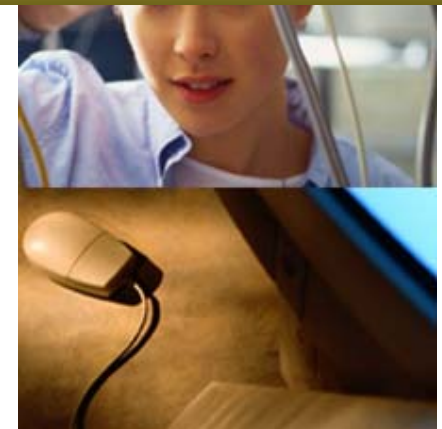


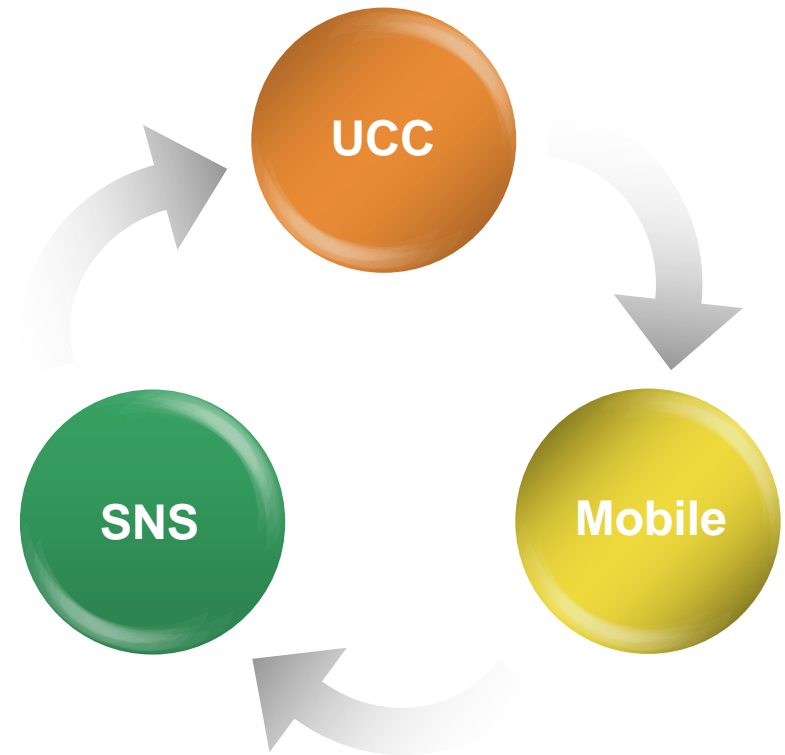


모바일 UCC & SNS 유통 및 서비스 모델 : Collaboration & CrowdSourcing



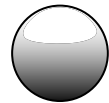
Meet the TechCrunch 40

Vote on your favorite **TC40** and **BigCo** companies using your cell phone!



UCC	이미지, 문서, 아이디어, List, ... → Personal Resource
SNS	Collaboration, Crowdsourcing
Mobile	Address List for SNS, UCC-Platform

