

# fromAnywhere.com

## Executive Summary

Our mission is to make the Internet **easier** to use and help people around the world **discover** something new every day, from anywhere.

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# fromAnywhere.com

## Executive Summary

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# FROMANYWHERE.COM

## OVERVIEW

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Today, the Internet is full of independent social networks and service websites all vying for users.

**bridge networks** fromAnywhere.com is not another network, but a platform for bridging the existing networks with strong customization features that let users manage all their data in one place.

Many people have their data spread across multiple websites, from email accounts on Gmail and Hotmail to images on Flickr and Facebook.

**save time** The value proposition for users is to save time. By providing “All My Stuff” in one place and making it accessible from anywhere (mobile, desktop, online or offline), personal information becomes closer, faster to edit and easier to aggregate.

**aggregate and customize** Using a single sign-in, fromAnywhere.com is a hub that allows users to view and, where possible, manage their data in one place, customized to how they like to see it. Think Gmail with just two buttons: Create Message and Send Message. Imagine an image gallery that doesn't need any clicking.

Actually, there is no need to imagine a click-less gallery. We have built it: <http://images.fromAnywhere.com/>

**facebook** Here is one user's Facebook galleries in this new interface: <http://images.fromAnywhere.com/facebook/>

## THE PROBLEM

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There are too many good quality websites.

This may sound like a good problem to have, but in reality the issues are with duplication and service overlap.

**duplication** For example, Facebook, Orkut and Myspace are three popular social networks (and Ning.com lets users create their very own social network!). Users with two active accounts need to enter any updates relevant to both.

People can save time by managing their updates from one place and letting the system publish the changes to the relevant networks.

For example, Mark de Clive-Lowe, a career musician who lives in London, records in the US and performs all over the world, maintains a Myspace page <http://www.myspace.com/markdeclivelowe> and his own website <http://mashibeats.com/>. His complaint is spending more time administering his art than actually performing it. Part of the wasted time is in entering updates to his performances and records in multiple places.

## COMPETITION AND THE SOLUTION

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fromAnywhere.com solves the problem of duplication by aggregating “All My Stuff” in one place and pushing updates transparently for the user.

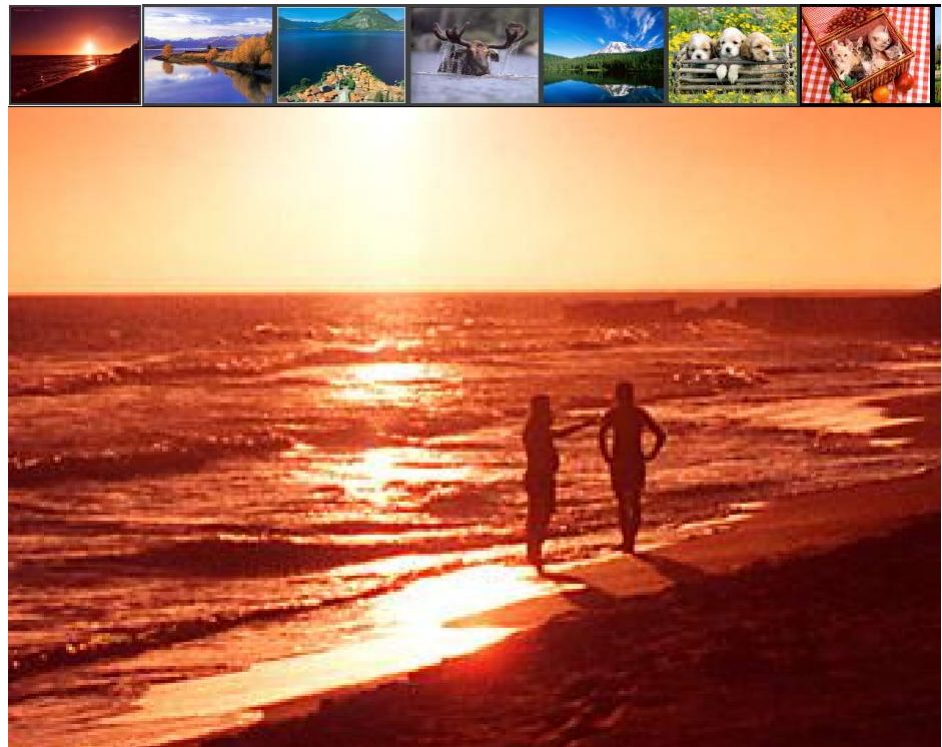
**aggregation** Today, there are many aggregators in the market. For example, Slide.com, a company that recently landed funding valuing it at half a billion dollars, lets users create slideshows from their images hosted on Facebook, Flickr, Orkut, Myspace and others.

