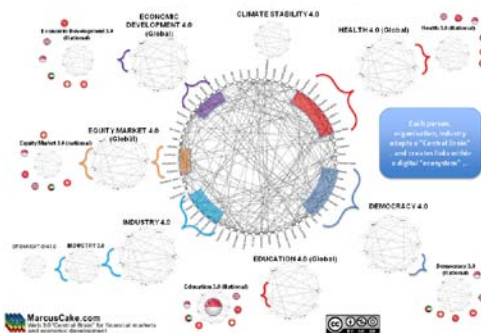
Definitions – Management 3.0, Central Brain and Digital Ecosystems



Organisation 3.0 "Central Brain" is assembled from 3 types of software ...
Open source software provides many enterprise grade choice that are designed for the cloud and can be assembled quickly without limitation



Cascading "Central Brains" linking Web 3.0 (National collaboration) "Digital Ecosystems" into Web 4.0 (Global Integration) "Digital Ecosystems"



WHAT? MANAGEMENT 3.0 BUILDS ON THE GROUNDWORK LAID IN SOCIAL MEDIA TECHNOLOGIES AND OPEN SOURCE SOFTWARE TO OFFER A NEW WAY TO ORGANISE USING THE INTERNET

- Management 3.0 is a Web 3.0 management framework (networks, digital, peer to peer, globally scalable and transparent). Management 3.0 is an open source software upgrade to Management 1.0.
- Management 1.0 framework used a hierarchy, point to point analogue technology, was unable to scale beyond organisation and used channels to integrate beyond the organisational boundary.
- Management 1.0 used a hierarchy, point to point analogue technology and was unable to scale beyond organisation the organisation boundary. Channels were used to reach other community members. To encourage the private sector to create channels, government granted private ownership of community information.

HOW? THE CENTRAL BRAIN IS AN OPEN SOURCE SOFTWARE PLATFORM TO ENABLE MANAGEMENT 3.0

- The Central Brain is an open source cloud-based software platform that combines peer to peer networking (pioneered by social networks), comprehensive linking and tagging of organisation and industry content (semantic web) and enterprise software to define processes. It enables a open collaborative organisations that are fit for the future and seamlessly integrate into cascading industry, national and global digital ecosystems.

WHERE? DIGITAL ECOSYSTEMS ARE COMMUNITIES OF COMMON INTEREST TRANSFORMED BY MANAGEMENT 3.0

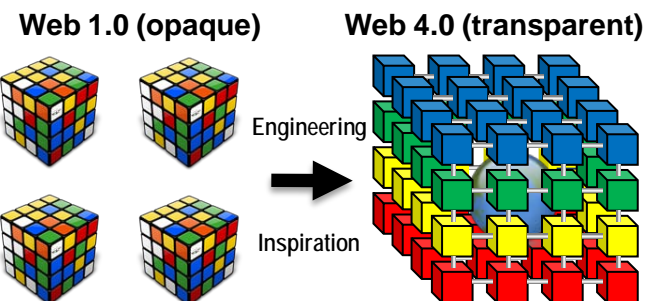
- Digital Ecosystems are local, national, industry and global communities of common interest that are empowered with transparency, universal accessibility and seamless integration by utilising a Central Brain to enable Management 3.0 within their community.

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

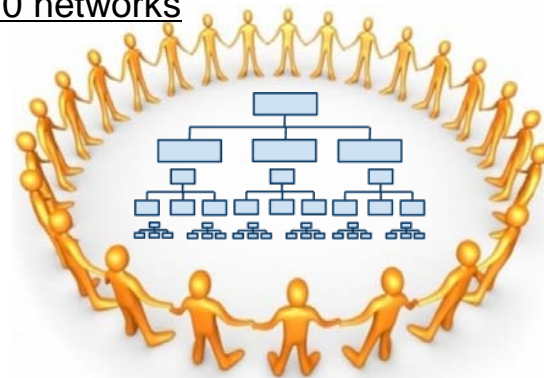
- In the last one hundred years, we have used the hierarchy and proprietary channels to connect, organise and focus the effort of the global community. This structure offered limited community access, was opaque and resulted in less than optimal decision-making.
- **Web 1.0 (information distribution):** we “read” from the web as hierarchies distributed information.
- **Web 2.0 (social participation):** 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.
- **Web 3.0 (national or industry collaboration):** we “execute” on the web through Digital Ecosystems 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
- **Web 4.0 (global integration):** 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!

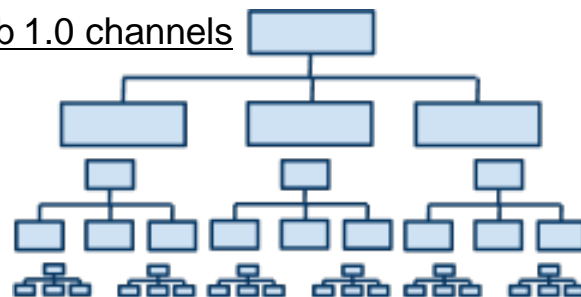


Web 3.0 networks



↑ Shift!

Web 1.0 channels

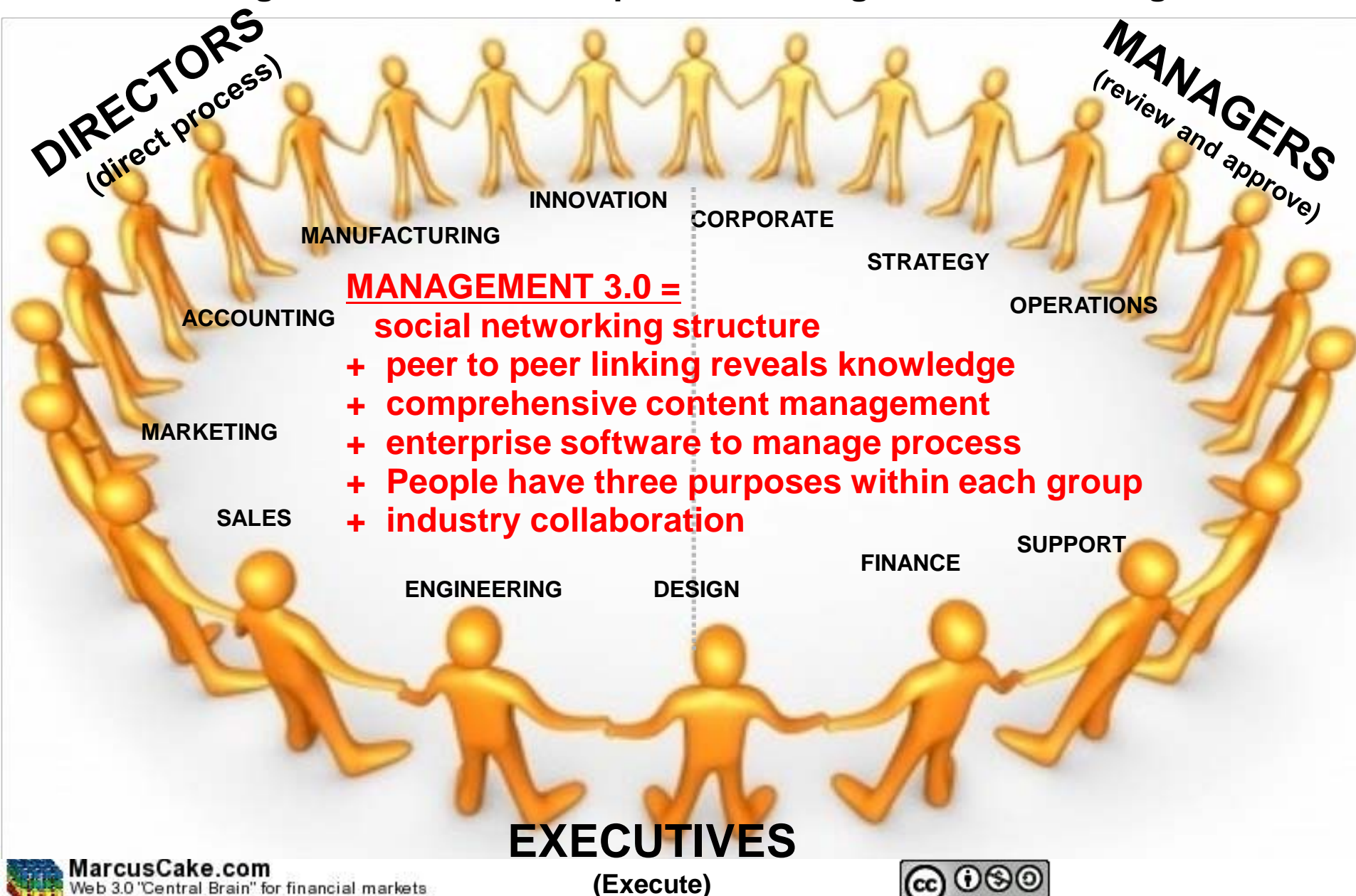


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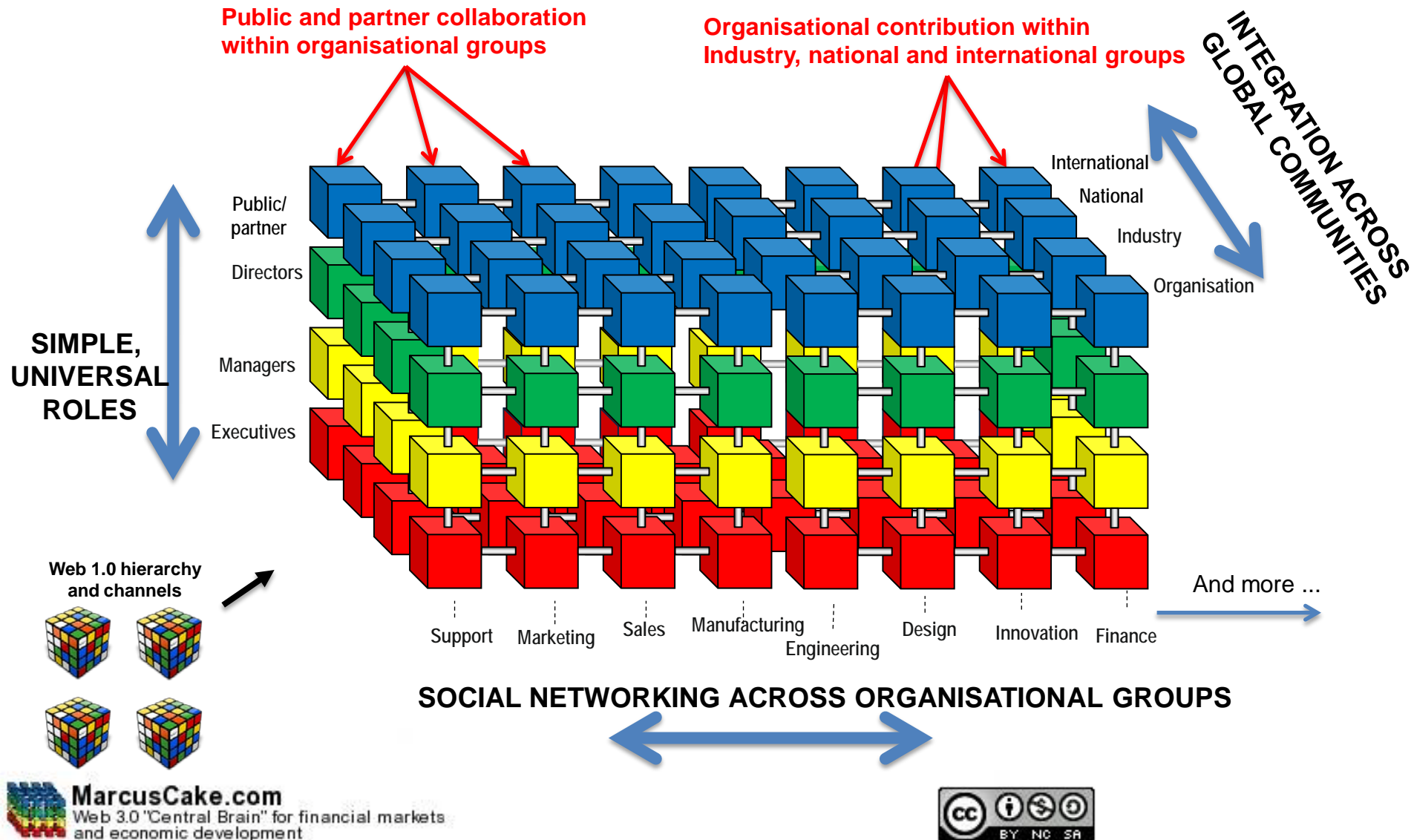
Web 3.0 "Central Brain" for financial markets and economic development



Management 3.0 “Central Brain” builds on the groundwork laid in social media technologies and assembles a platform for organisational management



Management 3.0 provides a open, simple and universal management framework that integrates functional groups in an organisation in three roles ... and seamlessly integrates across industry, national or global communities



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](#)



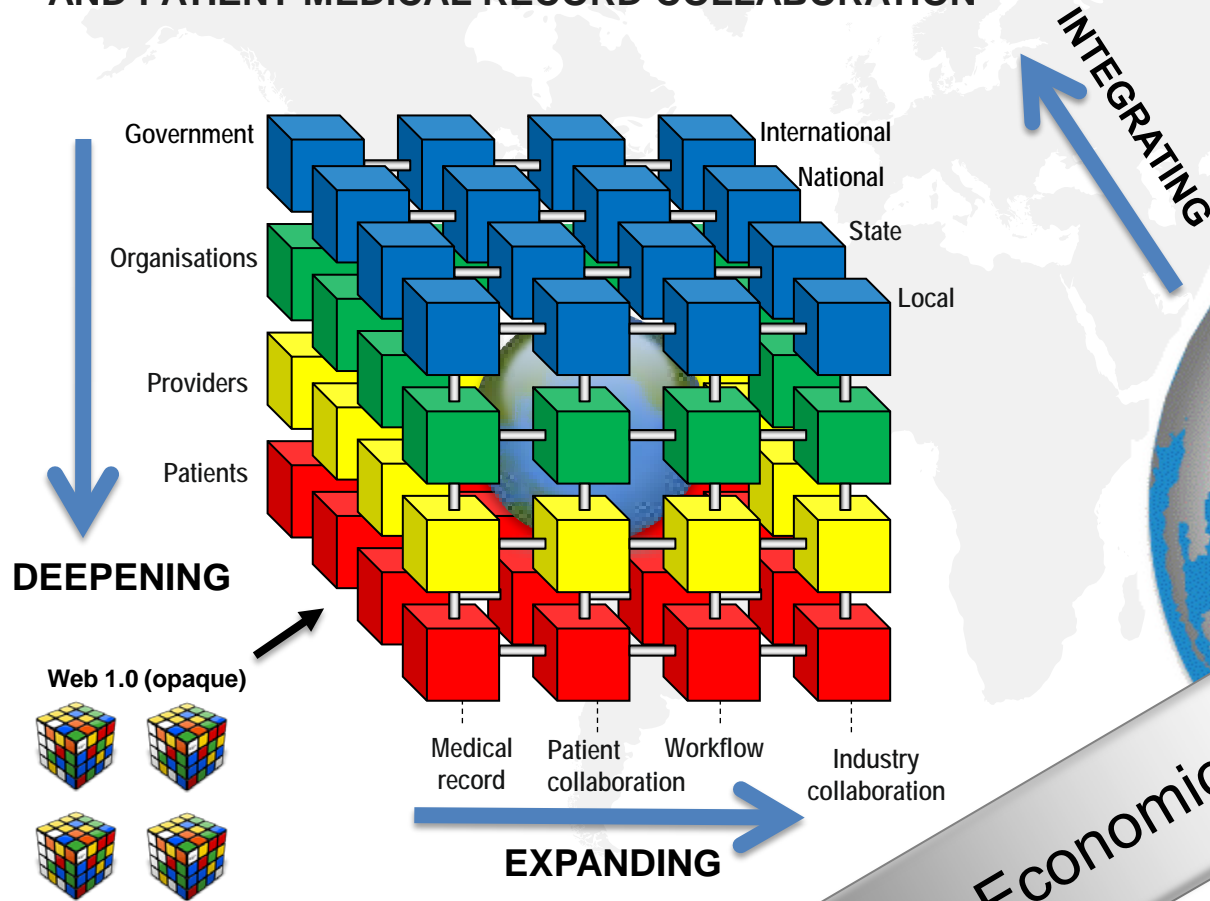
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An Economic Development 4.0 network