Keyword



What is mobile UCC & SNS

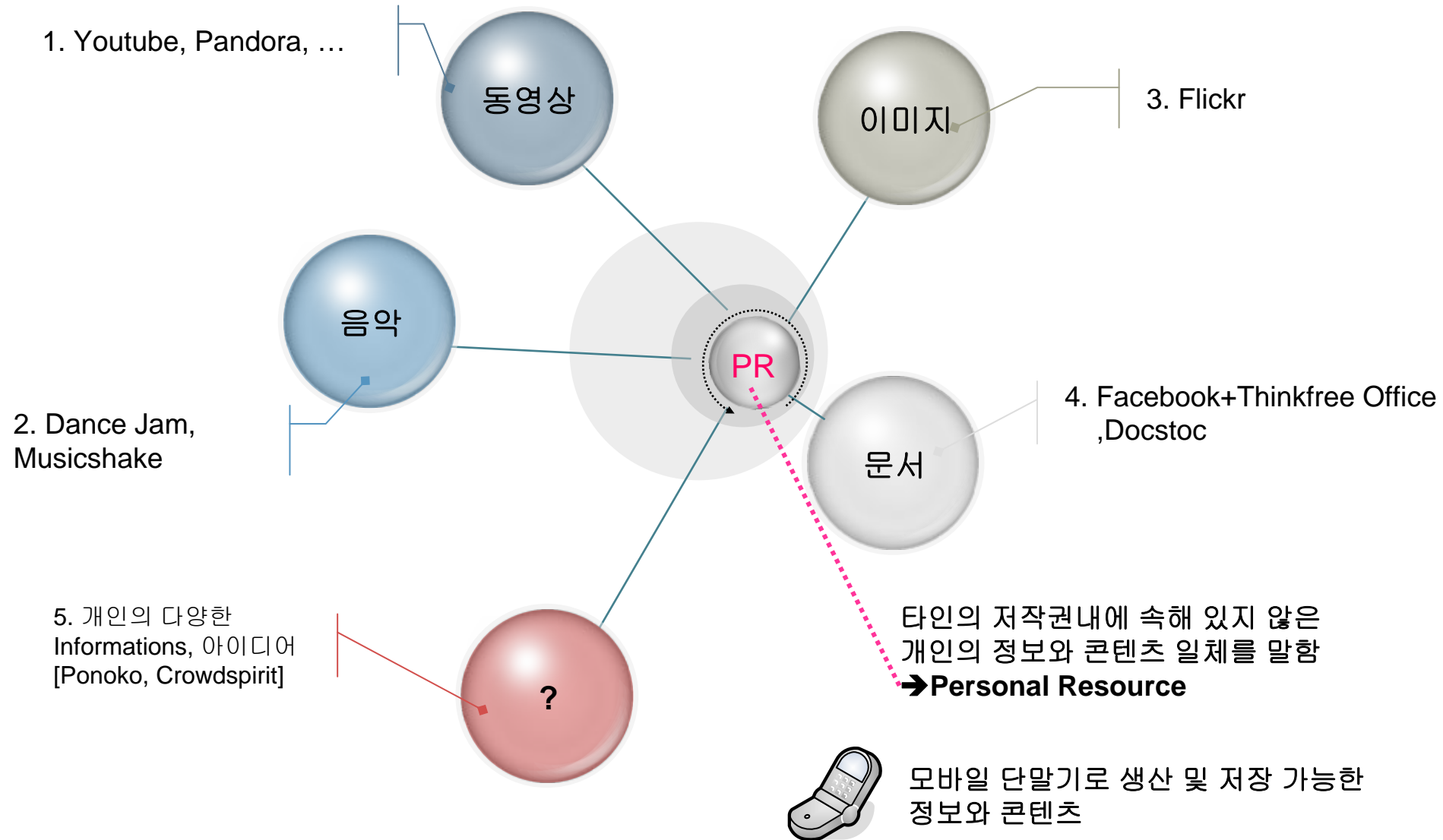
UCC



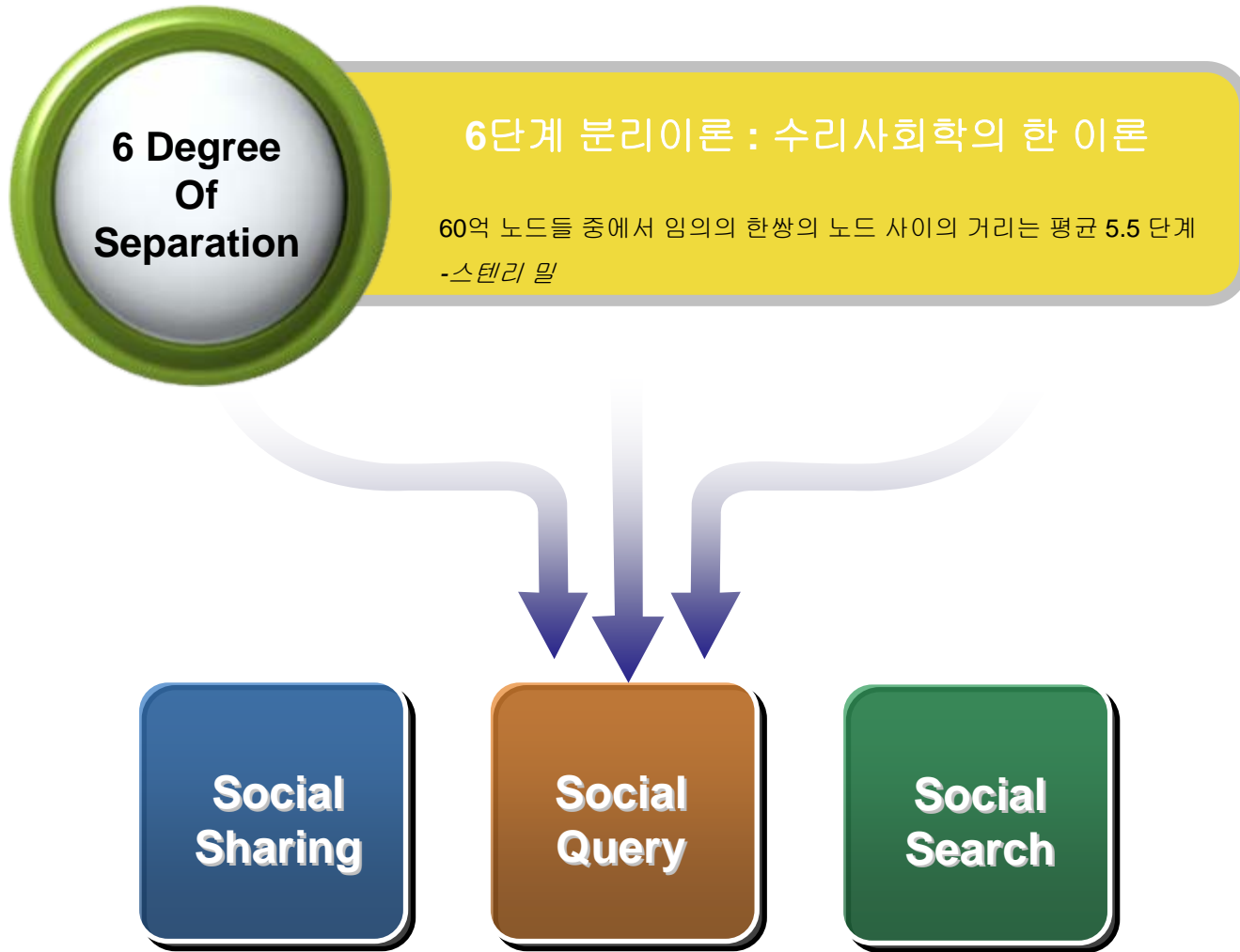
- **C2C**

1. 일반 사용자가 편집하고 재 가공할 만한 디지털 영상 Resource의 증가
2. 일반 사용자가 생산 가능한 도구들(동영상 촬영이 가능한 단말기)의 증가

Real UCC – Mobile UCC

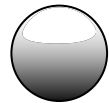


SNS



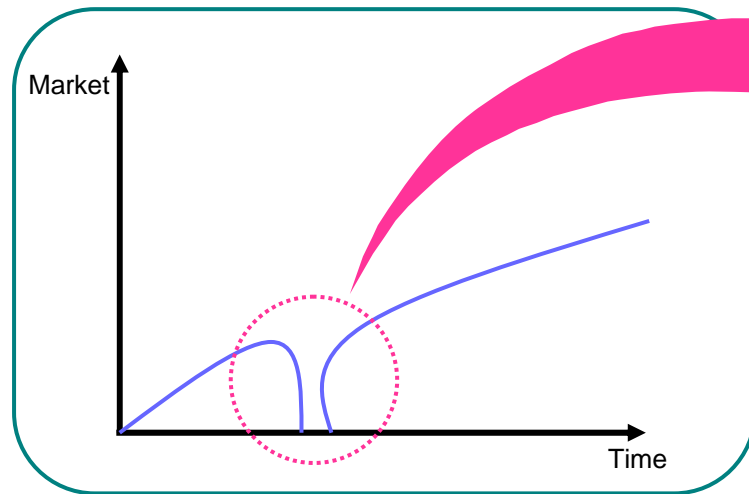
Cyworld, Myspace, Mixi, Facebook, Storyblender, Nplugs,...

