

國立政治大學科技管理研究所

碩士論文學位

全球地理社群網站之創新經營模式 – 以銀髮族之旅遊需求為目標市場

An Innovative Business Model on Worldwide Geographic Social Network – Based on the Initiative of Senior Travelling Demand

指導教授：許牧彥 博士

研究生：洪杰琛 撰

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ABSTRACT

Aging becomes one of the urgent topics in Taiwan, therefore new product and services must be established in respond to this issue. In recent years, online social network have been one of the most accelerative business model spreading across internet. Facebook has been one of the most influential role model among all. An opportunity gap is identified within these two phenomenon. The present paper is to initiate an innovative business model on worldwide geographic social network – based on the target market of senior travelling demand. This innovative business model will be satisfying the discovered gap.

The establishment of this innovation business model is based on the process of Innovation SCREW: (1) Search; (2) Combination; (3) Re-search, Re-Combination; (4) Experiment, Evaluation; (5) Work, Weigh. Through this framework, it brings to the possible establishment of this platform. In addition, by using of secondary datasets that lead to comprehend further to consumer behavior and market demand.

As the result, based on this innovative platform, it is hoping to create a new online worldwide geographic social network that can improve services on senior's travelling demand.

Keywords: Aging, Older Adult, Internet, Online Social Network, Virtual Travel

ACKNOWLEDGEMENTS

Two years ago, I have never expected to enroll to such great school and enrolled into such great program, and that was a milestone. The memories of the first day in Technology and Innovation Management seems just like yesterday, life in TIM couldn't be more refreshing and amazing. Throughout these two years, TIM has taught me be not afraid to fail, the gold belongs to the one who believe it existed. So does this thesis, many challenges has cease the continuum, but I couldn't not have accomplish this milestone without many helps from the classmates and community, therefore I would like to pay my gratitude to few of the remarkable individuals. I thank you to the bottom of my heart.

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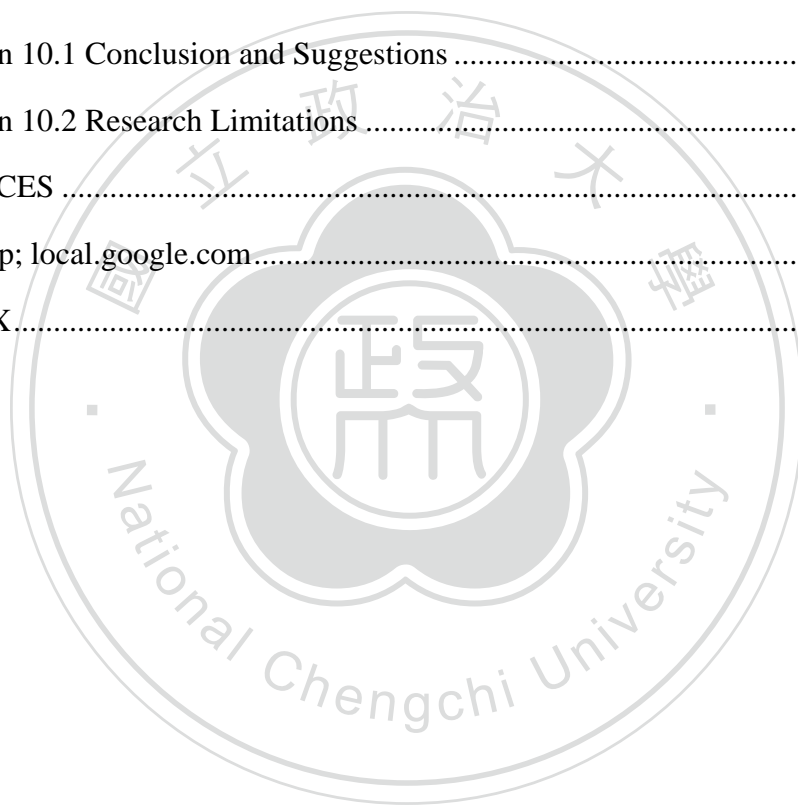


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Chapter 1 INTRODUCTION

Section 1.1 Background and Motivations

Aging, one of the biggest challenges around the world, with the birth rate declining while seniors' population continuous to grow. Soon, many senior citizens will be retiring; many of their daily routine behaviors and actions will soon may be changed, they may requires to be establishes new routines and new activities that replaced their norm.

Although there are many leisure activities a retiree can do, many of these older adults may have wealth and leisure time, but some of the activities are restrained by their health conditions, physical endurances and information availability. Nonetheless, due to the technology improvements and internet expands, many of the physical contents and business formats have transformed and uploaded to a web based platform, this new medium allows many of the content and know-hows to be updated more rapidly than before that can provides users a better, faster and easier accessing method to retrieve information without physical limitation boundaries.

With the growing of internet, many new innovation business services have created on the web such as the online social network services, however many of these participants are dominated by the younger generations candidates and fails to target the older adults. Due to younger generation's population born after the internet evolution, most of the users are educated in both computer and internet skills. Therefore, majority of the web content provider locked their target audiences on this population and neglected the older population while the population is aging. This research is hoping to see if there is a market demand on web-based platform and the

possible entries barriers. Meanwhile this paper discovered that many of the adults rose in interest in content such as Finance, Leisure and Travel, Healthcare and News Media as aging

In a summary from above, as aging population increases, many of the online platforms are not designed for the older folks. This research's goal is to establish an innovation travel social network platform from intergradation and combination of few current platforms and technologies to the current age group in 45 to 55, which in next ten years they will be retiring that group is named older adults, and hoping it will improve older adults' interests on social network.

Section 1.2 Goals and Ideas

The goal here is to develop a web base social network platform that is designed to improve older adults accessing information on internet.

The fundamental idea of the platform is inspired from the integrating functions of Google Earth and Facebook. The expansion idea includes function of weather stations and worldwide Tourism Bureau information from macro level of national events to micro level of local activities and some exclusive travel blogger's insights, all up to date and completed travel events and information are organized on this platform, ultimately to promote people to embrace the beauty of nature and make friendship from travelling.

Section 1.3 Method and Procedure

The proposal will follow the procedure chart as Figure 1.1 below and description as the following:

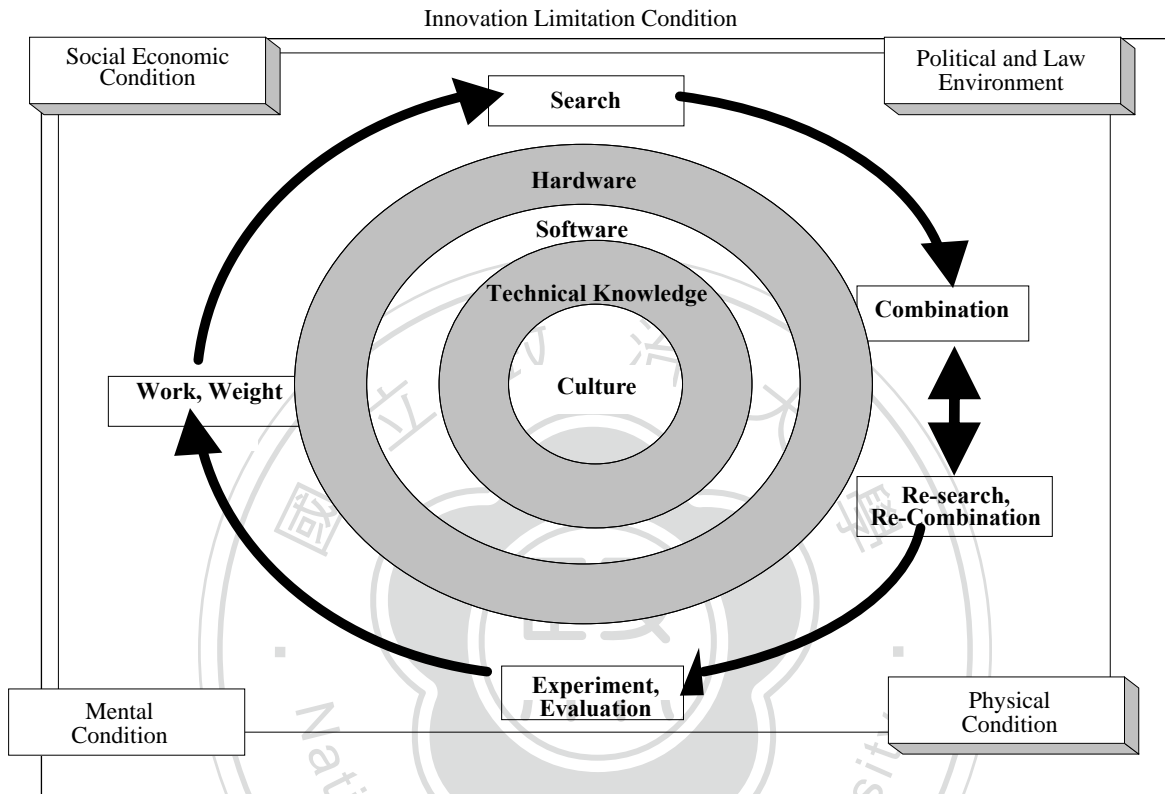


Figure 1.1 Innovation Mechanism Concept Map

Source: Innovation SCREW, Hsu Mu-Yen, 2010

Innovation Limitation Conditions: No matter how to break through the innovation content, it must have met the fundamental conditions that serves as the limitation barrier; they are Social Economic Condition, Political and Law Environment, Mental Condition and Physical Condition.

Innovation Mechanism: To initiate this mechanism, it requires to comply with Innovation SCREW steps, from Search, Combination, Re-search, Re-Combination,

Experiment, Evaluation and Work, Weight, follow by innovation results; Hardware, Software, Personnel and Culture. Innovation SCREW serves as the rotation point for breaking in the barrier from the limitation conditions.

This innovation proposal will follow the Innovation SCREW framework, the formation process of the platform follow on the detail methodology as described below:

Search:

To begin with, the initial search will look into all suitable possibilities; this determines the market potential. In addition, the discover and evaluate if there is a market demand.

Combination Analysis:

After complete the search, the possible merging elements of each platform's characteristics and evaluates each Taiwanese demographic internet user's behavior responds.

Re-Combination, Re-search

After analyzed the combination analysis, the proposal will be defocus each of the possible elements and establish new platform based on the re-combination procedure of search results.

Experiment, Evaluation

To make sure the proposed ideas will be fully function and encountered the possible unmet challenges, the proposal will construct a sample platform for experimentation.

Work, Weigh

After experimentation, the proposal will promote a pre-beta test. Through this beta test, it allows the platform to be re-examined, adjusted and corrected the other possible issues by the users before it officially launches.

Section 1.4 Results and Visions

At the beginning, the objective is collected all the worldwide tourism data as well as individual travel blogs that adds richness of the content to the platform. This richness will attract users to browse on our website with infinite curiosities, and by this motivation, that particular individual will willing to share or update his/her personal travel information to a specific destination. The ultimate result and vision is creating a social network that allows users not only to share their personnel favorite insight destination, as well as allowing all individuals on this platform to communicate with exchanging valuable information.

CHAPTER 2 MARKET DEMAND ANALYSIS

Section 2.1 Consumption Trend of Population

The demographic is shifting; the birth rate has been decreasing while the average age has been increasing. According to the Humanities and Social Sciences Newsletter Quarterly Volume 10, 2nd Quarter report in Taiwan, as stated in Figure 2.1 illustrates the average Taiwanese age has been increasing since 1906, and Figure 2.2 illustrated the Taiwanese age of 25 and under population has been decreasing since 1984. Selecting Taiwan as the initial focus market due to one main characteristic, Japan has the oldest medium population around the world, their action against aging are a representation for many countries. Likewise, Taiwanese population structure follows on a very similar pattern, therefore each new innovation product and services developed will be assets for other aging countries.

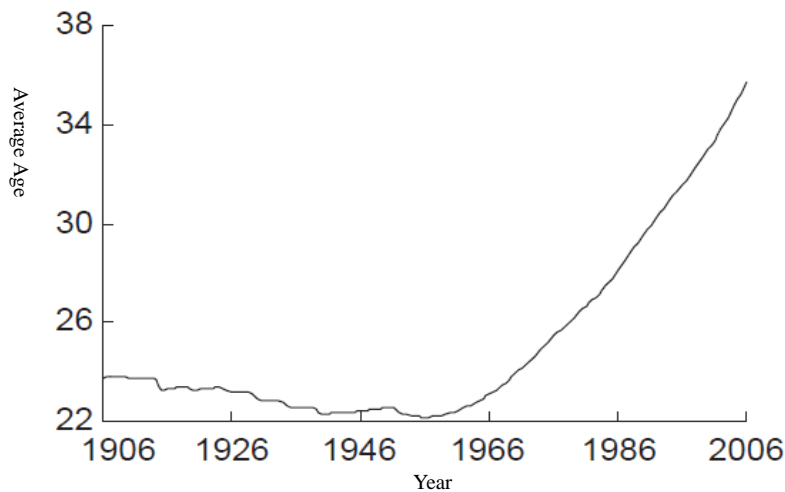


Figure 2.1. Taiwanese Average age, from 1906 - 2006

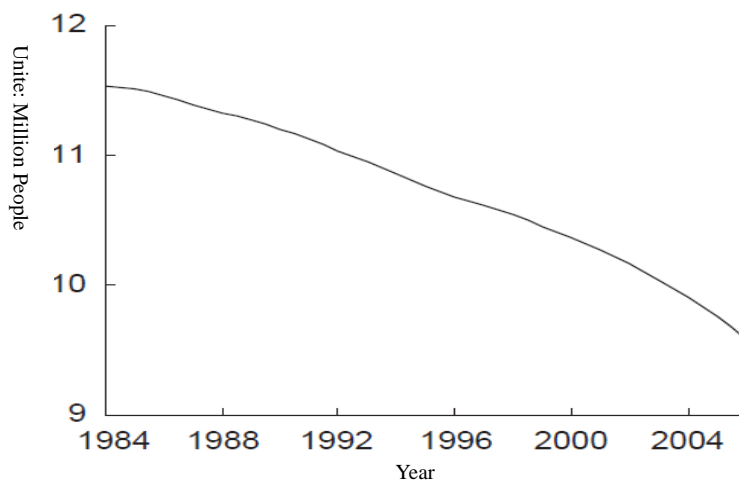


Figure 2.2. Population with under age 25, 1984 - 2004

Source: Figure 2.1 and 2.2 Chen (2009)

Predictably, the average age will continue to rise due to continuous forecasts on low birth rates. In other word, the market will be shifted with more senior population; this large amount of population will soon open up a new market that fosters the economy. Due to this demographic change, companies soon or later have to make alterations to their product and service strategy that will be able to cope with this shift.