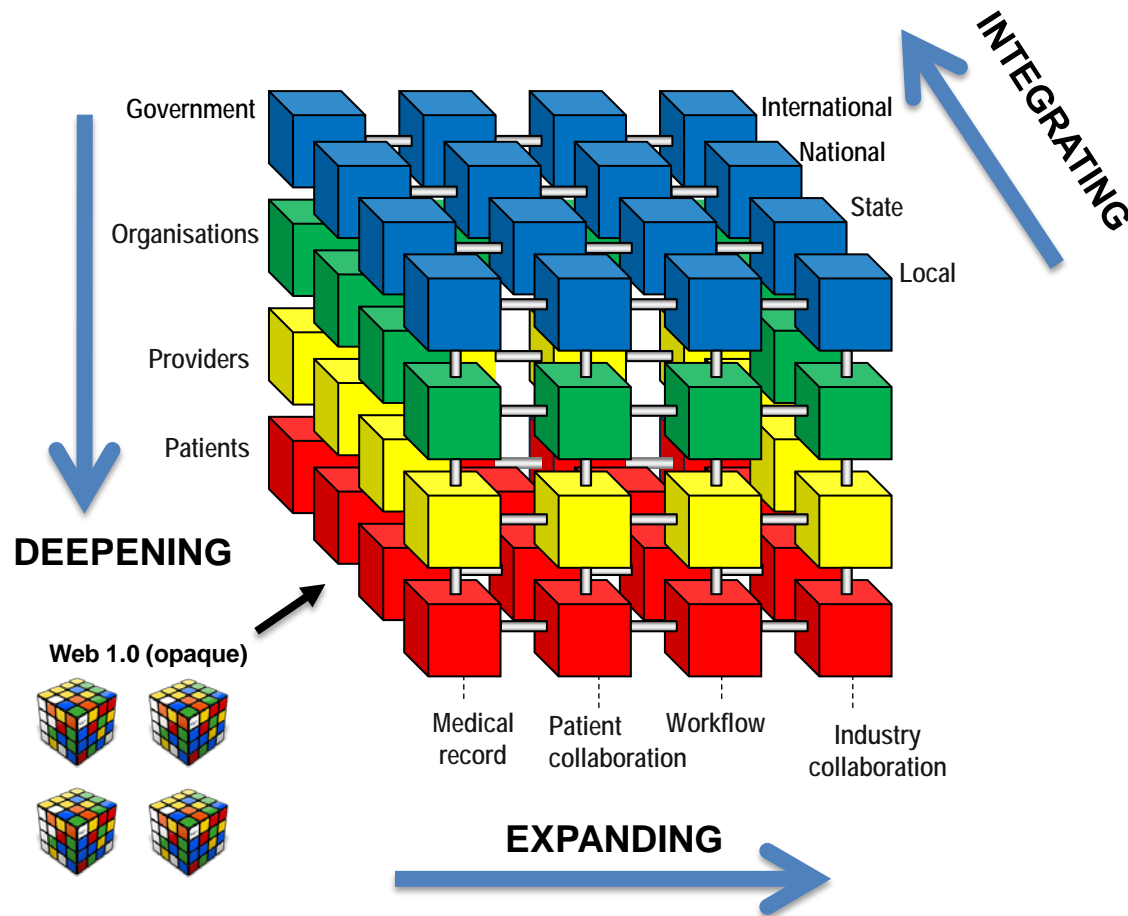


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Web 3.0 "Central Brain" for financial markets
and economic development



Version 2.3 (January 2012)

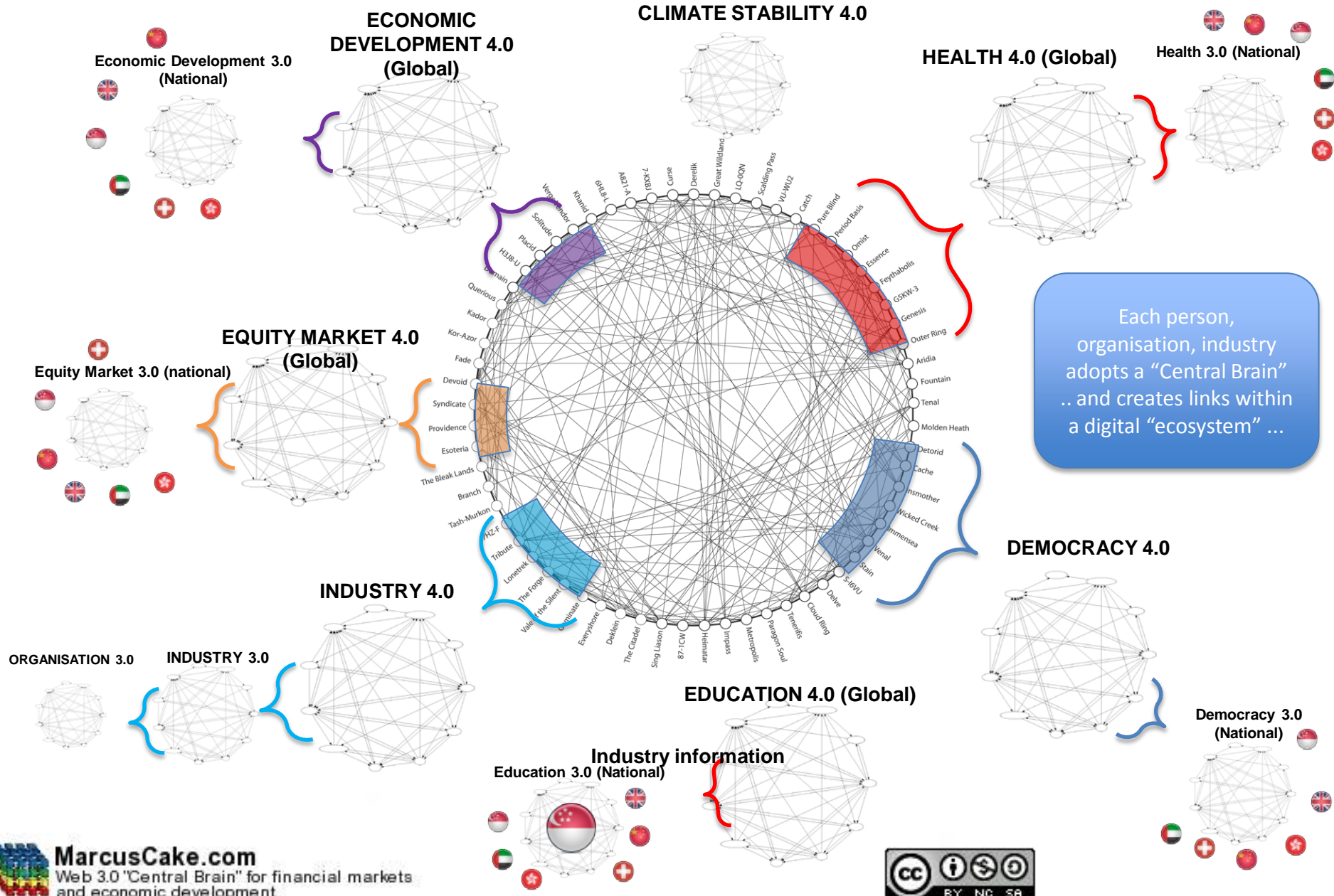
Health 3.0 deepens, expands and integrates a national health system in a single digital ecosystem



Benefits

- Transparent
 - Industry
 - Patient medical records
- Collective workflow
- Collective knowledge
- Wisdom of Crowds applied to any specific patient or industry issue
- Individual responsibility for privacy and approval for third party access to content
- Reduced Total Cost of Ownership to <25% of proprietary solutions
- Deploy within one year
- Leverages the collective innovation of open source software – why build something that has already been built? Just assemble it.

Cascading “Central Brains” linking Web 3.0 (National collaboration) “Digital Ecosystems” into Web 4.0 (Global Integration) “Digital Ecosystems”



Health 3.0 (National) has <25% of the Total Cost of Ownership of proprietary solutions and can be implemented within one year

GOVERNMENT

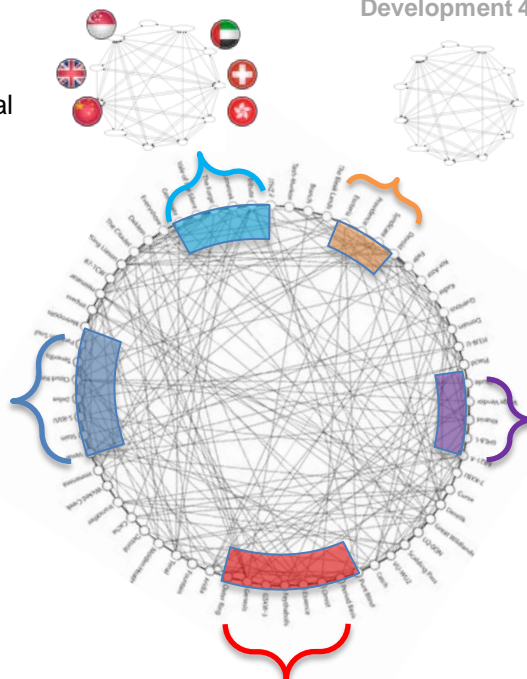
- Health 3.0 assembles free open source web technologies in one year.
- The Total Cost of Ownership is 25% of rather than integrating and licensing non-web technologies
- Government can set national standards for national electronic health records
- Privacy and security issues are overcome by assigning responsibility with the patient

Government software and standards



Health 4.0 (Global)

Economic Development 4.0



ORGANISATIONS

- Organisations include hospitals, insurance companies, pharmaceutical companies and other service providers
- Organisations can integrate their existing systems into the "Central Brain"

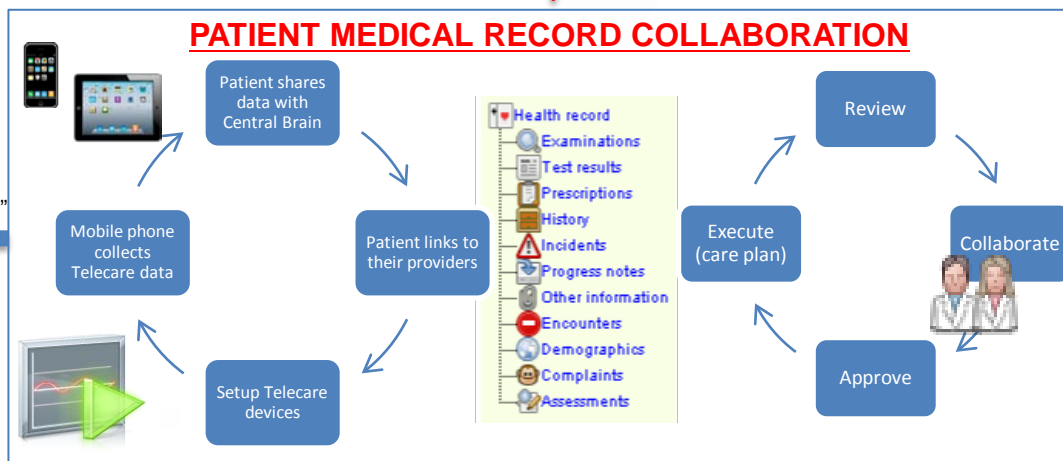
INDUSTRY COLLABORATION



PATIENTS

- An Android telephone costs <\$100
- 40% of new smartphone sales
- Download an App from an App Store (Apple, Iphone, Chrome, Firefox) or just use the browser
- The App collects medical data from household devices. The App publishes data to the "Central Brain"
- "Central Brain" notifies the patients community of new information
- Community collaborates around information

PATIENT MEDICAL RECORD COLLABORATION



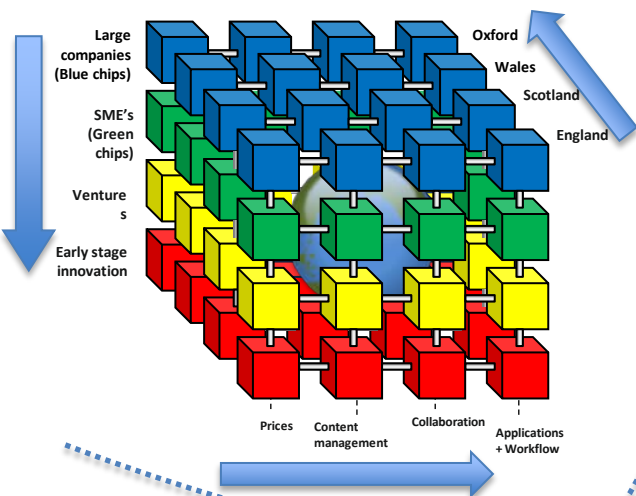
PROVIDERS

- Providers participate in patient care like they participate in Facebook
- They can download an open source application to run their practice

"Central Brain" starts a wave of transformation ... enables Management 3.0 transparency and accessibility across industry, national and global endeavours

1

Delivered in 5 days
("Lightning Strike")



2

Engineering
over 60-90
days

Customised in
30-90 days

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

3

Marketing

Entrepreneurs

Endorsement to create
and inspire adoption

Statesmen

Endorsement and
aligning government tiers
with common objective

Media

Partnerships

Existing community members

Incubators
Venture Capital Associations
Business Associations
Stock exchange
Non-government organisations

Government

Government departments
participate to encourage
and regulate

4

Adoption

Marketing

Break-even

5

Transformation

Integrate

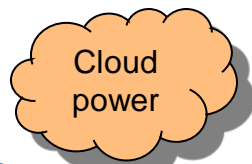
Link

Share

Critical
mass

Scalability

Accessibility




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 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](#)



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!

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?

Which medical condition?

What country?

Keywords:

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

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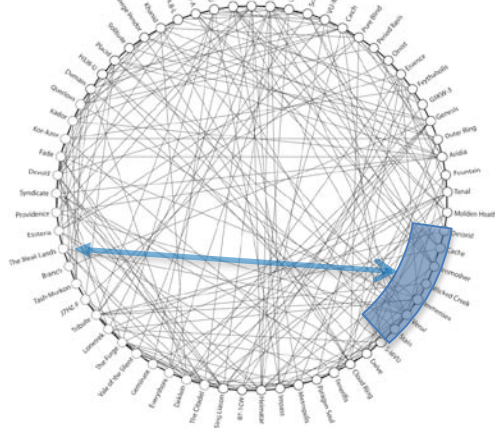
- Profiles
- Product
- Organisation
- Providers
- Patient
- Country
- Medical conditions

[Home](#) | [Credits](#) | [Report abuse](#) | [Suggestions](#) | [Our domain names](#) | [Linking and buttons](#) | [Terms of use](#) | [Email page](#) | [Privacy](#)

Copyright Equity Market (Isle of Man) Limited 2007

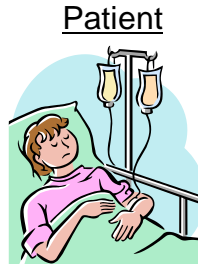
Knowledge Centres summarise peer to peer content – An example - Medical record ...

Viewing linked content from a vantage point reveals knowledge



MEDICAL RECORD

What content?



What linked information?



**Patient medical
record “Knowledge
Centre”**



The “Central Brain” manages all organisational content, transactions and events within a Community of Common Interest?

(Examples from the health industry is provided below)

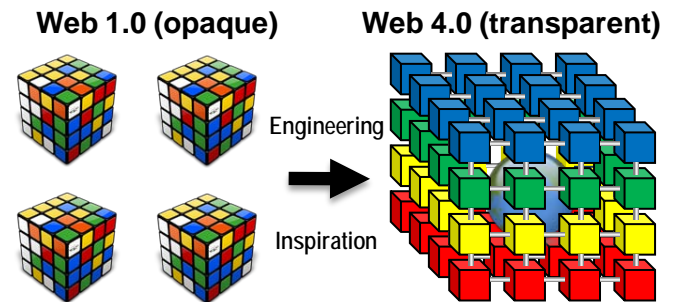
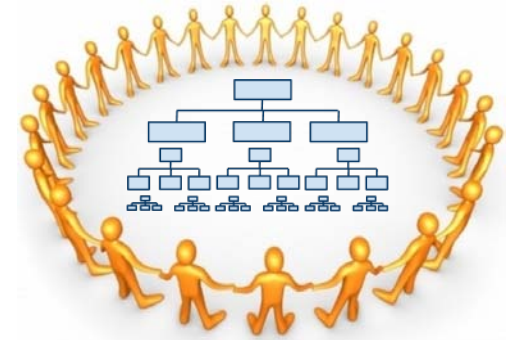


How do we define interactions within the community? (example from health industry is provided below)



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.



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



HOW? A “template” Digital Ecosystem is available in 5 days ... for customisation in 30-90 days ... then launched!

Industry content
(comprehensive and tag based)

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



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!

One example: Add new people to your business in an hour!