Key is tool for retention & expansion

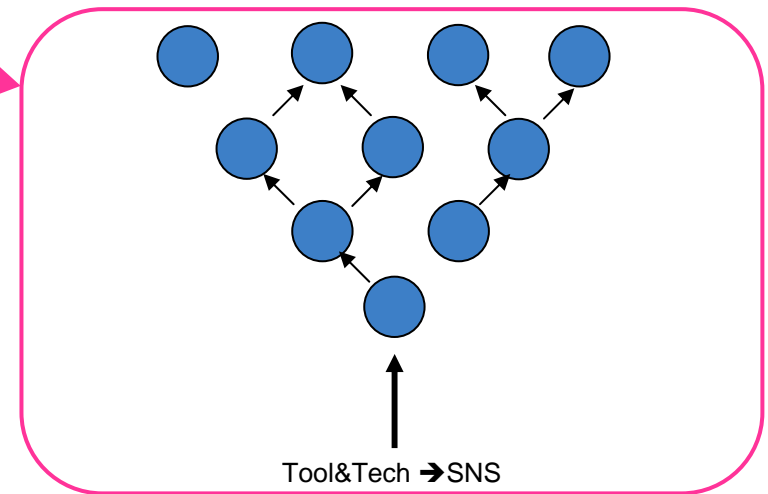


IT Business Aspect for SNS

SNS 1.0

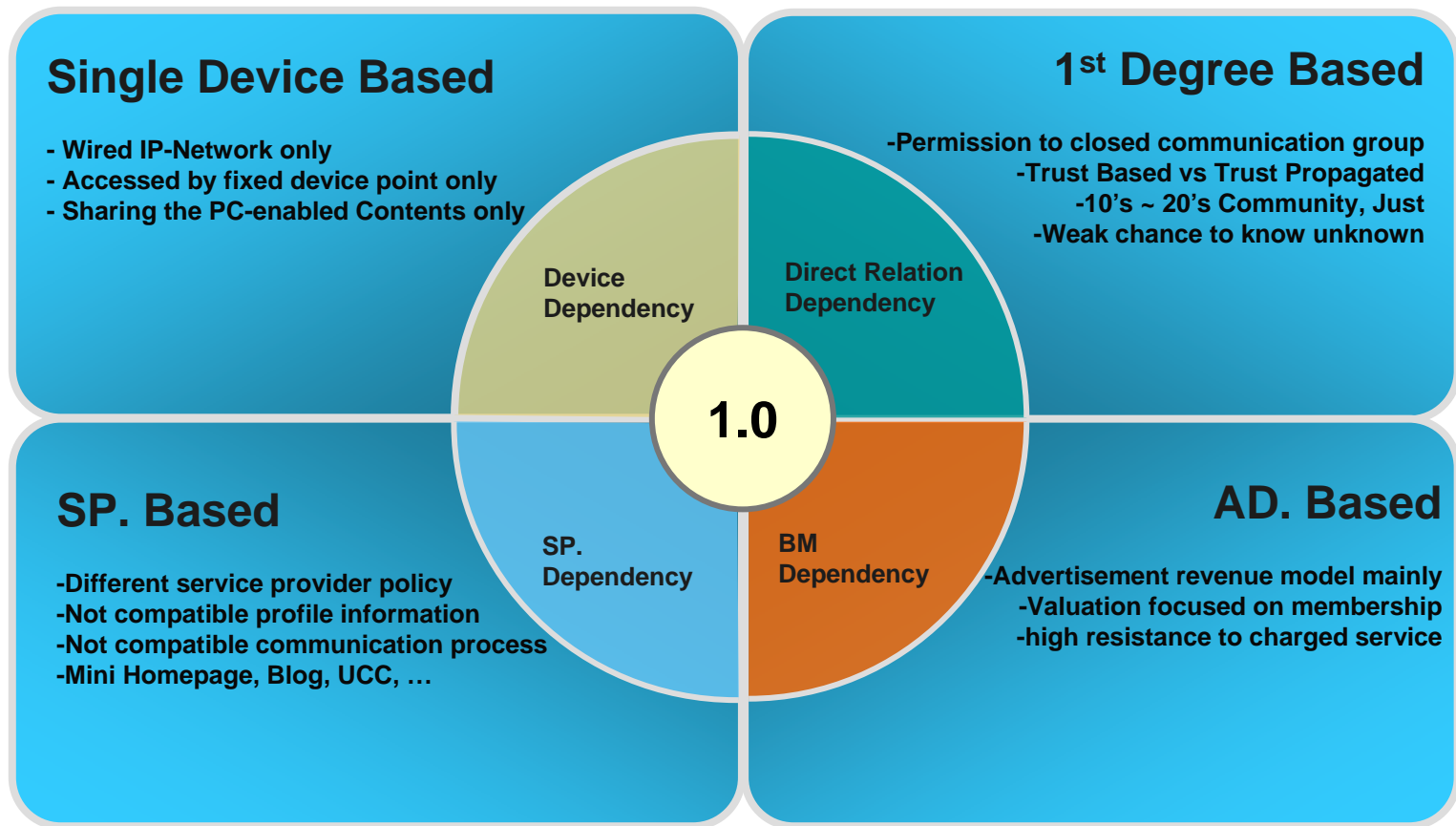


Bowling Pin Theory \rightleftharpoons SNS



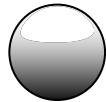
Until Now : **Not** Service **But** 고객 집객과 유지를 위한 Tool

SNS 1.0 Limitation



Myspace, Cyworld, Mixi, ...

SNS needs the PRP



PRP = Personal Resource Planning

Personal Resource Planning

ERP

- Enterprise Resource Planning

1. Trust Based Business Network

- Depth of Contract→Vertical Strength
- Collaboration on Supply Chain

2. Enterprise Resource Sharing

- Depth of information sharing proportionate to trust level

3. Business Process

- Best Practice of Excellent company
- Query & Search : People to System

4. Putting the Enterprise On Net

- Optimization of collaboration process among enterprises



PRP

- Personal Resource Planning

1. Trust Based Social Network

- 1st Degree, 2nd Degree, 3rd Degree,...
- Permission to Closed Communication Group

2. Personal Resource Sharing

- Depth of information sharing proportionate to trust level

3. Social Process

- Best life practice of Smart People
- Query & Search : People to People

4. Putting My life on net

- Optimization of personal life process , communication process

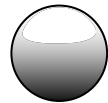
SNS need the PRP for seamless service

Personal resource can be in any device and any format !



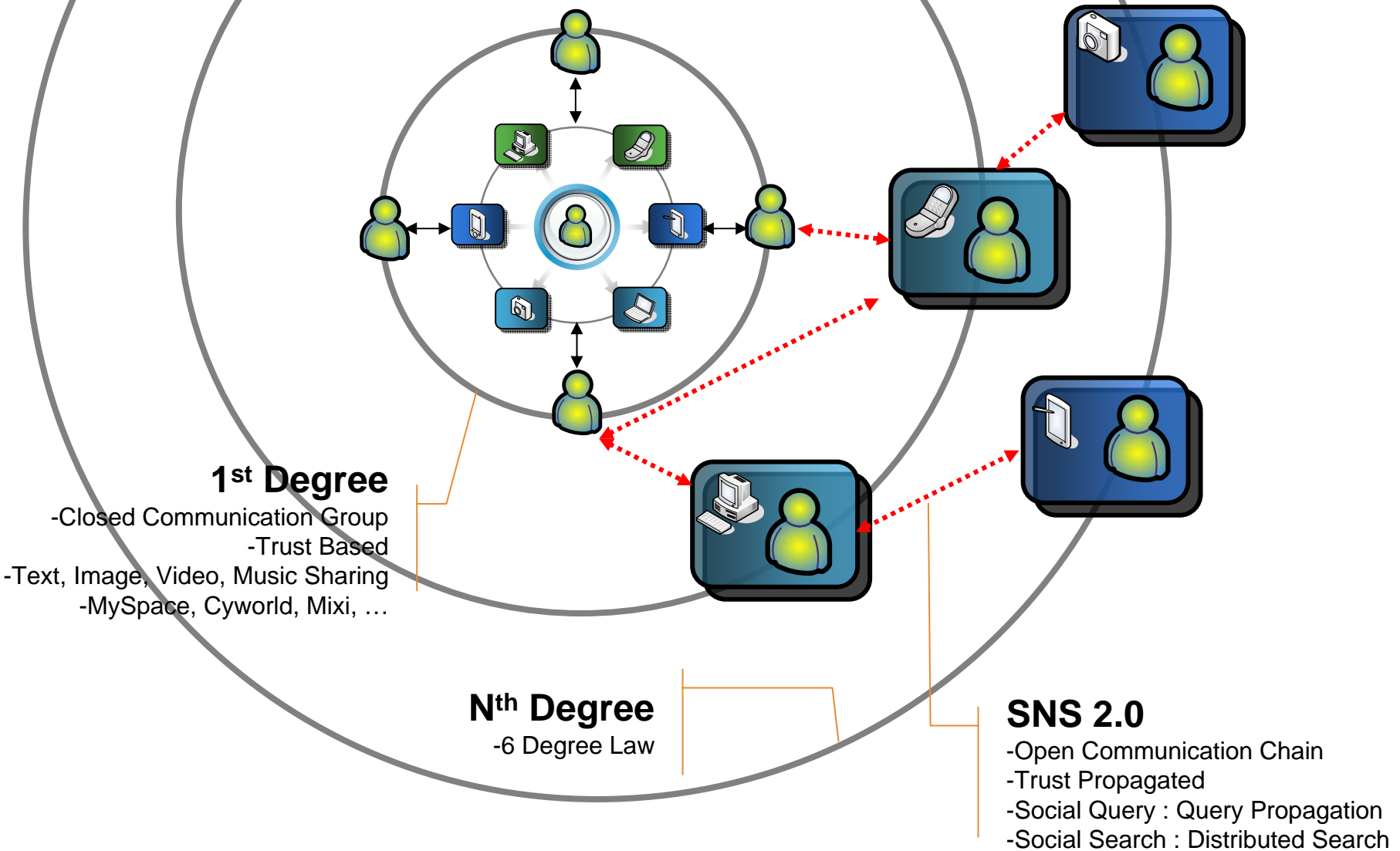
First, Me must plan the resource for easy sharing

