



WebFund
Just beta



Get your web-centric business
off the ground

BOOKhabit

DIY Father

base://diary

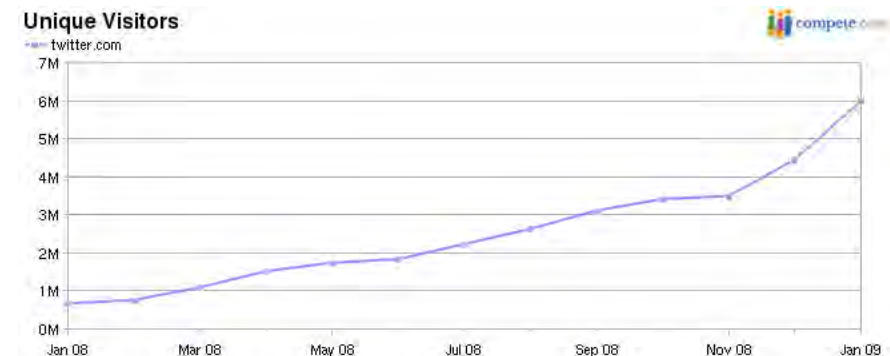
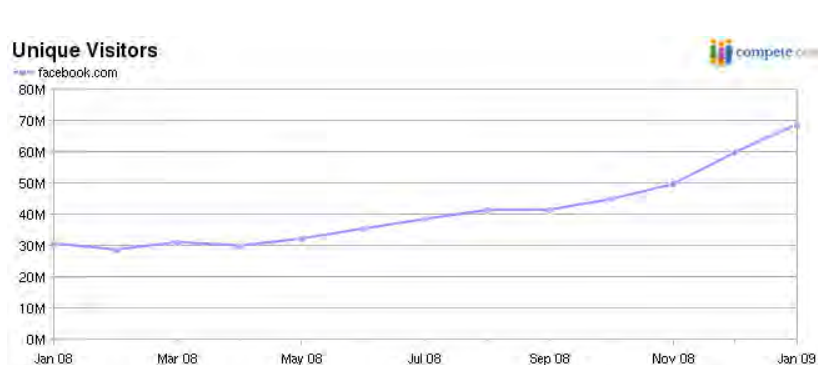


- Start-ups and NGN
- Start-up investment in 09 and beyond
- Next generation traffic generation
- What Start-ups need from NGN
- Why NGN need Start-ups
- Predictions



Why Start-ups are relevant ...

- From 0 to +50% of all NZ Internet Traffic in 8 years
- Start-ups quickest off the mark to utilise new technologies
- Net usage likely to change dramatically – start-ups in best position to capitalise on trends
- Start-ups are trend-setters – Web2.0 was almost entirely based on start-up innovation





Investors influence start-up activity through evaluation criteria

Business drivers:

- Solid revenue stream with ability to scale out
- Demonstrated ability to improve the lives of end users
- Solution for monetizing traffic / community

Domain:

- Green / saving the planet
- Crowd sourcing
- Gaming
- Mobile anything (apps, content, games)
- Aggregation / intelligence
- Virtual goods

3 – 5 year time lag to see impact of start-up activity now



Who / what will create the future NGN traffic?

