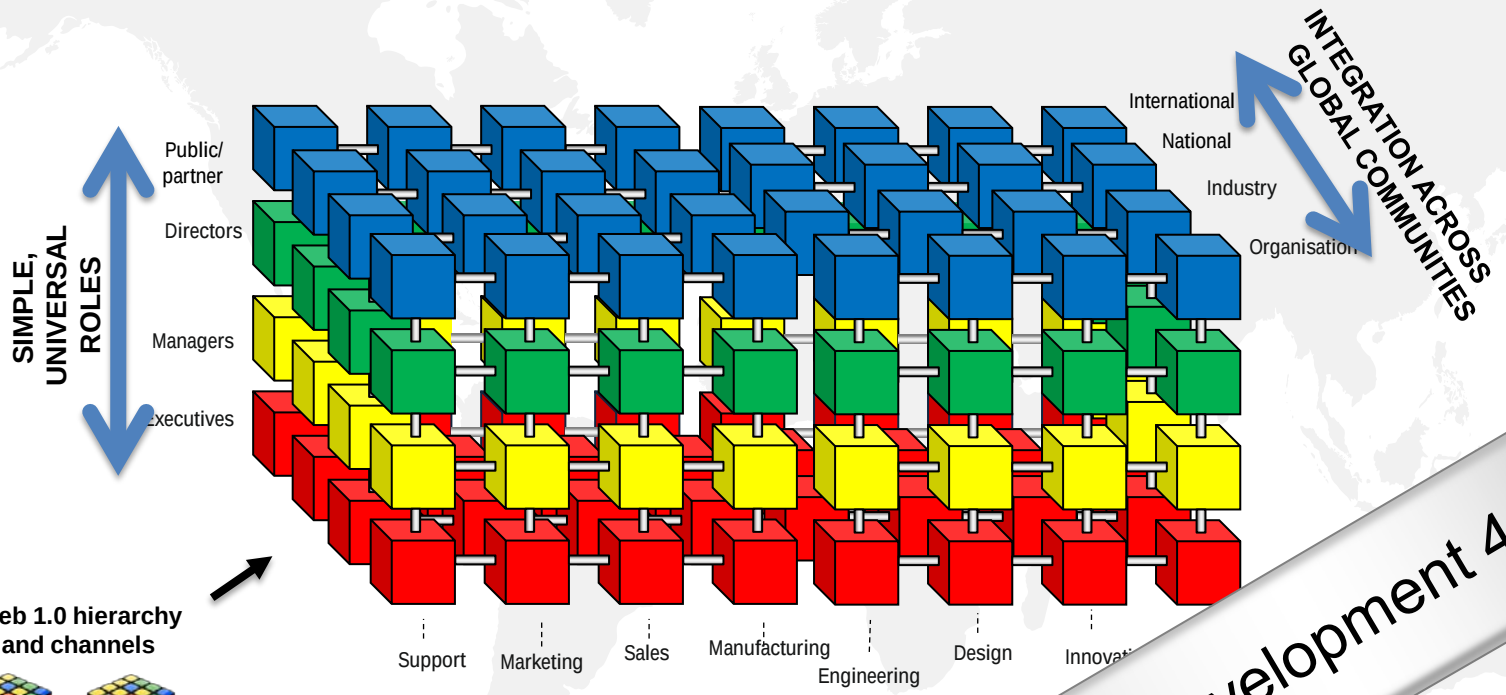
Building on the groundwork laid in social media technologies

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

MANAGEMENT 3.0

An open source software update to digital, community ecosystems (from analogue, proprietary hierarchies) across organisation, industry, national and global endeavours



Web 1.0 hierarchy and channels

An Economic Development 4.0 network

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

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Version 2.3 (January 2012)

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2. **HOW? The “Central Brain”** is an open source software platform enables Management 3.0 for organisations, industry, nation and global endeavours

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

4. **ABOUT US**

5. **WHAT NEXT?**

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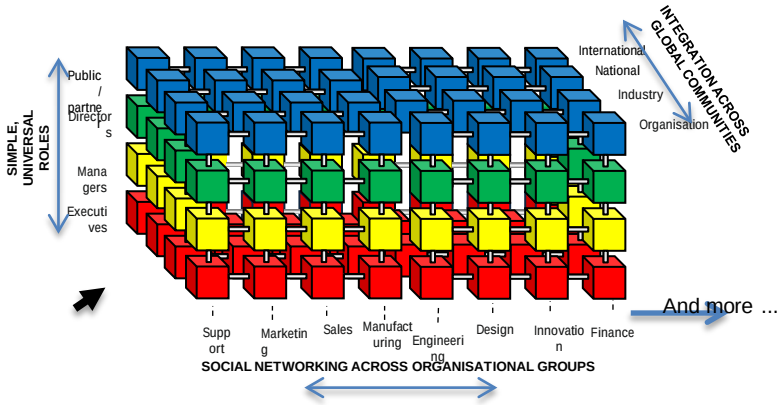
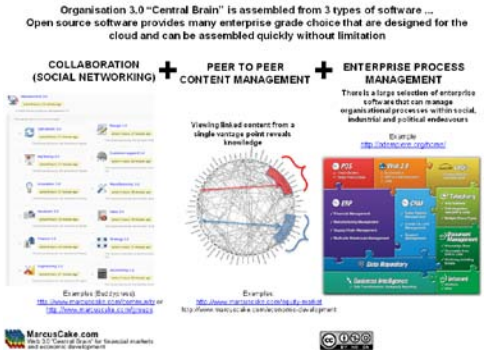
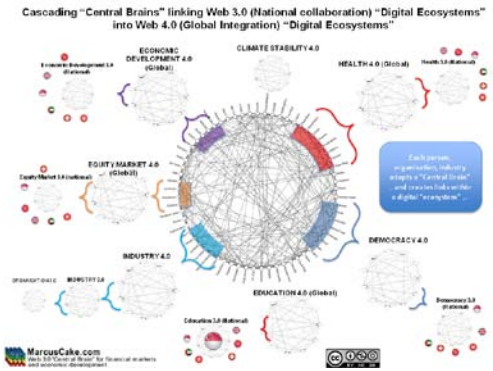
Definitions – Management 3.0, Central Brain and Digital Ecosystems







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.
- 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 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 seemlessly 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

WHERE?

- Digital Ecosystems are local, national, industry and global communities of common interest that are empowered with transparency, universal accessibility and seemless integration by utilising a Central Brain to enable Management 3.0 within their community.
- Cascading Central Brains link Web 3.0 (national collaboration) Digital Ecosystems into Web 4.0 (Global integration) Digital Ecosystems.
- Potential Digital Ecosystems include Equity Market 4.0 (global equity market), Health 3.0 (national healthcare), Health 4.0 (global integrated health system), Democracy 3.0 (national democracy), United 4.0 (global governance to implement Economic Development 4.0), Education 3.0 (national education) and Democracy 4.0 (global democracy)

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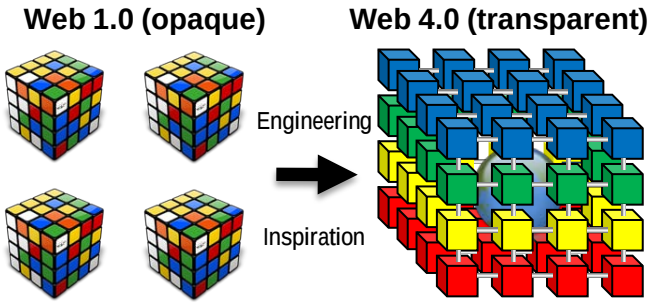
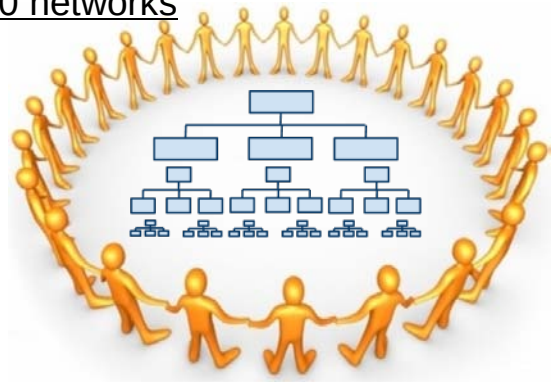
We are rapidly shifting to global person to person networks!

- 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 Digital Ecosystems on the Critical Path to Economic Development 4.0 in 90 days!

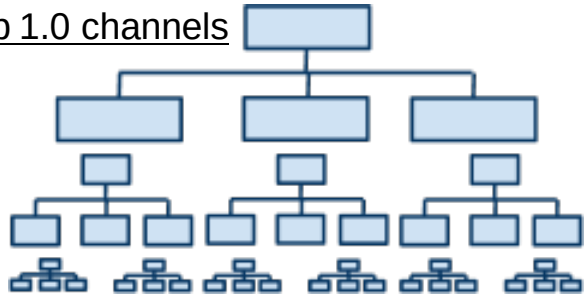


Web 3.0 networks



Shift!

Web 1.0 channels



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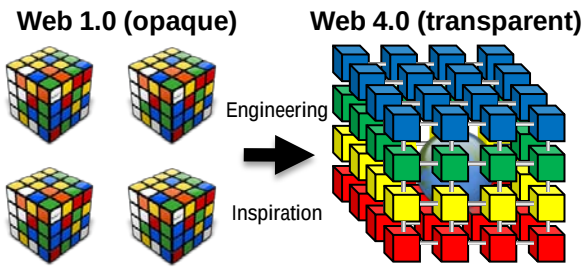
The Web 3.0 network "Hack" is a disruptive design that delivers transparency, accessibility, collaboration, meritocracy, openness, self-determination and integration (in 30-90 days)

- The **Harvard Business Review-McKinsey M-Prize for Management Innovation**, defines a Hack as "a disruptive idea, radical fix or experimental design" that applies Web 2.0 values (including transparency, collaboration, meritocracy, openness, community and self-determination) that can unleash and *"overcome the design limits of Management 1.0 (or Web 1) and help to create Management 2.0 (or Web 2.0)"*
- The Web 3.0 Central Brain "Design" applies Web 3.0 principles to all social, industrial and political endeavours to create Web 3.0 networks or structures using a cloud-based open source content management system to tag and link the people and content within a community of common interest to facilitate information distribution, collaboration and workflow to deliver quality community outcomes. A single person can engineer a Web 3.0 network for any field of endeavour in 30-90 days!
- Digital Ecosystems deepens participation to lower tiers, expands features or functionality and integrates previously separate communities in social, political and industrial structures.
  - Deepens participation: Participation reaches lower tiers by using a Web application to connect all participants in a P2P network.
  - Expands features or functionality: The network reproduces what people do everyday online allowing new features and functionality to be added by simply adding new software functionality from open source software communities.
  - Integrates separate groups: Integration occurs as transparent open web networks transcend, complement or replace proprietary limited information channels needed before the internet.
- Equity Market 3.0 Digitial Ecosystem is a national, finance community of companies, advisers and investors.
  - Deepens the market by facilitating service and capital delivery beyond major companies to SME's, new ventures and innovation.
  - Expands features and functionality beyond prices to include comprehensive information distribution, facilitate collaboration, manage workflow and execute outcomes.
  - Integrate countries and markets: A transparent Web 3.0 network transcends traditional distribution channels with a single web application which simply treats disparate groups or countries as another tag to differentiate common content across a global community.
- The community can engineer Web 3.0 networks for global social, industrial and political endeavours to create Economic Development 4.0.



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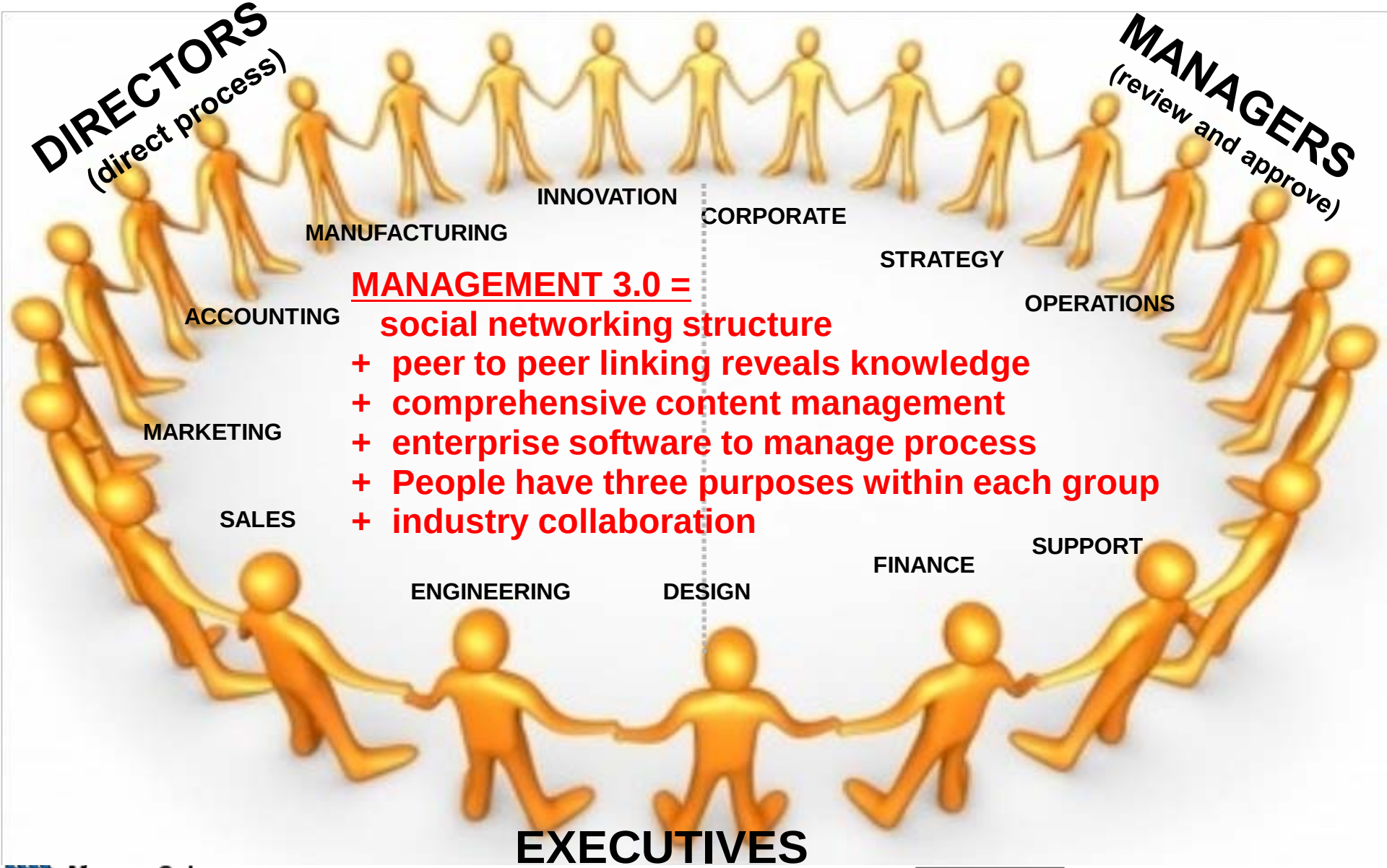
Management 3.0 “Central Brain” builds on the groundwork laid in social media technologies and assembles a platform for organisational management



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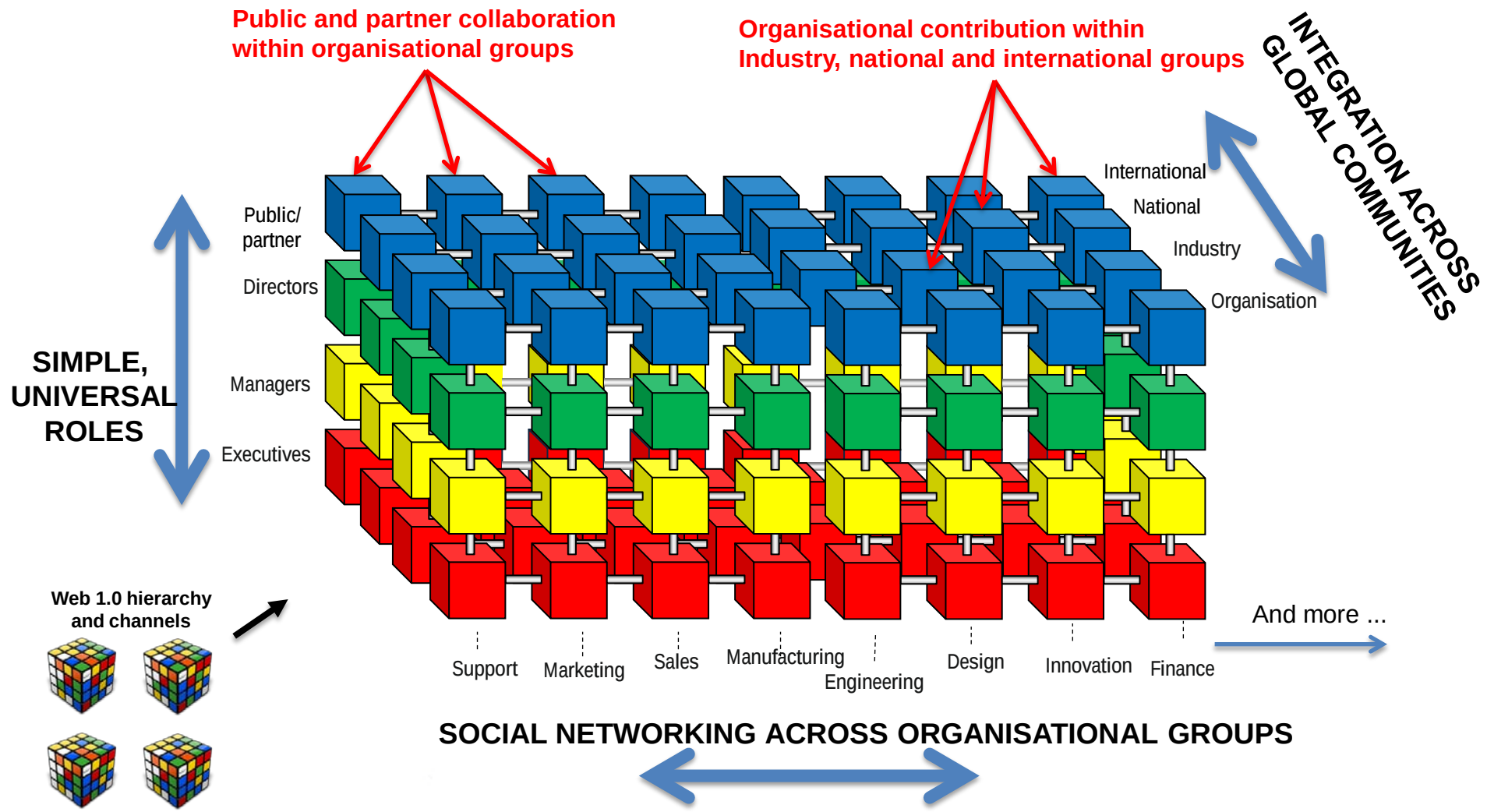
Web 3.0 "Central Brain" for financial markets and economic development

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



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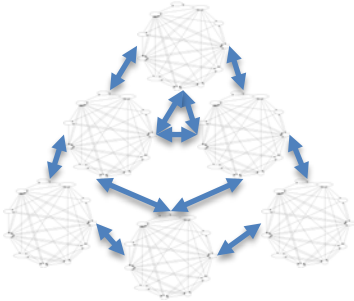
The Central Brain assembles open source software to enable Management 3.0 for an organisation, industry, national or global endeavour

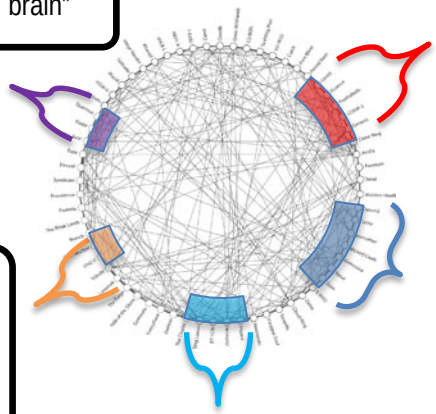


PEER TO PEER LINKING OF CONTENT REVEALS KNOWLEDGE WITHIN A "DIGITAL ECOSYSTEM

PERSON TO PERSON COLLABORATION IN FUNCTIONAL GROUPS

INDUSTRY COLLABORATION
share relevant information and collaborate within an industry or global "central brain"

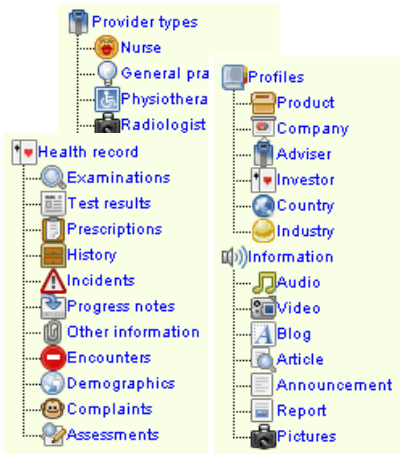
FUNCTIONAL GROUPS COLLABORATE LIKE A SOCIAL NETWORK



5. ENTERPRISE PROCESSES AND TRANSACTIONS

This functionality is selected from open source software communities

COMPREHENSIVE CONTENT MANAGEMENT
(Organisation, workflow, tasks, events, transactions



PEOPLE HAVE THREE PURPOSES WITHIN GROUPS
The director directs the process.
The manager reviews and approves.
The executive executes

BY ASSEMBLING FROM OPEN SOURCE SOFTWARE ... MANAGEMENT 3.0 CAN BE BUILT IN 30-90 DAYS!