SNS 2.0™ =PRP+WEB2.0+MOBILITY

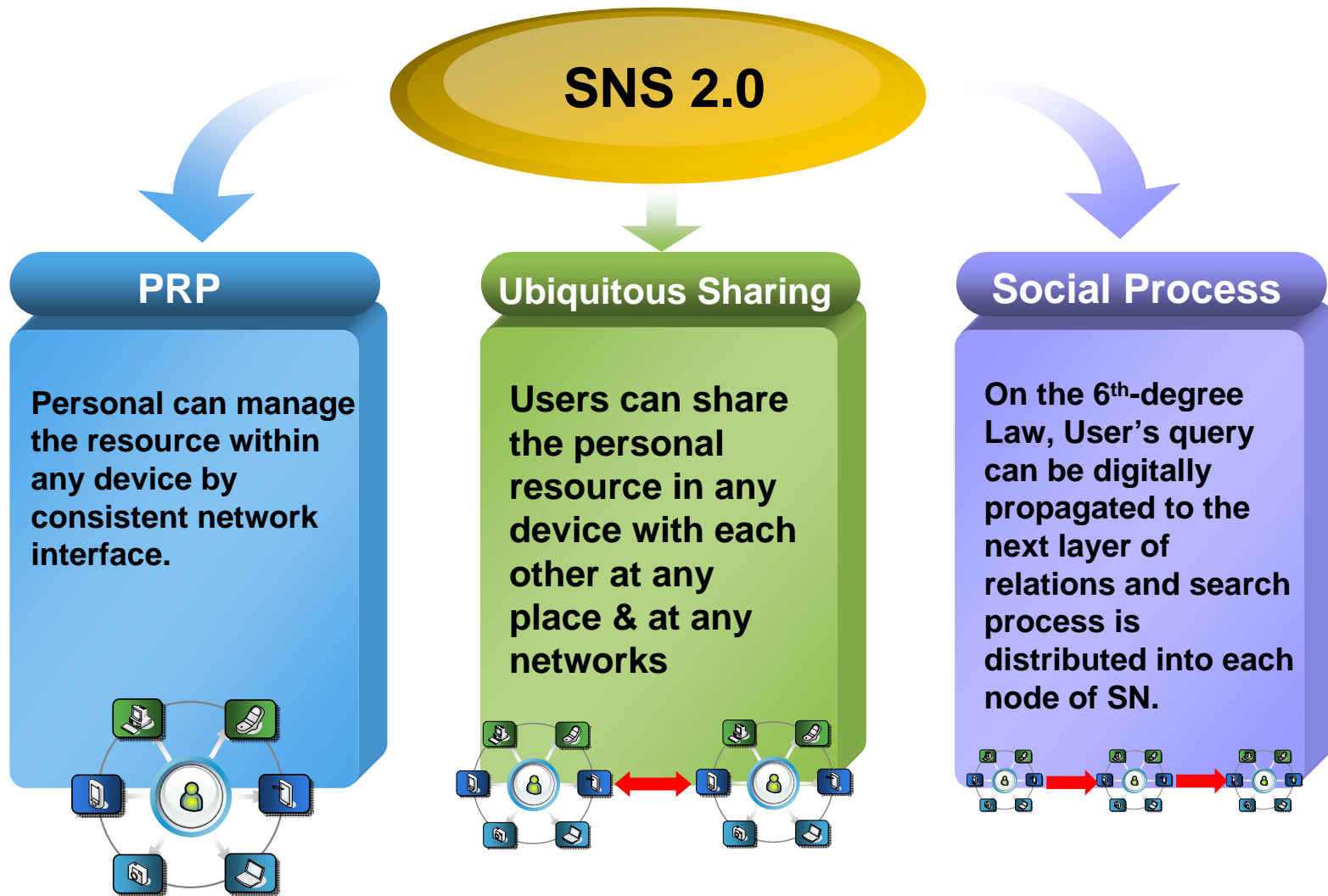


SNS 2.0™

SNS 2.0 : Open Communication Chain



SNS 2.0 Functional Overview



Mobile Device Advantage for SNS 2.0™

Address List

- SN의 다양한 1차 대상 : 1st Degree
- 다양한 Attribute 존재

단순 Terminal 개념으로의 인식이 아닌
자체적으로 생산하고 배포 가능한 정보-콘텐츠의
개인용 서버 개념으로의 재 정립

Network

- 무선 Up&Down Link
- WAP & WIPI

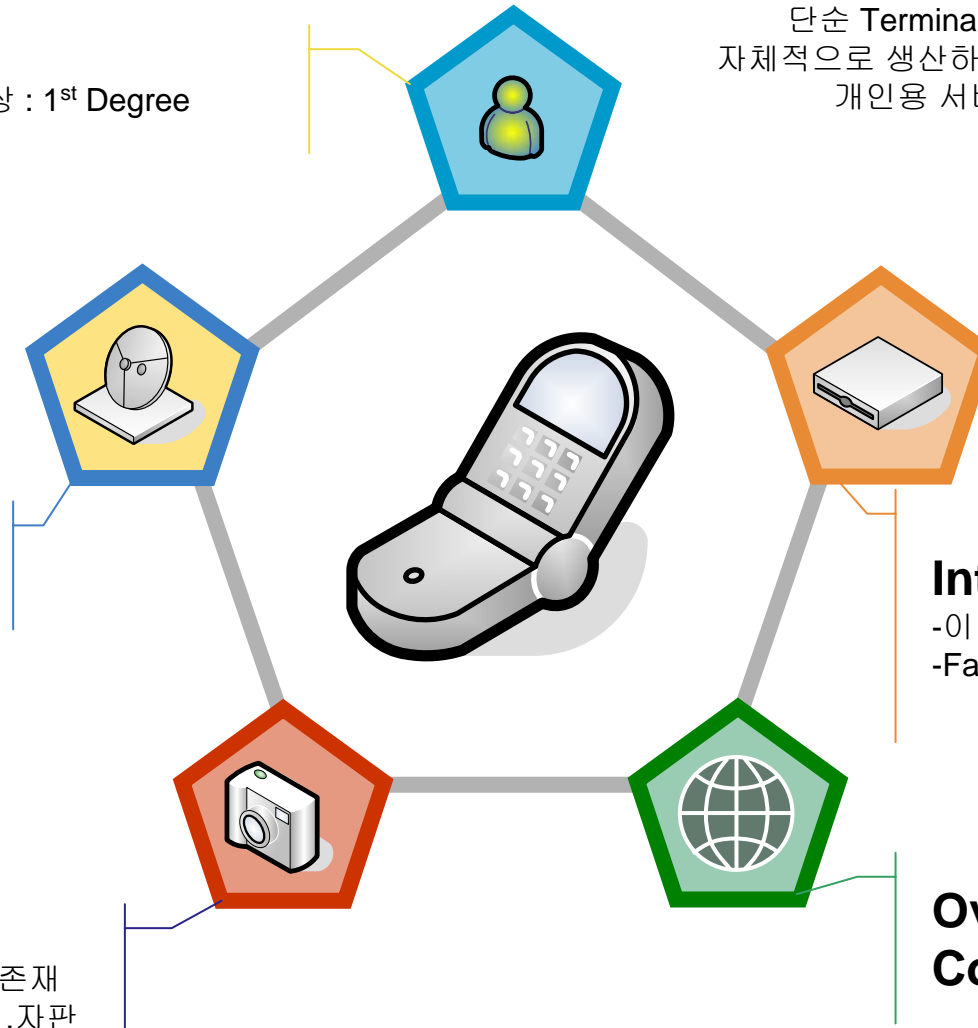
Creation

- 다양한 입력기 존재
- 카메라, 마이크, 자판

Internal Storage

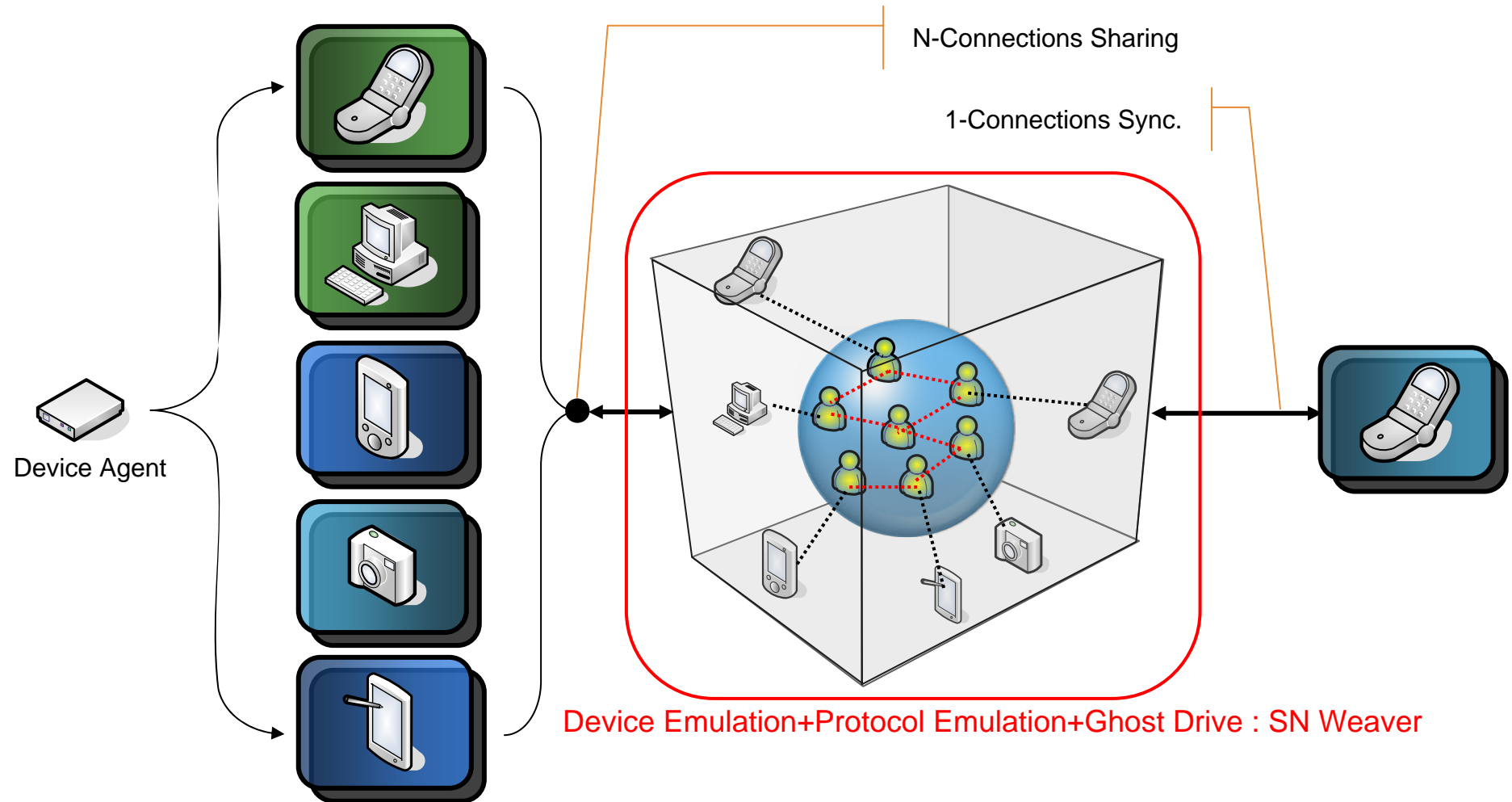
- 이미지, 동영상, 음악
- Favorite List, Play List, ...

Overseas Communication

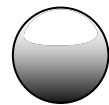


SNS 2.0™ Key Technology

MiddleWare for Social Process : Overcome the mobile device One-To-One connection limitation



Just Tool for expansion



Mobile SNS Now !

Mobile SNS Now !

Basic

- 유선상의 기존 SNS 들이 축적된 집객력을 기반으로 플랫폼을 PC에서 모바일로 채널 확장.
- 모바일로 생산 가능한 정보-콘텐츠의 유선 사이트 업로드와 확인에 초점
- 핸드폰 주소록과의 일차원적인 연결
- Killing Time
- 10's ~ 20's

국내 : 답보

- Carrier 중심 서비스 환경
- 표준화 되지 못한 환경
- 정보이용료+패킷료
- 복잡한 과금 구조
- Community 지향적 SNS
- SNS 이해도 부족

해외 : 진화

- CP 중심 서비스 환경
- 연령대 별로 특화 진행
- 대부분 저렴한 데이터 정액제
- 다양한 BM 도입 시도
- 주소록과 다양한 속성 정보들의 교차 및 믹스를 시도 (Life-Log)