Indeed, as human reached older age in a life cycle, they will be meeting many inevitable symptoms and mental and physical challenges that may terminate the older adult on motivating and trying on new things. Conspicuously, human have a symptoms such as trouble tendency in selecting information due to short-term memory or memory loss as aging (Hasher and Zacks, 1988) and Siedler and Stelmach (1996) states older adults often have decreased motor skills when compare with younger adults.

Further, since the proposed business closely relate to computer technology and

internet, the challenge for senior citizens may be the increase anxious while using computer, due to less likely of training opportunities and with little amount of experiences(Zoltan & Chapanis, 1982; Schwartz, 1988; Kerrie Laguna and Renee L. Babcock, 1997). Therefore, computer challenge was problematic due to lack of training and experience; however that statement should not be issues due to current adults have longer computer experience and knowledge.

Although senior are bound with physical abilities, but not with social interactions, unless they have disabilities. Social interaction took place prior to internet existence, transformation from gathering at a community to social or to neighbors, moved on to telephone communication, to a virtual network on internet. Internet is a protégé tool that brings communication closer and easier with lower costs and time savings. Internet communication opens many possibilities for business ideas, such as instant messaging, free online voice calling, blogging and a web base social networking; where friends or unknown member connects or reconnect each other on a virtual platform forming a community. Therefore, by creating a new platform that opens up a communication channel can assist closer relationship for senior.

When seniors retires, their time becomes less valuable; time becomes not a constraint or taken away from work, some of the seniors maximize their time spending on using the internet, Cheng Chin-Yao (2011) wrote an article regarding the current post-retiree lifestyle on internet intention and usage summarizes as seniors may not realized the change of the internet affecting on their life daily, however the analysis from these interviewer uses the internet mainly for communication, social networking, that nurture a retiree's life. These sample interviewers has a common characteristics of higher educational background and interactive proactively; sharing, blogging and communicating either to family or other online users and created fans

group. Likewise, the younger generation of senior have similar or higher educational background, therefore it is inevitable that computer becomes part of the routine.

Obviously, these senior uses computer because of they are late adaptors; where individuals adopt because of influence form commonality users. Further, the internet content provider must have captured the senior's internet user behavior so that design easier interfaces, however, in contradiction, many of these online complex activities continuously dominated and in favor of the younger generations. Of course, online developers should provide products and services to where the maximum audiences are, while neglecting this older adult group. Not to mention again that these older adult group soon will have more time and possibly wealth. Therefore, this proposal will be probing a new innovation travel social network platform that suitable the older adult group.

Section 2.2 Users' Unsatisfied Needs

As Figure 2.1 and 2.2 illustrated, since 1906 the average Taiwanese age has been increasing, and the population of age under 25 has been decreasing since 1984. The situation threatens greatly to Taiwanese government as the result they consistently promoting packaging for increasing birth rates, according to Ministry of Interior 2010 reported; the Taiwanese birth rate reached all-time low 0.721%, approximately hundred and sixty thousand babies. If the problem persists, presumably in the next 10 years there will be a demographic leap, by that time, new services must create to fulfill, therefore, this is why the seniors has the huge market potential for business users.

Thus, the question should ask is what services should provide to this group of

older adult after they retire. Unquestionably, there are many possibilities and opportunities; this proposal intending on focusing on an innovation social network platform for Taiwanese citizen. To begin with, it is necessary to identify the Taiwanese internet user behavior. The following data are collected from Taiwan Network Information Center (TWNIC), TWNIC is a non-profit organization that offers complete national network information and which will be scrutinized and analyzed and the result data lays the foundation for this business proposal.

To make sure the data is applicable, a 4 year consisted behavioral data period from TWNIC are collected between the years of 2004 to 2008. The research method TWNIC inquires their data is by adopting Computer Assisted Telephone Interviewing (CATI) system proceeds on phone interviews, and their primary exploration includes network behavior for both personal and family's users, the analysis will be discussed.

Indeed, the market is driven by number of population, in addition to determining Taiwanese user's behavior, it is also necessary to determine if there is a market potential. To illustrate this, Figure 2.3 shows the online user population versus total population in 2009. The result data is calculated from the appraised internet user percentage on TWNIC, and multiply the current total population in Taiwan where is found in Department of Household Registration Affairs, MOI.

Figure 2.3 has contrast out the decreasing of internet population as aging, according to the Department of Household Registration Affairs, MOI the total population in 2009 in age group of 45 – 54 is approximately 3.66 million people and compared with the internet population is approximately 2.16 million people. Which meant there are nearly about 40 percent of this age population in this age group that are not connected, and yet 60 percent are. In addition, 45-54 internet users shares

approximately 17.02% of entire internet population. See Appendix I for full numeric detail.

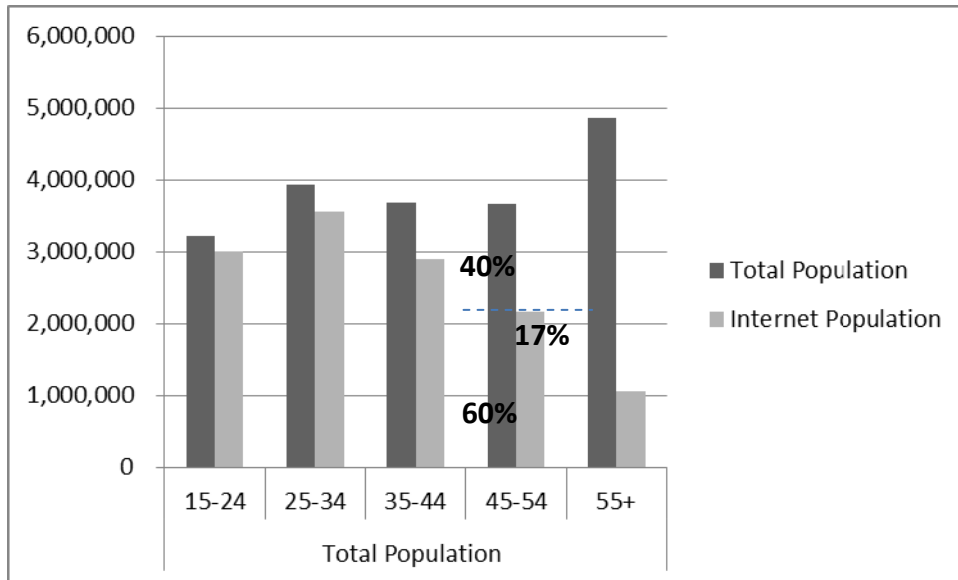


Figure 2.3 Total Population vs. Internet Population In Taiwan 2009

Source: Taiwan Network Information Center (TWNIC) and Ministry of Interior (MOI) 2009

Section 2.3 Demand Analysis of Objective Market

Given the internet demographic in Taiwan, the other measurement is the internet behavior and usage of these older adults. . The behavior data are collected under the section are the Internet Links user's Click, the interpretation of the click action defines the behaviors of what interest to them while browsing on a webpage. This section organizes in the following categories includes; portal sites, search engines, government organization, news media, financial & banking, culture art, school research, educational learning, medical & healthcare, parenting, individual websites, gaming sites, adult entertainment, e-shopping sites, entertainment, leisure and travel, job search, net chatting, internet radio, beauty and health, fortuneteller, information

technology, software downloads, social groups, uncertain, and other. Until 2008, online album and personnel blog were added on to the list. The demographic are divided in age of 16 to 25, 21 to 25, 26 to 35, 36 to 45 and 55 and above. The result data are the overall average of each behavior, this illustrate the consistency of user's on each behavior as aging.

The analyzed result illustrates the most salient results on Figure 2.5. The Figure 2.5 illustrates categories that have sign of decreasing as aging; they are gaming sites, net chatting, individual websites and blogs. The possible interpretation of this declination can be that these available contents are not suitable for seniors. In a contradiction, Figure 2.4 illustrate the internet function older adult uses, and function such as instant messaging and chat rooms holds a high percentage, which means the there is a high possibility that the online content fail to design suitable for them. Further, Figure 2.6 illustrates the categories that have sign of increasing as aging; they are articles with financial and banking, news media, life and leisure travel and medical and healthcare.

In other word, older adult are decrease of interest in browsing onto those site due to unsuitable or unattractive content, therefore they choose to browse something else that benefits them. Therefore, the creation of this innovation platform will consists the analyzed result that meet the unmet satisfaction.

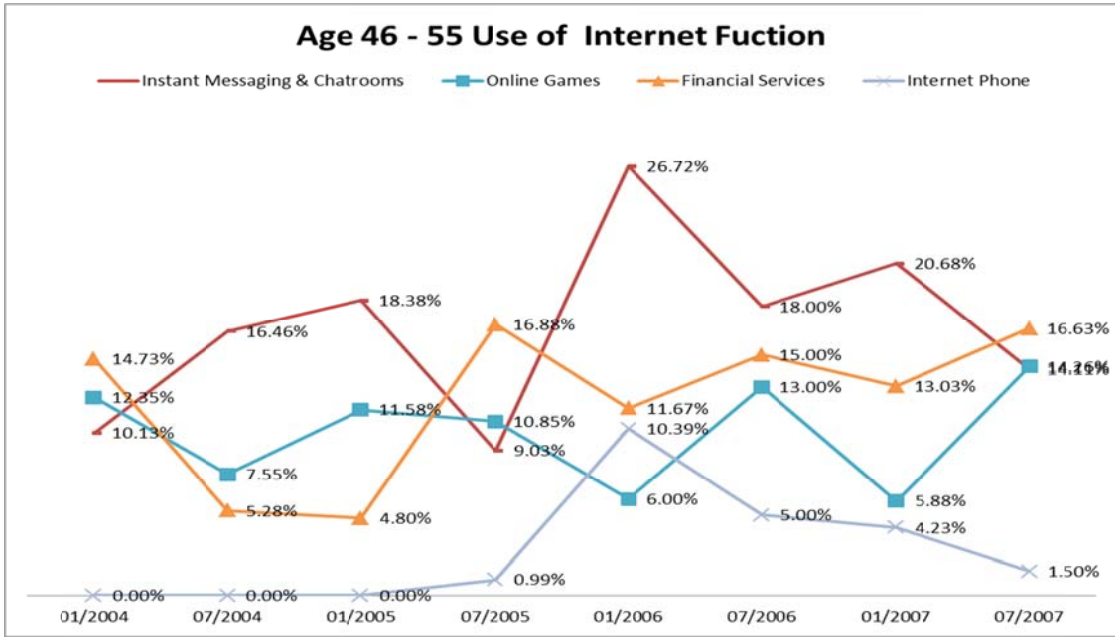


Figure 2.4 Use of Internet Function in Taiwanese citizen between age 46 – 55

Source: Taiwan Network Information Center (TWNIC)

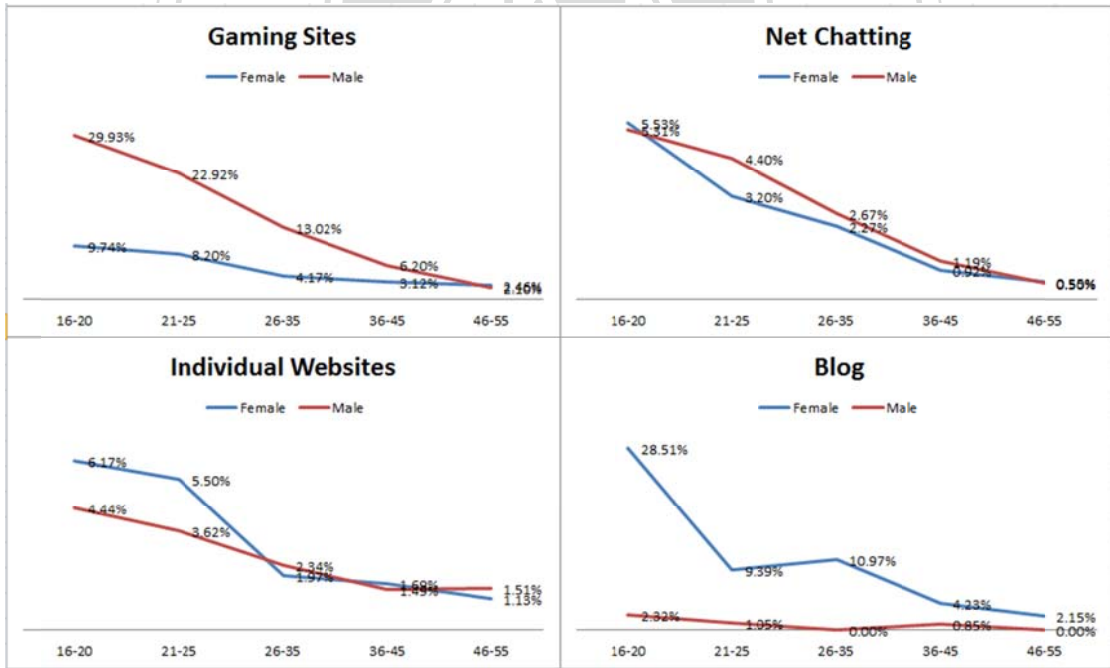


Figure 2.5 Four salient declining behavioral attributes

Source: Taiwan Network Information Center (TWNIC)

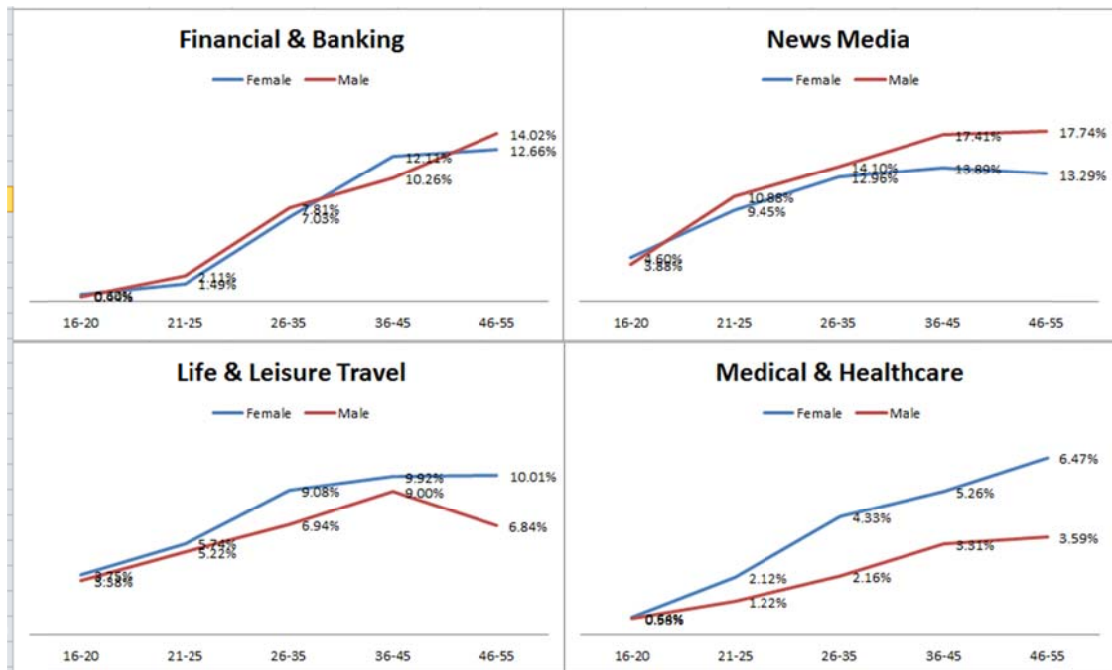


Figure 2.6 Four salient inclining behavioral attributes

Source: Taiwan Network Information Center (TWNIC)

Due to the proposed service platform has close relation to social network, it is mandatory to search the current demographic average age across all social networks users as shown on Figure 2.7. As predictable, the most users are within the age of 35-44 which weighs approximately about 25% on entire social network population, but surprisingly, the age 45-55 come in second place with 19%. Another method to interpret this data is, recalling from the data above the 45-55 age group of internet user weigh about 17.02% of entire internet users, and within that 17.02%, approximately 19% of them uses social networks, here is a great evident for the possible potential unconnected users.