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

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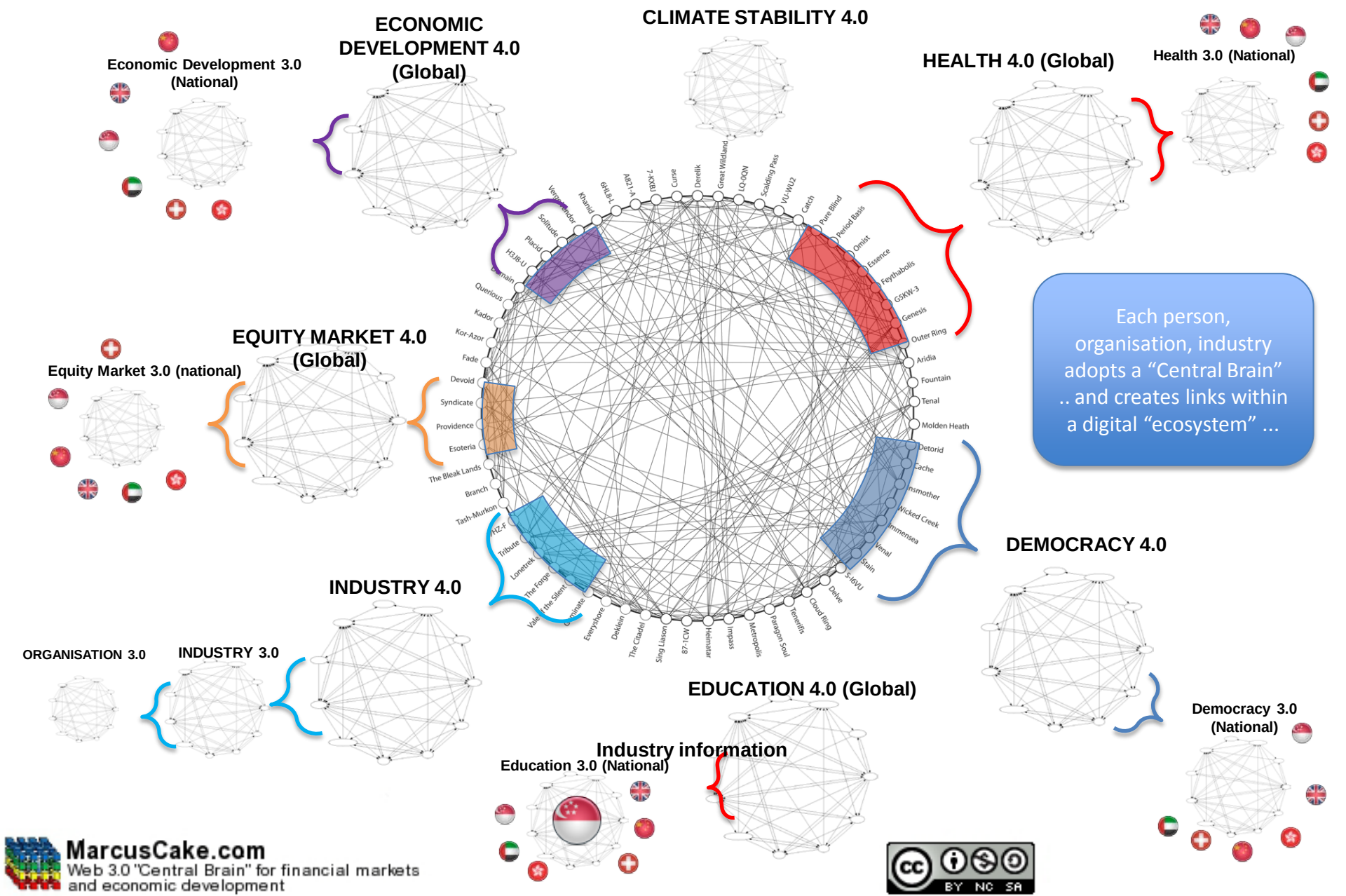
Cascading “Central Brains” linking Web 3.0 (National collaboration) “Digital Ecosystems” into Web 4.0 (Global Integration) “Digital Ecosystems”



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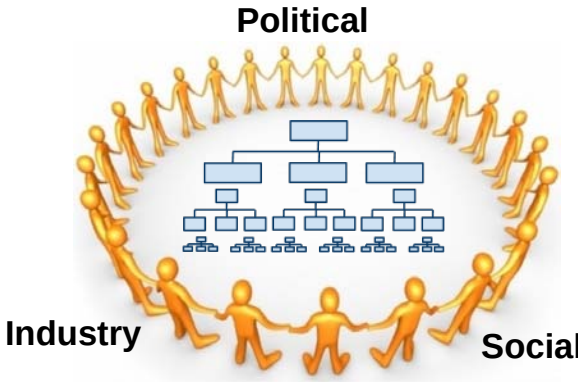
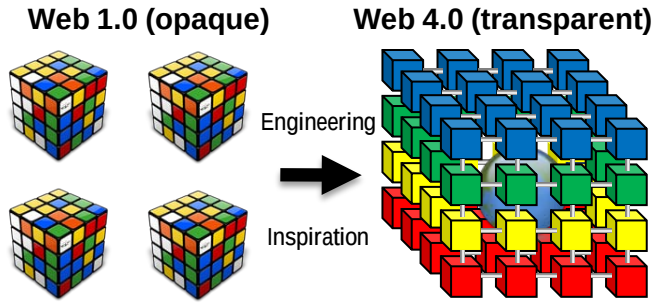
WHY? We need integrated social, industrial and political ecosystems?

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





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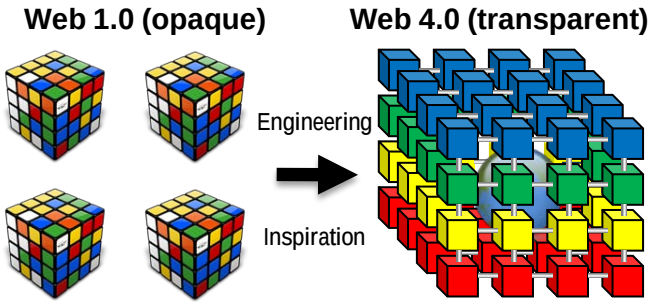
We can rely on the "Wisdom of Crowds" to run the world!

- 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

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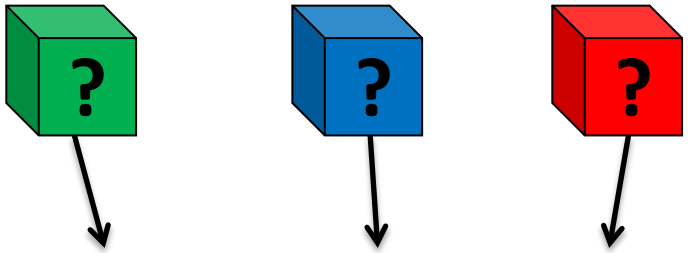
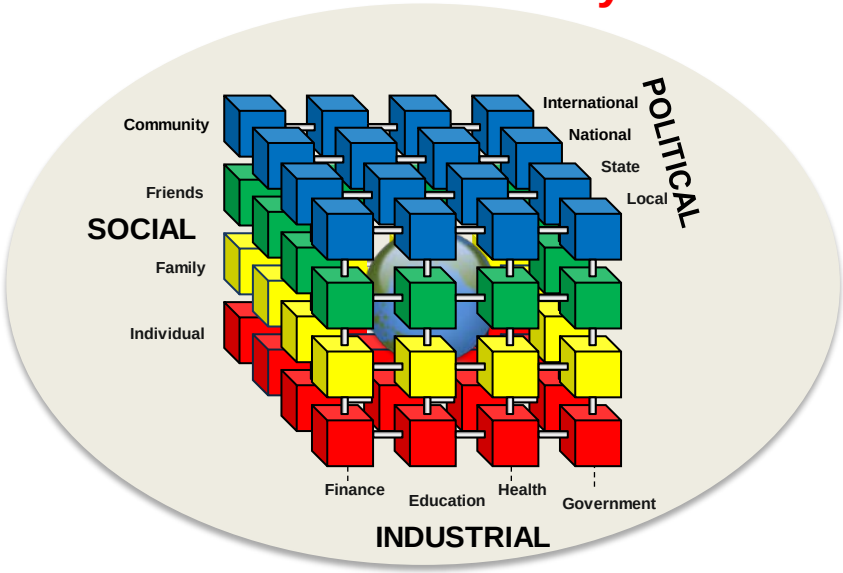
We should all participate and contribute in Digital Ecosystems depending on our interests and expertise

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

Which Web 3.0 networks will you participate in?



Your participation and contribution can influence community outcomes



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What are the key elements of a Digital Ecosystem?

Community of common interest

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

Distributed, borderless management

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

Attractive target market

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

Individual branding

- Community ratings of individuals become more important than company branding

Memorable domain names

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

Member subscriptions

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

User created content

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

On demand “Cloud” web hosting

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

Scalable open source web applications

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

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

- 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.

Industry content
(comprehensive and tag based)

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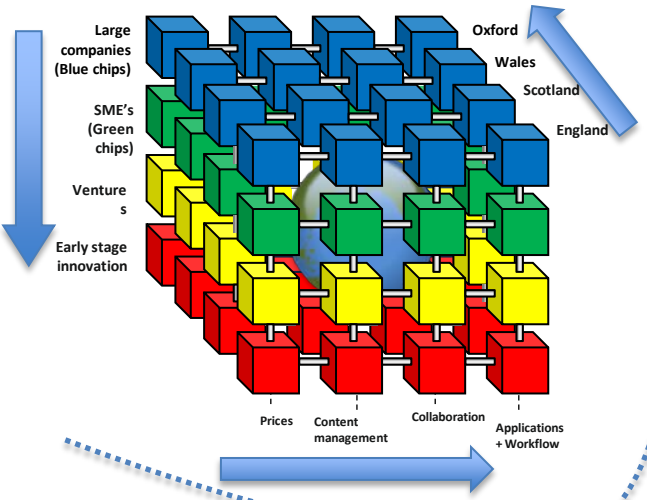
”Central Brain” starts a wave of transformation ... enables Management 3.0 transparency and accessibility across industry, national and global endeavours

1 Delivered in 5 days
(“Lightning Strike”)



Scalability

Cloud power

Accessibility

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

Critical mass

5 Transformation

Integrate

Link

Share

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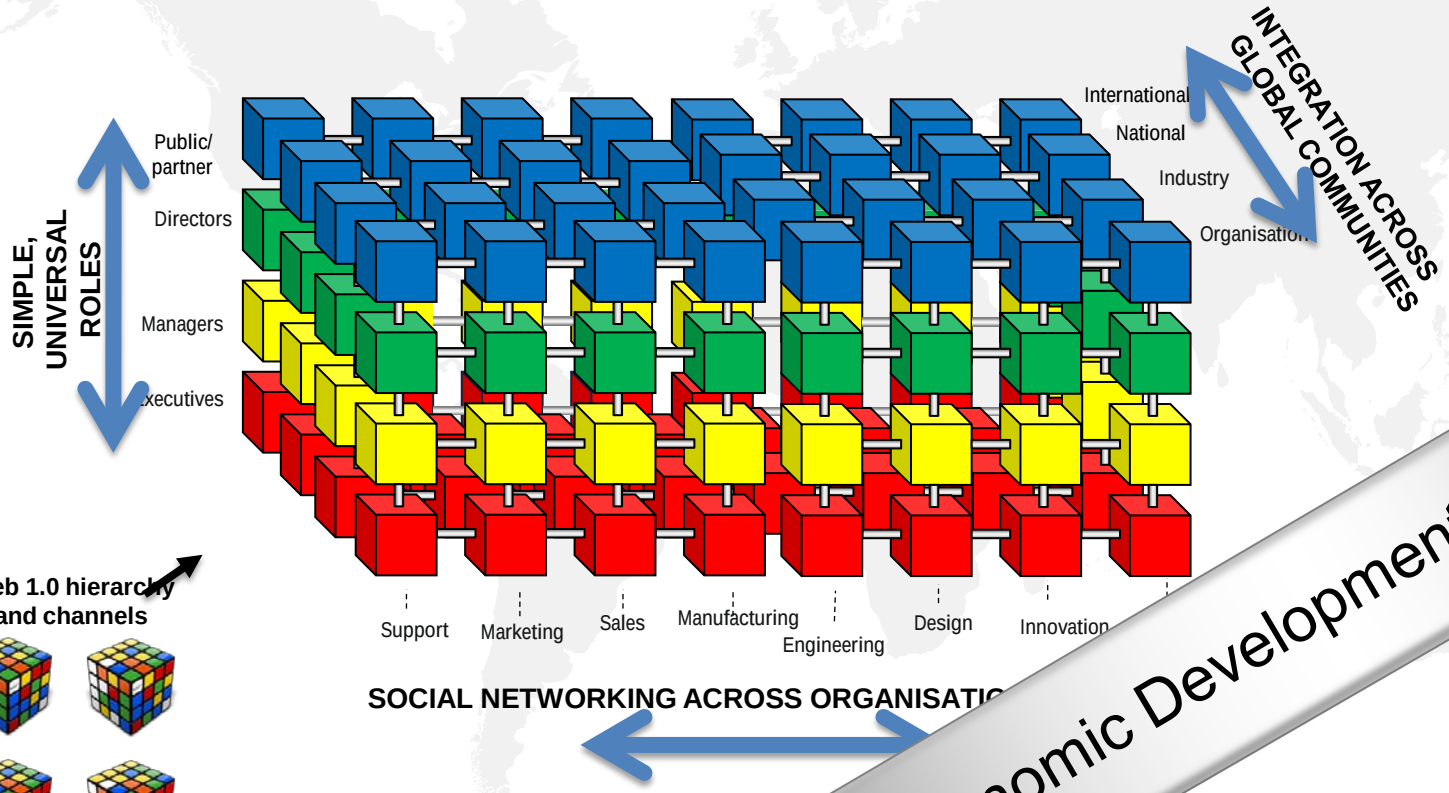
Building on the groundwork laid in social media technologies

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

CENTRAL BRAIN

An open source software platform to enable Management 3.0 in organisations and seemlessly integrate and scale across industry, national and global communities



An Economic Development 4.0 network

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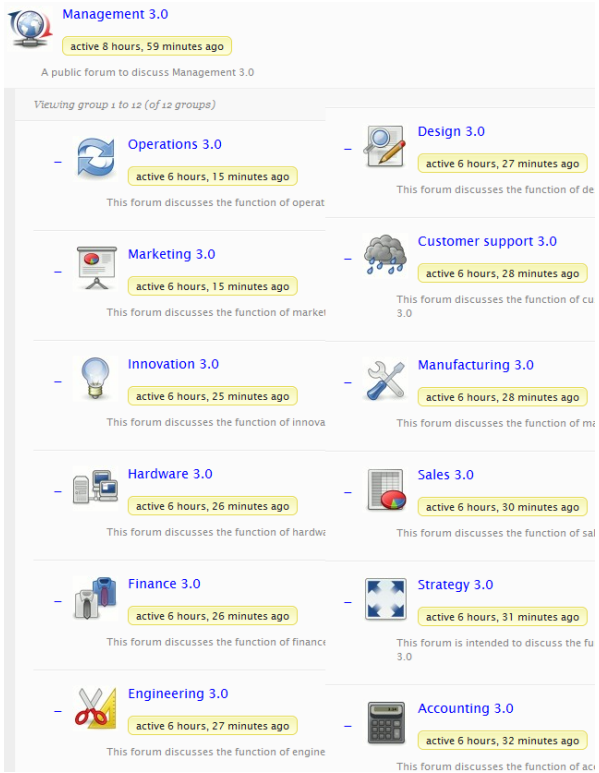
Version 2.3 (January 2012)

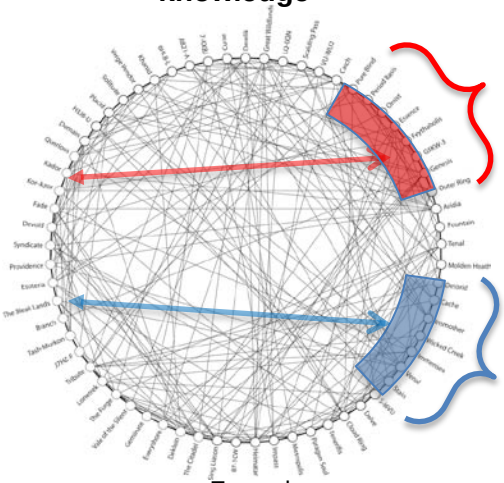
Management 3.0 “Central Brain” is assembled from 3 types of software ...
Open source software provides many enterprise grade choice that are designed for the cloud and can be assembled quickly without limitation

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



Examples (Buddypress):
http://www.marcuscake.com/community/groups/management

Viewing linked content from a single vantage point reveals knowledge



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

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

Example
http://adempiere.org/home/

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We should all participate and contribute in Digital Ecosystems depending on our interests and expertise

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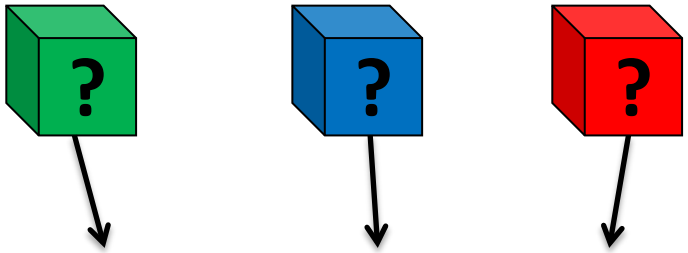
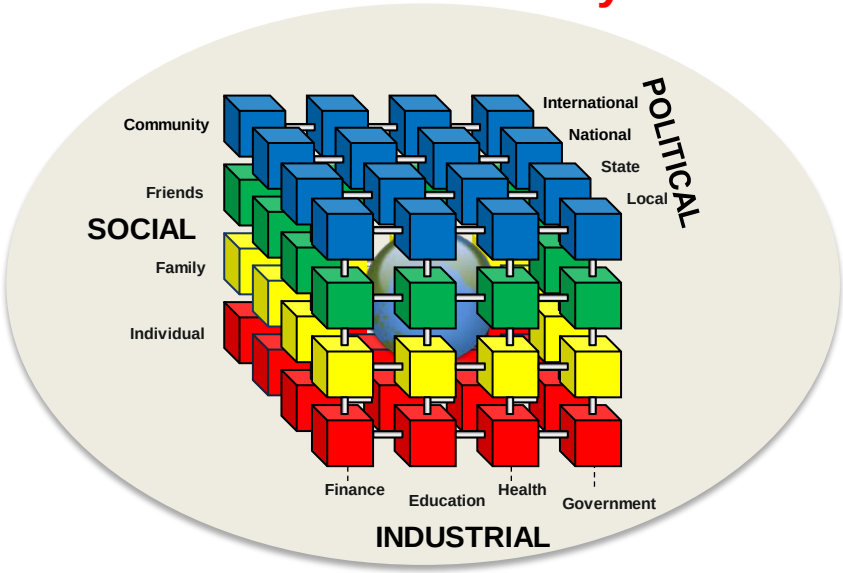


Your participation and contribution can influence community outcomes



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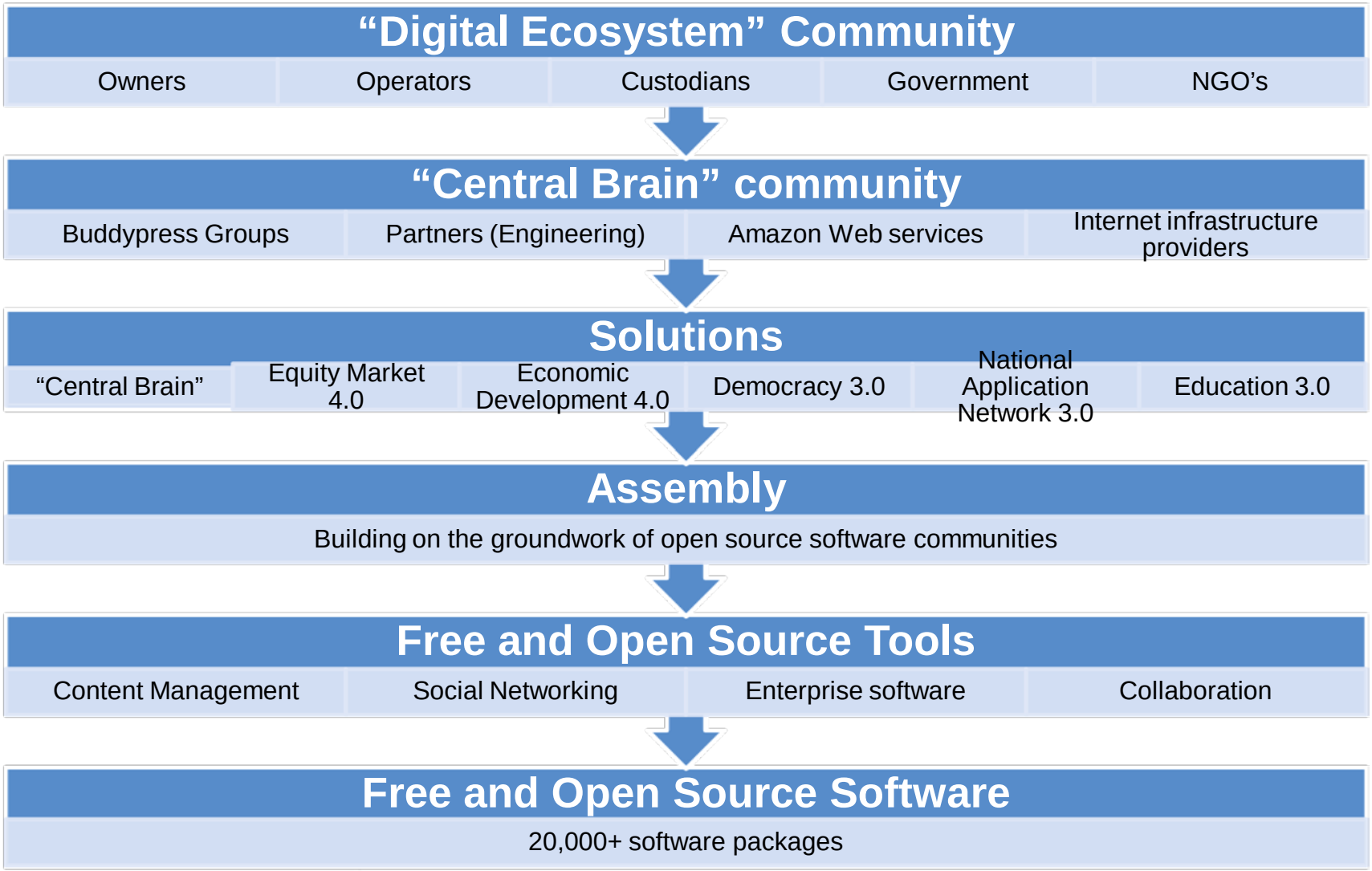
A “Central Brain” platform is assembled from open source software in weeks to enable a “Digital Ecosystem” in 30 – 90 days