If you need some extra people to run your business, search for them (ie; regional 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



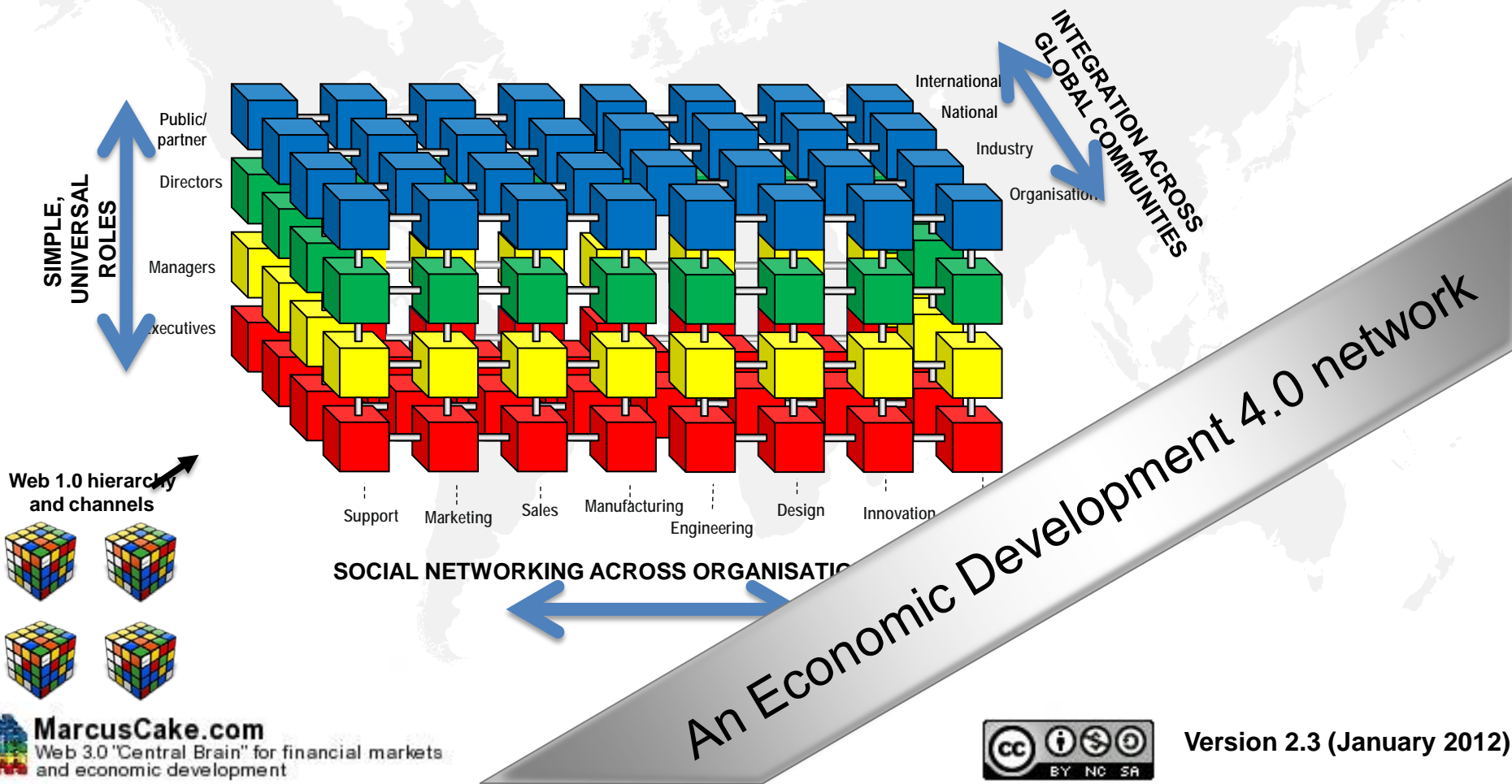
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CENTRAL BRAIN

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Open source software provides many enterprise grade choice that are designed for the cloud and can be assembled quickly without limitation

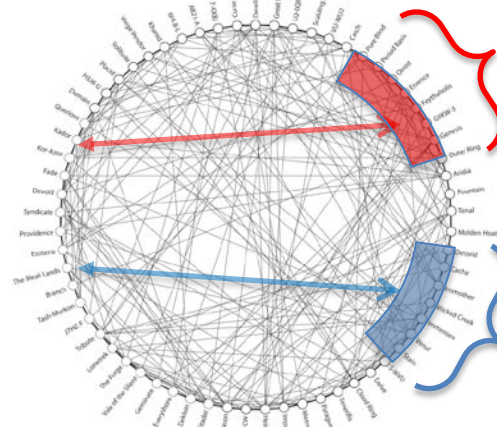
COLLABORATION (SOCIAL NETWORKING) + PEER TO PEER CONTENT MANAGEMENT + ENTERPRISE PROCESS MANAGEMENT

There is a large selection of enterprise software that can manage organisational processes within social, industrial and political endeavours

Example

<http://adempiere.org/home/>

Viewing linked content from a single vantage point reveals knowledge



Examples:

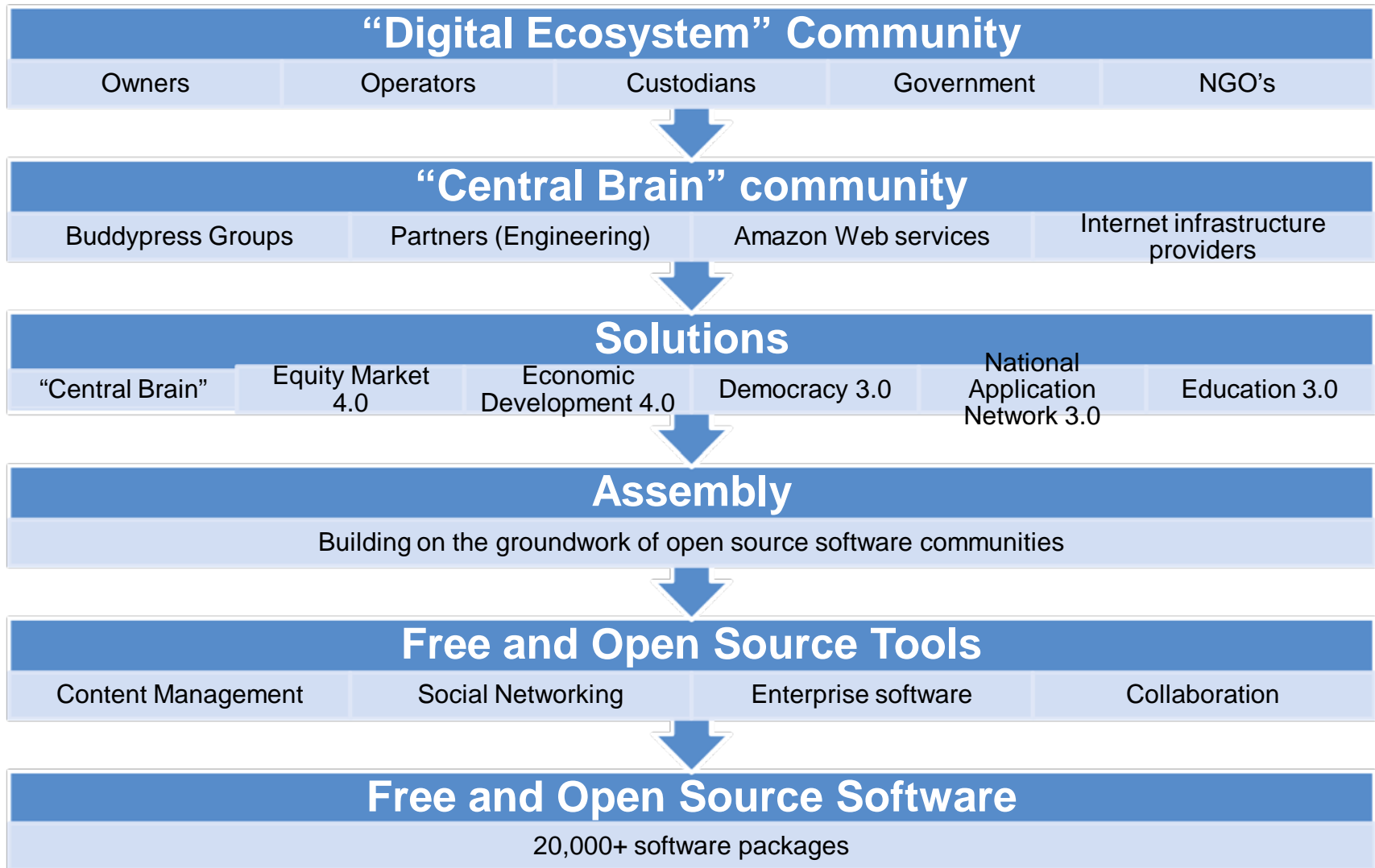
<http://www.marcuscake.com/equity-market>
<http://www.marcuscake.com/economic-development>

Examples (Buddypress):

<http://www.marcuscake.com/community/groups/management>



A “Central Brain” platform is assembled from open source software in weeks to enable a “Digital Ecosystem” in 30 – 90 days



A "Central Brain" organises content peer to peer ... you can see how any content is related to any other from a "landing page"

Equity Market Home > Profiles > Companies > Company search > Company profile

logged in (anonymous) (Logout)

AMP Limited

Australia's largest retail and corporate superannuation provider

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 IPOs (linked)

Research (linked)

Targets / Acquisitions (linked)

Private investments (linked)

NEWS (linked)

Announcements (linked)

Articles (linked)

Audio (linked)

Blog (linked)

Pictures (linked)

Reports (linked)

Video (linked)

Discussion forum

AMP is a leading wealth management company with more than 3.4 million customers and 3,900 employees in Australia and New Zealand. AMP is Australia's largest retail and corporate superannuation provider, and one of the region's most significant investment managers with more than A\$120 billion in assets under management (as at 31 December 2007).

Products

We offer a wide range of financial products and services including:

- retirement savings and income
- investments
- superannuation
- financial planning
- insurance
- banking

You can review and search our products by clicking on Products (linked) on the left.

Companies

Our associated (linked) companies are listed on the left.

Advisers

We have a market leading distribution capability with a network of more than 2,000 qualified financial planners.

You can review and search our advisers by clicking on Advisers (linked) on the left.

Investors and shareholders

AMP has one of Australia's largest shareholder registers, with more than 850,000 shareholders. Individual investors comprise around 43 per cent of AMP's shareholder base and live in more than 100 countries around the world. Institutional investors constitute around 57 per cent. You can review and search our investors on the left.

Our retail and institutional investors can use the menu on the left to review all our equity market content.

By Annika Kilian Catalyst for Impact, AMP Limited (Web site)

Updated: December 31st, 1999 13:30; Created: December 31st, 1999 07:55 PM; Expires: December 31st, 1999 07:55 PM

Links

Files

Company profile

Members propose and approve all links between content

Equity Market Home > Profiles > Advisers > Advisers - search > Adviser information > Adviser profile

logged in (anonymous) (Logout)

Daniel Blue

Australian corporate lawyer

Adviser profile

Adviser profile

History, activities and aspirations

Qualifications, experience and speciality

Availability

Contact information

PROFILES (linked)

Advisers (linked)

Company (linked)

Investors (linked)

Products (linked)

CLASSIFIEDS (linked)

Employment (linked)

Events (linked)

Projects (linked)

Bookbuilds IPOs (linked)

Research (linked)

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Private investments (linked)

NEWS (linked)

Announcements (linked)

Articles (linked)

Audio (linked)

Blog (linked)

Pictures (linked)

Reports (linked)

Video (linked)

Discussion

Daniel Blue is a partner in the Corporate group. Daniel has broad corporate and commercial experience and has advised Australian and multinational corporations on a range of issues, including negotiated acquisitions, due diligence, joint ventures, restructuring, schemes of arrangement, takeovers, equity capital raising, ASX Listing Rules and Foreign Investment Review Board Applications.

Tags: Adviser, Australia, Mining, Corporate, Finance, Available for projects, Available to mentor, Lawyer, 20+ years experience, Bachelor's degree (2), Postgraduate diploma, Masters degree, Mergers and acquisitions, Equity raising

Industry experience

Daniel has acted for clients involved in a range of projects including:

- Standard Chartered Bank's acquisition of ANZ Creditcard
- Australian City Properties restructuring of its debt portfolio and subsequent sale of the debt to an overseas purchaser
- GrandHotel Group merger with Australian Tourism Group by scheme of arrangement
- TransEnergy's Murrumbidgee Project joining the electricity networks of Victoria and South Australia
- Conner's acquisition of a Victorian train business
- Tecor's acquisition of the INM Project in South Africa and advice on projects in India and Madagascar
- advising on the proposed merger of the refinery operations of Shell and Wesco in Australia
- advising and negotiating on its factor financing
- advising Tector on its acquisition of assets from Focus Petroleum
- AMP's (the former Australian Virtual Board) liquidation and taking
- Vincor International's acquisition of Country Homes and Ambrose Estate Wines
- Agrium's proposed development of an ammoniac plant in Western Australia
- advising participants in the telecommunication industry on fundings, restructurings and acquisitions
- advising Tector on the proposed minority buy-out by Kumba Resources by scheme of arrangement
- advising Connaught on its several convertible bond issue and its merger by scheme of arrangement with Cimbar Mining

Professional background

Daniel has a Bachelor of Economics Degree, a Bachelor of Jurisprudence, a Bachelor of Laws and a Master of Business from the University of Western Australia. Daniel is admitted to practice in Victoria, Western Australia, New South Wales, the High Courts of Australia and of England and Wales.

In addition to practising in Victoria, Daniel has practised in Western Australia and London.

Memberships

- Corporations Law Committee of the Business Law Section of the Law Council of Australia
- Australian Institute of Company Directors
- Securities Institute of Australia

By Marissa Gale CEO, Equity Market Limited (Details, Web site)

Modified: 2009/01/05 00:00 PM; Expires: June 10th, 2009 12:55:00 AM

Adviser profile

AMP Limited

AMP is a leading wealth management company with more than 3.4 million customers and 3,900 employees in Australia and New Zealand. AMP is Australia's largest retail and corporate superannuation provider, and one of the region's most significant investment managers with more than A\$120 billion in assets under management (as at 31 December 2007).

Products

We offer a wide range of financial products and services including:

- retirement savings and income
- investments
- superannuation
- financial planning
- insurance
- banking

You can review and search our products by clicking on Products (linked) on the left.

Companies

Our associated (linked) companies are listed on the left.

Advisers

We have a market leading distribution capability with a network of more than 2,000 qualified financial planners.

You can review and search our advisers by clicking on Advisers (linked) on the left.

Investors and shareholders

AMP has one of Australia's largest shareholder registers, with more than 850,000 shareholders. Individual investors comprise around 43 per cent of AMP's shareholder base and live in more than 100 countries around the world. Institutional investors constitute around 57 per cent. You can review and search our investors on the left.

Our retail and institutional investors can use the menu on the left to review all our equity market content.

By Annika Kilian Catalyst for Impact, AMP Limited (Web site)

Updated: December 31st, 1999 13:30; Created: December 31st, 1999 07:55 PM; Expires: December 31st, 1999 07:55 PM

Links

Files

AMP Limited

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By Annika Kilian Catalyst for Impact, AMP Limited (Web site)

Updated: December 31st, 1999 13:30; Created: December 31st, 1999 07:55 PM; Expires: December 31st, 1999 07:55 PM