Mobile SNS Now ! : 모바게이타운 사례



- ◆ Company :DeNA (1999년 설립, Cap.350억)
- ◆ 모바일 전용 서비스
- ◆ 10대들에게 광풍 : 500만 가입자
- ◆ 서비스 모델 : 무료 대전 게임+SNS+부가 정보
- ◆ 게임으로 집객 후 SNS 로 유지 및 확장
- ◆ 사이버머니 : 모바G←광고클릭을 통해 충전
- ◆ 모바G→Avatar 꾸미기로 주로 소진
- ◆ 전화번호 등의 개인정보는 교류 금지→은닉
- ◆ 모바카레-모바카노조 : 10대들의 연예심리를 가상화
- ◆ 자체 정화 프로그램 및 청소년 보호 활동 조직 운영



Key

PRP : 10대들의 취향 과 연애에 대한
개인 정보를 은닉하여 안전한 SNS 로
보호하고 지원

Mobile SNS Now ! : Gree 사례



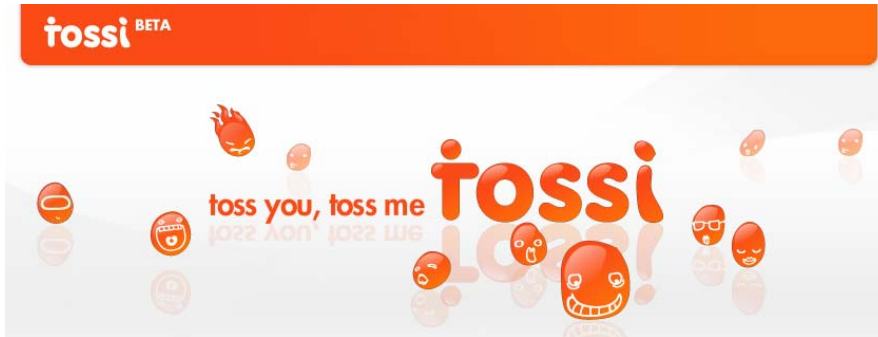
- ◆ Company : Gree (2004년 설립, Cap.15억)
- ◆ PC+모바일 전용 서비스(EZ-Gree)
- ◆ Docomo, AU, Softbank : 100만 가입자
- ◆ 서비스 모델 : 그리데코+그리점+그리게임+그리Q
- ◆ 그리Q : 모바일 Wikipedia
- ◆ 사이버머니 : 골드포인트 ← 친구 초대를 통해 충전
- ◆ 20대 중반이 주 이용자 계층
- ◆ 전화번호 등의 개인정보는 교류 금지 → 은닉
- ◆ 24시간 유인 감시체계



Key

그리Q 를 통해 폰 상에서 **Social Query**의 기초적인 시도를 진행중
(잃어버린 강아지 찾기)

Mobile SNS Now ! : SKT 사례



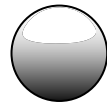
Mobile Blog



주소록내 부가 정보 링크

PRP : 폰 영상 공유

PRP : Social Sharing. & Social Query & Social Search



Mobile SNS 2.0 & BM

Social Sharing.

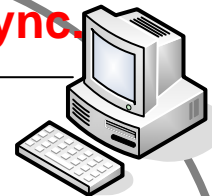


Grandchild's Image & Video

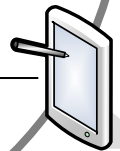
Automatical Sync.

**1st Degree
(ex.: Family)**

Automatical Sync.



Automatical Sync.