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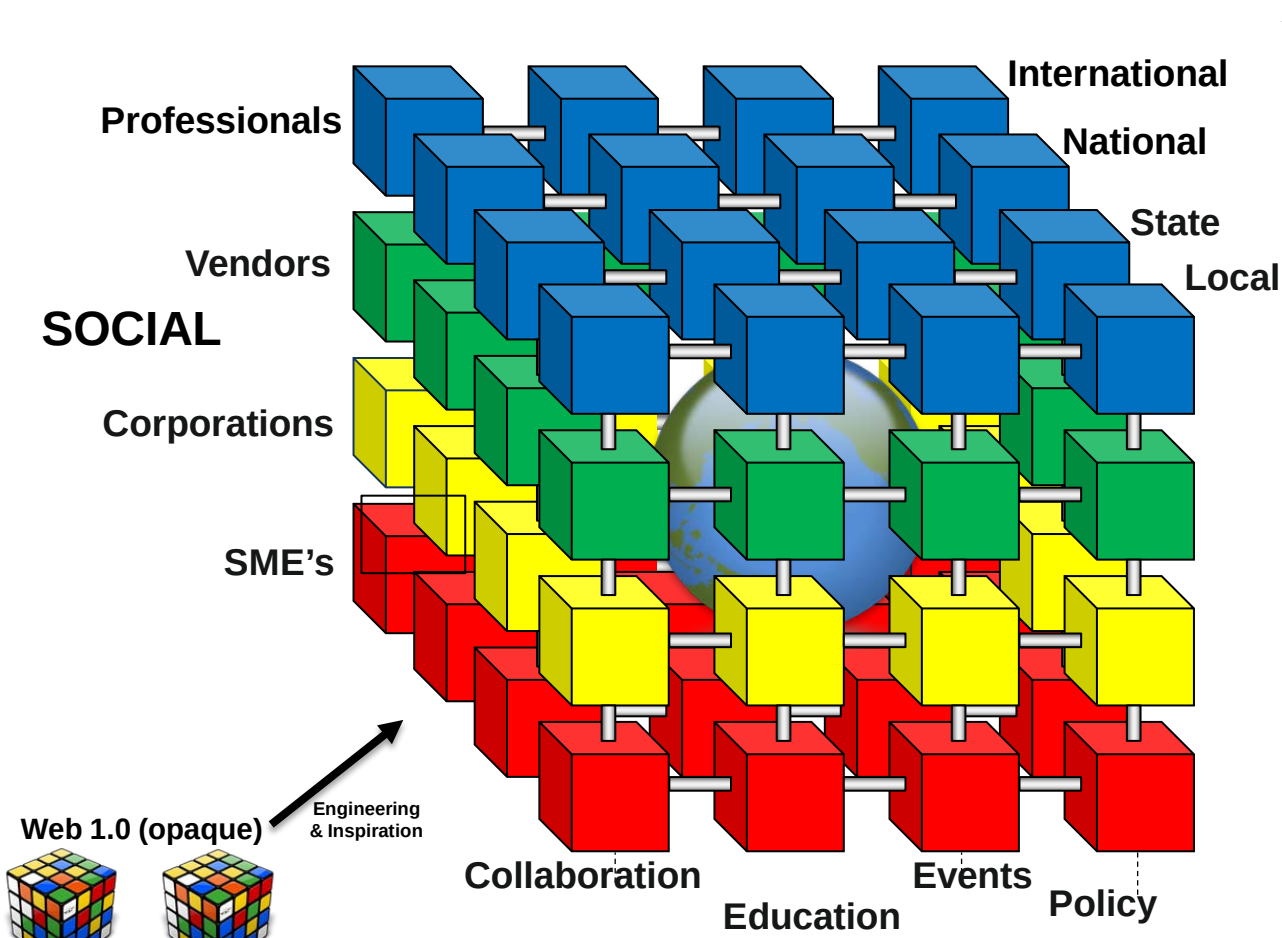
The Management 3.0 ”Central Brain” brings all people and content together in the cloud (rather than analogue hierarchical organsations linked by channels)



Benefits

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

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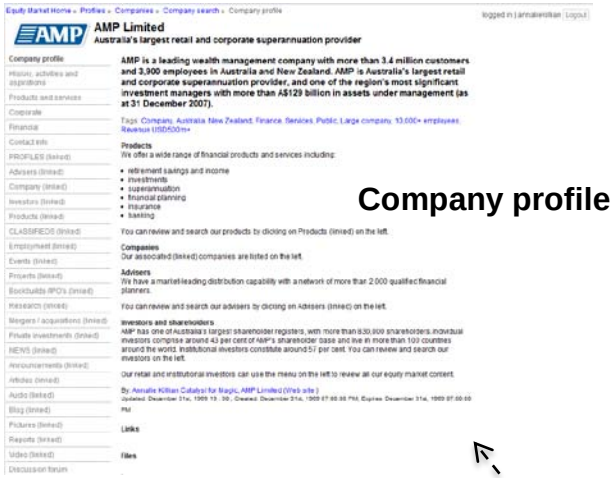
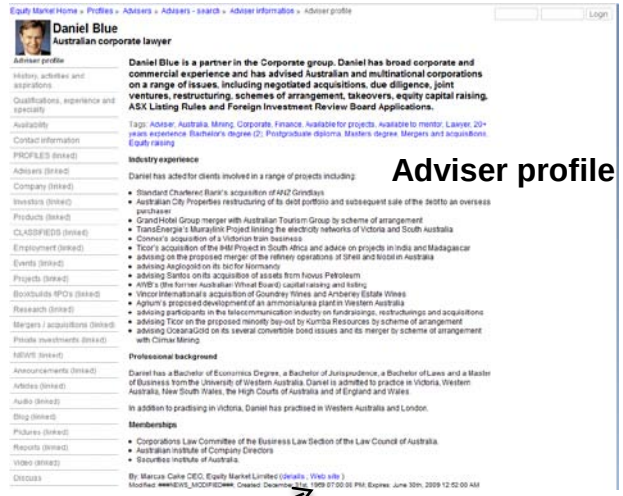
A “Central Brain” organises content peer to peer … you can see how any content is related to any other from a “landing page”



Company profile

Members propose and approve all links between content



Adviser profile

Country view

Discussion/forums

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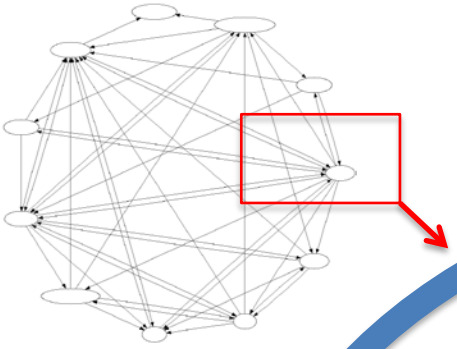
Rich content: Each item on “content” can take many different forms



Index information (Metadata)

- Title
- Owner
- Sub-title
- Extract
- Dates (start, end, modified)
- Created by user
- Title
- Executive Summary
- Tags

Rich content

- Rich text
- File attachments (multiple)
  - PDF
  - Sound
  - Video
  - Word documents
- Links
  - External web site
  - Link to file on web

The Central Brain can provide a “Helicopter View” of the community by linking or collecting information from within disparate information silos

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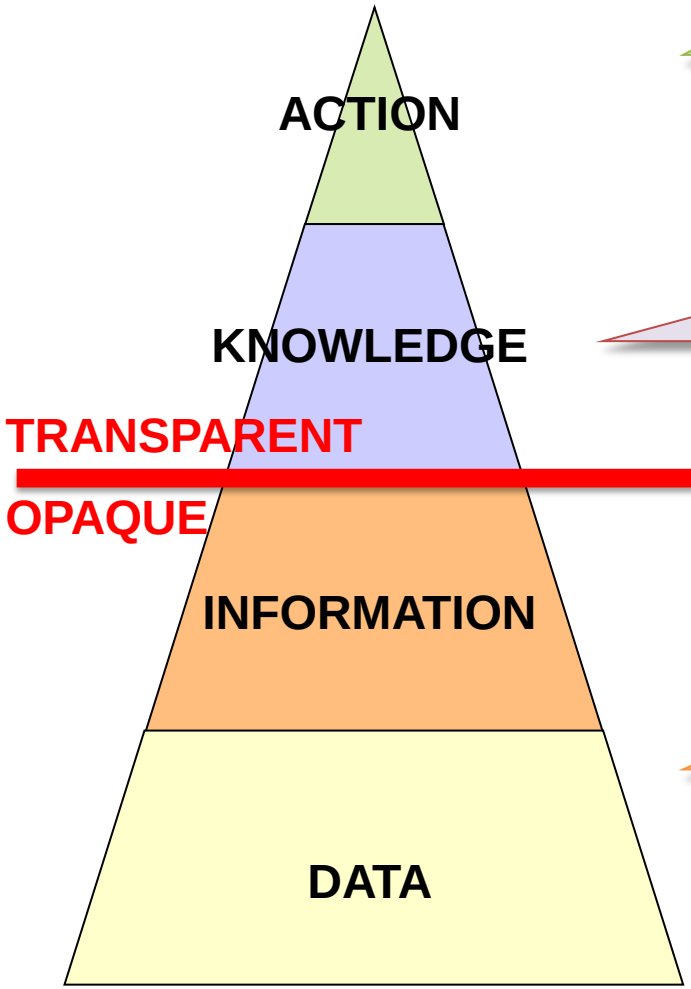
A “Central Brain” links “information” silos to creates community “knowledge” (or a helicopter view of a community) to support superior decisions and action

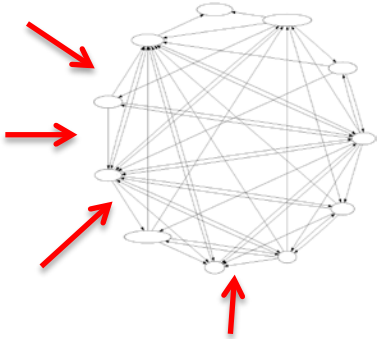


Web 4.0: Community knowledge is a foundation for superior decision making

Web 3.0: “Central Brain” collects, tags and links INFORMATION silos TO create COMMUNITY KNOWLEDGE

Web 1.0: 30 years of IT has data into information, but no community knowledge – “information silos”

Single cloud based “Central Brain”



Third parties incur cost of integration of their software

Multiple organisations, different technologies, sporadically connected

Third parties usually compensated for integration into other systems

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

Content workflow

Collaboration workflow

1. CREATE CONTENT

2. LINK (Propose and accept)

3. KNOWLEDGE CENTRE (or landing page)
(Updated)

4. NOTIFY
owners, responsible people and supervisors

- SMS, RSS Feeds
- My Watchlist
- Task Centre

5. COLLABORATION

6. COMPLETION ... MAKE PUBLIC?

Execute (Director)

Complete

Review

Approve (Manager)

Prepare (Executive)

Discuss

Calendar integration

Task management

“Knowledge” page

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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

Content (management)

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

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

ACTION NEW CONTENT
Apply to work on projects, approve links

Collaboration (applications)

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

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

Communication (devices)

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

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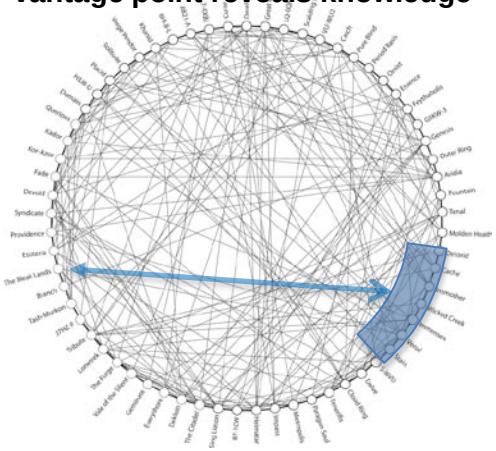
Knowledge Centres summarise peer to peer content – An examples - Medical record ...

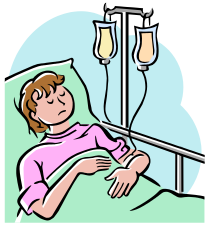
Viewing linked content from a vantage point reveals knowledge



MEDICAL RECORD

What content?

Patient



+

What linked information?

=

Patient medical record "Knowledge Centre"

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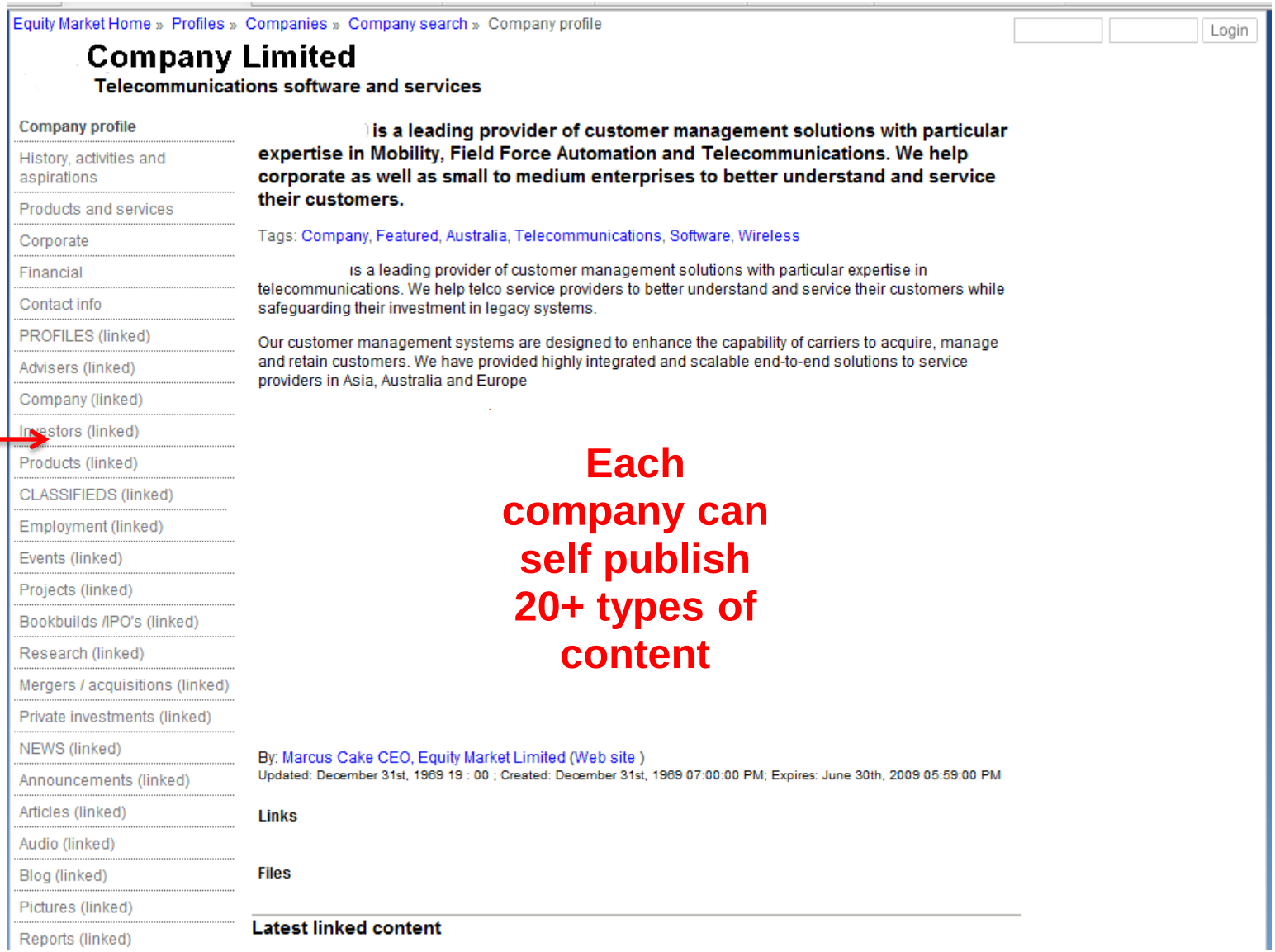
You can see how each item of content is linked to others – the company “Knowledge Centre” (or landing page) offers vertical links to show other content linked to it



Linked content

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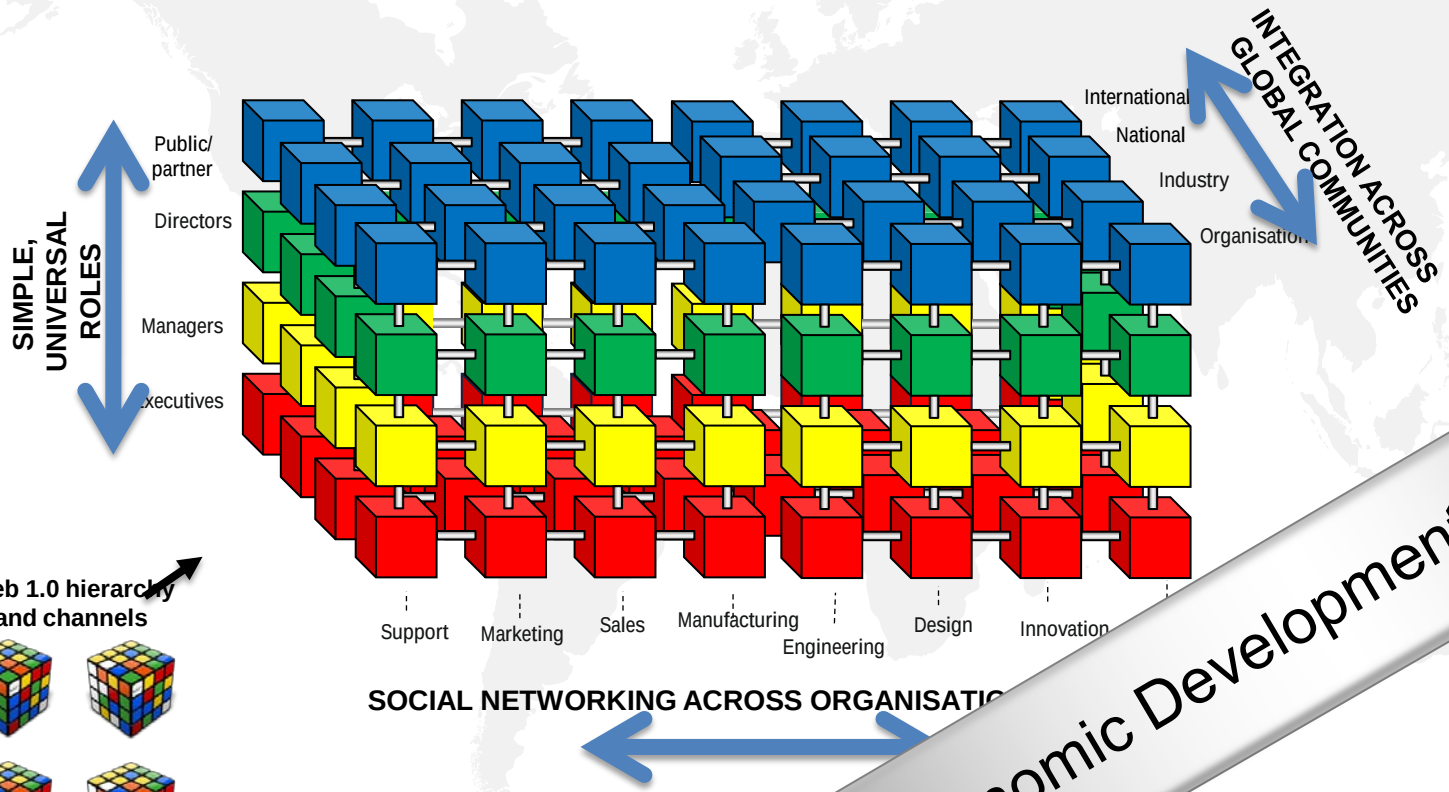
Building on the groundwork laid in social media technologies

DIGITAL ECOSYSTEMS

ANY SOCIAL, INDUSTRIAL OR POLITICAL COMMUNITY OF COMMON INTEREST CAN USE A CENTRAL BRAIN TO ENABLE MANAGEMENT 3.0 TRANSPARENCY AND ACCESSIBILITY

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



An Economic Development 4.0 network

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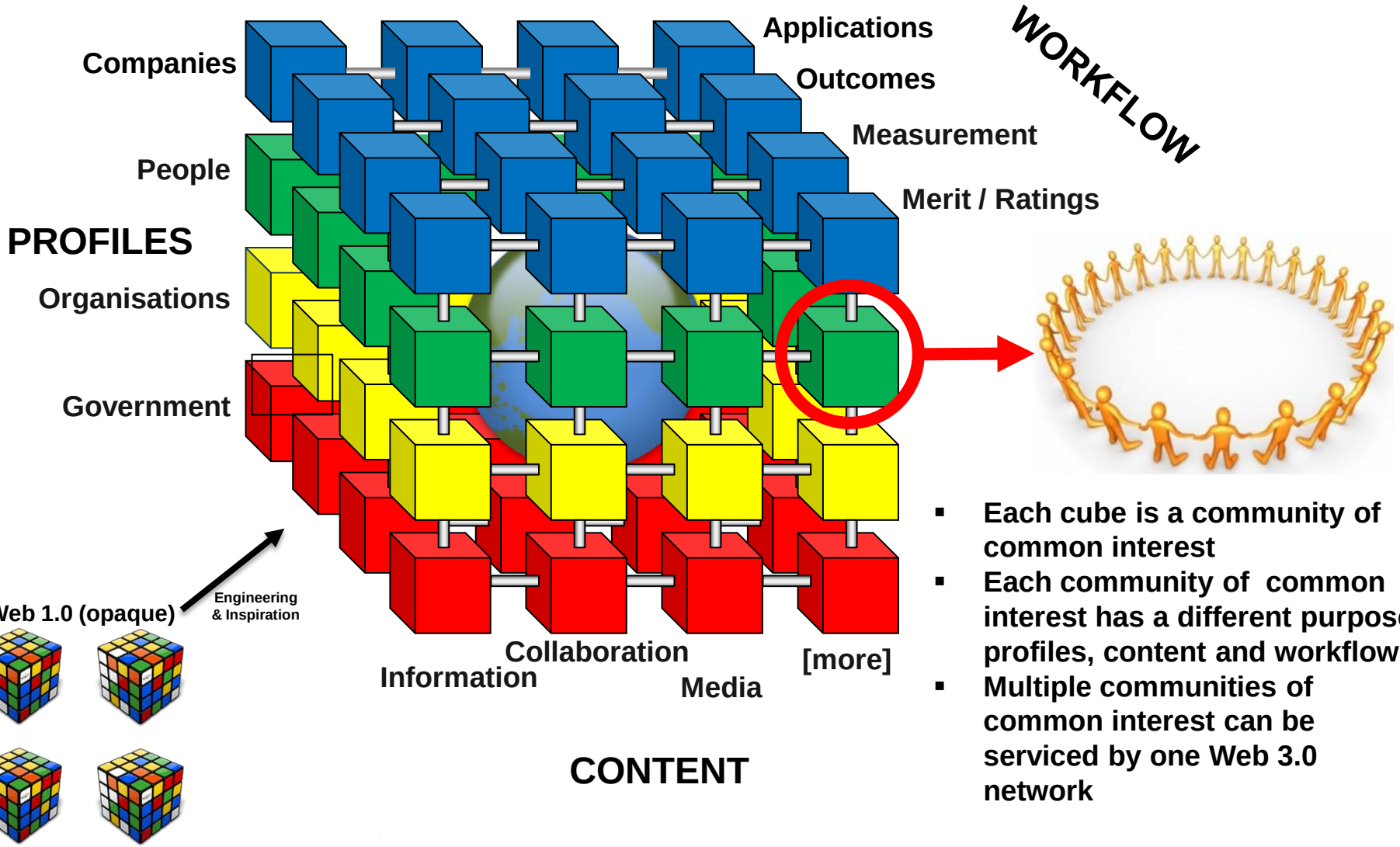
Version 2.3 (January 2012)

Each Community of Common interest (or cube) has a very consistent structure ... profiles, content and workflow ... that can be organised by a Central Brain



