

## POI / eaaaa

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# EXPOSE

## POI / eaaaa PORTAL OTWARTEJ INFORMACJI (Open Information Portal) eaaaa.info

### 1. Concept

The concept behind the project is to **systematize and catalogue information** on the Internet using a **uniform information template** so that only **one address = one website** is assigned to one **particular word** or topic. The project purpose consists in enabling the users seeking the information about the word to obtain satisfactory results instead of a number of addresses to websites, where each of them is built based on a different principle, has a different logical structure and unknown content.

#### Wyszukiwanie Informacji w POI

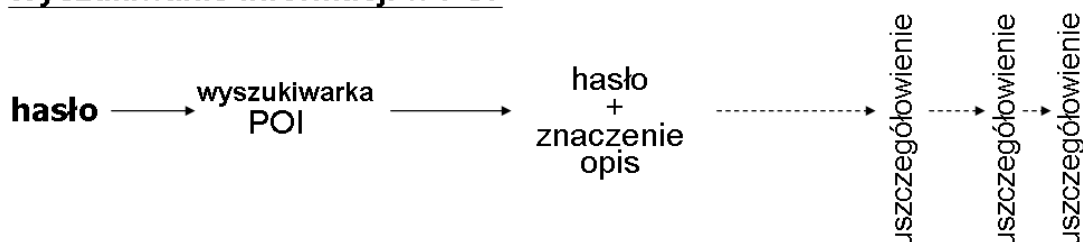


Fig. 1. Proposed method of accessing Information (hands-on example in Exhibit 3)  
Looking for Information in POI  
headword → POI search engine → headword + meaning – description → narrowing down...

We want to avoid the necessity of viewing a large number of websites which are not useful for the most part. Such viewing practice facilitated by search engines is currently used and widely accepted.

#### Wyszukiwanie Informacji dzisiaj

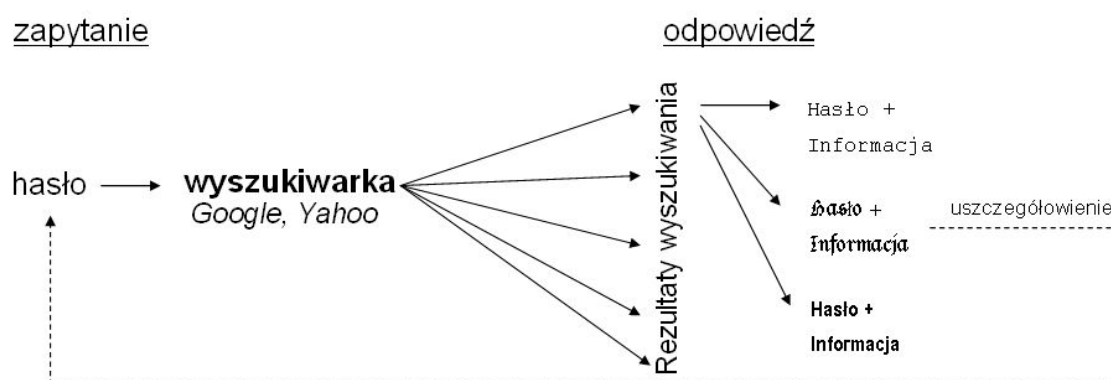


Fig. 2. Current method of accessing Information

Looking for Information today  
query answer  
headword → search engine (Google, Yahoo) Search results → headword + information → narrowing down

We object to such method of the Internet functioning and believe that it is possible to build a logically segregated content in the Internet in a relatively easy way, and that such new segregation will allow quick finding of the information and revolutionize the way of using the Internet, as a side effect.

#### **Abbreviations used in the text and attachments:**

**POI** - Portal Otwartej Informacji (*Open Information Portal*) = POI = functional name of the Polish project, Point 14.

**eaaaaa** - global structure of the project divided into language versions

-> due to the huge number of various topics considered within the project it is interchangeably called the **system**, **portal**, **structure**, **project**, **POI** or **eaaaaa**.

**Headquarters** – unit that manages the entire portal characterised by high interaction capabilities, Point 14

**NFS** - Name's First Site (in Polish: *Pierwsza Strona Nazwy*) – portal's construction element – **Standard for Information presentation** = www website; Point 7

**ADMI** - Administrator, supervisor of NFS and Information – active user, also an employee of the Headquarters; Point 4

## 2. Method

In order to satisfy the challenge it is necessary to ensure the **cooperation** of large numbers of **Internet Users** from the entire spectrum of the society. The society is our final client which we provide with our services. To be attractive to the society, the project addressed **real social needs**, satisfies such needs and provides tools for problem solving. According to the Motto:

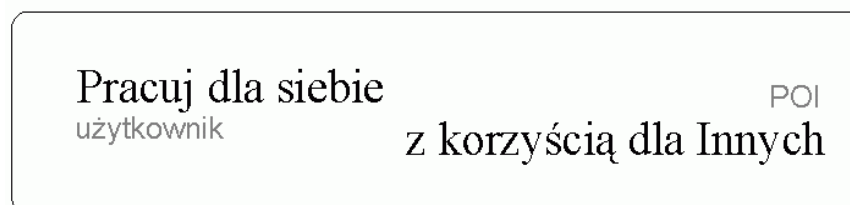


Fig. 3. POI's task is to coordinate users' actions for the benefit of the same, and in comparison with today's *social networking portals*: POI creates favourable conditions for those who haven't had access to the Internet.

Work for yourself  
User

to benefit other people  
POI

We give the Users an **easy tool** (much easier than editing in Wikipedia) to enable them to perform initial formatting of information on their own and improve such information in cooperation with others, while satisfying their own needs, and the System processes and multiplies that value (for example to provide easy access to information in the System and the Internet).

### 3. The Word comes first.

In our project **Word** is the unique name of a service, product, company, etc. For us it is the basic material which may be systematized in an adequate manner by means of a structure in a form of a logical tree where each word comes from another word with a wider semantic content and is the base for creating another word or idiom with a narrower semantic content.

Thus the structure of information search has been covered by the simplest logical scheme **"from general to detailed"**.

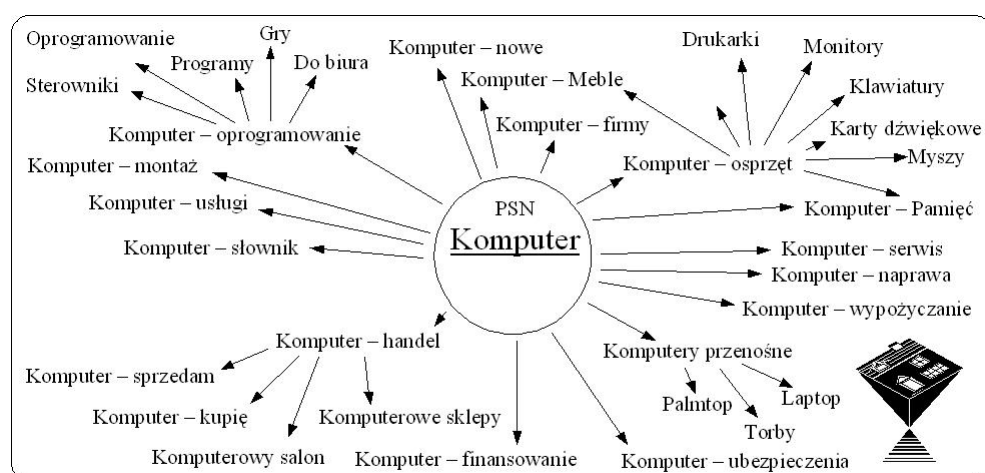


Fig. 4. Logical structure of each single word in the system. Each relation has its own NFS website.

Building the content, even as a part of competing, is great fun for our users and not that difficult at all if the users notice that they can help and follow the example of each other.

#### NFS Computer

Computer – dictionary (*słownik*) [*i w górę*]

Computer – services

Computer – assembly

Computer – software (drivers, software, programs, games, for office use)

Computer – new

Computer – furniture

Computer – companies

Computer – hardware (printers, monitors, keyboards, sound cards, mice, memory)

Computer – servicing

Computer – repairing

Computer – rental

Portable computers (palmtop, laptop, bags)

Computer – insurance

Computer – financing

Computer – commerce [*handel*]

Computer – want to sell [*sprzedam*]

Computer – want to buy [*kupię*]

Computer – Computer salon

Computer – Computer shops

#### 4. Where do we start?

The manner of posting information on the Internet by way of websites is chaotic and badly-ordered, which makes detailed data difficult to get through to.

As we said before, we are sure that it is possible to build a model of information posting on the web which segregates the data in a **form of a logical tree** (fig. 4). In such model finding the information will not involve a few hours of viewing the content of websites found by means of search engines; such content being at times spread across a few or a few dozens of separate and unrelated Internet websites.

We are convinced that the Internet's content can be ordered, which would **largely facilitate** the finding of the desired information and publishing it in the most adequate place on the entire Internet; this involves a great deal of responsibility of the structure we're building.

#### 5. What are we aiming for?

Everybody knows the social networking services such as *Wikipedia* or *Secondlife*. These are examples of building own environment on the Internet by the users themselves, against no charge whatsoever. It is sufficient to propose an appropriate logical structure supported by some intuitive tools to the users to win their involvement against **financial** bonus anticipated in this project and most of all against **personal** satisfaction.

Such project type not only gives financial benefit but also satisfies non-economic needs such as building a new place, managing the content and people, feeling unique and successful as a result of the participation in the project. Also the need to do something for one's own benefit and to benefit others. The project provides tools for this purpose.

**The Portal's user is for us the most important reference point  
in the entire concept!**

The user is the constructor, originator, guard, manager and owner of the particular word/spot in our structure.

## 6. Individual information cell in POI

Each word's website/(concrete address) looks the same in our structure. Using the POI structure is intuitive, i.e. information is served on each website **in the same way** that is perceived by the recipient as easy to understand and remember as well as well-ordered.

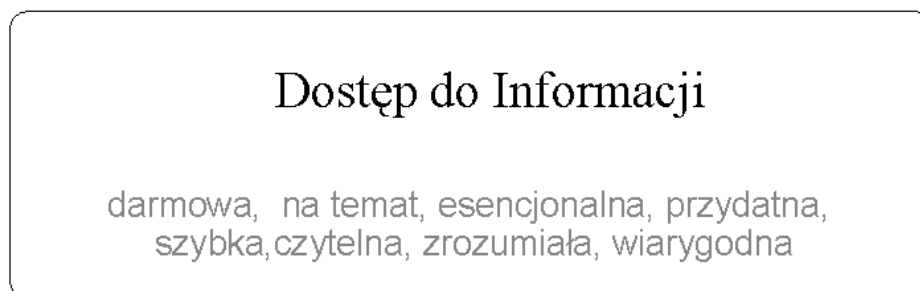


Fig. 5. Objective of the project in terms of the Information.

[Access to Information](#)

[free of charge, relevant, concise, quick, clear, comprehensible, reliable](#)

Information in the Portal is shaped to be:

- **Free of charge**, always available and always publishable free of charge. The principle does not apply to various forms of visual advertisements.
- **Relevant**, as the website's heading refers to the content of the entire website.
- **Essential and concise**, as the rules of information edition are to be clearly determined and evaluated by other users.
- **Useful and practical**, next to the above characteristics the rules of Information edition in the Portal will promote this feature, while the Information supervisors will be the living support for obtaining understandable and adequately applied information.
- **Quick**, simple and intuitive navigation around the portal will facilitate accessing the desired information quickly, while the light IT construction fosters quick downloading from the location.
- **Clear and legible**, which is necessary for quick orientation in the website's content, while its style will be improved continuously which is possible with the Information supervisor's specialization.
- **Comprehensible**, so it can be assimilated quickly due to a large number of description perspectives and the possibility to use sources in other languages.
- **Reliable**, as it is verified by thousands of users and moderators.

## 7. Why are we going to succeed?

The conceptual aspect of the project has been developed by us for almost 10 years. At that time we were convinced the project was well-grounded, and our conviction about the project opportunities and justification at the close of WEB 2.0 has grown even further. The WEB 3.0 definitions are closer to our project.

10 years ago our idea was too innovative, (Fig. 31, page 75) but now there exist an adequate **human potential**, including the Internet users and fiends, a appropriate

connection **infrastructure**, experienced **human resources** ready to cooperate and programming **tools** that are fully appreciated by professionals and also such people who are inclined to **pay** for their presence on the Internet. There are also well-developed **Internet resources** available without which the project would not be possible today.

According to sociologists, our society is entering the phase of so-called **Information Society**, and our project will enable us to finally **regulate Information**.

*Wikipedia:*

**Information society** – is a society in which information becomes a merchandize and is treated as special non-material goods, equal or even more precious than material goods. It is anticipated that services related to **storing, sending and processing** of information will be subject to further development.

The term was introduced in 1963 by a Japanese, T. Umesao (original version: "jōhōka shakai").... In Japan, the "Plan for creating information society as the national aim for 2000" was developed. It was a realistic strategy that assumed the country informatization leading to the **intellectual development** of the country and **establishing knowledge** and not its further industrialization and production and propagation of material goods.

## 1. Previous method of gathering information on the Internet

The **current** Internet operation **method** has exhausted its possibilities through its entropy. Millions of websites, while there are billions to come, have caused what **Stanisław Lem** predicted a few years ago: the so-called **infoglut**, which is also referred to as a **megabit bomb**, as in order to get the desired information you need to dig your way through hundreds of websites containing useless information. The structure proposed by us segregates information in a logical way and thus provides an easy access path to desired information by reducing the system's entropy (dispersion) which results in limiting the stochastic character (random selection) and the latent character (different each time) of finding information.

The **current scheme** of providing information (Fig. 2) is based on the rule of recognizing separate, atomized structures in a form of websites, all of which are constructed according to different principles. To get to the desired information, you choose one of many results of a searching process (e.g. obtained from *Google*) and arrive at a website where you expect to find the information.

You open the website although you do not know if its scope meets our needs. First you need to analyze its construction to understand its logical structure, and then having learned the rule of content division into smaller units, you are able to move to the section of our choice.

All the actions are performed intuitively, as you cannot be sure if the content constructor has applied the same semantics of words that refer the user to individual sub-sections.

If you do not find the desired information on the website, you are forced to open and read more atomized structures until you encounter anything satisfactory.



## 2. Finding Information in POI and through POI

(see Attachment no. 3)

The idea behind ordering the Internet information resources is based on arranging them according to **words**, or in other terms, **according to the words' meanings**.

In POI:

- you arrive at one spot (Fig. 1.) that contains information that you are looking for – the **spot is called** the same name as the **Information** you are looking for. In here you limit the search by choosing the spot where it is described in more detail. Next, the process is the same as described above.
- you publish information in the spot where everybody will look for it.
- information **search** and **posting** takes place in **one** and only **spot** and through this one and only spot.

It could have been the same on the Internet, had it not been for someone failing to set the imperative to post appropriate information under the domain's appropriate name.

Unfortunately, it had been impossible to place proper information under domains' proper names when the Internet was being created. Actually, it is still the case.

POI solves this inconvenience by introducing the Information **Presentation Standard** called here the **Name's First Site** or **NFS**.  
(structure of NFS in Point 7.)

Due to the **project's versatility: POI/eaaaa** as an IT structure is and must be simple in terms of its construction and operation. Therefore, practically the whole system is built based on this one **NFS Standard** = in construction terms on one type of a website together with the user operating it who does not need any special abilities.

The above **NFS** (name's first or elementary site) is the **construction element**. Millions of such NFS constitute **eaaaa**; they are spread across the entire World Wide Web, in various languages and with various interconnections. Ultimately, the NFS sites are the beginnings of thematic microportals, and you should remember about the **user**, who is the most important figure here.

Word management technology is the **key element** of the solution and it is performed according to the following criteria:

- 1. **Language**
- 2. **Word**
- 3. **Search narrowing** within the word/topic relations

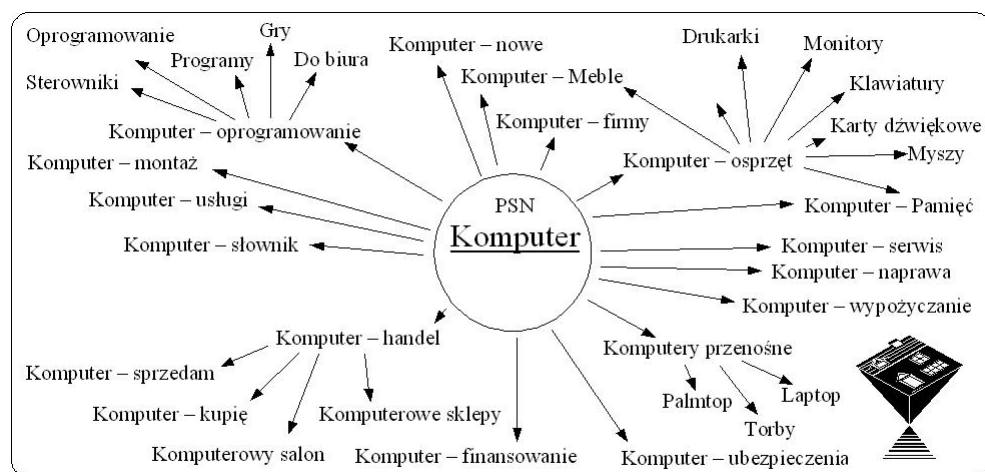


Fig. 6. NFSs with their NAMES composed of one word only are at the top of the pyramid, while word and/or topic relations are in the pyramid's base

#### NFS Computer

Computer – dictionary (*słownik*) [*i w górę*]

Computer – services

Computer – assembly

Computer – software (drivers, software, programs, games, for office use)

Computer – new

Computer – furniture

Computer – companies

Computer – hardware (printers, monitors, keyboards, sound cards, mouses, memory)

Computer – servicing

Computer – repairing

Computer – rental

Computer – Portable computers (palmtop, laptop, bags)

Computer – insurance

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Computer – commerce [*handel*]

Computer – want to sell [*sprzedam*]

Computer – want to buy [*kupię*]

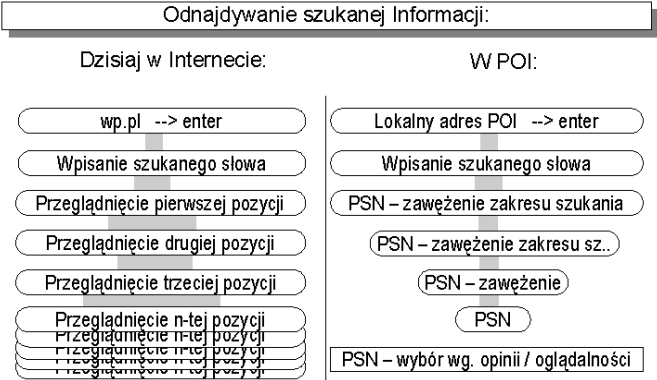
Computer – Computer salon

Computer – Computer shops

Each customer using the solution needs only 2 steps to get to the beginning of the desired information!!! (1. Language; 2. Word)

Already after step 2, the customer gets only information from the field of interest: Business, Product, Service, Entertainment or such **detailed information** of interest as "Pendrive, 1GB, PLN 10 each"(Fig. 8). At this point the customer can take advantage of the existing information or post their own piece such as a note about their company or service, or ask a question, or even put an advertisement or buy a product.

At POI/eaaaa you are not faced with sifting of millions of "search results" provided by search engines. At POI you get to information by entering a **general headword**, and then you **narrow** it according **access paths** on an open NFS – only by clicking.



Gray stripes are the time needed for navigating around the site's content in order to find the desired Information

## Today on the Internet:

You type the word searched

You look through item one  
You look through item two  
You look through item three  
You look through item no. 'n'

## ACKNOWLEDGMENTS

You type the word searched

NFS – you narrow the scope of search

NFS – you narrow ...

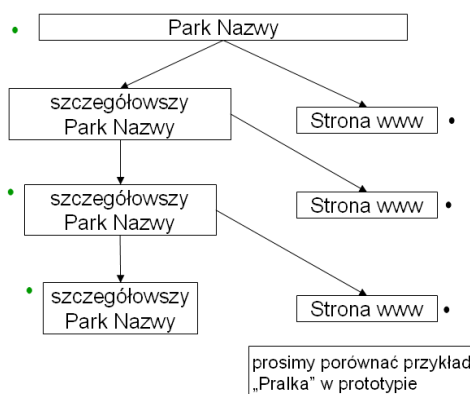
NFS – you choose acc. to opinion / viewing figures



Tak jest od 10 lat i nie wyobrażamy sobie inaczej

Technologia Ea

- Przeglądanie wyników
- Przeglądanie wyników
- Przeglądanie wyników
- Przeglądanie wyników
- Następna strona
- Przeglądanie wyników
- Przeglądanie wyników
- Przeglądanie wyników
- Przeglądanie wyników
- Następna strona
- Przeglądanie wyników
- Przeglądanie wyników
- Przeglądanie wyników
- Przeglądanie wyników



- każda strona inna budowa  
= poznanie logiki, szukanie, sprawdzanie, klikanie, przewijanie
- znana budowa i funkcjonowanie

Rys. Schemat szukania, tak samo jak wyżej - schemat drugi.

You type the word searched

You look through item one  
You look through item three  
You look through item two  
Next page

Next page  
You look through item three  
You look through item three  
You look through item three

You type the word searched

NFS – you narrow the scope of search

NFS – you narrow the scope ...

NFS – you narrow ...

NFS

→ or WWW site

→ or WWW site

→ or WWW site

Look Example "pralka" in prototype of Ea

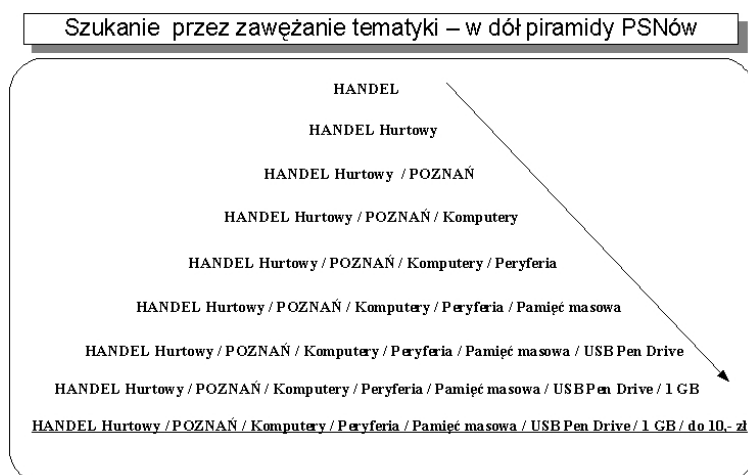


Fig. 8. First you enter the most general word, and then you narrow the scope / look for more detailed meaning.  
Each line is a NFS with a different NAME. If you know what you are looking for, you can enter more words right from the beginning.  
(The example, on purpose, shows a longer path of finding information.)