Links

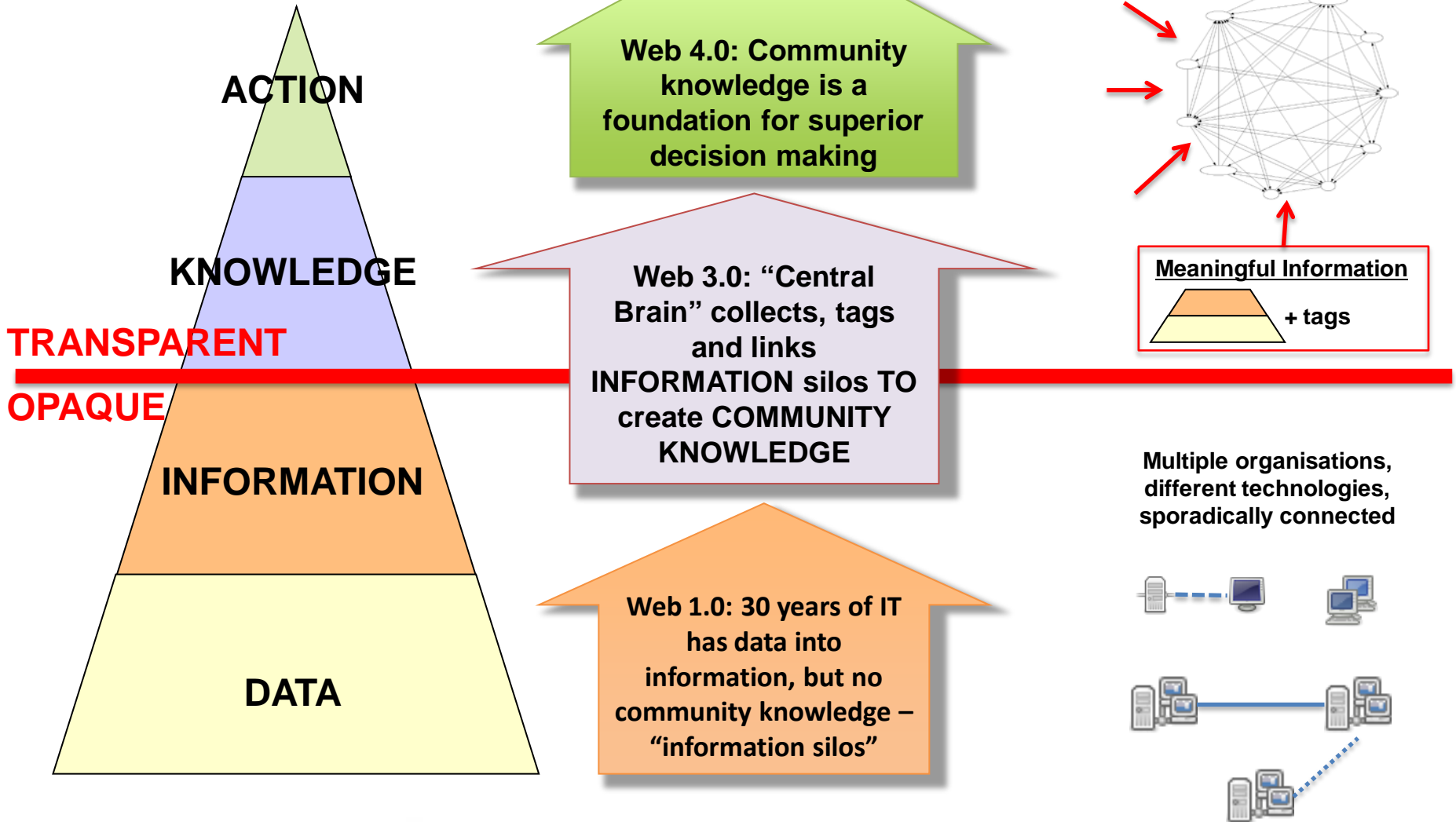
Files

Country view

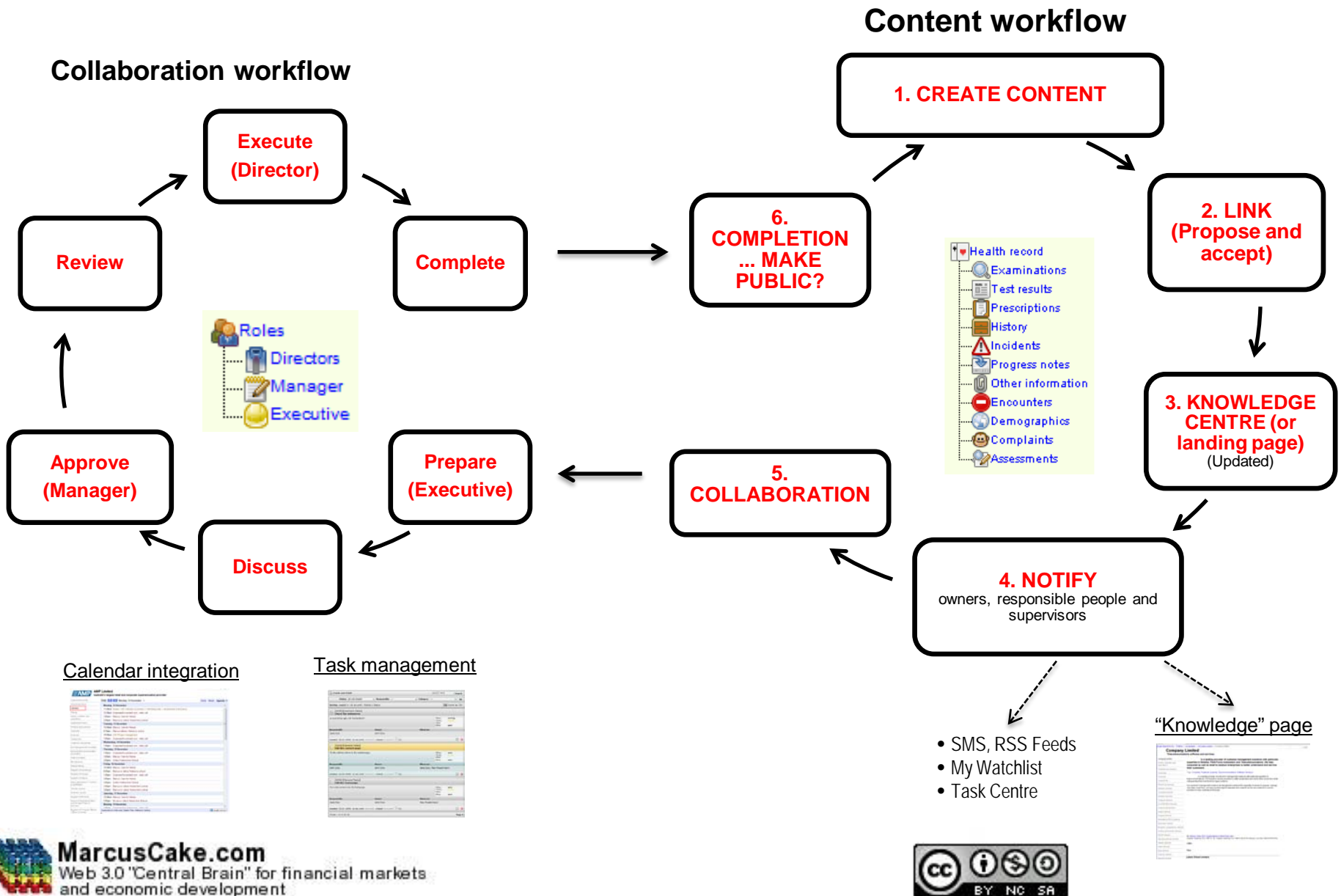
Discussion/forums



A “Central Brain” links “information” silos to creates community “knowledge” (or a helicopter view of a community) to support superior decisions and action



A “Central Brain” (1) manages and links content to create knowledge, and (2) manages collaboration to “push” tasks to completion



The transparency of integrating four functions in a “Central Brain” across an organisation delivers greater productivity gains ... productivity multiplied with industry or national collaboration (Web 3.0) and global integration (Web 4.0)

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



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

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

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



Building on the groundwork laid
in social media technologies

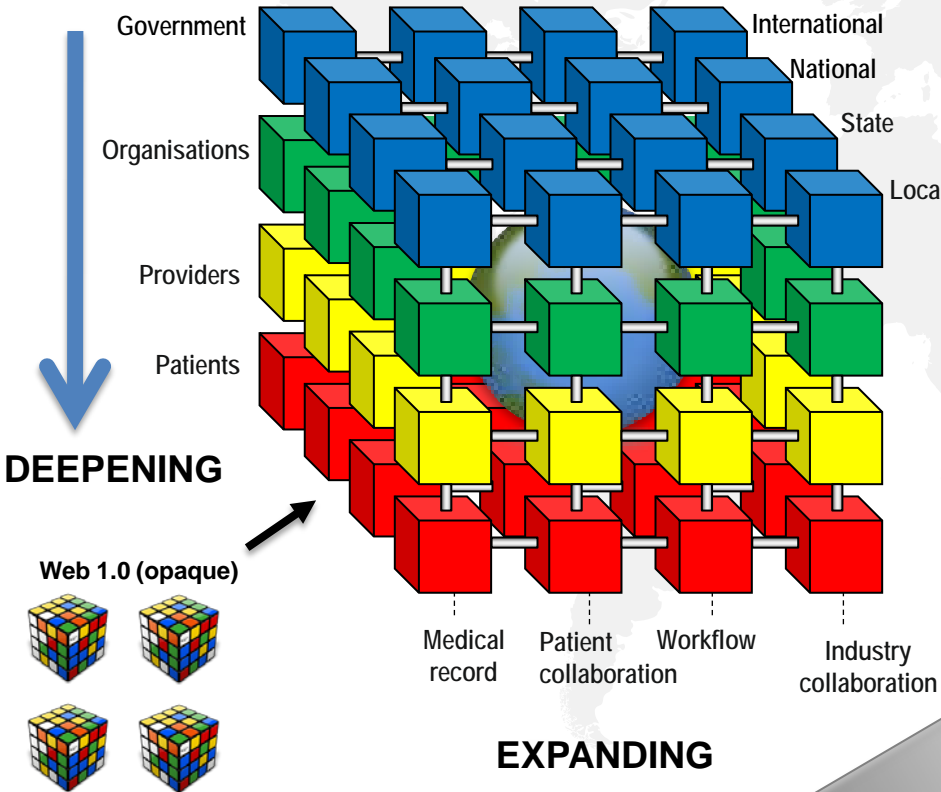
**TCO (TOTAL COST OF OWNERSHIP)
IS 5-25% OF PROPRIETARY SOLUTIONS**

HEALTH 4.0 (GLOBAL)

A CLOUD-BASED "CENTRAL BRAIN" TO ENABLE MANAGEMENT 3.0
WITHIN A NATIONAL HEALTH SYSTEM ... INCLUDING INDUSTRY
AND PATIENT MEDICAL RECORD COLLABORATION

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

INTEGRATING



An Economic Development 4.0 network



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



Version 2.3 (January 2012)

Health 3.0 (National) has <25% of the Total Cost of Ownership of proprietary solutions and can be implemented within one year

GOVERNMENT

- Health 3.0 assembles free open source web technologies in one year.
- The Total Cost of Ownership is 25% of rather than integrating and licensing non-web technologies
- Government can set national standards for national electronic health records
- Privacy and security issues are overcome by assigning responsibility with the patient

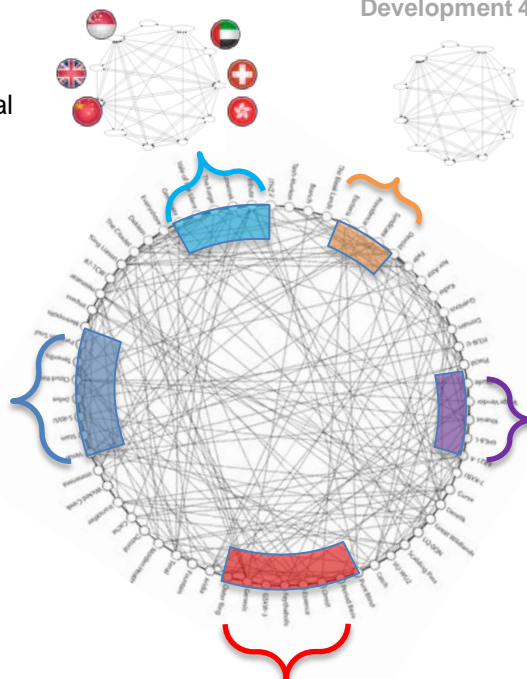
Government software and standards



COMMUNITY DOWNLOADS

Health 4.0 (Global)

Economic Development 4.0



ORGANISATIONS

- Organisations include hospitals, insurance companies, pharmaceutical companies and other service providers
- Organisations can integrate their existing systems into the "Central Brain"

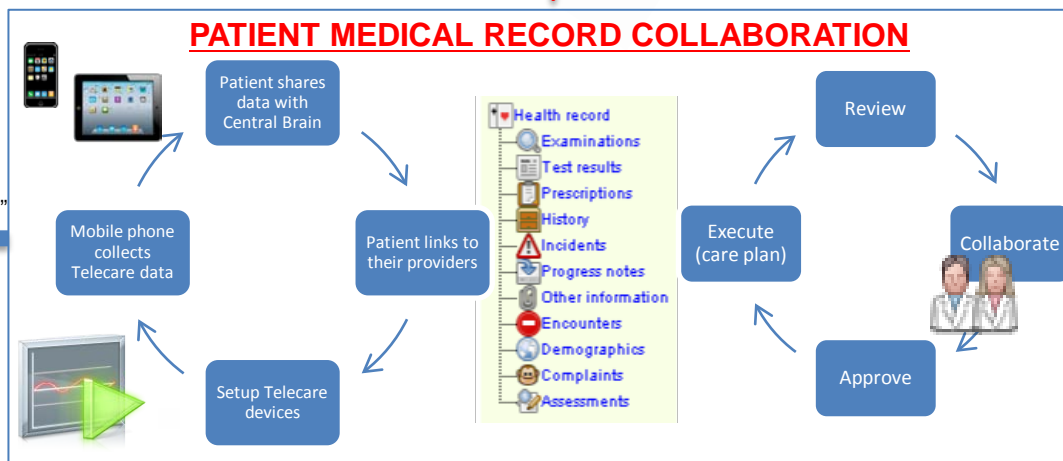
INDUSTRY COLLABORATION



PATIENTS

- An Android telephone costs <\$100
- 40% of new smartphone sales
- Download an App from an App Store (Apple, Iphone, Chrome, Firefox) or just use the browser
- The App collects medical data from household devices. The App publishes data to the "Central Brain"
- "Central Brain" notifies the patients community of new information
- Community collaborates around information

PATIENT MEDICAL RECORD COLLABORATION



PROVIDERS

- Providers participate in patient care like they participate in Facebook
- They can download an open source application to run their practice



Building on the groundwork laid
in social media technologies



CENTRAL BRAIN SCREENSHOTS

WE WILL SHOW YOU THE FUNCTIONALITY OF THE CENTRAL BRAIN WITH
SCREENSHOTS FROM OUR PROTOTYPES ... IT'S THE BEST WAY TO MAKE IT REAL!

Equity Market 4.0

<http://equitymarket.marcuscake.com>

Username:

Password:



Health Industry 3.0 (including patient record)

<http://healthindustry.marcuscake.com>

Username:

Password:



Climate Stability 3.0

address: <http://climatestability.marcuscake.com>

username:

password:



Democracy 3.0

<http://edemocracy.marcuscake.com>

Username:

Password:



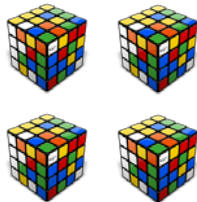
Buddypress (collaboration)

<http://www.marcuscake.com/community/groups/management>

<http://www.marcuscake.com/community>

<http://www.marcuscake.com/community/groups>

Web 1.0 (opaque)



MarcusCake.com

Web 3.0 "Central Brain" for financial markets
and economic development



The home page defines to participants and tags of the community ... look carefully!

- 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.

The screenshot shows the home page of 'Equity Market, China', an open source support for China's equity market. The page features a navigation bar with links like Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. A search bar and a 'Login' button are also present. The main content area is divided into several sections: 'About us' (describing a collaborative hub for companies, advisers, and investors), 'Tour' (providing instructions on how to participate and contribute), 'We connect companies, advisers and investors' (with sub-sections for Companies, Advisers, and Investors), 'Quick search using tags' (a search interface with dropdowns for company type, industry, and country), 'Login' (a form for username and password), 'A virtual financial market?' (explaining the 'Market' feature for asset prices), and 'Use our system to distribute your information' (showing categories like Profiles, Classifieds, and News). The footer contains a list of links: Home, Credits, Report abuse, Suggestions, Our domain names, Linking and buttons, Terms of use, Email page, and Privacy.

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

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

Quick search using tags

Company Adviser Investor Other

Type of company?
Select Company type

Which Industry?
Select Industries

What country?
Select Countries

Keywords:
Please enter a search

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.

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

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



Home page – local look and content for each landing page

The screenshot shows the homepage for 'Equity Market, United Arab Emirates'. The header includes navigation links: Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. The main content area is divided into three columns. The left column, titled 'About us', lists features like collaborative tools, peer-to-peer distribution, and a 20+ types of content. The middle column, titled 'We connect companies, advisers and investors', includes sections for 'Companies' (with a search bar), 'Advisers' (with a search bar), and 'Investors' (with a search bar). The right column, titled 'Quick search using tags', includes a search bar and a 'Login' section. The footer contains links to Home, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us, along with a copyright notice for Equity Market (UK) Ltd. 2007.

The screenshot shows the homepage for 'Equity Market, United Kingdom'. The header includes navigation links: Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. The main content area is divided into three columns. The left column, titled 'About us', lists features like collaborative tools, peer-to-peer distribution, and a 20+ types of content. The middle column, titled 'We connect companies, advisers and investors', includes sections for 'Companies' (with a search bar), 'Advisers' (with a search bar), and 'Investors' (with a search bar). The right column, titled 'Quick search using tags', includes a search bar and a 'Login' section. The footer contains links to Home, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us, along with a copyright notice for Equity Market (UK) Ltd. 2007.

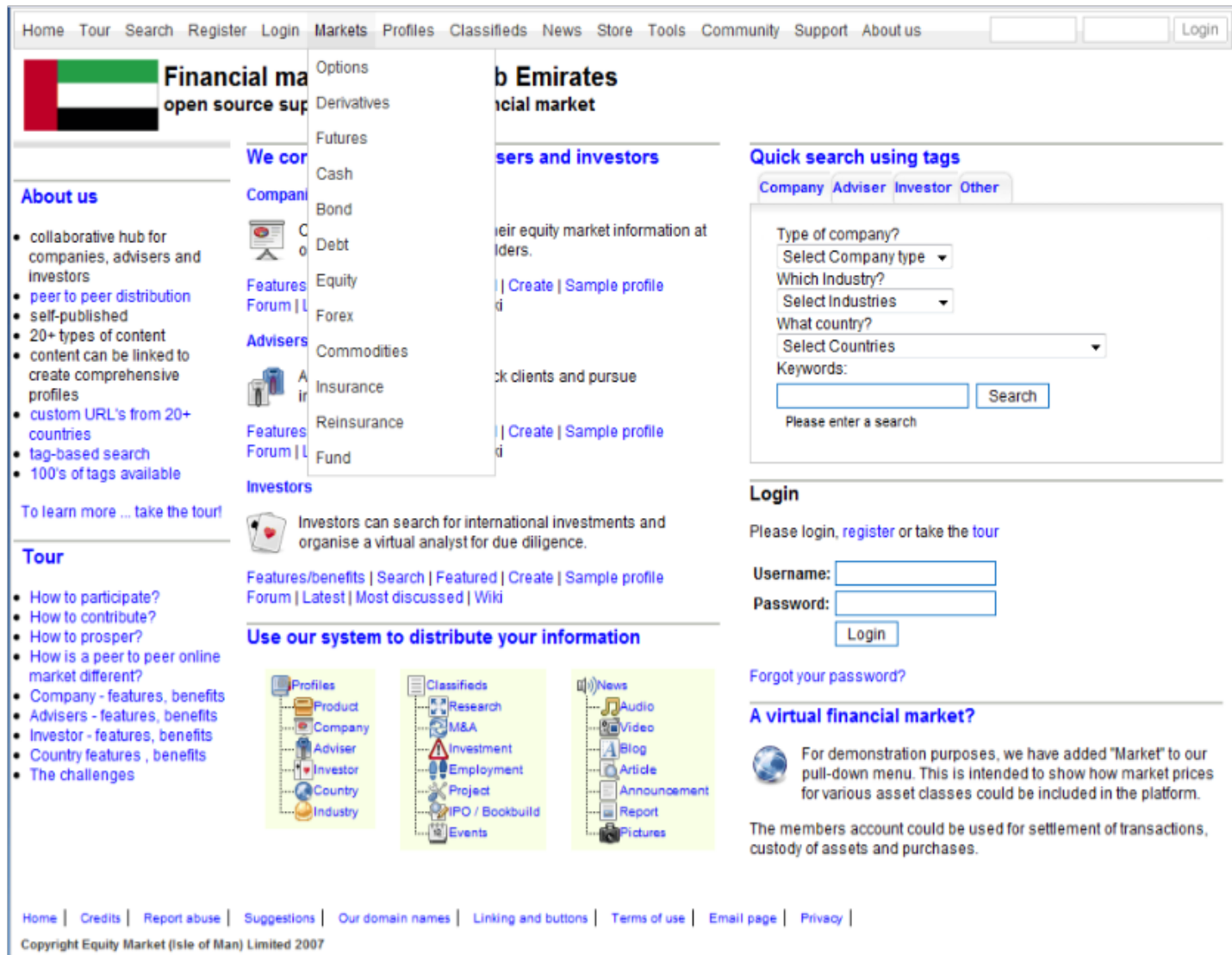
The screenshot shows the homepage for 'Equity Market, China'. The header includes navigation links: Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. The main content area is divided into three columns. The left column, titled 'About us', lists features like collaborative tools, peer-to-peer distribution, and a 20+ types of content. The middle column, titled 'We connect companies, advisers and investors', includes sections for 'Companies' (with a search bar), 'Advisers' (with a search bar), and 'Investors' (with a search bar). The right column, titled 'Quick search using tags', includes a search bar and a 'Login' section. The footer contains links to Home, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us, along with a copyright notice for Equity Market (UK) Ltd. 2007.