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

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Other template “Central Brains” can be created in five days, just change the participants, content and purpose to create Education 3.0, Resources 3.0, Food 3.0, Energy 3.0, Oil 3.0 …

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

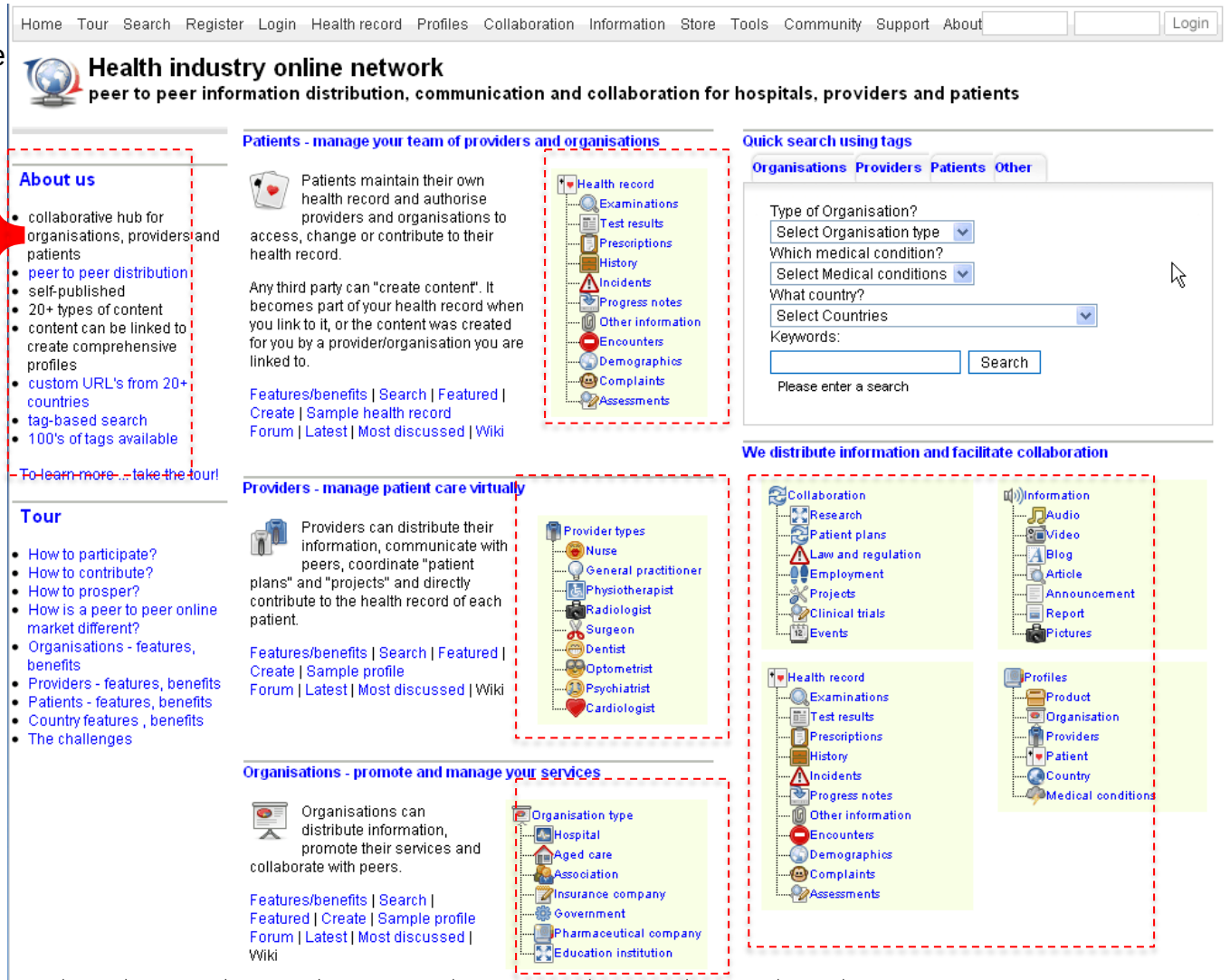
To create another type of Web 3.0 network for any other social, industrial or political endeavour, you just rename/add the participants and the content.

Other fields of endeavour

- Education 3.0
- Resources 3.0
- Food 3.0
- Energy 3.0
- Oil 3.0
- Democracy 3.0

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

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



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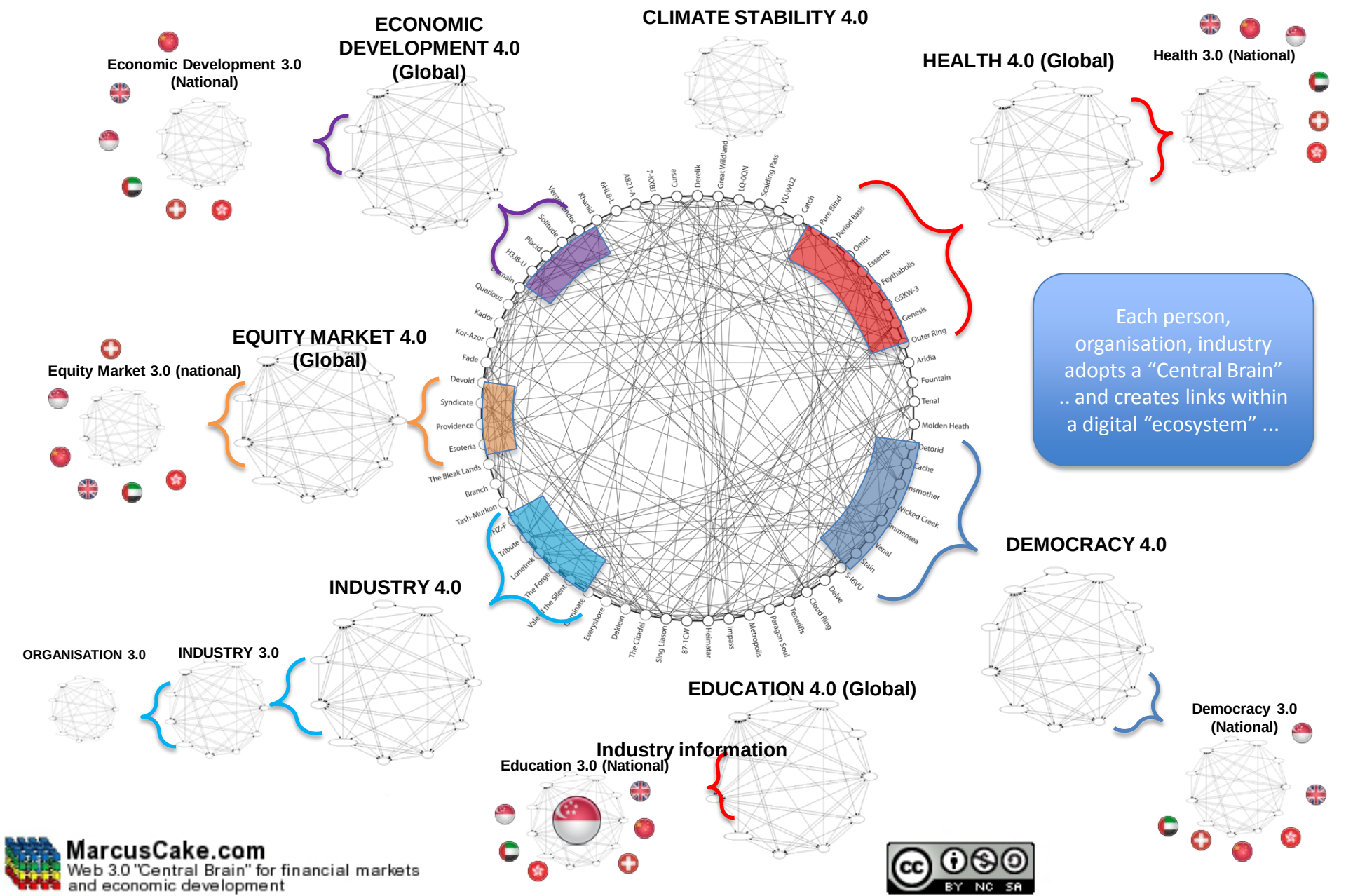
Cascading “Central Brains” linking Web 3.0 (National collaboration) “Digital Ecosystems” into Web 4.0 (Global Integration) “Digital Ecosystems”



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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.

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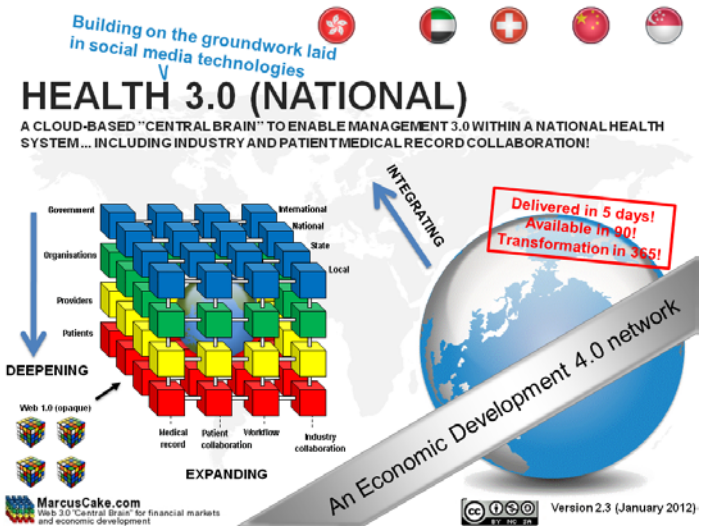
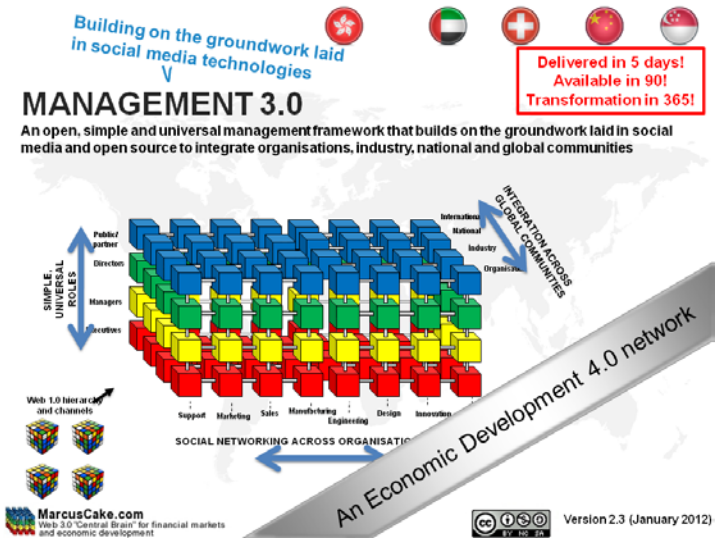
Our other presentations (Page 2 of 2)





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 seemlessly 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.

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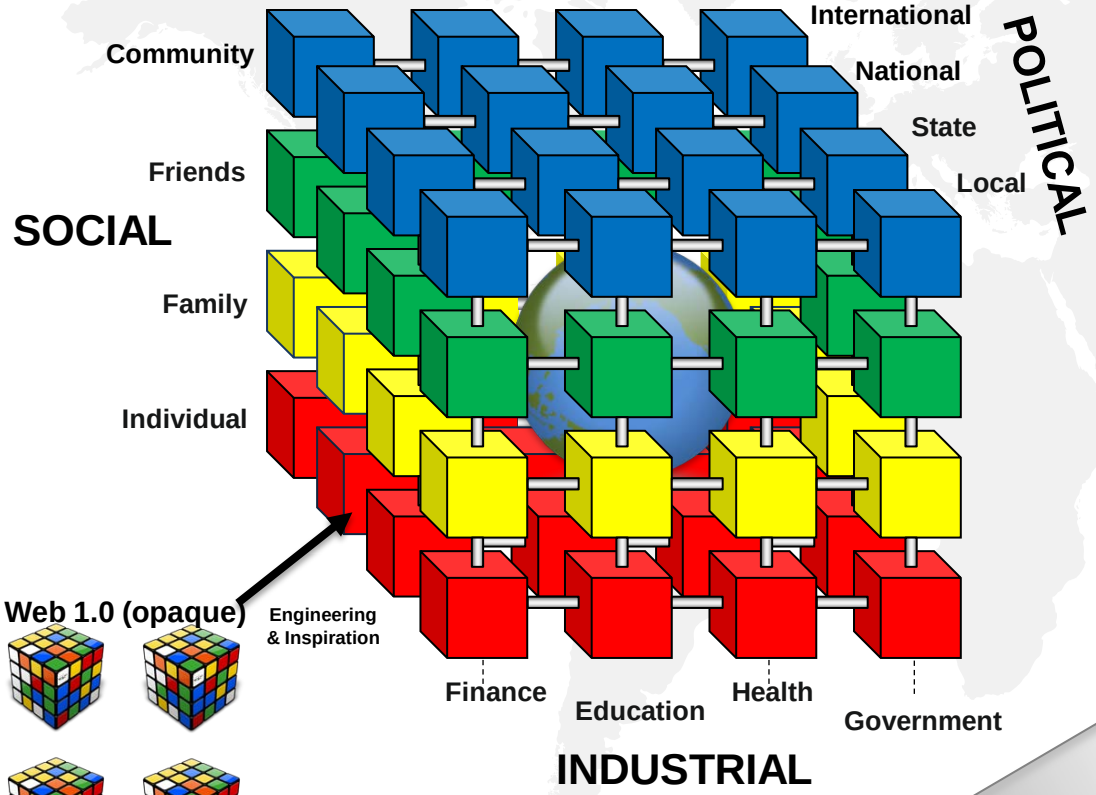
Applying the lessons of social networking and open source

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

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

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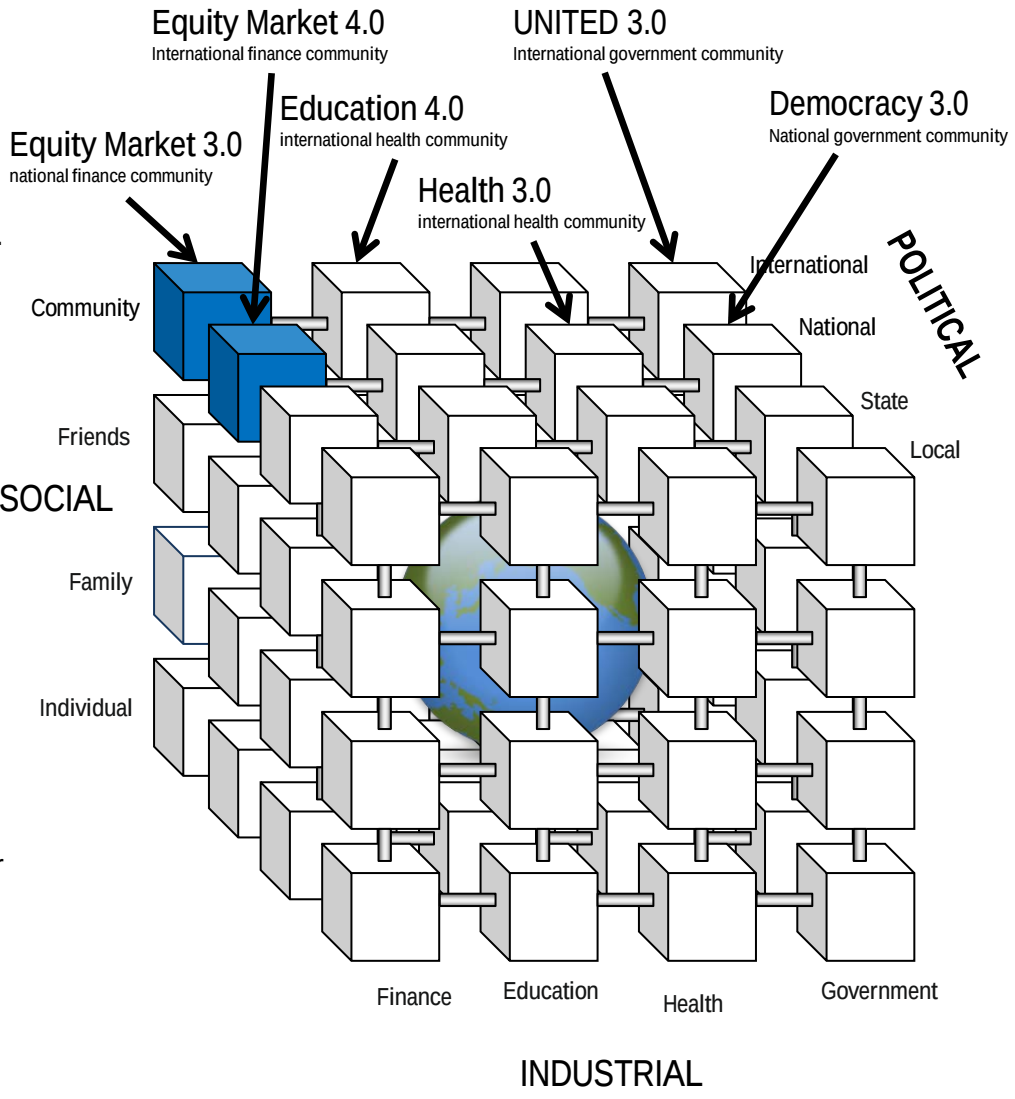
Version 2.3 (July 2011)

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



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

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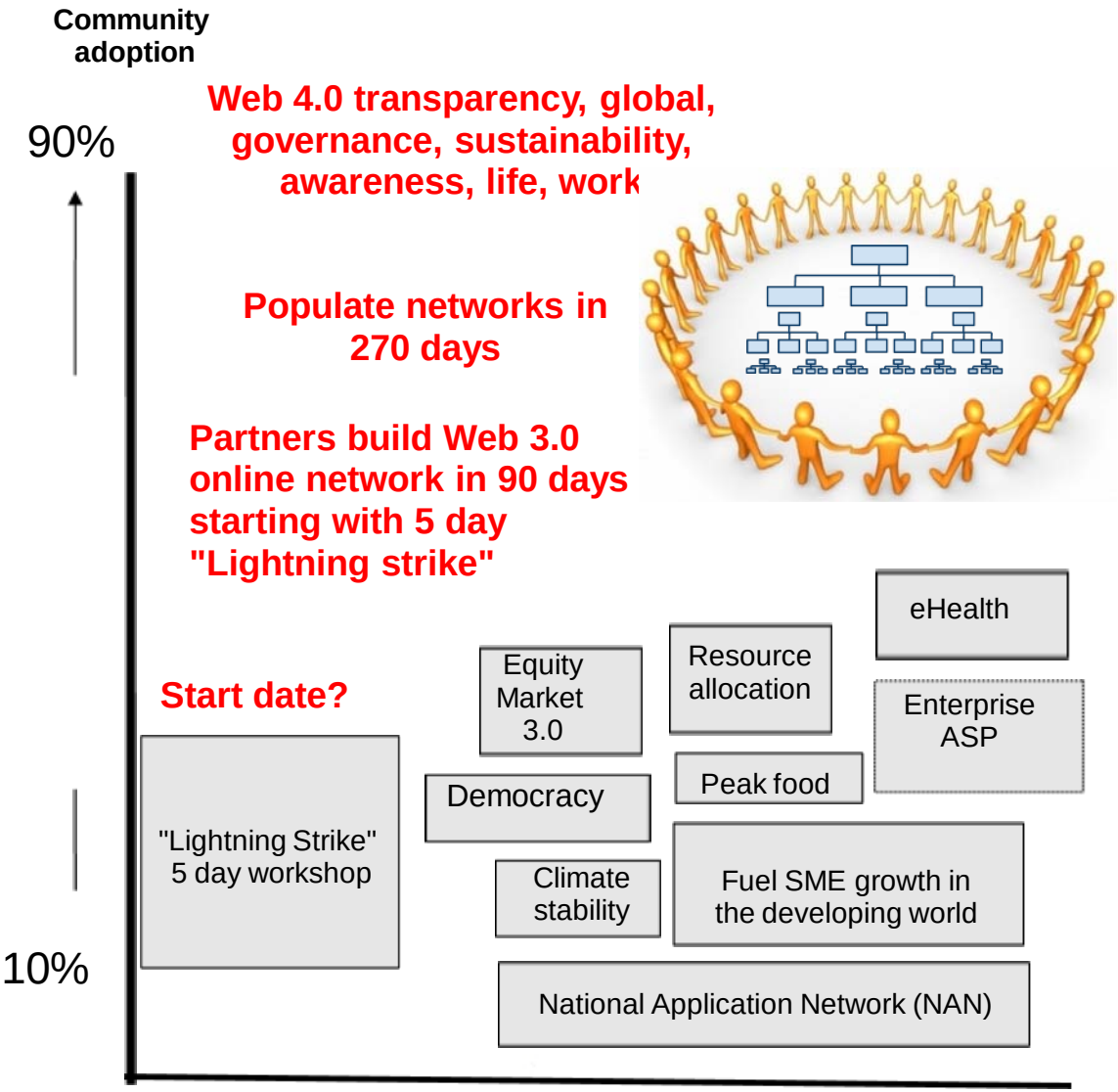
Let's engineer life by building Web 3.0 networks to aggregate and focus communities of common interest on the critical path to Economic Development 4.0 ...



