

## ***What are we talking about?***

People who use the internet – talk about the “Next Killer App” - the application that will be wanted by everyone, that uses the internet and personal access to its fullest, one that everyone – even non computer people - can use and enjoy.

Most of the western world (approx 2 Billion people) could use it cheaply and effectively, and if it was really “The Killer App” the other 4 Billion should be able to access it as well.

## ***What should the “Next Killer App” look like?***

If anyone knows, they haven't said anything yet.

Lots of talk and discussion, all based on evolving the present products and integrating them.

Why hasn't this been done? Talk is cheap. Actually getting anything to work together is much, much harder.

All the pundits have their view on what it could look like - **none** - on what it **will** look like, if they had, it would be here already!

## ***What should be the criteria for “The Killer App” ?***

The most important features, leaving out the technicalities of how to:

- Be scalable – can grow from handling one person to handling billions of people without having to reconfigure the entire system every couple of million additions.
- Be robust – won't keep crashing every time there is a 'hiccup'.
- Be economic – be able to fund itself from the first client, through to billions, and yet still be manageable.
- Be profitable – no profit, no go! Using pre-pay means there are no bad debts. For customers that can't afford to pre-pay, they should allow an approved advertiser to fund their access, for an up front fee!
- Be environmentally friendly – use as little power as possible – in fact if possible use solar power, including not generating excessive heat, which to dissipate, draws more power.
- Be user friendly – every service / system has to be consistent in its approach and availability to customers, making it easier to learn, therefore more able to be implemented and used.
- Be accessible – the service has to be available to everyone, and at the right price, preferably free.
- Be protective – all services have to be available to the individual, -but not the data, without the owners consent, who is the owner? Verify the owner, verify the person accessing the data, verify that they have the required approvals.
- Be available – no matter what, fire, earthquake, flood, the system has to be available to everyone 24/7/52 – this means 100% up time, equipment does die, the entire system has to be able to look after itself with 0% downtime, no ifs, no buts, no maybes!

None of this describes WHAT the App does!

At this point, lets break into what I want –

Why? – I consider myself a technologist, a visionary, a solutions provider – apart from that no-one else has done it yet – so my turn.

I want:

- To be able to access any information, when I want, where I want, how I want, without having to learn a new process every time I access something new!
- To be able to access the services whilst 'veging' out on a beach, in the middle of no-where.
- My time freed up to be able to enjoy life – not work my butt off just to be able to pay for the occasional free time
- To be able to make the decisions in my life, that I want, and leave the rest to someone/something else.
- To be able to decide how I interact with the rest of world, and how I allow them to interact with me.
- My privacy protected, but above all, I want the person I trust the most - to be able to manage my private and public information, (to be able, and encouraged to do so) – ME!

- To be able to present the ID that I want – not what each government tells me I must have. I already have a drivers' licence, a passport, a number of banking cards, etc – all unique to me, why can't I pick which one I want as presentation of my 'Proof of Identification' (PID).
- To be able to keep track of my life as it occurs, I am different around the staff when my family is, or is not, present. I have different personas, I want to be able to manage each persona, and the inevitable interactions. I need a 'personality manager'.
- To be able to purchase a product direct from the factory, in another country – pay for it from my single currency account (no exchange rate charges, or extra fees!!!) knowing that the payment approval process is acceptable to the factory, and above all – NO HASSLE! I want to buy what I want, when I can afford it, my way!
- To be able to set up my own business, with access to suppliers and customers direct from wherever I am.
- To be able to manage my business, the way I want, someone / something else should be able to manage the taxes, legal requirements, the investors, the other stakeholders.

### ***How should you start to describe the technicalities of the criteria?***

Very easily it appears, but then why has nobody done it?

