

fromAnywhere.com

Business Plan

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fromAnywhere.com

Business Plan

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FROMANYWHERE.COM

OVERVIEW

fromAnywhere.com is a platform for collecting “all my stuff” in one place, accessible from anywhere (mobile phones, home, work, offline and online).

The three focal points are:

1. Personal information
2. Customization (via Pseudoscript)
3. Social networking

PERSONAL INFORMATION

Whereas Google focuses on organizing the world’s information, fromAnywhere.com focuses on personal information relevant to the individual.

BRIDGES

At first, this means building bridges to existing mass-market websites and presenting the aggregate in one convenient place, like a portal.

Instead of opening ten tabs in Firefox, users can view all their gmail, hotmail, facebook, picasa, match.com and eharmony accounts from one page.

Cross-Network Unlike a portal, users can communicate across networks.

For example, I am on Facebook and my friend is on MySpace. But he recently discovered Orkut and doesn’t check his MySpace account very often. I don’t need to know where he is to send him a message. In this case, he would get it in Orkut.

But my friend is playing World of Warcraft. Assuming messages from me pass his priority filter to disturb his MMOG experience, he would get it in WoW and be able to reply as if we were in an instant-message chat.

Single Sign-up Also unlike a portal, users need to sign-up for similar accounts only once.

For example, let’s say I sign up with PlentyOfFish.com, a free dating website, but I am not getting many responses.

In my fromAnywhere.com page, I see a list of other popular dating websites. My friends recommend Match.com, so I click to try it out.

fromAnywhere.com creates my Match.com account and populates it with my PlentyOfFish profile; I need to enter only the information unique to Match.com!

This way, users can try many competing services that ask for similar information quickly and easily and choose to pay for the best one.

This leads into the first revenue model: commission-based “finder’s fees”.

REVENUE MODELS

fromAnywhere.com is based on three revenue models:

1. Finder's fees
2. Ads
3. Marketplace

FINDER'S FEES

One of the benefits of bridging existing networks is the ability to create new accounts with existing information.

Once users enter all the necessary personal information for one account, they can try similar services by entering only the information unique to each service.

If the user chooses to pay for one of these accounts, fromAnywhere.com receives a small "finder's fee" commission, to be negotiated with each service.

ADS

The second revenue model is Ads, based entirely on user count and retention.

Getting users is far easier than keeping them.

The convenience of "all my stuff" in one place, communicating cross-networks and single sign-up is compelling.

But, the two other focal points give users even more compelling reasons to come back:

1. Customization
2. Social networking

MARKETPLACE

The third revenue model is a marketplace for customizations, games and web applications.

Users can choose to publish their work as free for others to use, or as a fee.

For example, if I create a great new interface to email, I can set a price (say \$1). Anyone who wishes to use my interface will be charged \$1, some small percentage of which goes to fromAnywhere.com.

The same applies to games and web applications written using Pseudoscript.

For example, <http://www.fanbox.com/> is also based on this revenue model.

CUSTOMIZATION

The feature that sets fromAnywhere.com apart from similar efforts is customization.

Tech-savvy users can change the look and functionality of their content using an intentional programming concept we call Pseudoscript.

Pseudoscript Briefly, Pseudoscript is not yet another scripting language. It abstracts away language by creating a map between logic and the expression of logic.

For example, if I want to print the last name of every one of my contacts in alphabetical order, in SQL this may be written as:

```
SELECT lastName from contacts order by 1;
```

In PHP, this may be written as:

```
$database = mysqli_connect('server', 'user', 'pass', 'db');
$query = mysqli_query($database, 'select lastName from
contacts order by 1');

$lastNames = array();
while ($values = mysqli_fetch_row($query))
{
    $lastNames[] = $values[0];
}

mysqli_close($database);

print_r($lastNames);
```

And in Perl, Python, Ruby, Javascript, or any other language du jour, this logic looks very different.

One immediate problem is code sharing: If I don't know Python, I cannot customize any logic written in Python to help solve my problem.

Pseudoscript solves both problems by letting users write in an intentional syntax that code generators convert to executable code.

