

Plan to accelerate the Nations Incubators.



The American ideal of helping our brightest and most promising Entrepreneurs via the creation of Business Incubators, has not realized the level of successes that were envisioned in the formation of said Incubators. And in many major cities across the USA these Business Incubators are to provide the necessary components needed to create new businesses (Newco).

The nations Business Incubators would profit from a Sales Plan that can utilize these Incubators in a National Sales program...

Sales folks, just simple sales is the root of all investments, and follow thru in the sale of new products.

The PC industry in Japan alone in the mid 90's planned at least 4 four inventory turns per year, that means that they planned to release new models every four months... The plan was to overwhelm the US PC industry and only Taiwan and Hong Kong matched them, of course Intel and Dell and HP/Compaq were very close. The PC's were being returned with "No Trouble Found" and could be seen stacked along the corridors of the US large blue chip PC manufacture building hall ways.

Why? They didn't have time to find out if they were OK, and the new model was already coming down the assembly line, it was the era of the RMA (Returned Merchandise Authorization). So many of these ended up at Fry's, CompUSA, etc. So the problem of selling the many brands of PC's was solved by Sales. QAPIus was credited in reducing (significantly) the number of NTF RMA's. If QAPIus passed you were referred to education and VAR solutions.

So if Sales can solve the complex over supply of too many PC models and brands, then why can't it solve the Sales problem of the nations Business Incubators?

What is needed?

A National Angel Fund with local distribution rights. The individual Incubators need to learn how to help create new businesses, and they need to experience the budgeting and funding process. The typical success level of a new startup, is based on how old the startup is. Most will fail in the first few years. So the older the startup, the more probable the continued growth.

Funding Levels

The funding level is typically smaller than requested, the ability to continue development is based on the ability to buy food, pay rent, and drive a car.

If you are looking for larger funding, call a VC firm, you are probably outside of the Incubator stage. The purchase of Capital Equipment should be avoided if possible, borrow, barter and talk the local Computer Store into being a Entrepreneur Enabler Member. The local community will respond to the Entrepreneur Enabler Stores, because they get to do DEMOS in the store periodically from the Entrepreneur Incubator. This kind of PR is needed to bring the idea into a stronger market position.

The Advanced Technology Center of the Entrepreneur Incubator.

What is the Artificial Technology Center?

The Artificial Technology Center is to be a new and unique research and development laboratory. Its purpose is to advance and promote the technology of high-speed Internet applications. The center will advance the technology with an innovative research and development laboratory. It will promote the technology by demonstrating and educating the public as to the new possibilities offered by a high speed Internet

Why is it needed?

The Center is needed for one primary reason - to develop profitable products for the Internet of tomorrow. All businessmen are aware of the

difficulties in developing new products. Developing products for the Internet is even more challenging because no one knows how the Internet will grow and what it will grow into. We do know that its amazing technological advances have changed the rules of commerce, yet we do not yet know what those rules have changed into. Because of this, developing creative and profitable products is much more difficult on the Internet than in the past.

The Center will be an environment designed to quickly produce new products and technologies. It takes advantage of the fact that advances in broadband technology will soon turn the Internet into a high bandwidth network. These changes will open the door for a host of previously impossible applications. The Center solves the problem of how to create these different applications and it also determines if they will be profitable. It does this by building an environment where an Internet user can use the new applications in a meaningful and productive way, and where at the same time, we can assess their usefulness and profitability. The Center's environment is called the **AiDigital Library**.

What is the *AiDigital Library*?



***AiDigital Library*™**



The ***AiDigital Library*** is conceived as integration, both physically and in the abstract, of a library with the World Wide Web. The goal is have an environment consisting of library and web, which fulfills the functions of both in the most useful and human centered manner possible.

We are building a library because a library, seen as a physical container of knowledge, has the same function as the Internet - today's most successful and powerful container of

Knowledge. The Internet has its enormity and timeliness of information, hyperlinks, plus the well-honed excellence of the various search engines. The library, on the other hand, has the advantage of human comfort such as windows, chairs, desks, and space. Both however have the same function, which is to serve us humans in our ability to acquire, manipulate, and create information.