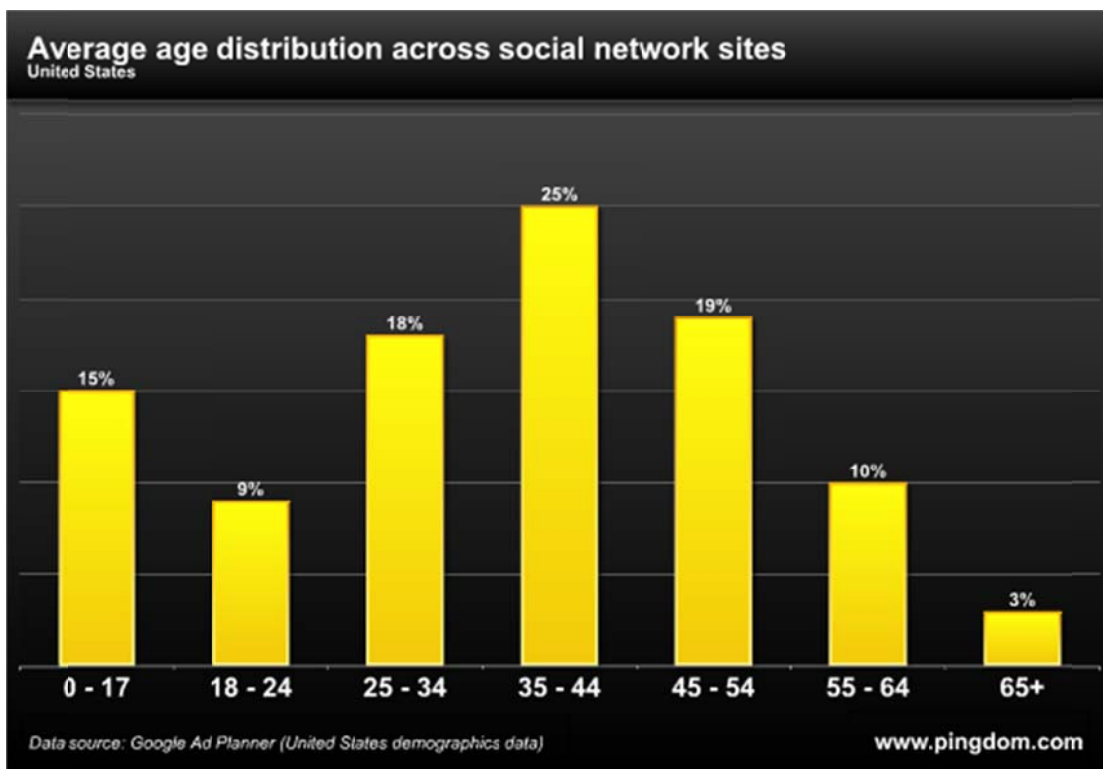


Figure 2.7 Average Age Distribution Across Social Network Sites in United States

Source: Brian Solis (March 17, 2010) Re: The Age of Social Networks [web blog message]. Retrieve from <http://www.briansolis.com/2010/03/the-age-of-social-networks/>

In order to reconcile if the travelling platform is suitable, the other measurement is the number of outbound travellers and reasons for those who cannot.

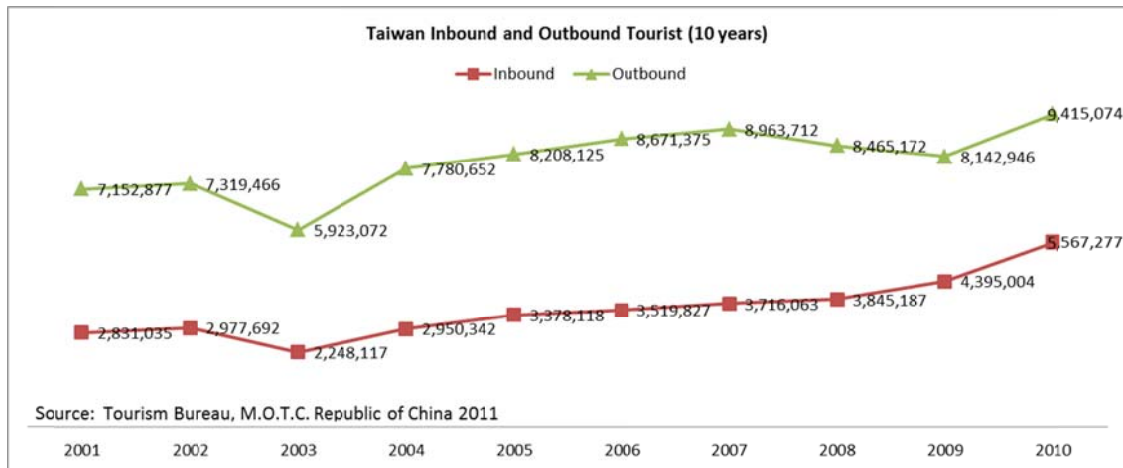


Figure 2.8 10 Year Taiwan Inbound and Outbound Tourists

Source: Taiwan Inbound and Outbound Tourist Report (10 Years), Taiwanese Tourism Bureau, M.O.T.C. Republic of China 2011

The Figure 2.8 illustrates the both Taiwan inbound and outbound tourists for the past 10 years, which the population exposes incrementally in both inbound and outbound. In essence, the physical travel cost a lot of money; according to the statistical report made by Tourism Bureau, M.O.T.C Republic of China regarding Tourist Status in Taiwan for 2009 stated “In 2009, nearly 7% of the sample population were not able to travel, due to the reasons of such “Want to go but doesn’t have free time” accounts 40%, “Would love to go, but can’t afford the expense” accounts 20%, “Not interested” accounts for 19%, follow by “Would like to go, but limited by unhealthy condition” accounts for 15%... As for “Not interested” population, they are mostly the student population of 12 to 19 and 40 to 59 populations with career in lower educated service sector, manufacturing sector, farmer, fisherman, and unemployment”. Thus this report will solidify the innovation proposal which establish a virtual platform that reduces the high travelling cost, no boundaries limitation, and certainly, benefitted for those affected by unhealthy condition.

CHAPTER 3 INNOVATION PROPOSAL

Section 3.1 Product Innovation Concept and Development Process

Innovation Online Travel Social Network Platform Mechanism

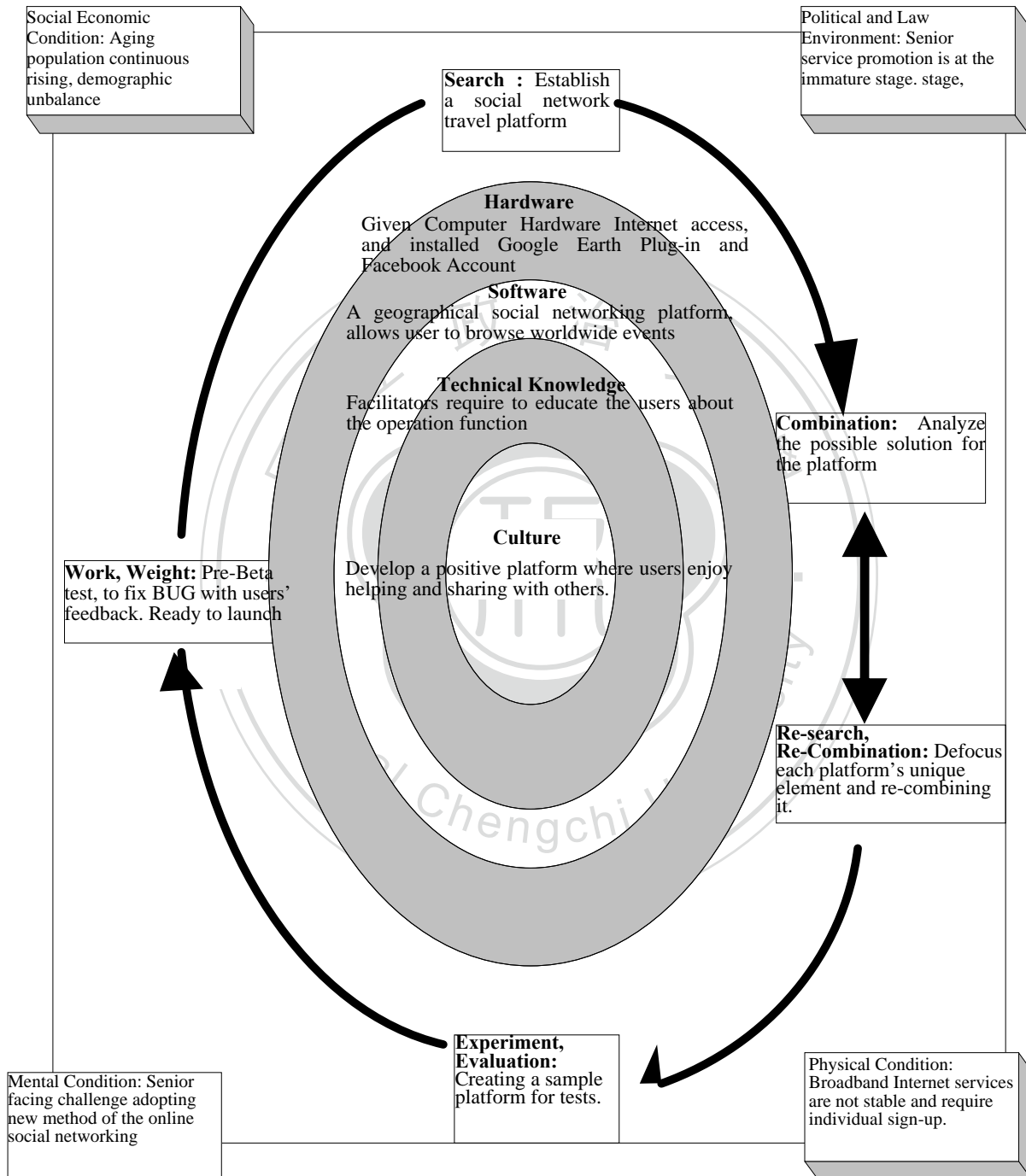


Figure 3.1 Innovation Proposal Framework

Source: Innovation SCREW, Hsu Mu-Yen, 2010, Secondary Data Compilation.

Figure 3.1 is the brief description of innovation concept and the following are the detail description.

Innovation Principle and Initiatives

1. **Physical Condition:** Broadband and high speed internet are not stable and not available to all seniors, in a nursing home, the individual require signing up on their own. However, in year 2011, Taipei City government promotes free wireless service within metropolitan that available to all nations.
2. **Mental Condition:** Seniors are used to the traditional social networking, while the new online social network is a new channel for communication and interaction.
3. **Social Economic Condition:** Aging population continue to grow, government requires complementary measures in respond. According to Ministry of Economic Affairs under Department of Industrial Technology has created a U-Care Flagship Proposal, it is mainly addressing healthcare issue for aging.

Innovation Mechanism

1. Innovation Driver

There are two major factors that derive and initiate the innovation driver, they are environmental issue; aging society, and new online services popularity; and online social networking, and the combination of these two sets the foundation driver.

2. Innovation SCREW Key Spinning Point

Within recent years, Taiwanese government actively promoting local tourism, meanwhile, this platform can enhance the countries' recognition on a global perspective; therefore partnering up with government will create an win-win situations for both party.

3. Innovation Specific Key Result

Many of the online social networks have been created, and each social network

theme distinguishes from each other, many of the core concepts expands and replicate from the fundamental basis of social network core value; the community.

Development Process

The development process wasn't that easy, it took two major adjustments before reaching this current stage, each stage establishes a milestone, and the following are the briefing of the innovation roadmap.

Version 1

After tour some of the nursing homes, one acknowledges there are two types of nursing home, a healthy condition one and the disable one; the one who requires doctors onsite care. However, even on the healthy condition seniors, they still have both major and minor physical limitations. After some discussion with the volunteers and the social workers, one understands the senior do participate the events host by the social workers. An interesting discovery that there are computer classes provided to the senior and every class is full house, which was unexpectedly surprising. Therefore, the inspiration came from creating a online community for seniors to play. Nonetheless, after completing some of the research, the similar product has already been launched, it is called Second Life. Therefore, the designing platform should be distinguishable, but the concept of online platform continue persist.

Version 2

The first version was unsuccessful, the revised version continue underlie on the online platform principles. To understand the user, one must tackle on the user's

behavior, thus one searched for the Taiwanese internet user's behavior, and found the users in this group in accordance with the demand analysis.; news and media, healthcare system, financial banking and leisure and travelling. Selecting travelling due to rest of the categories does not tied with physical limitation, and as mentioned even a healthy senior may be confined by their physical strengths and durations. Thus, put to the test, although these candidates are confined, but it doesn't mean they don't want to explore the world, besides, these candidates are has time and possible wealth.