The intentional syntax itself is customizable: users can write their own mapping of logic to the human-readable text we call "source code".

In Pseudoscript, the above example may be written as:

```
contacts.get(lastName).sort()
```

Or:

```
sort contacts.lastName
```

Or any other syntax that unambiguously maps the intent "get a column from a database table" and "sort this array" to source code.

Pseudoscript will change the way we write code.

Target Developers The customization feature will reach a wide audience by targeting the experienced developer.

Just as one targets doctors when the end goal is to deliver a new product to medical patients, fromAnywhere.com targets the developer to reach the masses.

Many circle of friends have one tech-savvy person. Show him how to build better interfaces to personal data more quickly than he can on his own, and you gain access to his friends.

SOCIAL NETWORKING

Today, one of the main goals of the Internet is to connect strangers who share similar interests.

studypond.com For example, I want to learn Mandarin.

<http://www.studypond.com/> connects people in Asia who wish to better their English and teach Mandarin with English-speaking people looking for the reverse.

Through this website, I met Xiao Yu, a Mandarin teacher in Taiwan, and every Friday through Skype we share a two-hour lesson in Mandarin and English.

Connect Strangers With a central store for personal information, the next logical step is to connect strangers with similar goals and interests.

SUMMARY

fromAnywhere.com is a single place to view, edit and find personal information.

Bridges Instead of creating the next web-based suite of applications, fromAnywhere.com focuses on building bridges to existing networks with strong customization features.

The value is convenience.

Customization Users have one place, accessible from anywhere, to find and edit personal information in a custom view that makes the most sense to them.

This allows users to “compress time”.

Social Networking A side-effect of collecting what is important and relevant to people in one place is, with their permission, the ability to search for others with similar traits.

This allows strangers to connect.

CORE CONCEPTS

USERS

The primary goal of fromAnywhere.com is to attract and retain users.

The products and services we build are motivated by how many people find them useful.

ABSTRACTION

From a development perspective, the most important concept is abstraction.

Separate intent from implementation fromAnywhere.com avoids tying itself to any specific technology by abstracting away intent from implementation. Code generators convert the intentional syntax to working code.

The intentional syntax is itself an abstraction that maps logic to a human-readable form.

Every person can create his own syntax that makes the most sense to him.

In this way, those who are familiar with a particular language can leverage that familiarity when customizing and extending fromAnywhere.com

DATABASE ABSTRACTION Relational databases are abstracted to a simple database wiki.

Exercise Schedule For example, a user can create and track his workouts by entering:

```
Weight Training Schedule
-----
date                               date
exercise                           Weight Training Exercises
sets                                integer
repetitions per set                 integer

Weight Training Exercises
-----
name                                string
body part                           string
```

fromAnywhere.com builds this database, creates default input forms and reports, and lets the user add this data with his iPhone when working out.

PSEUDOSCRIP

All code is written in pseudoscript, an intentional syntax that expresses logic independent of any specific language.

In this way, logic is written once and code generators convert it to executable code.

Divergence Today, web languages are diverging from, not converging to, a standard syntax.

For example:

- Javascript 1.5 will slowly be replaced by Javascript 2.0
- Microsoft is promoting Silverlight C# and ASP.NET
- Adobe uses ActionScript and .JSX files in its CS3 Suite

Outside the web environment, language divergence is far greater problem.

JCL For example, JCL, the Job Control Language, is a scripting language used on IBM mainframes.

In the early 1980s the US General Accounting Office estimated that the poor design of OS JCL was costing the US economy about \$1 billion per year in wasted labor and computer processing costs.

http://en.wikipedia.org/wiki/Job_Control_Language

To copy a file in MS-DOS:

```
copy oldFile newFile
```

And in JCL:

```
//IS198CPY JOB (IS198T30500), 'COPY JOB', CLASS=L, MSGCLASS=X
//COPY01 EXEC PGM=IEBGENER
//SYSPRINT DD SYSOUT=*
//SYSUT1 DD DSN=OLDFILE, DISP=SHR
//SYSUT2 DD DSN=NEWFILE,
//          DISP=(NEW, CATLG, DELETE),
//          SPACE=(CYL, (40, 5), RLSE),
//          DCB=(LRECL=115, BLKSIZE=1150)
//SYSIN DD DUMMY
```

Convergence Two parallel efforts are required to converge languages and allow developers to write in a single language-neutral pseudoscript:

1. Develop a syntax to express logic that is not dependent on any existing language
2. Develop code generators to generate executable script

It is very possible to express intent once, like “copy a file”, in a simple, human-readable syntax.