As the Center's main tool for product development, the ***AiDigital Library*** will serve multiple roles as think tank, R&D facility, and technology showcase. By building it we hope not only to demonstrate the advanced capabilities offered by a high bandwidth Internet, but also to act as a bootstrap and catalytic agent for the development of commercially successful products.

The ***AiDigital Library*** will require innovative hardware and software I/O devices and solutions. The library must make one's physical environment a powerful tool for accessing and manipulating the multitude of information streams present on the Internet: such as HDTV video, surround sound, hypertext search engines, and 3D data sets. Conversely, it must also allow one to control the physical aspects of the library in such a way as to facilitate one's control of the Internet and its multimedia. Solving these problems, and in general building the library, will hopefully result in the profitable Internet application we need for commercial success.

SECTION III: The Components

What will the library consist of?

The ***AiDigital Library*** will have a variety of software and hardware components. They are named the following:

- The Physical Library
- The Library Web Site
- The Library Query Engine
- The Library Server
- Advanced Concept Tools

The Physical Library

The Physical Library is an actual library. The present one is located in Florida. The library is comfortable, well lit, spacious, with computer access and a private collection of books, records, tapes etc. It also contains media players such as a multimedia capable computer, a HDTV capable large

screen monitor, and a stereo system. Regardless as to how we construct the ***AiDigital Library***, we will make sure it remains comfortable, spacious and well lit.

The ***AiDigital Library*** is not meant to be a replacement for a traditional library, nor for the creation of a 'super' high tech system with lots of bells and whistles. These may be laudable goals but they miss the point of the ***AiDigital Library***. The goal is to produce a melding of a library with its Internet counterpart. To do so successfully, we must maintain those qualities of a traditional library that makes it enjoyable and easy to use. These include in no small part those that make it comfortable, spacious, and well lit.

Value Added Resellers VARs

In the days of the **VAR's Value Added Resellers**, there were custom solutions, the Data Base software company's Condor, dBase II, and the more sophisticated Relational Data Bases like Sybase, Oracle, etc. all needed Data Base developers to create custom solutions, the Data Base by itself was almost useless without the skills to use them. Today this is true for Video Editing, and 3D Animation. Photoshop has proven however that almost anyone can do professional Photographic work. iMovie, Premier, and Final Cut Pro have almost reached that level for professional Video Editing. Podcasts are becoming more sophisticated and the evolution of eLearning courseware is awakening for the individual professional.

In times of economic duress, the ability of a person to sell his idea or product or service is enhanced, they really have to sell it. The solution to selling is to find a method that is unique and needed and serves a purpose and often will need some Value Added Customization similar to a VAR. It is called being a Entrepreneur.

With the large number of unemployed, and with many of them being what we call advanced PC users, the possibility of scanning, indexing, and reformatting digital content with the permission of the copyright owner, eLearning courseware in Podcasts similar to the highly touted Khan Academy on YouTube is one of the first to achieve attention to the

capability to teaching complex math in short to the point courses. The simplest of simple eLearning courseware you will find on the internet.

So the proposition is to promote the Format and Structure of the a ISO Standard for eLearning. Kind of like Legos...

The distribution and success of these Digital Components for eLearning will be based on the user's acceptance, and will be market driven.

The profit of these eLearning Components will probably be small on a per user basis, but high on the vast number of potential students. So the ROI would be based on a revenue sharing scheme.

ISO eLearning Standards

This plan predicts the establishment of a ISO eLearning Standard, and the support of our High Tech Industry, which if it was a printer standard for example, would find HP, Intel, Microsoft, etc. all at the table wanted to sway the design in their interest.

So if necessary, you will find a quicker solution via the Open Source Community...

With Open Source, a developer would assemble the various components and then define a Format Structure, use some SDK's and Frameworks and glue together a shippable eLearning Course as a initial release, probably in less than 4 months, with some promotion even get others to join in, should be no problem with so many under employed developers... Who do you think is doing the Open Source development today? About 10,000 wannabes and a couple of real developers doing most of the work.

Now do any of these guys work in a Incubator today trying to launch their new dream? How far would \$2-3K a month go with these starving artists? All the way to shipment.

And remember Dexter's approach, "Do not confuse booking with shipping". or you will never ship...

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