Automatical Sync.

2nd Degree

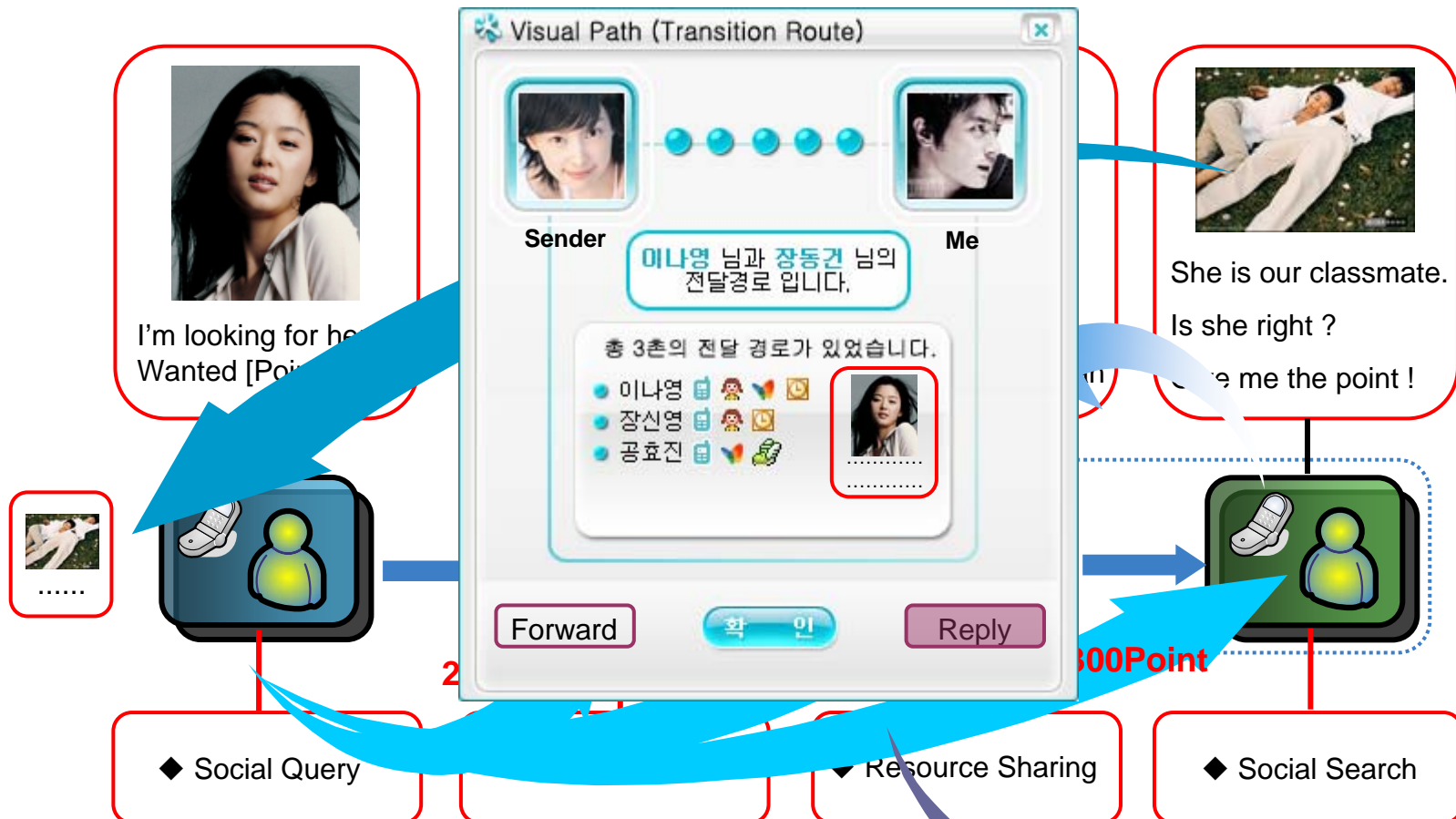
(ex.: Grandfather's Friend)