Then, code generators output the executable script in every language you need to support, like Javascript, ActionScript or JCL.

PROTOTYPING

All new features are prototyped into a functioning product.

Based on user feedback, this process iterates until we reach a solid and useful feature-set.

Regular product development begins from this point.

BRANDING

FROMANYWHERE.COM

Every product is branded under the fromAnywhere.com domain.

The URL always appears in lowercase with one capital “A” in “fromAnywhere”. The lone capital A subtly suggests “first”, as in the first letter of the alphabet.

Every product starts with a single English word:

http://{single English word}.fromAnywhere.com

For example:

- <http://images.fromAnywhere.com>
- <http://games.fromAnywhere.com>
- <http://favorites.fromAnywhere.com>

This way, users start typing into the browser’s Address box and let the rest auto-fill.

A SENTENCE, NOT A VERB

The fromAnywhere.com brand reads like a sentence, not a verb.

For example:

- “I can get to my images from anywhere” (images.fromAnywhere.com)
- “I can watch my videos from anywhere” (videos.fromAnywhere.com)

Not:

- “I fromAnywhere’d my images”

MARKETING

ADVERTISING

Advertising is as simple as posting the domain name:

fromAnywhere.com

in large font in random places.

This reinforces one of the most important concepts:

- Your personal data is always accessible at fromAnywhere.com, whenever you need it and wherever you are.

TARGET AUDIENCE

The target audience is adults who need to manage a lot of personal information and who benefit from compressing time by using better organization tools.

Google is certainly targeting this market with applications like Google Docs <http://docs.google.com/> and Google Calendar <http://calendar.google.com>.

First, the value fromAnywhere.com offers is convenience: aggregating data from many sources in one place.

Tech-Savvy People

The second and primary value comes from UI and functionality customizations, allowing tech-savvy people to create interfaces that make the most sense to them and to their circle of friends.

PROTOTYPES

These demos are functioning prototypes of future fromAnywhere.com products:

- Images
- Video
- Demo
- Monitor
- Home
- Resume
- Host

IMAGES

images.fromAnywhere.com

Pictures and photos!

Your images in a click-less gallery, easy to browse and compare.

Graphic Designs

<http://images.fromAnywhere.com/yanzi/website/urban/>

Product Demos

<http://images.fromAnywhere.com/george/product/earthquake-kiosk/>

Real-Estate:

<http://images.fromAnywhere.com/george/real-estate/apartment/oakland-3k/>

VIDEO BOOKMARKS

video.fromAnywhere.com

Video bookmarks allow us to create favorite clips from movies and share them with friends and family.

For example, here are my favorite moments from the Rocky Balboa movie.

Boxing license denied:

<http://video.fromAnywhere.com/00024601/>

It ain't how hard you hit...:

<http://video.fromAnywhere.com/00024602/>

And echoed again during the boxing match:

<http://video.fromAnywhere.com/00024603/>

So, while watching a Bon Jovi video, or a good movie, you can isolate the parts meaningful to you and bookmark them.

Some people may use it for collecting meaningful parts, others for educational purposes.

For example:

- Learning a new language
- Improving articulation and enunciation

The ability to isolate moments is like bottling motivation.

DEMO

demo.fromAnywhere.com

Share demos and prototypes.

For example:

Ask.com Snowflakes

<http://demo.fromAnywhere.com/ask-snowflakes/>

Ask.com Balloons

<http://demo.fromAnywhere.com/ask-balloons/>

The control panel lets you easily play with the values. Clicking "Save" gives a unique URL that remembers the current settings.

MONITOR

monitor.fromAnywhere.com

Know the second your website is down.

<http://monitor.fromAnywhere.com/>

HOME

home.fromAnywhere.com

Personal home pages.