The new-comer Friendfeed.com aggregates social networks, letting users keep track of when their friends post a new YouTube video or like a news story on Digg. They raised \$5 million in Series A VC funding and opened their doors to the public on Feb 25, 2008.

**customization** Using the technology called Pseudoscript (<http://www.google.com/search?q=pseudoscript>), tech-savvy users can create custom interfaces to their email, images and other data. And layman users can pick from these community-generated interfaces in order to work more efficiently with their data.

In one of our case studies, we had put our click-less image gallery interface in front of elderly people who rarely, if ever, used a computer. They very quickly recognized that by hovering over the thumbnails along the top, they could see the big image below and browse the entire gallery easily.

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



## THE OPPORTUNITY

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We are at a very special time in the web market today.

When the W3C (<http://www.w3c.org>) standardized HTML and the ECMA (<http://www.ecma-international.org/>) standardized Javascript, developers finally had one set of markup tags and one object model for building web applications, and there was much rejoicing.

**popular languages** Today we still have a standard HTML and Javascript, but we also have AJAX, Adobe Flash, Flex and AIR, Microsoft Silverlight and Javascript 2.0 (coming with Firefox 4). And that is just the client-side.

On the server-side, we have PHP, Java, ASP.NET, Python, Ruby and Perl.

Yahoo and Facebook are built on PHP, Google is built on Java, Windows Live on ASP.NET and YouTube on Python. Clearly there is no single standard web development language.

Developers are wastefully implementing the same logic multiple times in different languages. "How many times have you implemented the Tree Control?" has become an inside joke.

**pseudoscript** Pseudoscript has the opportunity to solve this problem by abstracting away the expression of logic from the implementation of logic in existing languages. Put another way, **it can change the way we write code.**

**intentional programming** Pseudoscript is not just another scripting language; it is intentional programming that uses code generators to output executable code. Like XML is not a language, but a rulebook for defining markup languages, Pseudoscript lets developers take popular languages like Java and Javascript and match them with ideas from C# and other languages to create an expressive syntax meaningful to them. See: [http://en.wikipedia.org/wiki/Intentional\\_programming](http://en.wikipedia.org/wiki/Intentional_programming).

Charles Simonyi, the inventor of the Hungarian Prefix Notation (eg: "pszName") and long-time Microsoft employee, introduced the concept of intentional programming (IP). He has since left Microsoft to pursue IP in his own company <http://www.intentsoft.com/>.

IP is a research-level problem, but Pseudoscript limits its focus to just web development, and (for version 1.0) just web user interface customization. In this scope, Pseudoscript defines mappings between all the existing web language constructs and developer-defined syntax that lets code generators output executable code from any well-formed custom expression of logic.

## TARGET TARGETS

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fromAnywhere.com 1.0 will ship in three markets:

1. North America
2. India
3. China

On the Internet, users are golden, and India and China are just coming online.

### INDIA

For India, the strategy is to ship a Bollywood music streaming service being developed on fromAnywhere.com technology by Amol Kelkar. The alpha is set for release on Mar 11, 2008 and a full release on July 23, 2008.

