Pay it Forward – Figuring out the Money side of new Technologies

– Travel, Services, Education – Eliminating the Yellow Pages – Extending Google, Facebook, and Evolving the Existing Model for Bringing Value to People´s lives via Online Technologies.

At this stage, I envision there to be 7 primary steps/parts of this over-arching strategy/opportunity. These can be done individually and be very robust opportunities and then dovetail into one comprehensive system.

1) Traveler services, communities support and Location Based Services (LBS)
2) Creating portals, Travel, Associations, Nations, Regions, States, Communities, etc.
3) Digital University – next University of Phoenix online (Experiential – Practical)
4) New learning environments – e.g. gaming, Access Granted
5) Individual Empowerment – Jamaica Self Management Institute
6) Managing various networks – specialized, various scales, geographical .
7) Collaborative Networks – the future of Facebook, Twitter, etc.

Please **Watch the 1 1-2 minute video** - http://www.youtube.com/watch?v=FMGu0efS6EI

1) Traveler services, communities support and Location Based Services

Zoom has been presented with a strategy document that this will enhance.

Travelers Services Information

Zoom LBS
- Attraction Patent -
[Community Networking, Education, Business]
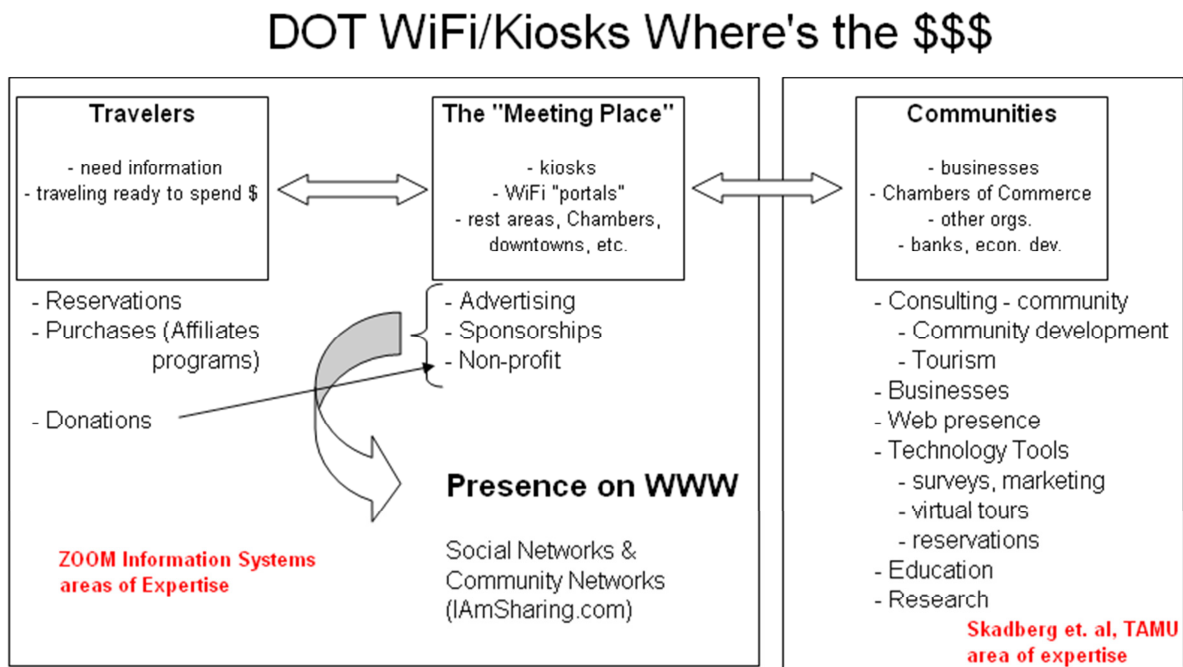
Communities, Businesses, Quality of Life

Zoom Information Systems has contracts in several states providing Wireless Internet and Travel Information – this can be expanded to provided kiosks and "portals" in many places. Additionally the tools exist for very advanced Location Based Services. I have also developed a viable fundraising strategy. It is viable because we successfully raised $80,000 for the Great Texas Coastal

Proprietary ideas and concepts of Andrew Skadberg, Ph.D.
anskadberg@gmail.com, Tel. Colombia 57.300.493.9584 / 300.532.0352, www.experientialuniversity.blogspot.com

DRAFT – CONFIDENTIAL - For discussion purposes only

Birding Classic in 1997. The fundraising strategy has evolved. Here is a quick snap-shot of ideas of where money can be made with the Travel Portal and LBS opportunity.