About me:

<http://home.fromAnywhere.com/george/>

RESUME

resume.fromAnywhere.com

Personal resumes with web-based tools to create your own.

My resume:

<http://resume.fromAnywhere.com/george/>

HOST

host.fromAnywhere.com

Web hosting and domain names.

The products and services offered by GoDaddy are world-class, inexpensive and valuable to web developers.

But, the GoDaddy interface is not intuitive and is difficult to use.

We will negotiate a partnership with GoDaddy and build out a new customizable web UI to their back-end services under the brand:

host.fromAnywhere.com

OTHER EXISTING PRODUCTS

Existing products will be rebranded and marketed under fromAnywhere.com.

For example:

- EverGallery.com images.fromAnywhere.com
- RecordView.com database.fromAnywhere.com
- P3Tools.com dev.fromAnywhere.com
- EverGamer.com games.fromAnywhere.com

EVERGALLERY.COM

Images are ubiquitous.

EverGallery.com is a click-less gallery, a better way to browse images.

For example:

<http://www.evergallery.com/demo/>



Features Features include:

- The mousewheel zooms in
- Hover over thumbnails to see the big image below; C toggles “thumbnail-click”
- Move the thumbnails to any of the four edges with Q
- Hide the thumbnails and go full-screen with Z and F11
- Toggle a handy navigation tree with H
- Right-click anywhere to see all commands and shortcuts

RECORDVIEW.COM

Easy access to databases, from creation to editing to search, allows users to get to their data more quickly.

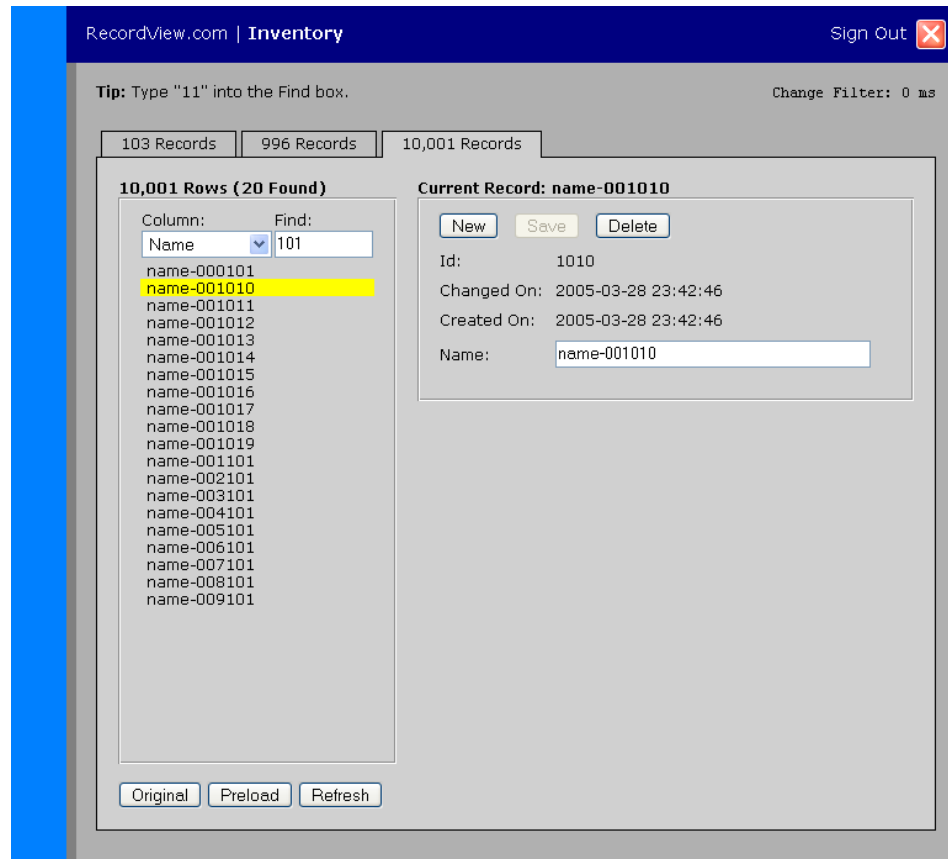
RecordView.com is an AJAX prototype for editing and searching any relational database in a browser.