### CHINA

For China, the strategy is to target the large fan base of popular Asian singers/songwriters, starting with Sun Yan Zi, arguably the most popular Asian recording artist today.

**yanzilive.com** George Vanous has built yanzilive.com on fromAnywhere.com technology and has been in contact with Yan Zi's manager, Marcia Tan, in Singapore. He is traveling to Taiwan and Singapore Mar 24, 2008 to meet with Marcia and negotiate a partnership to produce Yan Zi's new international website and promote her music to the English-speaking market in North America.

<http://www.yanzilive.com/>



### NORTH AMERICA

By getting India and China, we also get the users from North America who recently emigrated from either country and still keep close ties with friends and family back home.

## REVENUE MODELS

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fromAnywhere.com is based on three revenue models:

1. Referral fees
2. Ads
3. Marketplace

### REFERRAL FEES

One of the benefits of bridging existing networks is the ability to create new accounts from 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 referral fee, a commission to be negotiated with each service.

***dating websites*** For example, a user may sign up with PlentyOfFish.com, a free dating website. After some time, if he is not happy with the results, he will look for similar services from his fromAnywhere.com page and try, for example, Match.com.

The system creates his Match.com account and populates it with his PlentyOfFish profile, avoiding dual-entry. In this way, users can try many competing services that ask for similar information quickly and easily and choose to pay for the best one.

### ADS

The second revenue model is context-targeted ads, based entirely on user count and user retention.

### MARKETPLACE

The third revenue model is a marketplace for customizations.

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

***custom interfaces*** For example, if someone creates a great new interface to gmail, he can set a price, say \$1. Anyone who wishes to use the interface will be charged \$1, some small percentage of which goes to fromAnywhere.com.

In later versions of Pseudoscript, the same model will apply to games and web applications written in Pseudoscript.

<http://www.fanbox.com/> is one competitor based on this revenue model.

## MARKETING

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### BRANDING

Every product is branded under the fromAnywhere.com suite of applications.

The URL always appears in lowercase with one capital “A” in “fromAnywhere”, and every product starts with a single English word:

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

For example:

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

This way, users start typing into the browser’s address box and the rest auto-fills.

### 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](http://images.fromAnywhere.com))
- “I can watch my videos from anywhere” ([videos.fromAnywhere.com](http://videos.fromAnywhere.com))

Not:

- “I fromAnywhere’d my images”

### ADVERTISING

Advertising is as simple as posting the domain name:

**fromAnywhere.com**

in a 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.

## TIMELINE

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### MONTH 0 – MONTH 3

fromAnywhere.com 1.0 will be <http://images.fromAnywhere.com/> with the customization features of Pseudoscript 1.0.

The first release will allow users to create their own image user interfaces and bridge the major networks that focus on user-generated images, such as:

- Facebook
- MySpace
- Flickr
- Photobucket

### MONTH 3 – MONTH 6

fromAnywhere.com version 2.0 will focus on extending the reach to more image networks and enhancing the customization features that will ship as Pseudoscript 2.0.

### MONTH 6 – MONTH 12

fromAnywhere.com version 3.0 will focus on expanding the networks to include email, social networks, personal dating websites and professional job websites, as well as expanding Pseudoscript 3.0 to support customizing these UIs.

### MONTH 12 – MONTH 24

The second year will focus on growing the user base, stabilizing the code base and adding features based solely on user feedback.

## BUDGET

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### POSITIONS

There are eight core positions, seven filled and one open.

President/CEO	(open)
Front-end web architect	George Vanous
Back-end server architect:	(open)
Test architect	Tony Lee
Lead graphics designer	Maryann Ohki
Lead Flash designer	(open)
Chinese translation and content acquisition	Wang Xiao Yu

Each position will offer a salary range of \$120,000 - \$200,000 based on industry experience and expertise.

### OFFICE

We will headquarter in San Francisco, CA and start with a 2,500 – 3,500 sq. ft. space for \$10,000 / month with a one-time \$50,000 budget for purchasing computer hardware/software, furniture and office supplies.

