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OpenThinker project overview.

OpenThinker™

■ *Brendon P. Grunewald*
Jose C. Laca
Wolfratshausen Str. 179
D-81479 Munich
Germany

Brendon.Grunewald@OpenClassroom.org
Jose.Laca@OpenClassroom.org

PROJECT OVERVIEW

PROJECT SUMMARY

Definition of OpenThinker[™]

A web-based service for creative individuals to post their draft concepts in order to solicit and receive community feedback to improve and even execute such concepts. The Open Source model, applied to areas beyond software.

The OpenThinker[™] concept, and all related materials, are the intellectual property of Brendon P. Grunewald and Jose C. Laca.

Please refer to the following pages for further details.

Supporting Materials

This project summary is not complete. Due to time constraints, we have been unable to transfer all our hand-written notes and drawings to machine-readable format.

Instead, we scanned such drawings and notes. They will give the reader a better (albeit unstructured) idea of the OpenThinker[™] concept.

We include comments at the bottom of each page, in order to briefly explain what is covered in each scanned note.

We also include a very rough brain dump from an IdeaFisher[™] session. (IdeaFisher[™] is a creativity-enhancing software package).

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www.OpenThinkTank.com

Bringing the power of Open Source to the Think AgeTM

Think SpaceTM → Personal user's web space

Think ListTM → Mailing list

Think ChatTM → Scheduled chats of user with visitors
interested in the user's concepts.

Think ForumTM → CW? Permanent discussions!

Think BoardTM → Squishdot-like



Recycling logo



→ Brain open to give and receive!

We have enough brain power in the world to solve
all humanity's problems! Disorganized, un-focused!
We can not expect governments, or agencies (UNESCO)
to solve those problems. Power to the people!

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www.OpenThinkTank.com → (OTT)

OTT will allow any creative individual to have his/her own slashdot + Technocrat + personal website, for free, with full access to specialized support services, within a supportive online community of fellow-minded creative people.

ThinkBank[™] → Repository of actionable plans.

Think Publishing[™] → From DTP to web sites to TP!

Think Profile[™] → Curriculum Vitae / resume focused on thinking background, not a job experience

Think Ads[™] → Classified ads

Think Library[™] →

think Plan[™] → Plan of action (more than a business plan).

think Gallery[™] → Show off your previous work!

think Shop[™] → Sell materials on-line to our community.

think Box[™] → Suggestion box in each ThinkSpace[™]

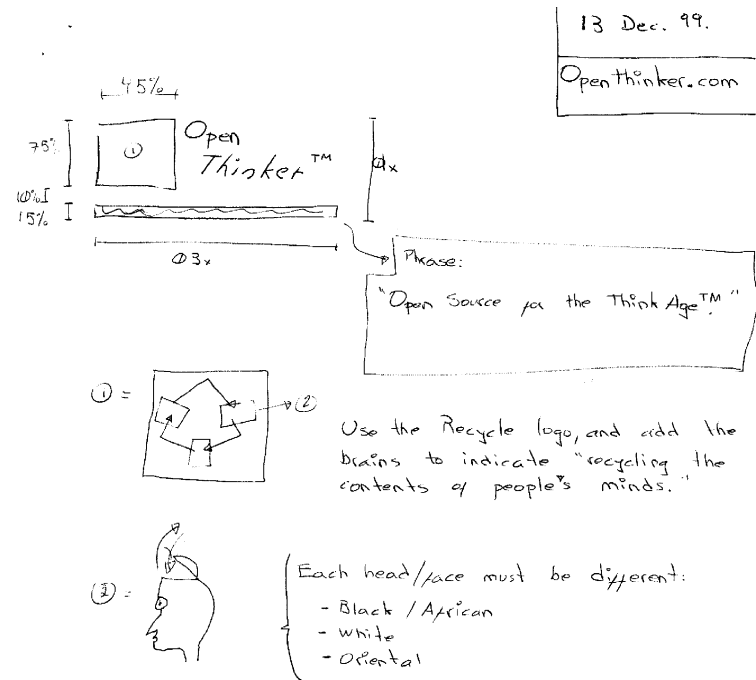
The image above presents some notes on the OpenThinker[™] concept as well as proposed concept / service names to be used on the site.

-
- Think Colony™ → Theme-specific areas of the website
 - Think Team™ → Group of people working together on a particular project
 - Think Project™ → A Think Project™ evolves and comes to fruition with a Think Plan™
 - Think Plan™ ←
 - !! Think Head™ → Person working as a Think Concept™ member of the community.
 - Think Show™ → Online trade show!
 - Think Card™ → Online-created business card?
 - thinkToon™ → Our site's spokesperson.