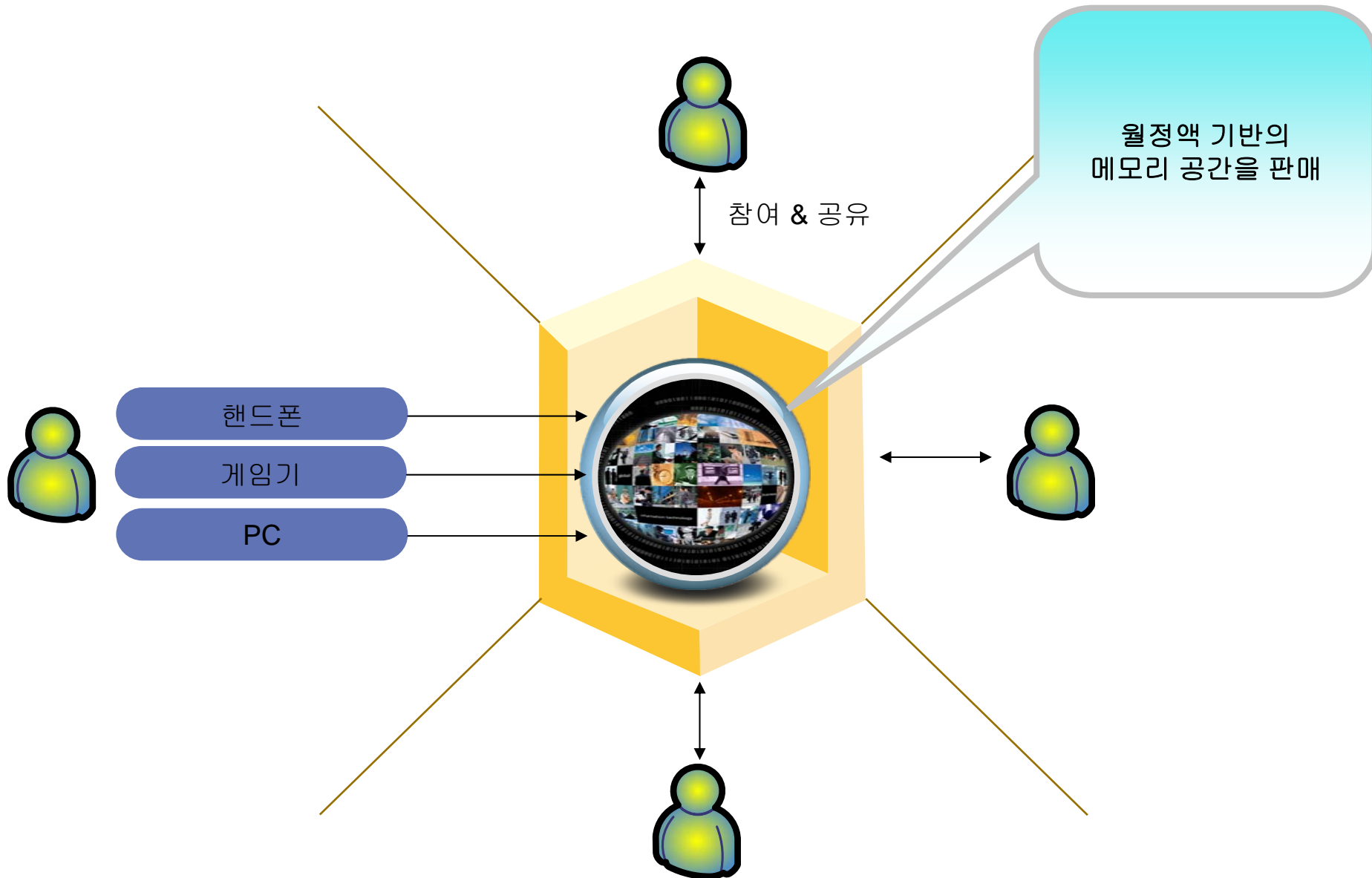
Permission based Sharing

Social Query & Social Search : Nplugins

Social query using PRP & Resource Sharing



Life Memory : MS+KTF



모바일 Auction + SNS : 라쿠텐 오크트모



日本最大級の通信販売ショッピング／通販オンラインショップ

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<ul style="list-style-type: none"> メンズファッション・靴 レディースファッション・靴 バッグ・小物・ブランド雑貨 ジュエリー・腕時計 インナー・ナイトウェア キッズ・ベビー・マタニティ パソコン・周辺機器 家電・AV・カメラ CD・DVD・楽器 おもちゃ・ホビー・ゲーム 	<ul style="list-style-type: none"> 食品・スイーツ ドリンク・お酒 ワイン ダイエット・健康・介護 美容・コスメ・香水 花・ガーデニング・DIY ペットフード・ペット用品 ビジネス見直し 保険・スタディ・サービス 不動産・住まい 	<ul style="list-style-type: none"> インテリア・家具・収納 キッチン・日用品雑貨・文具 スポーツ・アウトドア ゴルフ用品/ゴルフ場予約 本(楽天ブックス) ダウンロード/音楽配信 動画コンテンツ イベント・チケット予約 車・バイク 車用品・バイク用品
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▶ [バーゲン市場](#) ▶ [楽天市場boys](#) ▶ [楽天市場girls](#)
▶ [速報! TV・新聞掲載商品](#) ▶ [ギフトセンター](#) ▶ [楽天ラウンジ](#)

◎ 楽天イーグルス: [公式サイト\(速報\)](#) / [動画で試合を見る\(無料\)](#) / [勝った翌日は特典あり!](#)

Inside Rakuten

トピックス 新着情報!

- 人気ブランド限定特価 **Hot!**
- 週末10倍グッズSALE **Hot!**
- 激安ウイダーが満載! **Hot!**
- 限定! インテリアSALE **Hot!**
- グルメNEWショップ特集 **Hot!**
- 37V型液晶が69,800円 **Hot!**
- 秋のあったかベビー服 **Hot!**
- ドンペリロゼ1円! **Hot!**
- 週末限定! ペット用品 **Hot!**

ペットウエア秋冬トレンドに注目

・ダックス用ウエア
・トイプードルも!
・ウエア初心者へ!
・ケアの方法伝授!

新作はココでチェック

ホットアイテム

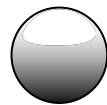
1日400足売れ
てるバレエ&ワ

- ◆ 옥션 연동형 SNS
- ◆ I-mode 모바일 서비스
- ◆ C2C 인 옥션 프로세스 사이에 SNS를 도입
- ◆ 취미-기호가 동일한 유저를 매칭하여 C2C 거래 활성화
- ◆ 그룹간 C2C 의 활성화 효과
- ◆ 메일과 모바일로 상품 등록 Notice

Key

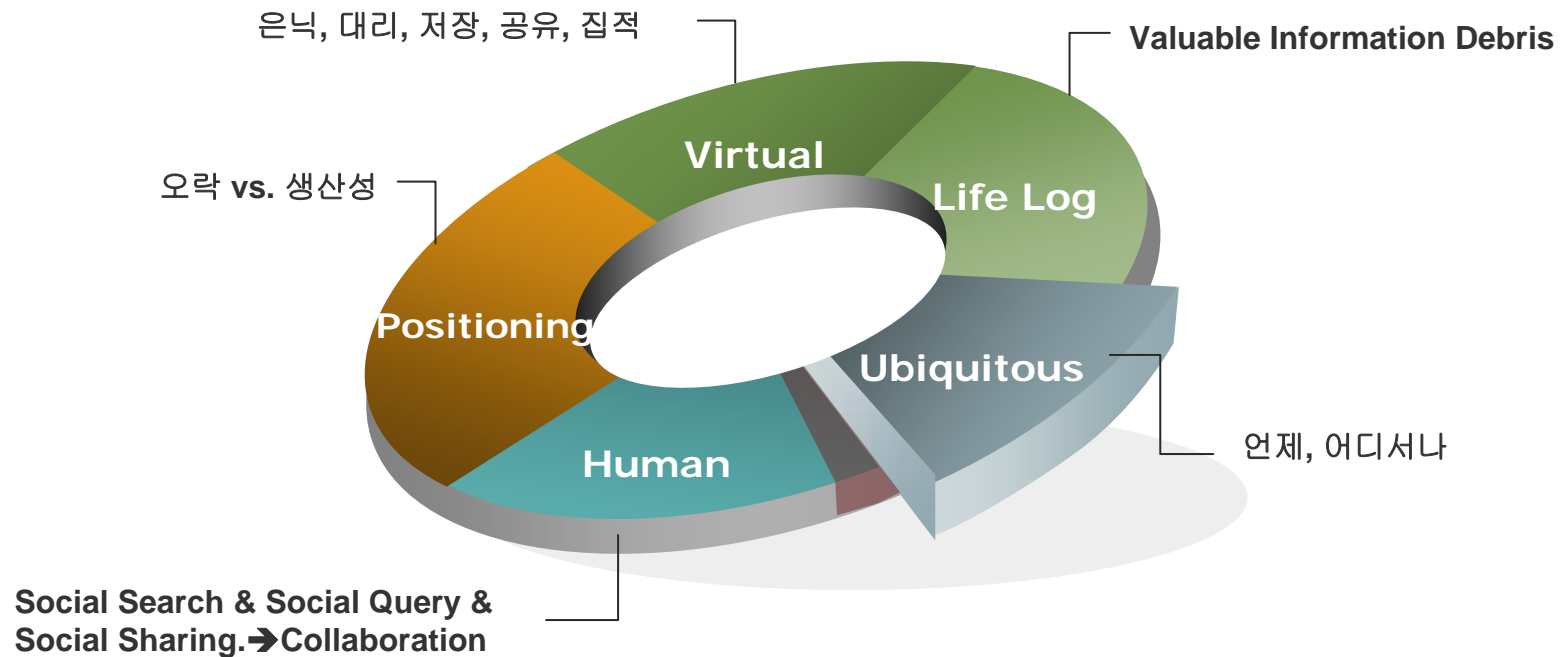
Personal Resource에는 Play List, Sales List, Buy List 등과 같은 Life Log 등도 중요한 정보이다.