Rather many of the challenge destinations blocking ahead, they can still perform social network to understand a place with chats, photos and videos aside from actual travel. Therefore, based on some of the given platforms, no platform yet has fully utilized the travelling and social networks. To make it exciting, the platform require younger generations to participate, the bottom line is what makes them connect, and what makes younger generation attracts so that this platform is also benefit for them? Version 3 is on section 3.2 will describe the latest product development.

Section 3.2 Product Innovation Content and Functions and Usage

The propose internet platform is named Funscouting, and the product detail and functions as follow:

FUNSCOUTING.COM

With aging population increases, Funscouting is an innovation social network travel service platform that is designed for older adults that allows them share, connect, read and request exciting destinations, memberships is free. This platform is open that allows users to social beyond their social groups than closed circles.

Funscouting is a unique interactive web-platform that operates under a niche market; we strongly believe Funscouting will lead a brand new method of building interpersonal relationships while travel on a social networking basis.

Service

Funscouting is an interactive web-based travel social network that integrated with Facebook and Google Earth platforms. It allows user to explore the world and make new friendship and browse world photos and videos. To make it much more exciting, when each member performs an activity the users earns with rewards points and rank titles, in addition bonus points will be given with special participation. These collected points can redeem for future travelling services as well as it publish the user's recognition.

This platform is fun and unique, in the traditional social network such as Facebook or LinkedIn, they allows people to connect to people they know or meeting new people based on a mutual interest such as professional interests. Often times the users only network with the people they know in a circle. Funscouting would like to challenge that barrier by expanding the networking platform on Google Earth platform. Currently, Google Earth allows users to browse the earth on what are available, however it neglect the niche demands where it is not common tourist attractions and yet networking platform. If the user is an enthusiastic traveller that are restricted by time, health, or money and would like to make new multi-culture friend, Funscouting will provide an ultimate experience and solution. Funscouting is a fusion of these which allows you to connect and make new friendship and not limited by the destination boundaries.

What makes this platform unique is that when it compares with the other social network platform, the others social networks are network connect individual user with someone that user may know or acquaintances, which this builds up a strong-tie from a weak-tie. Meanwhile, the proposed platform is the establishment of the weak-tie based on a common interest, and may be upgrade to strong-tie depends on the human interaction and relationship building.

In order to make it much easier for older adults to use, the platform is designed to be simple and easy, as well as free joining memberships. Funscouting users can also log-in with their Facebook identifications, and if not; it takes easy step for sign up. The users must log-in to our website in-order to get started. To make the page easier to use, everything will be display on the front page. In addition, the platform will be constructed in both English and Chinese languages.

Service Highlight

- **Information on Worldwide Happening Events:** Funscouting will collect the information of worldwide events from macro scale of national events, to micro scale of local event celebrations and travel blogs. Every happening event will update frequently. Users may use this function to learn different culture events and history. On each outdoor event, it will have a suggestion of level of challenge and suitability as guidelines. Additional information includes worldwide weather and latest news status of a country.
- **Requesting Mission:** Users may place a destination request anywhere around the world that they like to discover or travel to, Funscouting will assist in a matching as stated the matching operation flowchart in Figure 3.3 either with the school

clubs, volunteers and scouts or friendly contact with local users. Mission acceptor can return with photo or video as a accomplishment. Figure 3.5 is the user interface on mission mode and function layout.

- Individual sharing and social networking platform: All users are able to share their favorite destination and insights, and past destination visited. Either uploading photo or video and some brief descriptions. In addition, users can chat publically with other users.
- Reward Program: For every event contributed or participated; the users reward with two kinds of points, a social status points that high points earns title and a redeemable points that can redeem for discounts on trips. Both social status points and redeemable points are one to one ratio. Further, Bonus points earn from the uploaded file which be evaluated and the higher score feedback by others and/or assisting requesters, Table 3.1 is the reward system guideline.

Table 3.1 Points and Title Reward System

Points	Rank Title
0 ~ 50 points	Seeds
50 ~ 150 points	Grasses
250 ~ 500 points	Flowers
500 ~ 1000 points	Trees
1000 ~ 2000 points	Forests
2000 ~ 4000 points	Lands
4000 ~ 8000 points	Ocean
8000 +	The Earth

Figure 3.2 is the illustration of operation flowchart that describes all the

Funscouting's coordinating members and how the services provided.

Management: (M): User (U): Provider (P)

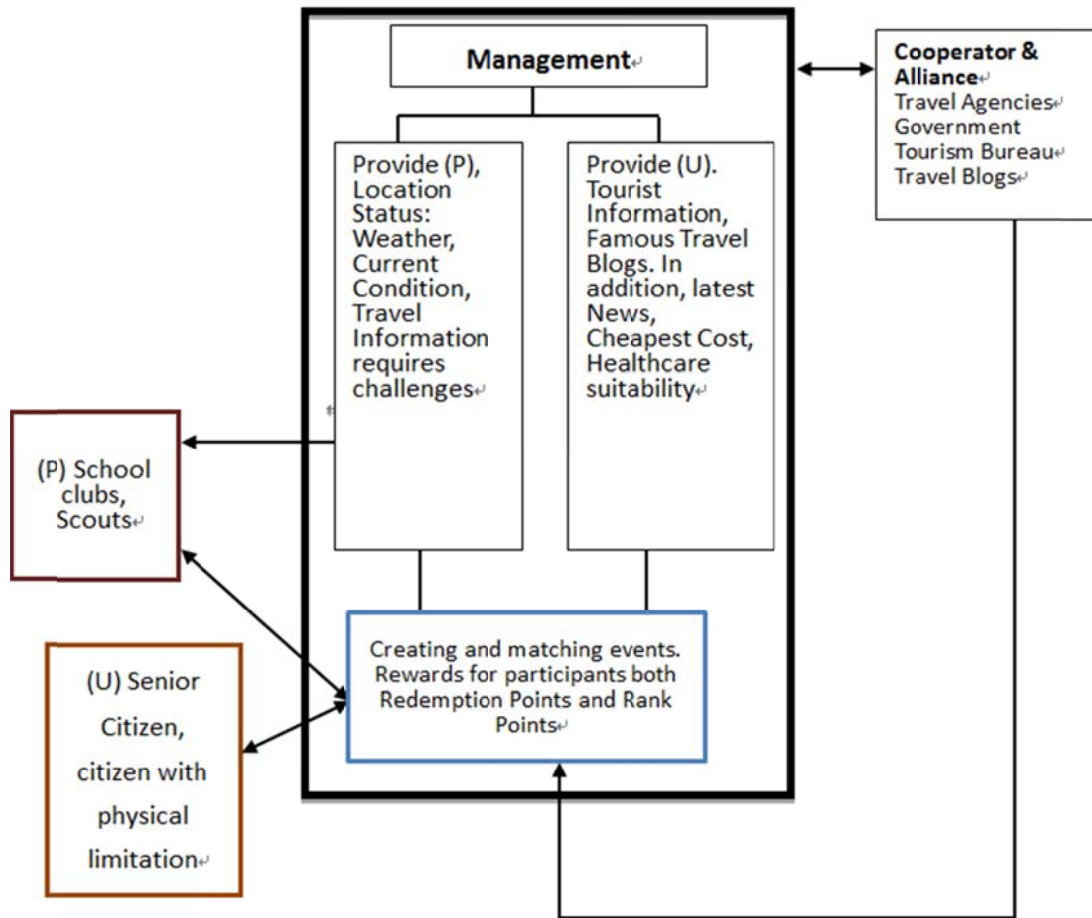


Figure 3.2 Operating Function Flowchart

The platform driver is depending on the user's motivation, Figure 3.5 is an illustration of the motivation on requesting and accepting missions. These motivations elucidate a positive force and attitude that will foster Funscouting platform environment. The requester's motivation came from the inbound and outbound traveller's report, where 7% of the population limited by the time, wealth and physical limitations.