The screenshot shows the homepage for 'Equity Market, Australia'. The header includes navigation links: Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. The main content area is divided into three columns. The left column, titled 'About us', lists features like collaborative tools, peer-to-peer distribution, and a 20+ types of content. The middle column, titled 'We connect companies, advisers and investors', includes sections for 'Companies' (with a search bar), 'Advisers' (with a search bar), and 'Investors' (with a search bar). The right column, titled 'Quick search using tags', includes a search bar and a 'Login' section. The footer contains links to Home, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us, along with a copyright notice for Equity Market (UK) Ltd. 2007.



Virtual financial market

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



The screenshot displays the homepage of a virtual financial market platform. The top navigation bar includes links for Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. A secondary navigation bar lists various financial instruments: Options, Derivatives, Futures, Cash, Bond, Debt, Equity, Forex, Commodities, Insurance, Reinsurance, and Fund. The main content area is divided into several sections: 'About us' with a bulleted list of features like collaborative hub, peer-to-peer distribution, and tag-based search; 'Tour' with a list of guides for participation and contribution; 'Use our system to distribute your information' with three columns of icons for Profiles, Classifieds, and News; and a 'Quick search using tags' section with dropdown menus for company type, industry, and country, along with a keyword search box. A 'Login' section prompts users to enter their username and password. A footer contains links for Home, Credits, Report abuse, Suggestions, Our domain names, Linking and buttons, Terms of use, Email page, and Privacy, along with a copyright notice for Equity Market (Isle of Man) Limited 2007.

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

Financial market
open source support

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!

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- 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

Use our system to distribute your information

- Profiles
 - Product
 - Company
 - Adviser
 - Investor
 - Country
 - Industry
- Classifieds
 - Research
 - M&A
 - Investment
 - Employment
 - Project
 - IP/O / 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:
Please enter a search

Login

Please login, register or take the tour

Username:

Password:

Login

Forgot your password?

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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

Copyright Equity Market (Isle of Man) Limited 2007



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

Comprehensive tags
to deliver a
productive result

Tags provide a
quick summary of
the company

[Home](#) [Tour](#) [Search](#) [Register](#) [Login](#) [Markets](#) **Profiles** [Classifieds](#) [News](#) [Store](#) [Tools](#) [Community](#) [Support](#) [About us](#) [Login](#)

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

Profiles

[Countries](#)

[Industries](#)

Companies

[Companies - featured](#)

[Companies - latest](#)

[Most discussed companies](#)

[Most viewed companies](#)

[Highest rated companies](#)

[Companies forum](#)

[Company search](#)

[Advisers](#)

[Investors](#)

[Products](#)

[Home](#) » [Profiles](#) » [Companies](#) » Company search

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:

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 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 [\[more\]](#)



You can see how each item of content is linked to others – the company landing page below offers vertical links to show other content linked to it

Equity Market Home » Profiles » Companies » Company search » Company profile

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

By: [Marcus Cake CEO, Equity Market Limited \(Web site\)](#)
Updated: December 31st, 1989 19 : 00 ; Created: December 31st, 1989 07:00:00 PM; Expires: June 30th, 2009 05:59:00 PM

Links

Files

Latest linked content

Linked
content

Each
company can
self publish
20+ types of
content



Adviser search - comprehensive tags delivers specific results

Tag based search
from
comprehensive
tags library

Tags within results
provide a
quick intro to the
adviser

[Home](#) [Tour](#) [Search](#) [Register](#) [Login](#) [Markets](#) **Profiles** [Classifieds](#) [News](#) [Store](#) [Tools](#) [Community](#) [Support](#) [About us](#) [emnprimary](#) [.....](#) [Login](#)

**Equity Market, India**
open source support for India's equity market

Profiles
Countries
Industries
Companies
Advisers
 > Featured advisers
 > Latest advisers
 > Most discussed advisers
 > Most viewed advisers
 > Highest rated advisers
 > Advisers forum
 > Advisers - search
 = Adviser information
Investors
Products

[Home](#) » [Profiles](#) » [Advisers](#) » Advisers - search
Adviser - search and results

Location and industry	Adviser attributes	Other
Australia	Select Adviser types	Select Stock exchanges
Select Industries	Select Adviser qualifications	
	Select Adviser experience	
	Select Adviser speciality	

Keywords:

Technology business development
is the MD of a firm created in 2004 to assist promising companies to commercialise their technology and grow their business internationally. has supported clients in the new media, audio, payments technologies, CEM and property sectors assisting in strategic growth and executive operations.
Tags: Adviser, Australia, Technology, Information, Available for projects, Available for employment, Business development, Chief Technology Officer, Bachelors degree, Masters degree [more]

Entrepreneur! CEO! Sales and marketing! My services - you know you want them.
Tags: Adviser, Australia, Technology, Available for projects, Corporate adviser, Chief Marketing Officer, 10-20 years experience, Software, Telecommunications, Featured [more]

, Mining entrepreneur, director and corporate adviser
is a mining entrepreneur and fund manager.
Tags: Adviser, 20+ years experience, Chairman, Available for projects, Bachelors degree, Australia, Mining, Finance [more]


Executive Director,
has over 20 years experience in international business. For a number of years he held senior positions with Banking Corporation, one of Australia's leading financial institutions and the country's sixth largest company. These roles included Head of Asian Business, Head of Global Banking Relationships, Chief of Staff for the Group Executive, and Deputy Chief Economist.
Tags: Adviser, New Zealand, China, Australia, Featured, Masters degree, Postgraduate diploma, Bachelors degree, 20+ years experience, Corporate adviser, Available for projects, International marketing [more]



Each member pays to publish content until an expiry date

[Home](#) [Tour](#) [Search](#) [Profiles](#) [Classifieds](#) [News](#) [Store](#) **Tools** [Community](#) [Support](#) [About us](#) [Extras](#)

logged in | [marcus](#) [Logout](#)



Equity Market Network

Collaborative network for companies, advisers, investors and financial centres

Tools

- Create content

My content

- > Country - create/edit
- > Industry - create/edit
- > Company - create/edit
- > Adviser - create/edit
- > Investor - create/edit
- > Product - create/edit
- > Research - create/edit
- > Merger and acquisition - create/edit
- > Investment - create/edit
- > Employment - create/edit
- > Project - create/edit
- > IPO - create/edit
- > Event - create/edit
- > Audio - create/edit
- > Video - create/edit
- > Blog - create/edit
- > Article - create/edit

My content

Title (type)	Expiry date
Equitymarket.net commences operations (Announcement) [View] [Edit]	June 30th, 2009 05:59:00 PM [Extend expiry date]
(Adviser) [View] [Edit]	December 19th, 2009 12:22:00 AM [Extend expiry date]
(Adviser) [View] [Edit]	June 30th, 2009 12:52:00 AM [Extend expiry date]
(Adviser) [View] [Edit]	December 31st, 1969 07:00:00 PM [Extend expiry date]
Taiwan (Country) [View] [Edit]	December 31st, 1969 07:00:00 PM [Extend expiry date]
Sweden (Country) [View] [Edit]	December 31st, 1969 07:00:00 PM [Extend expiry date]
(Adviser) [View] [Edit]	June 30th, 2009 05:59:00 PM [Extend expiry date]
s (Company) [View] [Edit]	June 30th, 2009 05:59:00 PM [Extend expiry date]
(Investor) [View] [Edit]	June 30th, 2009 05:59:00 PM [Extend expiry date]
(Company) [View] [Edit]	June 30th, 2009 05:59:00 PM [Extend expiry date]

Displaying results 1 to 10 out of 49

[1](#) [2](#) [3](#) [4](#) [5](#) [Next >](#)




Different pricing for different participants and content


The current system can charge different prices for profiles (companies, advisers and investors) in different geographies and sizes.

The system can also offer specials. A special could offer 5,000 free "equity analyst" profiles in "India". Another special could be 1,000 "UK" "SME's" can join for GBP10.

[Home](#) [Tour](#) [Search](#) [Register](#) [Login](#) [Markets](#) [Profiles](#) [Classifieds](#) [News](#) **Store** [Tools](#) [Community](#) [Support](#) [About us](#) [Login](#)

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

Store
[Featured](#)
[Offers](#)
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[Banners and advertising](#)
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[My account](#)

Banner

Hong Kong
Growth Enterprise
Market

Special offers
Profiles
Isle of Man company kickstart
The Isle of Man is a compelling place to incorporate an ebusiness. It offers no corporate or withholding tax, a quality legal framework, a good reputation and is part of the European Union VAT system (but not part of the European Union).
Equity Market provides the information distribution and transparency that may make operating from the Isle of Man more viable. We have joined with some local service providers to make setting up in the Isle of Man a little bit easier.
Stock: 5 [\[more\]](#)
Web-price: EUR 495.00 per year
(w/o VAT: EUR 396.00)
Equity Market launch special - 1 profile (90% discount) + 50 classifieds/news items
This our launch special! We need some founding members to help us test our system and provide some initial content.
Stock: 5 [\[more\]](#)
Web-price: EUR 100.00 per year
(w/o VAT: EUR 80.00)
Advertising
Banner advertisement (10,000 page impressions)
We offer banner advertising. We accept banners of 120x120 in size. We will display the banner in random locations throughout the site for a minimum of 10,000 page views or impressions. Your banner will be placed in a queue. As previous banner orders are fulfilled, your banner will be queued for display.
Stock: 10 [\[more\]](#)
Web-price: EUR 500.00 per 10000 page views
(w/o VAT: EUR 400.00)
Domain name alias
Isle of Man URL and email forwarding special (USD50 per year)
This product will establish an IM domain name for your selected profile. You can only use "Isle of Man".im domain names.

Shopping cart
0 Products (EUR 0,00)



The community can have an unlimited number of discussions about each item of content – the discussions concerning a sample company are below

[Equity Market Home](#) » [Profiles](#) » [Companies](#) » [Company search](#) » Discussion forum



AMP Limited

Australia's largest retail and corporate superannuation provider

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)

Video (linked)

Discussion forum

Rating

[Back to: AMP Limited forum thread list](#)

Forum » Company forum » AMP Limited

New topic

Hide solved topics ☐

AMP Limited (Company)

Topic	Answers (read)	Author	Last post
2010 Annual report: Can we discuss?	0 (1)	marcus	Thu 08.12.2011 [01:10] marcus
Does anyone have any experience as a customer of AMP?	0 (2)	marcus	Thu 08.12.2011 [01:05] marcus

Powered by mm_forum v0.1.3

Print | Email | PDF | Link to my content | Add to my watchlist | Rating | Discuss



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



Community discussions use a rich text editors, emoticons and can include a poll – there is also a full administration system

[Equity Market Home](#) » [Profiles](#) » [Companies](#) » [Company search](#) » Discussion forum



AMP Limited

Australia's largest retail and corporate superannuation provider

Company profile

History, activities and aspirations

Products and services

Corporate

Financial

Contact info

PROFILES (linked)

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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)

Video (linked)

Discussion forum

Rating

[Back to: AMP Limited forum thread list](#)

Create a new record

Title:

2010 Annual Report - can we discuss?



I have noticed a few things in the 2010 annual report. Has anyone else reviewed the annual report. I was hoping to discuss.

Attach file

No file chosen

Maximum file size: 1 MB

Attach poll

☐ Attach poll

☐ I would like to be informed by email about answers to this topic.

Powered by mm_forum v0.1.3

[Print](#) | [Email](#) | [PDF](#) | [Link to my content](#) | [Add to my watchlist](#) | [Rating](#) | [Discuss](#)



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




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"

[Home](#) [Tour](#) [Search](#) [Profiles](#) [Classifieds](#) [News](#) [Store](#) **Tools** [Community](#) [Support](#) [About us](#) [Extras](#) logged in | marcus [Logout](#)












Equity Market Network

Collaborative network for companies, advisers, investors and financial centres

Tools


- Create content
- My content
- My links
- My aliases
- My details
- My groups
- My watchlist, feeds and newsletters**
- My service tickets
- My preferences

My watchlist, feeds and newsletters

Content type	Title	RSS feed below	Email newsletter delivery times	Remove from watchlist
Company	Equity Market Limited		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Investor	Online network		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Adviser	[redacted]		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Adviser	[redacted]		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Adviser	[redacted]		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Article	Dubai can build unprecedented infrastructure, but will they come?		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Article	The Isle of Man as a home for ebusiness		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Company	[redacted]		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove
Adviser	[redacted]		M: <input type="checkbox"/> T: <input type="checkbox"/> W: <input type="checkbox"/> Th: <input type="checkbox"/> F: <input type="checkbox"/> Sat: <input type="checkbox"/> Sun: <input type="checkbox"/> Changed: <input type="checkbox"/>	remove


Press [Submit](#) to confirm newsletter changes above

Your personal RSS feed




Note: Your personal RSS feed aggregates all feeds in your watchlist.

Personal RSS feed



Your personal RSS feed aggregates all information in your watchlist into one feed. It is available from [My watchlist, feeds and newsletters](#).

Tutorial available!



You can learn more about our RSS feeds and My watchlist at our tutorial [How we communicate with you](#)

[Home](#) | [Credits](#) | [Report abuse](#) | [Suggestions](#) | [Our domain names](#) | [Linking and buttons](#) | [Terms of use](#) | [Email page](#) | [Privacy](#) |

Cross-selling opportunities – payments to publish can be bundled with other services

Cross-selling opportunities

The following screenshot provides an example of how Equitymarket.ae could be integrated with Dubai Internet City.

The screenshot shows the Equity Market, Hong Kong website. The navigation bar includes links for Home, Tour, Search, Register, Login, Markets, Profiles, Classifieds, News, Store, Tools, Community, Support, and About us. The main header features the Equity Market logo and the tagline 'open source support for Hong Kong's financial market'. The left sidebar contains a 'Store' menu with links to Featured, Offers, New items, Profiles, Classifieds, News, Domain name alias, Incorporation, Banners and advertising, Merchandise, and My account. The main content area is titled 'Special offers' and features a 'Isle of Man company kickstart' offer. The offer text states: 'The Isle of Man is a compelling place to incorporate an ebusiness. It offers no corporate or withholding tax, a quality legal framework, a good reputation and is part of the European Union VAT system (but not part of the European Union). Equity Market provides the information distribution and transparency that may make operating from the Isle of Man more viable. We have joined with some local service providers to make setting up in the Isle of Man a little bit easier.' The package elements are listed as follows: 50% discount on the annual fee for a Company profile from Equity Market; free URL forwarding of an .IM domain name alias; and a list of banks, merchant account providers, and contact details of key government departments. The offer also mentions that the following Isle of Man corporate service providers offer packages (first year and ongoing fees) on incorporation: ABC, DEF, GHI legal services, and JKL accounting services. The offer is available for content with the following tags: 'My content'. The price is listed as EUR 495.00 per year.

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

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

Store

Featured

Offers

New items

Profiles

Classifieds

News

Domain name alias

Incorporation

Banners and advertising

Merchandise

My account

Special offers

Isle of Man company kickstart

The Isle of Man is a compelling place to incorporate an ebusiness. It offers no corporate or withholding tax, a quality legal framework, a good reputation and is part of the European Union VAT system (but not part of the European Union).

Equity Market provides the information distribution and transparency that may make operating from the Isle of Man more viable. We have joined with some local service providers to make setting up in the Isle of Man a little bit easier.

The package elements are:

- 50% discount on the annual fee for a Company profile from Equity Market. Please see our [Company - features, benefits and how to](#) page for more information.
- free URL forwarding of an .IM domain name alias to your new company profile from one of [our domain names](#). Please see [Our domain names](#) for more information.
- A list of banks, merchant account providers and contact details of key government departments. Click [here](#) to download now for free.

The following Isle of Man corporate service providers offer the following packages (first year and ongoing fees) on incorporation:

- [ABC](#) (Click [here](#) to download details direct from their web site or email [John Jones](#))
- [DEF](#) (Click [here](#) to download details direct from their web site or email [John Smith](#))

Other services available from the Isle of Man are:

- [GHI legal services](#) (Click [here](#) to download details direct from their web site or email [John Jones](#))
- [JKL accounting services](#) (Click [here](#) to download details direct from their web site or email [John Smith](#))

The Isle of Man Treasury and Isle of Man Finance, the Treasury's international business promotion arm, also provide "a staffed Isle of Man Finance office in London, together with meeting rooms earmarked for use by Manx companies."

The purchase price of this item is allocated toward the profile and domain name alias provided by Equity Market Limited. Other fees are paid to the service providers directly. These service providers have made non-binding commitments to provide their services above and are subject to compliance procedures.