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

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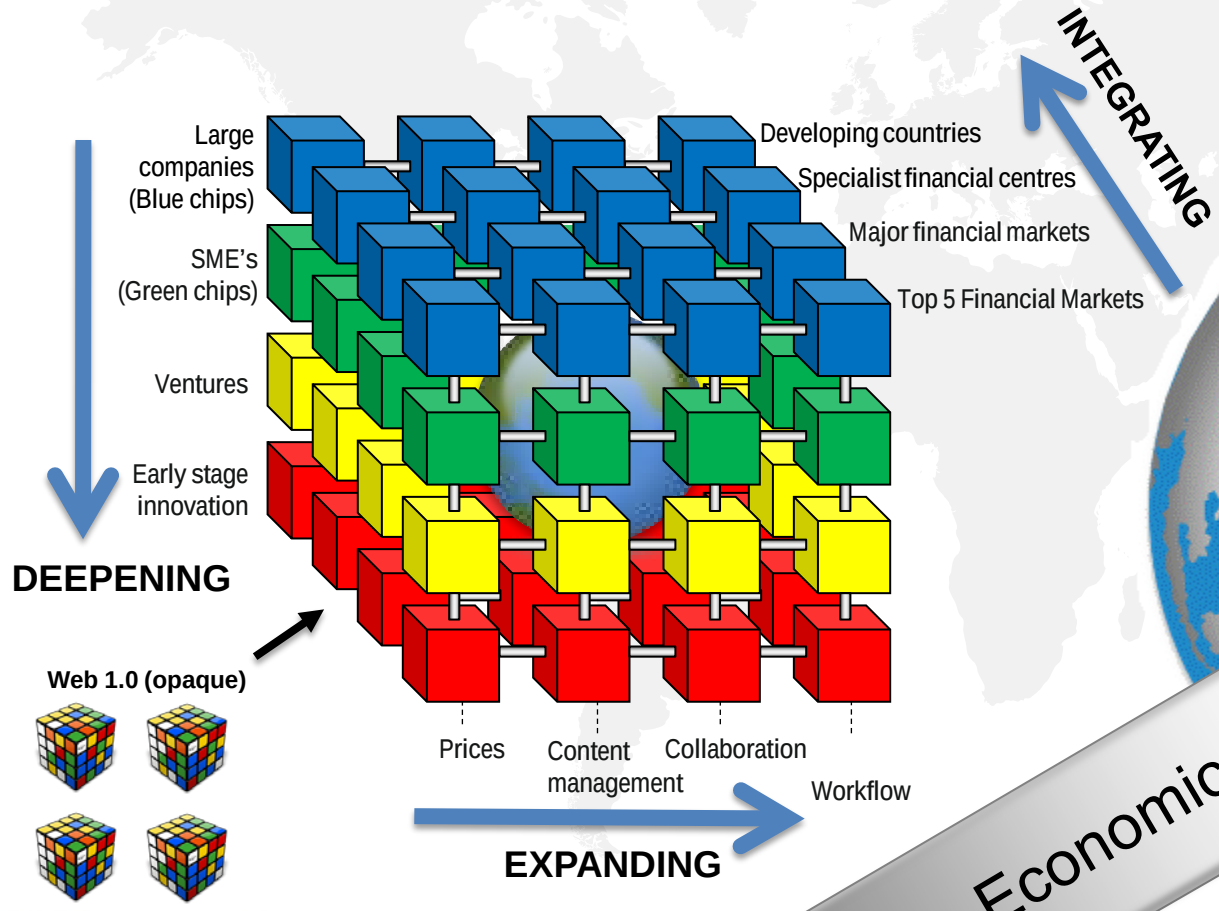
Applying the lessons of social networking and open source

EQUITY MARKET 4.0 (GLOBAL):

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



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

An Economic Development 4.0 network

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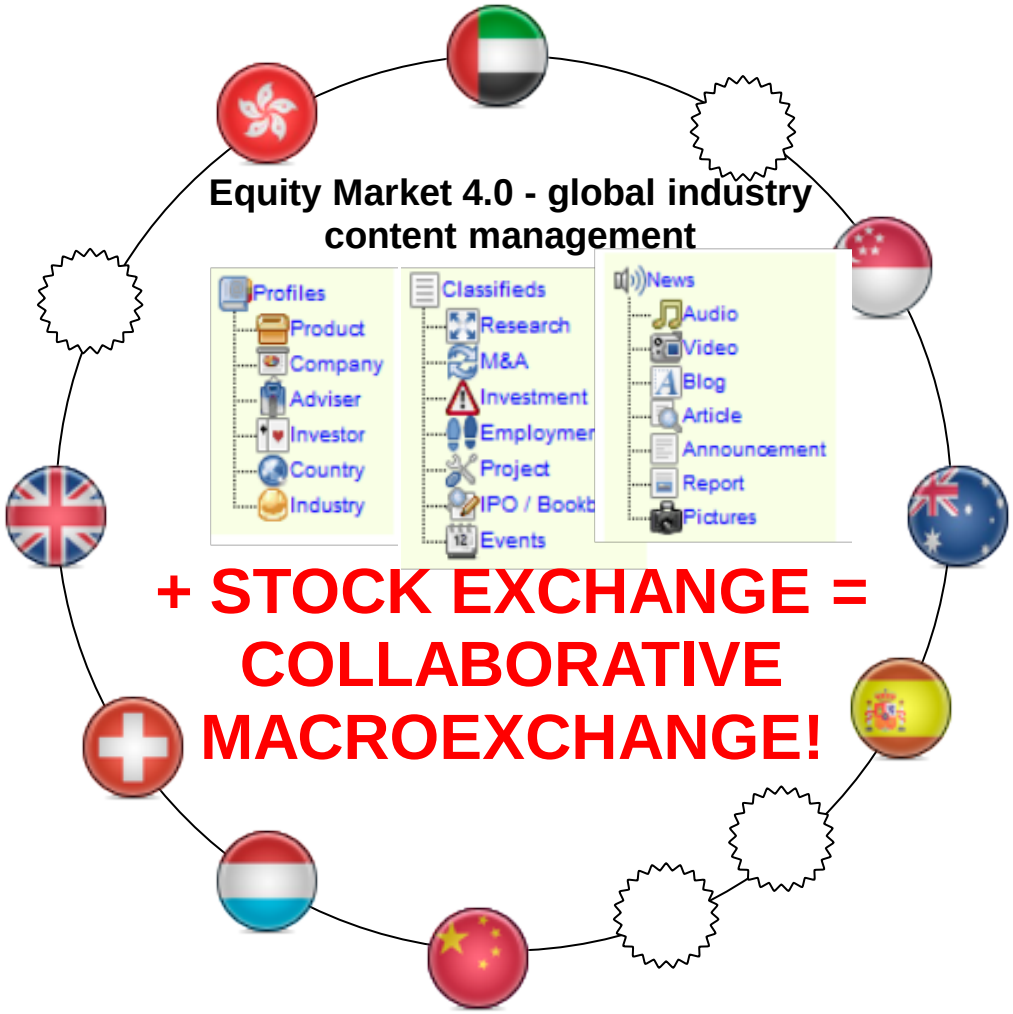
Version 2.3 (January 2012)

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

- Equity Market 3.0 is not a stock exchange
- Stock exchange software could be added to Equity Market 3.0 to create “Collaborative Macroexchanges” for large financial centres or “Collaborative Microexchanges” for small or niche financial centres.
- A Cloud based "Collaborative Macroexchange" could perform the function of the global equity market with a greater degree of transparency, accountability and meritocracy.
- A "Collaborative Macroexchange" may:
  - not exist today, but could be created as fast as online social network of recent years
  - be spawned from a major financial centre (Hong Kong, Singapore, United Kingdom, Switzerland)
  - be spawned from a smaller financial centre (UAE, British Virgin Islands)
  - be created by a stock exchange, financial institution, country or online social network
  - leverage the "cloud" for unlimited reach, processing power and storage



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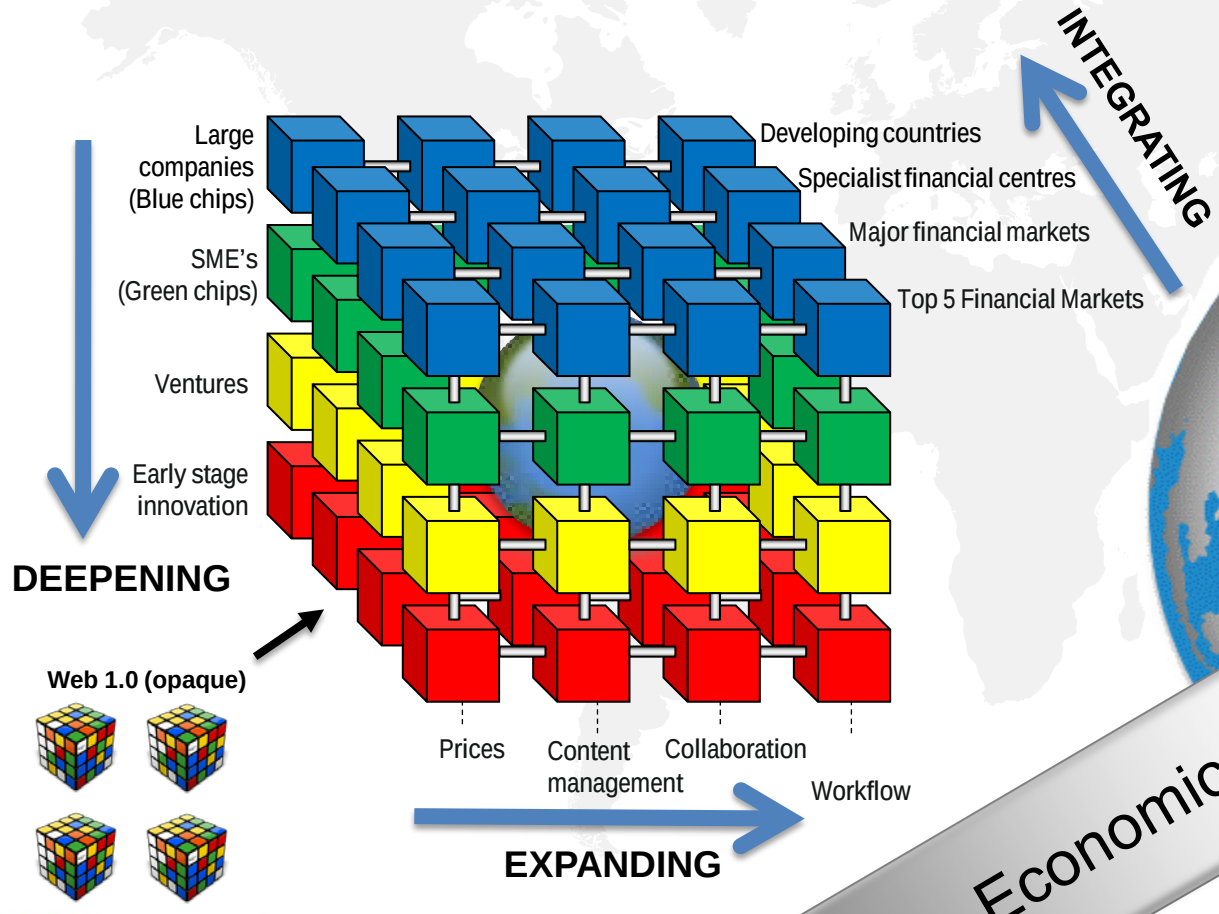
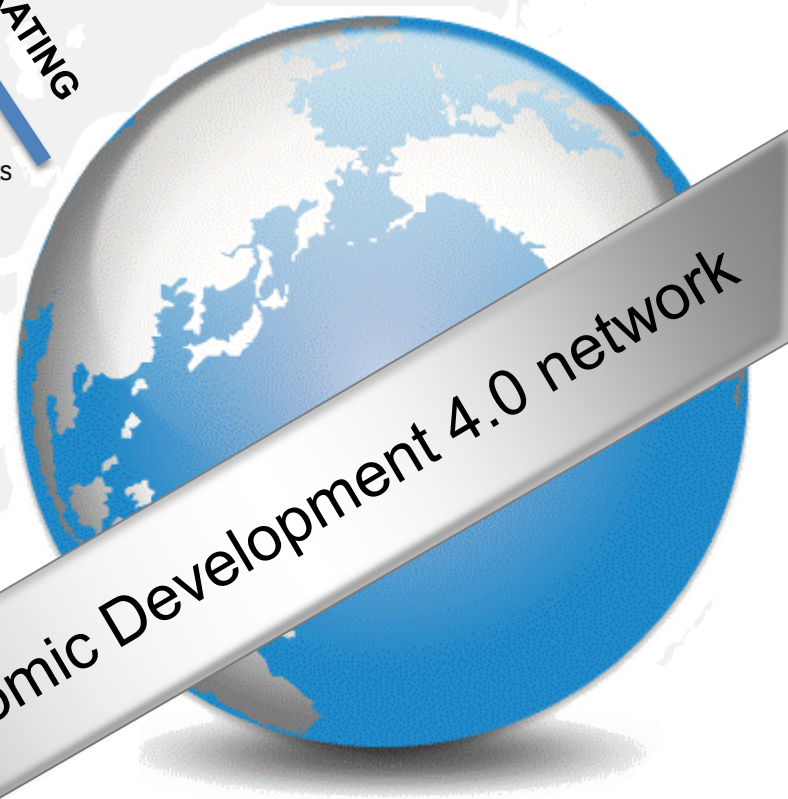
EQUITY MARKET 3.0 (NATIONAL).

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

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





An Economic Development 4.0 network

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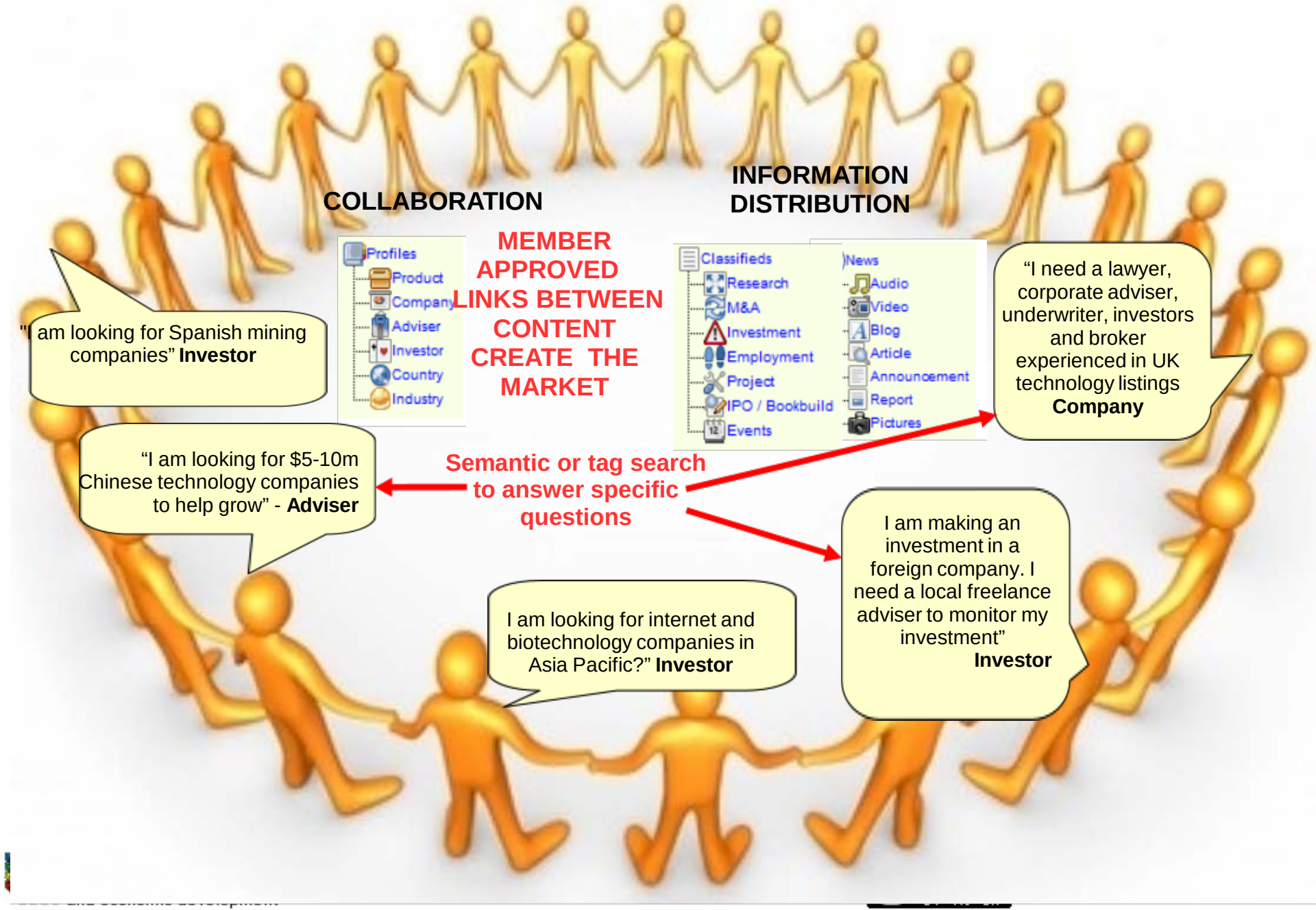
Version 2.3 (January 2012)

Equity Market 3.0 (below) is a “Central Brain” for a national Equity Market…



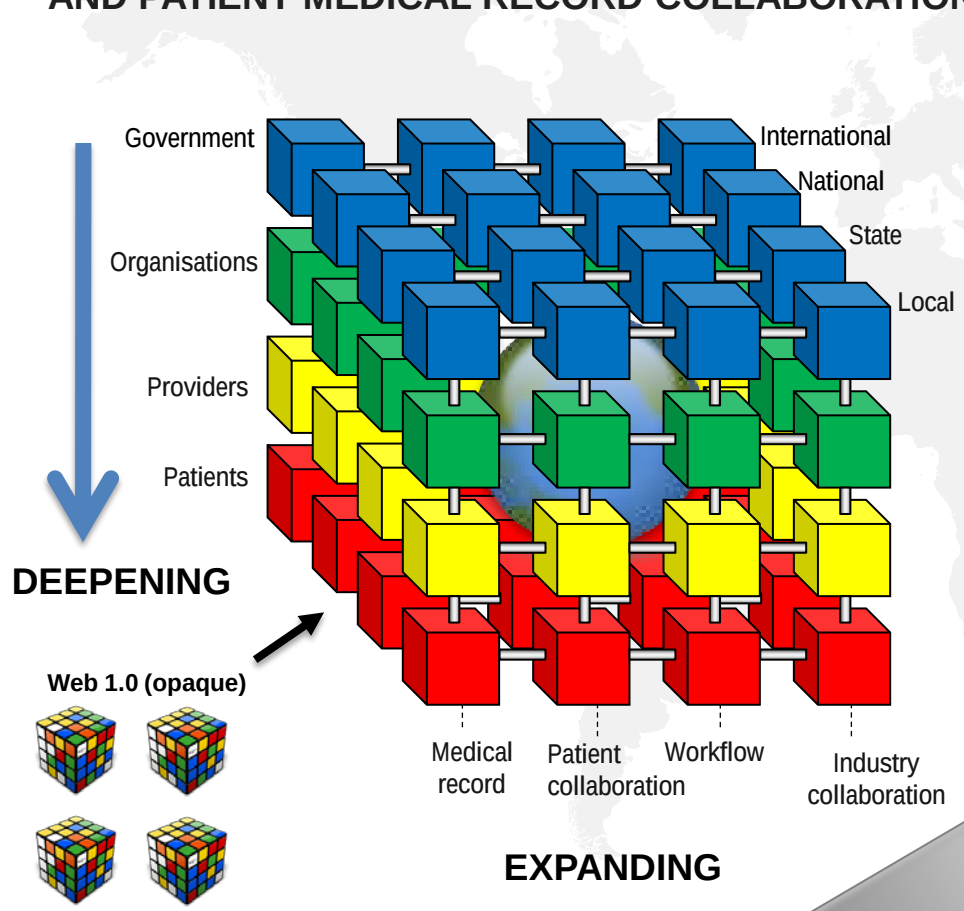
Building on the groundwork laid in social media technologies

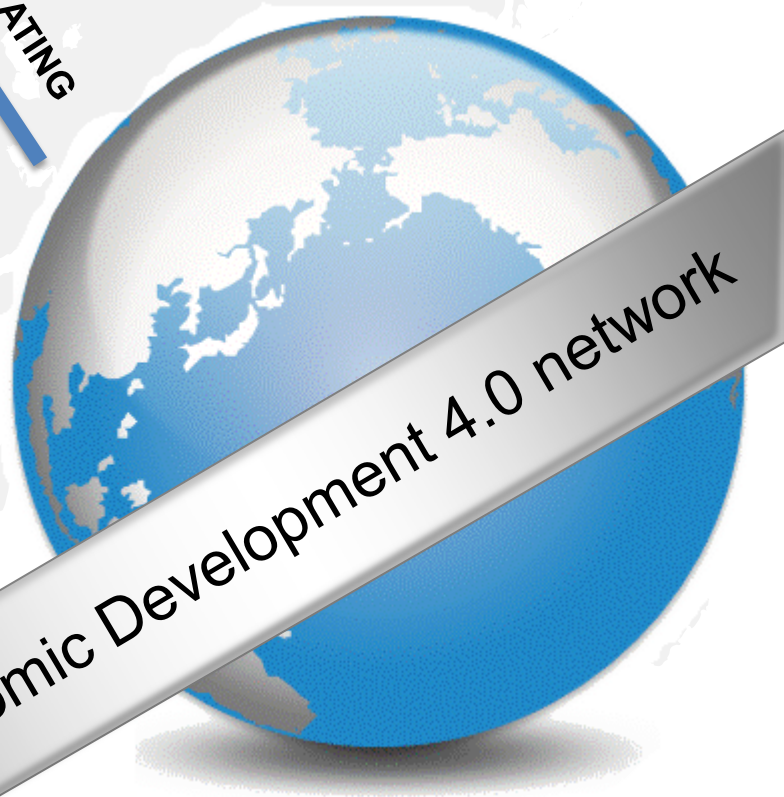
TCO (TOTAL COST OF OWNERSHIP) IS 5-25% OF PROPRIETARY SOLUTIONS

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

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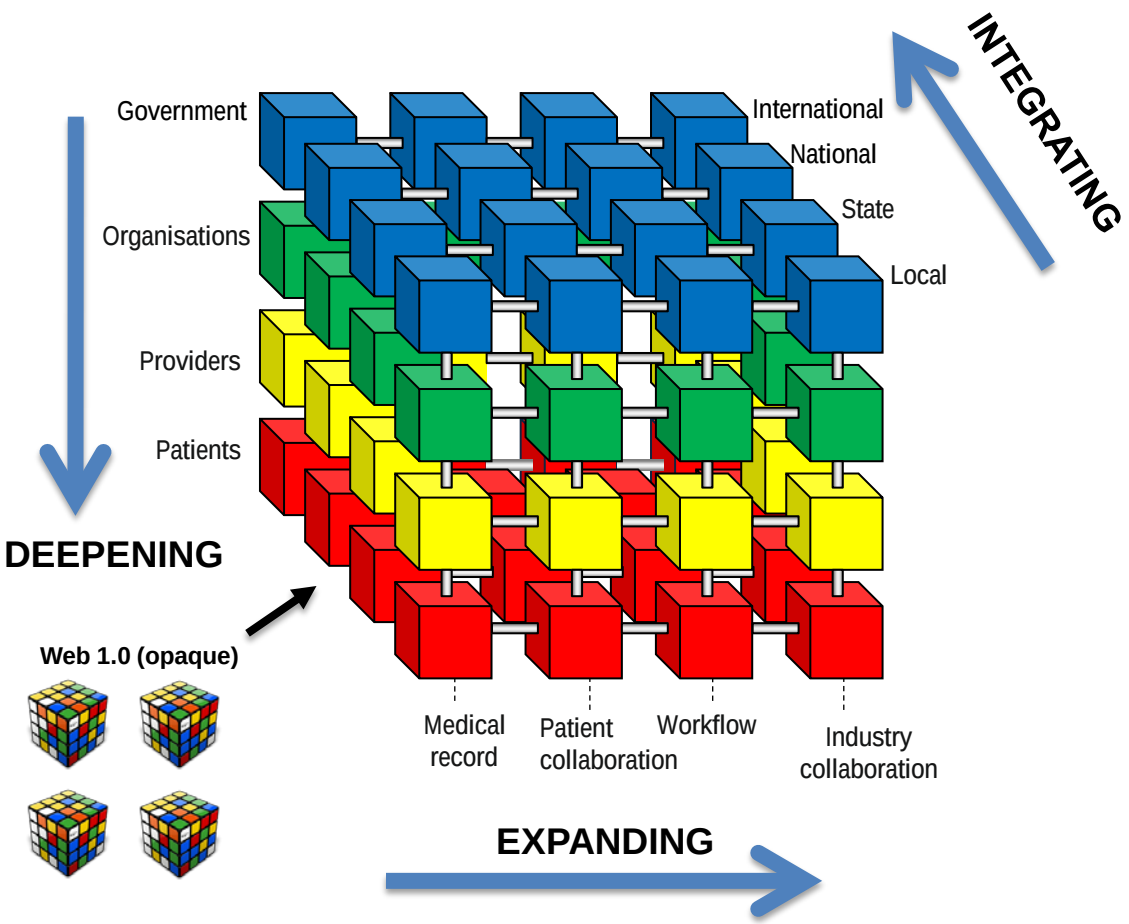
Version 2.3 (January 2012)