*(The scheme is synonymous with Fig. 1 and right side of Fig. 7)*

Search by narrowing the scope of subject area – down the NFS' pyramid

SALE  
WholeSALE  
WholeSALE / Poznań  
WholeSALE / Poznań / Computers  
WholeSALE / Poznań / Computers / Peripheral Devices  
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory  
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory / USB Pen Drive  
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory / USB Pen Drive / 1 GB  
WholeSALE / Poznań / Computers / Peripheral Devices / Mass Memory / **USB Pen Drive / 1 GB / up to PLN 10.00**

## Accessing the system from the outside

**NFS** – Name's First Site = Information Presentation **Standard**, enables building the access application (or its easy adaptation) for accessing existing communication systems, as shown below.

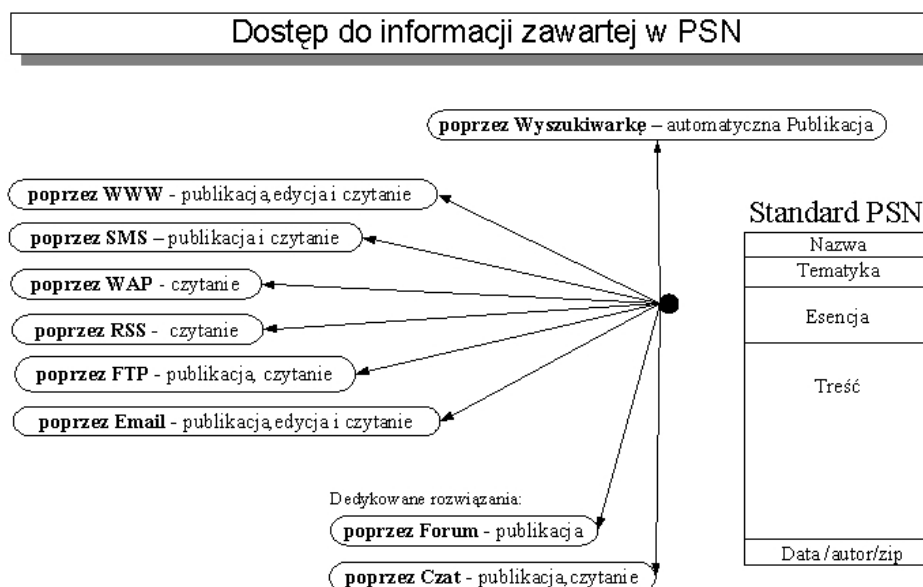


Fig. 9. Access to (and partly also publishing of) Information posted directly on NFS

through Search Engine – automatic Publication  
 through WWW – publication, editing and reading  
 through SMS – publication and reading  
 through WAP – reading  
 through RSS – reading  
 through FTP – publication, reading  
 through e-mail – publication, editing and reading

NFS Standard

dedicated solutions:  
 through Forum – publication  
 through Chat – publication, reading

## 3. POI's objectives and utilities

### 3.1 Obtaining Information

Since nowadays you look for information on the Internet by means of Internet websites all of which are constructed differently, have their own logical structure (often not entirely comprehensible), therefore searching for detailed data on the Internet is at times difficult and surely time-consuming – thus streamlining the method of Information finding is of **big interest**.

Creation of a **unified template** for Information presentation on the Internet is going to result in accelerating and facilitating the search for the Information, which shall be **found more efficiently**.

In the current stage of the Internet development, its usefulness is being limited by an excess of information and by useless or immoral content. With the help of our template the situation will obviously improve (Fig. 5).

The structure of an individual NFS-type website will enable orientation which information already **exists** in the net and which still **misses**, as our structure's advantage is that **no websites will be doubled**, unlike nowadays. As soon as you see our logical structure for the first time, you can figure out **where you are** and **where you are going** to get to the desired information.

We anticipate the following functions of our structure's usefulness for users (for Information):

- **obtaining information** quickly
- easy **orientation** around the **POI's information resources** – I know what else you can find; you know if what you are looking for is already in POI
- **arriving at** the desired **information** quickly – you move very fast from one place to another,  
You visit each consecutive websites smoothly, you easily know where you are where you are going
- You do not need to learn the structure of consecutive websites from the beginning, as the informative template is always the same
- there is no information chaos
- there are **no excessive** and undesired pieces of **information** due to their adequate arrangement, and so no websites are being open only because they seem suitable.

Tim Berners-Lee, creator of the world wide web's foundations, sees the requirements for any future information management structure (which are already satisfied by POI) as follows:

*„Based on its assumptions Semantic Web is to utilize the existing communication protocol on which the Internet of today is based on. The difference would lie in the fact that data sent could be 'understood' also by machines.”*

According to Wikipedia information sharing in the Semantic Web:

- **interrelates various data** located in the Internet within common semantic units (e.g. websites concerning films, sciences, French cuisine, etc.);
- **differentiates data that are now undistinguishable for machines** due to identical textual notation (e.g. “bow” is the weapon which fires arrows, a kind of tied ribbon, the front of the ship or to bend forward at the waist in respect).
- **performs inference processes on these data**, i.e. develops such information about them that is not explicitly available (e.g. based on the “Eve is Adam's wife” clause, we can derive that Eve is a woman, Adam is a man, Adam is Eve's husband, no other man is Eve's husband, etc.).

= POI enables Information management in various human contexts, also **without** any assistance from **machines** that are not for long yet going to meet the **abilities of a human to create associations**.

### 3.2 Information Creation – posting it in the structure

A template developed for information sharing implicates that an adequate method is created for segregating and posting it in the POI structure.

Therefore, it is equally easy to find the information and create it, or post it – also using the template, in our structure

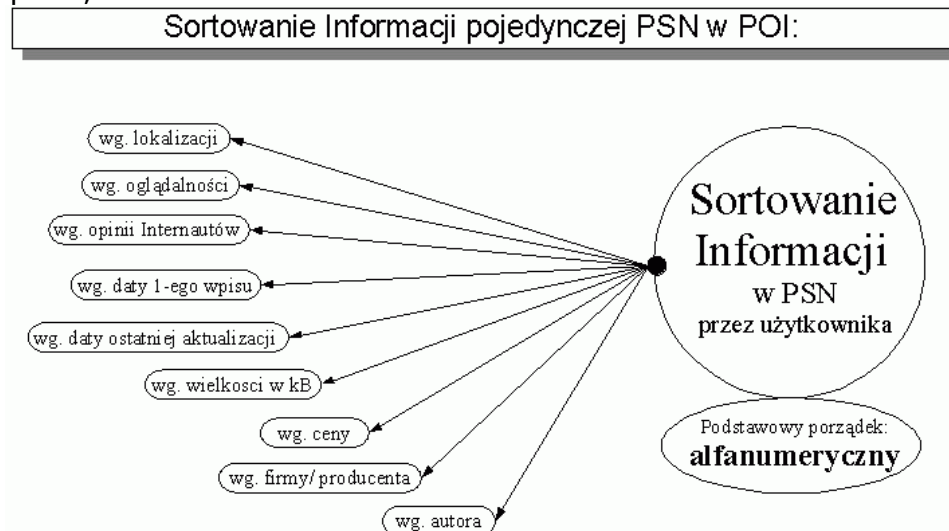


Fig. 1. The template-based structure enables easy programming of general and individual methods of segregation and filtration of the Information contained in NFS (see Fig. 22.)

Sorting of Information in FNS by the user  
Elementary order: alphanumeric

acc. to location  
acc. to visiting rates  
acc. to Internet users' opinion  
acc. to 1<sup>st</sup> entry's date  
acc. to last update date  
acc. to kB size  
acc. to price  
acc. to company/producer  
acc. to author

### 3.3 Creating the community

Our structure, based on people involved and willing to participate in it, creates a community around it. Naturally, apart from the information creation mechanism other mechanisms have been introduced that are going to develop the community, including chats, voting, asking and answering questions that are permanently saved in the content of the NFS, adding commentaries to NFS sites created, and to enable free message exchange between the structure participants, especially those **focused on one thematic block** (Fig. 4 and 13).

Building a supranational and supra-language society whose members gather around thematic blocks not only for entertainment but mostly for defined purpose is a new phenomenon.

### 3.4 Locating the information

When viewing websites nowadays, you are not sure if having found a related piece of information, you will finally arrive at the one you search for. Or if the website you are viewing at a moment includes the exact information you wanted to find, or just content-related information.

In the POI structure you are **quickly guided straight** to the desired information. What is more, having become proficient at navigating around the structure, you can **jump** easily **close** to the information interesting to you without any unnecessary and painstaking viewing of websites the content of which actually remains unknown to you.

### 3.5 Payment for cooperation

As we expect the Internet users to get involved in creating the structure (Fig. 13.) against remuneration, our project has real chances of inhabiting the minds of recipients and users not only as a structure far more useful than the current Information search methods, but also as a structure that provides consideration to persons who are not programming specialists and experts, but can contribute to the Information forming processes.

Users' consideration will also depend on their involvement: number of comments and answers to questions, participation in questionnaires and surveys, assessment of the system elements and operation.

In view of the portal's construction, the consideration shall not exceed the **average national gross salary per month, i.e. PLN 2,500** (but the objective is to unify the salary to a global value irrespective of the nationality and language, which will make it easier for us to manage the finance and in the social terms will contribute to global equalization of income).

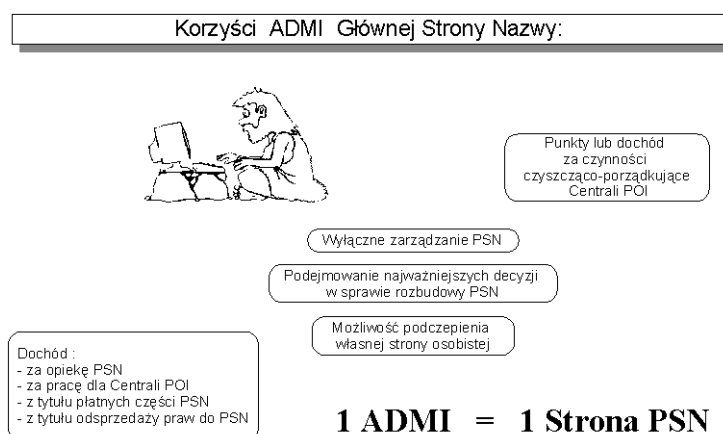


Fig. 11. Some benefits of the NFS supervisor = ADMINistrator, (for more see Point 4.)

- Points or revenue for cleaning & ordering of the POI Headquarters
- Exclusive management of the FNS
- Making most important decisions concerning the FNS development
- Possibility of attaching ADMI's own personal website

#### Revenue:

- for supervising the FNS
- for working for the POI Headquarters
- from paid parts of the FNS
- from selling rights to the FNS

**1 ADMI = 1 FNS site (minimum or more)**



### 3.6 Entertainment through information

As information also provides entertainment, we have prepared a preliminary design of gaming options in our structure. We are doing this because we know how many Internet users **look** not only for information but also for **entertainment**. These two spheres are largely interrelated on the websites, or even overlap and cause constant growth in using the Internet both in quantitative and qualitative terms, and expand the time of using the Internet by the statistical user.

The game's description is another subject for discussion. In short, the game's world is created on the grounds of the structure in which the cooperation of a gamer and the ADMI **benefits both** of them.

### 3.7 Exchange of Information

In reference to the current trends on the Internet, we want to provide the POI users with the structure's complete utility, including the possibility of free exchange of files. It is particularly important now in the era of strong decentralist tendencies and spontaneous community formation movements on the Internet that are caused by the Internet users' growing activity. We are aware that such option is necessary to build a structure considered as fully useful.

#### Solving problems and removing obstacles in the flow of the Information

➤ **1. Problem of unordered information – PROBLEM no. 1A**

Our civilization (including the Internet) is based, among other things, on the alphabet, used for creating words, terms, topics, etc.

The Internet, being a common tool based on the word transfer, has lost the words and very often their meaning.

Following the project implementation in the Internet, the problems with searching, viewing, sorting of unordered information posted on the Internet will be solved to a great extent. This will happen after the **words are ordered according to their meanings**. This is the job of Portal Otwartej Informacji - [eaaaa.info](http://eaaaa.info)

➤ **2. Problem of publishing information easily** on the Internet.

E.g.: A customer posts a piece of Information. But how and where can you find it? Using a search engine?

POI/eaaa makes it easy to publish Information with the option of providing it immediately to the interested users, as the place of publication is also the place where Information is searched for.

➤ **3. Problem of work-consuming sorting of results displayed by Information search engines** – plenty of poor quality or topic-unrelated information. You don't find the information you are looking, instead, you find **search results**.

POI/eaaaa largely eliminates the need for using search engines. First of all the rule applies to all popular topics and issues. POI/eaaaa enables locating e.g. trading and business information in a format that makes the business analysis easier.

- **4. Problem of positioning** of a website, name, product in the monopoly held by search engines. The average monthly cost for a larger company is PLN 1,500 (if posted in the Google's top ten), provided that its key-words are not too popular. A small company has no chances whatsoever for positioning itself or its product in case popular words are applied. It must be noted here that although Google and similar search engines are excellent tools, one issue seems to be overlooked: people have become slaves of robots. Hundreds of thousands of young creative people dabble in positioning, which is boring, laborious yet still paying job performed according to the algorithms of robots-programs.

POI/eaaaa completely eliminates the need for positioning, (but does not exclude it), contributing to the reduction of the costs of the customer's presence on the Internet and facilitating additional international expansion. Consequently, positioners will be gradually released from their pointless work for monopolists providing access to the Information, and will receive completely new and independent on-line jobs such as conducting and supervising a FNS topic that will at the same time **make** them **specialists** in a specific information field. (Fig. 12)

- **5. Problem of the www address** that is short and sounds good. Everyone who puts their offer to the Internet "too late" or later than others starts from a lower position. Then only long or bizarre and fancy addresses are left:

E.g.: [www.stolarstwo.cc.pl](http://www.stolarstwo.cc.pl) , [www.stolarstwo.ovh.org](http://www.stolarstwo.ovh.org) ,  
[www.stolarstwo.nowak.republika.pl](http://www.stolarstwo.nowak.republika.pl) , [www.classicmeble.pl](http://www.classicmeble.pl)

POI/eaaaa frees its customers from www addresses. The customers get space including a **new address** in **eaaaa**, and to be found also using a search engine.

E.g.: [stolarstwo23](#), [stolarstwo89](#).

The most important function of these addresses is the first contact. It must be added here that the address can be used both through linking to the portal's main page and entering it in the search engine's field and or entering it to any NFS pages spread out on the Internet.

- **6. Problem of the technology compulsion.** A customer wants to appear on the Internet, present its offer, place a banner advertisement, looks for an investor, etc. To make your presence felt on the Internet, you must invest in graphic designers, advertisement agencies, positioners, admins of your own website, etc.

POI/eaaaa provides the customer and the customer's products with rightful and easy presence on the I., enables carrying out its own marketing strategy,

facilitates finding business partners while avoiding agents, programmers or unnecessary bureaucracy.

- **7. Problem of verifying credibility** of a business partner, product's quality, opinion about a product, important Information on the Internet, phone number, Internet address. For B2B and C3B.

POI/eaaaa offers its verification service free of any charge, as a consequence of its functional structure. The tool consist here in a system of comments, votes and scores, while the NFS site is the necessary space.

- **8. Problem of dividing the Internet into language versions** – it is difficult to get to the same Information in various languages and take advantage of it easily, even when you know the foreign language in question.

POI/eaaaa facilitates reaching the analogical information **in various languages**, even if the user's command of the foreign language is poor. And because the project suggests recording all information in one standard, there is also a possibility of automatic translation of the content by translation software.

- **9. Problem of dispersed Information.** Information to one topic is gathered from many places – information services are doubled although they often get the information from one source.

In POI/eaaaa it is the POI/eaaaa that specified the **source spot** for the Information. It means that all the interested users will get to the source of information easily and will know that such a source is the only one existing and they can check what the real information is from the source.

- **10. Problem of lost significance of a regular user.** Regular Internet users are invisible. Despite the Internet equality a hierarchy is about to arise in terms of the possibilities for investing in the Internet, presented services and websites.

POI/eaaaa project offers an answer to the current investments in the Internet. The major currency is the **number of project participants**. The project has a chance of becoming a gigantic multi-language "portal" that operates to the benefit of the **Internet users**. In our project the regular Internet users take the **first place**. In eaaaa, the Internet "starts" from them. It is obvious that in the end they will constitute the Web.

This means that a market that has not existed so far will arise as a market of "owners" of single words, terms and topics, a market of administrators, i.e. people working together on the project. Maybe it is a bit of a game, but people like having fun, especially if it builds relations and **supports self-development**. And this is what we all want.

- **11. Problem of Information manipulating** – despite the web's openness and dispersion, there are no spots where you could raise your points in issues interesting to you. Information is provided by information services, but gathered and accepted only to a slight extent.

POI/eaaaa enables expressing opinions on practically all topics, however the difference (with respect to the current situation in the Web) is that any opinion is going to be carefully recorded and archived and then easy to find. This means that

any user can check if any opinions have been expressed about the given subject or not. Any such opinion can be also evaluated, with the result being saved to the author's account. An important aspect of the solution is also the possibility of expressing your opinion by voting and thus contributing to any particular change supported by the project headquarters.

➤ **12. Problem of accessibility for children!  
(socially very important issue!)**

In some parts the Internet is harmful to children's development - **no efficient and absolute methods** of banning the information harmful or inadvisable for children have been prepared so far.

POI/eaaaa provides an almost perfect solution to this problem by setting the rule that "inadvisable" spots can be accessed only by going through an authorized logging (Point 7.10.2. and 4). This solution is possible because the project has not yet been implemented in the Internet, and because a given term appears only once in the project (e.g. violence, sex, rape, occultism, racism) and it is easier to determine its accessibility. And so the structure disables getting to Information inadvisable to children both in the structure itself and outside, in the Internet, provided you are accessing the Web through POI/eaaaa.

➤ **13. Problem of Internet availability to the elderly and TV viewers!  
(socially very important issue!)**

In the today's Internet practically **nothing** (!!!) shows any hope for change, as the Internet has been designed and developed by young people for young people. It must be said here that we **forgot a little** about the physical and perceptual impediments that our parents and grandparents have in contacts with up-to-date work tools and technology. Older people who often do not use the computer and the new medium of the Internet **may happen not to have** the chance to share their **experience, knowledge and wisdom** (that they acquired throughout their long lives) with their children and grandchildren. At the same time, the young keep their eyes fixed on the Internet as the treasury of wisdom. This means that as the society we are cutting off from the older and serve ourselves a future of growing without the roots of our parents and grandparents. Globally, the Internet society as a whole has not so far dared to take such step, and we are not even aware of doing in now.

POI/eaaaa **stimulates the elderly people** by the unified method of information inscription, while its flexible presentation interface enables quick learning how to use the POI structure itself and the Internet resources.

➤ **14. Problem of the Web commercialization** - advertisements, surveys – portals solicit for customers with all means possible applied. **All that counts** are the **visiting figures!** They are the only indicator of being successful on the Internet (at first also for us). Thus services are constructed with the target of attracting the biggest numbers of Internet users without paying any

attention to the way of operation of the project itself. Moreover they often double in their intentions. And finally what wins is the myth and design of the given project.

POI/eaaaaa focuses on the regular user and takes advantage of their natural desire to improve their living conditions. When this tendency is transferred on millions of the Internet users, a structure formed consciously aims at changing to the better at the lowest consumer level.

The chance for a change is a great attracting power which used for multiplying income from the entire project brings a **benefit** for a **single user**, increases users' involvement, satisfies their needs and decreases their problems. If the last rule applies to the multitude of the Internet users, we can expect effects beneficial to the entire society in terms of its development.

At the same time we are aware that the eaaaaa structure satisfies most of all the society's demand for information, while it cares less about entertainment; therefore we anticipate that two types of structures will coexist one next to the other: the so-far World Wide Web and the new NFS based on the information template, which could possibly be called WWO – Word Wide Open? ☺

## 4. The Group of Users

Characteristics of users:

1. **Active user** – NAME's ADMInistrator and co-worker
2. **End user** – Internet users  
divided into:
  - a) **private, common** users
  - b) **business** users

“Tell me and I will forget. Show me, I will remember.  
Let me participate and... you will arouse my desire.”

Desire for belonging, union, interaction, and finally - oh, well, for purchasing.  
To depict it vividly, this is how the pragmatic world of advertising adapts the famous motto of master Confucius to its today's needs. *(citation: www.marketing-news.pl)*

Based on the above maxim, POI develops cooperation with both private and business users.

### 4.1 Active user - ADMInistrator

Active participation is linked to supervising the system unique NFS NAME of choice.

- In the project the NAME's Supervisor is called: **ADMI** derived from Administrator.
- *And the other way round:*

The **NAME** itself and the entire NFS is **assigned to ADMI** – unique Administrator.

Important: The **NAME does not have to have a supervisor** – its NFS operates and functions **semi-automatically** as well.

However, if there is a supervisor, then ADMI manages everything that happens on their NFS. But the content of the NFS is additionally complemented and modelled by other NFS users and automatic regulations for content sorting.

At first the project is addressed to young creative Internet users. The system imposes practically no limitations. We have prepared the NFS (Name's First Site) as the tool for their work that assumes minimal expertise in computer technologies and techniques and the Internet.

In concrete terms we assume that a person who has **never used the computer** before

will be capable to **use the system actively after 10 minutes** of introduction by e.g. employee of an Internet café.

### Targeted group of ADMInistrators

The ADMIs to be will originate from people of all ages (10-99 years old), but they can be divided into the following groups:

- fans, hobbyists and people with great experience or specialization
- pupils and students, scientists,
- programmers and IT specialists,
- businesses, trade, managers, marketing divisions,
- profession-oriented employees, commissioned by employers, including selected clerks and officers
- disabled people
- elderly people for whom the project is a bridge to the Internet
- people working at home, taking care of children, mainly women.

**Only a natural person** can become an **administrator** – not a robot, not a company, not an office. That means that the above listed entities, in order to manage a NFS, need to delegate their employee to be personally responsible for administering the NFS and to participate actively in its life.

At this point we wish to explain that a website administered by a company does not mean that it is going to be biased or partial; if that happens, the entity may even lose the website.

## 4.2 Scope of work and abilities of the Administrator:

Responsibility for the individual Names (of the NFS websites – see point 8 Construction) should be borne by people who define, develop and combine them or find relations with other words, etc. This is great fun that additionally provides practical benefits and can facilitate Information searching and understanding.

Functions of the NFS service and editing are simple and intuitive. Service tutorials in a form of barely pop-up windows and instruction films ensure sufficient assistance for the future ADMI, i.e. NFS supervisor, so they could start and continue their work.

Also a model gallery of completed NFS sites will suffice to show the project direction to the Administrators.