This product is available for content with the the following tags:


For which profile would you like to establish URL and email forwarding:
Please select from your eligible content in the box below:
Eligible "My content":

Stock available: 5
Price with EU VAT: EUR 495.00 per year

Shopping cart

0 Products (EUR 0,00)

Banner


British Virgin Islands Financial Services Authority

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 ↓ (0)	↓ [Edit]	0000-00-00 [Extend]
✓	↓ [Equity Market Network] equitymarket.hk ↓ [Company]	↓ [Equity Market Network]@equitymarket.hk ↓ frank@[Equity Market Network].com [Edit]	2008-12-31 [Extend]
✓	↓ [Equity Market Network] equitymarket.com.au ↓ [Company]	↓ [Equity Market Network]@equitymarket.com.au ↓ info@[Equity Market Network].com [Edit]	2008-12-31 [Extend]
✓	↓ [Equity Market Network] corporateadviser.com.au ↓ [Adviser]	↓ karl@corporateadviser.com.au ↓ karl@[Equity Market Network].net [Edit]	2008-12-31 [Extend]
✓	↓ [Equity Market Network] equitymarket.net ↓ [Company]	↓ w@[Equity Market Network]@equitymarket.net ↓ john@v@[Equity Market Network].com.au [Edit]	2008-12-31 [Extend]
✓	↓ direct.venturecapitalist.vg ↓ Online network (Investor)	↓ direct@venturecapitalist.vg ↓ mc@marcuscake.[Equity Market Network] [Edit]	2008-12-31 [Extend]
✓	↓ [Equity Market Network] equitymarket.net ↓ [Group of Companies (Company)]	↓ [Equity Market Network]@equitymarket.net ↓ gordon@[Equity Market Network].net [Edit]	2008-12-31 [Extend]
✓	↓ malcolm.corporateadviser.vg ↓ Malcolm [Equity Market Network] (Adviser)	↓ malcolm@corporateadviser.vg ↓ mls@[Equity Market Network].com.au [Edit]	2008-12-31 [Extend]
✓	↓ peter.corporateadviser.sg ↓ Peter [Equity Market Network] (Adviser)	↓ peter@corporateadviser.sg ↓ [Equity Market Network]@vi.[Equity Market Network] [Edit]	2008-12-31 [Extend]
✓	↓ paul.equitymarket.net ↓ Paul [Equity Market Network] (Adviser)	↓ paul@equitymarket.net ↓ paul@[Equity Market Network].com [Edit]	2008-12-31 [Extend]

Page [1] of [3] [Next] [Last Page]

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



The country profile provides another type of landing page for international users

[Equity Market Home](#) » [Profiles](#) » [Countries](#) » [Country information](#) » [Country profile](#)

**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, 1989 07:00:00 PM; Expires: December 31st, 1989 07:00:00 PM



[Print](#) | [Email](#) | [PDF](#) | [Link to my content](#) | [Add to my watchlist](#) | [Rating](#) | [Discuss](#)

[Home](#) | [Credits](#) | [Report abuse](#) | [Suggestions](#) | [Our domain names](#) | [Linking and buttons](#) | [Terms of use](#) | [Email page](#) | [Privacy](#) |

The country profile is an entrance point for all country content



After finding a suitable person ... you can connect with them immediately (on Skype) or check their availability ... imagine a “Virtual Clinic” of doctors

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

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

Profiles

Countries
Industries
Companies
Advisers

Home » Profiles » Advisers » Advisers - search

Adviser - search and results

Location and industry
Australia
Select Industries

Adviser attributes
Select Adviser types
Select Adviser qualifications
Select Adviser experience
Select Adviser speciality

Other
Select Stock exchanges

Keywords: Search

Technology business development

is the MD of a firm created in 2004 to assist promising companies to commercialise their technology and grow their business internationally. has supported clients in the new media, audio, payments technologies, CEM and property sectors assisting in strategic growth and executive operations.

Tags: Adviser, Australia, Technology, Information, Available for projects, Available for employment, Business development, Chief Technology Officer, Bachelors degree, Masters degree [more]

Entrepreneur! CEO! Sales and marketing! My services - you know you want them.

Tags: Adviser, Australia, Technology, Available for projects, Corporate adviser, Chief Marketing Officer, 10-20 years experience, Software, Telecommunications, Featured [more]

Mining entrepreneur, director and corporate adviser

is a mining entrepreneur and fund manager.

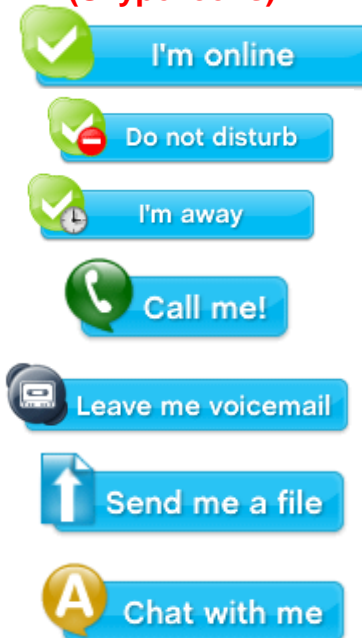
Tags: Adviser, 20+ years experience, Chairman, Available for projects, Bachelors degree, Australia, Mining, Finance [more]

Executive Director,

has over 20 years experience in international business. For a number of years he held senior positions with Banking Corporation, one of Australia's leading financial institutions and the country's sixth largest company. These roles included Head of Asian Business, Head of Global Banking Relationships, Chief of Staff for the Group Executive, and Deputy Chief Economist.

Tags: Adviser, New Zealand, China, Australia, Featured, Masters degree, Postgraduate diploma, Bachelors degree, 20+ years experience, Corporate adviser, Available for projects, International marketing [more]

Immediate availability (Skype icons)



Availability

- Available for small project
- Available for large project
- Not available



Each organisation, company or person can integrate a calendar – Google, Yahoo or another?

Every organisation or person can integrate an external calendar into their “landing page”

Please see screenshot.

The use of a Google Calendar would also allow the diary to be added to smart phones and all popular email clients (including outlook).

Service include:

- Outlook (via ISC feed)
- Google Calendar
- Yahoo calendar

The screenshot displays the AMP Limited website, which is Australia's largest retail and corporate superannuation provider. On the left, a navigation menu lists various sections, with 'Calendar' highlighted in a red box. The main content area shows a calendar for December 2011, with events listed for each day. The events include 'Deliver: CAC Calender (cosmetic) + marketing slide + development instructions', 'CorporateAccountant.com - daily call', 'Marcus: Care for Helena', and 'Marcus to collect Helena from school'. At the bottom right, there is a 'Google Calendar' integration button.

AMP Limited
Australia's largest retail and corporate superannuation provider

Organisation profile
Discussion forum
Calendar
Ratings
History, activities and aspirations
Organisation tasks
Products and services
Corporate
Financial
Contact info
COMPANY REGISTER
Risk Management committee
Remuneration & Nomination Committee
Audit Committee
Miscellaneous
Statutory filings
Register of Debentures
Register of Charges
Register of Options
Share applications, Transfers & Certificates
Transfer Journal
Allotment Journal
Register of Members
Record of Registered Office and Principal Place of Business
Register of Company Officers / Officer Consents

Today Monday, 12 December Week Month Agenda

Monday, 12 December
11:00am Deliver: CAC Calender (cosmetic) + marketing slide + development instructions
12:00pm CorporateAccountant.com - daily call
3:00pm Marcus: Care for Helena
3:00pm Marcus to collect Helena from school

Tuesday, 13 December
12:00am Marcus: Care for Helena
8:30am Marcus delivers Helena to school
10:00am CAC Project management
1:00pm CorporateAccountant.com - daily call

Wednesday, 14 December
1:00pm CorporateAccountant.com - daily call

Thursday, 15 December
1:00pm CorporateAccountant.com - daily call
3:00pm Marcus: Care for Helena
3:00pm Collect Helena from School

Friday, 16 December
12:00am Marcus: Care for Helena
8:30am Marcus to deliver Helena to school
1:00pm CorporateAccountant.com - daily call
3:00pm Marcus: Care for Helena
3:00pm Collect Helena from School
3:00pm Marcus to collect Helena from school
3:00pm Marcus to collect Helena from school

Saturday, 17 December
12:00am Marcus: Care for Helena
2:00pm Nicola to collect Helena from Marcus

Monday, 19 December
1:00pm CorporateAccountant.com - daily call

Events shown in time zone: Eastern Time - Melbourne, Sydney

Google Calendar



Authentication (login security) is critical! 3 levels are available

1. STANDARD AUTHENTICATION

- Username and password only

2. SINGLE SIGN-ON WITH OPENID PROVIDER

- You can sign on using the credentials of an OpenID provider.
- 1 billion people have an OpenID account (www.openid.org)
- 50,000 web sites offer OpenID login

In practice

- An organisation will require every employee to use a corporate email address to establish an OpenID account.
- **The corporate email address (account) is used to authenticate, or log in.**

3. TWO FACTOR AUTHENTICATION (add a mobile device, sms, list)

- By using an OpenID provider, you can implement additional security requirements before allowing a user to login:
 - A 6 digit code from a mobile device (Iphone or Android application)
 - A code received by SMS
 - A list of backup codes

The screenshot shows a login page titled "Benutzeranmeldung". At the top, there is a navigation bar with links for "User/Pass", "Google", "Yahoo", "myOpenID", "Wordpress", and "facebook". Below this, the "User/Pass" link is highlighted with a red box. The main form has fields for "Benutzername:" and "Passwort:", with an "Anmelden" button. Below the form, there is a link "Kennwort vergessen?". At the bottom, there is another navigation bar with the same links, and the "User/Pass" link is again highlighted with a red box. A red dashed arrow points from the "User/Pass" link in the top bar to the "User/Pass" link in the bottom bar.

The screenshot shows a two-factor authentication process. It is divided into two steps. Step 1, titled "Sign in with your Google Account", shows a form with fields for "Email:" (hikingfan@gmail.com), "ex: pat@example.com", and "Password:". There is a "Stay signed in" checkbox and a "Sign in" button. Below the form is a link "Can't access your account?". Step 2, titled "Google accounts Enter verification code", shows a form with a "Enter code:" field (466453) and a "Verify" button. Below the form is a "Remember verification for this computer for 30 days" checkbox and a link "Other ways to get a verification code »". A large orange arrow points from Step 1 to Step 2.



Our task centre will “push” content through successive people and workflow stages to completion

A task management system will route a content item through workflow stages.

Workflow stages:

- Prepare
- Discuss
- Execute
- Review
- Lodge
- Complete

Workflow Roles

- Responsible person – Executive/manager assigned to next task
- Owner – Executive that created task
- Observer – a director or manager to ensure progress

“Push” workflow

- The owner can be notified of progress, or lack of progress
- A “Watchlist” can identify incomplete items where status has not changed for 5 days

Create new ticket

search word Search

Status: all not closed Responsible: --- Category: --- OK

Sorting: created | to do until | Priority | Status CSV Export as CSV

[00003][Hardware Tasks]
Check the webserver

Is everything right with the harddisk?

Status: working
Priority: medium
Effort: open
Billing: open

Responsible: Jane Doe Owner: John Doe Observer: (0)

created: 02.01.2009 to do until: --- closed: --- (0)

[00002][General Tasks]
Edit the contact page

Fix the address shown on the contact page.

Status: open
Priority: medium
Effort: open
Billing: open

Responsible: John Doe Owner: John Doe Observer: Jane Doe, Max Mustermann

created: 02.01.2009 to do until: --- closed: --- (0)

[00001][General Tasks]
Edit the homepage

Put some content onto the homepage.

Status: open
Priority: medium
Effort: open
Billing: open

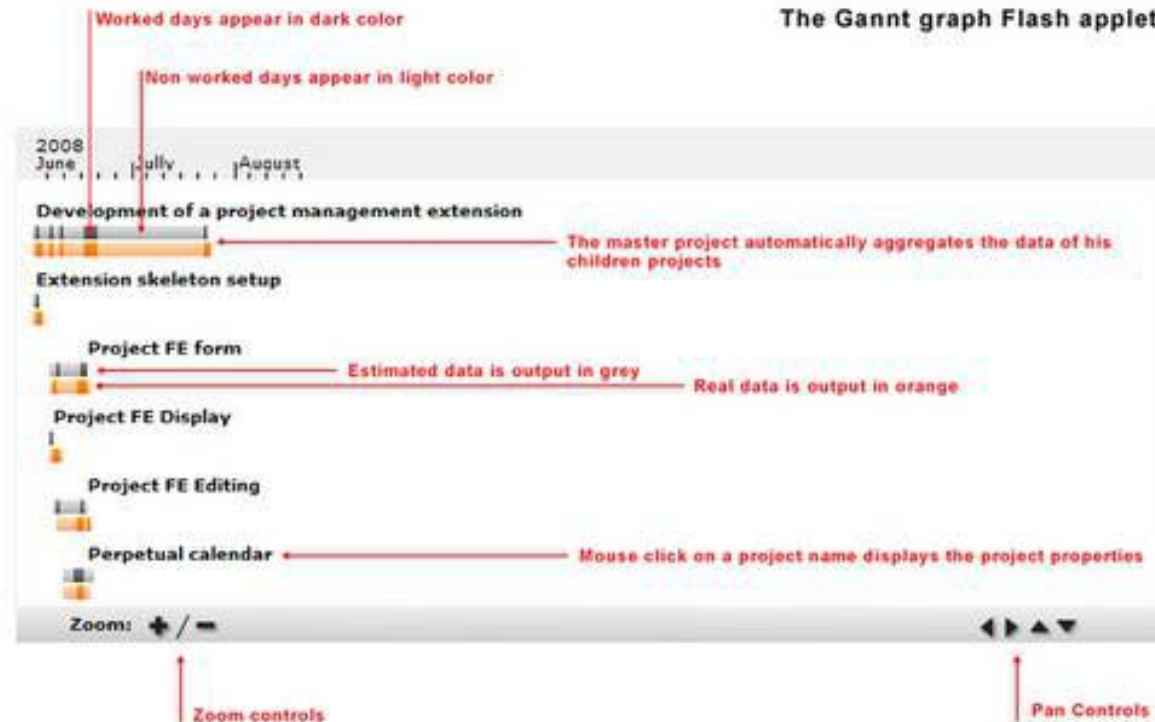
Responsible: Jane Doe Owner: John Doe Observer: Max Mustermann

created: 02.01.2009 to do until: --- closed: --- (0)

Ticket 1 to 3 (of 3) Page 1

Stage: Prepare → Stage 2: Review → Stage 3: Execute

The project management system could be used for all sorts of projects and plans maybe a patient care plan prepared by a doctor to coordinate service delivery from multiple providers!



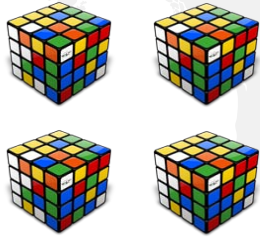
Building on the groundwork laid
in social media technologies



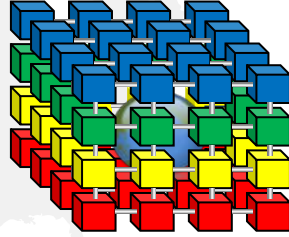
ABOUT US

WE CAN DESIGN, ENGINEER AND SUPPORT A CENTRAL BRAIN TO ENABLE A DIGITAL ECOSYSTEM
FOR YOUR ORGANISATION, INDUSTRY NATIONAL OR GLOBAL ENDEAVOUR

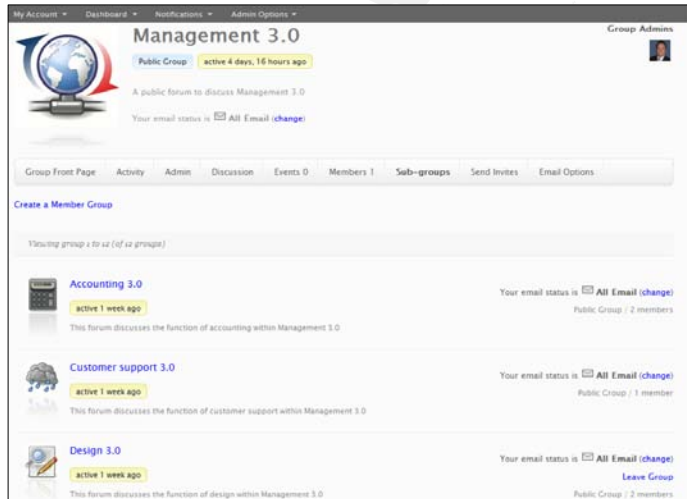
Web 1.0 (opaque)



Web 4.0 (transparent)



Engineering
Inspiration



Groups (Public)

[Index](#) | [Features](#) | [Management 3.0](#)



The Lounge (general discussion)



Economic Development 4.0



Management 3.0



Health 3.0 (national industry and patient medical record collaboration)



Equity Market 4.0



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



Central Brain Features

- The web application is operational
 - enable community participants 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
- Content management
 - 20+ types of content
 - Profiles, Classifieds, News
- Collaboration
 - Tag-based (or semantic) search
 - Self-publish
- Business model
 - Multiple revenue sources
 - Differential pricing dependent on content and country
 - pay to publish each item of content til expiry date
- 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.