Red Hat has launched an initiative to support Open Source ideas above and beyond only software.

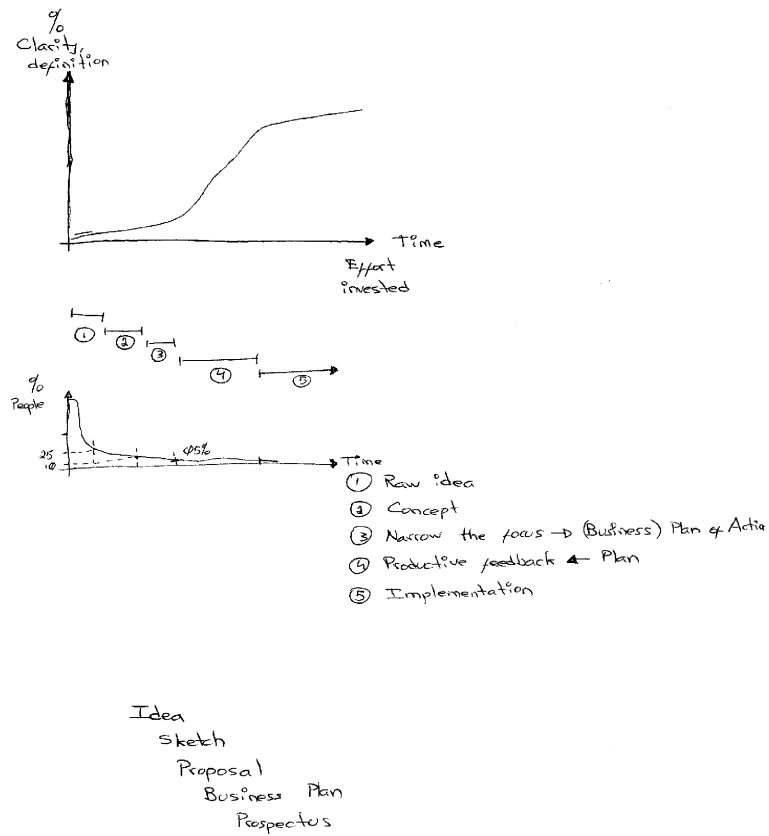
The scanned image above contains more names to be used in the site.

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The image above contains ideas for the OpenThinker logo.

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The image above is an analysis of the process an idea goes through from the raw concept to a full-blown business plan. I tried to represent the effort / time relationship on the graph.

Brain dump.

The following material is an unfiltered brain dump, taken from an IdeaFisher™ session.

Concept definition

This section covers the definition of the OpenThinker™ concept.

- The meeting place for Idea People.
- “American dream:” owning a business.
- Do not limit focus to business plans only. There is a tremendous need for a “socially-responsible investment fund” marketplace of ideas.

FAQ for visitors / investors.

This section covers items to be included in the FAQ (Frequently Asked Question) section for visitors of the site. Some of those visitors might be come investors in the ideas displayed in this site.

- NO cold start. Recruit idea people here!!
- Do NOT cook from scratch
- Come here for inspiration (idea)
- Invest here as a “glamour stock?”

FAQ for users

This section covers items to be included in the FAQ (Frequently Asked Question) section for people that want to use the services provided by the site.

- Germinate your idea by the community.
- Submit your idea to “creative tension”

- Come here to tap on people with years of applied research and expertise.
- Consider putting your ideas up here as an "automatic savings plan." You are saving ideas and somebody could discover them.
- "Come here and reap the community's business acumen."
- "Eliminate the middleman" display your work directly.
- Let us "pound the pavement" for your idea.
- "If...so smart, why aren't you rich?"
- "Let us reason together."
- The "secret of success" is exposure.
- For the user's FAQ:
 - Potential "payoff (benefits/result of efforts)"
 - The "reward (intangible)" might come at any moment.
 - Expand your "prospects(chances/expectations)" of somebody finding your idea.
 - Showcase your "credentials"
 - There is No guarantee of "overnight success"
 - Display your "IQ (intelligence quotient)" in a non-boastfull way
 - Gain a "distinct advantage" over your peers
 - Show off your "love of learning"
 - Use your ThinkSpace™ as an "accomplishment" in your curriculum
 - The "effort expended" and "self-discipline" will impress potential employers
 - Focus and channel your "inspiration (motivation)"
 - Improve your "skill level" "job reference"
 - "Personal best"
 - "Praise (commendation/acclaim)" - "feeling of accomplishment" - Expand on your "field of interest," meet fellow souls - Increase your "professional standards" by - surrounding yourself with fellow Thinkheads(tm) - "take pride in your work" - "meet your match" - "set a record" - "underrate yourself" - "focus your concentration" - "stand out from the crowd" - "turn professional" - "make a name for yourself" - "find your niche" - "see your name in lights" - "measure (test/evaluate)" - "improve" - "solve a problem" - "pat yourself on the back" - "strut your stuff" - "critique (critical examination)" by peers - Even people with "entry-level jobs" have great ideas on how to improve their work. - "problem solving" - "conscientious"
- sounding board (person)
- This site will help polish the many "diamonds in the rough" that remain in the rough. Use our website to "get your act together" and polish your concept.
- "talk it over" in our forums