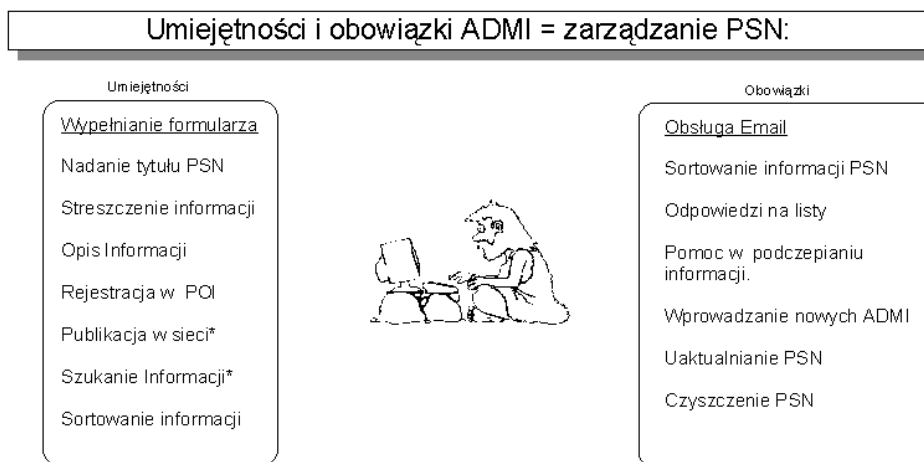


Fig. 12. Plenty of work for an ADMI, if they apply themselves. It is uneventful work for years. For programmers, pupils and students servicing the NFS is a piece of cake. For people with poorer education, the NFS servicing may require not more than one lesson (45 min.).

#### Skills and responsibilities of the ADMI = managing the NFS:

##### Skills

##### Filling in the form

Giving a title to a NFS  
 Summarizing the Information  
 Describing the Information  
 Registering in POI  
 Publishing in the network  
 Searching the Information  
 Sorting the Information

##### Responsibilities

##### E-mailing

Sorting the Information on the NFS  
 Responding to correspondence  
 Helping in posting the Information  
 Introducing new ADMIs  
 Updating the NFS  
 Cleaning the NFS

Apart from the above the average NFS ADMInistrator should be:

- **communicative** to be able to reply to mail, as this capability will let them increase successively the quality of their NFS. The ADMI receives mail from all the interested in the topic and from other ADMIs who will be building the thematic group together (Fig. 6).
- **capable of viewing search results** from search engines, choosing and pasting these www addresses, descriptions, photos that let them describe the NFS' topic to the greatest extent.
- **able to check the content of websites** based on links sent by users and attached in the FREE module and to place them in the TOP.
- **able to direct questions** to specialists and other experts in the network to explain various details of the NFS' topic.



- **able to order** the NFS, which means deleting erroneous entries, surreptitious advertising, spam and rubbish that could come out due to many thousands of visits by users.
- **have enough time** for building the NFS site. Construction of one average size NFS takes **about 4-5 hours**, and the everyday service max. about 0.5 hour.

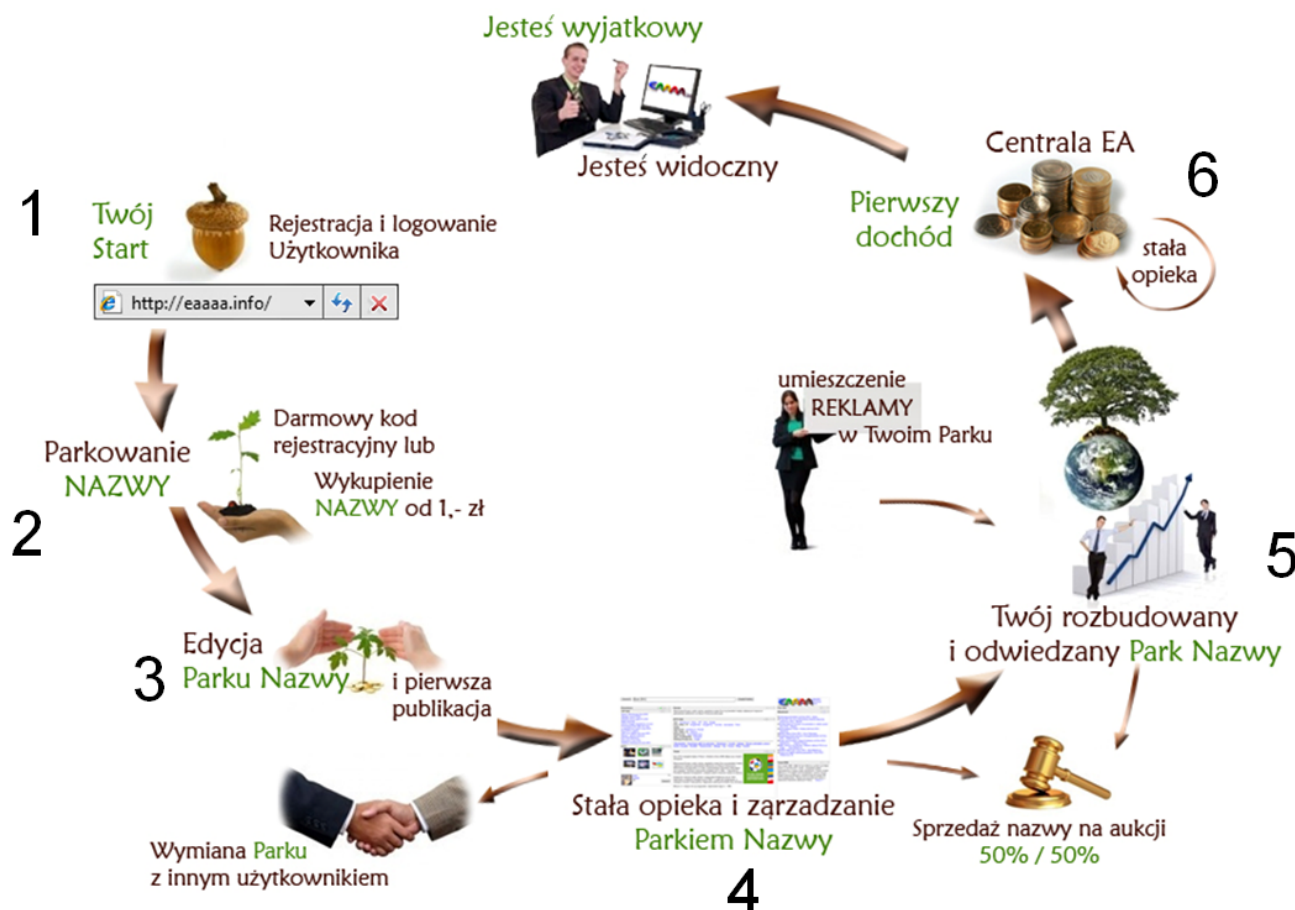


Fig. 13. The most popular form of active participation in POI.

- 1 Your Start - Registration
- 2 Choosing a name for the NFS, Buying a NAME – from PLN 1.00
- 3 Editing and ADMINistering the NFS, first publication.
- 4 Continuous supervision. Owner of the NFS. Exchange ← or → selling the NAME on an auction 50% / 50%
- 5 Your developed and *visitet* NFS (*continuous supervision*)  
-> Advertisement – placing an ad
- 6 First income (*continuous supervision*)  
eaaaa HEADQUARTERS
7. Your are special. You are visible. You manage and decide

**Caution: only one option of the participation in eaaaa is shown here**

Each administrator's first NFS will qualify for assessment and upon approval it will be **admitted for publication**. Remuneration (PLN 25-100) will be paid as soon as all criteria are met, including visiting figures (which can be known when choosing the NFS' NAME, as the number of the name's calls in the POI search engine is open).

### 4.3 Expected benefits and remuneration for the ADMInistrator

- obtaining **ownership rights** on the Internet to the thematic NFS site
- obtaining **space** where you can prove yourself based on your willingness and work, and not so much on your possible skills of an expert.
- obtaining **identity** by representing the NFS' name/topic and related personal **visibility** in the network.
- **earning money**, the top limit: gross PLN 2,500 monthly. We estimate that in Poland there is a possibility of creating as many as 15,000-50,000 paid spaces as the project evolves. (See the project calculation.)
- **managing** the topic and group on-line. Administrators of sites that concern a single word (e.g. Computer, Fig. 6) manage the entire word family, thematic relatives and therefore they also lead and direct their Administrators. For the Headquarters they are **topic ambassadors** of a single word.
- **self-education** in the area covered by the topic, becoming an Internet specialist and maybe even an advisor.
- benefits for end users listed in Point 4.5 and more:

Can you have a few hundreds of friends? In the past it was quite difficult to make so many friends, but now such a result is nothing extraordinary. With the help of social portals you can have numerous acquaintances including also celebrities such as a well-known artist or business tycoon. (Quote after: [www.marketing-news.pl](http://www.marketing-news.pl))

POI enables creation of supranational thematic societies.

- chance for **being a success**, winning competitions, receiving prizes
- **competition** – ADMInistrators of related topics compete with each other using the same tools. A lot depends, however, on their ingenuity, which will in the end be assessed by the Internet users, and through competitions also by a jury.
- **distinctions and prestige** in the group, school, college, work and living place.
- **contact** – with a group of people interested in the same area.
- **affiliation** – the NFS site is an element of a wider topic to which also other Internet users and larger groups focused on the topic belong.
- Constant **contact with a great project** and the portal's Headquarters and making joint decisions about the project future. The Headquarters emphasizes the importance of intensive exchange of correspondence with users.
- **professional benefits** due to the work at the project and others.

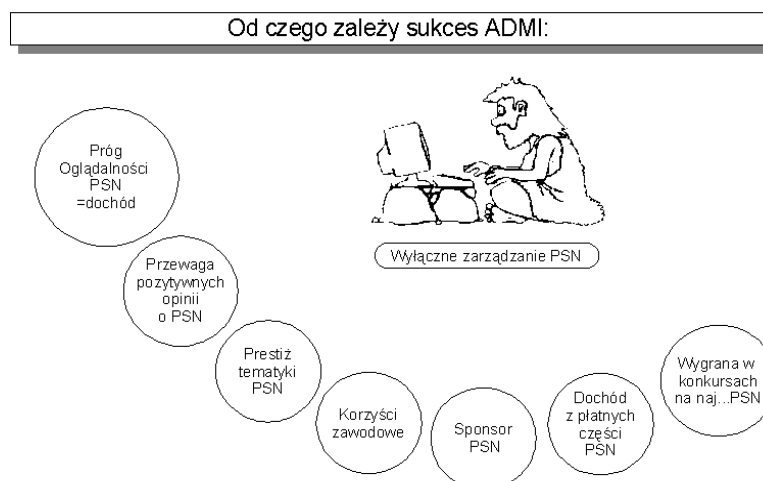


Fig. 14. ADMinistrator has plenty of opportunities for independent actions – freedom of actions.

#### ADMI's success depends on:

Exclusive management of NFS

NFS visiting figures = income

Majority of positive opinions about the NFS

Prestige of NFS' topic

Professional benefits

NFS' sponsor

Income from paid parts of NFS

Prizes won in competitions for the best NFS

## 4.4 End user – common user

Vital issue: **Children's access to the Information in the system**

Generally, we pose no age limits, except for:

Without password, without logging or registration

- a) Access to all resources **for everyone**.  
(with information inadequate for children and youths excluded: point b-d)

Registration + logging + password

- b) Access to children **over 7 years old** (set by parents)
- c) Access to children **over 12 years old** (set by parents)
- d) Access for adults **over 18 years old**, i.e. **unlimited** access – such as point a), but only after logging

## General characteristics of the common user

Naturally in the beginning of the portal's functioning, it will be surely serviced by the so-called market innovators – **people who like learning new techniques** and communication options, and who prefer the Internet to TV or other ways of spending time.

After two or three years of making the portal popular, it will be time for an **abrupt increase of users' awareness** of utilities proposed by our structure and therefore the number of users will increase significantly at that point.

It is also related to a significant transfer of human activeness into the network due to the drop of prices for wideband links and to the growing popularity of services typical now for lifebox TP such as interactive TV – all that will evoke greater Internet activeness of people who have been passive so far.

## 4.5 Planning of benefits for common users

and enabling them satisfying their needs:

- **easier search for information** – substantial changes in comparison with the today's methods of finding information on the Internet. Possibility of finding information immediately after publishing it.
- **publishing** information with the possibility of finding it immediately by all the interested.
- additional **interactive options** on the project sites that are used for expressing opinion, evaluating and voting for change options.
- receiving **context-related advertisements** depending on the viewed content with the option of blocking them totally or partially.
- **getting information** – NFS sites facilitate the information search and exchange. Our sites contain introductory information for beginners up to the most advanced data, which makes understanding and learning much easier.
- **expressing yourself** – NFS sites make it possible to express opinions, judgments, critics and complaints. Replies of other users can also be placed on the website.
- **education** – NFS sites and the project itself enable exchange of opinions and are the starting bases for a new form of education for schools. Unlike in *Wikipedia*, POI has areas dedicated to statements of scientists, specialists and professionals (similar to *Knol*), with such a difference that an NFS accepts all forms of presenting information, including by those teachers who know not only how to present information but also how to deliver and teach it.
- **safety** – the project's character and destination **inspire trust**. Data will be archived. In POI Administrators are supported by always ready moderators and editors who are willing to help. The portal itself and its users are **not for sale**.
- **communication** – the topic of an NFS site requires contacting with ADMistrators of other NFS sites in order to develop your own one. Thousands of groups related to the given topic are going to be created.
- **Ideas** – POI secures ideas of the Internet users and helps them in carrying them out. It is a characteristic bank and nursery of ideas. This small element is a very useful tool for the project development.
- **Numerous**, or even very numerous, **competitions** organized by both the Headquarters and Administrators supported by the Headquarters.

#### 4.5.1 Forms of cooperation with the user:

The eaaaa platform can be to some extent compared to the *SecondLife* game, in which gamers receive, buy or work out their own space and thus obtain various virtual benefits. However, in the eaaaa the benefits are much more real, as the platform is **totally linked** to the **real life**, economy, **business**, culture, etc. Although the eaaaa happens in the virtual space of the Internet, the advantages for the user can be much more beneficial in the real life than the game could ever be, which will be **reflected in the success** of the platform described here.

- ✓ Forms and scope of the Internet users' cooperation in the project decide about its future value already before it starts.
- ✓ The project enables contribution by practically everyone willing to do so, accounting for their availability and expertise.
- ✓ There are constant forms of cooperation:
  - construction of your **own thematic website** (of the NFS type) made in the project's simple standard and administration tasks (ADMI Point 4.1)
  - opening and **initial editing** of NFS sites – without administration tasks
  - volunteering in the **operations of Headquarters'** and Project's Management There are many operative functions: moderators of various degrees and fields of interest, cleaners of inconsistencies, forum moderators, text editors, translators and others.
  - **completing surveys** supporting the project steering.
  - participating in the **Headquarters internal discussions** and voting in the project's various elements **to navigate** the project development.
  - complementing the project resources by **providing links to information** contained on the NFS sites.
  - full-time job at the Headquarters – as an **on-line employee**
  - many other developmental forms.

#### 4.6 Business user

In the business group, the largest movement will be generated by **employees of companies** who commissioned by their bosses will, apart from downloading information and observing competition's websites, perform various operations available as services in the portal.

Particular attention will be paid to services of **posting advertising** texts and images (banners, etc.) **independently** on websites that are thematically linked to the operations of the given company. The service provides the customer with the possibility of building customized advertising campaign, also by avoiding the intermediation of advertising agencies or media houses.

For **medium-size companies** this brings a **significant cost savings** on this type of projects, while the **small and micro-size companies** get the first **real chance of existence** with their advertisement on the Internet, which was previously blocked by market prices based on the structure of the Internet portals, media houses and advertising agencies.

Another option covers the monitoring of users' movement on selected thematic sites by means of various tools. Monitoring of users' behaviour and the behaviour mechanisms are open also to the common user, but often they are of no interest to them (unlike to business users).

#### Oferty współpracy i obopólnych korzyści:

- Dla Internautów (od ok. 7 lat)
- Dla osób niepełnosprawnych (wymóg: obsługa komputera),
- Dla Webmasterów,
- Dla małych i dużych firm Internetowych,
- Dla agencji reklamowych,
- Dla kafejek Internetowych,
- Dla innych firm z i bez dostępu do Internetu,
- Dla lokalnych Sklepów, Usług, Gastronomii, Producentów,
- Dla Szkół i Uczelni,
- Dla Instytutów i Urzędów,
- Dla Operatorów telefonii komórkowej,
- Dla Banków,

Fig. 15. Potential recipients of our offer for cooperation in creating peripheral or client programs and programs for complementing the content of portal's websites.

#### Cooperation offers and mutual benefits:

- For Internet users (from about 7 years)
- For disabled people (computer skills required)
- For Webmasters
- For small and large Internet-based companies
- For advertising agencies
- For Internet cafes
- For other companies with/without access to the Internet
- For local Stores, Service Points, Dining places, Producers
- For Schools and Universities
- For Institutions and Authorities
- For Mobile Phone Operators
- For Banks

## 4.7 Our first customers:

1. The target customer (group of customers) directly interested in purchasing services and products of eaaaaa will be those whose good condition **depends on their image** and PR activity. Such customers will be interested in buying our product if their sales figures depend on the power of the products' make or current fads.

You can expect that the following customers may purchase our service **immediately**:

- banks and insurance companies, 20 entities
  - brand clothing and shoe industries, 30 entities
  - mobile phone operators, 5 entities
  - cosmetics manufacturers, pharmaceutical industry, 30 entities
  - vehicle manufacturers and dealers, 20
  - real estate agents and house building companies, 30
  - producers of brand computer hardware and household appliances, 40
  - market and hypermarket chains, 10
  - private medical institutions, hospitals, dental practices, pharmacies, 40
  - numerous manufacturers of brand consumer goods, 50
  - large corporations and stock-listed concerns, 350
  - hotel chains, restaurants, travel agencies, tourist attractions, 100
  - private schools, paid public education institutions, 20
  - all offers, promotions, products, services, investments, actions, concerts, books, films and music related events newly launched onto the market, 50 (approx. 800 altogether).
2. Another very important group willing to buy our services includes business and private customers trying to **sell** their **product** of service **directly** through **eaaaaa**. Presence of the customer's product in eaaaaa is reflected in the direct contact with the **target recipients** in their own **environments**. Ultimately, the products offered by eaaaaa will be subject to the most demanding requirements of the quality control and public opinion, and thus manufacturers of good products will be **particularly satisfied** with **our structure**.

## 5. SWAT analysis – developed and from the perspective of an already operating portal

### Strengths

- ✓ simple and **intuitive navigation and functioning** of the website and the entire system – you get to use the project quickly.
- ✓ Module-based structure that is **simple in terms of programming** and convenient improvements.
- ✓ a pioneering method of finding information is proposed in a completely new logical structure, i.e.:
- ✓ **quick** access to information
- ✓ **easy** access to information
- ✓ designing many important utilities in one stencil
- ✓ offering **financial** consideration to the portal participants
- ✓ offering **identity** on the Internet to the portal participants
- ✓ offering the unique **property right** to a part of the project and so to a piece of the Internet.
- ✓ satisfying many important ambitions of the users due to their involvement in the project: the need for creating, being noticed, earning money, the prestige, managing a topic, leading a group, belonging to visionaries, using the latest technologies.
- ✓ much **higher** than ever **interactivity** between the system and the user.
- ✓ Internet users' trust in the project based on the presence of **the Association** and **the Company** operating in the new formula – as a duet.
- ✓ **open and dispersed** structure – similarly to the www – present on many servers.
- ✓ **several dozens of language versions**, no spatial limitations.
- ✓ open nature of the Headquarters – revenues and plans including contracts with investors and subcontractors are available to users. Ultimately this form of openness is to prevent corruption and attempts of tricking subcontractors into any projects that may be beneficial financially but not socially. The openness will result in expressing opinions and voting for or against any planned options or investments by all the interested.
- ✓ direct impact of the users on the project development - it increases the involvement. All that takes place on the Headquarters' sites on which the users can vote having read all the external offers and decisions of the Headquarters' Management Board.
- ✓ **low costs** of initiating the structure
- ✓ quick increase of popularity with the structure's stability maintained.
- ✓ interesting topic for media, pro-social aspects of the project
- ✓ the project is directed to people who can read in any commonly known language and can become a virtual medium for storing information by them.



### Weaknesses:

- the need of recognizing and learning ways of using the structure
- no known method of navigating around the structure – what we offer is a **completely new approach** to the content of the **Internet**. To introduce a new quality into the market you need to show the user around first – just like in case of the Internet shopping (10 minutes of the introduction is enough).
- no known brand
- no similar structure based on the same assumptions, so no simple comparison with another structure is possible – we are the pioneer
- a need for a quick development of the organizational structure that serves users, teleworkers and volunteers: programmers, editors, moderators, cleaners, translators, secretaries and, moreover, an efficient and experienced team is needed for the project's Headquarters

### Opportunities:

- ✓ domination in respect of the **search** for information on the Internet (90% of share)
- ✓ domination in respect of **publishing** information on the Internet (60% of share)
- ✓ domination in the market of the internet advertisement (up to 80%)
- ✓ our own e-trading platform
- ✓ really great **potential possibilities of earning money** comparable to *Google Inc., Microsoft*
- ✓ domination in respect of the **cooperation with the Internet users** globally and irrespective of the personal interests, political or vocational orientation.
- ✓ establishment of concentrated and strong international thematic and professional societies that have tools for developing the content and themselves and for solving their own problems.
- ✓ the project has the potential for solving a few vital problems of our customers, the Internet, users and the society. We expect therefore to get a **favourable opinion of the media**.
- ✓ quick switching between sites using a mouse, full keyboard or numerical keyboard. The website standard also enables preparing the 3D interfaces.
- ✓ the portal is already accommodated for incorporating quickly any systems for the speech-dependent Internet navigation that are now in the phase of development.
- ✓ the existing automatic translation systems are an ideal solution in this portal in cases when content is read in any foreign language.
- ✓ due to the broad availability and dispersed nature of the project it is possible to assign an address: instead of **www** there will be **aaa** or **ww**. Another option would be to design an application, or a supplement to a search engine, that would enable using further innovations in the project.
- ✓ the project is social in its nature, thus there is a possibility of developing your **own journal or magazine**. The content could cover broad commentaries and editorials on social phenomena and tendencies based on an analysis of the portal's statistical data.
- ✓ With the project becoming popular, the portal's society could possibly invest in supplementary communication solutions, such as a network of satellite and other mobile phones, in case when the existing operators are late in keeping their services up to the competition in comparison with „our“ open analyses and

plans.

**Threats:**

- upon a favourable reaction of the media, if the portal becomes too popular too quickly and experiences an avalanche of registrations of NFS and mass usage of the portal's various interactive services, the system may prove to have too low capacity.
- there may be too little time for cleaning the portal from useless and incorrect information and spam, which can cause a decrease of the portal's quality.
- any part of the idea could be stolen by someone
- *Google Inc.* or *Wiki, Mahalo* may take over the idea and propose a „copy” that will postpone the implementation of POI (we sincerely discourage them from doing this)
- potential users may be put off due to the logical structure of POI different from the existing www websites or anything else
- due to the too abrupt development we might be accused for any reason of any monopoly practices and despite our open functioning and pro-social character of the project, the law may be applied wrongly at any point, which will cause unforeseeable delays in the execution of our project.

