Business Considerations

A. **Business Model Outline**

B. **Market Size & Prospective Users**

C. **Snowballing & Monopoly Effects**

D. **Exit Strategy**

E. **How to get started (how to get the first 100,000 customers)**

- **Partnering with major IT company**

- **New Idea Competition**

Business Model Outline

User Fees:

- Registration Accounts – **$20 per year** (first year free!)

- Publication fees for **Priority-Claims** – **$200 per priority-claim** (*$100 for students & lower income*)

Estimated number of users & viewers (at MATURITY … 10 years)

- **10 – 20 million** active Registration Accounts

- **5 - 10 million** priority-claims filed per year

Estimated Revenue (at MATURITY … 10 - 15 years):

- Registration Accounts: 10-20 million x $20 = **$200 - $400 million / year** (High Profit Margin)

- Priority-claims: 5-10 million claims x $200 / claim = **$1-2 billion / year** (High Profit Margin)

Total Revenue (after 10-15 years): $1 billion - $3 billion / year – High Profit Margin (20%-40%)

Total Revenue (after 5 years): $20 - $200 million / year

Market Size & Prospective Users

In the WORLD there are about:

- **600 million** holders of BS/BA degrees or higher

- **230 million** Master degrees or higher

- **50-60 million** doctorate /professional degrees (MD, PhD, JD)

- **150 million** undergraduate students

- **15-20** million graduate students

Articles and Patents published in the WORLD:

- **2.5 million peer-reviewed articles** (published worldwide in 2016)

- **2 million patents** worldwide (615,000 patent appl. in USA)

Notes: 15 million MDs worldwide; in US: 2.5 million PhD … 1.5 million MD & DDS … 1.5 million JD …

Prospective Users

Three major user segments (ways to use Registry):

1. **PARTICIPANTS to multi-party RESEARCH PROJECTS**

(using Registry to secure CREDIT for their individual contributions)

2. **The LESS-INFLUENTIAL innovators of the world**

(way to quickly publish their ideas)

3. **using Registry to QUICKLY publish EARLY-STAGE IDEAS**

ideas in need of development …

ideas for which they don't have TIME to write a full journal article …

Prospective Users

Projection 1:

(1). there are about **650 million holders of Bachelor Degrees** in the world
- about <u>1 in 200</u> will submit priority-claims – 3.2 million fee payers

(2). there about **200-250 million holders of MS master degrees** in the world
- about <u>1 in 100</u> will submit priority-claims – 2.5 million fee payers

(3). there are about 60 million holders of doctorate and/or professional degrees (MD, PhD, JD) in the world
- about <u>1 in 30</u> will submit priority-claims – 2 million fee payers
- about <u>1 in 10</u> will have Registration-Accounts *(many in this group are publishing articles)*

(4). There are about 150 million undergraduate students in the world
- about <u>1 in 100</u> will submit priority-claims – 1.5 million fee payers
- about <u>1 in 20</u> will have Registration-Accounts *(many in this group are publishing articles)*

(5). there are about 15-20 million graduate students in the world
- about <u>1 in 20</u> will submit priority-claims – 1 million fee payers
- about <u>1 in 4</u> will have Registration-Accounts *(most graduate students publish articles)*

Totals: about **8-10 million** priority-claims filed per year
about **20 million** Registration-Accounts

Prospective Users

Projection 2, based on this info:

- **2.5 million peer-reviewed articles** (published worldwide in 2016)

- **2 million patent applications** filed worldwide in 2015 (615,000 patent appl. in USA)

➢ Writing / publishing priority-claims is MUCH EASIER than publishing articles in journals → at least twice as many priority-claims

➢ priority-claims obtained for non-patentable ideas & discoveries (at leas 10 times more numerous than patentable ideas), cheaper and easier to obtain.

expect 5-10 million priority-claims filed / year

about 10 million Registration Accounts / year

Snowballing Effects

Research Project: Mark, Peter, Ann, Vera, Chen, Paul … Bill

Peter, Ann … Vera hear that Mark has a REGISTRATION ACCOUNT and
Mark has registered an idea as <u>his contribution</u> to the project
(registration is perceived as an assertion of property claim!!)

Peter, Ann, Chen … Vera

will most likely OPEN Registration Accounts and save <u>THEIR OWN contributions</u>

Conclusion:

- If you participate in a multi-party project … you almost NEED to REGISTER your contribution
- We expect 10%-50% of participants to research projects to have Registration Accounts

15 million grad students + 60 million PhD/MD/JD → 10 - 30 million Registration Accounts

Monopoly Effects

"Monopoly" effects ... ONE DOMINANT REGISTRY for the entire World!

- First successful "Idea Registry" likely to become **dominant for decades to come** in the same way Facebook is the dominant social network

- Scientists want to post their ideas on **the largest & most prestigious Idea Registry** because there the ideas get the most exposure (most likely to be seen by their peers).

- Unlikely to have many co-existing "Idea Registries" ...