Legal issues

This section covers

- Ownership of team-developed, final idea?
- How to use site to set a validly-enforceable precedent?
- How to use this website against patents?
- How to establish / breach of contract?

Implementation issues

This section covers

- Create means for group collaboration / development of an idea.
@BULLET TEXT = We do all the "bookkeeping" for you?
- Idea people's "cocktail party?"
- Allow idea proponents to create "virtual board meetings" and virtual Board of Directors."
- Set-up mechanisms for the community to conduct "appraisals" of the ideas. Disclaim any liability for such appraisals!!
- Create an "artists' colony" for like-minded people in different industry sectors.
- Divide site by "theme parks."
- Give each user their own "atelier (studio)" (personal IdeaSpace(tm)).
- Each ThinkSpace(tm) should have an automatic "suggestion box" for visitors to drop-in their comments. ThinkBox(tm)
- What tools are necessary in each user's "workshop (work space)" - ThinkShop(tm)? - private (in-progress work) vs. public area - file repository - ad-on tools (video streaming, audio, MP3, etc. - mailing lists - ThinkList(tm)

Services to offer

This section covers

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- Use this site to provide independent inventors "collective bargaining" power?

Promotion of site

This section covers

- What "convention (assembly/meeting)" to attend in order to promote this service?

Partnerships

This section covers

- Invite retired business people to moderate the forums.
- Possible alliances: SBA; SCORE (Service Corps of Retired Executives)

Revenue streams

This section covers

Other issues

This section covers issues and ideas not otherwise categorized.

- Create "virtual business syndicates!!"
- "Put capital (money) and ideas together."
- NO "conflict of interest" since we take no position on either side of the transaction.
- "A virtual enterprise zone"
- Where a little "equity" buys you into a great idea.
- Our goal: to help create a "Fortune 500 company" by 2003.
- The virtual meeting place for the "global economy"

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- Set-up an "investors club." People interested in investing x amount of money in y type(s) of ideas within z geography.
- "Idea on demand(tm):" Companies that need an idea developed to answer xyz problem. Insure anonimity of the company. Act as a broker in this case? Fees!!
- The "lost opportunity" of hoarding your idea where nobody can see it.
- Collect "maintenance / management fees" for hosting enhanced IdeaPerson(tm) website presence. The basic hosting service is free, Enhanced services cost extra.
- Take the Open Source development model and flip it over: "Given enough eyes, any idea becomes solid and debugged." The exact opposite of today's idea-promotion concept, based on secrecy.
- Get a partnership with the IdeaFisher people: use their technology on-line to help people refine their ideas. Post the results of the brainstorm publicly. Sample service for free, enhanced service for a fee.
- It is a "seller's market" for ideas. There is money chasing good ideas these days.
- Use our own system to develop and refine our idea / website / service.
- Small investors (the majority of people) can not afford to get "shares (portion of capital stock)" in large enterprises or IPOs. Our site gives them the option to get in on the ground floor.
- An on-line "stock market" for ideas.
- How to attract "venture capital" to this forums?
- Geographical grouping of ideas: link-up with economic development agencies in states / provinces, countries?
- Users of the system will get "well-meaning business advice" from fellow members.
- Why publish your idea? The "window of opportunity" for most ideas is fast collapsing. "depreciate in value" by the minute.
- Interested parties could "underwrite" an idea.
- Revolutionize the "logistics" of business idea development.
- Global audience for your ideas.
- Build the "post-industrial society" using post-industrial tools.