The following Diagram 3 was created when Zoom pursued the wireless Internet contract with the state of Texas in 2007. There are many different ways to develop income streams from a multiplicity of customers. In order for the greatest success, the long term strategy should be to develop all of them. In the short-term we should examine the quickest return so we can then re-invest to develop the system and grow the team to support all scales including State, region, community, organizations and associations, businesses and landowners.

A first opportunity would be to approach communities to develop a sort of "seed-funding" strategy to further build out the system by which we can provide various services to the businesses (courses, expert advise, networking, etc.) and at the same build out a robust sales team and strategy.

DOT WiFi/Kiosks Where's the $$$

Travelers	The "Meeting Place"	Communities
- need information - traveling ready to spend $	- kiosks - WiFi "portals" - rest areas, Chambers, downtowns, etc.	- businesses - Chambers of Commerce - other orgs. - banks, econ. dev.

- Reservations
- Purchases (Affiliates programs)
- Donations

- Advertising
- Sponsorships
- Non-profit

ZOOM Information Systems areas of Expertise

Presence on WWW

Social Networks & Community Networks (IAmSharing.com)

- Consulting - community
  - Community development
  - Tourism
- Businesses
- Web presence
- Technology Tools
  - surveys, marketing
  - virtual tours
  - reservations
- Education
- Research

Skadberg et. al, TAMU area of expertise

Finding Other Support - Grants, fundraising
Government Funding
- ISTEA (Transportation Enhancement)
- Governor's Office
- Homeland Security
- Agencies (TxDOT, THC, etc.)
- SBIR, etc.
- Congressional Earmarks
Philanthropic, fundraising
- Kelloggs
- Bill Gates
- etc.

Other Potential Players / Sponsors - benefactors
Microsoft (Surface), Google (Earth), Amazon (A-9), Intel (digital communities)

Snapshot of the original TexBox Kiosk (2003)

Supporting "Permission-based" services, sales

A friend of mine Brad Cunningham created a thing called Vip Zip, and then Powervox that supported permission based messaging services, and supported various "communities" in a community (5 pillars). This system could send out various "coupons" and newsletters to membership or customer lists gathered by organizations, including to mobile devices. I have included a description of VipZip in this Zip file FYI.

2)Creating Portals

– Travel, Associations, Nations, Regions, States, Communities, etc.

- Example Portals – Colombian Trucking Confederation, Viva Jamaica

We are currently working with the President of the Colombian Trucking Confederation. He is the single voice of the trucking industry here. Essentially if he says "strike" 200,000 trucks stop moving. The idea is to create a single Online portal supporting the association. Here are some services we are envisioning providing – the key to getting customers to use these is to, SAVE THEM MONEY and make it easy to use! – the site can receive commission on all of this.