As you can see, **we do not consider** the possibility of our **idea not catching on**. All the Internet development trends so far and an in-depth analysis of the network usage, as well as the slow blocking of the network with the abundance of information, and thus growing problems with finding information, show that in the nearest future someone will **head for ordering and cleaning** i.e. segregating contents (based on the word meaning) on the Internet and combining it a community service launching.

The question is: **who is going to be first? and how** is he/she going to do it?

Our desire is the launch the project in Poland and to start in Poznań.

## 6. Competition

POI proposes a completely new method of constructing websites, obtaining and handling information, therefore as such it **has no competition** to be compared to. Undoubtedly, this is an advantage but it also causes troubles in estimating the costs of implanting the POI structure in the Internet users' consciousness.

Let me remind you, however, that the structure is incredibly simple and lucid for the user... *and maybe this is why we can write so much about it.*

In view of the above we can, however, refer our project to other initiatives that like POI have introduced pioneering utilities on the Internet. Therefore the examples given in the heading will be our indicators of how long and how much it takes to implant a structure in the users' consciousness in a satisfactory manner so that they would be willing to learn it and use it on a large scale.

While analyzing the strategies and ways of entering the market, we should look closely at other pioneering companies which could show how long we need to set aside to get through to the users' awareness with the method of functioning of the new utility/logical structure on the Internet.

### Selected examples of other pioneering portals:

**Wikipedia** – building the content and involving the Internet users in creating not a strictly entertainment application - from 1997,  
(Wikipedia is a part of the DESCRIPTION module of the NFS)

**Mahalo.com** – building a search engine that is supplemented by teleworkers; references are its content. Cooperating users receive **remuneration**. Established in spring 2007. (Mahalo is a part of the TOP module of the NFS)

**Shvoong.com** – a pioneer, a portal containing abstracts and reviews for posting of which users can earn money. In existence for a few years now. (Shvoong is a part of the DESCRIPTION module of the NFS)

**Google – Knol** – (like Shvoong.com) a service directed to specialists with the intention of creating a data base with articles similar to Wikipedia.2008?  
(Knol will be a part of the DESCRIPTION module of the NFS)

**Myspace** – building an Internet society around the same interests; blogging, exchange of opinion. (MySpace is a part of the DESCRIPTION module of the NFS)

**Secondlife** – building a virtual 3D world based on the non-profit activity of users - 2005

**Ebay** – an auction service – from 1996. (Ebay is a part of the SHOP module of the NFS)

**amazon** – an Internet shop – from 1996. (amazon is a part of the SHOP module of the NFS)

**youtube** – exchanging video files – own servers – 2004.  
(YouTube is a part of the Multimedia module of the NFS)

**napster** – exchanging music files on the peer to peer basis – distributed network – from 1998

**skype** – VoIP phoning – from 2004

**Linux – operation system** developed in the distributed system, a non-profit application, highly advanced – from 1997

Naturally, these examples need to be analyzed in consideration of their context. When the above initiatives were entering the market, the infrastructure providing access to the Internet was **definitely less developed**. Neither did they offer **remuneration that would be so high or diversified** as it is the case for using our structure, or they offered it **only** to selected **elite group of users** creating the content. On the other hand, other projects, particularly the non-profit ones, have gained popularity and are **products of the future** with the highly advanced OpenSource technology.

In a few years the Internet is going to replace the analogue telecommunications, TV transmissions, etc., which will all be realized by and through the Internet or at least by means of its infrastructure. Therefore the Internet traffic is going to increase, which subsequently is going to accelerate the development and usage of the structure proposed by us.

When we analyze the utility and manner of the projects' start on the Internet, we must admit that every single one of them was **an idea** that **was pioneering** at that phase of the Internet development, as they broke all possible schemes of the Web functioning. On the Internet, like nowhere else, all **the bravest and most visionary ideas** that break the **existing conventions** concerning the Web turn out to be the best choice. These are the project that yielded the highest income and contributed to the Internet development.

Implementation of our project will bring exactly the same effect – **the Internet development**, and additionally will result in a organization that will operate **globally for the mankind** through a number of local, national and foreign languages divisions.

We believe that in-depth considerations concerning the scale of outlays and the capital return rate, which had been different for each of the above initiatives, **will not bring much** to our business plan and could only disturb the view while all the external conditions change so quickly that completely new developmental factors emerge every **half a year** of the Web evolution; such circumstances generate also a threat that a similar idea will be developed by a different initiative group.

In order to predict how the competition may develop in case of an idea like ours, you need to realize the following: **none** of the pioneering initiatives listed above **had any simple and obvious competition** at its beginnings, as it was an **inventive idea** that due to its ingenuity anticipates everything that had existed before.

In case of POI we are dealing with an analogical phenomenon, thus any attempts of analyzing income in the chapters below may be subject to **great miscalculations** (see also calculation\_poi in the Excel file on the CD-Rom).

## 6.1 Our competitiveness compared to other business projects.

*(Google, Yahoo, Onet, Wp, Amazon )*

Eaaaa as a whole establishes markets for operations and integration platforms for business, and thus can potentially win a significant share (or majority) in the today's business markets – examples:

- ✓ Platform of **contact with consumer** looking for a source of sale: according to place, price, delivery date, quality, reliability, (estimated share of **70%** in the Internet)
- ✓ Platform of **advertisement, business promotion and marketing operations** (share of **50-80%** in the Internet)
- ✓ Platform of **direct marketing** (**60%**)
- ✓ Platform of **Small Business Presentation** (**80%**)
- ✓ Platform of **direct sale** and on-line shopping (**20-60%**)
- ✓ Platform for **building credibility** and opinion: the image of the company, product, service (**70%**)
- ✓ Platform of **Technical Information** about the company, product, services and others (**50%**)

Being a sort of an **overlay** on the **Internet resources**, eaaaa simply **withstands** all **competition**. In spite of that, particularly in the beginnings of the portal development, we may observe theresistance of some great players of the Internet, as we will take over some of the markets, especially by creating a new market that is much more versatile and universal.

**To our benefit** – in the sense of the project successfulness – works the environment of the Internet itself which lets any **new idea spread and develop**.

The same environment can be **much more resistant** to any possible movements of existing and already implemented ideas of our competition.

## 6.2 Our competitiveness compared to other portals.

*(Wikipedia, Knol, Facebook, Mahalo, Grono, Nasza-klasa)*

The new structure that we are creating will be functioning beside the existing www structure. It can of course fit in, take advantage of and be compatible with the Web. However, its target is to function as a superior (and parallel) form compared with the Internet websites. The fact gives **advantage to eaaaa** in a natural way and attracts users to our services. This does not mean for the user, however, that they will need to resign from any other services.

For the Internet user the idea of POI is a **completely new idea** that can quickly become understandable by means of various methods: presenting examples of NFS sites, delivering a short introduction or making short video presentations. If such a user understands the **core issue** and sees the project's importance for him or her personally while listening to such a presentation, then being impressed by the holistic character of the vision and possibilities of shaping his or her own future based on the POI structure,

the user will take a simple action of booking their own NAME for their own NFS. (see also the planned benefits for users in points 4.3 and 4.5).

## 7. Building POI /eaaaa structure and NFS Standard

- how we are going to do?

### 7.1 Project title:

#### **PORTAL OTWARTEJ INFORMACJI "POI"**

- means an project in Poland, which is however an integral part of the global structure called **eaaaa.info**, since each language has its own part of the structure, but whose structure is identical to the Polish one.

**eaaaa** – refers to names of continents, **.info** to the intended use of the structure

The project title and web address refer uniquely to its function and purpose:

**unrestricted access to Information\***  
= unrestrained use of human achievements

Thus the name is straightforward and ultimately comprehensible, with no intricacies such as *Google, Wikipedia, Mahalo, Shvoong, Onet, Allegro, Świstak, Chomik, Papuga* ☺ - it simply sounds similar to: phone directory, table of contents, library index, etc.

A long name could then be:

#### **Global Open Information Management System**

Note: The project name is unimportant to the user, because the user can declare any graphics and text anywhere in his/her interface.  
What is important is the address eaaaa.info

#### **Copyright in eaaaa.**

Any information published on the POI/ eaaaa website and developed by POI/ eaaaa can be used in any way, by modifying it freely (if you make reference to the author you do not distort the meaning) and anywhere. Similarly you can treat pictures, video and audio files.

This regulation is similar to Creative Commons CC. Such openness is possible thanks to other new regulations concerning Information evaluation and comment existing in the project. These regulations make preference not for the author of Information, but to its social usefulness and make Information the flexible, multidimensional matter for any application.

Materials coming from other sources can be used pursuant to the press copyright.

### Dostęp do Informacji

darmowa, na temat, esencjonalna, przydatna,  
szybka, czytelna, zrozumiała, wiarygodna

Fig. 16. The purpose of the project with respect to Information.  
(more: Objectives of the Association and Expose clause 6.)

/\* see clause 3.7 subclause: 1, 2, 8, 9, 11, 12, 13 on problem solving and troubleshooting

in the Information flow.

## 7.2 Project structure

The structure of the system comprises the following components:

- **User and ADMINistrator** - the Internet user and subject administrator,  
(more in clause 4.)
- **NFS pages** - subject pages (more see below)
- **ABCDE catalogue** - project axis, list of words (more in clause 7.8 )
- **Project headquarters and language branches of the headquarters**  
(more in clause 7.9 and 14.)
- **Home page of the eaaaa.info portal**

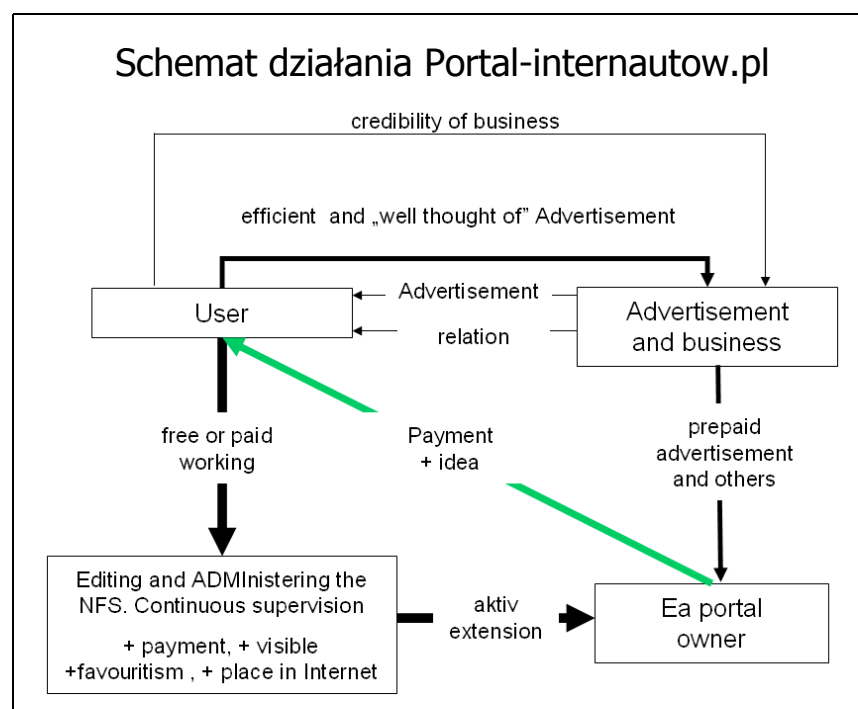


Fig. 17. Portal Ea dzieli się dochodem z użytkownikami i napędza tym tworzenie ukierunkowanej treści.

Dobra treść zwiększa oglądalność portalu co przyciąga reklamodawców i biznes.

W Ea występują obiegi zamknięte dla pracy użytkownika, oglądanej reklamy i budowy relacji użytkownika z biznesem.

Wzrasta wiarygodność biznesu i zacieśnia się współpraca z użytkownikiem w kierunku jego lojalności.

The system is **partly distributed** like WWW, and **partly centralized**, like any portal. A private or business user can put part of the project on his/her home or company server.

The project is and must have **simple structure** and be **user friendly** to be an efficient and flexible tool that can be developed further.

The environment, in which it can be launched is the present-day **Internet “resources”**, i.e. www, user, business and “my” current knowledge and skills.

That is why you cannot quite say that the project could be launched previously (some resources were nonexistent then or were immature – the period when users were getting to know the Internet). (see also clause 6. Our competitiveness compared to... and fig. 31).



The system is thus practically made up of **one** type of **www page** and the **user** and **works**, even if the user has no special knowledge and skills.

The building **unit** is the so called NFP (Name First Page). Millions of such NFPs create **eaaaa**; are scattered throughout the entire web I. and interlinked.

### 7.3 NFP Standard

The NFP information page is the **main invention**. Its essence is that the word or subject have their **unique** Information Page.

Page definition in the project: **FNP** = First Name Page  
or **IPS** = Information Presentation Standard

Thus FNP establishes the **Information Presentation Standard** in all languages. The standard definition of IPS structure helps the administrator learn how to edit the content of varying subjects and move about and towards the information he/she seeks: both in eaaaa and in the Internet.

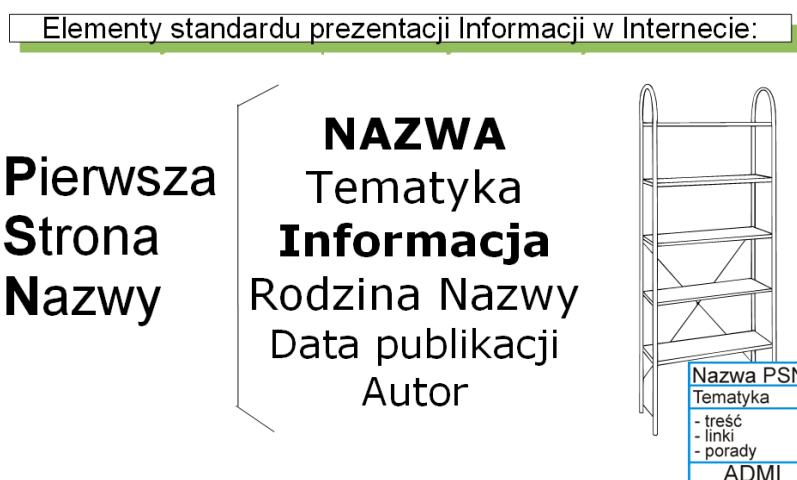
For the system the standard makes it possible to build new services required by business and segregate and analyze **eaaaa** resources.

#### FNP structure

**NAME** of the page, distinguishes the page from any other page in the project system.

The page has a **Title** which is the same as its NAME.

The NAME can be anything, which can be expressed: **a letter, a numeral and computer keyboard character**.



rys. 18. Porządek w Informacji, podstawa Społeczeństwa Informacyjnego

Briefly: the page contains the NAME-related content. in areas:

- Subjects,** - in other words keywords
- Information** - longer content: description, pictures, links to other sources.
- Name family** - list of other pages related to the NAME in the system and beyond,

**Publication date** - publication date in the system for reference purposes

**Author** – gives the information source and/or author and determines who is the page administrator.

In practice the **"Information"** part comprises a number of internal parts. Individual parts describe Information in various ways.

In the case of FNP there are parts = **FNP Modules**. FNP is made of modules and whenever referred to, it can pertain to the above-mentioned modules described further in the text (Content, Family, TOP, FREE, Auto, Blog, Gallery...).

## 7.4 Programming

As far as programming is concerned the FNP structure is **transparent**. The page itself is comprised of modules, each of which works **independently** on its own. This way if a module fails other modules keep working. Each module is programmed as a single independent program and functions as such in the Internet.

Another program (template, FNP interface) unifies individual **components** and displays on the user screen.

User registration issues and the Headquarters portal are not different from standards and can be based on the almost ready applications. A separate programming issue is the system of assessment, rating and comments and to make it easier as the target we will use the micropayment system.

The project is developed on principles similar to **OpenSource**.

Can it be developed on typical OpenSource principles, if its function is indivisibility, practicality and the aspiration to put Internet resources in order?

### YES

It should be possible to improve the project and its code in its minute details by **free programmers**.

### NO

Because of the role of the project **uncontrolled project duplication** should not be allowed just because the source code can be available as OpenSource. That is why the entire source code should not be revealed and there is no need for this. It would be harmful to users.

### In return for this "NO"

The Project is open with respect to finance, current actions and plans, including the content of current and planned cooperation contracts – these are open issues. Additionally gives users control and the decision-making power over the above-mentioned areas.

Please note also all the benefits to the user (listed in clause 4.).

Finally, our programming solutions are characterized by the use of technologies, which are not the latest ones, but are the most popular and thus best tested. Thanks to this we gain competitive advantage, system stability and high compatibility with the majority of operating Information platforms on the Internet and industrial offline systems and can count on the assistance in improving applications by the greatest number of web programmers.

## 7.5 FNP modular structure

A single FNP page can comprise various number of modules depending on its content. The modules of a single FNP page can be dispersed over a number of different servers.

The user can define the name for a specific module. The entire FNP template is **fully configurable** (CSS2, see examples attached, clause 8) for each user, the invariable part includes only the content, photographs, etc.

The viewed page template = **user interface** "looks into" the data collected somewhere in the web by ADAMI and formats it (puts into) the user interface (this is shown well in fig. 21).

The content of individual module language versions is comparable. Personal Interface headings do not change during the use of other language versions of resources, what changes is only the content.

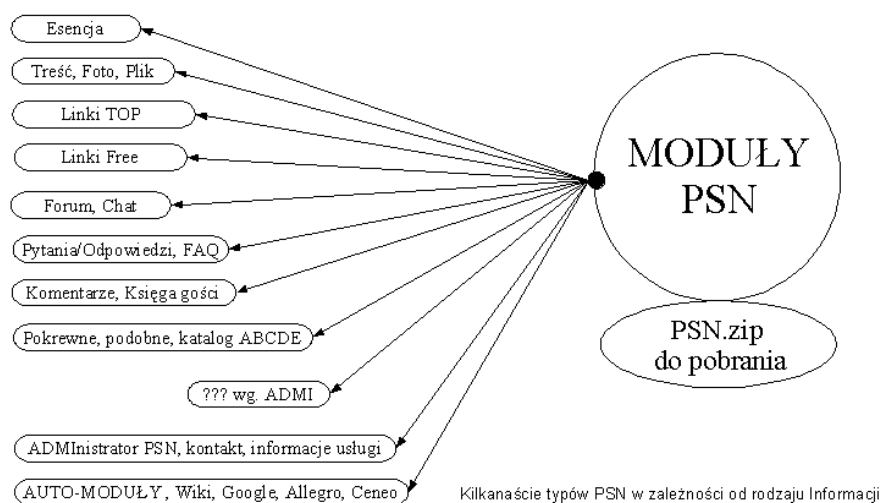


Fig. 19. Modules are an integral FNP part  
The same in every subject, the same in every language

**The purpose of the module** is to enable the user to **assign the content**, which he/she searches or wants to publish to a **block = module**, where it is segregated in **different** ways.

## 7.6 Summary of module types:

Please note that the most important module function is not its name, which can be defined by the user through the user interface.

**NAME** (content name)

**SUBJECT** (content subject)

**KEYWORDS** (keywords concerning the content)

**ESSENCE** (add content essence)

- In short: ESSENCE, Introduction, Foreword
- Briefly what it is about. The module is usually related to the SUBJECT module
- designed also for WAP and SMS, restricted to 160-320 characters
- module managed by ADMI

**SUBJECT** (add content: text, photo)

- In short: SUBJECT, CONTENT, RESOURCE,
- Description of the Information edited by any user,
- and accessible also in the version developed only by ADMI
- and by a specified specialist, who presents his/her point of view, this sub-module can also be present in other modules.
- module partly managed by ADMI

- sub-modules: NEW DEVELOPMENTS, Comments, Photo Gallery, VIDEO, downloads  
Resource integration: *Wikipedia, Shvoong, Knol, YouTube, Flickr, Fotka and others.*

**FAQs** (ask for content / answer to the question in the content subject)

- In short: FAQs, FORUM, DISCUSSION,
- discussion on the subject. Ultimately can be facilitated by ADMI.
- module managed by ADMI  
Resource integration: *pytamy.interia.pl*

**New developments** (add current content)

- In short: NOW, News, Blog
- Current news concerning the subject, latest developments, the name is self-explanatory,
- can be found as a sub-module in other modules.
- module managed by ADMI  
Resource integration: ADMI-selected subject content providers

**AUTOLinks** (predefined direct access links to search results in known search engines)

- In short: AUTO, PREdefined
- list of predefined links to search engines, a kind of tool kit
- each time the list is offered on the first page since the subject has not have got its admin yet.
- module managed by POI Headquarters  
Resource integration: formatted links to known search engines

**TOPLinks** (collect the most interesting sites with the content and make them available to others)

- In short: B\_LINKS, TOP , BestLINKS
- list of best links in the subject/FNP name. Edited by ADMI
- sorted by responsibility, opinion, update, size in kB
- module managed by ADMI  
Resource integration: module owned by POI and *Mahalo.com*

**OpenLINKS / FREE** (add your content site so that others can find it)

- In short: O\_LINKS
- list of links linked by users in the subject/FNP name.
- Not edited by ADMI. ADMI can only group them.
- sorted by responsibility, opinion, update, size in kB
- FNP ADMI cannot exclude anything from this module, module cleaning can only be made by the Headquarters.
- module managed by POI Headquarters  
Resource integration: module owned by POI

**FAMILY, SIMILAR, DICTIONARY** (word and content subject relationships in the system)

- In short: depending on the subject: FAMILY, SIMILAR, RELATED, DICTIONARY,
- links to pages: derived, similar, related, associated, see also.
- broken down into web pages and FNP
- disambiguation pages belong here
- automatic module created based on ABCDE catalogue entries
- module managed by POI Headquarters  
Resource integration: module owned by POI

**Guestbook and Comments** (thanks for content received, comment)

- In short: GB, Comment
  - expressing any comments without expectation concerning the reaction of others
  - this is an extended module used to express opinion and
  - as a supplement to the leading subject, also including Hyde Park
  - module managed by ADMI and Headquarters
- Resource integration: selected Guestbook providers

**ADMI** (contact content author or Administrator, evaluate him/her, give advice to him/her on how to improve it)

- In short: ADMI, CONTACT, about me, about ADMI
  - FNP ADMINistrator module. This is where ADMI links his/her personal page.
  - page statistics
  - expressing and reading opinions and comments about/to ADMI
  - ordering special services provided by ADMI, such as mailing to a circle of people interested in his/her FNP.
  - ordering a review of FNP updates.
  - module managed by ADMI
- Resource integration: module owned by POI

**???** (any, anything you want to place in the content subject)

- In short: assigned by ADMI
  - anything/page/link/service in the FNP subject. Selected by [POI: ADMI | ADMI]].
  - this is a place, where ADMI's idea can be linked to any additional income-generating activity What still remains to be established is the manner of settlement with POI. It is very attractive for ADMI and often much room for manoeuvre. We expect that as the target specialized websites will be located here concerning NAME subjects
  - module managed by ADMI
- Resource integration: module owned by POI

**ART** (content other than practical, in fairytales, humour, religion)

- In short: ART, FROM THE OTHER SIDE, FIGURATIVELY, ANOTHER WAY
  - presentation of the FNP subject in art, religion, figuratively with distinct differentiation.
  - if FNP is a subject, this is where we will find a related toy.
  - module managed by ADMI
- Resource integration: module owned by POI

**VERSION** (content version before the last update)

- VERSION, HIST, HISTORY, ARCH, ARCHIVE, ARCHIV, PREVIOUS,
  - previous versions: (such as "history": on wiki pages)
  - pertains to almost all FNP modules listed here
  - module managed by POI Headquarters.
- Resource integration: module owned by POI

**D oo M** (gender-dependent view on content)

- In short: depending on the subject: as perceived by a woman, man, group.
- FNP versions as viewed by a woman, man or without differentiation, or by a group, organization
- it is the only possible alternative to build a second and third FNP with the same title.