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- "security by transparency" applied to business ideas as well! Secure your claim by publishing it first. Ruin any other party's patent application - "prior art."
- It is critical to have a secure, uncrackable system to insure the date an idea was posted to the site.
- "project director"
- Create community projects to solve problems presented to the community? We are all "stakeholders."
- Publish or perish!
- Actions speak louder than words.
- Nothing ventured, nothing gained.
- Create a section for "advice columnists."
- Volunteer corps of "technical advisers."
- candor
- How many "advent-minded professors" out there?
- case history Build a collaborative case story in a web site? - Prior art documentation?
- Use the community to gather "evidence" that the concept is good / bad, or that it has been done before.
- Does your "explanation" make sense to grandma?
- perspective (point of view) is worth 10 IQ points
- Host weekly "trash an idea" on-line events? Massive, global brainstorming session with fellow-minded individuals.
- Test case - recruit volunteer customers?
- Create the role of "mentors" for new idea developers?
- Recruit the support of some "idea gurus" like DeBono and such? Great PR, profile raising, joint business opportunities.
- Lots of academic "researchers" sit on their great ideas because they have no means / skills of taking them further.
- Offer sub-contracted (sponsor?) "contract (formal document)" to budding Ideapreneur(tm)?
- Our site as a "group decision support system (GDSS)"
- Critical organizational issue: how to "categorize" the entries?

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- Once you get to use our free services, step over here to "dot the i's and cross the t's" for a fee through our associate partners.
- Use MITRE's CVW (<http://cvw.mitre.org/>) to create "closed-captioned TV program" sessions of on-going discussions?
- clear, coherent, complete, concise
- A global, open distributed Think Tank.
- Assemble virtual "IdeaTeams" / ThinkTeam(tm) with people bringing different talents to the table: - architect - art director
- Replicate the highly successful worldwide distributed Open Source development model to other areas.
- focus group (problem-solving group)
- Must establish a partnership with the IdeaFisher people!
- How to turn this site into a "proving ground" for worthwhile ideas?
- Financing.
- OpenThink.com
- The "American dream" (own your own business) open to world wide audiences.
- Partner with Grameen Bank! Promote their people's ideas.
- Idea people are not always organized. Let's offer them a "process (method of doing something)" that will take them by the hand, from concept to business plan to how to get their idea implemented.
- A "secret (something kept hidden)" does nobody any good.
- A great idea is a terrible thing to waste. [Very heavy political connotations with this phrase. "Owned" by the UNCF.]
- Foster the "serendipity" factor among community members.
- A website with a "state of mind."
- Law of "unintended consequences:" put your ideas up here, some thing will happen. If you keep it under the pillow, nothing will.
- Next time you "get an idea while showering" don't just waste it. Post it in your own ThinkSpace(tm).
- Tools to hold "conference (meeting)" -Thinkference(tm)
- cross-fertilization of ideas

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- "show (exhibition/display)" your work - ThinkGallery(tm)
- IP issues of "simultaneous invention?"
- ThinkLibrary(tm): ideas ready and open for the taking.
- We will need an excellent "archivist."
- Somehow bring along "authority (expert on a subject)" that will not kill the ideas.
- "Audio-visual aids" to facilitate the display / transfer of materials. chalkboard
- "classified ads section" - Ideas wanted - Ideas offered - Talent wanted
- Subscription-based "enclosure (enclosed area)?"
- Include a "biographical profile" ThinkProfile(tm) of each member. The focus is on displaying thinking background, NOT academics / jobs.
- Can we help people bridge the "credibility gap" for their ideas: "who are you to come up with that idea?"
- Not the "Information Age," rather the ThinkAge(tm).
- Where Open Source meets the ThinkAge.
- Intelligence is directly correlated to information.
- MIS (mind information system)
- How to avoid hosting "secret message" or objectionable materials / slander (defamatory oral statement)?
- How to certify that the poster is the rightful owner / source of the materials?
- Control the dissemination of "trade secrets."
- Daily summary / "announcement" ThinkList(tm)
- "background check"
- ?? Will posting a background check in our website be legally construed as a "public notice" in some cases? Similar to posting an announcement in a newspaper?
- Partnership with a "clipping service" (Individual / NewsPage)?
- From "desktop publishing" to ThinkPublishing(tm)
- How to avoid "theft of proprietary information."

