



ICOLLABR8

“A PLANET CREATES”

A Concept

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VISION

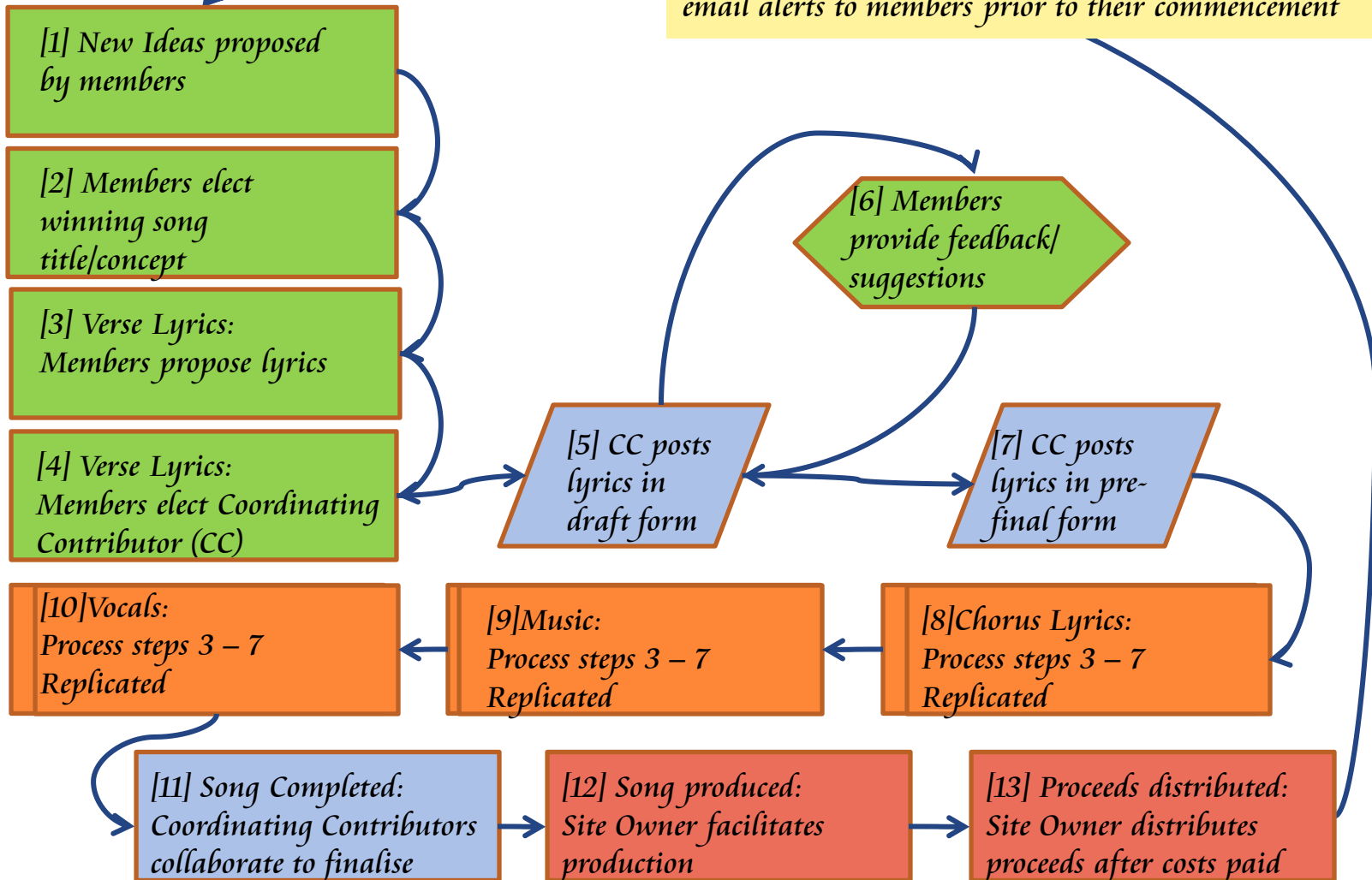
“A Planet Creates..”