- Because everyone that is capable of bringing the systems to market have one overriding criteria of their own, their 'hidden agenda', if you want. They want to get paid now for something that might be delivered in the future, this requires investors, investors want a return next week, this means getting what you have half done to market and if it makes money – it becomes the product
- The designing and implementation requires people to see the 'vision'. They never do and in all honesty can't. They have been trained on the present systems, which have evolved over time based on internal assumptions, which (it turns out), are totally at odds with achieving the criteria above.

### ***If one was to start from scratch, a clean slate, what's the best way of describing HOW to achieve the above criteria?***

Imagine that we, the people of earth, are migrating to a new planet, what should/could be in place to manage and maintain our lives as comfortably as we are used to. Resources will be scarce, even air, water, the basics.

What sort of electronic services and systems are needed? How to power them? How to maintain them?

People need to trade, they need to be able to know how far they can trust the entity they're trading with.

Are they getting value for money, they need to be able to compare – but in a way that makes sense to them.

One person may be interested in paying a premium for getting hold of product 'X' today, whilst someone else may not worry about waiting a month for delivery.

The service needs to be able to give everyone the facts that are important to them (and may be totally different from everyone else), to enable them to make their own 'informed' decision.

The best description found thus far:

*'Let the electronics do the computations and storage processing, and let the people get on with the emotional interpretation of the results.'*

### **What sort of computer should everyone be able to access this system with?**

**None!**

People don't want, nor should they need, a computer.

But, how to access the information?

An 'Information Access Device', IAD. Something that can access the information, whilst not being a burden.

Actually depends on the person – and how they want to interact with the information.

The requirement is for the system providers to satisfy the above mentioned criteria, whilst allowing any IAD to be able to verify the owner and operator, and still be cheap to implement and supply.

- What the system needs is a method of delivery to the client that is standardised for the client!
- What everyone wants is to be able to access the system without spending a fortune just getting to it!

### ***What else is required of an IAD?***

- To be able to access the services needs a keyboard, touch screen, or some other form of input. To be able to interact with the system
- To be able to see the output – a screen.
- Connectable to other devices
- It would be nice if the customer didn't have to carry around kilos of weight, big screen, batteries etc.
- And preferably from the systems point of view – was available to the client for FREE.

### ***What are we charging for an IAD?***

Nothing.

We aren't in the IAD supply business, that doesn't stop any number of manufacturers from setting up a new enterprise on our system and supplying them to our clients direct.

But most clients don't need to buy one, they already have one, in fact over 4,100,000,000 (yes that's over four billion) of our prospective clients already have an IAD!!!!

They have a cellphone.

Apparently, about a quarter of them also have a computer, with which we can emulate an IAD.

### ***What are we charging for ?***

Access to 'the system'

We have three separate charges:

- A **joining** fee – everybody has to pay equivalent to NZ\$25 once only – ever! They are now a member for life
- A **per day** use fee – every 24 hours worth of access NZ\$1 – payable by all entities (that's clients, enterprises etc) if you only access the services once a month it'll cost you NZ\$1 per month
- A **per page** fee – per page – only payable by enterprises registered with us NZ\$0.10 to NZ\$0.04 per page. If an entity (the client) wishes to purchase product 'X' from the supplier, they have to access:
  - The catalogue page
  - The payment page
  - The consignment page (unless organized by the supplier direct)

That's three pages at probably 5cents each – charged to the supplier – 15cents!

***Please note: we are not using NZ\$ on our pages – we use our own credit system. So as anyone, anywhere can get a realistic price and know that it is a fixed price!***

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A new service – “The Killer App”, cannot come from existing services or companies. It cannot evolve from the present way of supplying services.

It can only be a ‘REVOLUTION’, in what was, to what is!

Bill Gates once said ***“The next revolution in computing will come from a garage in the middle of nowhere”***, guess where I've been for the last twenty years!!!

We need to be able to supply the core services and systems, costs money.

We need to be able to support the services we supply, costs money.

We need to be able to procure the parts to start expanding our system in readiness for the mass migration to our system, costs money.

We are about to release our services on the world, the revolution is about to start. Do you want a part of it?