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- Partnership with "workshop (educational program)" providers.
- ?? Will materials posted here become "in the public domain?"
- ThinkBank(tm)
- Partnership with obscure, small-circulation "scientific / professional / trade journals."
- Define some "ground rules" for the community.
- There is a "methodology" to coming up with fundable ideas. Define it and publicize it.
- How to promote our "grand opening?"
- What kind of "institutional advertising" could we attract?
- Advertising: - target marketing - guerrilla marketing - attention-getting stunt - cooperative advertising
- What popular cause can we piggy-back on? Like "green advertising (claims environmental safety)"
- Online trade "show (exhibition/display)?" Like a ThinkShow(tm) << bazaar (fair)
- We must "trademark (registered symbol)" all of the names in this concept.
- ThinkCard(tm): an online-created, distributable "business card" for members of our community. PDF on the fly from pre-defined formats?
- Offer members of the community a "press release" writing service for their concepts? Database-driven, form-based. members of the community themselves create / add entries to the database in the first place.
- Revenue streams: flip chart; billboard; business opportunity ad; advertisement
- Let members create a printable (PDF) "brochure" of their concepts in a coherent, organized format. Then the member can take this brochure and peddle his idea. ThinkFlyer(tm)
- Ideas are "For Sale by Owner (sign)" in our site.
- Is there space for a "literary agent / actor's agent" in our business model? There should be.
- How can we position OT as an "arms merchant" and sell to all sides of the table?
- Do we need section "sponsor (advertiser)?"

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- What "news vendor" can offer relevant content to our community?
- We need a spokesperson for the site, like "Joe Camel (cigarette ad character)." ThinkToon(tm)
- There is value in displaying "scratched and dented merchandise" / "war surplus" in our website: "A man's trash is another man's treasure." Where do you go to collect massive amounts of free, discarded thinking processes?
- A lot of "hard goods (durables)" ideas and people are not so wired as the software people. How to reach them, bring them on board?
- How to tap into the endless resources and talents of the "aging population?" Millions of retired people have not retired their brains yet. They just do not have the time / energy / resources to pursue those ideas. Let's give them a place to dump those ideas. Plus, there is a growing percentage of elderly people on the Net that want something to do to remain intellectually active. Pair an old person's talents and background experience with younger people's passion and energy. Old people are not in touch with the geek community, yet. Build a bridge.
- How to get "Wall Street" to value us as a virtual, global, online business incubator?
- With Internet technologies, a "good location for a business" is your living room.
- Community members should be able to find "test markets" through our site: "who wants to beta test this .. concept/business in your community? Send me feedback." Just like Open Source debugging: here's the code, send a bug report or a patch.
- Create an "Ideas wanted" section similar to the "bride's registry at department store."
- How to create an uncrackable, publicly verifiable "Universal Product Code (bar code)" for each material submitted to the site? This issue is critical to the success of the site. - www.firstuse.com
- Make all users (posters and visitors) agree to the "terms of service:"
- no stolen ideas - we reserve the right to bring down any material if so advised by legal counsel - we will NOT monitor content (we're an ISP) - you will hold us harmless - no financial advice given / offered here!! - you retain sole IP and copyright on your materials. You grant us a separate compilation copyright, sale of your ideas in compilation form, ancillary sales. - We request that you give us 01% of any company formed from the promotion your ideas receive in this site. Not mandatory.
- How to separate the "private" material the user is working on from the "public" one he wants to display when creating a distributable CD-ROM? Eliminate the "private" area, since it creates future problems "you guys leaked my private info" situations.

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- Can we "franchise (business right)" this concept to other country-specific and language-specific sites? Or do we create such sites under our master one? Probably the second ("choose language here / choose country here"). Build the brand!!
- How to minimize "overhead (operating costs)?"
- We are NOT a "dual agency (representing both buyer & seller)." We represent neither!!
- Use SIC (Standard Industry Codes) to catalog the materials!!
- "convenience:" - daily mailing lists by section, all - downloadable, updated Data.fs, by section?
- Revenue opportunities: - sell access to consumer profile - offer after-market (continuing needs) products / services
- How do we measure "customer satisfaction?" Who is our customer?
- Partner with a "financial supermarket (conglomerate)" that is interested in on-line investing.
- "audience ratings" where visitors vote for the "most likely to succeed idea." Liability issues: implied endorsement from us?
- Or do we turn into an Open Source-based "co-op (cooperative)" with no advertising revenue?
- Leading "market position:" we create the market!! First-mover advantage.
- OpenThinker
- The reverse of a "brain drain" is?
- How to reward people for their ideas: "A penny for your thoughts."
- Subscribe to thematic mailing lists, to receive updates on materials relating to your area of interest "record club / book club."
- investors
- Create a guild of ThinkHeads(tm)? - apprentice - trainee - protege'
- Target users: - employee smarter than the boss - do-it-yourselfer - best person for the job - best and the brightest
- How to attract: - talent scouts - talent agencies Our site will be a great roving ground for talented people! Self-selected, self-promoted!
- How to make this site relevant to "developing nations?"

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- independent businessman innovator trendsetter
- Ideapreneur™
- Thinkpreneur™

http://www.to.utwente.nl/user/ism/lanzing/cm_home.htm
<http://www.ozemail.com.au/~caveman/Creative/index2.html>