1. Registry-1 (of Company-1) – 5,000,000 claims posted - most of your peers and competitors posted here and look at this Registry → you will want to post here
2. Registry-2 (of Company-2) – 1,000 claims - no incentive to post idea where nobody sees it!!

First to implement "Idea Registry" → Great Competitive Advantage

(important for evaluating number of prospective users)

Exit Strategy: being acquired by major IT Company (Google, Facebook, Microsoft)

highly desirable features:

I. **Small investment → potentially VERY LARGE financial return**

- **Inexpensive to run & implement** … everything performed automatically! … (we already have the software for first two services … priority-certificates can be implemented later)

- Companies such as Google, LinkedIn and Facebook can **EASILY ACQUIRE CUSTOMERS**

II. **Registry could complement & aid their business**

- Registry could complement and aid "Google Scholar" and "Google Patents" (if added to Google-suite, Registry could bring more users to those services)

- Registry could fit well with LinkedIn and Facebook since it provides a Networking & Collaboration Platform for professionals (also, they could easily acquire customers from among their users)

III. **Monopoly Effects …** first successful "Idea Registry" likely to become **DOMINANT** for many decades over the entire world (similar to Facebook situation)

highly desirable features:

IV. Enduring business (50 YEARS … or longer) … similar to Academic Institutions

(in contrast, device based businesses, e.g. Blackberry & Kodak, have short lifespans)

In time, REGISTRY likely to acquire "aura" of **ACADEMIC AUTHORITY** and **PRESTIGE**:

- Registry acts as **AUTHORITY deciding "WHAT IS NEW AND WHAT IS NOT"** in the scientific world (similar to US Patent Office … but for non-patentable ideas … via the priority-certificates)

- Registry acts as **DISPUTE-RESOLUTION AUTHORITY** for academic priority disputes (via certificates)

This "aura" of Academic Authority can be of value by itself …

V. CIVIC IMPACT on a TRULY GLOBAL SCALE … the Registry is about:

… giving a VOICE to the LESS-INFLUENTIAL innovators of the world

… giving CREDIT where CREDIT is DUE

… bringing to society ideas & discoveries which otherwise would be **LOST**

… FAIRNESS and EQUITY in the academic & innovation world

How to get started?

how to get the first 100,000 users?

Options & Strategies:

I.   **Partnering with major IT company** (e.g. Google, Facebook, LinkedIn …)

II. **Customer acquisition via "New Idea Competition"**

III. **Strategies similar to the ones employed by LinkedIn & Facebook**

Once Registry reaches 100,000 users → likely to snowball

Partnering with major internet company

(e.g. Google, Facebook, LinkedIn, Amazon, Microsoft …)

Many Advantages:

1. Borrow their Authority, Credibility & Brand Name (Google / Facebook on our documents)

2. I have no doubts that Google / Facebook / LinkedIn can easily acquire customers and could implement a successful "New Ideas Registry"

3. They could take advantage of "Monopoly Effects"

Public perception regarding "the value" of our documents depends on:
Authority & Credibility of Grantor

Documents issued by Google:
would be recognized and
in High-Demand

Google Time-Stamp
Google Registered Ideas / Docs / Data
Google Priority-Certificate
Google Priority-Claim article

Customer Acquisition via "NEW IDEA COMPETION"

... how to get the first 100,000 users?

➢ **Organizing local, then global, "New Ideas Competitions"**

- **participants will submit ideas as priority-claims via our REGISTRY** (i.e. open Registration Accounts ... file claims)
- prizes will act as incentive for attracting users & claim submissions

➢ **New Idea Competition at ... University of Petrosani**

➢ **New Idea Competition in DC-Baltimore region** (e.g. partner with MD/VA entrepreneurship events via TEDCO, CIT, MD Tech Council, CONNECTpreneur, MIT Enterprise, DC Wharton Club)

- 50 prizes over 20 fields
- (20 prizes x $10,000) + (30 prizes x $5,000) = $350,000

(We have plan re obtaining funding for DC-Baltimore idea competition – see Video-Competition)

Once Registry reaches 100,000 users → likely to snowball

Registration & Priority-Claims

inexpensive to run & implement

… everything performed by software
… we already have the software

Priority-Certificates

involved implementation

… no need to implement right away
… postponed 3-5 years until we get traction
with the first two services

IDEA CREATION

20 mins

REGISTRATION
(private)

PRIORITY-CLAIMS
Peer Review … Public Feedback

PRIORITY-CERTIFICATE
formal examination

IDEA RATED & RANKED
"Top 20 ideas in Genetics for year 2025"

How to acquire Authority & Credibility

name recognition & branding

the more users, i.e. registration accounts and priority-claims

the more confidence the public has in the service

the more incentives for others to save their ideas

Difficult to convince users to save their ideas on an "obscure" web service …

How to acquire Authority?

1. via **Board of Academic Advisors** including prestigious professionals & academics

2. Partner with prestigious institution … Google, Oxford, LinkedIn, Stanford, Microsoft, Amazon, Facebook, Princeton …