- module managed by POI Headquarters  
Resource integration: module owned by POI

**FTP1 and FTP2** (compressed content, all modules)

- In short: FTP, ZIP, RAR -
- downloading all FNP modules in compressed or open files or only the module being viewed
- module created automatically.
- module managed by POI Headquarters  
Resource integration: module owned by POI + agreement with file storage service providers

**Café** (chat live on content)

- In short: CHAT, Café, Contact and others
- otherwise live chat in the FNP subject, can be moderated by ADMI
- optionally also voice chatting
- module managed by POI Headquarters and ADMI  
Resource integration: outsourcing agreement

**SHOP** (buy content)

- In short: SHOP, SALE, COMMERCE, AUCTIONS, OFFER
- When FNP name is a commodity, here ADMI or the User publishes information where and at what price commodities can be bought.
- Here you can offer items for sale at an internal POI Auction or sell items from an internal POI shop.
- module managed by POI Headquarters and the seller concerned  
Integration of resources: outsourcing agreement

**Price** (content price)

- In short: PRICE, VALUE
- (module to be considered) in order to collect and directly manage numerical information concerning the price.
- module managed by POI Headquarters and ADMI  
Integration of resources: outsourcing agreement

**LANGUAGE** (content language)

- In short: LANGUAGE
- makes it possible to go to the same entry in another language.  
module managed by POI Headquarters and ADMI  
Integration of resources: module owned by POI

**MAP** of the FNP site (table of contents)

- In short: MAP, INDEX, TABLE OF CONTENTS,
- all titles and links to all sub-pages of a single FNP page in POI are shown and collected here
- module managed by POI Headquarters  
Integration of resources: module owned by POI

## Information Organization inside FNP Modules

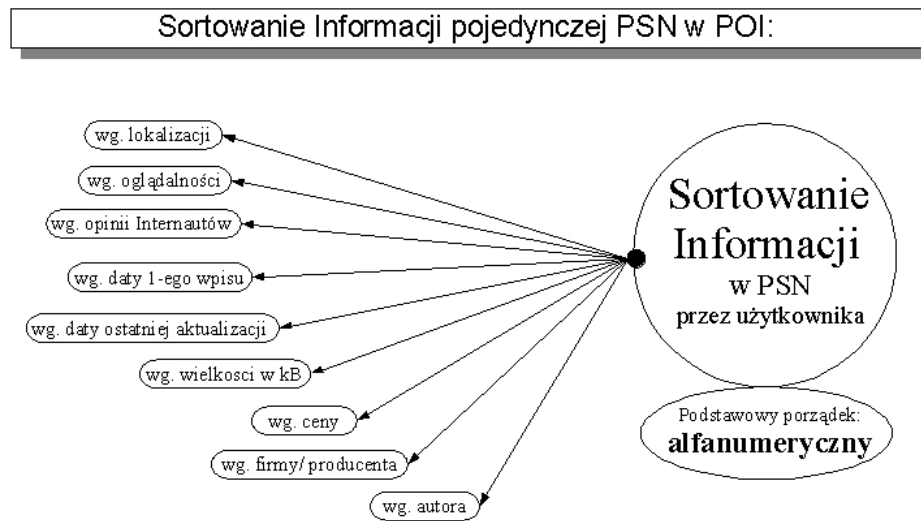


fig.20 All for user comfort  
several examples showing how information is sorted inside a module

## 7.7 Distributed FNP on the web.

Like www, **FNPs** are **distributed on the web**. There is a certain compromise between the site located at one URL address (e.g. [www.onet.pl](http://www.onet.pl)) and total distribution, such as all websites. Namely, the FNP Information is partly stored in the database on servers in our headquarters and partly on the web on any portal offering website hosting and maintenance.

Additionally because of working with subcontractors, some of their ready services will become FNP modules. E.g. a survey, blog, advertisements, auctions, guestbook, statistics, etc.

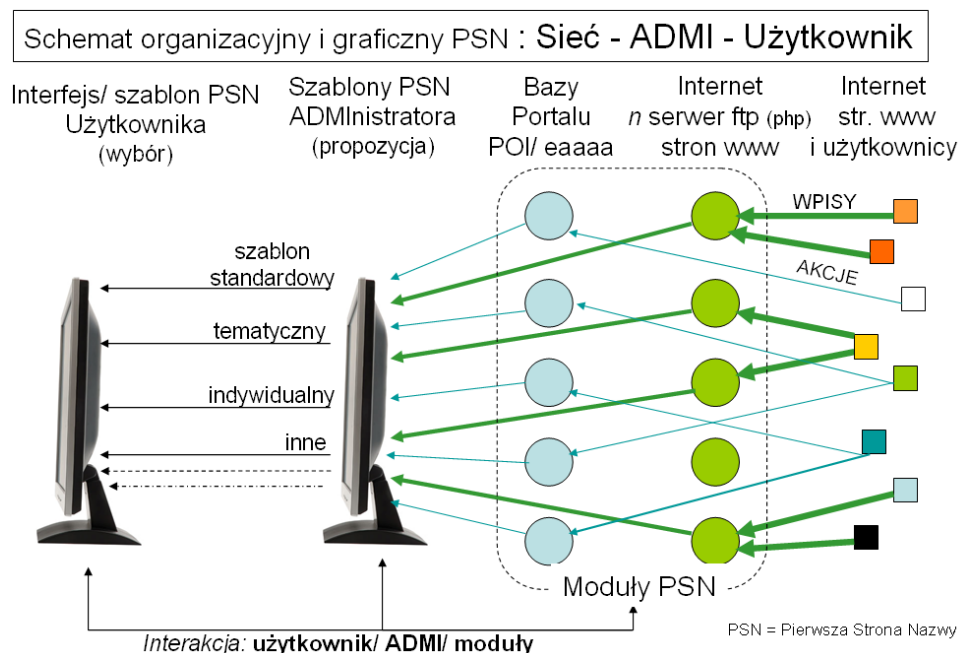


Fig.21. Information sourced from various web sites is embedded in FNP modules and transferred to the user Interface



It should also be mentioned that *Microsoft and Google*, each of them separately, are planning to launch a generally available service of virtual file storage for the mass user in early 2008, which seems to be ideally suited to our portal, since every file stored there will have its own URL address.

**The distributed portal system** will ultimately work as a **system similar to WWW** – distributed on hundreds of thousands of servers and eventually also on the user server. Thus it is **something new**, but also **something very familiar**. Imagining that eaaaa.info is a structure parallel to WWW is only an approximation, because the first cannot exist without the latter.

Sites such as *Wikipedia.pl*, *Google.pl* etc. are usually accessed by entering their unique address. **eaaaa.info** is also accessed this way, but mainly by entering FNP address (which is not only its NAME, but also e.g. *credit*, *Chanel*) and which does not necessarily needs to be accessed through address eaaaa.info.

The most frequent method for accessing new portal pages is through a FNP page related in the subject of the page viewed by the user or already stored in favourites. Additionally each FNP includes a field to enter a new FNP name.

At the same time we want to be explicit here that the system is capable of retaining its functionality in a truncated form also **without the central address** eaaaa.info.

## 7.8 User interface

(See also the above paragraph and colour inserts on this page and fig. 21.)

The colours and font type as well as the layout of boxes on a FNP page **depends** on the **user**. The interface is **customizable**.

What the user can see on the screen **is what he/she selected from available templates/ skins or in a CSS file**.

Reklama										Panel Centrali	
TOP linki		Unikalna Nawa Strony								FREE linki	
		tematyka									
		esencja									
RODZINA słownik		treść								GALERIA FOTO	
		foto								Foto	Foto
										Foto	Foto
										Foto	Foto
NEWSY aktualności										Download	
PYT./ ODP.		Auto	Temat	Top	Free	Rodzina	Pytam	Koment	Plik	Admi	Definicje Wikipedia
		Reklama				BLOG		Panel ADMI		treść	
						AUKCJE		Imię Nazwisko			
						Sprzedaż		Nick			
						Komentarze		Skype			
						VIDEO		Email			
SONDA						AUDIO		Subskr	RSS		
						! Oferta specjalna		Kontkt	SMS		

Fig.22. Sample FNP Interface. Layout, shape and colour of screen components are defined by the user and this is the customized Interface he/she views each system page.

Also in another language.

### Sample FNP page types

The standard is flexible and ultimately modifications are allowed, because, for example there is a different description for a commodity, and different for a geographic location, music, program or a recipe. Standard cohesion is particularly necessary at the beginning. As much as possible, we will try to maintain the standard cohesion irrespective of the content described. Cohesion is the most important when switching languages.

The following basic FNP types are possible, which due to the scope of their subjects can adopt a slightly different FNP Standard form.

- **Subjects, industry** (such names as: **pop, games, Opel, computer, abbreviations**) – it is a very generic name, but it enables moving to a number of related subjects.
- **Product / item designation** (designation such as: **HP4L laser printer; Aspirin, table, Kościan creamery butter, Passat 1,6 GL**) – name focusing directly many producers and consumers.
- **question – (how to care about face? how to bake...?)** - a vast range of possibilities. The question should be worded as simply as possible.
- **Geographic name** – page attracting tourists and the tourist industry
- **Street name (ul. Marszałkowska)** – it is best to choose the one you live at. Street pages will be profitable, because you will be the street administrator not only on the Internet. For this purpose a separate portal site is planned.
- **Celebrities page** (Michel Jackson, Madonna) – signers, actors, politicians, businesspeople.
- **Job** (programmer, bricklayer, office worker, thinker) – the page attracting job seekers and offerors.
- **Encyclopaedic subject, job title** (sports disciplines, political system, abstraction, the judiciary, texts of descriptive articles)
- **Title** (of a song, book, film, computer game) – the name attracts fans.
- **Company page (Batumex S.A., Coca-Cola Ltd.)** - pages dedicated to administration by companies. This is a source of project income. Administering the page by the company does not affect its credibility.
- **Your Personal Page** (Jan Kowalski) – you will always have time for it, unless... Hurry up, so that you can become Kowalski No. 1. The issue of the existence of personal pages has not been decided yet, since it could harm personal freedom of those people who have not used the Internet yet.

Popularity of a word or the number of searches in the POI search engine translates directly on ADMI's success. POI/eaaaaa supports the extension of FNP most popular words and names.

## 7.9 FNP ADMInistrator – main administrator and subject manager

(The ADMInistrator function is described in more detail in clause 4.)

FPN can have one **physical** administrator-editor. In **eaaaaa** the person is called ADMInistrator. The scope of ADMI rights with respect to FNP editing depends on the type of Information being edited.

ADMI also has the **property rights** to (ultimately) **one** FNP name selected by him/her. Naturally the name cannot be replaced, subleased, sold at an auction or shop. To obtain a page property right you have to buy it. At the time of registration for a generic name it costs **only 1 PLN**.

Specific detailed rules and regulations define the manner for acquiring and selling FNP pages.

## 7.10 ABCDE catalogue

The axis of the entire POI/eaaaaa project is the main ABCDE catalogue located at the single address **www.eaaaaa.info**. The intended purpose of the ABCDE catalogue is similar to *Google.com* main page. After accessing the **eaaaaa.info** page you either enter the search term or select the language (or the system recognizes user's language) and it can be the main page of the portal. ·

For Poland this address could be [www.pl.eaaaaa.info](http://www.pl.eaaaaa.info). However the use of [aaaaa.pl](http://aaaaa.pl) is anticipated as the first name for the system, which is justified.

The ABCDE catalogue is a **list of all pages developed** in the FNP standard or/and introduced into the system as free names to be used in the future.

The ABCDE catalogue is directly related to the following structure components:

- registering and servicing FNP Administrators
- storing on the Headquarters server those modules of a specific FNP, which cannot be edited by its ADMI.
- the system of assessment, opinion polling, survey forms and evaluation made on individual FNP pages and storing this data on the Headquarters server
- The Family module of the FNP is a small portion of the ABCDE catalogue.
- through ABCDE you can find out quickly if a FNP is occupied = has an administrator, or, which pages near the subject of interest are available.

## 7.11 Project Headquarters

(described in more detail in clause 14. Organizational Structure)

The Headquarters is a team of people, a physical office with its own resources and influence on everything related to the existence of the POI/eaaaaa portal on the web and its impact outside the web. Ultimately (after a few years) it will focus on coordinating the actions of portal users, who will affect the Project Headquarters by voting and providing their opinion.

## 7.12 Specific portal features

Below several selected project features and explanations are provided. These features have a multi-threaded impact: on the user, business, structure operation and society.

Some features can initially seem strange or exaggerated. Not all of them can find supporters, or may not be implemented at all. However they will be proposed to users at an appropriate stage of structure development.

- **1. No meaningless clicking** – an ordinary link on the page is multifunctional. It is actually a little piece of software launched at the time you hover over a link and/or click it. It shows the fields which make it possible to provide evaluation, scoring, etc.

This feature of the project pertaining to the moment of switching (clicking the link) in order to a POI or external page. Such a link is used to vote on the **page being exited**. It definitely slows down the use of the structure, but because voting is scored, it may increase user's bonus.

The result is putting information aside on the page demand, which is skipped as the information for Internet users. Because an opinion can be expressed only once you have seen the page, that is why voting takes place when you are exiting (or by clicking the link in the page header). However, the result is visible before you access the page.

- **2. User singleness and registration** If the portal is to be practical, the Internet user should be logged in **once** so as to be able to vote only once.
  - A method to ensure it is registration at an authorized café or office. Please note that the purpose here is user "singleness" rather than invigilation.
  - as far as personal details are concerned, the following will be published: **place**, commune and **year of birth** and **sex**. It also pertains to the fair sex, though different age ranges can be used.
  - It is a solution that is required to prevent access for children and minors below 18.
  - voting at POI and POI Association and
  - possibility for POI payments to the user.

- **3. User anonymity** – pertains to the above and consists in **ensuring 100%** User anonymity while maintaining his/her “singleness”.
  - Anonymity should ensure user’s free use of the eaaaa virtual portal space in order to minimize its impact on single user’s personal life.
  - However other regulations concerning expressing opinions and scoring make it possible for the “person” to form in the system and consequently also a hierarchy between users. As shown above, it is important to keep user singleness.
  - Due to general accessibility of the structure, anonymity does not pertain to national security and anti-terrorist actions.
  
- **4. Authorized Internet Cafés** and other outlets authorized by the HEADQUARTERS.  
 Intended use:
  - **User registration** – as a final solution it is to be authorized by trained personnel of designated internet cafés. Registration requires periodic refreshment. Offline registration is a very **unusual solution** for the Internet environment. However all the basic POI information required for living and working is available without registrations and logon. Registration is required for voting, scoring, accessing information **not intended for children** and administering FNP.
  - **Internet Cafés** as a regular **place of work** of our **teleworkers**. Fixed financial bonuses for working on the portal will support frequent café visits. A place of work for those on the move, on business trips, especially for the elderly and in poorer regions, where the cost of a computer and a fixed link is a high expense item. This is where cafés can attract new customers. Simple use of our project and fast access to information on the Internet through our structure can translate to more frequent café visits.
  - Working from cafés also support FNP Administrator **anonymity**.
  - The place where shipments (mainly for ADMI) from and to the Headquarters are collected and despatched.  
 Because the Headquarters also supports ADMI with materials.
  
- **5. Currency and scoring in POI**  
 There is a specific system of scoring exchange inside the system between users and portal resources.  
 The scoring is used to:
  - evaluate, thank,
  - affect ADMI income and advertisement prices, paid by the advertiser.
  - system internal currency exchangeable for money or goods.
  
- **6. Voting in POI,**
  - can pertain any project aspect, without detailing here what specifically.
  - Voting makes it possible for users to support project management by the Headquarters.
  - Voting a specific matter can be launched by the user
  - Voting in eaaaa is otherwise gaining fans, and the more of them, the greater the chances for the success of an idea, which the headquarters will support with its funds.

- Voting is strictly related to user registration and its singleness, etc.  
(there is a separate document: voting rules and regulations)

- **7. HEADQUARTERS Department Secretaries**

- Their role is to take part in various events inside the HEADQUARTERS to report to Internet users what is going on at the HEADQUARTERS. They can be compared to the Audit Committee and the handyman.
- practically each Headquarters employee should have a secretary, who on the one hand assists and helps, and on the other is independent and describes his/her observations. Also the Chief Project Manager and his/her secretary will have this type of secretary.
- Selected by Internet users by competitions and draws.
- Their presence in any "place of HEADQUARTERS operation" is very important. Online workers, who are more numerous do not have secretaries.
- There are Rules and Regulations of POI Secretaries.

You should be aware that 300 employees of the physical Headquarters will have 300 secretaries, who will rotate every week. It is a vast project, because secretaries will be reimbursed for travel costs, room and board. It is also an enormous mechanism driving the project popularity. The costs of organizing this mechanism are small in relation to POI income and competitive strategies. Online headquarters employees will not have any secretaries.

- **8. POI disappears from the web once a year**

Once a year POI disappears from the web for as long as 48 hours, i.e. for full 24 hours for every place on the Earth. The date can be decided by vote or result from technical needs, established by the Headquarters. The essence is to remind of the virtual nature of this global project and caution in building too strong relations based on its structure. Probably it will also be a perfect solution to clean the system from all kind of "noise".

- **9. HEADQUARTERS' openness**

The operation and organization of the Association, the Planet Company and the Headquarters are characterized by openness and transparency. **Appropriate Information will be published** on web pages and archived.

Openness of Portal activities – it is easier to present by writing what is not open.

There are logins and access passwords to accounts, programs and Headquarters servers, possibly personal details, works submitted to competitions and tenders.

## Openness of facts and activities pertains to:

H financial activities	expenses, revenues, shares, profits, interest, bank account balance
H accounting	bills: what for? who issued to? and in what amount? balance sheet, accounts, reports
H labour costs	Full-time salaries, ADMI commissions: what for? to whom? and how much?
H contracts with subcontractors	Contract terms, terms, securities – to whom? what for?
H office costs	rent, payments for utilities, equipment, telephone
H correspondence	e-mail and postal mail of all H employees and departments inter alia correspondence with investors, with subcontractors, with offices, ADMI – both at the application and cooperation stages, except for: - ADMI and FNP securities, - personal details, if any
H telephone conversations	all H employees, both inside and outside, will be recorded, initially reported by secretaries
content of H computer disks	of all H employees and departments: - H SI servers and local network. - ADMI and FNP securities, - personal details.
voting outcomes at H	on: - H current activities - proposed H development - terms and conditions of contracts with subcontractors - compensation, commission, shares
H planning and development	all proposals for cooperation, investments, quotations from companies are open and published at the time they are submitted.

- **What is openness for?** – for portal users, who should have every confidence in us. Obviously with such openness there is no room for “free” capitalistic activities, but these are not the only purpose of the project. At this implementation stage the project will be generally accessible, practical communication platform.
- Openness also helps global cooperation and has **strategic competitive importance**.
- **Implementing openness** will take many years of work and it will be possible to hand over all helms to active Internet users only at the end of years 7-9 of operation. The effect of full openness is the transformation of the Headquarters function from management to coordination of user intentions.
- **All contracts with subcontractors** are open and can be scrutinized by any interested party. Openness of contacts, offers, correspondence makes cooperation easier, since user voting may help here as well as consideration of the offer by the offeror.

- 10. **95% eaaaa interactive contact with the user** - eaaaa aims at full Interactivity with the user. Since we have full openness of the Headquarters, 95% active user interaction with the Headquarters is much easier to implement.
  - Interaction pertains to FNP and actions taken by Headquarters
  - An important element is to maintain a large Customer Service Department inside the Headquarters.
  - Because reaching 100% interactivity is not possible, the level of interactivity increases gradually and it will be a practical level. This is however dependent mainly on the activity of the interested party.
  - The higher level of user activity, the higher system interactive operation. This is related to building hierarchies between users, which is supported by voting and scoring systems.
- 11. **You can switch POI by yourself**
  - It pertains to an advance level of POI/eaaaa implementation after 5-8 years.
  - It is called "**resetting eaaaa**" and consists in such a total result of votes on various Headquarters option, which "calculated" together result in a predictable or unpredictable shutdown of eaaaa or its language part on the web.
  - Restoring the operation can only take place by the intervention of the Headquarters, after voting on restoring the operation of eaaaa e.g. after the lapse 24 hours.
  - Resetting involves the assumed interactive operation of the Portal and as if proves it.
  - Resetting reminds users that even though the Internet is a global commodity, it is just a program, or otherwise Virtual Reality is digital and as a program too, ultimately it is an illusion. The awareness of this fact can be very important for adolescents.
  - In our opinion without the "resetting eaaaa" function the project would have only **half** the value to the portal community.

## 8. Project functioning

Even though the project structure and organization is simple and transparent, its operation **brings in a few novelties** requiring a passive and active user to understand or actually **assume the rules** of conduct (because in VR it can be simulated). If he/she wants anything more from the system, than just browsing the content, he/she should observe those rules. Otherwise he/she may be excluded from the community.

Ultimately the project is developing in the direction which allows anybody to disregard any rules (which is possible in VR), only there will be separate places designed for this purpose. It is motivated by the need to keep the portal practical and a safe site for children.

The project has its **purpose** and **goals**, which affect its **functioning**. The majority of basic portal functions are intuitive and result from its visual aspect, however the others are hidden and require explanation.



For this purpose instruction videos and instructions for use are to be provided, explanations using multimedia, identification by entries (titles, what they pertain to) and with the use of them the user will start working.

One of the first catchphrases to be seen by the user, which shows portal operation is:

**“Take care of a piece of the Internet”**

- which refers to FNP, owned by and in custody of ADMI.

Another catchphrase, already mentioned above:

**“Work for yourself to the benefit of the Others”**

- this catchphrase explains and reassures the user after he/she **decided** to become an ADMINistrator. From detailed explanations the user can learn that his/her work will be **beneficial** to him/her and the work he/she provided has additional social purposes and **everyone** will **benefit** from it.