- *selling stuff, tires, trucks, GPS, computers, mugs, T-shirts, etc.*
- *Brokering loans, insurances, shipping and receiving, retirement*
- *education – courses, tips and tricks for saving money, etc.*
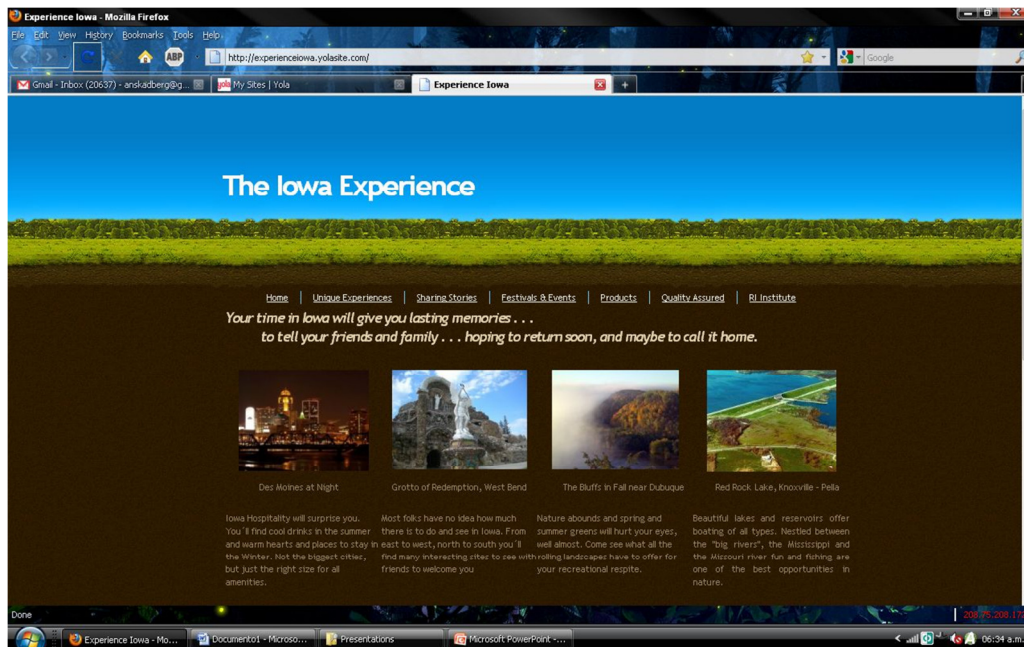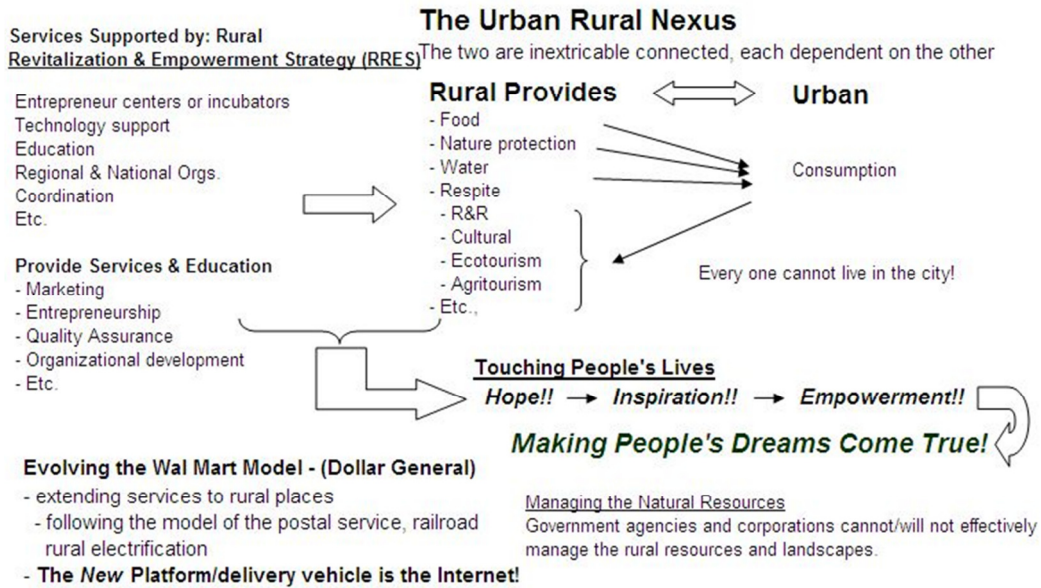
Example of Travel Portal for the country of Jamaica
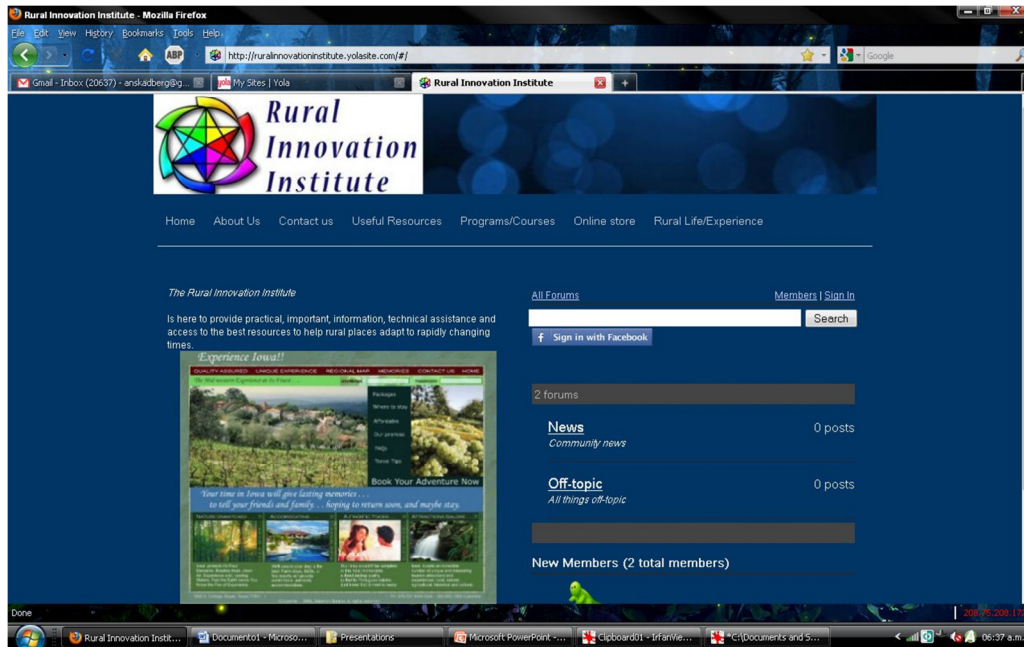
Travel Portal – Educational Institute