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.

cc BY NC SA

Health 3.0 (National) has <25% of the Total Cost of Ownership of proprietary solutions and can 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

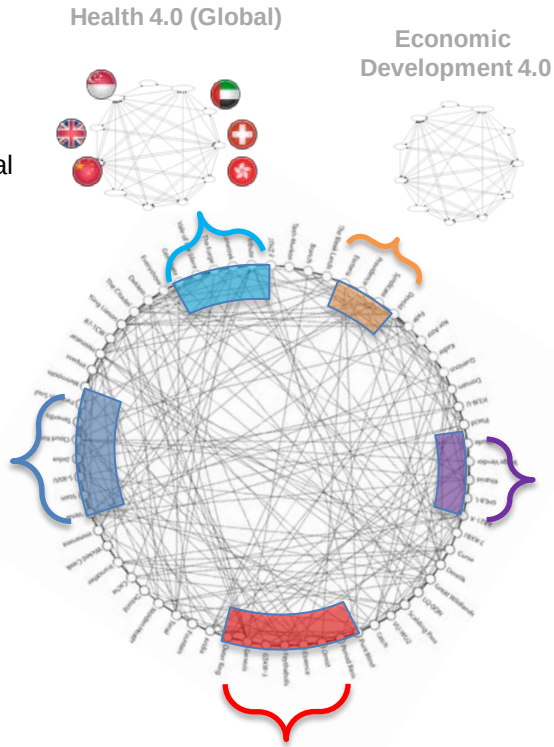
Government software and standards

Collaboration | Central Brain | Processes

Web apps | Phone / tablet apps | Open standards

COMMUNITY DOWNLOADS

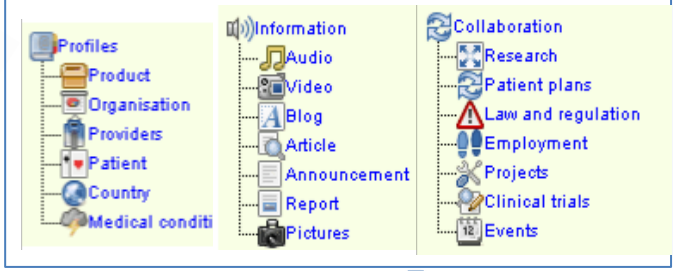
Patients | Providers | Organisations



ORGANISATIONS

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

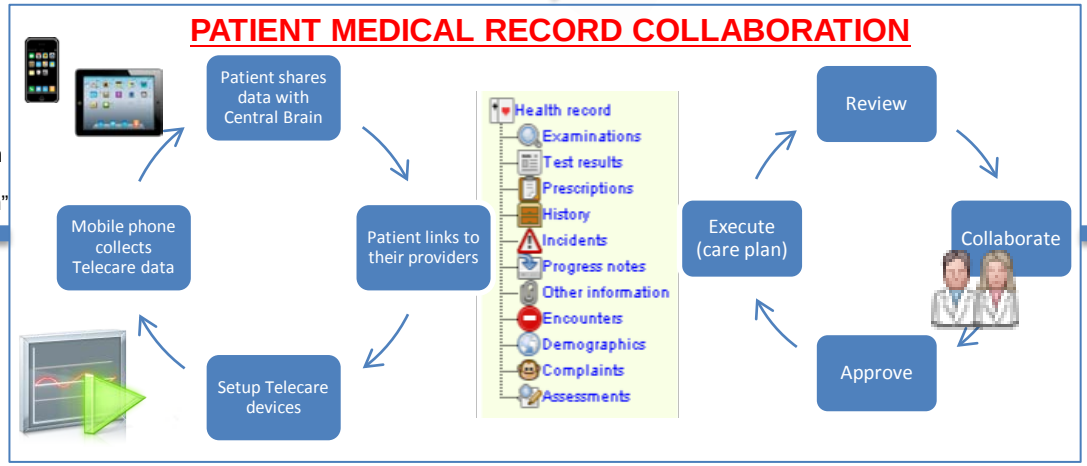
INDUSTRY COLLABORATION



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

CC BY NC SA

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!

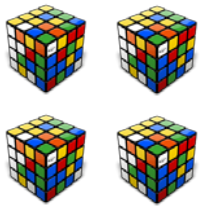
Equity Market 4.0

Health Industry 3.0 (including patient record)

Climate Stability 3.0

Democracy 3.0

Web 1.0 (opaque)



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

CC BY NC SA

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.

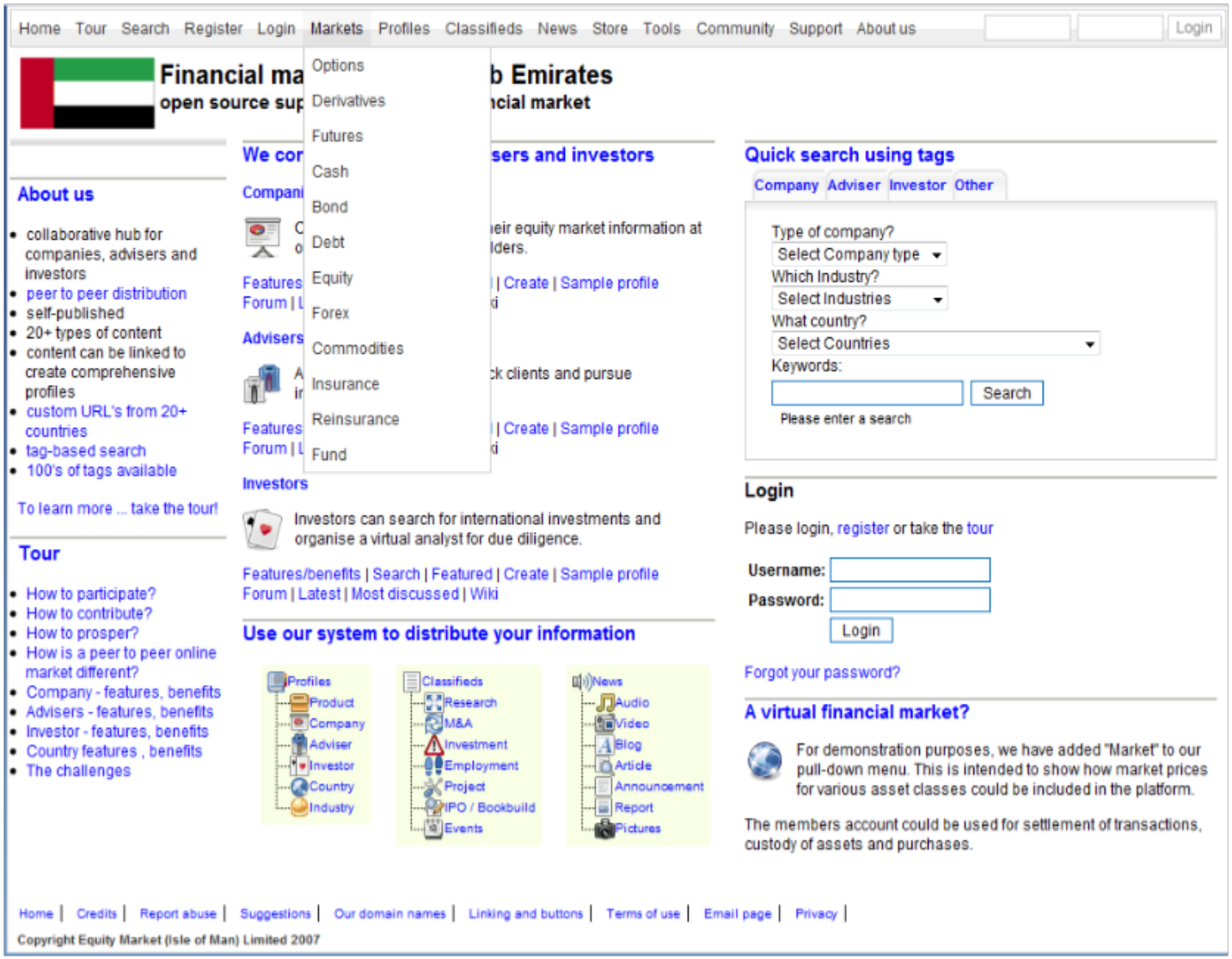
CC BY NC SA

Home page – local look and content for each landing page

BY NC SA

Virtual financial market

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

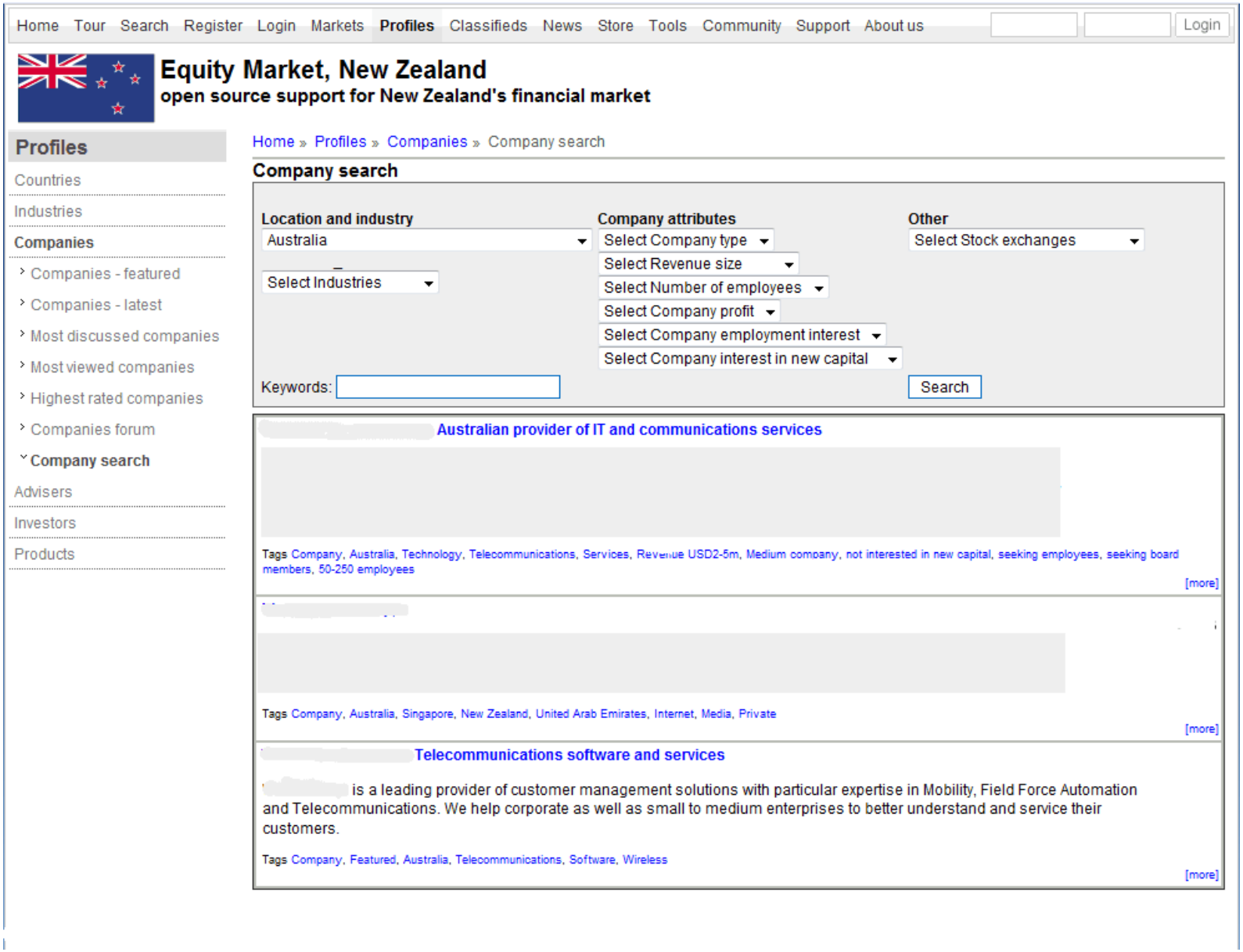


BY NC SA

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

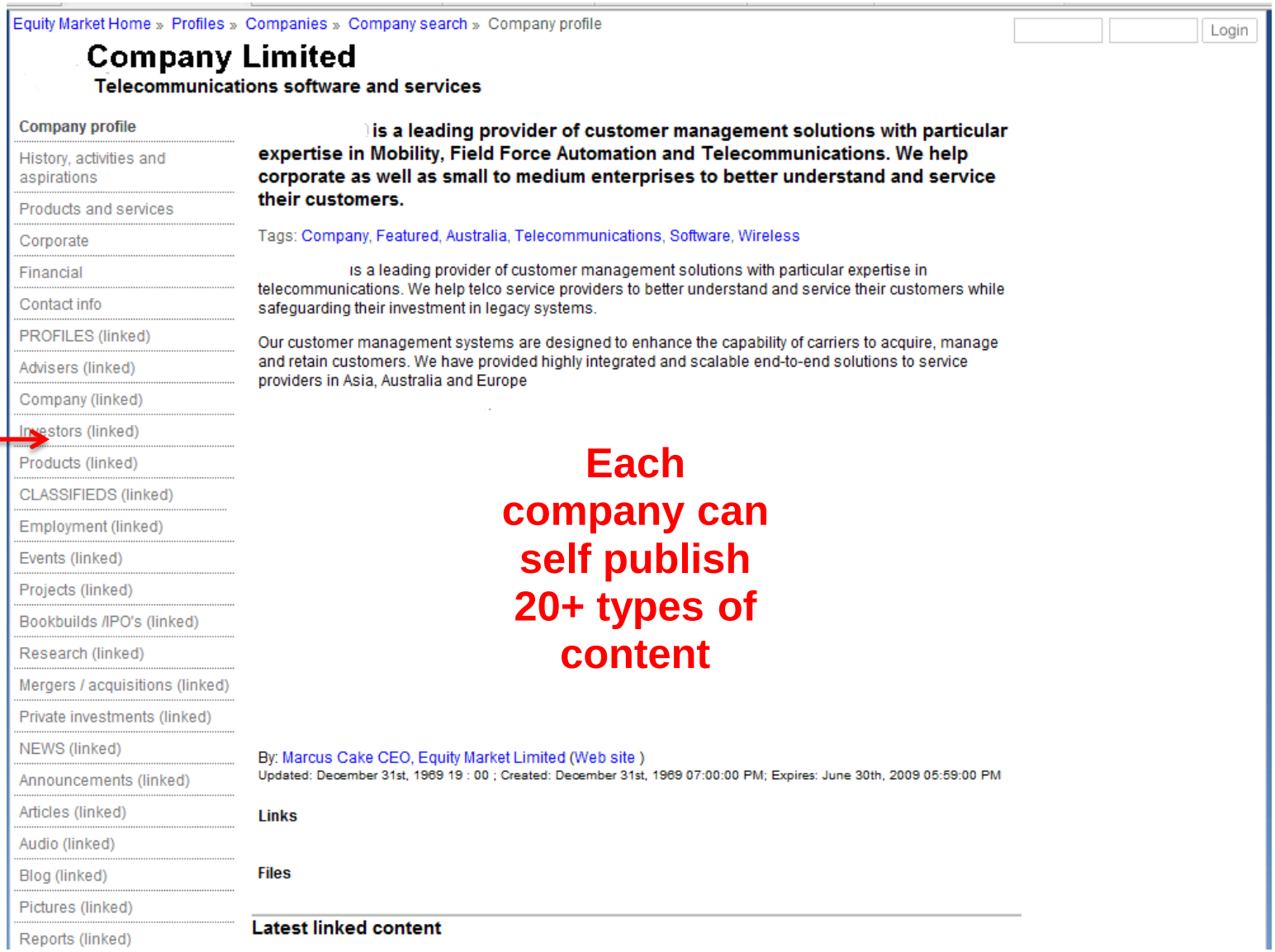
Comprehensive tags to deliver a productive result

Tags provide a quick summary of the company



BY NC SA

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



Linked content

BY NC SA

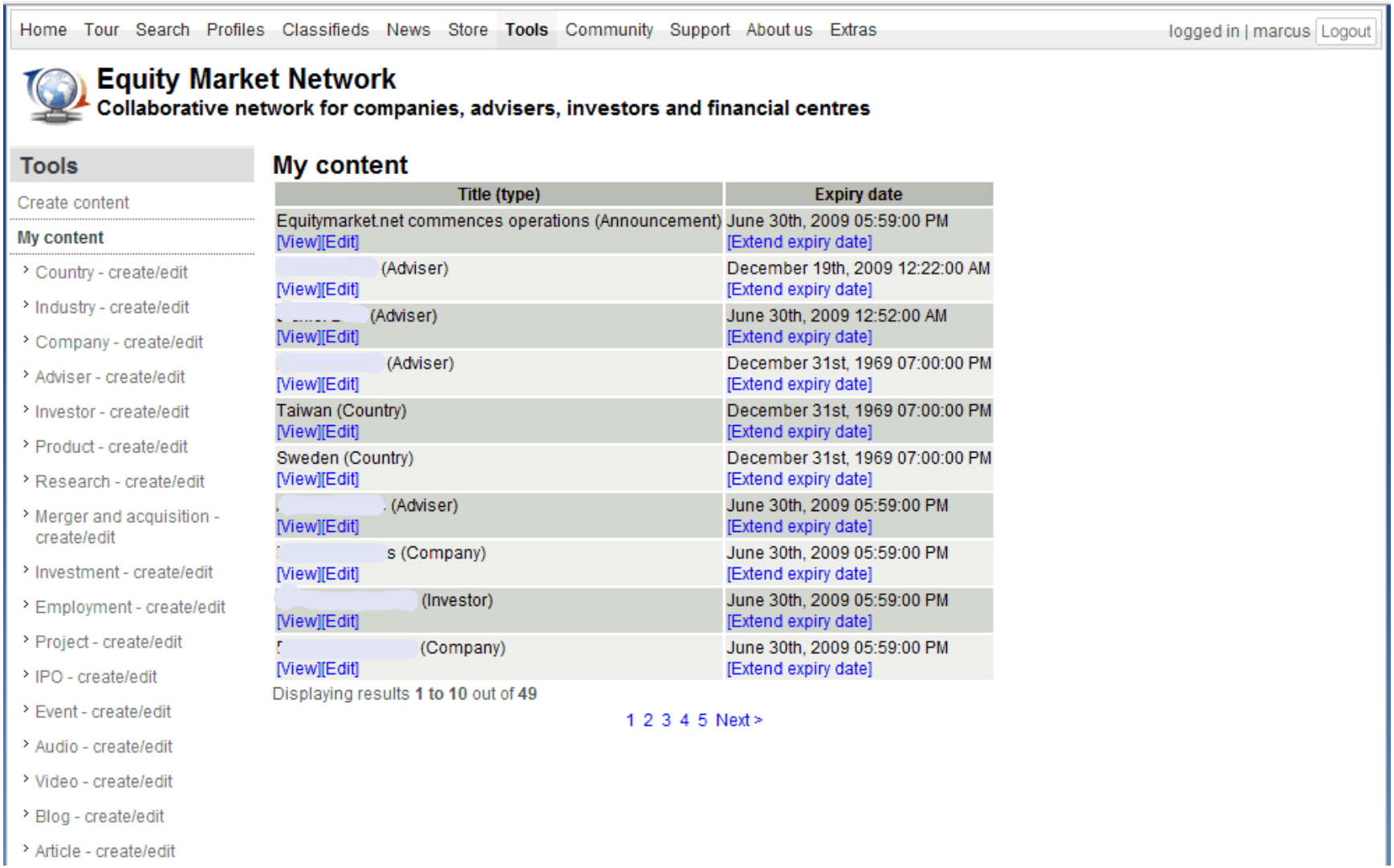
Adviser search - comprehensive tags delivers specific results

Tag based search from comprehensive tags library

Tags within results provide a quick intro to the adviser

BY NC SA

Each member pays to publish content until an expiry date

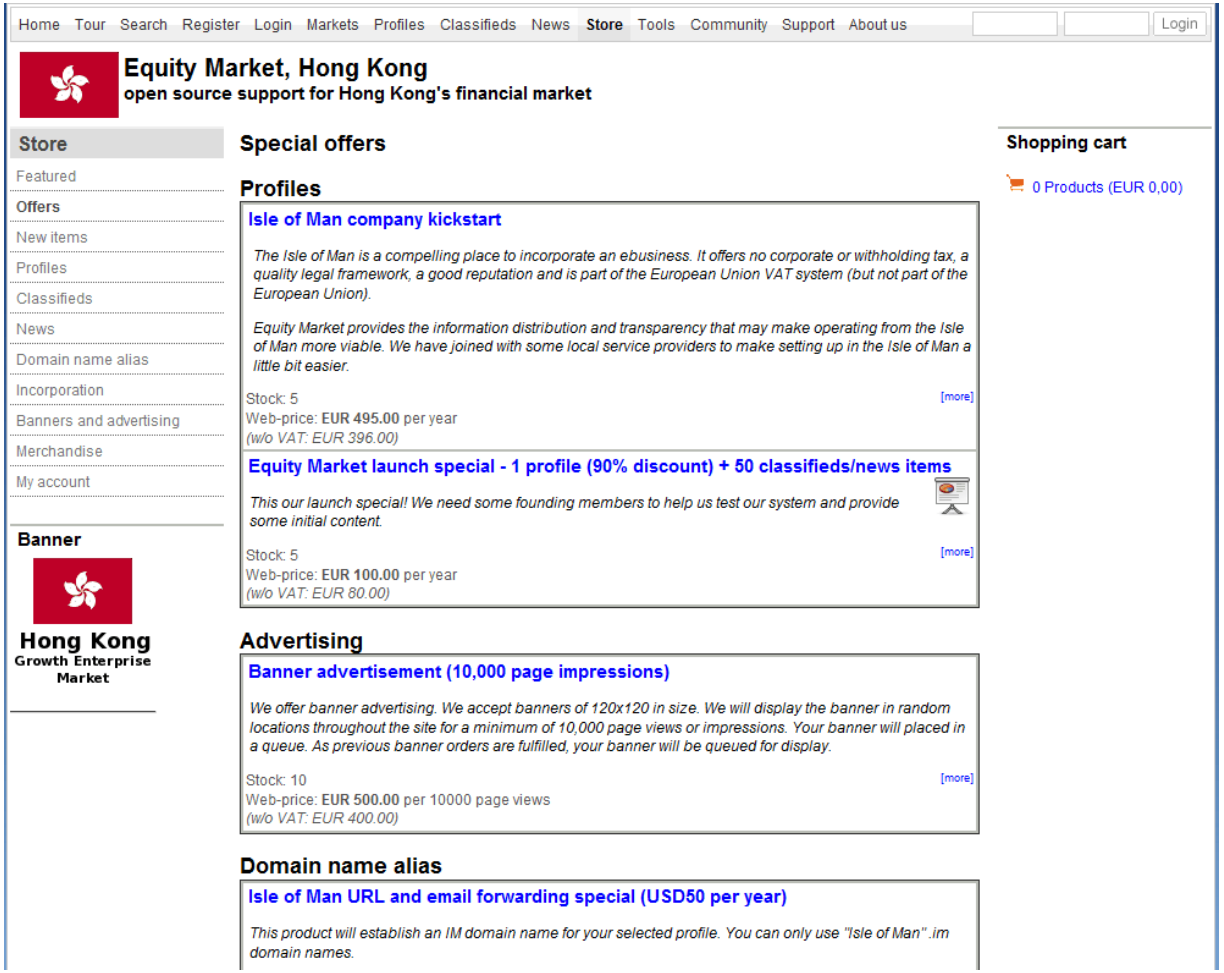


BY NC SA

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.