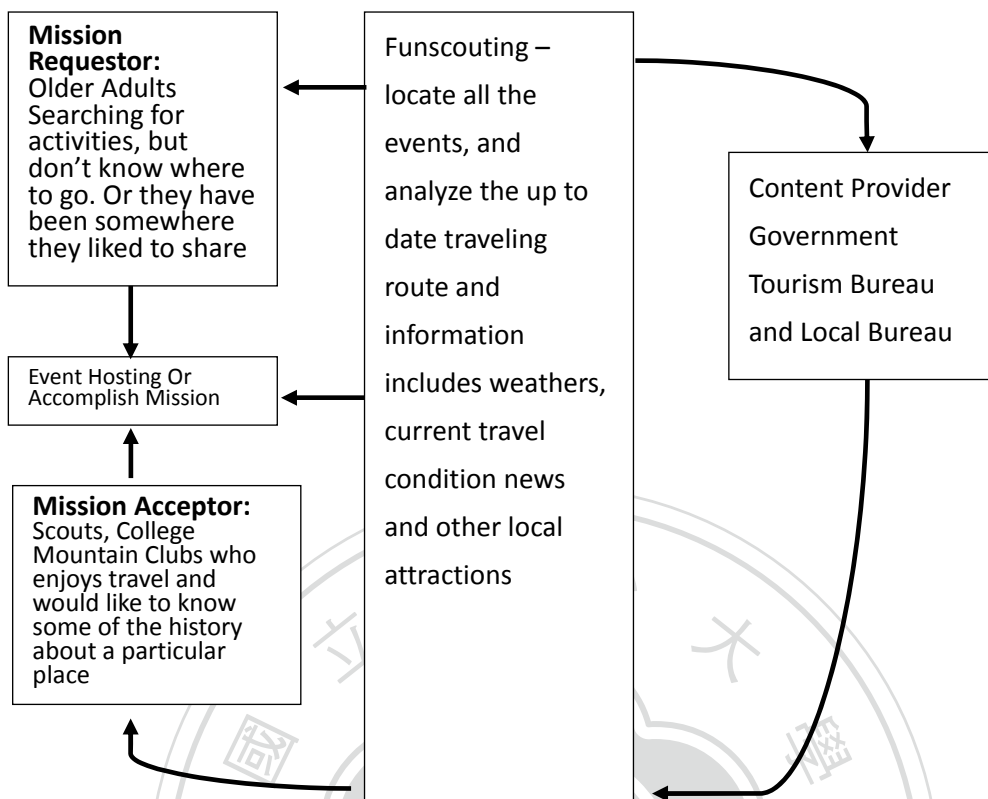


Figure 3.3 Matching Operation Flowchart

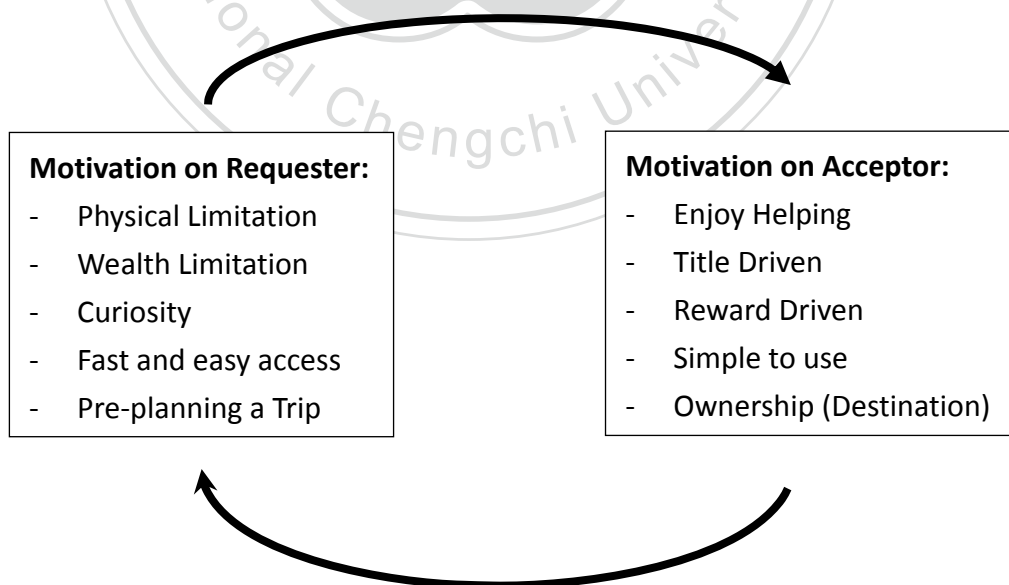


Figure 3.4 User's Motivation

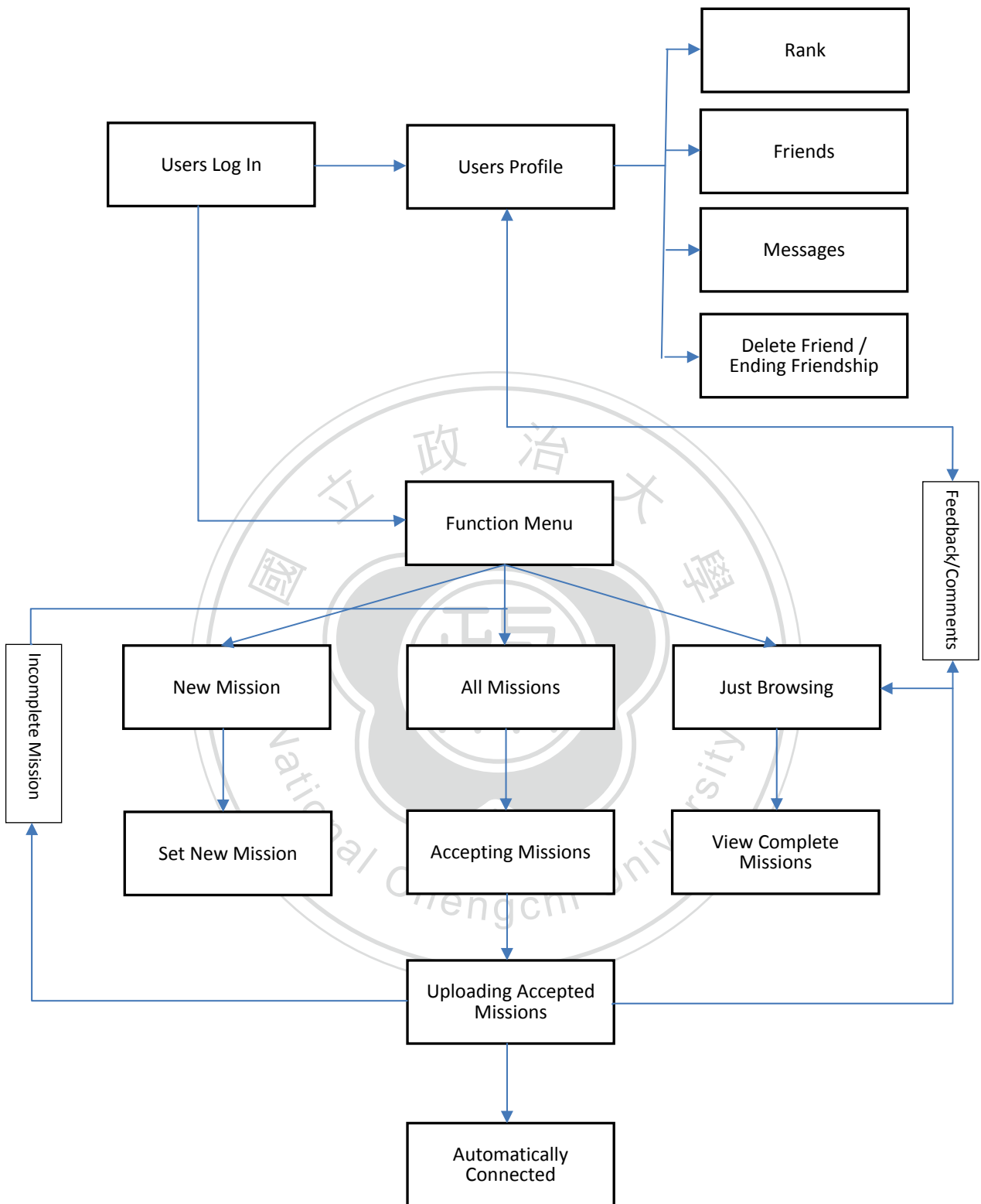


Figure 3.5 User's Mission Mode Interface and Function Layout

Table 3.2 Function Specifications and Key Technology Source

Core Technologies		Function Specification	Source
A. Virtual Travelling Operating Mechanism Scheme	Extending Location Base Service	Automatic locate users, and the nearby missions.	Self-Developing
	Setting Location	Users may set many desire locations	Self-Developing
	Uploading Location	Users can upload photos and videos, and pending on requester's acceptance to make completion.	Self-Developing
B. Friends Making Mechanism Scheme	Regulation of Making New Friends	When a user uploading a file that complete requester's mission, automatic connect the friendship, if upload file are irrelevant, the friendship will be decline	Self-Developing
	Deleting Friends	Users may report Fraudulence and illegal activities from the particular user, and the spammer will be removed from the service	Self-Developing
C. Reward Service and Mechanism Scheme	Points Evaluation	Feedbacks and Comment will earn bonus points	Self-Developing
	Ranks	Ranks are categorized, only promote if user succeed the minimal standard for each rank	Self-Developing
D. Test Operation Phase	Seed Force	Coordinate School Mount Climbing Clubs, and Non-profit organization and local scouts who has passion to help and extremely adventurous. Further, the other seed force will be the senior citizen in nursing homes, who uses internet and experienced.	Self-Developing

Screening Mechanism

The screening mechanism requires on two major categories on Funsouting; on users true identity and traveling blog articles.

- Users: In order to make sure the true identity of users coming into this platform and avoid online fraudulences, each joining member must enter their true identity. Users may enter their nick names for reveal, the true identity will be kept in private. The other type of screening is when users ready to make redemption, if the user identity does not match redemption identity; the user may not able to enjoy the discount services.
- Travel Blog Articles: At the beginning, Funcousting will gather all articles can be found on internet regarding travel and tourism information. Due to mutual benefits on advertising, the platform copy incomplete paragraphs, the user requires to click onto the hyperlink provided. When the platform expands on users, the number of article may increase significantly, Funsouting does not limit the right of freedom of speech, however the articles disregard travel information are consider irrelevant and will be removed.

How Does it Work?

The types of user has been categorizes in three different attitudes, they are users who loves to share, and people who are full of curiosities and love to explore and the people want to know what is happening. For the people who love to share, they can share the places or the knowledge of the particular sites they have visited or attractions at their hometown, each piece of information the user have posted, they

will receive a point. For people who are curious and love to explore, they may leverage the platform to explore the destinations, or learn the actual destination without actual travel, in addition, building interpersonal relationship with the people who has visited or locals, simply by posting a requesting mission. As for the rest of the users, they can browse the actions but with some information limitations, only the contributors have the full rights to browse all information. As the result, the users on the platform are those willing to contribute and create the positive mechanism that puzzling the world together.

Section 3.3 Innovation Adoption and Usage

The basic hardware requirement for users to adoption and usage are:

- A laptop or desktop computer and which does not necessary to be one of the latest one, the platform can be used under average netbook performance. Tablet PC does have better sensation experience than regular personal computer.
- The platform is operating correctly under Windows Internet Explorer, Mozilla Firefox and Google Chrome. Must installed Google Earth's Plug-in in order to get it fully functioning.
- Internet access required, it is not require the ultimate package of internet speed to use this platform, but better reliable and faster internet speed is always a plus.

Section 3.4 Innovation Roadmaps

The platform may able to cooperate with many other services in the future, such as travelling agencies to expand on value added services, our platform will link with the alliance travel agencies, users may purchase airline ticket with the preplan route directly from our web game. Further, once the platform has been fully stabilizes, the

next expansion will be focusing on the services that can satisfy the demand analysis, such as creating insurance package, world information, healthcare information as shown on Figure 3.6.

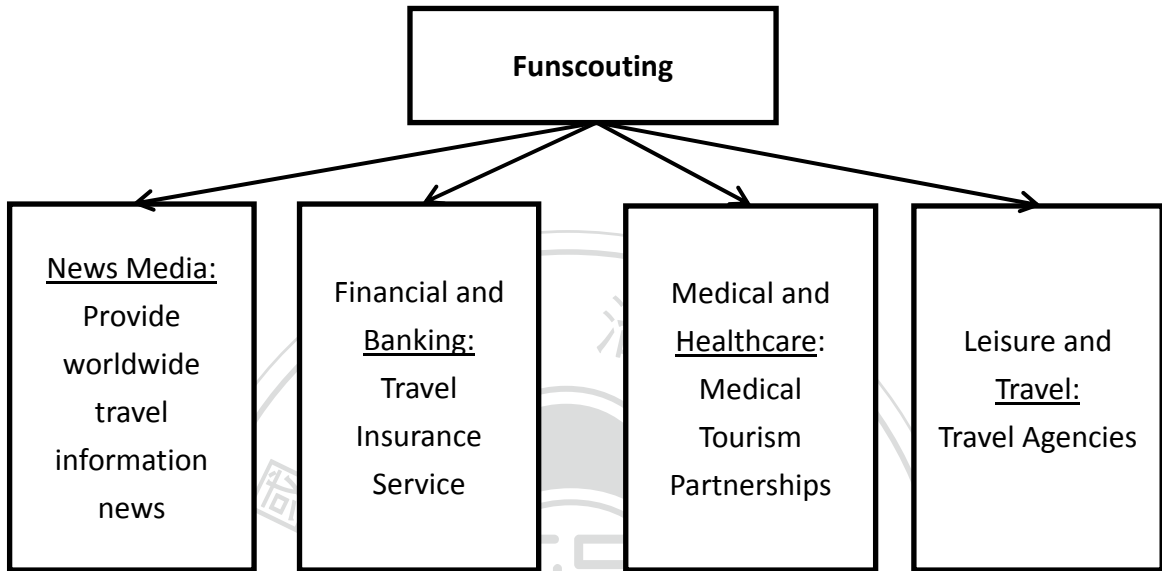


Figure 3.6 Funscouting Future Services Expansion

CHAPTER 4 INDUSTRIAL COMPETITION ANALYSIS

Section 4.1 Competitors Analysis

Our service is unique compares with the current industry. With the on-going rivalries, our vision for our product will continue withstands. To analyze our competitive advantages and niche, the following will be the list of indirect and direct competitors shown on Table 4.1:

Table 4.1 List of Indirect Competitors: Current Online Social Network – United States

Company Name	Objective Description	Estimated Average Age
Bebo	Bebo is a popular social networking site which connects you to everyone and everything you care about	28.4
Classmates.com	Designed to assist members in finding friends and acquaintances from kindergarten, primary school, high school, college, work and the United States military. It includes content such as high school yearbooks, movie trailers, music tracks, and photographic images.	44.9
Delicious	Social Bookmarking service, which means you can save all your bookmarks online, share them with other people, and see what other people are bookmarking	41.3
Digg	Digg is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg surfaces the best stuff as voted on by our community	38.5
Facebook Inc.	Connect and share with the people in your life	38.4
FriendFeed	Real-time feed aggregator that consolidates the updates from social media and social networking websites, social bookmarking websites, blogs and micro-blogging updates, as well as any other type of RSS/ Atom feed	38.4

Friendster	A global social network that emphasizes friendship and the discovery of new people.	33.4
Hi5	Social gaming and entertainment for the worldwide market. hi5 is the world's leading social play network, focused on delivering a fun, interactive and immersive experience online to audiences around the world	33.5
Last.fm	Last.fm is a music recommendation service. You use Last.fm by signing up and downloading The Scrobbler, which helps you discover more music based on the songs you play.	35.8
LinkedIn	Professional Networking	44.3
LiveJournal	A vibrant global social media platform where users share common passions and interests	35.2
MySpace	Social entertainment destination powered by the passion of fans. Music, movies, celebs, TV, and games made social.	31.8
Ning	An online service to create, customize, and share a social network.	37.8
Reddit	User-generated news links. Votes promote stories to the front page	37.4
Slashdot	Source for technology related news with a heavy slant towards Linux and Open Source issues.	40.4
StumbleUpon	A discovery engine that finds the best of the web, recommended just for you.	38.5
Twitter	Social networking and microblogging service utilising instant messaging, SMS or a web interface.	39.1
Tagged	Allows users to send messages, leave comments, browse photos, watch videos, play games, give tags and chat.	34.4
Xanga	A community where you can start your own free weblog, share photos and videos, and meet new friends too!	32.3

Source: Brian Solis (March 17, 2010) Re: The Age of Social Networks [web blog message]. Retrieve from <http://www.briansolis.com/2010/03/the-age-of-social-networks/> and Secondary Data Compilation

The data from above illustrates a summary of major users on the virtual

community, with a description for each of them, each social network builds on-top of a unique theme, such on a basis of school, bookmark, entertainment, technology etc., and therefore none of them are in the base of travelling, however indirectly, their existence cannot be evitable. In a perfect competition market and many online possibilities, every social network has its own uniqueness attracting their audience and change of strategies.

Direct Competitors

Although Funsouting is unique, however here are some of the possible direct rivalries Funsouting might compete against with.

Competitor #1 Google Inc. – Google Map and Google Earth

Google Inc, was founded by Larry Page and Sergey Brin while they were attending



Google Birdeye View

Google Satellite View



Google Street View

Google Map Dot Map

Figure 4.1 Google Earth Viewing Functions

Stanford University, Google is currently a multinational public corporation, with revenue of more than 29 billion US dollar in 2010. Google owns many subsidiaries such as the famous YouTube, DoubleClick, On2 Technologies, Google Voice, Picnik, Aardvark, and AdMob. Product includes AdWords Editor Google Chrome, Google Desktop, Google Earth etc., Google, the software majestic company, their holistic developing strength is inevitable or more of non-compete per se.

There are two major services Google Inc. has developed and operate successfully that match Funsouting's direct competition; they are the online platform base Google Map and an installation required program called Google Earth.

Google Map is one of the main rivalry that threatens Funsouting if they proceed to, Google Earth are divided in four main function, the basic layer is the map view; a 2 dimensional map shows street address, follow by a much more detail satellite view; a realistic satellite image and bird-eye feature, in addition in 2006, Google uses many satellite image that create a sketch of 3 dimensional imagery, such as Mount Everest and recognizable skyscrapers and tourist attraction. In 2007, Google launched Google Street View; which provides various positions panoramic views along many streets in the world¹. Google also create image on dot, which ties images, videos and Wikipedia articles on a particular spot on the map, typically, these spots are within tourist attractions, attraction such as spots near Taipei 101, Musee du Louvre in Paris, France and etc. Recently, in 2011, Google announced, now they bought the Street View idea into a store, business owners now can have their store in 3 dimensional, and shopper can visit or purchase products in store virtually.

¹ Wikipedia: Google Street View, http://en.wikipedia.org/wiki/Google_Street_View

Google Map is a main rivalry of the competition, however on the online platform, here are some of the distinguishable that can be identify on Google Map. Google Map is a mapping service platform, which contains detail information of local streets from street view, 3D images and detail information. Further, Map on the Dot connected closely with Google Picasa that allows users to share the photo they took. In essence Google Map is a direct threat to Funsouting in providing the detail information and imageries that allows users to view on.

On the other hand, Google Earth, an installation based program and is extremely similar platform to Google Map, however, it does exclude the Google Street View function, and include photo function from Google Picasa. Google Picasa would identify the GPS data photo collected on the camera; which to limit to those built-in GPS function cameras, and precisely placed the photo on the world. Further, the users may browse the other photo provider's work. Google Earth serves the core concept of Funsouting.

Nonetheless Funsouting requires Google Earth and Map in order to operate and function. Funsouting sees the opportunity gap on Google Earth and Map. Rather continuously embrace Google Inc.'s strength, there are weaknesses.

Both Google Earth and Map are not inter-connected; each of the platforms behaves on their own. First of all, as for Google Map, the Street View currently embraces approximately 40 States in United States, and the major cities around the world. They neglected the smaller cities, and completely dysfunctional if there are not on the road street. Secondly, the Google Earth requires installation, although it provides an easy function to locate and post photos only with those GPS data, but cannot identify the photo without the GPS. Lastly, these two interfaces do not

connected nor do allow users to interact. Therefore, Fuscouting has identified a niche gap that meant to exist.

Fuscouting offers more than intergrading function of both Google and Facebook services, the product distinguishes as following: Fuscouting provides beyond services from Google Map and Google Earth to puzzle a complete globe together in a community. Further, we provide an interactive gaming service that allows each user to interact with each other on a theme of travelling.

Competitor #2 Virtual Tourist

VirtualTourist.com is one of the largest travel information generated by the users around the world. The company was acquired by TripAdvisor.com, and now owned by Expedia, Inc., here are some of the website's highlights, there are approximately 1.2 million registered members from more than 220 countries, 3.7 million photos, and 1.8 million travel tips and about 9 million unique users per month.