### WEB HOSTING

We will use Akamai for global edge-caching and redundancy. This will start at \$4,000 / mo and increase as we add servers to support more users.

### MARKETING

We will budget \$500,000 for sales and marketing after shipping version 1.0.

### TOTALS

Year 1: \$2 million  
Year 2: \$3 million

## THE TEAM

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### GEORGE VANOUS

Front-end web architect

George Vanous began his career in 1997 as the founder of Reality Designs Inc., a web consulting company specializing in building rich web GUIs like <http://www.osless.com/>. George has a B.Sc. in Mathematics and Computer Science from Simon Fraser University, and shortly after graduating in 1998, he successfully organized and raised funding for The Omen Project, a 10-person MMORPG game development effort before the days of Ultima Online and Everquest: <http://www.realitydesigns.com/omen/>.

For Microsoft, George built high-profile Windows Live components running on over 100 million desktop, such as the header seen on hotmail.com today and the enhanced preview on spaces.live.com. He is an expert front-end web developer and accessibility engineer who, in addition to Microsoft, has completed successful projects for Cisco, Renesas and Intel. Most recently, George managed the production of 10 unique designs for a new website for Sun Yan Zi, <http://www.yanzilive.com> and <http://燕姿在线.com>, a Singapore-born singer/songwriter popular in Taiwan, mainland China and Hong Kong.

### TONY LEE

Test architect

Tony worked as an SDET (Software Development Engineer in Test) in the Microsoft Unified Communication Group. He is experienced in developing testing strategies across function, performance and security fields.

At Microsoft, Tony worked on two products: (1) SharedView, a realtime online collaboration tool available at <http://www.sharedview.com> and (2) Office Communication Server, a web-based enterprise communication application.

### MARYANN OHKI

Lead graphics designer

After graduating with distinction from California College of the Arts, San Francisco, with a BFA in Graphic Design, Maryann has been providing impactful and effective design work to companies on the national and local levels.

She has successfully provided graphic design to many industries including high-tech, clothing, food, wine, furniture, bio-tech, and skincare industries for corporations such as Pac Bell, Shasta Beverage Company, Wilke's Bashford, and Homelegance.

The scope of her work encompasses: Logos & identity systems, product branding, catalogs, book covers, brochures, posters, promotional merchandise, packaging, magazine ads, trade show signage, website design and product photography.

Shortly after college Maryann became owner/working partner of Tessera, a company providing graphic design, photography, and printing to clients in the San Francisco bay area and beyond. For the past 6 years, and currently, she is owner/art director & designer of Maryann Ohki Design, Oakland CA.

Xiao Yu graduated from the university of Taiwan with a degree in Mandarin and English. She has written lesson plans for teaching Mandarin and has translated websites from English to Mandarin.

## SUMMARY

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fromAnywhere.com is an innovative and compelling platform that is timed to solve two major problems: aggregate user data that is spread across many websites and save developers from repeatedly implementing the same logic in many disparate programming languages.

Users save time by managing their data in one place and in a customizable way. Developers save time by expressing logic once and letting code generators handle language and browser-specific peculiarities.

For example, IE6 does not support PNG-24 images natively, but workarounds exist to enable this. However, some workarounds are better suited for certain situations, and instead of every developer becoming an expert in browser peculiarities, code generators output optimal html, css and javascript and let developers focus on just expressing intent.

The strategy of shipping in North America, India and China ensures a diverse user base that will grow with the growth of each market, especially India and China.

The referral fee and ad-revenue models are dependent on a large and loyal user-base. By leveraging existing networks and focusing on tools of expression (Pseudoscript) that make it easier to create customized UIs, the community will scale with the user-base and provide fresh content to retain users.

The eight-person team composed mostly of senior ex-Microsoft employees will implement fromAnywhere.com in 3-month, 6-month and 12-month milestones.

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