cc BY NC SA

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**
- Ratings

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

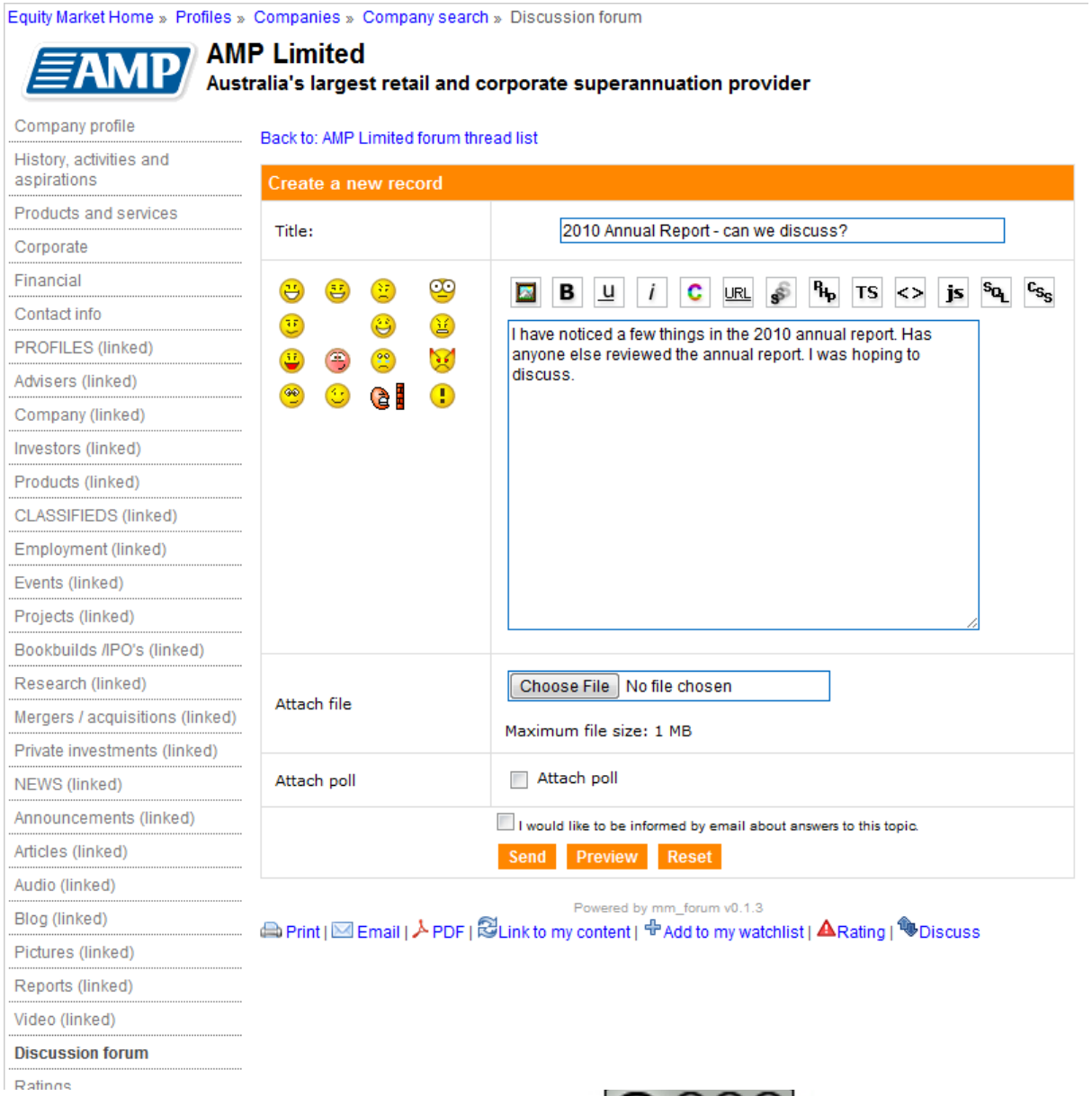
Powered by mm_forum v0.1.3

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

cc BY NC SA

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

.

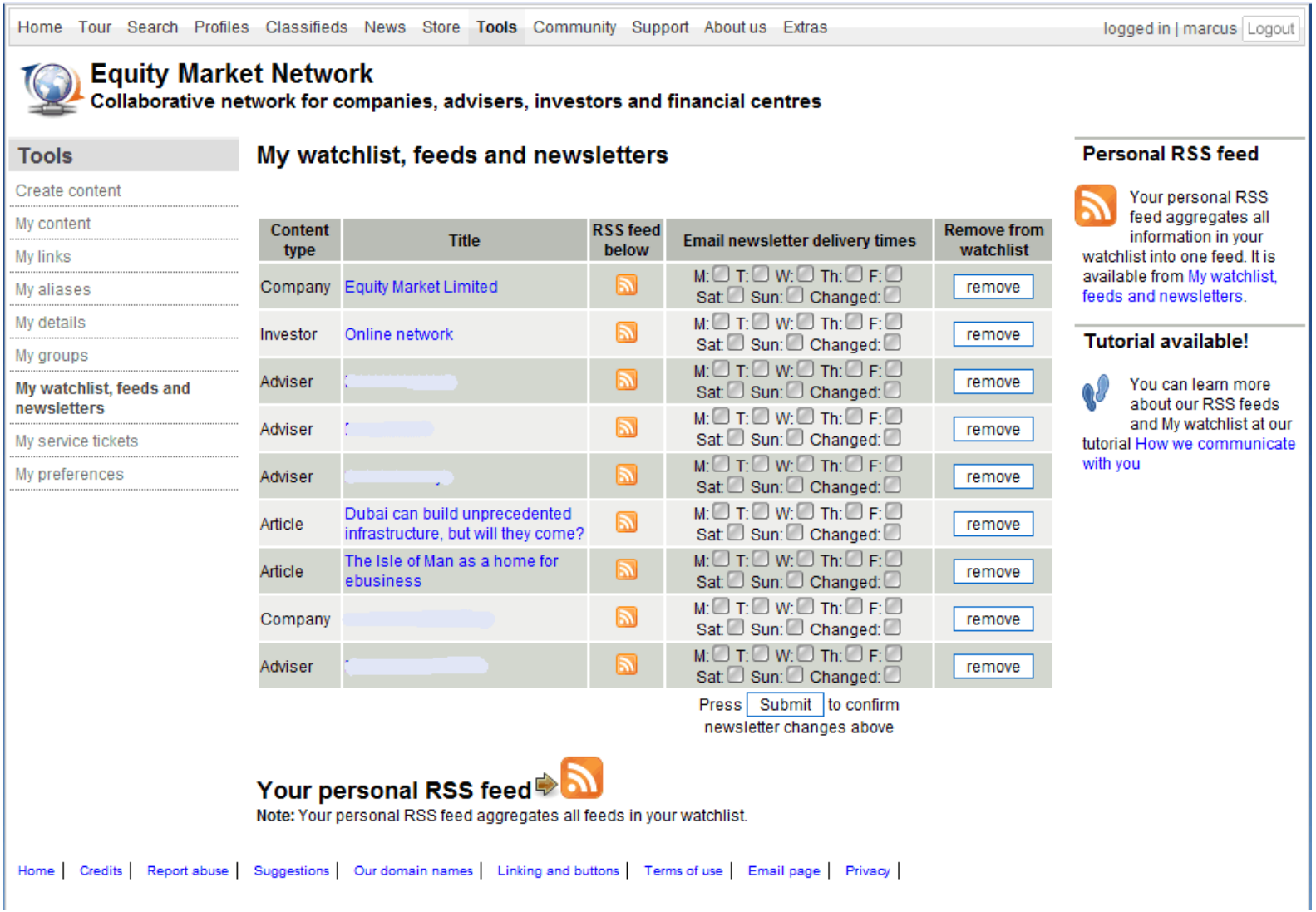


BY NC SA

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"

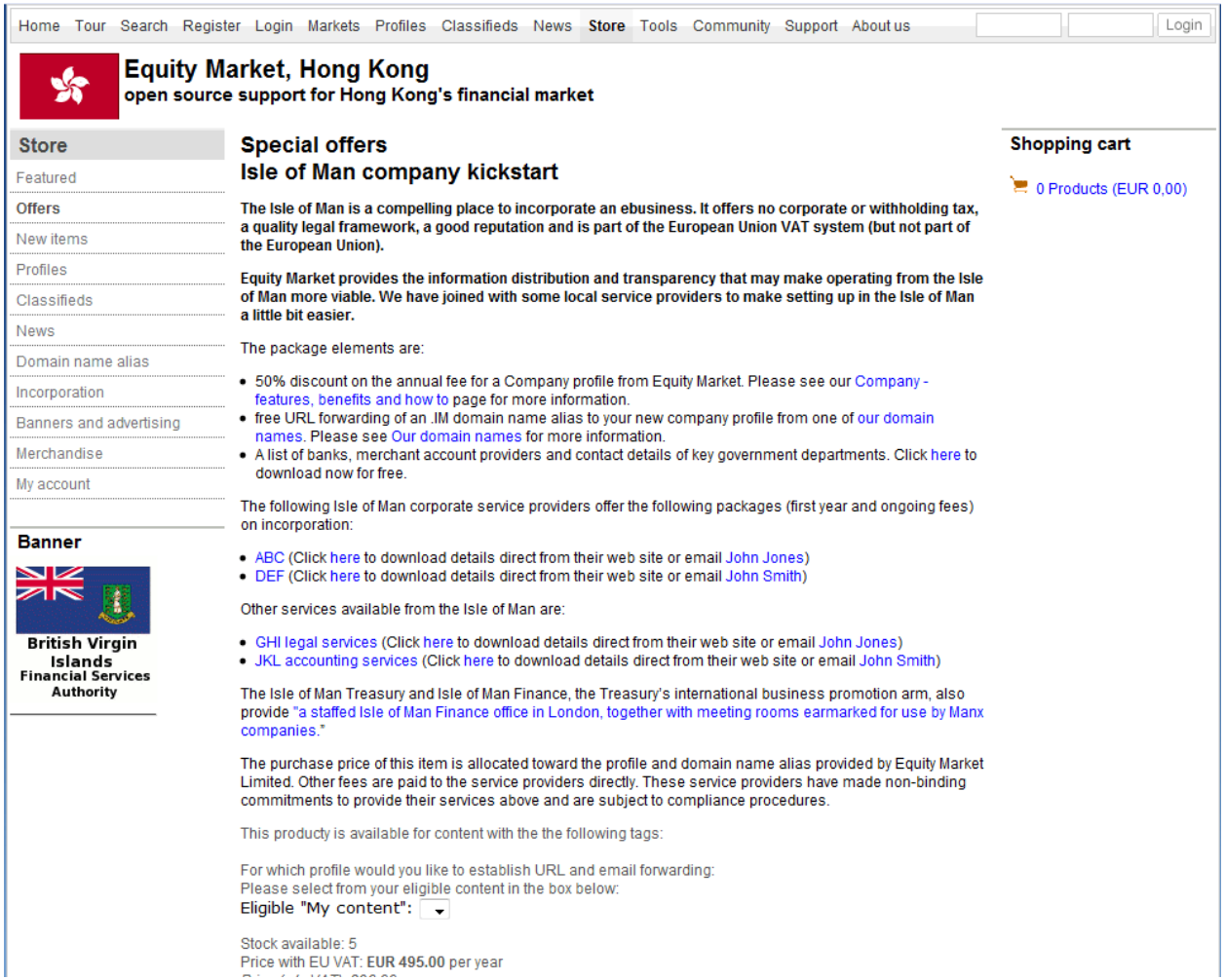


CC BY NC SA

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

Cross-selling opportunities

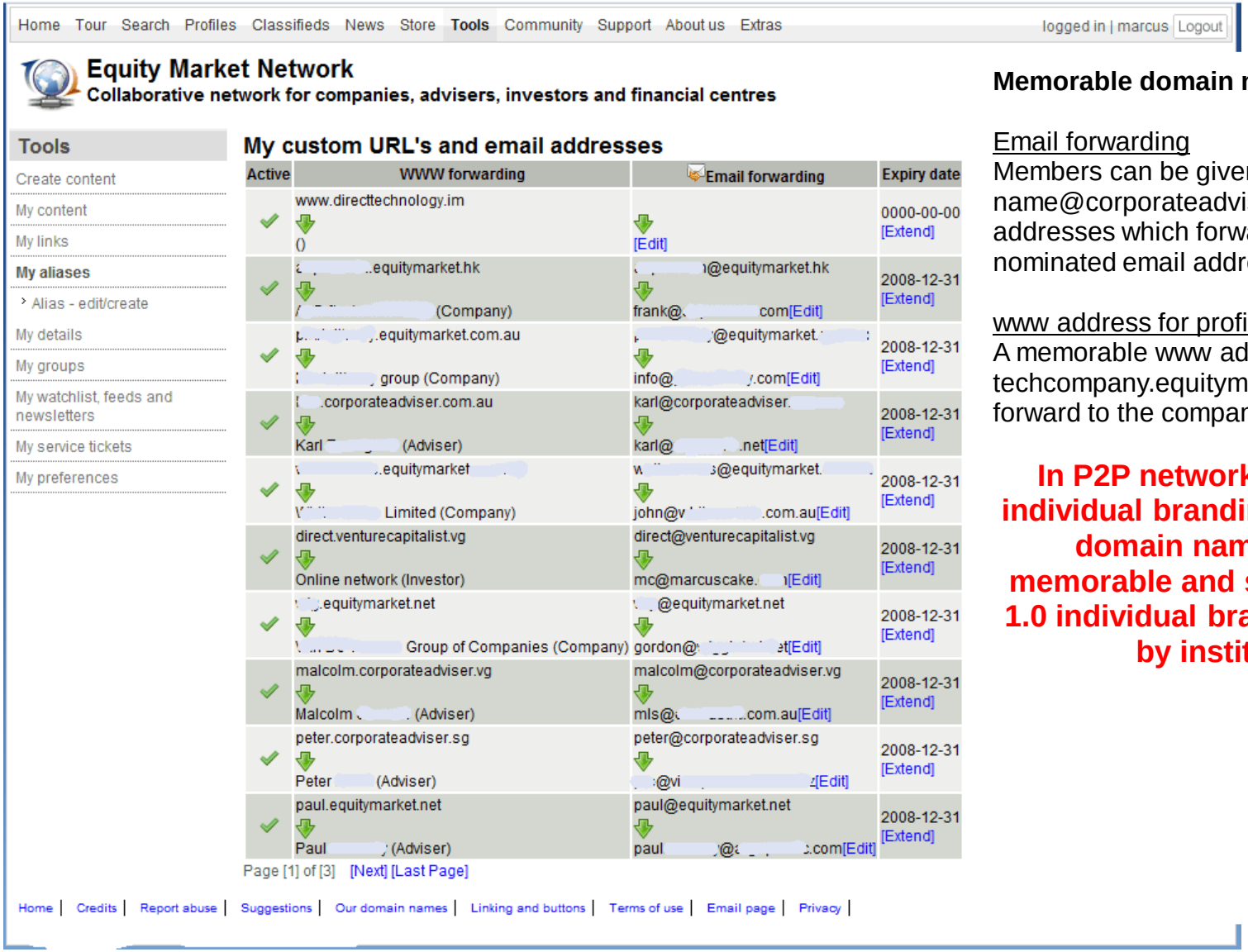
The following screenshot provides an example of how Equitymarket.ae could be integrated with Dubai Internet City.



BY NC SA

Custom URL and email forwarding management

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



Memorable domain names

Email forwarding

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

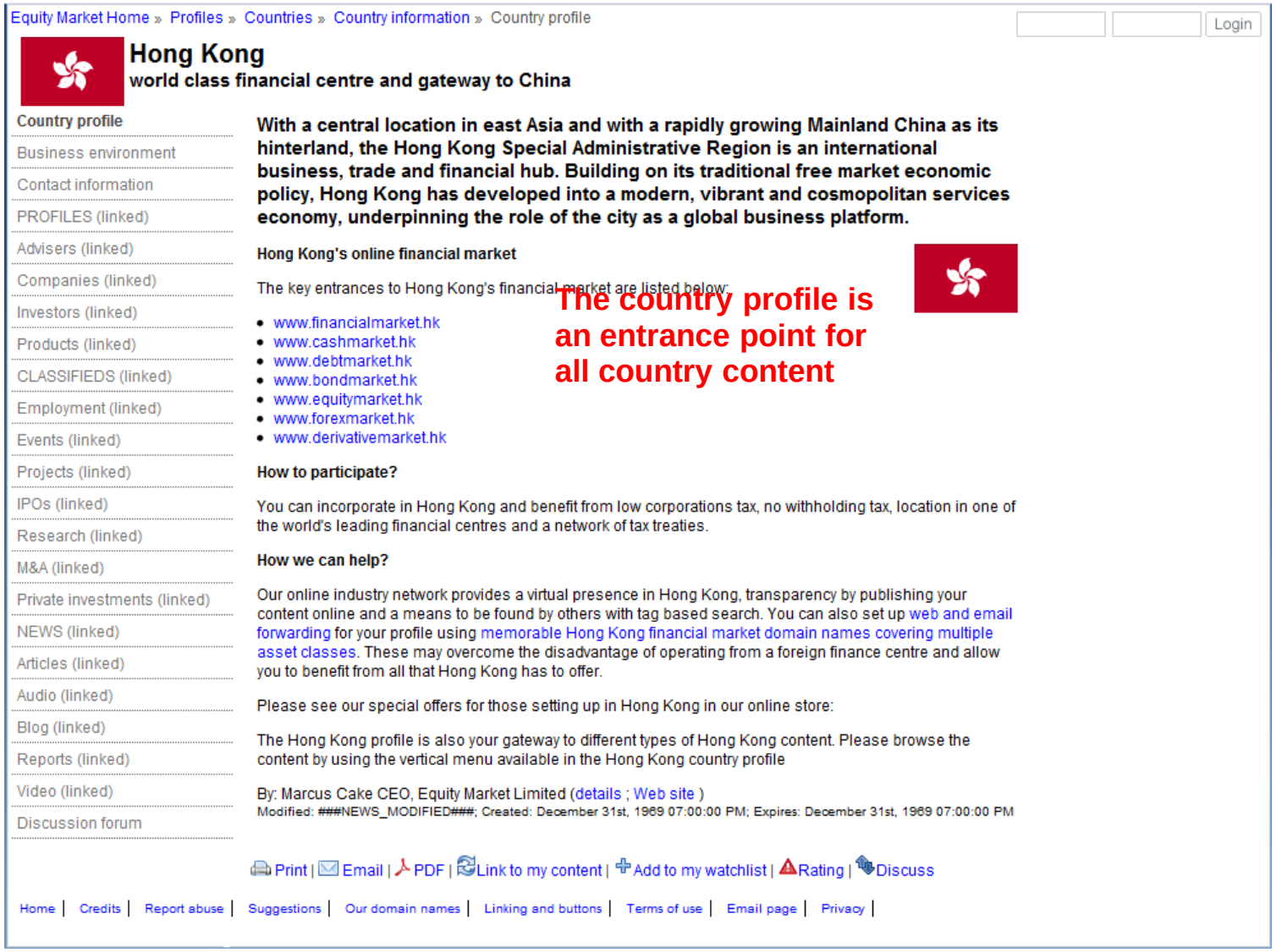
www address for profiles

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

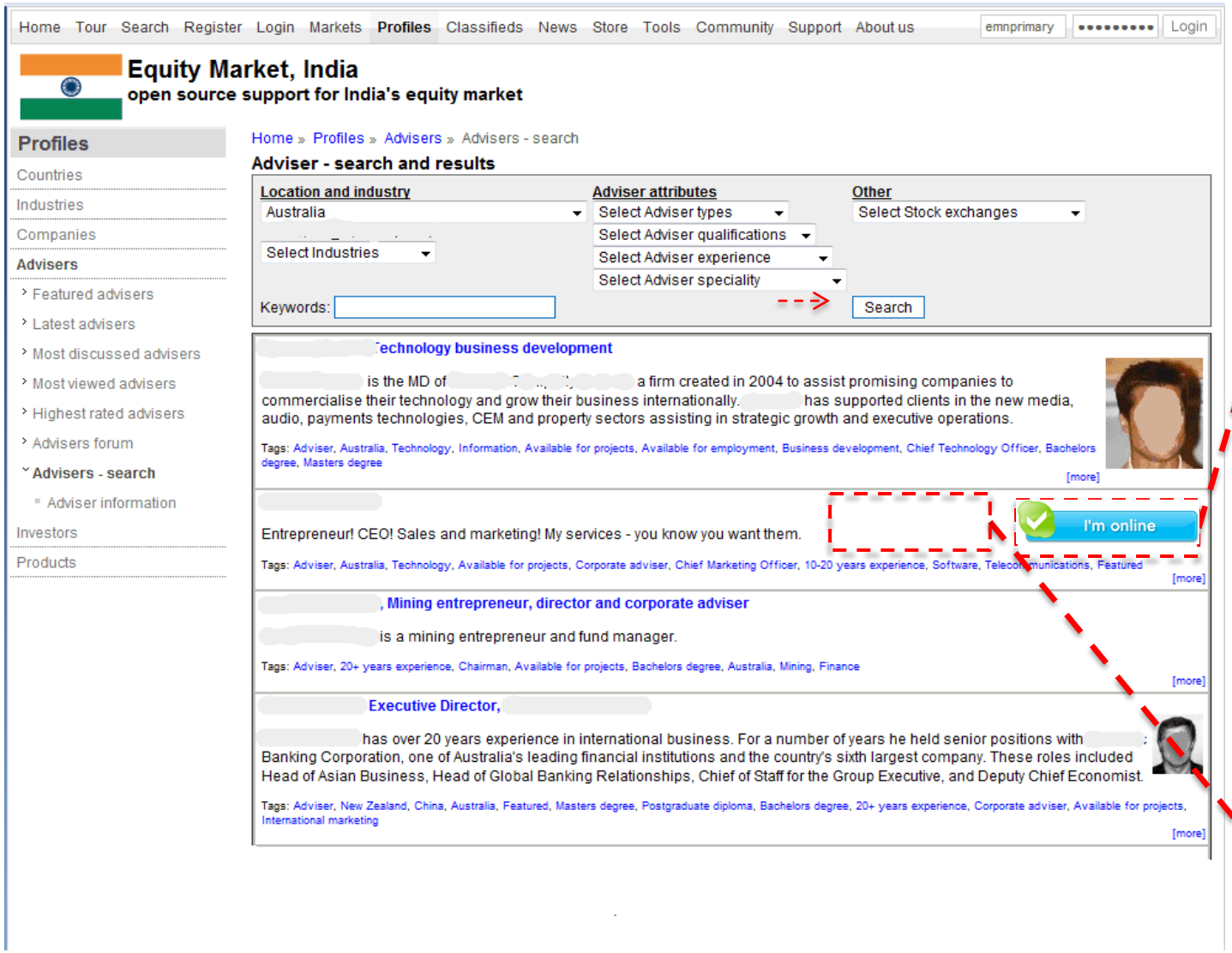
cc BY NC SA

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

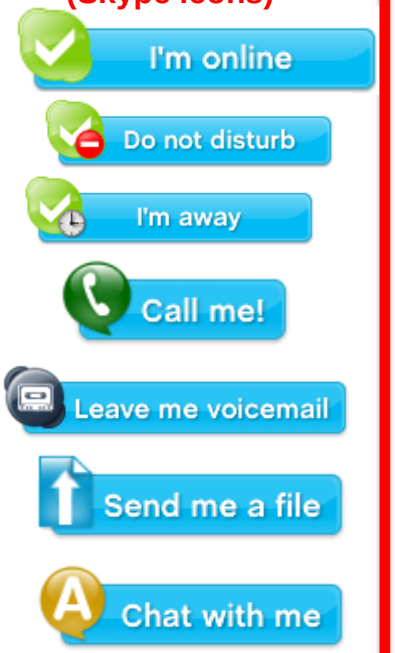


CC BY NC SA

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



Immediate availability (Skype icons)