- **Highest quality:** *there should be an expectation that global collaboration produces higher quality work than could be produced by an individual artist. Suppose one of our novels comprise 6 main characters. Voters elect 6 members as “Character Representatives” from around the planet who they believe provided the best interpretation of each character. The Coordinating Contributors liaise with the Character Representatives who provide a voice for the characters as the novel is developed.*
- **Creating new opportunities:** *an aspiring musician from Africa earns a few thousand dollars for the music he provided for a song. This success provides him with the confidence and foundation to enable him to pursue his passion and become a successful musician.*
- **Global collaboration:** *thousands of iCollabR8 members provide suggestions to the Coordinating Contributors to a song, across age, geographic, race and gender boundaries. They have played a critical role in the creation of the song and feel a sense of ownership in the final product.*
- **Networked marketing:** *once a song, novel or other creation has been completed on iCollabR8, the owners of the site publish the work. Thousands of members who have indirectly contributed to their song/book download the final product.*
- **Regular output:** *there are several songs developed in parallel every 2 months with 3 novels created every 4 – 6 months. There is a continuous stream of new ideas that maintains member interest.*
- **A new paradigm:** *the ultimate recognition of success would be to change the way that new creative content is developed. Consumers will eagerly await the next production from iCollabR8?*

THE CONCEPT

Notes:

- Expect a “project area” will be established on the website.
- “Conversations” and voting would be via all social media.
- Members will earn power ratings (per eBay) and can validate feedback (per Amazon)
- Upcoming projects can be announced in advance, with email alerts to members prior to their commencement



OUR STORY..

The Song

- *4 versus came first. Provided by a 17 year old from Sweden. She said she felt the song title was about her experiences.*
- *More than 7,000 votes decide the melody offered by a 35 year old South African musician best fits the lyrics. Apparently, the tune had be “rattling around in his head for sometime”.*
- *The chorus came from Australia. Custom made for the melody and to accentuate the message in the lyrics.*
- *A few Coordinating Contributors and more than 10,000 collaborating members develop a truly global song in 6 weeks.*

OUR STORY..

The Novel

- *The Creation Coordinator proposed an innovative concept for a novel that involves 4 short-stories. Voters elected this concept over 3 others. One of the remaining concepts was an excellent contender and will be used in the next iCollabR8 “project”.*
- *Each short-story is written from the perspective of a different character and each relates to a common event.*
- *Thousands of voters agree that the perspective of the “onlooker” was best described by a 16 year old from New Zealand.*
- *He subsequently posts various situations on the website as he develops his story. Suggestions are provided by members and enhanced by other members. Many of the contributions appear in the sort-story in one form or another.*
- *Each character is authentic as they are developed by an individual from around the world that best related to them.*
- *The novel is published as an eBook and in paper back.*

POTENTIAL BUSINESS MODEL

- *The primary objectives of iCollabR8:*
 - *engage people of all ages, backgrounds and cultures from around the world to create high quality work - superior to that which any individual could produce.*
 - *provide inspiration and opportunity to people from around the world to pursue their creative ambitions.*
 - *be financially self-sufficient*
 - *(if successful) establish a new paradigm in creative content development*
- *Membership is free – however when members join they are required to agree to iCollabR8's Code of Ethics and commercial code*
- *The cost of developing and maintaining the site is borne by site owner*
- *The site owner will support the funding for publication of initial completed creations (ie until there is sufficient working capital from product revenues)*
- *Successful creations will generate income (eg as songs and eBooks are downloaded)*
- *Income will be used to pay for publication and hosting costs*
- *A proportion of income (eg 10-20%) will be retained by the site owner*
- *Remaining income will be distributed to the Coordinating Contributors for that product*
- *Income distribution rules will be simple (eg generally split on an even basis amongst Coordinating Contributors). Rules will be outlined prior to members seeking election to the role of Coordinating Contributor.*

CRITICAL SUCCESS FACTORS

- **Industrialised portals:** industrialised web-site (eg enables secured “project areas” for managed collaboration), blog, Facebook etc that support large scale collaboration.
- **Robust Intellectual Property Management:** iCollabR8 must maintain an unhindered right to use the IP provided voluntarily by members.
- **Sense of collaboration above competition** if a member does not get elected to be a main contributor, they are still encouraged to contribute to the end product.
- **Large scale, global marketing campaign** to generate significant interest and build momentum, SEO
- **Maintain momentum** members will likely come and go, however continually pursuing new creations every 4 – 8 weeks will raise different topics of interest and allow members to easily reconnect.
- **Community above individual:** collaboration by definition is about the contribution of many, not the success of one.

POTENTIAL ENGAGEMENT MODEL

Opportunity for an Education Partner:

- *Participate in the launch of iCollabR8 as an end-end and ongoing project, involving:*
 - *Viability assessment – uniqueness and attractiveness of the concept*
 - *Strategy – for all stages: launch, momentum, expansion (as well as potential exit)*
 - *Partner Engagement – legal (manage IP strategy), web/SEO, production*
 - *Content management – contributing new project proposals, assessing and selecting members to take collaboration coordination roles within a project, overseeing production*
 - *Marketing – promotion pre and post launch, via traditional and social media*
- *Integrate the iCollabR8 platform as a tool within curriculum esp. creative arts, social media courses*
- *Potential equity (if desired/required)*