Based on the highlights, VirtualTourist provides abundance amount of information for travellers, it have listed each destination's pros and cons and tips. This abundance of information is wonderful for travellers who plan to visit that destination in the future. VirtualTourist prompt to be the most competitive rival to the proposed platform.

Section 4.2 Substitutions and Potential Entrants

Indeed, many of the direct rivalries mentioned above may be the direct substitutions for Fuscouting, and indirect competitors may offer similar functions if they would like to, in this competitive environment, any value added opportunities

would encourage the competitors to join the market and compete a piece of pie. Therefore, rather evaluating who will be the potential entrants; because they would enter, it will be prudent and more importantly to focus on evaluation of the possible risks and the design counter-strike strategies.

a. Imitators

Many of the world maps and photos are available on the market, many of the rivalries may leverage the available resources and performs similar task, or imitating similar functions as Funsouting.

However, Funsouting is an exclusive platform; our unique requesting services created autonomy for connecting both domestic and international travellers to those who has limitations. Although the business model can be imitated, but the exchange trust, memberships cannot. Further, many of our complement activities will enhance the quality of that network, where the competitors cannot duplicate easily or compete. Moreover, Funsouting will continue to improve the user interface function that will continuously distinguishes from the rivalries

b. Internet Security (Hacker) and User Privacy

Due to increase of internet popularity, personal privacy database becomes assets; many of the web transaction portals require detail personal information. These valuable data becomes the target for the Hackers.

Therefore, the required personal information from our platform consist of Users Name, Birthday that can be hide to other users, Sex, and both Current Location and Hometown Location. The location information will be kept in our server that will not be connected online.

c. Company Server and Maintenances

Many unprecedented events may happen such as out of electricity and computer bug in a server and system corruption etc.

Funscouting will perform weekly system maintenances that back up the system information. Further, Funscouting will be looking for international offices, where the systems will be running parallel incased any one of them shutdown unexpectedly.



Section 4.3 Competitiveness Analysis

Table 4.2 SWOT Analysis

		Strengths (S)	Weakness (W)
		<p>S1. The Funscouting management team formed in diversified talents includes computer programming and business management.</p> <p>S2. The Data collected are unique and solid and can be implanted to other uses.</p>	<p>W1. Funscouting is a newly developed company, and are not recognized yet.</p> <p>W2. Research & Development and Marketing Fund are not enough</p>
Opportunities (O)	<p>O1. Lack of social network platforms for older adults</p> <p>O2. Many of the older adults would like to travel but who is limited due to physical constraint</p> <p>O3. Internet technology and new web 2.0 platform enhance the quality of online interactions, as well as social network brought the friends closer, making new friends globally much easier.</p>	<p>S1 S2 O1 O2 O3 O4: Released Funscouting; an online interactive travelling social network that users may reward with travelling points. Establish friendship on a global perspective and received the latest world happening evnets.</p>	<p>W1 W2 O1 O2 O3 O4 Continuous promoting this platform through several of social networking channels, make competitions and reward prizes to attract users.</p>
Threats (T)	<p>T1. Product and Services may be imitated.</p> <p>T2. Users may require time to adopt the new user interface of this game platform.</p>	<p>S1 S2 T1 T2 Provide a better and simpler user interface and establish barriers to entry</p>	<p>W1 W2 T1 T2 Continuous develop and expands new game idea onto this platform to enhance user's experience and attractiveness</p>

Table 4.3 Competitiveness Analysis – Comparison with travel social networking platform

Categories	Subjects	This Proposal	Google Earth	Virtual Tourist
Sites Characteristics	Type	Social Network Travel Platform	Online Worldwide Mapping Service	Online Worldwide Tourist Information
	Suitable Age	The creation of this platform inspires from older adults, however not be limited. It is suitable for all ages.	Targeted for all age user, in 2010, the average users are age of 38 ²	Suitable for all ages.
	Strengths	World Traveling Information; world events, traveller's blog , unique mission request and social network	Largest Worldwide Mapping services, with street tour and 3D Mapping	With more than 1.8 million travelling tips on more than 70000 locations worldwide.
	Weaknesses	Not Recognize by the public	Not all cities are covered yet; many smaller roads and cities are omitted.	Information available may be bias, with most information available only on the common recognizable locations
Establishment	Established Date	2011	2005	1999
Services	Personal Service	Worldwide Travel Events, Personal Profile,	Browse the world map with detail, provide	Custom personal homepage, upload information about recent travel

² Google Earth, 2011
<http://earth.google.com/support/bin/static.py?page=guide.cs&guide=22370&topic=29299&answer=176324>

		Destination Requests, interactions and exchange local information	travelling route and navigation, as well as frequent updated on transportation information	experiences
	Community Interaction	Able to meet new local members where they can share their local insights	N/A	Able to meet members and ask and share travelling information
Earning Methods	Direct Earning	N/A	Service Fee	N/A
	Indirect Earnings	Advertisement.	Advertisement	Advertisement

Section 4.4 Supplier Analysis

The supplier are categorize into three aspect, the technology aspect, Information aspect, and travel service aspect.

On the technology perspective, although Google Earth is the direct competitor, Google Earth is also the fundamental supplier to Funsouting platform. Google offers Application Interface Programing (API) which allows designers to expand the technology on top of it. In addition, the layout on Google Earth is user friendly, in addition, many touch screen function are available on computer, and therefore it makes the control gesture much easier. On the information perspective, besides the accessible public travel information, famous personnel travel blog are also key supplier. Lastly, the travel agencies are key supplier and alliance for the discount fare prices. Further, the aggregate data membership provided is considering the most valuable supplier of all.

CHAPTER 5 INTELLECTUAL PROPERTIES AND RESOURCES

Section 5.1 Patent Analysis

The patents analysis separated into two aspects. First is to identify the patents of competitors own and secondly, search patent under keywords of this proposal. The purpose for this analysis is to evaluate if the proposal have breached other's intellectual property and the counter strategy if it breached. The search results were performed by Patent Guider 2008 software under patent application and issued on USPTO.

On the competitor search, the keywords used are Facebook, Google AND Earth, and Expedia, due to VirtualTourist is the subsidiaries of Expedia. Although Facebook is not a listed direct competitor, however it is one of the comparable indirect competitors. The reason Facebook is important factor attributable to Funscouting underlies on the formation of a community, and in addition, Funscouting requires Facebook identification for log-in procedure, therefore it is prudent to be cautious. Beyond the competitors, the other keyword searched is Social Network AND World Map, due to the fundamental characteristic of Funscouting.

The analyze work will also be evaluated at the major international patent classification to determine the each competitors and the their future filing patent destination. Table 5.1 is an illustration of major patents and description on each keyword category. Thus far, Funscouting has infringed none of the patents filed from the competitors.

Table 5.1 Searched Patent Result

Keywords	Application	Issued	Major IPC	Description
Facebook	35 items	11 items	G06F	ELECTRIC DIGITAL DATA PROCESSING (computers in which a part of the computation is effected hydraulically or pneumatically G06D, optically G06E; computer systems based on specific computational models G06N; impedance networks using digital techniques H03H)
Google AND Earth	40 items	47 items	G06F	ELECTRIC DIGITAL DATA PROCESSING (computers in which a part of the computation is effected hydraulically or pneumatically G06D, optically G06E; computer systems based on specific computational models G06N; impedance networks using digital techniques H03H)
Expedia	6 items	6 items	G06Q	DATA PROCESSING SYSTEMS OR METHODS, SPECIALLY ADAPTED FOR ADMINISTRATIVE, COMMERCIAL, FINANCIAL, MANAGERIAL, SUPERVISORY OR FORECASTING PURPOSES; SYSTEMS OR METHODS SPECIALLY ADAPTED FOR ADMINISTRATIVE, COMMERCIAL, FINANCIAL, MANAGERIAL, SUPERVISORY OR FORECASTING PURPOSES, NOT OTHERWISE PROVIDED FOR
Social Network AND World Map	28 items	0 item	G06F	ELECTRIC DIGITAL DATA PROCESSING (computers in which a part of the computation is effected hydraulically or pneumatically G06D, optically G06E; computer systems based on specific computational models G06N; impedance networks using digital techniques H03H)

Source: Patent Guider 2008 and World Intellectual Property Organization and secondary data compilation

Majority of the patents applied and issued by the Facebook and Google are under category of G06F, and G06Q for Expedia. Interestingly, none of the Social Network AND World Map keyword has granted the patent yet, thus Funsouting will be filing under similar classification.

Even though Funsouting does not have an infringement, however Table 5.2 are some of the patents may affect future technical developments and profit development.

Table 5.2 Possible Threats on Patent Infringement

Patent Number	Patent Name	Assignee	Abstract
20110135207	Matching An Approximately Located Query Image Against A Reference Image Set	GOOGLE INC.(CA)	Aspects of the invention pertain to matching a selected image/photograph against a database of reference images having location information. The image of interest may include some location information itself, such as latitude/longitude coordinates and orientation. However, the location information provided by a user's device may be inaccurate or incomplete. The image of interest is provided to a front end server, which selects one or more cells to match the image against. Each cell may have multiple images and an index. One or more cell match servers compare the image against specific cells based on information provided by the front end server. An index storage server maintains index data for the cells and provides them to the cell match servers. If a match is found, the front end server identifies the correct location and orientation of the received image, and may correct errors in an estimated location of the user device.
20090198607	ONLINE MAP ADVERTISING	GOOGLE INC.(CA)	Systems and methods for selecting advertisements for presentation in a map space are disclosed. Map requests are received, map spaces identified, advertisement bids are received for advertisement space within the map spaces, and advertisements are selected for presentation in the map space based on the advertisement bids. The advertisement bids can be selected through an auction.
20070282792	Identifying Geo-Located Objects	GOOGLE INC.(CA)	A method of providing geo-coded information to a user of a graphical computing device is disclosed. The method includes receiving information identifying a view to be displayed on the graphical computing device, querying a geo-coded database containing information associated with publicly supplied models located in a geography, for one or more models located in the view, and transmitting information identifying the one or more models located in the view.
20110087526	Social Network Economy Using Gift Credits	Morgenstern; Jared(CA) Seligstein;	In a social networking system environment, users can give another user credits, a scarce commodity, as part of commenting on content posted by the

		Joel(CA) Cuervo; Soleio(CA) Wang; Huai(CA) Zuckerberg; Mark E.(CA) Chen; William(CA) Tam; Man-hay(CA) Gupta; Vishu(CA)	other user. These credits can be used as a peer-to-peer recommendation signal, and they can also be used as input to a decision engine that determines what content to display in a highlights section that will be viewed by a wider audience and increasing the likelihood of further engagement with the content. Credits in a social networking system environment have scarcity value. In various embodiments, in order to increase the number of credits in the system, users buy them or an administrator distributes them. In some implementations, the total amount of credits in the system can decrease if a user cashes out the credits for real money. In some implementations, credits can be used to buy virtual or real-world gifts.
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Source: Patent Guider 2008, Secondary Data Compilation

So far, Google Inc. holds most number of the patents among the result that is threat to Funsouting services, however Funsouting is built on top of the Google Inc. free platform, therefore it is not a primary concern. As for Facebook Inc., the virtual credits may be a threats to Funsouting, nonetheless, Funsouting service is based on virtual credit for redemption, therefore it is not breached.

Section 5.2 Trademark Analysis



Funsouting Logo will be look like the image provided below;



Figure 5.1 Funsouting Logo

After the trademark search from United States Patent and Trademark Office, the title of Funscouting.com and the logo is unique, none of the internet domain name has registered under this title. Table 5.3 is an illustration of the other competitor's trademarks that registered to.

Table 5.3 Competitor's Trademark

Company Name	Filing Date	Logo	Word Mark
Google Inc.	2011/01/20		Google
Goods and Services			
<p>IC 009. US 021 023 026 036 038. G & S: mobile phones; computer software used to create visualizations of multi-dimensional designs in the fields of architecture, engineering, interior design, landscaping, game development and graphic arts; computer software for accessing browsing over computer networks and secure private networks, also known as, communication software for providing access to the Internet; computer software for sharing of data and information over computer networks and secure private networks; computer software for communicating over computer networks and secure private networks, also known as, voice-over Internet protocol (VOIP) software, software for instant messaging, and software for reading and sending emails; computer software for use in connecting to and searching the contents of remote computers, computer networks, and secure private networks; computer software for running web applications; computer search engine software; computer storage devices, namely, blank flash drives; computer mice and electric adapters. FIRST USE: 20001101. FIRST USE IN COMMERCE: 20001101</p> <p>IC 035. US 100 101 102. G & S: computerized on-line retail store services in the field of software applications for use on computers, mobile phones, and other electronic devices; computerized on-line ordering services in the field of books. FIRST USE: 20100301. FIRST USE IN COMMERCE: 20100301</p> <p>IC 036. US 100 101 102. G & S: electronic commerce payment services. FIRST USE: 20060629. FIRST USE IN COMMERCE: 20060629</p> <p>IC 042. US 100 101. G & S: application service provider (ASP) services, namely, hosting computer software applications of others; computer services, namely, providing search engines to allow users to find blogs on a wide variety of topics; computer services, namely, providing a search engine to allow users to search full texts of books, find reviews and other information on books, search for magazine content, and find references books on other wide sites; provision of customized search engines for others; providing technical information in the field of computer software development; providing a web site featuring software development tools and API's (application program interface) for developers. FIRST USE: 20020501. FIRST USE IN COMMERCE: 20020501</p>			
Company Name	Filing Date	Logo	Word Mark
VirtualTourist.com	2008/05/27		MAPSTER
Goods and Services			

IC 009. US 021 023 026 036 038. G & S: Computer software for social networking and travel management. FIRST USE: 20070700. FIRST USE IN COMMERCE: 20070700			
Company Name	Filing Date	Logo	Word Mark
Facebook	2010/10/07	FACEBOOK	FACEBOOK
Goods and Services			
IC 038. US 100 101 104. G & S: Providing access to computer databases in the fields of social networking, social introduction and dating; peer-to-peer photo sharing services, namely, electronic transmission of digital photo files among internet users; Providing access to computer, electronic and online databases; telecommunications services, namely, electronic transmission of data, messages and information; providing online forums for communication on topics of general interest; providing online communications links which transfer web site users to other local and global web pages; providing access to web sites for others hosted on computer servers accessible via a global computer network; providing access to third party web sites by enabling users to log in through a universal username and password via a global computer network and other communication networks; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; audio, text and video broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, audio and video images; Delivery of digital music by electronic transmission			

Source: United States Patent and Trademark Office, Secondary Data Compilation

Interestingly, the search result of VirtualTourist.com appears with different logo to the one posted on their websites but with the correct goods and services description. As for Funsouting, the description of goods and services are to be similar to the VirtualTourist.com but with many other features such as event creation and management, thus will be filed in the nearest future.