Here is a little background about the relationship of rural and urban places, and how a "portal" connects to a learning institute. This could be the new Wal Mart model – satisfying traveler´s needs while empowering communities to diversify their economies, while making dreams come true. This could also replace the Yellow Pages.
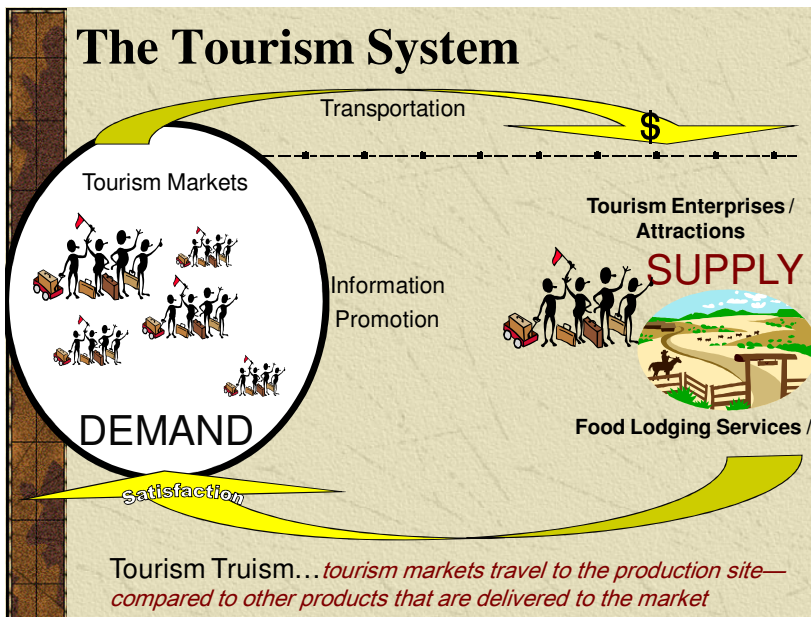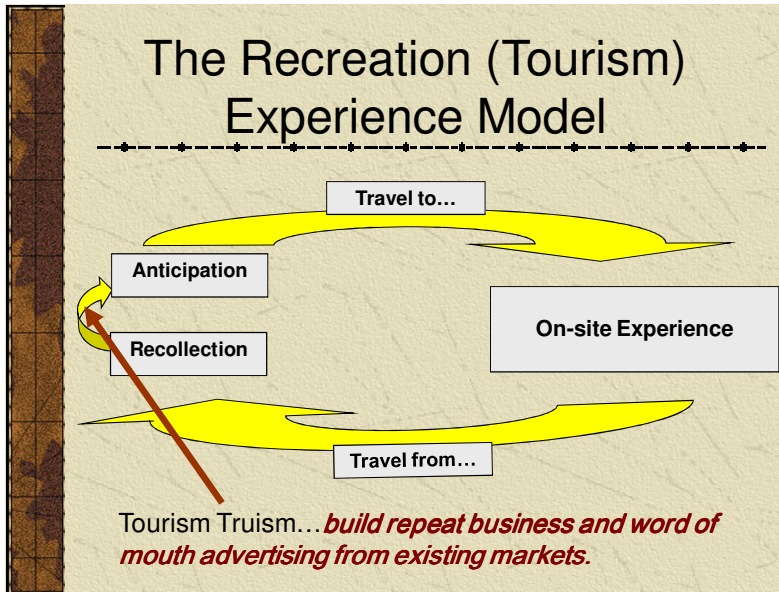
Some more conceptual details about the opportunities to support and provide services between Urban and Rural places.