Sample industry content (comprehensive and tag based)



We use Buddypress to coordinate, design, engineering, marketing, strategy and finance ... of Central Brains and Digital Ecosystems

WORDPRESS (Communication)

- Wordpress is the most popular CMS in the world with 80m sites – commonly used to manage web sites and communication

BUDDYPRESS (Collaboration)

- Buddypress is a community/group collaboration plugin for Wordpress
- Just like its parent project WordPress, BuddyPress is an open source dynamic, extensible platform that can serve many purposes by installing new features available from community plugins.
- Wordpress has 17,000+ plugins. Buddypress has approximately 400 plugins.
- Buddypress and Wordpress are a platform for an organisation to communicate and collaborate

GROUP FUNCTIONALITY

Each group can be:

- Hidden, private or public
- Serve different industrial, political or social purposes – assemble plugins
- A functional group in an organisation
- A temporary project
- Group features includes:
 - Twitter like announcements
 - Project and event management
 - Discussions
 - Media
 - Learning management and training

The screenshot shows the Buddypress interface for a group named 'Management 3.0'. Red arrows and text annotations highlight key features:

- Toolbar on every page!**: Points to the top navigation bar with links like 'My Account', 'Dashboard', 'Notifications', and 'Admin Options'.
- Hidden, private or public groups**: Points to the 'Public Group' label and the group's activity status 'active 4 days, 16 hours ago'.
- Real-time, daily, weekly email notifications of activity**: Points to the 'All Email (change)' link in the notification area.
- Twitter like announcements**: Points to the 'Activity' tab in the group navigation bar.
- Discussion**: Points to the 'Discussion' tab in the group navigation bar.
- Event management, project management, Documents, Albums, Media**: Points to the 'Sub-groups' tab in the group navigation bar.

The main content area shows a list of sub-groups: 'Accounting 3.0', 'Customer support', and 'Design 3.0', each with a description and a 'Leave Group' link.

LET'S SETUP A GROUP TO DISCUSS ... THEN EXECUTE!

Unlimited sub-groups to organise people into different purposes: public knowledge sharing, Central Brain (design, engineering, support), temporary private client projects, Organisation functions (Accounting, Customer support, Design, Engineering, Manufacturing, Finance, Innovation, Marketing, Operations, Sales Infrastructure, Strategy, Governance, Valuable community outcomes)

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 and LinkedIn (<http://au.linkedin.com/in/marcuscake>)



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?



Our other presentations (Page 1 of 2)



Economic Development 4.0

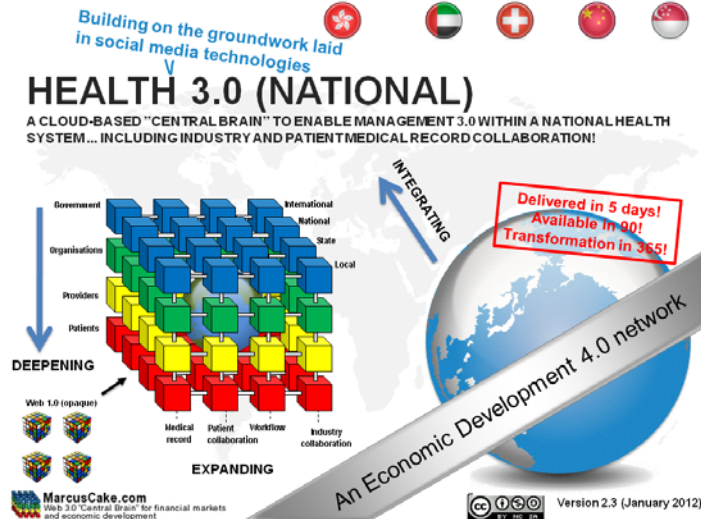
- [Economic Development 4.0](#) is how the world works after applying [Web 3.0](#) (or Facebook) networks to social, industrial and political endeavours
- [Web 3.0](#) person to person networks overcome the design limitations of [Web 1.0](#) hierarchies to deliver global transparency, meritocracy, productivity, 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 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.

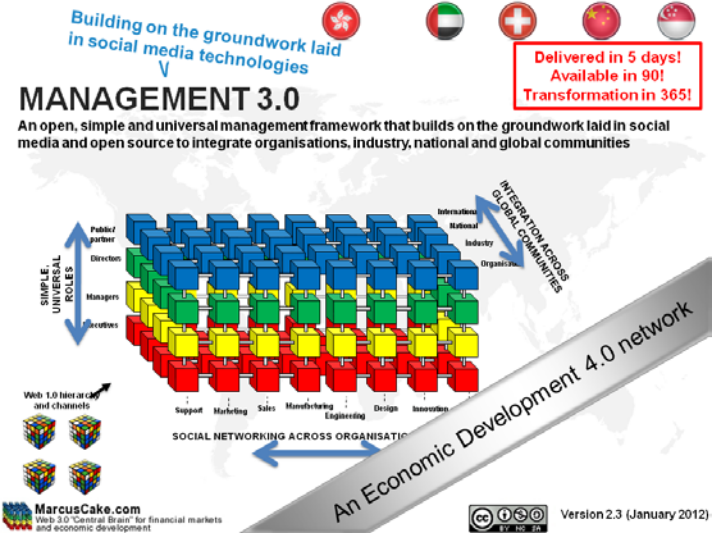


Our other presentations (Page 2 of 2)



Health 3.0

- Health 3.0 is how the health industry and patient care 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
- The Health Industry 3.0 plus patient health record network allows organisations (including hospitals), health care providers (including doctors) and patients to see all information in the industry and collectively self-publish, match, learn, validate and consume 20+ types of health care information.
- It facilitates patient medical record and industry collaboration.
- Each participant simply agrees to "link" and "share" content with other participants to create a patient medical record.



Management 3.0

- WHAT? Management 3.0 is a method of organisation and coordination to focus the wisdom and effort of crowds within digital ecosystems to prioritise and achieve valuable outcomes across organisation, industry, national and global endeavours.
- Management 3.0 builds on the groundwork laid in social media technologies and open source software to offer an open source software upgrade to global, digital, collaborative and transparent networks from the Management 1.0 analogue hierarchy.
- HOW? The Central Brain is an open source cloud-based software platform that enables Management 3.0 across organisations, industry, national and global endeavours. It enables open, transparent and collaborative organisations and community that are fit for the future and seamlessly integrate organisation, industry, national and global endeavours. We can deliver a Central Brain template within 5 days and customise over 30-90 days to specific requirements.

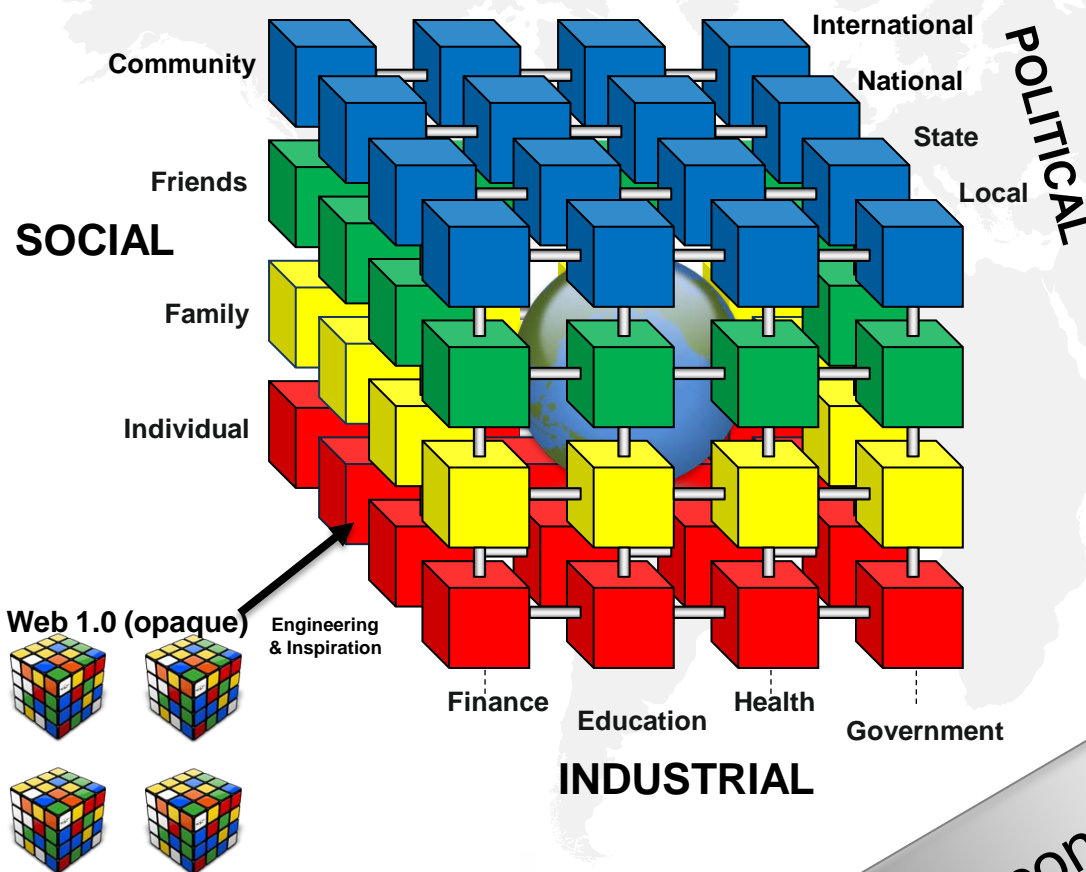


Applying the lessons of social
networking and open source
↓



ECONOMIC DEVELOPMENT 4.0:

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



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

An Economic Development 4.0 network



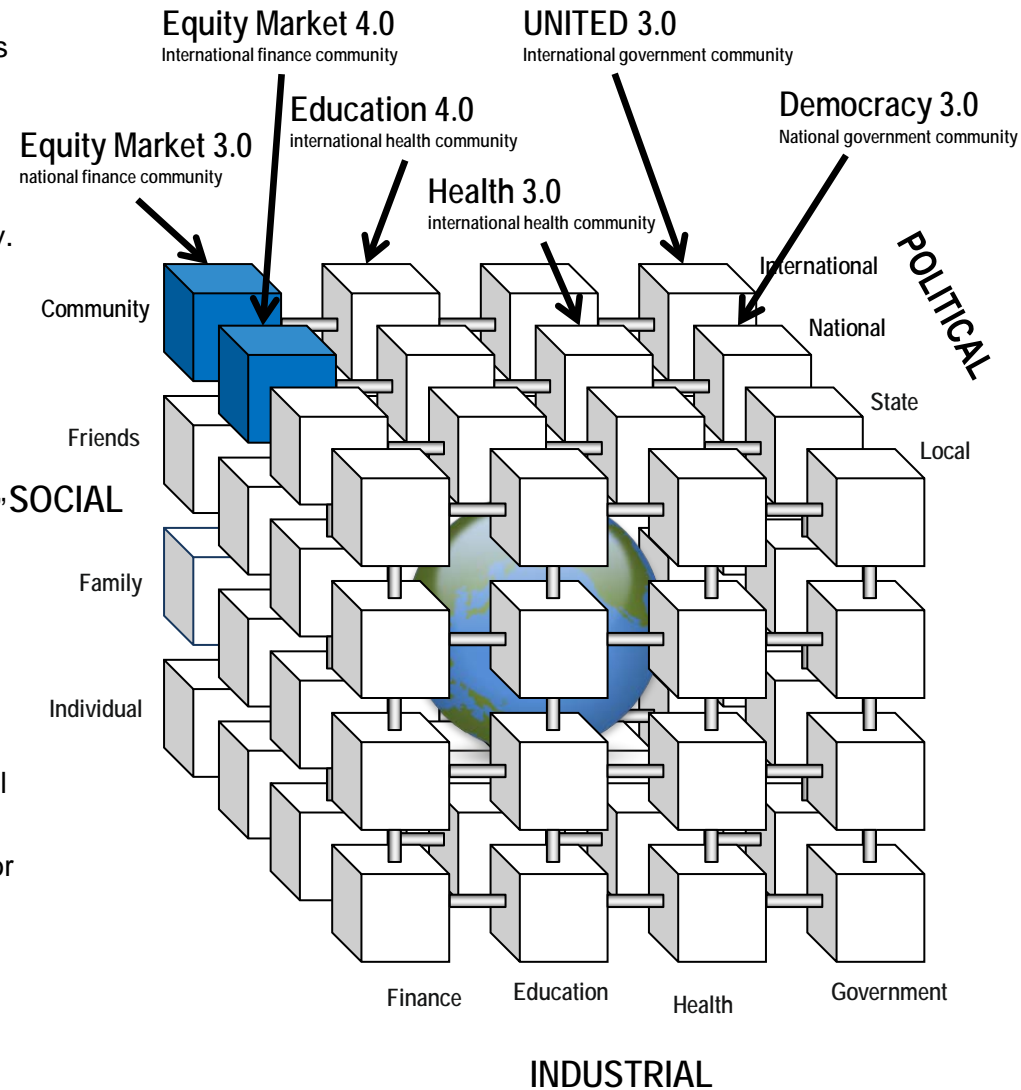
MarcusCake.com
Web 3.0 "Central Brain" for financial markets
and economic development



Version 2.3 (July 2011)

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

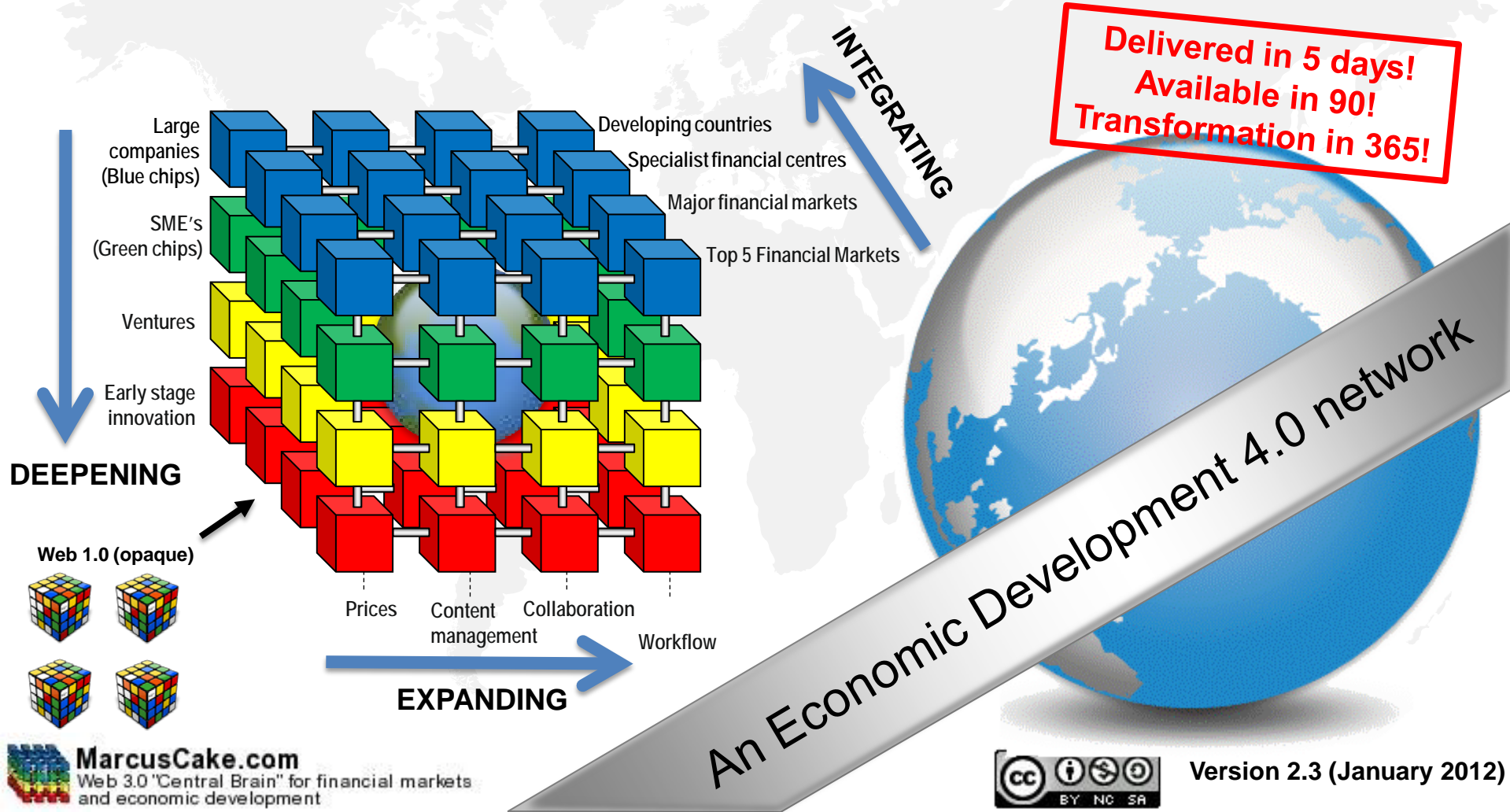




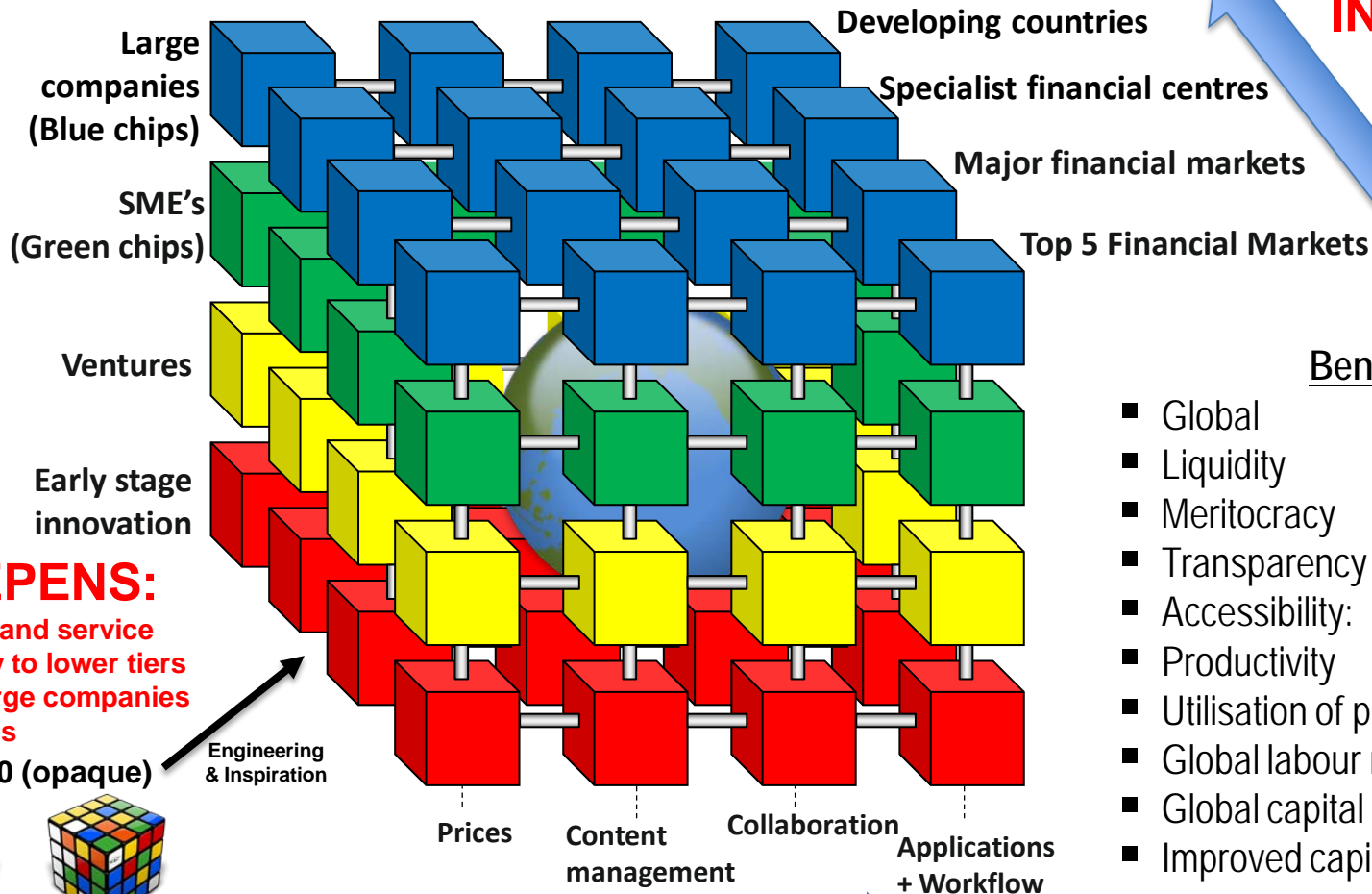
Applying the lessons of social
networking and open source