CHAPTER 6 STAKEHOLDERS ANALYSIS

Section 6.1 Cooperation Network and Strategic Alliance

Funscouting platform build under the fundamental framework upon Google Earth and Faceook Inc., therefore these two major parties will be the key cooperators. Besides, Funscouting uses and consists of Google Earth and Map on its platform combining with Facebook users' identification, again both Google Earth and Facebook are also main suppliers. Obviously, they have to choice to cooperate with Funscouting or not, but the joined membership will benefit on both parties. In addition, VirtualTourist will be a great asset if we can strategic alliance with them, due to their rich database, and the combination of Funscouting, the result should be able to enhance all users experience in both parties.

Unquestionably, there are other important alliances requires for Funscouting to make it operate, these such are the senior citizens and scouts and college clubs, which includes mount climbing and photography clubs. In addition, well-known traveller's blog and tourism bureau and travel agencies are all part of the stakeholder

Section 6.2 Stakeholder Analysis

Table 6.1 and Figure 6.1 are the stakeholder's analysis and it is ranked by the level of influence and importance:

Table 6.1 Stakeholders

A. Google Earth and Map	B. Facebook
C. VirtualTourist	D. Tourism Bureau

E. College Clubs / Scouts	F. Seniors at Nursing Homes
G. Travel Agencies	H. Traveller's Blogs

Stakeholder's Analysis

Influence of Stakeholder	Importance of Stakeholder				
		Unknown	Little/No Importance	Some Importance	Significant Importance
	Significant Influence			E,F,H	A,D
	Some Influence				B
	Little/No Influence				
	Unknown	G		C	

Figure 6.1 Stakeholder's Analysis

As illustrated in Figure 6.1, both Google Earth and Map and Tourism Bureau (Both National and Local) have the greatest influence and importance, due to Funscouting's platform relies on the technology and content supply. Although they are highly impacted to Funscouting, on the positive note, the Funscouting's existence assisted their public recognitions, as the result, it creates a win-win situation.

Indeed, not only Google Earth and Map and Tourism Bureau are important, Facebook users are important as well. Currently, Funscouting's platform requires Facebook membership identification for logging on to the website, however it is not a significant influence if Funscouting expands to other platform in the future, Funscouting's platform is hoping to gain exposure and number of participants through

other current social network users, the role of Funscouting act as a network application that welcome any memberships in any platform.

Funscouting believe the only way to inspires the others is through the interest of individual and spread over the word of mouth. Therefore, college clubs/scouts, seniors at nursing homes and traveller's blog are all influencers. The true travelling experiences relies on the human's five senses; the eyes that sees, and ear that hears, the nose that smells, the tongue that tastes and the touch that feels. As a replication of travelling, besides audio, video and photo outcome, words and stories creates an inspiration and imagination sense of the feelings at that particular moment; in essence that shares the similar senses.

The other two stakeholders are currently in an unknown stage, they are travel agencies and VirtualTourist due to the current Funscouting platform is hoping to establish travelling services and yet not taking the actual travelling into account, therefore, in the future, when Funscouting expands the services, this is somewhat important. As for VirtualTourist, since they are a direct competitor, their strategies have some level of importance, but not able to measure on influential level yet. Although there are many other stakeholders that are not taking into account at this moment, thus, the strategy will be planned when they will reveal as time forwards.

CHAPTER 7 VALUE CAPTURE STRATEGIES

Section 7.1 Value Creation

The value creation is based on the following scenario simulate how users can leverage this platform and the full analysis follows.

Scenario I – Reconnecting with Old Friends

Imagine young immigrants left Asia countries such as Taiwan, Hong Kong and China when they were teenagers. These immigrants may have already established their life abroad and have never yet or rarely have returned to their home. The solid location memories have become vague and certainly losses, however, the story within that memory remains. With that vague memory, that person can benefit by plotting a request service on Funsouting base on their vague memories on to the map, and let the worldwide members fills the blank for him or her. Although the surround may have changed, however with each member's historical stories remains soild, and it can be the greatest assets express the lifestyle at that moment. Nevertheless the users may view the updates of the area, and understands how the history have changed over time, he or she can also share and exchange information of his memories and what was remembered to the locals, and even may reconnect with local or someone who was lost in contact for ages.

Scenario II – Heritage Searching and Reconnecting

Imagine a 2nd or 3rd generation Asian who wants to search for their heritage. Funsouting is a fascinated platform for these users who wants to search and

re-educate about their heritages. Users may learn from historical culture and the evolution and to the presence of the location. The individual can leverage the social network capabilities to understand and reconnect with the locals further to the available historical and geographic information. Not only may that, since Funscouting's target audience initiate from older adults, many of the lost traditions may be shared on this platform either by the senior individuals or searched by Funscouting organization, where the long lost traditions may restore again.

Scenario III – Group Travel and Join Adventure

Imagine a user has a vacation time and does not know where to go and is uninterested to the travel package created by travel agencies, Funscouting is a great tool of idea pool that users can choose where to travel, either domestically or internationally, depends on the individual needs. Besides, when each requests users made will be broadcasted publically on to the platform, it may persuade other users that may have the similar motivation about the location and have desire to join the travel. Funscouting has a platform, when number of users would like to explore to a certain destination, Funscouting will negotiate with the travel agency that customize the travel package, in addition, Funscouting will be contacting with local membership, and check with local tour guides that can share the local experiences, and that brings to the ultimate travel experiences.

Scenario IV – Geographic and History Education

When Funscouting's database reached to a critical level, the future application of this platform can expand to other service route. With the vast amount of geographical and historical information, Funsouting can perform as Wikipedia, where it becomes

the main stream for geographic and history learning tool. Especially in this digital revolution, the quickest way to retrieve information is through internet other than textbooks. Imagine, a new student coming or preparing to come National Cheng-Chi University to study, other than geographical location shown and the school website, nothing can be found in detail about the school and surroundings. However, on Funscouting, either the student can make a request, or the place has already written by some other visitors, the student can learn a lot more about both history and the surrounding environments. With Funscouting's service, anyone can learn of particular place anytime, anywhere and everywhere.

Scenario V – International Exchange

With the convenience of international shipping, many culture exchanges can be leveraged from this website. Many of the unique food, beverages, and culture use and wear products cannot be found in local markets aside from what has imported. Thus, a user may make friends worldwide and send a request to the desire local members on the network, and ask them to introduce and purchase some of the local unique products. Of course, it is not a free gift; the purchaser must make a payment via Paypal or other payment methods. The other important feature about travel is able to learn about the local foods and products, therefore, through the Funscouting network, the user can reach the same experience in local homes.

Obviously, the listed scenario are some of the examples, there are many ways a user can leverage from this internet platform, since there are uncountable possibilities can be happen through internet.

Analysis

Base on the scenarios listed, have produced a prominent value. The reason all of these value are feasible is because of Funsouting has created a new niche environment. Recalling the life from seniors, these people have great amount of undisturbed time but bound by the mobility. What these people can offer are many valuable memorable and fantastic stories. Oppositely, the junior citizens are bound by the valuable time but are extremely mobile and energetic. What these people can offer are the instantaneous eyesight.

The memory from senior can be an acknowledgement or follow-up for people, who are interested at certain destination, either way; it creates the recognition of the destination. On the other hand, the memory are not up to date, they require younger generations with their mobility skill to fulfill the missing gap. Therefore, there is a mutual interest can be discovered in both of these parties and can be traded. The exchange result creates a win-win for both and this is the power of co-creation; where valuable information and up to date information are exchanging on to the platform.

Section 7.2 Revenue Sources and Appropriation Mechanisms

The cost of membership is free, similar to Facebook structure, our main source of revenue comes from the advertisement, there will be an advertising banner created on a sidebar that is able to fit with four equal size of advertisement, the advertising content are related with travelling deals and discount promotions. Further this content will be randomly selected; the pricing strategy will explains it further. The advertising will not only be the revenue resources for Funsouting, in the long run, due to our platform consists the theme of travelling, we would like to partnership with some of the travelling agencies, where Funsouting gathers and promote the users with some unique travelling packages for a commission, this will enhance the revenue for both

parties. On the platform, it is be able to analyze the routes that can provide to travelling agencies, where they can use these suggested pre-planned routes to create and provide a better travelling plan package benefit to customers. This reduces the hassle for the travel agencies on the redundancies planned location made.

Section 7.3 Pricing Strategies

At the initial stage, the advertising will be charged on a fix price bases. At the early stage, the advertising is discounted at the price of \$50,000 NTD per month per advertisement, as the website popularizes, it will cost approximately \$100,000 NTD per month per advertisement.

In addition, as business expands, the pricing strategies on the advertisement will be customizes in two different methods, cost per click (CPC) or cost per thousand impressions (CPM). These are the two well-known charging methods; in addition, our CPM provides more flexibility, where the customer may able to pay the advertising price fit on their budget, for example, the customer only has \$500 US dollars of advertising expense, Funsouting's advertisement box will provide a solution that maximize the worth of value.

CHAPTER 8 BUSINESS STRATEGY AND OPERATION PLAN

Section 8.1 Market Development and Marketing Plan

Bearing in mind Funsouting is a web platform that require user's participation, thefore both physical and virtual promotion are required. The best way to promote this game virtually is through various of popular social networking platforms. The goal for Funsouting is create a electronic marketing plan that will diffuse to world-wide audience in a rapidest way. However, to put to a test and set an role model, primarily marketing will be focus in Taiwan and later expand globally.

Since there are many type of social networking platform available, there is not only single channel Funsouting will be depending on. On top, the cost of these mass media distribution are extremely low, the challenge is at maintining, therefore by applying the right strategy will minimize the cost and maximize the effectiveness. The benefit of using social networking is that the platform allows us to interact with the users and able to identify and analyze user's needs. Therefore, an intergrative social media distribution strategy is a great marketing protfolio to reach and interact with users differently. Each of the social networking platform will be played in different role in promotion. Here are the following:

- Twitter and Plurk: This marketing channel mainly focs on the broscating of our new services or media news that allows users to receive our latest updated information
- LinkedIn: This channel mainly for our employees for the networking solution,

which will benefit in the future, the possibility of recruiting new memberships as well as possible future cooperators or alliances may be generated over this platform

- Facebook: Funscouting will be creating a fan page on Facebook. This marketing channel allows our users to interact with each other, provides and share their latest trip and suggestions. Many of the promotions will also be listed on this platform. We believe this will be the direct marketing channel, we hope to impact the younger generations so that they are able to influence their parents with word of mouth.

In order to maximize the potential and effectiveness of the diffusion of electronic marketing, it relies on groups of test users as a marketing strategy to initiate the operation. The two major categories of users are the older adults and younger generations. We realized the needs for each of these categories are different, therefore the strategies are different. In order to make it operate, the primary focus are the younger generations. They will be actual local scouts, school mount climbers club, and outdoor photographers. These are people who are adventurous, and do have energy to walk around, we believe to inspire the motivation is to make it into a competition with a prize and rules such as the grand prize of a luxurious camera, and the competition rule are each user can accept the challenges from the requesters, the person submitted the first wins the point, and the result will be compared with the other submitter's work, the work will be evaluated by online users' feedback, the highest point wins the competition and is rewarded.

Simultaneously, the game requires the other participants as well, these people are the older adults. These people require basic computer and internet skills and require

to promote their requests work to their friends via our platform, the more people they promote, higher the points they receive and will have a higher chance to win local tours or the destination they selected locally. To make sure the effectiveness of this marketing strategy, our initial plan is practicing it on with seniors who currently live in nursing homes, our initial projecting users may not be high, the strategy is to implement the promotion through computer classes seniors attending and have few operation tutorials, and web based aid are also available. Later, we will be promoting with other exclusive travel deals such as an exclusive destination and pricing as well as discount stay in hostels, and bonus discount will be provided if the individual invites their friends to join, and other bonus points if that individual shares and publishes his or her experiences, thus it initiates the positive mechanism for Funscouting.

Section 8.2 Exit Strategy

Without a doubt, every business would like it to be successful, but it is inevitable many would fail. To minimize the risks for the proposed platform, exit strategy must be taken into consideration. The proposal has identified the opportunity gap from Google Earth and Map, it would be a strategy to present this opportunity to them in the first place. On the other hand, this proposal is also beneficial for Facebook that allows them to continuously popularize. Moreover, Zynga, the gigantic web-based gaming company, it would be a great opportunity for them as well, due to they have successfully built popular games, with their aesthetic touch-ups, this proposal might be beneficial to them.

Chapter 9 Benefit Expectation

The proposal will be promoted by three major shafts that will be able to penetrate the market recognition and effective recruit memberships; self-operating, industry alliances, and advertisement. The forecasted benefit and revenue for the next two month would be shown in Table 91 and one year projection in Table 9.2:

Table 9.1 Benefit Expectation

Promotion Strategy	Beneficial Results	Revenue
Seed Forces	<ol style="list-style-type: none"> 1. Cooperating with Taiwanese scouts as well as college school clubs 2. Seniors in Nursing Homes 3. Seed force memberships population reached 500. 	At this stage, it is an open platform for testing period, to adjust and correct the computer BUG, no fee will be charged
Industry Alliance	Cooperating with local travel agencies such as Lion Travel to simulate a local tour for seniors and selected local destinations.	Average trip in Taiwan with 2 days 1 night stay, cost between \$3,000 to \$5,000 NTD, expecting 100 participants NTD \$50,000 10% commission charged.
Advertisement Revenue	Advertisement Service	NTD \$50,000
Total		NTD \$100,000

Table 9.2 One Year Expectation Benefits Projection

Promotion Strategy	Beneficial Results	Revenue
Seed Forces	Seed force membership	Free

	reached to 5,000.	
Industry Alliance	Alliances with all Taiwanese travel agencies and create a unique local travelling package, expecting 2,000 participants	NTD \$1,000,000 10% commission charged.
Advertisement Revenue	Advertisement Service (20 Enterprises) with \$100,000 NTD/Ads	NTD \$2,000,000
Total		NTD \$3,000,000

Further to the benefit expectations, the goal for any social network is to maximize the number of memberships as soon as possible. According to The Sunday Times & PerthNow news, Mr.Lipsman said “it took other social networks much longer to reach 25 million users — 22 months for Myspace, 33 months for Twitter and 37 months for Facebook.”³ If the goal of target audience set to be 25 million users, Funsouting is hoping to reach that number with a conservative estimation by less than 37 months; due to Funsouting’s memberships are combinations of other social networks.