Proprietary ideas and concepts of Andrew Skadberg, Ph.D.
anskadberg@gmail.com, Tel. Colombia 57.300.493.9584 / 300.532.0352, www.experientialuniversity.blogspot.com

The Urban Rural Nexus

The two are inextricable connected, each dependent on the other

Services Supported by: Rural Revitalization & Empowerment Strategy (RRES)

Entrepreneur centers or incubators
Technology support
Education
Regional & National Orgs.
Coordination
Etc.

Rural Provides ⟷ **Urban**
- Food
- Nature protection
- Water
- Respite
- R&R
- Cultural
- Ecotourism
- Agritourism
- Etc.,

Consumption

Every one cannot live in the city!

Provide Services & Education
- Marketing
- Entrepreneurship
- Quality Assurance
- Organizational development
- Etc.

Touching People's Lives

Hope!! → Inspiration!! → Empowerment!!

Making People's Dreams Come True!

Evolving the Wal Mart Model - (Dollar General)
- extending services to rural places
  - following the model of the postal service, railroad rural electrification
- The *New* Platform/delivery vehicle is the Internet!

Managing the Natural Resources
Government agencies and corporations cannot/will not effectively manage the rural resources and landscapes.

http://experienceiowa.yolasite.com/ - currently just in early conceptual stage

http://ruralinnovationinstitute.yolasite.com/#/ - currently just in early conceptual stage

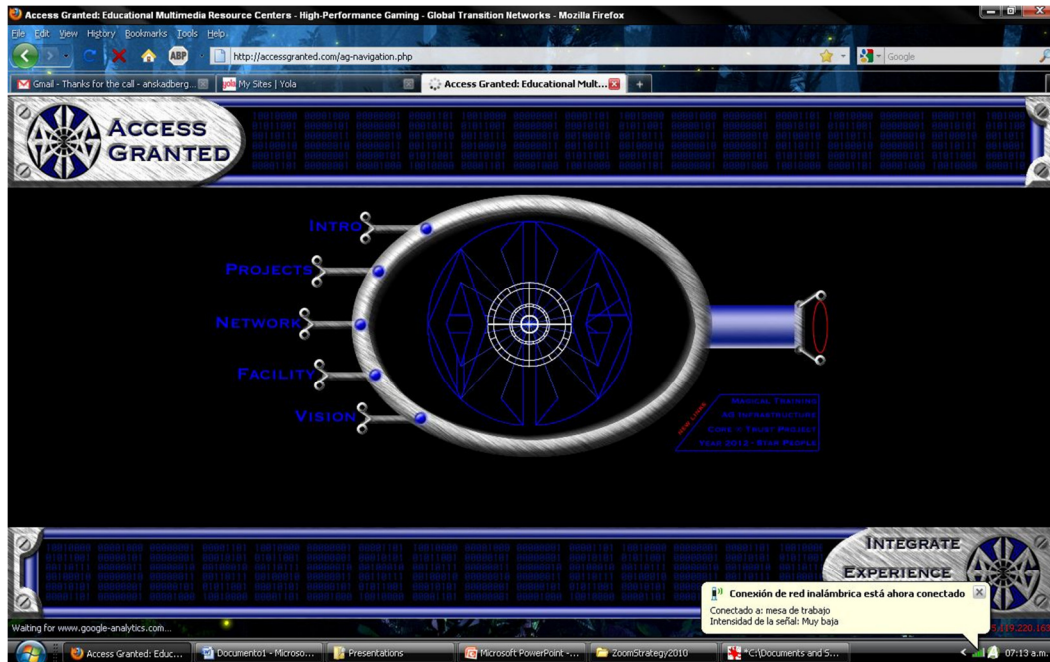## 3)Digital University (Experiential – Practical) – Ex. Reverence for Life University