Highlights include:

- Real-time search as you type
- Automatically create data input forms from any database structure
- Multiple data views, like the Form, Spreadsheet and Calendar views

FORM VIEW

<http://www.recordview.com/demo/>



SPREADSHEET VIEW

<http://www.p3tools.com/database/contact/>

Contact Manager

6 Contacts

I am looking for:

6 Rows (2 selected)

	First Name	Last Name	Gender	Phone
<input type="checkbox"/>	Mark	Anthony	Boy	403-580-2839
<input type="checkbox"/>	Greg	Haliwell	Boy	250-733-6803
<input type="checkbox"/>	Ashley	Thomas	Girl	950-283-4957
<input checked="" type="checkbox"/>	Ayla	Brown	Girl	603-434-5934
<input checked="" type="checkbox"/>	George	Vanous	Boy	206-446-4236
<input type="checkbox"/>	Mirko	Vanous	Boy	475-345-5034
			Boy	

CALENDAR VIEW

<http://www.recordview.com/schedule/>

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 am							
10:00 am							
11:00 am							
12:00 pm		Mark Fitter 60dfsdfsdf-4850 1500 Watson Place Coming together with wife		Joe Hobson 604-812-2553 13644 92nd Ave			
1:00 pm							
2:00 pm					Claire Ferguson 604-596-0125 Apt #34 - 7244 124th St.		
3:00 pm							
4:00 pm							
5:00 pm							

Tools of expression allow the community to extend fromAnywhere.com.

P3Tools.com is a platform and a component-based declarative syntax for building AJAX web applications.

Some highlights:

- Database
- Menus
- In-Place Editing
- Fractal Zoom

DATABASE

<http://www.p3tools.com/?2>

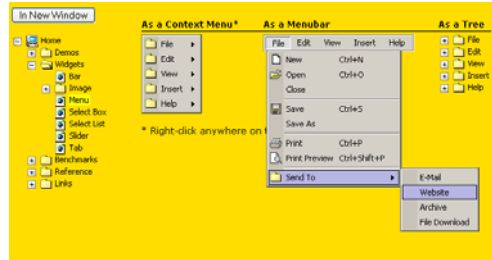
Edit a database table in-place (no Save button) with a real-time search (no Search button).

MENUS

<http://www.p3tools.com/?3>

Three views of the same hierarchical data source:

- Right-click context menu
- Pull-down menu
- Tree control



IN-PLACE EDITING

<http://www.p3tools.com/?8>

Just start typing!



Hello there.

I am typing away inside the web browser, as if it were a WYSIWYG editors!

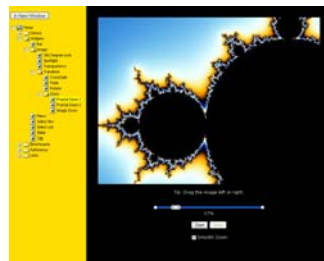
Part Number	The Big Sale Sales Price	Descr
26478MU	\$1,099.00	IBM THINKPAD T23 PIII-M 1.13G 30.0GB HDD, 14.1 XGA(1024x768)

This eliminates "Edit" mode, the text-only area that wikis popularized.

FRACTAL ZOOM

<http://www.p3tools.com/?9>

Fractal zoom using just Javascript (no Flash or Java)



This can be applied to virtual tours where users "walk" down a path.

NEW PRODUCTS

BOOKMARKS

We have been making CD mixes for a long time, taking our favorite tracks from many CDs and combining them into one CD.

Media bookmarks extend this idea to moments within audio tracks, movies and tv shows.

While listening to a song, if a user hits a powerful chorus or a beautiful piece, he can create a bookmark and bottle that moment.

While watching a movie like The Matrix, amazing or inspirational scenes can be captured for later viewing and sharing with friends.

COOKING

There are many websites that offer exotic cooking recipes, but people rarely have all the necessary ingredients in their fridge.

cooking.fromAnywhere.com takes the opposite approach: people input their ingredients and the website shows all the dishes that can be made from them.

SUMMARY

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