³ The Sunday Times & PerthNow, 25 million people in a month - Google Plus growing faster than MySpace, Facebook or Twitter did (2010, August), <http://www.perthnow.com.au/lifestyle/technology/million-in-a-month-google-plus-is-growing-faster-than-myspace-facebook-or-twitter-did/story-fn7bsj10-1226108310764>

Chapter 10 Conclusions

Section 10.1 Conclusion and Suggestions

Not every business runs smoothly as their first time, each one of them has their own strength, and it takes time and effort to settle on each revision and adjustment to make it better. Similarly, Funscouting existence is based on the discovered initiative demand driven from seniors. Although the business establishment is extremely new, however, it cannot be inevitable for its existence; therefore the following are the conclusions as well as future improvement suggestions:

This paper has identified a great opportunity gap at this right time, right place and right target audience. The fact is that the world is aging, business product and services should see this shift, and the counter strategies that cope with these. Funscouting is a leading example, where it ultimately creates a solution for carrying on the ancestral line thru a social network platform and reconnected the humanity gap and culture gap. Through the knowledge trade between two generations, the history will be legend and the newly developed change will gives the detail information about the geographical and historical evolution. Rather like textbooks, the resource came in a few, with the internet technology, everyone is an information assets. The platform aggregates the entire population to input and share their valuable memories.

With the new developed innovation SCREW model, this paper demonstrates all business can seek for continuous innovation improvements overtime as they meeting new limitation. The Funscouting demonstrated how this innovation SCREW model pertains. After the identification of the limitation conditions, follows the innovation SCREW steps it begins from the search for all possible solutions and combining it.

Re-research if the combination that does not suit and replace with the one that combines. Evaluates the combinations result and make corrections that will keep it work.

Of course, the current Funscouting is not entirely mature; as time move on, there are many improvements can be implemented, the following are the future suggestions that will make Funscouting as an ideal platform for all.

1. **Provide an Innovated Travel Social Network Platform** - On the discoveries of aging, many services should forecast their business entities correspond to this upcoming population shift. Funscouting's is a unique platform designed for older adults to use. In the nearest future, this platform is not only targeted to older adults however, Funscouting would like to bring closer relationships between senior and junior users, where the culture and traditions will not be endless.
2. **Provide Total Solution in Travelling Service** – Traditional travelling service provide information individually, such as individual sharing photos, personal travel blogs, well-known national events and infamous local events. No platforms yet organize and intergrade it into one easy to use platform. Funscouting is the platform provides a total solution to that problem. In the future, Funscouting would like to achieve a complete chain of travelling.
3. **Self-Developed World Map Service** – Google Earth and Map services have already dominate the worldwide mapping service with abundance of photo and video information. Funscouting's will be in a high risk if the dependency continues. Thus, it require either by acquiring other technical services or self-developing.
4. **Worldwide Office Establishment** – Funscouting is currently based in Taiwan, as

for the future growth, it should pertain other office sites in major continents, thus the travel information will be much more completed and reduce the risk of system crash.

Section 10.2 Research Limitations

1. Due to uncountable possibilities of travelling services that are not able to scrutinize consecutively, the only solution is to key in the related keyword. Further, the collected data are all from Taiwan, therefore, it is unavoidable the data may be incomplete and inapplicable to other countries.
2. The proposed platform is design for senior as the starting point, at the same time operating a platform may involves other important aspects such as detail technical reasoning and management reasoning etc. Therefore the paper is not able to cover everything in depth; hopefully, the later research is able to tackle the addressed issue for further analysis.

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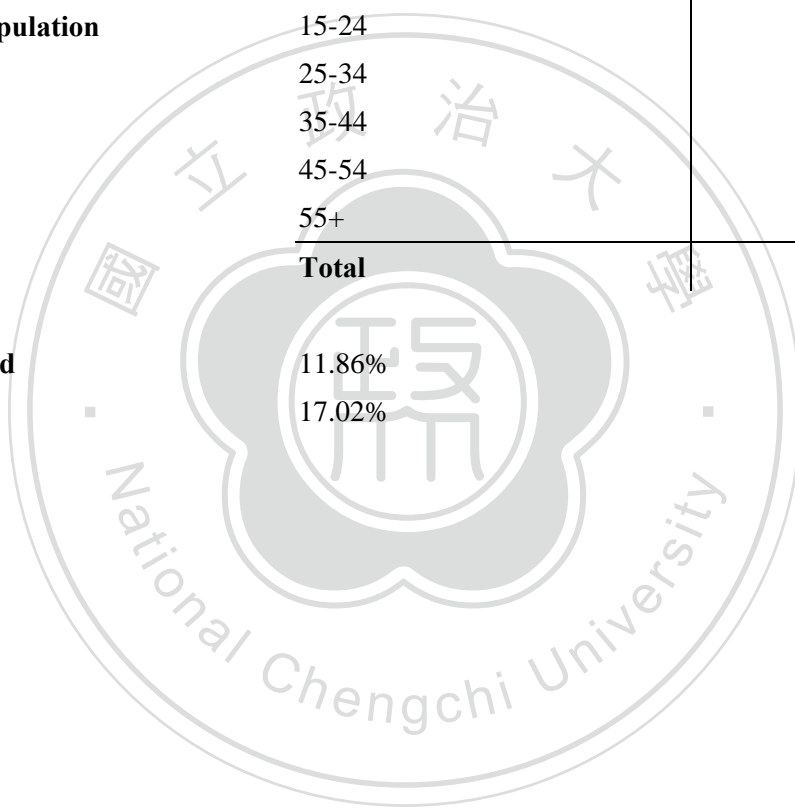
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APPENDIX

Appendix I

Total Population	15-24	3,208,253
	25-34	3,932,935
	35-44	3,673,109
	45-54	3,661,205
	55+	4,866,252
	Total	19,341,754
Internet Population	15-24	3,006,133
	25-34	3,564,812
	35-44	2,894,777
	45-54	2,157,548
	55+	1,051,597
	Total	12,674,868
Age 45-55		
Unconnected	11.86%	
Connected	17.02%	



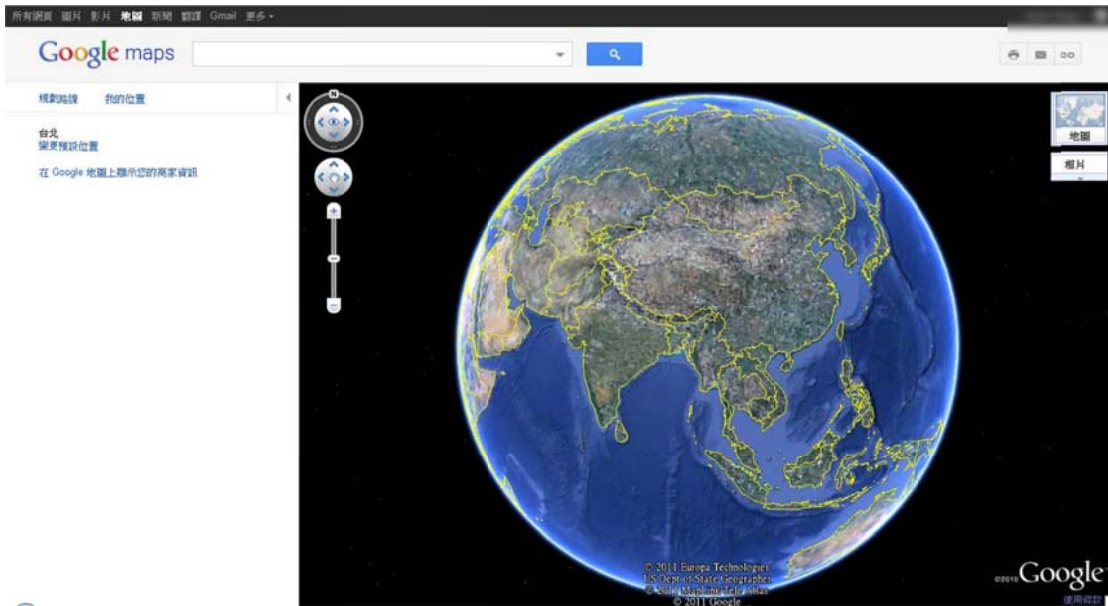
Appendix II

Demographic Average Percentage on Internet Behavior

Female					Categories	Male				
16-20	21-25	26-35	36-45	46-55		16-20	21-25	26-35	36-45	46-55
72.05%	73.02%	68.26%	64.33%	62.87%	Portal Sites	64.39%	65.94%	65.08%	62.66%	61.65%
20.32%	27.43%	24.24%	20.85%	19.09%	Search Engines	18.68%	21.10%	26.11%	22.99%	21.74%
0.89%	3.02%	5.05%	7.59%	5.39%	Government Organization	1.02%	2.52%	4.18%	6.83%	7.88%
4.60%	9.45%	12.96%	13.89%	13.29%	News Media	3.88%	10.88%	14.10%	17.41%	17.74%
0.60%	1.49%	7.03%	12.11%	12.66%	Financial Banking	0.44%	2.11%	7.81%	10.26%	14.02%
4.09%	3.67%	3.42%	2.54%	3.33%	Culture Art	2.45%	3.14%	2.90%	2.19%	3.58%
8.10%	6.55%	3.06%	4.62%	3.91%	School Research	3.82%	5.11%	3.34%	2.54%	2.87%
3.37%	5.14%	5.91%	7.30%	7.35%	Educational Learning	1.93%	3.18%	3.47%	3.21%	3.03%
0.64%	2.12%	4.33%	5.26%	6.47%	Medical & Healthcare	0.58%	1.22%	2.16%	3.31%	3.59%
0.30%	1.07%	2.75%	2.87%	1.40%	Parenting	0.20%	0.30%	0.27%	1.27%	0.12%
6.17%	5.50%	1.97%	1.69%	1.13%	Individual Homepage	4.44%	3.62%	2.34%	1.49%	1.51%
9.74%	8.20%	4.17%	3.12%	2.46%	Gaming Sites	29.93%	22.92%	13.02%	6.20%	2.10%
0.18%	0.21%	0.60%	0.17%	0.58%	Adult Entertainment	0.99%	1.73%	1.45%	0.71%	0.67%
9.54%	13.85%	14.51%	10.96%	6.03%	E-Shopping	2.79%	6.14%	8.85%	8.28%	5.23%
9.21%	6.31%	3.42%	2.89%	2.00%	Entertainments	6.57%	6.20%	3.52%	2.59%	2.23%
3.75%	5.74%	9.08%	9.92%	10.01%	Leisure & Travel	3.38%	5.22%	6.94%	9.00%	6.84%
0.50%	1.67%	1.91%	0.97%	0.18%	Job Search	0.27%	1.74%	0.90%	0.64%	0.00%
5.53%	3.20%	2.27%	0.92%	0.55%	Net Chatting	5.31%	4.40%	2.67%	1.19%	0.50%
6.99%	5.00%	1.96%	2.27%	0.45%	Internet Radio	6.14%	5.05%	2.27%	1.21%	0.86%
1.44%	2.47%	1.59%	1.02%	1.01%	Beauty and Health	0.13%	0.13%	0.45%	0.12%	0.13%
2.92%	1.08%	0.65%	0.92%	0.78%	Fortuneteller	0.93%	0.67%	0.16%	0.77%	0.23%
1.31%	1.07%	1.63%	1.31%	0.15%	Information Technology	2.55%	4.85%	4.57%	2.80%	1.65%
2.41%	1.87%	1.10%	0.46%	0.17%	Software Downloads	3.87%	3.88%	3.12%	2.00%	0.77%
0.47%	0.07%	0.69%	0.52%	0.86%	Social Groups	0.74%	0.92%	0.60%	0.99%	0.57%
4.97%	5.84%	8.17%	6.70%	8.92%	Uncertain	6.07%	6.68%	6.49%	7.27%	8.77%
2.16%	1.69%	2.12%	1.60%	2.55%	Others	1.67%	1.86%	2.93%	3.26%	2.32%
28.51%	9.39%	10.97%	4.23%	2.15%	Blog	2.32%	1.05%	0.00%	0.85%	0.00%
2.25%	4.23%	0.00%	0.00%	0.00%	Online Album	20.52%	13.08%	7.28%	1.53%	2.17%

Appendix III – Competitors Home Page Screen

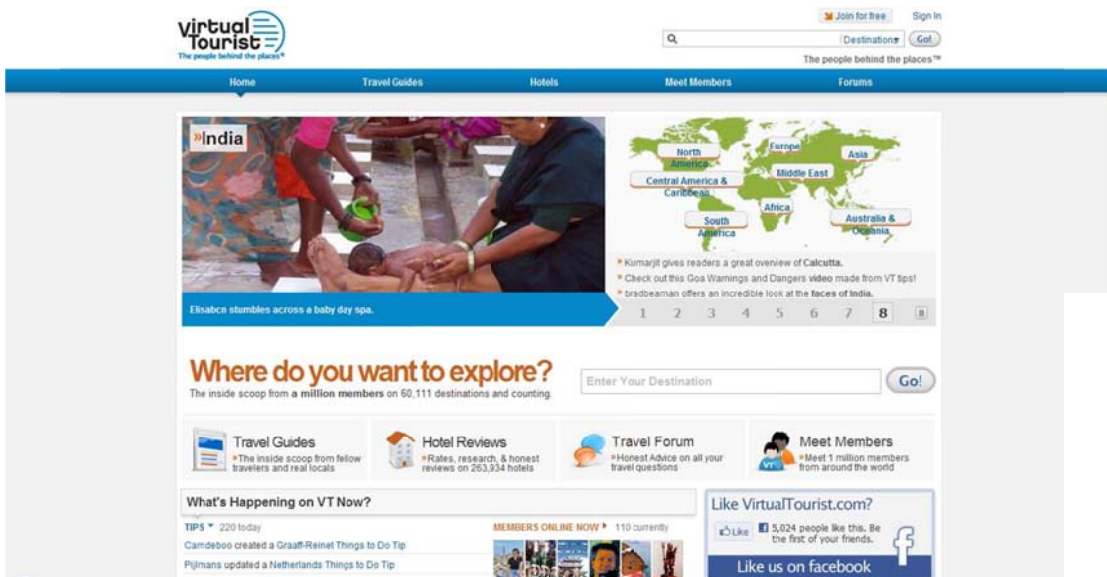
Below: Google Earth Main page



Below: Facebook Main Page



Below: VirtualTourist Main Page



Below: Funscooting Pre-beta Main Page