- The next University of Phoenix Online
- Practical information, sustainable communities, entrepreneurship, etc.
- New learning environments – Gaming, Extension models
- Converting existing content and "case studies" – into short courses, courses, etc.
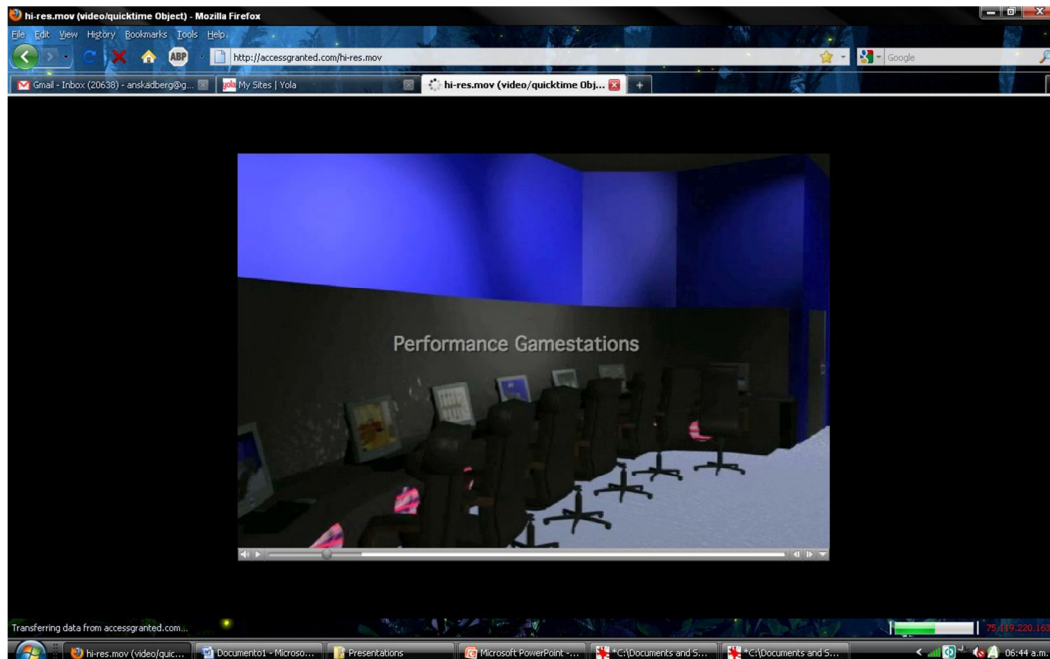