New paradigm for SNS

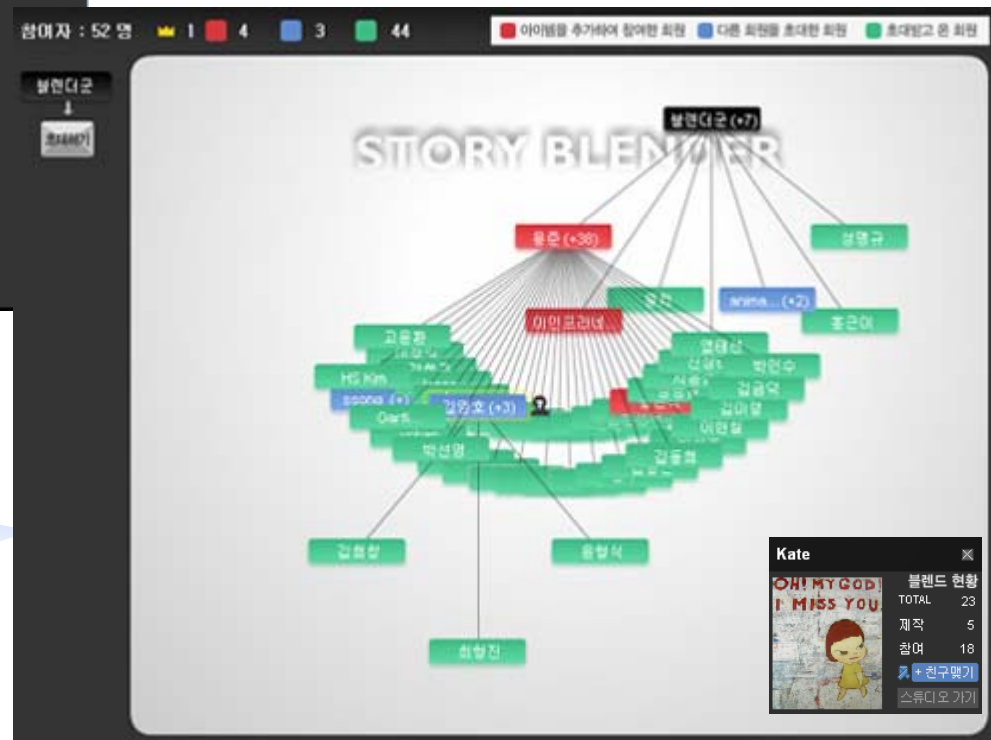


Mobile SNS Future

New Challenge



SNS 를 통한 UCC 공유 및 협업과 모바일 연동 : Collaboration



Nplugins

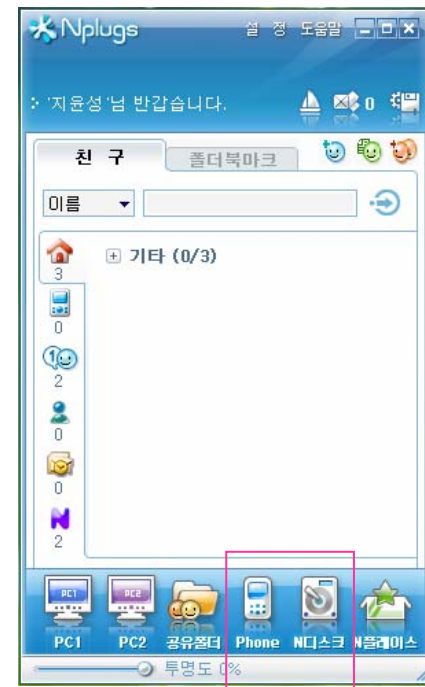
PC-MOBILE-WIBRO Crossplatform 형 6-SNS PRP



VM



WAP



PC 버전

Docstoc : Youtube for Documents

share

profile

docsters

request

blogs

search all docs

search adv.

all docs

legal

business

financial

technology

educational

creative

stuff

docs: 2921

how to use search:

Search by category or keyword. Search checks against the title, tags, and text of the docs. Then filter your results by the links below or refine your search.

most viewed

most downloaded

most commented

most recent

highest rated

top profile

Language

Documents Type

go

upload a doc

bulk upload »

add title

add tags

Select

Sub-Category

Sub-Category

Language

go

request a doc

Can't find what you're looking for yet? When its uploaded you get it by email. more »

search results

refine search

go

results / page 18 25 50

Form_Limited_Partnership_Agreement

shared by: anonymous on: 06-15-2007 | rated: 7.0 (1) | views: 27 | downloads: 6 | comments: 0 | language: english

UNITED PARTNERSHIP AGREEMENT LIMITED PARTNERSHIP AGREEMENT OF "ABC LAND ASSOCIATES LIMITED PARTNERSHIP THIS LIMITED PARTNERSHIP AGREEMENT (this "Partnership Agreement") is made this " day of ", 19" by and among "ABC Associates, an Illinois general partnership (the "General Partner"), and the other persons (the "Initial Limited Partners") who ... more»

tags: no tags

categories: uncategorized »

Venture Capital Firms in California (full contact info)

shared by: anonymous on: 06-17-2007 | rated: 10.0 (2) | views: 43 | downloads: 6 | comments: 0 | language: English

Sheet1 201 Ocean Avenue Brentwood Tower, Suite 708 (310) 260-4700 (310) 451-3738 info@lawrencefinancial.com http: www.lawrencefinancial.com Hurwitz LAWRENCE FINANCIAL GROUP 701 Teakwood (310) 471-4060 (310) 472-3155 hurw52555@aol.com Leapfrog Ventures 3000 Sand Hill Building Road 1, Suite 260 (650) 926-9900 (650) 233-9063 mark@lea ... more»

tags: venture capital

categories: business » uncategorized »

NDA

shared by: anonymous on: 06-15-2007 | rated: 9.5 (2) | views: 35 | downloads: 5 | comments: 0 | language: english

CONFIDENTIALITY, NON-DISCLOSURE AND NON-CIRCUMVENTION AGREEMENT This Confidentiality, Non-Disclosure and Non-Circumvention Agreement ("Agreement") is made and effective this _____ day of _____, 2006 by and between Venture, LLC ("Owner") and _____ ("Recipient"). Confidential Information. Owner propose ... more»

tags: no tags

categories: uncategorized »

The Genesis of Docstoc

shared by: Jason on: 06-15-2007 | rated: 10.0 (1) | views: 63 | downloads: 5 | comments: 0 | language: english

These were my very first thoughts about the product docstoc, then called docbrary. I put together this mock up of the site (obviously not a design!!) and that was the genesis of what we have today. Kind of cool, huh ... more»

tags: docstoc , start ups

categories: stuff » technology » uncategorized

Sublease

shared by: Jason on: 06-15-2007 | rated: 9.5 (2) | views: 15 | downloads: 3 | comments: 0 | language: english

SUBLEASE THIS SUBLEASE (this "Sublease") is made and entered into as of the " day of ", 19", by and between ", a " (hereinafter called "Sublandlord"), and ", a " (hereinafter called "Subtenant"), W I T N E S S E T H WHEREAS, by that certain Lease dated ", 19" a copy of which is attached hereto as Exhibit A and by this reference made a par ... more»

tags:

categories: legal » Real Estate » Residential

General Partnership Agreement

shared by: anonymous on: 06-15-2007 | rated: 0.0 (0) | views: 7 | downloads: 3 | comments: 1 | language: english

General Partnership Agreement of a Business Owned by Individuals ARTICLES OF PARTNERSHIP OF "ABCD ASSOCIATES ARTICLES OF PARTNERSHIP of ", ", ", and ", dated ", 19". RECITAL The parties hereto wish: (a) to enter together into the business of purchasing, acquiring, operating, leasing, owning and selling real property, includin ... more»

tags: no tags

categories: legal » uncategorized »

Template - Business Plan Presentation

shared by: anonymous on: 06-15-2007 | rated: 0.0 (0) | views: 29 | downloads: 2 | comments: 1 | language: english

||||||| Opportunity Product Bus. Model Strategy Sales Competition Team Financials Current Status Opportunity Product Bus. Model Strategy Sales Competition Team Financials Current Status Opportunity Product Bus. Model Strategy Sales Competition Team Financials Current Status Opportunity Product Bus. Model Strategy Sales Competiti ... more»

tags:

categories:

Musicshake : Youtube for Music




Online Music Creation Tool

Customized Ringtone




Crowdsprit : Crowdsourcing

**CrowdSpirit**^{beta}
Electronic Products Crowdsourcing


Sign in/Register

HomeHow it worksJoin usForumBlogAbout


1. Submit an idea of a new, innovative electronic product.




2. Vote, define specification, or even invest money on products.



3. Once finalized, test and recommend products to retailers.





Based on your contribution to the project, earn a share of the product revenue.

The CrowdSpirit project is still under construction, we are working on it. Meanwhile, you can:

➔ See how it works

➔ Join the community

➔ Contribute to our blog

© Copyright 2007 CrowdSpirit. All rights reserved. Powered by CrowdSpirit. Powered by symfony. Video Powered by animoto. Hosted by Mezzal.to

Prosumer with SNS : Idea UCC

WIXI : PRP+SNS2.0





Thank You !

www.omnitel.co.kr