We have presented the fundamental purpose of POI operation, that is putting Internet resources in order.

As IT structure develops, during the course of his/her work the user will get to know other specific project functions.

## 8.1 Major functional components affecting overall portal operation:

- Registration and replacement of Administrators and selected NAMES
- Adding content by users: comments, remarks, links, photos
- Building FNP pages by Administrators and automatic FNP construction by modules: FREE, Comments, Languages and other
- Evaluation, scoring system (and comments, as in Allegro) pertaining the content created by ADMI
- Internal project currency in the scoring system will ultimately be partly exchangeable to real money or goods.
- Statistics systems and their impact on all eaaaa components and their importance for business marketing.
- User registration to control access to the content unavailable for children and minors at a later implementation stage.

## 9. Project implementation schedule

The axiom of our activities is the assumption that after one to two years from the beginning of operation our initiative will be profitable and start yielding profit.

Timing:

### **After attracting an investor or funds and signing a contract – the first year of operation**

*Based on completed software development activities, we further develop software. We have already completed a prototype engine of modules, which works with the TOP module (Exhibit no. 7)*

#### **Month 1**

organization: rent and organize the office.  
application: in-house employee training, begin software development.  
marketing: establishing the department, developing marketing plans. Registering users wanting to reserve a name.

#### **Month 2 and 3**

organization: recruit software developers,  
application: further application development, implement already existing parts of the project as a base for extension as OpenSource.  
marketing: first presentation for schools, attempts to involve secondary-school pupils and young people in the program, lectures in major cities (at meetings such as [www.barcamp.pl](http://www.barcamp.pl)), obtaining the patronage of the President or the Minister of Education, PR activities on the radio and TV.  
after 3 months the first official launch on the web will be possible.

#### **Month 4-5**

organization: recruit volunteers and teleworkers, establish first relationships with subcontractors of projects parts based on web services already in operation.  
Develop internal rules and regulations, description and development of internal documents and document flow.  
application: extend the engine and the original IT structure, inserting sample content. Translate into other languages and first tests of the multi-language application  
marketing: continued school presentations, exposure through blogs and buzz marketing to market innovators,

#### **Month 6-7**

organization: recruit more employees, cooperate and implement subcontractors' services  
in our structure.  
application: further application development, investment into own server structure related to the growth of number of first committed users. Translation of module and adjusting them to other language versions, implementation to other countries.

marketing: continued school presentations, further actions aimed at PR and buzz marketing, show new concept of obtaining web information to foreigners studying in Poland.

First discussions with business users and potential advertisers. Organizational activities including PR for countries entering into the POI structures.

### **Month 8-9**

organization: gain a large investor

application: further application development, including new uses,

marketing: further actions, Internet campaign,

### **Month 10-12**

organization: recruit further employees online

application: further application development

marketing: developing previous departments

We estimate that achieving 400,000 FNP articles will be the evidence of project maturity, which will happen before 3 years. POI structure is partly based on external resources and that is why the number of entries grows faster.

*(Wikipedia 463,000 articles: January 2008).*

We expect that after 5-7 years the portal will achieve an established and stable position on the global market, but first of all it will be a maturing **new generation** business platform. At this point the purpose of the project can be slightly modified: Eaaaaa is a platform for Business, while the Internet is for people.

After about 8-11 years the portal will be fully mature and at that time it will be a starting point for further improvements; as we expect not only the Internet itself, but also **health, cooperation** and **peace** in the world.

## **9.1. Types of implementation strategies**

**Rapid development** caused by universal acceptance of the idea and resultant opportunities and benefits to Internet users. It involves very rapid (from millions of users) increase in subject pages, queries, opinions, etc. The response from the media is favourable, arouses interest, thanks to which the project becomes established in the awareness and global Internet. Implementation time: about 0.5 year.

(+) quick and reliable start requiring good preparedness with respect to the subject matter and hardware. Forestalling actions by competitive commercial companies including the development of foreign language standards.

(-) possible overloading of the line, servers. Increased risk of discouragement to become involved in the project. Inability to give answers to Internet users and proper reaction to right opinions, reactions and comments.

**Peaceful development** resulting from the suspiciousness of Internet users of a project, which as such at an initial phase does not stand for much. Benefits are clear, but users need to be get accustomed to them, compare with others, observe the environment. The reaction of the media is favourable but reserved. Implementation time: 3 years.

(+) possibility of gradual implementation of project improvements resulting from the situation, opinions and reactions of Users.

(-) possible reaction of competitors.

Our strategy is to keep the **rapid development under control** (such is the nature of the Internet). We want to show to the Internet user the ultimate benefits, present the current tool and encourage him/her to some insignificant contribution and at the same time offer him/her **more and more sophisticated services and interactive features** to interact with the project and other users. This way we will be able to gradually attract users and adjust our intentions depending on the reality. We will keep the project freshness and novelty at an permanent level.

Only when we get viewing rates of our pages they will be a magnet for first payers - advertisers. This is the beginning of the return on investment.



## 10. Financial model

### Introduction

It is difficult to separate the target sizes of the portal from its influence on the global society, therefore its pro-social character has become the requirement and direction for the structure development, including its financial part.

The financial model of the portal is linked to its IT and strategic structure. Despite being embedded the market reality, it implements new solutions and new tools with interactive impact on the portal's virtual structure. It is also related with the social responsibility at starting the development phase of the IT Society.

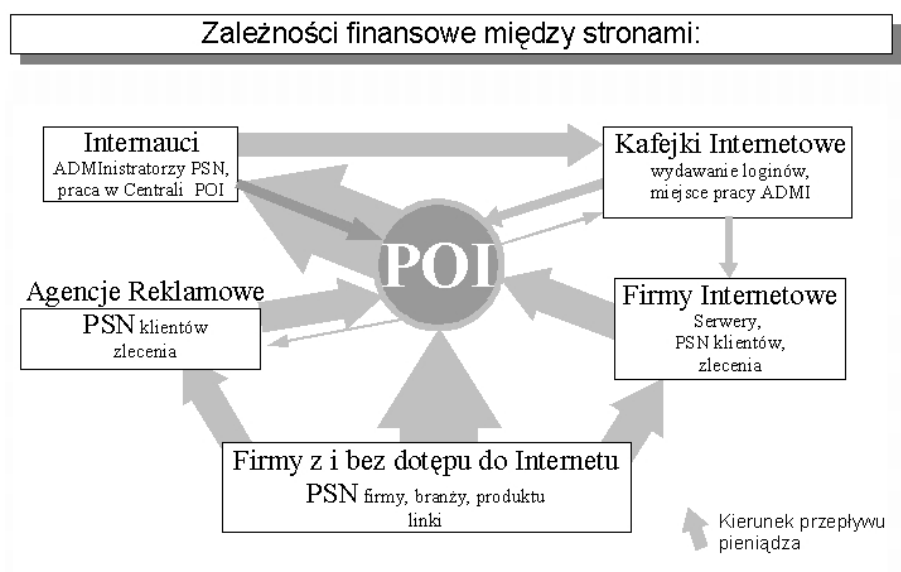


Fig. 23. Regular directions of the funds flow

Financial relations between websites:

Internet users – NFS ADMInistrators, work at POI Headquarters

Advertising agencies – NFS of customers, orders

Companies with or w/o access to the Internet – NFS of companies, sectors, products – links

Internet Companies – Servers, NFS of customers, orders

Internet Cafes – giving logins, place of work for ADMI

### 10.1 Guidelines

While analyzing the sources of income, it must be emphasized first of all that they are closely related to the idea existing behind the portal. At this point we will use a new term to highlight the true character of the project, namely the “**supersociety** portal” (as distinguished from WEB2.0 society portals where it is the Management Board that decides about the direction of the portal's development, appropriation of its income or selling it together with its users).

The situation is different in the supersociety portal. The portal is „available” to its user. The users may manage it and influence the directions of development by voting at their discretion. The portal lives on the interactivity, and right from this interactivity (next to the visiting figures and attractiveness, which are side factors) it draws its **driving force** to progress **in the market** and take the leading role in it. Such force may also be named *public opinion*.

The **supersociety** portal means a different approach to finance and role played by companies in the portals (as payers). Therefore our customers/payers need to be seen as entities that **actively try to win the presence** in our portal, i.e remuneration. They know very well that they need to pay but the basic question is: **HOW MUCH is my company supposed to pay?**

Below we explain the principles and payment schemes in our project:

Principle 1: All Information may be posted in the portal with no prior fee. Business information should be payable.

Principle 2: Business information is subject to charge and the payment is:

- voluntary (= VPC – explained below) – applies to about 20% of income
- obligatory – otherwise the service will not be rendered (visual advertisement)

Principle 3: In each of the above cases the business information, both in the graphic and text forms, will be marked to inform the user if the charge was paid or not.

## **10.2 Mechanisms** of determining charges and of payments in POI.

### Financial mechanism no. 1: Users' voting (UV)

In dedicated spots of the portal users can vote for the portal's various options, including the amount of fees charged by the portal for the advertisement from the specified customer. Therefore it may frequently happen that a given advertiser can have **increased charge rates (here POIRP, see below for explanations)**.

Each rate of the monthly charge is calculated based on a formula accounting for the following parameters:

[income]

[profit]

[number of employees]

[average employee's income]

[opinion about the payer expressed on his/her NFS site] = **POI Rate and Payment**

[other]

The charge rates are pre-defined, but each company may calculate a monthly POIRP rate binding throughout the year.

Generally, each user has the possibility of increasing or decreasing the POIRP rate for an advertiser at their own discretion. This rule ensures the **portal's freedom** – this is how the **Business-User** relations are structured in the portal. Each gamer has the same chances and similar tools, while the influence depends on the work outlays and activity.

Virtual character of the portal and its structure enables its continuous modification. The existing rules are variable, but they have been determined by us for the beginning. And so on one hand, the business gamer-user **affects the behavior** of his/her future customers (our users) using his/her capital and advertisement, and on the other hand,

due to their **huge number, the users make the decision** by voting and thus influence the Headquarters by determining the terms of business gamer's presence in the portal.



Let's remember that here about the pro-society character of this portal, about its practicality in everyday life.

Financial mechanism no. 2: Voluntary payment of charge (**VPC**) (applies to principle no. 3)

**Voluntary payment of charge** – for self-posting (by a company) selected business elements within the project's space for which the company **should, but does not have to**, pay the calculated charge.

The official „should but does not have to” pay formula will distinguish two groups of entities within the project:

- companies that **have paid** their liabilities!
- companies that **have not paid** their liabilities!

The first and second group respectively will be marked in the project with a graphical icon  and , and/or • green and • red dot, which will inform the user appropriately. They are located by all links and on the business-type websites.

The purpose of the above principles and mechanisms is to eliminate any entities that do not pay charges in a continuous way. The user will naturally **select** the **companies** that have **paid their charges**, as this works for his/her own benefit, i.e. the society's benefit.

Charges will be paid by large companies that care about their reputation and will pay VPC. According to our calculation the sum of VPCs will constitute the major part of POI's revenues. Nevertheless, the VPC issue is the project's strategic feature in respect of the business and user's participation. Therefore, the VPC service system must be designed and implemented. Moreover, we expect the project to develop the VPC as the major item of the project's revenues because the system assumes automatic placement of contextual visual advertisement, so that the two aspects of charging for links and visual advertisements will gradually become equal.

### 10.3 Sources of income

The elementary sources of income are project-specific and in spite of having similar names known from the Internet and Marketing, they are not completely the same.

We specify the sources of income for the **1<sup>st</sup> stage of execution**, covering:

- a) income from **one-time purchase of NFS headword** upon its booking. In order to sell the NFS NAME at an auction (see letter b) below), you need to get the ownership rights by purchasing them. Initially, the prices are set as follows:

PLN 1	for a general headword,
PLN 7-10	for a brand name (with the pre-emptive right for the owner – notification)
PLN 10-20	for a company name (with the pre-emptive right for the company –



notification)

- b) income from **50/50% Auction** for trading NFS names by users; it will be available right at the beginning of the portal's operation after the first mass entrance to the project in Poland and abroad after making the NFS site. Generally speaking, it is all about earning money from selling NFS names at auctions in the 50% for the seller and 50% for POI system. It is the only possibility of earning more money over the regular income from work as an ADMI or other (for ADMI see point 4.)
- c) typical banner advertisement (Billboard; slide-down banner, mid-text box; Navibox; Skyscraper scroll) etc.,
- d) advertisement similar in form to the one offered on the Internet:
  - **"calling card" websites;** company, product, service, type, model sites and with business articles/texts.
  - links to the above listed websites in the project and on the Internet (including Internet addresses – alternative for the Internet domains);
  - intermediation in e-trade in eaaaa.

## 2<sup>nd</sup> stage of execution (not developed in this Business Plan):

- e) eaaaa system **for mobile telephony** and mobile systems. The system of gathering information by eaaaa.info has perfect properties for servicing applications for mobile telephones and mobile systems of access to the Internet.
- f) projects accompanying the eaaaa based on its structure – a huge investment possibility for companies from the IT and telecommunications industry.
- g) on-line and off-line own projects that are based on ideas and work of thousands of eaaaa users and on the eaaaa structure. It is linked to the fact that by voting users have the opportunity to choose best ideas and people for the ideas execution, while the POI Headquarters provides financial and organizational support. According to our forecasts, a so-called **on-line-firm market** will emerge with a **common network management**. It is too early to talk about the results right now – the largest difficulty to be faced is the organization and programming of such a project. (*we are awaiting any ideas ☺*)
- h) other numerous services for the business not covered here.

## 10.4 Analysis of revenues and expenditures

Revenues in the first period.

Our revenues are related to the following business sources (share in %):

<b>A. Our customers</b>	{80%} share in the income
1) general advertisement	[30%]
2) contextual advertisement	[70%]
a) graphical advertisement	(80%)
b) textual and other advertisement	(20%)

**B. Our subcontractors**

{20%}

**Annotation A.** Our customers include companies whose charges are related with two areas:

1) General visual advertisement – banners and pop-ups, [30%]

**Traditional visual advertisement** on the Internet is the first part of the ground of the project's revenues. This type of the advertisement is directed to all users, and its supplier is e.g. mobile telephony, financial offers, as well as insurance, automotive, cosmetics and pharmacological sectors. The advertisements' existence in our project is related with the following parameters:

- ✓ project as a whole visibility on the Web – this parameter is linked directly to the interest in our project by our mass receiver. (Benefits for the user and ADMINistrator of the portal listed in point 4.)
- ✓ time spent on the portal's website
- ✓ number of returns to the portal's site during one on-line session.
- ✓ number of websites visited.

PRICE: market rates + UV Mechanism (users voting)

2) Contextual advertisement [70%]:

a) Contextual graphical advertisement, (80%)

**Visual advertisement** – of the banner and pop-up type (similar to the currently used), but placed in the context of information viewed by the user. This is the second part of the project's basic income.

Its existence depends on the following parameters:

- ✓ visiting figures of individual thematic NFS sites
- ✓ time spent on the NFS website
- ✓ number of returns to the NFS site during one on-line session.
- ✓ number of developed NFS sites related thematically to the leading one.

PRICE: market rates + UV

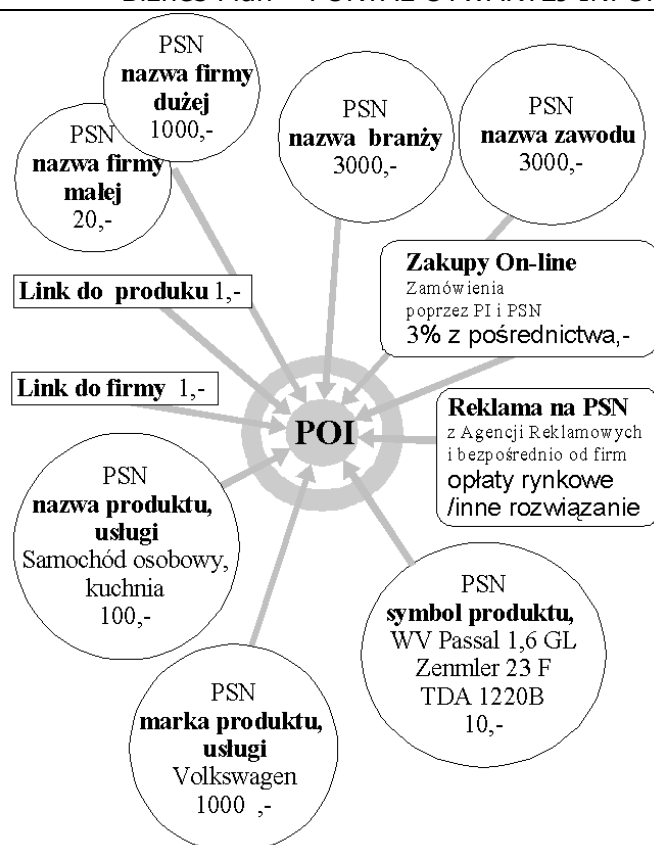


Fig. 24. Examples of charges and other revenues

#### POI

Link do firmy 1,- → **Link to a company PLN 1**

**Link to a product PLN 1**

NFS **small company's name** PLN 20

NFS **large company's name** PLN 1000

NFS **sector's name** PLN 3000

NFS **profession's name** PLN 3000

**On-line Shopping:** –Orders through POI and NFS – **3% for intermediation**

**Advertisement on NFS** from Advertising Agencies and directly from companies – **market rates/other solutions**

NFS **product symbol**, WV Passal 1,6 GL Zenmler 23 F TDA 1220B - PLN 10

NFS **product or service brand**, Volkswagen – PLN 1000

NFS **product or service name** Passenger car, kitchen – PLN 100

a) Contextual textual advertisement, (20%)

POI is left and www is entered, (10%)

- links to companies' websites and their products and services, PRICE: PLN 1/link/month + UV
- intermediation in trading through one's own structure, (1-3% of share)

within POI (10%)

- links to companies' websites and their products and services, PRICE: PLN 1/link/month + UV (depending on the POIRP parameter)
- sponsored articles and articles with companies' names, products and services, PRICE: PLN 1,000-2,000 per 10,000 emissions + UV

- companies' calling cards, their products and services, PRICE: POI rates + UV

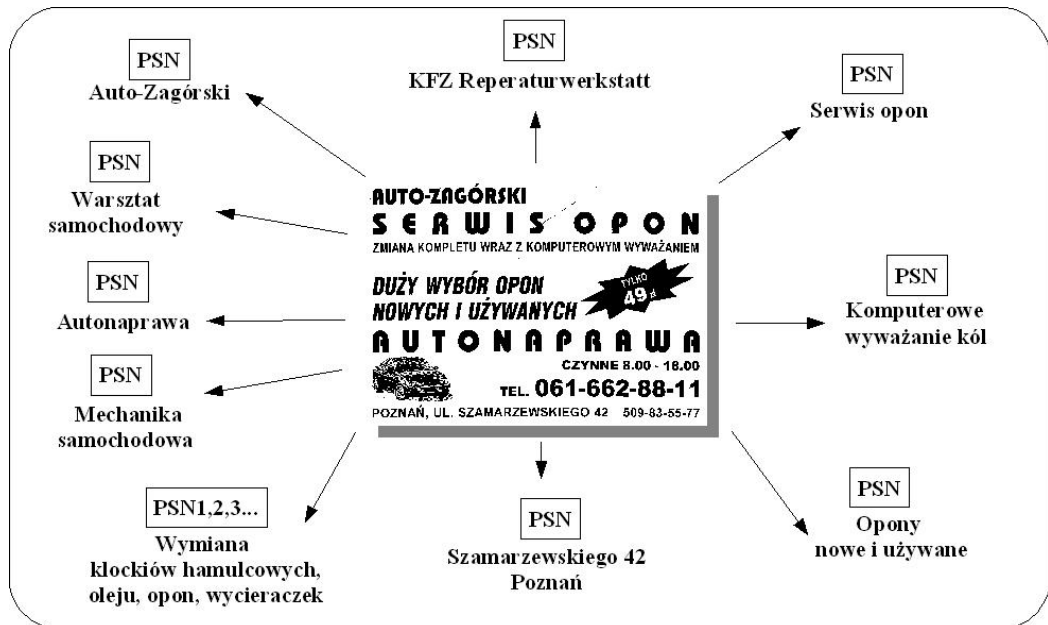


Fig. 25. Image in the center symbolizes a firm website of a garage.  
The garage owner to exist on the Internet should in a visible way add their link to all headword (NFS sites) that can be associated with the services rendered by the garage.

PSN → NFS  
 Serwis opon → Tire maintenance  
 Computerized wheel balancing  
 New and used tires  
 Szamarzewskiego 42, Poznań  
 Replacement of brake blocks, oil, tires, wipers  
 Automobile mechanics  
 Repair of cars  
 Garage  
 Auto-Zagórski  
 KFZ Reperaturwerkstatt

In the "Marketing & Media Ecosystem 2010" report we can read:

**82%** respondents said that they **would like to interact with customers more**, and **80%** would like to experience the **behavioral targeting**.

The report shows what we have been saying in IAB for long: more and more advertisers and advertising agencies all over the country become aware that interactivity is the clue of the new advertising strategy, said Randall Rothenberg, the president of IAB.

The report was developed based on a survey of over 250 advertisers and 75 representatives of advertising agencies and largest media-focused corporations in the USA.

source: 26.10.2007 Internet Standard.

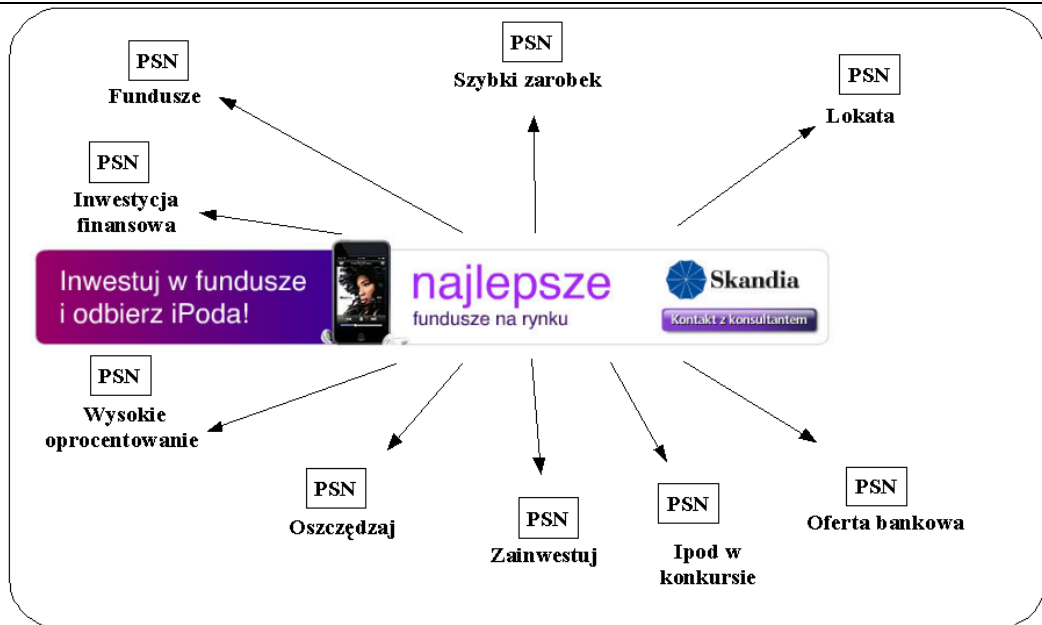


Fig. 26. Visual advertisement, on the other hand, refers to its recipient that searches some answers and can be posted on such NFS sites that are most probably viewed by the recipient.