http://jamaicaselfmanagementinstitute.yolasite.com/rflcourses.php
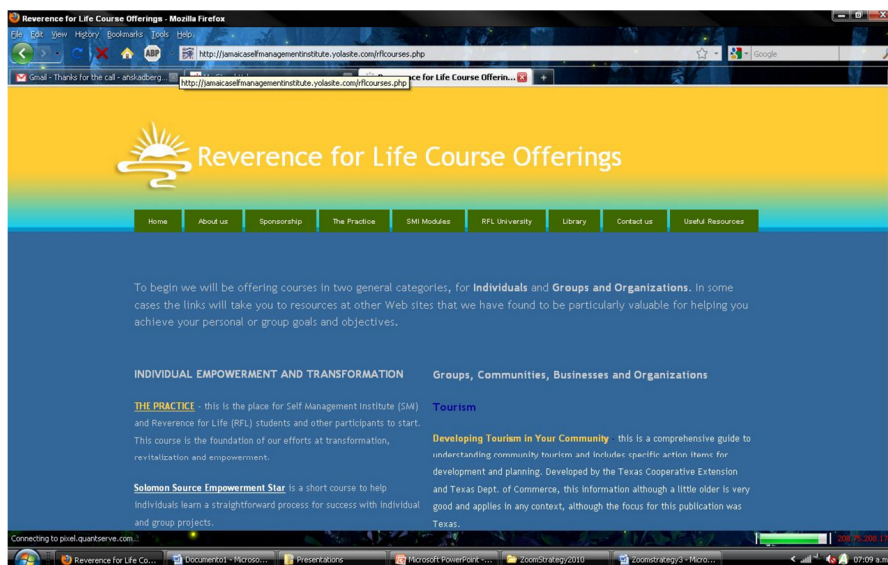
4)New Learning Environments

- example Access Granted

http://accessgranted.com/ag-navigation.php

http://accessgranted.com/hi-res.mov

Combine these Educational portals to communities (Internet cafes, classrooms, libraries), but support with Extension professionals to assist people to learn how to use them, especially in developing countries.
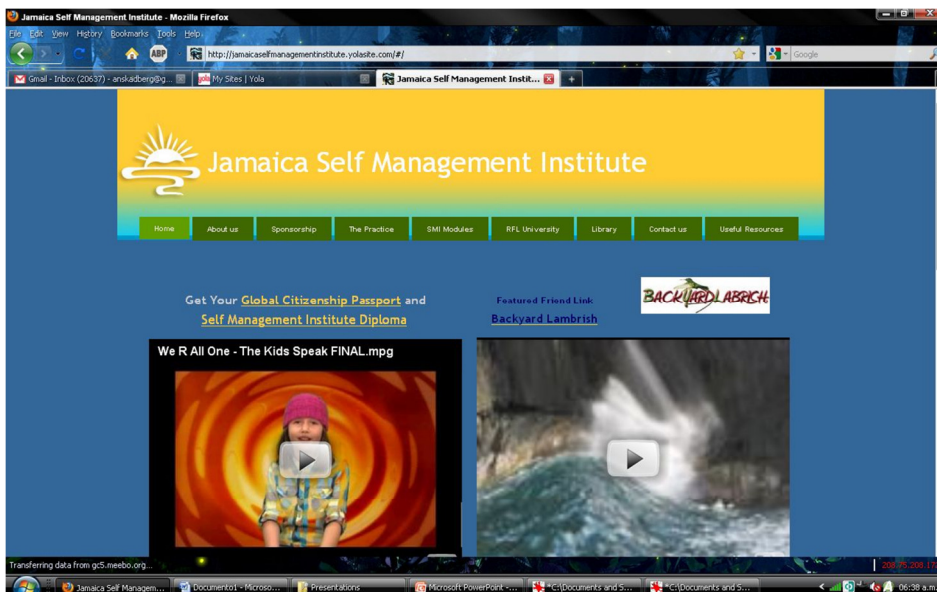
 Mobile Classrooms
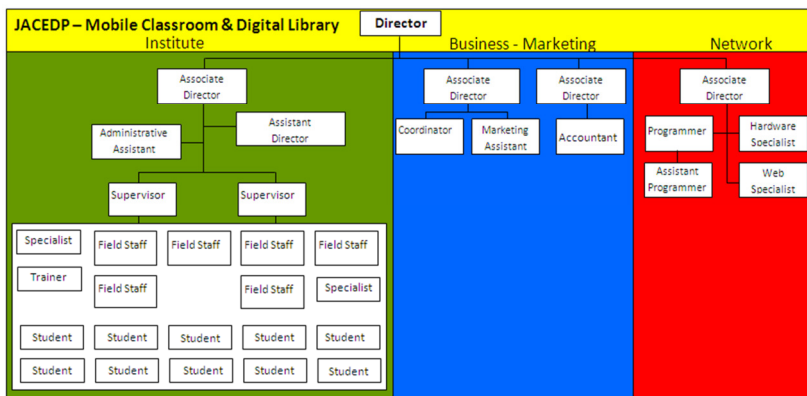
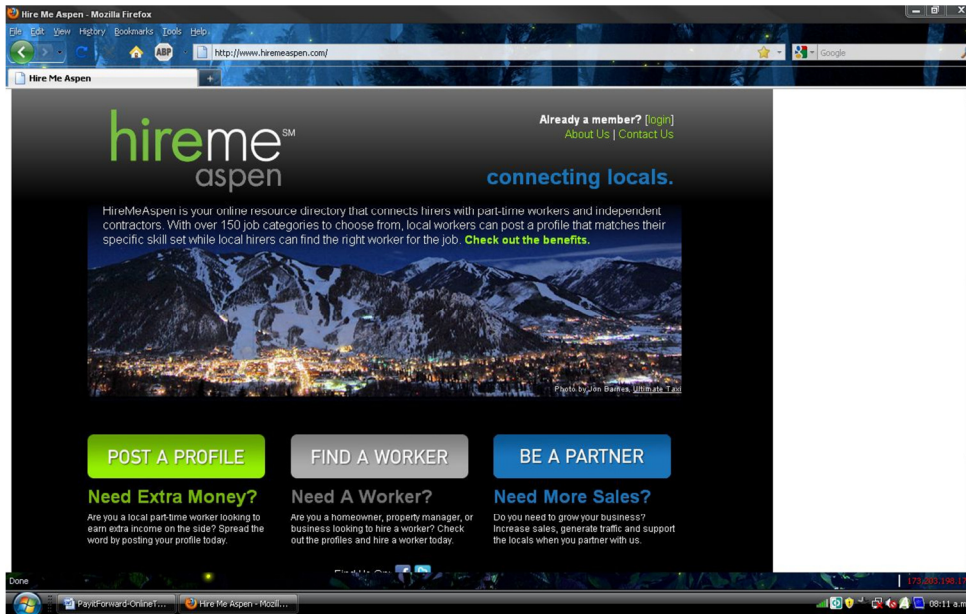