EQUITY MARKET 4.0 (GLOBAL):

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



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



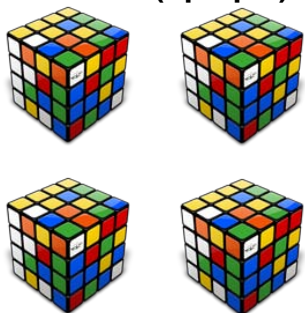
INTEGRATES:
a global market
with transparency

Benefits

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

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

Web 1.0 (opaque)



EXPANDS: more features and functionality

Building on the groundwork laid
in social media technologies

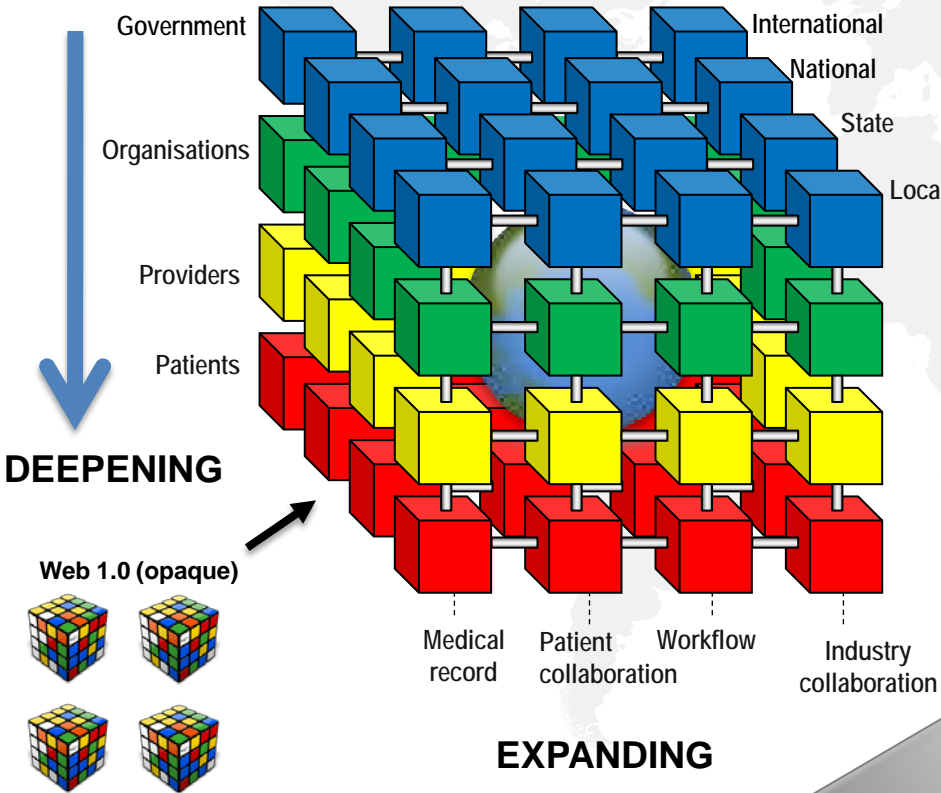
**TCO (TOTAL COST OF OWNERSHIP)
IS 5-25% OF PROPRIETARY SOLUTIONS**

HEALTH 3.0 (NATIONAL)

A CLOUD-BASED "CENTRAL BRAIN" TO ENABLE MANAGEMENT 3.0
WITHIN A NATIONAL HEALTH SYSTEM ... INCLUDING INDUSTRY
AND PATIENT MEDICAL RECORD COLLABORATION

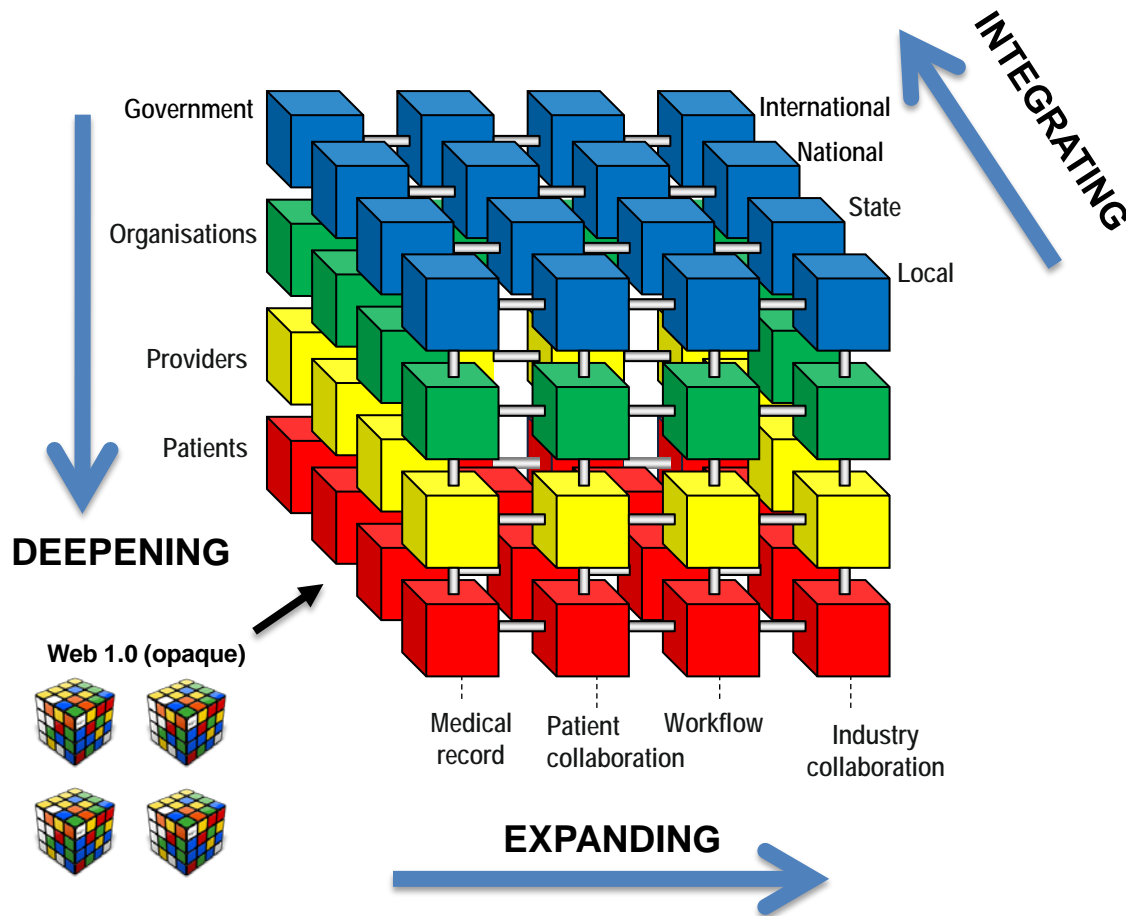
**Delivered in 5 days!
Available in 90!
Transformation in 365!**

INTEGRATING



An Economic Development 4.0 network

Health 3.0 deepens, expands and integrates a national health system in a single ecosystem



Benefits

- Transparent
 - Industry
 - Patient medical records
- Collective workflow
- Collective knowledge
- Wisdom of Crowds applied to any specific patient or industry issue
- Individual responsibility for privacy and approval for third party access to content
- Reduced Total Cost of Ownership to <25% of proprietary solutions
- Deploy within one year
- Leverages the collective innovation of open source software – why build something that has already been built? Just assemble it.



Building on the groundwork laid
in social media technologies

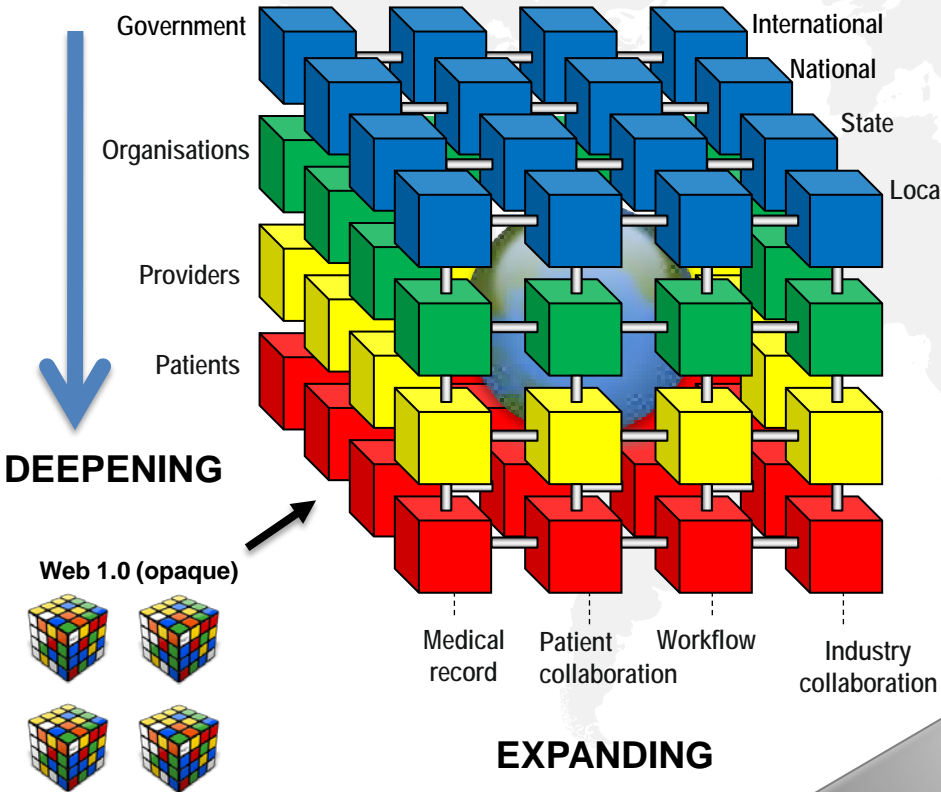
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Available in 90!
Transformation in 365!**

INTEGRATING



An Economic Development 4.0 network

Health 3.0 (National) has <25% of the Total Cost of Ownership of proprietary solutions and can be implemented within one year

GOVERNMENT

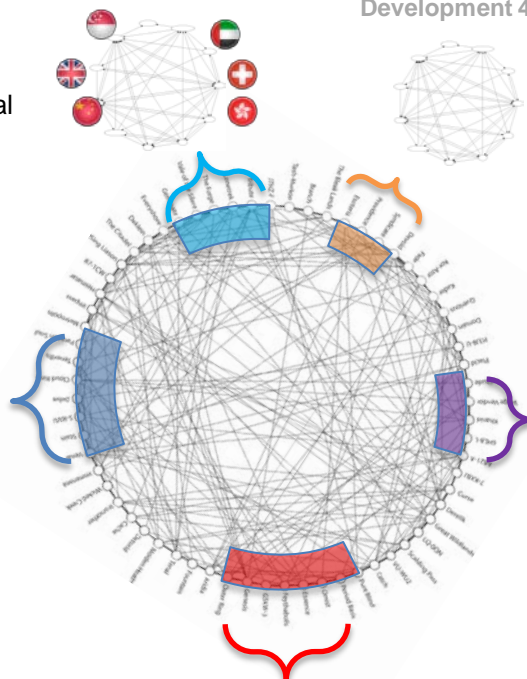
- Health 3.0 assembles free open source web technologies in one year.
- The Total Cost of Ownership is 25% of rather than integrating and licensing non-web technologies
- Government can set national standards for national electronic health records
- Privacy and security issues are overcome by assigning responsibility with the patient

Government software and standards



Health 4.0 (Global)

Economic Development 4.0



ORGANISATIONS

- Organisations include hospitals, insurance companies, pharmaceutical companies and other service providers
- Organisations can integrate their existing systems into the "Central Brain"

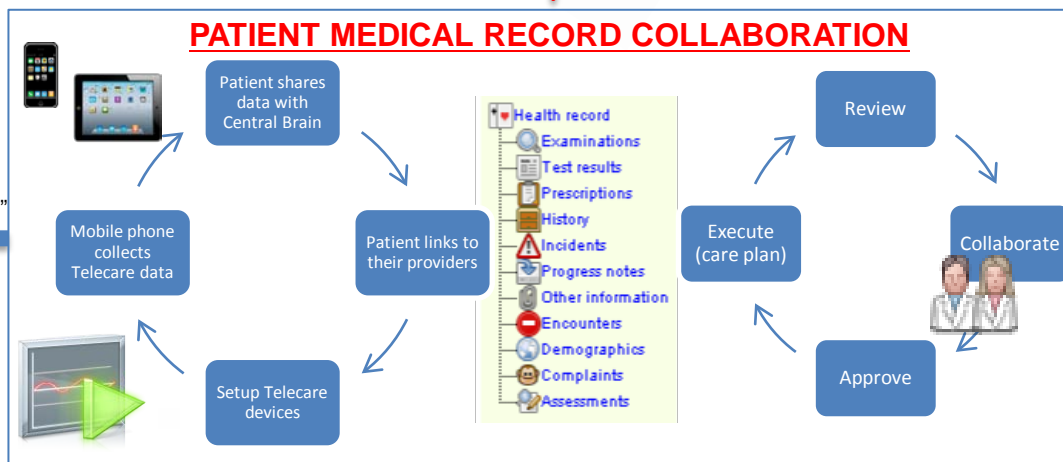
INDUSTRY COLLABORATION



PATIENTS

- An Android telephone costs <\$100
- 40% of new smartphone sales
- Download an App from an App Store (Apple, Iphone, Chrome, Firefox) or just use the browser
- The App collects medical data from household devices. The App publishes data to the "Central Brain"
- "Central Brain" notifies the patients community of new information
- Community collaborates around Information

PATIENT MEDICAL RECORD COLLABORATION



PROVIDERS

- Providers participate in patient care like they participate in Facebook
- They can download an open source application to run their practice

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 and seven years of tertiary education.

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Copyright and proprietary channels exist to preserve ownership of intellectual property. If I have not made appropriate attribution please let me know.

What next? ... participate, collaborate ... create?

Management 3.0

Public Group active 4 days, 16 hours ago

A public forum to discuss Management 3.0

Your email status is All Email (change)

Group Front Page Activity Admin Discussion Events 0 Members 1 Sub-groups Send Invites Email Options

Create a Member Group

Twitter like announcements

Discussion

Event management, project management, Documents, Albums, Media

Accounting 3.0 active 1 week ago

Customer support 3.0 active 1 week ago

Design 3.0 active 1 week ago

LET'S SETUP A GROUP TO DISCUSS ... THEN EXECUTE!

JOIN ONE OF OUR PUBLIC GROUPS!

Groups (Public)

Index|Features|Management 3.0

- The Lounge (general discussion)
- Economic Development 4.0
- Management 3.0
- Health 3.0 (national) industry and patient medical record collaboration
- Equity Market 4.0

PARTICIPATE

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

COLLABORATE

- Collaborate on the presentations
- Join a Buddypress group and contribute
- Potential partners can contact Marcus on Skype or via LinkedIn
- 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

CREATE

- Assemble the pieces to create a Web 3.0 network
- We can provide you with a "Central Brain" within 5 days ... we can customise in 30-90 days ... and launch!