PSN → NFS  
 Szybki zarobek → Quick money  
 Deposit  
 Bank offer  
 iPod as a prize  
 Invest  
 Save  
 High interest rate  
 Financial investment  
 Funds

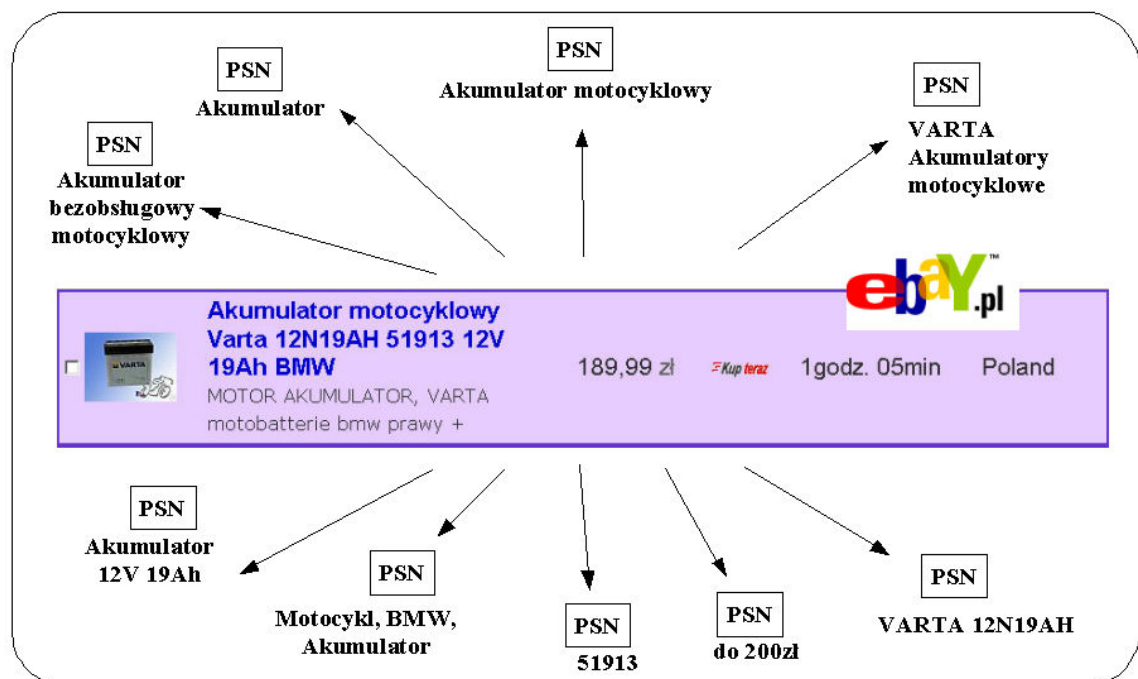


Fig. 27. Even a regular sales advertisement in an auction service can get through to a larger number of potential customers who do not know about the product put up for a sale on the Internet yet and start their search through POI from the most adequate according to them NFS name.

PSN → NFS  
 Akumulator → Battery  
 Motorcycle battery

Motorcycle batteries VARTA  
VARTA 12N19AH  
up to PLN 200  
51913  
Motorcycle, BMW, Battery  
Battery 12V 19Ah  
Maintenance-free motorcycle battery

**Annotation B.** Our subcontractors are companies that specialize in servicing some parts of the project. {20%}

The project is vast and can quickly arrive at the position of the monopolist. We want to avoid that „stage”, so we distribute some tasks to other entities. This way we redirect our customers to their services and often to their websites.

This distribution is necessary for satisfying any possible attempts of competitors and for maintaining the leading role of the project. We are well aware of that and capable to accept the responsibility for the structure development as it could be **considered a new medium** – a partly separated virtual space with its own type of resources and specific (practicality-focused) form of communication for its users.

We already know that individual companies from the Internet and Advertisement sectors are going to **cooperate closely in respect of the project servicing** in terms of advertisement and specific solutions for customers of automotive, pharmaceutical, telecommunications, financial, ecological and other sectors. Their intermediation will be a source of additional revenue for the project.

Moreover, other companies will service the project’s functional parts for regular users. These are systems of statistics, surveys, voting, counters, scoring, website and file storing, chats, blogs, guest books, and systems of announcements, micropayments and many others.

## 11. REVENUES calculation

### 11.1 Revenues in time

Revenues evaluation in year one, two and three, when the project is forecast to reach its target profitability. (The evaluation is presented in the Excel calculation on the enclosed CD)

The Internet is a quick environment with quick contacts. Our portal, as an absolute novelty with high interactivity and remuneration for most active users (ADMI) may shortly turn out to be a **market hit**. We are expecting a significant development on the Polish-language market and wish to support it by using all marketing tools available.

The interest in our services will increase as the market position will rise and the visiting figures grow. Moreover, the process is driven by a mechanism of **"we share money with the users"** that at present is practically non-existent on the Internet.

Yet, such mechanism is quite common in the Real Life. All companies that want to be efficient, competitive and strong must engage employees who receive salary for their work.

We have no idea why this principle is not used on the Internet. We want to change it by delivering a part of the obtained capital to the mass user „for the work performed”. Such work is much more appreciated by the users and additionally supports ADMI's involvement, taking into consideration the fact that the ownership of the NFS is not life-long and can be lost at some point.

#### *Social argument:*

If we let (*having no choice actually*) companies flood us with the advertisements that change the appearance of towns and cities, clogs our mailboxes up, interrupts TV and radio programs, covers the text on websites with jumping pop-ups, then let the **masses of Internet users** to participate in the revenues from such advertisements throughout the system. This may encourage those to whom advertisements are directed (and not only the owners of advertising agencies and media) to purchase more. (Fig. 28)

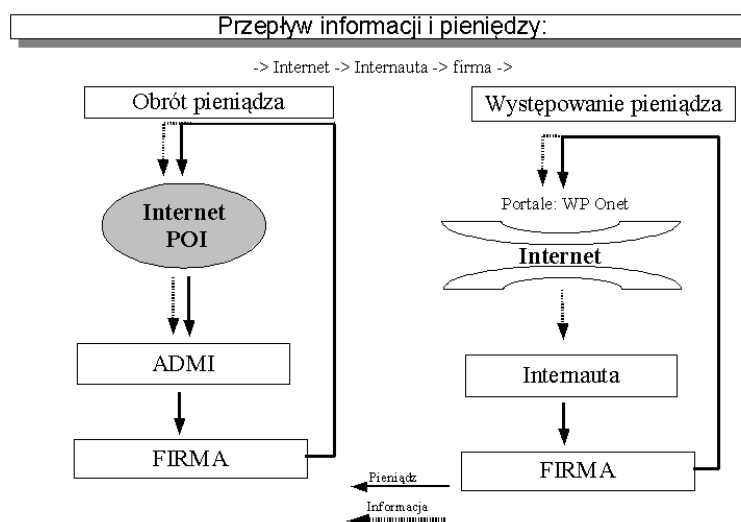


Fig. 28. Nowadays the funds flow is blocked at the point where the advertisement is placed. We want to unblock it for the portal to succeed

#### **Information and cash flow**

→ Internet → Internet user → company →

Cash flow  
Internet POI  
ADMI  
COMPANY

Cash generation  
Portals: WP, Onet  
Internet  
Internet User  
COMPANY

Money  
Information

## 11.2 Calculation of revenues

The estimated future revenues from the on-line activity may exceed the revenues of today's giants. The anticipated billions of income are based on **the project's advantage, stability and solidity**. The project is necessary to **control the chaos** in Information market and to implement an improved clarity of Knowledge.

We have carried out two independent calculations assuming two thresholds of the Investor's start-up contributions. The amounts given below are based on the costs and revenues calculation covering 3 years of operation. Nevertheless, we are prepared for a much quicker course of actions.

**CD contains the calculation no. 2. Whereas Calculation no. 1 was supposed to generate the minimal amount required for a convenient start/initiating of the POI/eaaaaa portal.**

### Polish calculation:

nr.	start-up contribution contribution/profit	1 year	2 years	3 years
<u>1.</u>	PLN 240,000 [1/41]	PLN 170,501	PLN 2,424,114	PLN 10,010,167
<u>2.</u>	PLN 1,900,000 [1/16]	PLN 1,050,398	PLN 3,813,572	PLN 30,764,901

Calculation no. 2 is set up to give such figures that will provide **400% of surety** of the investment's **success**. The result obtained **need to be still multiplied** by a number of the majority of more profitable **foreign-language markets**.

The calculation has shown that a lower start-up investment is a relatively more beneficial, but it does not exhaust all the possibilities of the project that could be utilized for increasing the income from the Polish market alone.

**Investor's or sponsor's support is the start-up contribution. The amount given in calculation no. 2 is not rigid.**

The calculation may not show the full profitability of the portal (which would be possible to calculate), as the project is an open structure and not a closed business model. Analogically, it is impossible to tell now what the turnover of EU's Internet



companies is going to be in 5 years.

However, we expect to take the leader's position in the Web at the financial level as well and be even more successful in business terms than the projects such as *Google*, *Facebook*, *Amazon* are now.

#### What are the results of income calculation based?

Revenues depend on the project's structure and its competitiveness compared to the existing advertisement platforms. Major revenues in the first settlement period of **3 years come from the traditional visual advertisement**. On our platform, the advertiser is in direct contact with those **customers** who are **interested** in the product advertised or are **searching** for it (opposed to the today's "potential customer" on a multi-thematic portal). This is a novelty, and such circumstances are provided to the advertiser due to the thematic scope of the NFS on which he/she localized the advertisement and which "his/her" customers enters.

For example, if you are a manufacturer of LCD monitors, the first place to post your advertisement for a new model of a **LCD monitor** would be an NFS with the name: "**LCD monitor**", or even "**LCD**" alone, and then also "**computer hardware stores**", "**LCD monitors auctions**", "**price comparison engines**" (Fig. 25, 26, 27) .

In theory, the advertiser has the possibility, throughout the time when customers are searching for their optimal product, of **accompanying** them with the **advertisement**, and ultimately even "negotiate" the selling price or conditions (by providing various options), depending on the selected content present on consecutive NFS sites that are visited by the customers.

## 12. EXPENSES calculation

As mentioned before, both the revenues and expenses are slightly different from those regularly analyzed in on-line business projects.

The purpose of the expenditures is to generate the revenues.

POLISH calculation of expenses, (the 3-year-long period is described in a separate Excel calculation on the enclosed CD)

The costs are composed of (estimated share in %):

1. Maintenance fees for the project's headquarters and servers 30%
2. Employment costs of ADMInistrators of NFS sites 25%
3. Liabilities payable to investors 15%
4. Portal's own projects 15% (point 10.4.f)
5. Portal's own investments 15% (point 10.4.f)

**Detailed costs** of preparation and launching of POI have been presented in the Excel calculation on the enclosed CD. („calculation\_poi" Excel file presents the finance in the 3-year-long plan)

### 12.1 Estimated costs at the start of our operation: 1-12 months

Employment:

<u>Personnel</u>	<u>Scope of responsibilities</u>	<u>Remuneration</u>
6 programmers	½ time job	PLN 4,000/person gross
12 employees of the Headquarters	management, accountancy, editor, HR department	PLN 4,000/person
20-30 teleworkers	programmers, editors, moderators, clearing personnel, translators, secretaries	PLN 1,400-2,800/person

Office organization:

- office space rental 120-150 m<sup>2</sup>, PLN 4,000/month
- adapting the office, purchase of furniture and office equipment: PLN 30,000
- purchasing the computer hardware 15x PLN 2,500 = PLN 37,500

Accountancy: accountant's office space rental, PLN 1,500/month

Other

- Legal support and consultancy: PLN 2,000/month
- Technical & programming consultancy: PLN 2,000/month
- Translations: PLN 2,000/month
- Servers maintenance and servicing costs: PLN 5,000/month
- Training and travel expenses of the Headquarters' employees: PLN 1,000/person/month

## 12.2 **ADMInistrators employment costs** and portal's **internal investments** (plan for the post-investment period)

The income following the payment of all liabilities related to the structure's operations is divided into two parts:

- ADMI employment costs - {50% of the amount}
2. Internal purposes {50% of the amount}
- a) national purposes [25%]
  - b) foreign purposes [25%]
- based on national voting (12,5%)
  - based on global voting (12,5%)

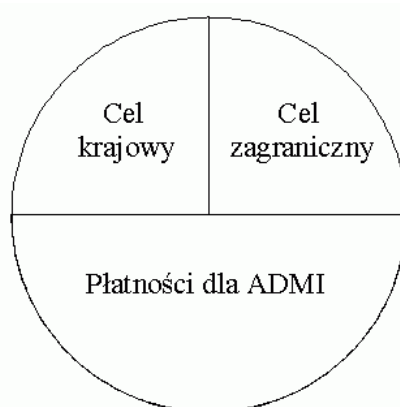


Fig 29. All portal's active users decide about the amount of individual components within the above diagram.

National purpose  
Foreign purpose  
Payments for ADMI

## 13. People – description of the initiative group

*„Do not require a house designer to erect the walls and cover them with a roof.  
But he can be useful to mount the door or the gate at the end*

Team Members will get involved in the company's operations by subscribing for the shares in the company and resigning from the current work positions.

Designated Members of the Association and their scope of duties:

### **The Management Board of SIP Sp. k (the Management Board of the Headquarters, part 1)**

#### **Investor X**

- ❖ Role in POI: Project's Finance control and any possible organizational support

**Finance** – Adam Alagierski (41) – the project originator; broad command of the Internet and interdisciplinary knowledge, great experience in working with people, future finance, from 1999, speaks English.

- ❖ Role in POI: Major financier, HR moderator, major advisor for strategy and cooperation with business entities and investors.

**Marketing Manager** – Adam Bilewicz – owner of the Marketing Agency holding reknown customers such as: WBK, Pfeifer & Langen, Kompania Piwowarska SA, Lidl Polska, Luboń Z.CH.

- ❖ Role in POI: POI's marketing, portal's promotion, today: presentations, efforts to obtain financing,

**First Administrator of the System and Equipment** – Maciej M. (40) – IT specialist, Poznań University of Technology, programmer, many years of experience in managing an Internet company, designer of software and IT systems, application of the Internet technologies from the beginning of the Internet in Poland, cooperation with over 200 small, medium and large companies from all over Poland. The customers include Kompania Piwowarska SA, Institute of Literary Research at PAN (*Polish Academy of Sciences*), Kulczyk Tradex Sp. z o.o., Skoda Auto Polska SA. Speaks fluent English.

- ❖ Role in POI: Administering the system and equipment, Data Base Management

**Negotiations and Contracts** – Radosław G. (38) – IT specialist at Poznań University of Technology, critic, owner of an Internet shop with a global reach, several years of experience in managing his own company and a joint stock company in the advertising sector. Speaks fluent English, speaks German.

- ❖ Role in POI: Marketing strategy, preparing and conducting negotiations and concluding contracts.\_

### **THE MANAGEMENT BOARD of the POI Association (the Management Board of the Headquarters, part 2)**

**Chairman and First Manager** – Ziemowit Gólski (41) – the project originator, from 1998, Adam Mickiewicz University in Poznań, co-owner of PLANet Sp. z o.o. where the

project concept originated in 1997-98; manages his own business operating in various sectors including electronics, heating, trading, chemicals, tourism; President of the Association and Foundation, employee of three advertisement agencies and corporations, worked as marketing manager and in procurement. Experience in managerial positions; speaks fluent German, speaks English.

- ❖ Role in POI: work moderator and organizer, system administrator, major advisor, POI chairman, in the beginning chief manager of programmers.

**Human Resources Division** – Bolesław Dębowski. (40) – Poznań, support for negotiations, from January 2006, coaching

- ❖ Role in POI: human resources division

**Secretary's office – Agnieszka G.Z.** – Adam Mickiewicz University in Poznań, office works and HR-related works, from 1998

- ❖ Role in POI: Organizing the work of people and office, Managing the User Contacting division.

#### POI's HEADQUARTERS, OTHERS:

**Łukasz F.** – managing LANs, installations, equipment, Bundesministerium Bonn. with POI from 1998.

- ❖ Role in POI: Managing the networks and equipment.

**First ADMInistrator** - Krzysztof Mrozek – First ADAMI, development of NFS editing issue based on the NAME: CHESS, voluntary from 18.03.07

- ❖ Role in POI: Division of ADAMI moderators

**Advertising Strategy** - Przemysław D.(44) – Own successful business for 15 years, Advertising Agency. Very well-known customers. Campaigns all over Poland. Most recently specialised in videobillboards, and advertising activity on the Internet, speaks English fluently.

- ❖ Role in POI: Advertising services rendered for businesses and POI system in respect of posting advertisements on the Internet, major advisor, as an external company.

**Editor:** Alicja R. voluntary from **10.2007**

**Vacant job titles in POI** - most important ones targeted Chief Manager, Accountant.

*Can a product created by a group of very passionate people after their regular hours of work be better than a product of a large corporation? The example of millions of users and governments of consecutive countries that switch to the open source software show that it is possible. **Programmers are the magicians of the contemporary world** and they modify the digital reality through the Internet.*

*<http://www.marketing-news.pl/theme.php?art=511>)*

*Quote from*

## 14. Organizational Structure

### 14.1 Authors of the concept: Ziemowit Gólski and Adam Alagierski.

#### Legal entities:

##### **PORTAL OTWARTEJ INFORMACJI „POI” Association**

**SPI Spółka komandytowa** – operates in the hosting, IT and computer sectors



POI Association  
(Association registered in 2005)



Standard for Information Presentation  
Ziemowit Gólski, Spółka komandytowa

#### Contact

[www.eaaaa.info](http://www.eaaaa.info) – temporary address of POI's  
Headquarters  
[www.aaaaa.pl](http://www.aaaaa.pl) – Portal Otwartej Informacji Polska

#### On-line:

biuro@aaaaa.pl

**Telephone:** 663 97 36 98

#### Address

SIP Sp.k.  
Stowarzyszenie Portal Otwartej Informacji  
Jackowskiego 30A / 6A, 60-512 Poznań, Polska

(Tax Identification Number) NIP 7811765148  
(Company Registration Number) Regon: 300060620  
(National Court Register Number) KRS 0000232152

Chairman: Ziemowit Gólski

#### Assignments

PORTAL OTWARTEJ INFORMACJI Association will have **copyright to the POI project** and the task of **maintaining it and representing it** on the Web.

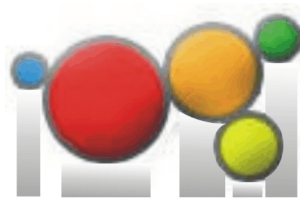
The Company represents the originators and will receive the task of **developing the portal from the organizational and programming side.**

### 14.2 Project's HEADQUARTERS

The HEADQUARTERS is required to establish the eaaaa central point that provides supervision over the IT structure and brings the project forward to the functional maturity and takes it to the international level. We intend to reach **the full maturity of the project by the end of an 11-year-long period.**

The both above mentioned entities constitute the organizational pier of the **project's**

**main HEADQUARTERS** and cooperate in full agreement.



First logo of POI / eaaaa.

The users control their interfaces by themselves, including making decisions on what is supposed to be displayed in the place of logo of POI/eaaaa.

The function of the POI HEADQUARTERS is to develop and maintain the project on the Internet. To the users, Web ADMInistrators it is available as the HEADQUARTERS.

HEADQUARTERS is also the localization in the building in which full-time employees and representatives of the Association and the Company work. We forecast that after a few years of operation the employment figures in the Polish Headquarters (and global headquarters as well) will rise to 1000 employees (including 700 teleworkers)

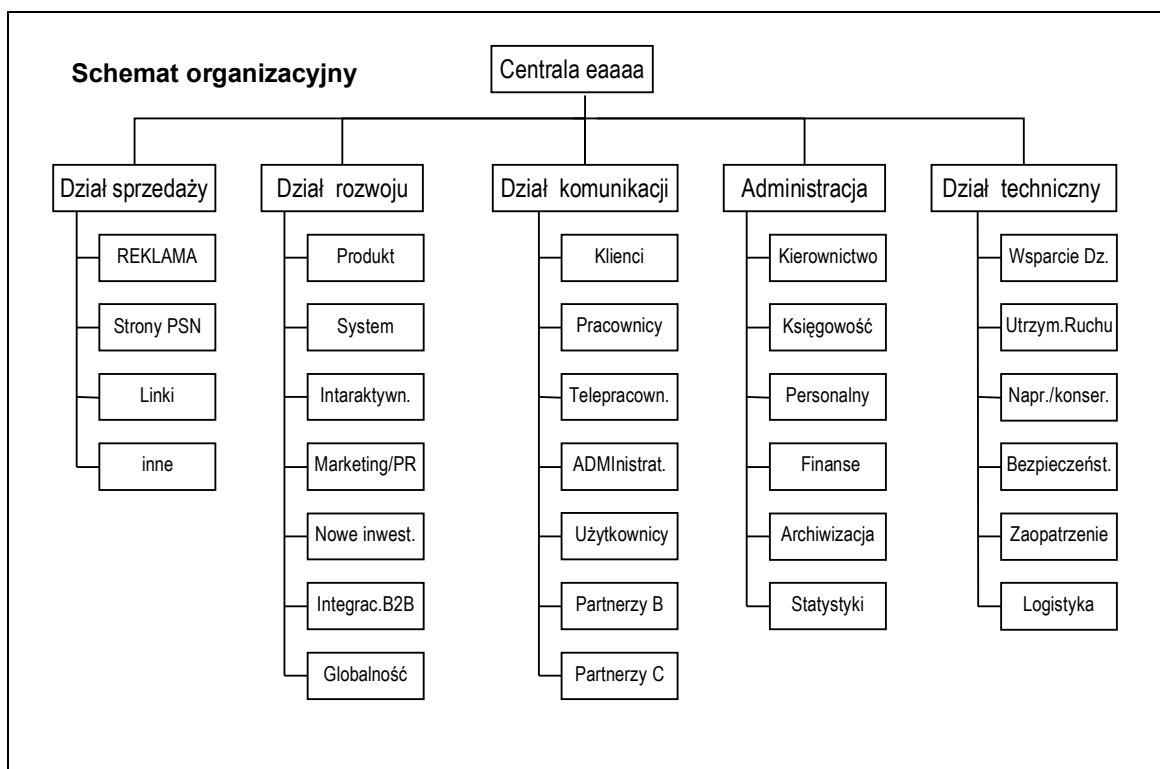


Fig. 30. Organizational diagram of the developed POI and eaaaa Headquarters servicing the Polish market, subcontractors and language affiliates of the Headquarters abroad (B, C partners)

**Organizational Diagram  
eaaaa Headquarters**

Sales division	Development division	Communication division	Administrative division	Technical division
ADVERTISEMENT NFS sites Links other	Product System Interactivity Marketing/PR New investments Interactivity B2B Globality	Customers Employees Teleworkers ADMInistrators Users B Partners C Partners	Managers Accountancy HR Finance Archivisation Statistics	Support Traffic Maintenance Repairs/Maintenance Security Procurement Logistics

As as the presdent stage the POI Association is not a reliable legal form for financial institutions and the investor, the company shall act as the executive body to implement the concept.