5)Individual Empowerment

– one of the key issues of success is empowerment of individuals. This can occur on many levels. The Jamaica Self Management Institute (SMI) is a beginning point.

http://jamaicaselfmanagementinstitute.yolasite.com/#/

6)Managing various networks specialized, various scales, geographical

- example Hire Me Aspen

7)Collaborative Network (initial idea was called I Am Sharing)

A Collaborative Network is also about creating a space on the Internet where we don't just play games, socialize or waste time. It will be a place where people can come together, get access to some tools, and figure out how to collaborate and take their creative talents and make a difference in the World.

How will this be done you ask? I don't know all the steps, just like the mountain climber doesn't plan every hand and foothold to climb the mountain before he starts. He looks to the top of the mountain and says "I'm going to look down from the peak." Then he begins the climb. And step by step, he makes his way to the top.

Revenue Generation Potential –

- Amazon
- Members pay for business presence
- Look at other Web sites that pay for referrals, and affiliates
- Online catalogue sales
- Distance learning, e-books, technical assistance
- Custom Web design
- Virtual tours

DRAFT – CONFIDENTIAL - For discussion purposes only

Conceptual Main Page

Conceptual "Profile" page

Proprietary ideas and concepts of Andrew Skadberg, Ph.D.
anskadberg@gmail.com, Tel. Colombia 57.300.493.9584 / 300.532.0352, www.experientialuniversity.blogspot.com

Conceptual "Meeting Place"

Proprietary ideas and concepts of Andrew Skadberg, Ph.D.
anskadberg@gmail.com, Tel. Colombia 57.300.493.9584 / 300.532.0352, www.experientialuniversity.blogspot.com