Availability

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

BY NC SA

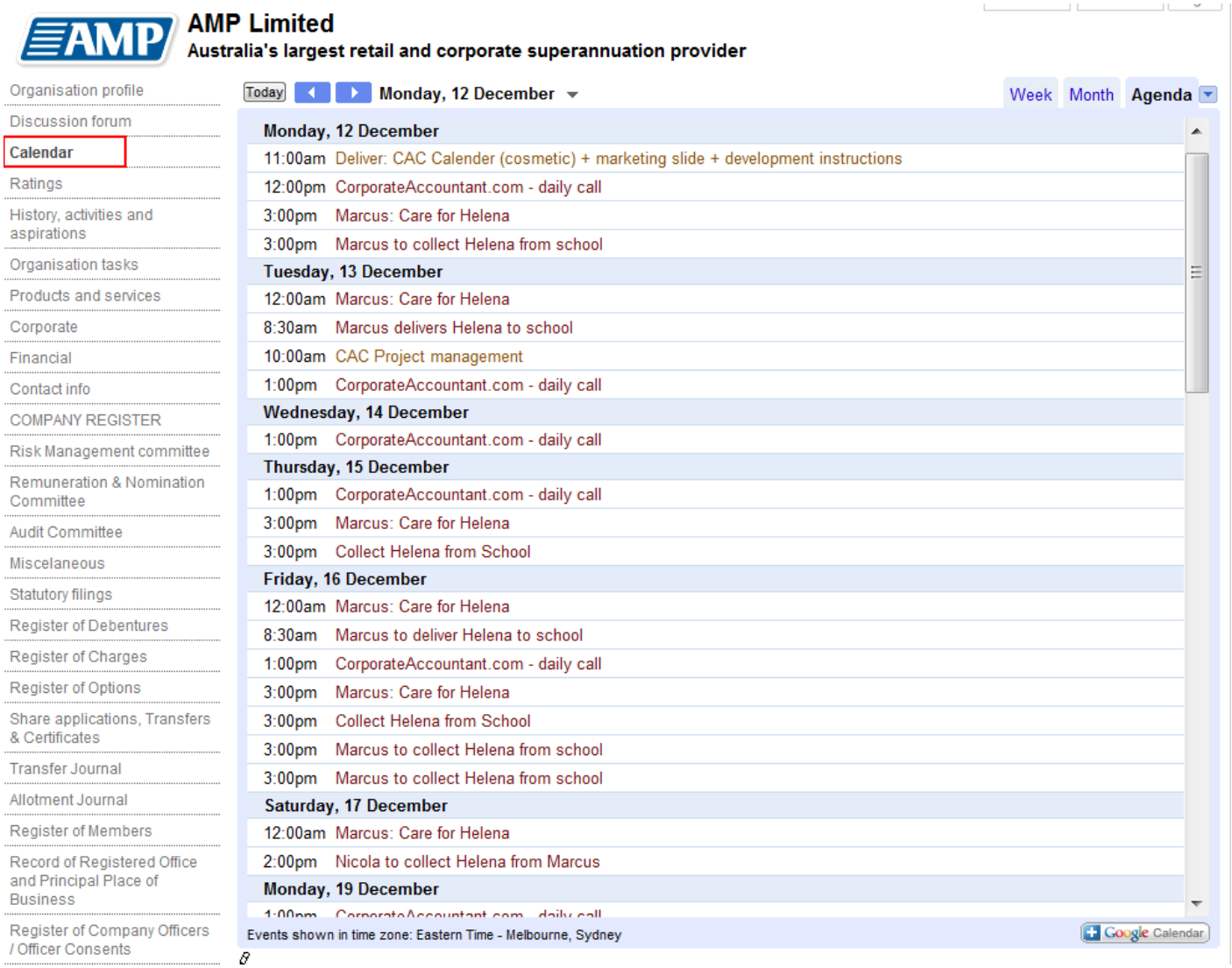
Each organisation, company or person can integrate a calendar – Google, Yahoo or another?

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



BY NC SA

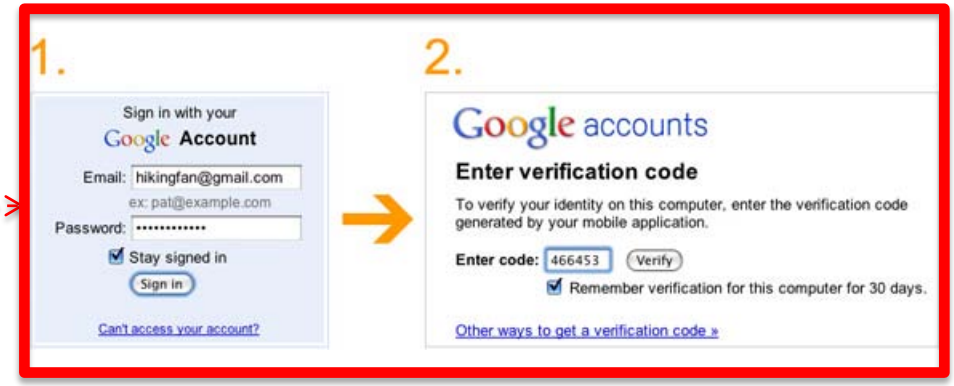
Authentication (login security) is critical! 3 levels are available

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



BY NC SA

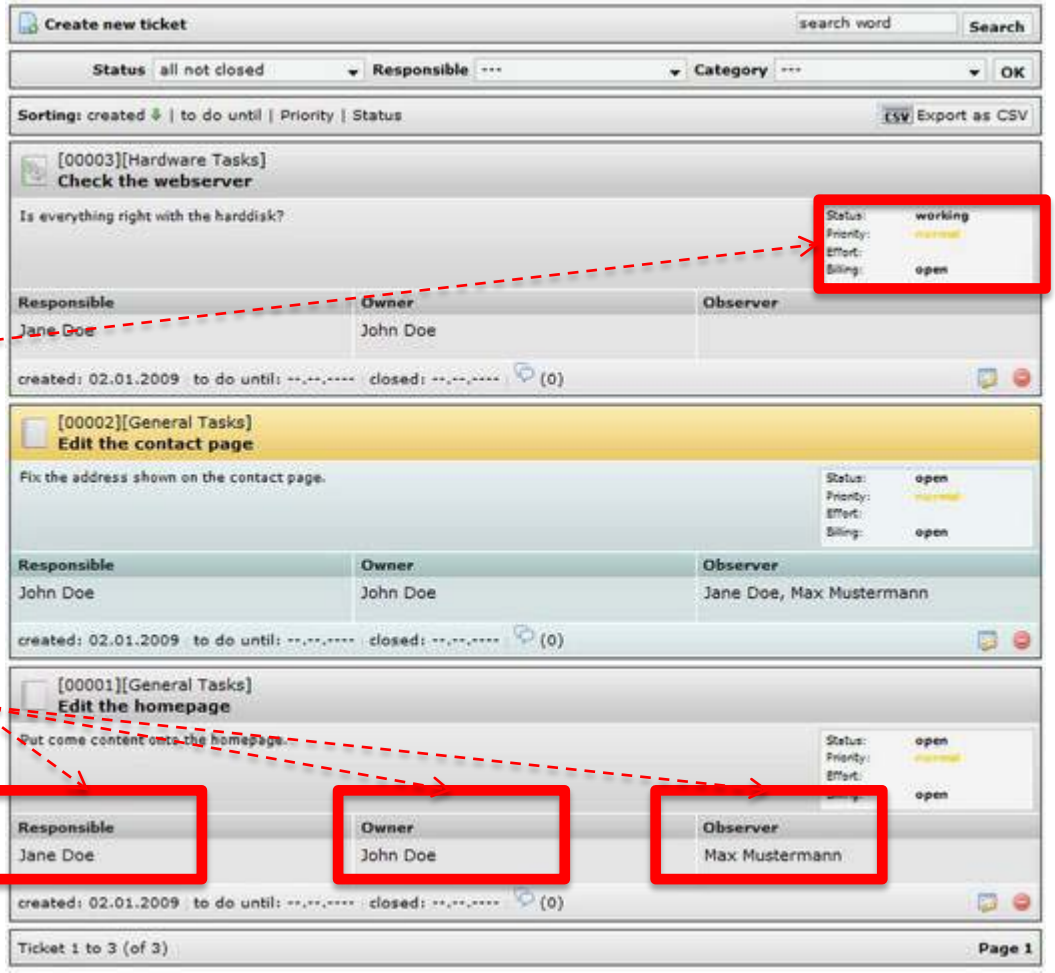
Our task centre will “push” content through successive people and workflow stages to completion

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



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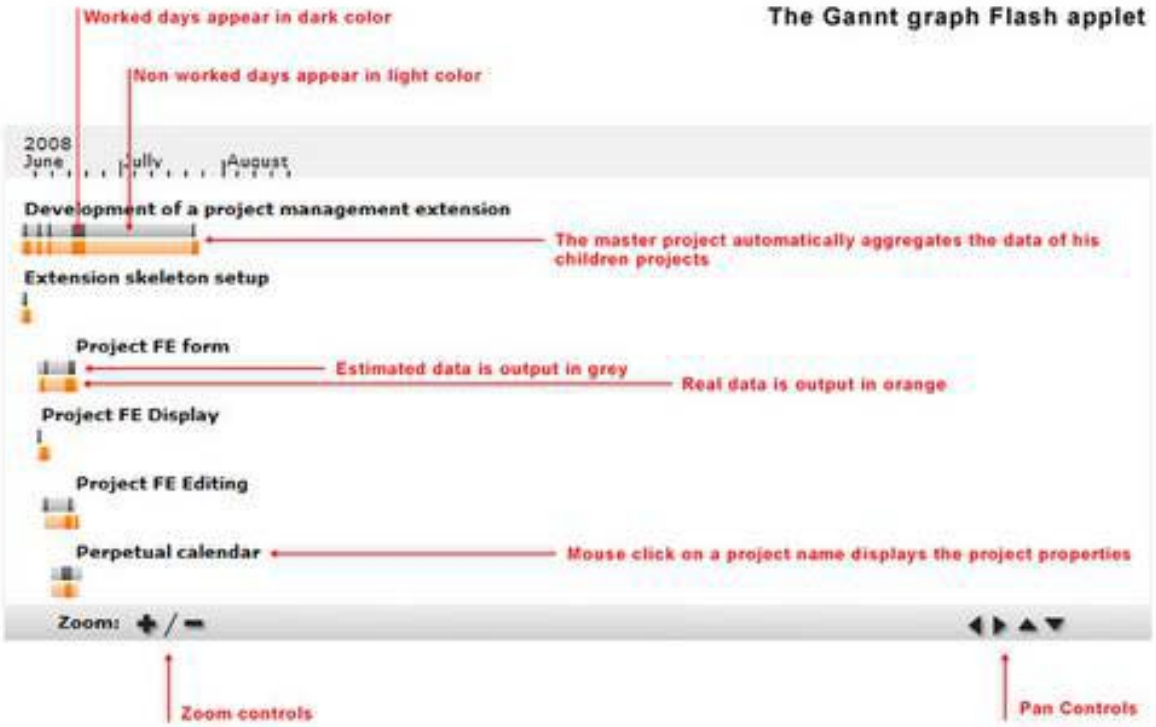
The project management system could be used for all sorts of projects and plans …. maybe a patient care plan prepared by a doctor to coordinate service delivery from multiple providers!

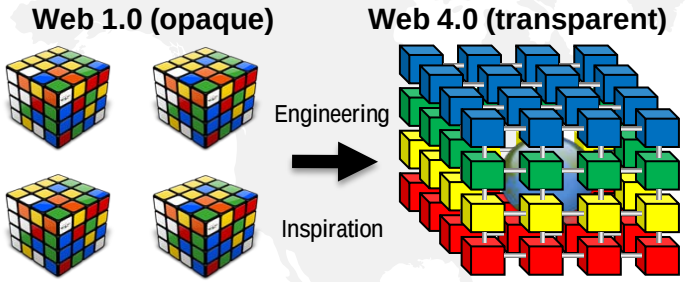


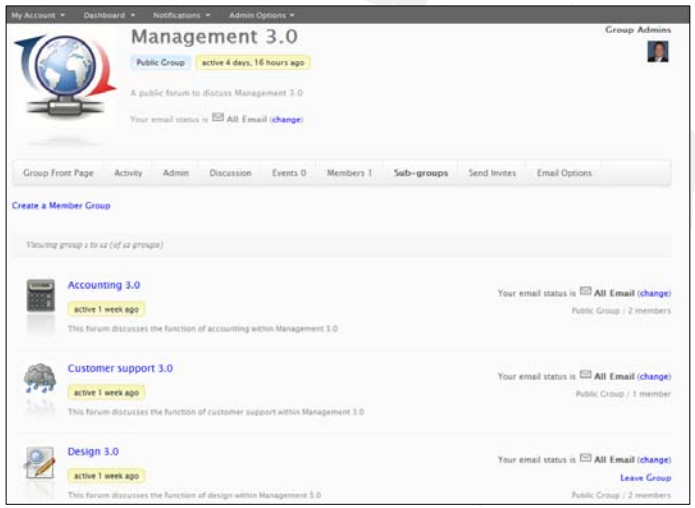
BY NC SA

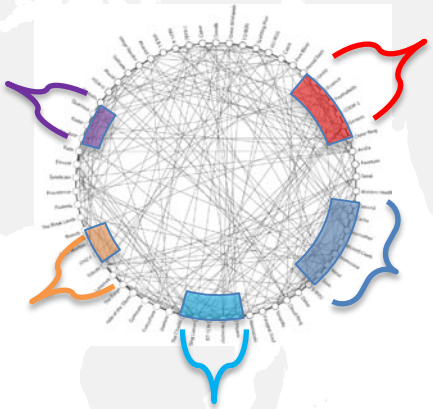
Building on the groundwork laid in social media technologies

ABOUT US

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







BY NC SA

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)

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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

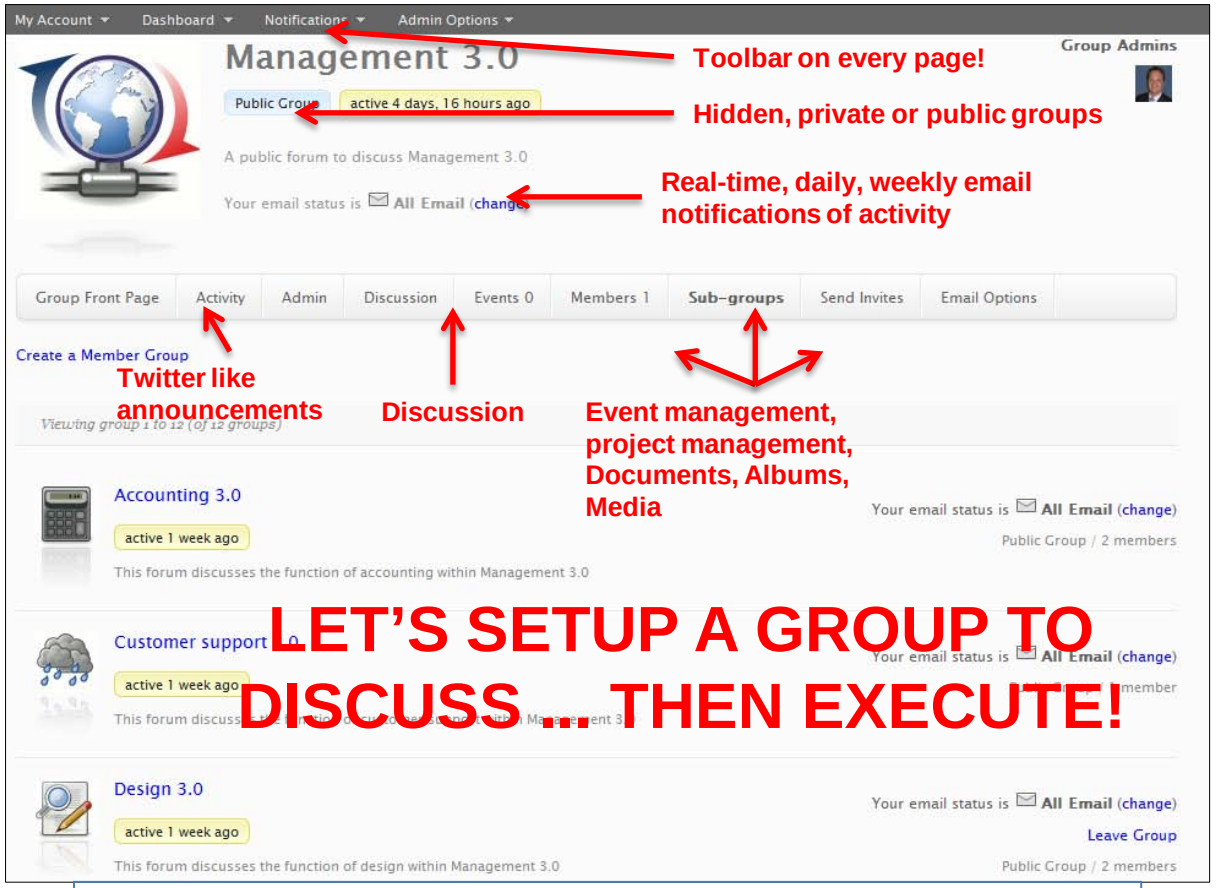
BUDDYPRESS (Collaboration)

- 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



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)

CC BY NC SA

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)

BY NC SA

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?

cc BY NC SA

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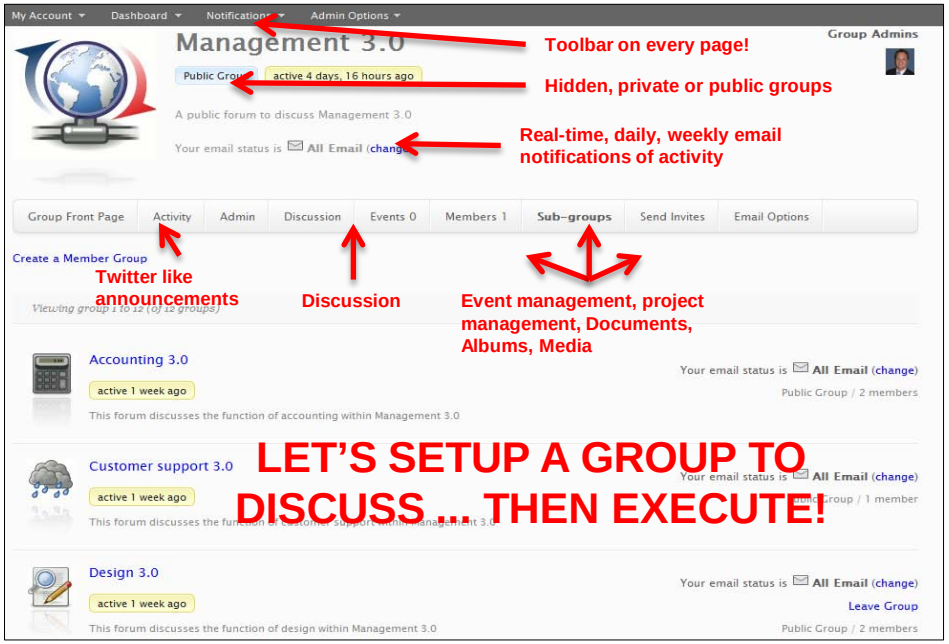
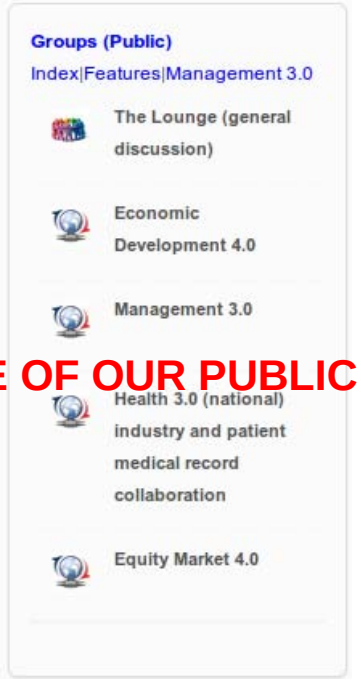
Copyright and proprietary channels exist to preserve ownership of intellectual property. If I have not made appropriate attribution pleased let me know.

What next? … participate, collaborate … create?





JOIN ONE OF OUR PUBLIC GROUPS!

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!

CC BY NC SA