**The investor will specify its expectations** and appoint persons to support the operations of the management board, control the expenditures and keep accounting books. The investor will also support the Association in consultancy work and will make every effort to facilitate the project's success.

The Association and the Company, as the copyrights holders, will appoint some of their people for performing programming, organizational and marketing assignments for POI.

The Headquarters of the project will be located in Poland and manage several dozens of Language Affiliates all over the world.

### 14.3 Statutes of the Association. Purpose and tasks.

#### CHAPTER 1

##### § 1

1. Portal Otwartej Informacji POI Association, hereinafter referred to as the "Association", is a voluntary, self-governed and permanent union with the purpose to conduct lawful operations for the benefit of people who are willing to use the Internet resources in respect of reliable and free **information that is used for improving one's health condition, professional, family and financial situation, for supporting the education of children and self-development as well as for attenuating the sources of social problems and tensions.**

.....

#### CHAPTER 2

##### Purpose and means of operation

§ 9. The Association's purpose is to collect and make available any **reliable, reasonable, concise, well-organized, quickest and free information** and also to **remove any blockages in the flow, access, understanding and application** of such information.

§ 10. The Association shall fulfill the objectives as set out in § 9 hereinabove particularly by means of:

1. within the scope of operation concerning the information itself:
  1. **Building an IT Structure on the Internet**, hereinafter referred to as **"IS"** that is the major project of the Association and through which the Association shall operate.
  2. Propagating the joint output and achievements of societies.
2. within the scope of operations concerning the application of information in the



social life:

1. Strengthening of family ties, friendship and acquaintance.
2. Health protection and promotion.
3. Acting for the benefit of the disabled for whom the computer can be a great tool for work.
4. Promoting the employment and occupational development of people without work or experiencing a risk of losing it.
  - a) managing and creating work places for the unemployed.
  - b) managing and creating work places for the disabled.
  - c) managing and creating work places as an additional task that is complementary to the work performed and as a form of support for the already obtained work places.
5. Supporting the development of local communities and unions as well as of small businesses.
6. Supporting socially strategic projects for their better utilization for the society, in particular in respect of:
  - a) proper nourishment and treatment
  - b) preventing children from accessing undesired information,
  - c) learning and interpersonal communication,
  - d) housing problems,
  - e) application of scientific achievements in the area of environmental protection,

## § 11

The Association fulfils its purpose by performing the tasks in compliance with the applicable legal regulations.

The elementary assignments of the Association include in particular:

1. Coordination of aim of IS users and members of the Association.
2. Maintaining the Association's "IS" on the Internet.
3. Propagating the Association's "IS" broadly in consideration of the methods and techniques applied therein.
4. Initiating and executing scientific and research projects concerning the Internet and the Association's "IS".

## Why an Association?

**With its existence POI Association gives a guarantee and provides security of users and contents and of the portal's construction stability.**

- Maintaining the ownership of POI as a common good (just like high snow-capped summits and the sea).
- Correctness of funds and material flow (openness).
- Appropriation of the capital collected (we decide whereto).
- Ownership of your selected NFS (like a plot of land).

- Securing the copyright and protecting the priority of ideas and the Information sent.
- Beneficial and transparent participation of business entities in POI (companies and investors).
- **No possibility of selling the project** because in a few years the mature project will still be interrelated with the operation of the Association.

#### Cooperation with other entities

To support the project, the HEADQUARTERS and the IT Structure itself will be based on external **suppliers of specialized solutions**. Ultimately, these will be **dozens of companies** offering various functions to the system, such as: user registration, statistics, e-mail accounts, advanced banking servicing, micro-payment systems, storing of files, pictures, personal data, notification systems and others.

## 15. Résumé

### Usefulness

We wish to implement a new type of the IT structure to the Internet that will compete with the current website-based operation of the Internet. Our structure prevents the system entropy by using the information template enabling easy finding of the desired information which can now be reached only by selecting a number of websites with unpredictable contents and varied logical structure, such selection depending on thousands of results obtained from the Internet search engines.

### Society

Our structure is developed by active users and volunteers paid adequately to their involvement. Their job consists in organizing some selected space in the structure that is divided by means of the elementary websites call NFS (Name's Fundamental Site or Name's First Site). The society focused around our structure has an influence not only on the content structure, but also on its further development, concluded contracts and the evaluation of the content of NFS as individual system components.

### Pro bono publico

The system nature is open and focused on the widest participation ever of practically all groups of Internet users and on attracting new users. Consequently, the system offers an easy and relatively cheap access to the companies, this being a major assumption of ours. Moreover, we intend to create the first ever platform for easy interpersonal communication and information acquisition, either in a form of knowledge or entertainment. At the same time, the platform will ensure the best security standards for minor Internet users, and friendly Internet content for elderly people and TV viewers. We chose the information which is useful to the user. We wish to do away with the Internet perceived as grand dumpster with helpless Internet users unable to change anything.

### Finance

Total transparency and openness of the Information, from which our structure takes its name: *Portal Otwartej Informacji* (Portal of Open Information), will also be reflected in financing the Headquarters' operation and remuneration for active users. This form will largely facilitate the cooperate with subcontractors and investors.

### Multiculturalism

As our target is to establish an alternative to the current manner of the Internet operation, we expect to expand our structure on other countries and languages, thus creating a world-wide platform for easier exchange of information.

### Main purpose

Our main purpose is to provide access to the Information by changing the

way in which users move currently around the Internet by means of organizing its content according to different rules, using one template and the community gathered around the POI structure.

## Innovation

The project's innovative feature lies in the fact that it is the main point of reference when looking for and publishing information on the Internet.

This objective is implemented by means of the overlay, or in other words a sort of "cover" for the existing Internet resources, which is relatively easy to use.

### Message

As this Business Plan has been made available to the public, we encourage all who appreciate its significance for the society to provide support for the team that has initiated its start-up and execution. Our request should also go to the greatest Internet projects such as *Google, AOL, Ebay, Facebook, Onet, Wp, Interia, o2, Fotka* and many others. You will also support us just by refraining from competitive operations.

## Close-up

The major objective of the eaaaa project is to benefit the society in the most general terms imaginable. The portal is intended to become an efficient tool in the hands of the society, in consideration of multiculturalism, natural human hierarchy, personal talents and aspirations of the user.

We wish to turn eaaaa into an efficient and useful tool for coping with different problems starting from individual, every day troubles up to social and world-wide difficulties. Ultimately, we want to face eaaaa with the greatest challenges of the world: Internet accessibility to children, famine, diseases, disproportionate revenues, and peace in the world. Therefore some regulations concerning the behavior in the eaaaa structure are different, unexpected, but also interesting, as the perspective of their development is intriguing and reassuring at the same time. Therefore, we introduce them right at the beginning of the eaaaa existence.

Eaaaa is not just another Internet portal and is not based on work performed by robots. Instead, it is a solution that is based on the existing Internet services and users. It is an added value that unifies and reorganizes the human and Internet potential for the performance of one general purpose, for the benefit of the society.

Eaaaa means plenty of reliable, practical and quick Information, cooperation of the Internet users and businesses. It is a process in which a global project is born with the possibility of practically all Internet users participating in that creation.

*This Business Plan was developed by:*

*Adam Bilewicz,  
Bolesław Dębowski  
Ziemowit Gólski*

## 15.1 Answers to questions: (asked personally)

## 1. Why eaaaa.info?

- Europe, Africa, Americas, Australia, Asia – this name will not put you off, but is very serious. In the era of mass „word formation” movement on the Internet, the name needs only to grow on you. „Info” signifies the portal’s appropriation and makes the new platform more official. The rule is analogical to another technical name for an environment = the Internet. Eaaaa is a bridging construction in this environment. Eaaaa.info should not be considered a name of a company. It is rather a name of a new medium (like press, telephone, Internet).

## 2. Why did the project need 11 years to mature?

- this is connected with to the full interactivity of the project expressed in the openness of the Headquarters, influence of users on its operations by their participation in the process of planning further investments of the Headquarters. All that needs time. A project is mature when tools for managing the Portal’s headquarters are ready, and the project’s global structure is saturated with Information and practically linked to the life of users. Only then can the steers of the Headquarters be given to the Internet users within the hierarchy (that has meanwhile naturally established) of active users inside the project.

## 3. Why did you wait 10 years before executing the idea?

- the vision alone is not enough. As neither we nor the Internet were ready for implementing such a structure – both parties had to mature and grow older (and learn how to type☺). For all these years we had been looking for the answer to practically one question: How to make it? Now both we, the originators, and the Internet, which has grown and matured together with its users, are ready for the implementation.

### Dlaczego 10 lat czekaliśmy na wdrożenie projektu ?

1998 rok



- ✓ skromne zasoby
- ✓ niewielki wybór usług gotowych i darmowych
- ✓ słabe łącza
- ✓ low usability
- ✓ niewielu użytkowników
- ✓ firmy mało liczne
- ✓ technologie i oprogramowanie sieciowe w rozwoju
- ✓ PHP, MySQL na serwerach za dopłatą
- ✓ CSS2 nie istniało, CSS mało stosowane
- ✓ pomysł zbyt nowatorski

2008 rok



- ✓ pierwsza prezentacja projektu eaaaa

Fig. 31. Fragment of a current PowerPoint Presentation.

Why did we wait 10 year before implementing the project?

1998  
limited resources

a little choice of ready-to-go and free-of-charge services  
week Internet connections  
low usability  
few Internet users  
few employees in many companies  
technologies and network software under the development  
PHP, MySQL on servers against additional payment  
CSS2 did not exist yet, CSS not very popular  
the idea was too innovative

2008  
first presentation of the eaaaaa project

#### **4. Who can be an Administrator of a NFS site?**

- all and only physical persons, concrete humans, can become ADMIs. A company (legal person, a business) cannot be a supervisor of a NFS – (*it has no arms or legs, and robots are not allowed!*). A NFS can function well without being supervised. And in case of a company, it is the company that appoints an employee to represent the NFS in the structure.

#### **15.2 Questions about the project asked from the Internet.**

From casual Internet users (who have e-mailed us).

**What for?** Answer to the question „What for do you launch Portal Otwartej Informacji?”

\* If we are in 100% satisfied with how the things go on in our environment, then I agree there are no reasons for that. It would be mixing the water, or indulging in idle chatter just for fun. It is a banal answer, but also a true one.

\* If we let others change the world around us (and here particularly the applications on the Internet), we will be only observers of what happens. This has happened to many interesting and intelligent people. They lose, i.e. they can't change anything, because they act alone.

\* POI project is supposed to concentrate activities of the Internet users in such a way so that all their operations will finally start to mean something, but it needs to be done in such a way so that they will also get SOMETHING (concrete and measurable). And this is the project's gist.

\* A small group can be paid, but a mass of Internet users cannot. Someone will need money, another one some free space on the Internet, another one wants to control something , and these needs can be satisfied by POI in all its complexity.

\* The most important power of POI is the number of the Internet users. First we need to be gathered and then appropriately directed. But you cannot direct a million (or more) people, therefore the project also considers the management through Internet users. The directing function comes down to managing small fragments of POI.

\* What for? We will know – all for ourselves and in due time. It is important to have the correct direction and a friendly objective.

## **Refreshment of the information in POI – who is going to do it, how is it going to be done, what is remuneration going to be and what is the quality going to be like?**

Answer:

The beginning is important: Every NFS site either **has** or **has not** a **physical** supervisor/owner. A company (legal person) cannot be a supervisor of a NFS – (*it has no arms or legs, and robots are not allowed!*). NFS may function without supervisors.

- ADMI may be the NFS owner, but a different person can be the NFS supervisor.
- The payment issues are then settled between them.
- The NFS has two major modes of the content management: editing exclusively by the ADMI and editing exclusively by the Internet users.

1. Information is **refreshed** in POI on each individual NFS site by:

- a) publishing the information once – by a user
- b) continuous supervision and re-editing of the site by its supervisor - ADMI
- c) including more entries by other users in appropriate places
- d) providing advice, comments and assistance to ADMI.

2. Information in POI is frequently **re-edited**:

- a) similarly like in Wikipedia for:
  - module that enables adding info by everyone, e.g. FREE
  - TOPIC module that can be executed partially on Wikipedia's engine
- b) through an active participation of ADMI who tries to achieve the best scoring possible for their NFS, which is reflected in their revenues, see similar at <http://pl.shvoong.com/>

3. Information is edited, updated, evaluated and complemented in POI against something valuable:

- remuneration
- points that can be exchanged for money, merchandise, service,
- hierarchy.

4. Quality of Information in POI.

– Majority of POI resources will cover the Internet resources, and so their quality will be comparable, this part of POI is close to the thematic and (caution!) semantic catalogue.

– Information is edited in POI generally by all these Internet users who are active now. It does not matter if they do it of their free will or are ordered to do it.

– Those users who will try to ADMINister a NFS for which they are not prepared, will lose the job because the system will note their incompetence: opinions, complaints to POI's Headquarters, negative points, lack of supervision, low revenues. However in case of ADMIs with no competence, they could also stay longer, as the NFS site was given to them to own. Ultimately, a tribunal/voting is

organized and the NAME can be taken by someone else.

5. The content of each NFS is also modified automatically through:

- visiting figures
- good opinions
- number of points obtained for many different elements of the NFS.
- segregation and filtration

\* You must remember that if someone got into the business of NFS ADMINistering, he/she will in a natural way care about:

- visiting figures
- good opinion and high scores
- high revenue generated by the site.

### **Is it about creating something like “republika WWW” (Onet.pl)?**

> This portal also has a tool for creating websites and you declare right at the beginning to what category your website should be added.

Answer:

\* Yes, but I want to go even further. In *republika* we have now 114,088 websites = editors. This is a great potential of people who have already done something.

\* In here we will not have any declarations concerning categories. That would be too general. The choice of the NFS’s name will be the declaration on the topic of the website. Naturally, also in here we will assign NFS sites to one of higher-rank thematic division.

\* However, the topic from the given website is the one of the kind in the system. The website will have places prepared for attaching content in the topic, file in the topic, link in the topic, etc. It will also be possible to run a forum or guest book, add comments, vote for issues in the website’s topic, etc.

\* To some extend it will be a small thematic vortal. And there will be thousands of them. In theory, every website can be taken care of by a different Internet user. It will be the user’s distinction in the system. In here the user can also attach their personal website, e.g. the one in *republika*. The Internet user will be more visible and significant than in *republika*, because the topic that they are leading does not have to be linked with the theme of their homepage, and will also generate traffic.

### **Why will users come to eaaaa?**

#### **Why will the first ten users come...?** (Question by Mr. Tadeusz Witkowicz)

1. The project’s main website (in the banner?) will contain such advertising & introductory texts as:

- eaaaa.info = information from Europe, Americas, Asia, Africa, Australia, – the right global name.
- the greatest Internet project of the world starts in Poland!
- Poznań challenges the world – in some circles it is said that in Poland and



probably in Poznań there are the best IT specialists of the world – according to the results of Olympiads in Informatics.

- your knowledge, command of the Internet, ability of building websites and writing texts are not important
- start acting, take care of a piece of the Internet.
- the service guarantees that information can be found immediately after it is entered, and after some time also in the search engines.
- the early bird catches the worm – book your name ahead (names are unique)
- let yourself be seen on the Internet,
- work for yourself with a benefit for others,
- book yourself a work place
- you have not seen something like that before, although you know it in some parts.
- there are things that can be done only together – we need you,

2. Introduction (description, diagrams) to eaaaa depending on the users' orientation and interests:

- if you are a fan of somebody, something, music fan...
- if you are a scientist...
- if you are a specialist, hobbyist...
- if you handle information as your profession
- if you are a company owner, have your products, services...
- if you just want to place some information on the Internet...

3. The portal will host the history of the project development written in an interesting way. We all like intriguing stories, this one also has some tidbits.

4. Good description of the entire portal that can be re-printed in press, newsletter for the press.

5. Features of the eaaaa system are different from the competitors' ones and they are trustworthy:

- you get something to own, you are much more visible;
- it is an interesting idea, operation is easy, it reaches globally;
- the finance are available to everyone;
- plans are available and you are promised to be able to vote for options and directions of the portal development up to the management level;
- real needs of the Internet users are satisfied;
- you can prove your strengths, be a success, raise your prestige, participate in competitions, make joint decisions, cooperate (see point 7 below)
- you can earn money – source of additional income. this is also telework for the Headquarters.

6. Indications to other ideas and the project's options:

- megamodules based on the structure: Streets, Find me, Internet Cruiser, Calendarium (*more at your request*)
- execution of your own ideas (ideas will be voted over, support and execution of the ideas, Bank of Ideas)
- Eaaaa's own projects in which all users could participate:

e-companies, on-line and off-line investments of Eaaaa

5. Inside the descriptive websites short serious descriptive texts (we refer here to our responsibility towards the project and we show its rank) – and you can participate in that.

6. Advertisement:

a) by entering into cooperation with a few portals (for integrity of which we are going to apply) such as auction services, announcement services, blogs, forums, thematic catalogues, stores (now free at times), we, as the society, will use the already existing structure of contacting the users and placing banner-type advertisements, which will all build more trust and will of cooperation. (as the cooperation develops we will request these portals to adapt to our standards)

b) logos of the cooperating portals on our website.

c) a form of appreciating every new participant: e.g. PLN 1.00/person until we reach the number of 20,000 users solicited this way.

d) we can start informing the Internet users about our portal by getting to the disabled first, and then let the news be spread by the users themselves, with no additional advertisement. This method will ensure a quite even and steady growth of the number of users.

e) selling the NFS „names” (i.e. individual single websites of the Portal) at Internet auctions for PLN 1.00. In each thematic division in the service there are different groups of headwords – this form can also have some agents responsible for selling them.

7. Contact with users:

a) proposal of a training and ultimately holding a function in Eaaaa or the Headquarters:

- as support for the newly established administrative structure of Eaaaa, responding to letters in selected specializations: secretarial issues, soliciting customers, sales.
- as a proof-reader of NFS sites – counseling, evaluation and correction;
- as a moderator of one of Eaaaa forum in a narrow specialization
- as a controller of links' functionality and content, reacting to irregularities in the Eaaaa systems in respect of editing choices.
- as a constructor thematic branches, organizing on-line conferences for ADMIs
- as a language proof-reader
- as a translator and person checking the places of the system's language versions
- as an employee of Eaaaa's Headquarters

b) emphasis is laid on the active contact with users:

- responding to e-mail
- assistance in problem solving.
- advice and recommendations, creating the FAQ section
- delivering on-line lectures to streamline the cooperation
- regular mailing services.

8. The Internet users will come up because the project:

- is something new and interesting
- is easy to operate and construct
- refers to each and every aspect of the Internet and our reality
- integrates the existing solutions and Internet services
- will activate the potential hidden in the common sense of the majority of the Internet users
- will establish a global and coherent business market in the space of the Internet
- aims at globalization of education
- offers new solutions and services
- is flexible in terms of the requirements of social, religious, national, language and cultural standards
- reaches globally and supra-nationally with no limitations in terms of languages
- because the Internet market has not put such or a similar proposal forward

Such an project like ours could not be possibly executed without an active and direct participation of thousands of the Internet users or without the acceptance of the major benefit for Them.

**Why the editors (ADMI) of websites (NFS) will be eager to write and what will motivate them for work at eaaaaa?** (Question by Mr. Tadeusz Witkowicz)

Actually, many reasons have been already specified hereinabove.

1. Because the invested work is not wasted.

- ADMI is the NFS site's owner
- ADMI may earn money if the visiting figures exceed some specified limits
- ADMI may re-sell the name at an auction and earn money
- The NFS site provides him/her with the possibility of generating income outside the Eaaaa system

The above described circumstances result from the specific module of the NFS that can be dedicated to anything really.

2. Because the Eaaaa structure is and is supposed to be stable. Eaaaa cannot be re-sold. And the transparency of financial issues and purposes of the project raises no doubts.

3. Because ADMI will have a chance of expressing their opinions about the company, employer, product, service, and these opinions will not be lost in the chaos of the Internet and can be found easily by all the concerned.

4. Because the work contributions (posting the links, texts, pictures – even without any payment for the provider) generate benefits for the environment or the society: prestige, exclusiveness, distinction, visibility, ownership, managing a group, or even **saving the world** on you unique "plot" of the Internet, i.e. on your own NFS – this benefit applies to the portal's main constructors: average Internet users, irrespective of their age, sex, profession

or education.

5. Because this work is interesting.

## 15.3 Attachments on CD, Address, Abbreviations and Acronyms

Attachments on the CD:

Run file: **index.htm** in the MS **Internet Explorer** browser, as the examples are optimized for this browser only.

Some attachments function in the on-line version only.

### Address

#### Contact

[www.eaaaa.info](http://www.eaaaa.info) – temporary address of POI's  
Headquarters  
[www.aaaaa.pl](http://www.aaaaa.pl) – Portal Otwartej Informacji Polska

#### On-line:

biuro@aaaaa.pl

**Telephone:** 663 97 36 98

#### Address

SIP Sp.k.  
Stowarzyszenie Portal Otwartej Informacji  
Jackowskiego 30A / 6A, 60-512 Poznań, Polska

(Tax Identification Number) NIP 7811765148  
(Company Registration Number) Regon: 300060620  
(National Court Register Number) KRS 0000232152

Chairman: Ziemowit Gólski

### Abbreviations and Acronyms

used in the text and attachments:

<b>POI</b>	<b>Portal Otwartej Informacji</b> ( <i>Open Information Portal</i> ) = POI = functional name of the Polish project, for more see Chapter 14.
<b>eaaaa</b>	global structure of the project divided into language versions
<b>Headquarters</b>	unit that manages the entire portal characterized by great interaction capabilities, for more see Chapter 14
<b>NFS</b>	Name's First Site (in Polish: <i>Pierwsza Strona Nazwy</i> ) – portal's construction element – <b>standard of information presentation</b> = a template of a website; for more see Chapter 7
<b>ADMI</b>	Administrator, supervisor of NFS and Information – active user, also an employee of the Headquarters; for more see Chapter 4

Due to the huge number of various topics considered within the project it is interchangeably called the **system, portal, structure, project, POI** or **eaaaa**.