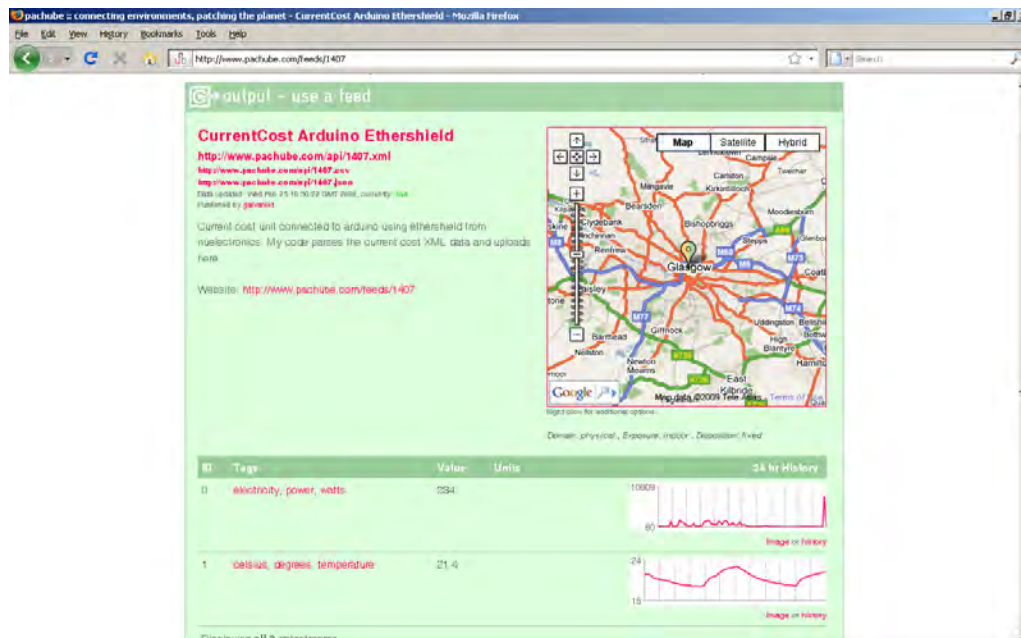
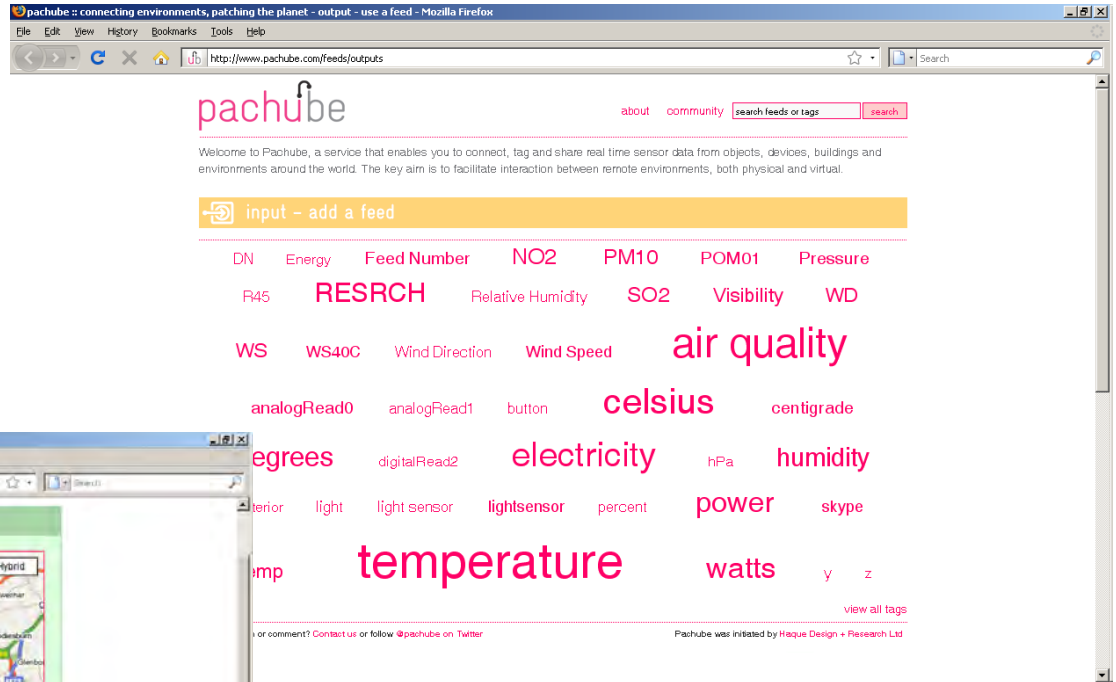
The unusual suspects:

- Towards an Internet of Things
- Ununified messaging
- Smart grid and smart meters
- Voice to screen
- Bots

The usual suspects:

- Mobile is the new web / computer
- Crowd sourcing
- Open social
- Hyper-local
- Software as a Service

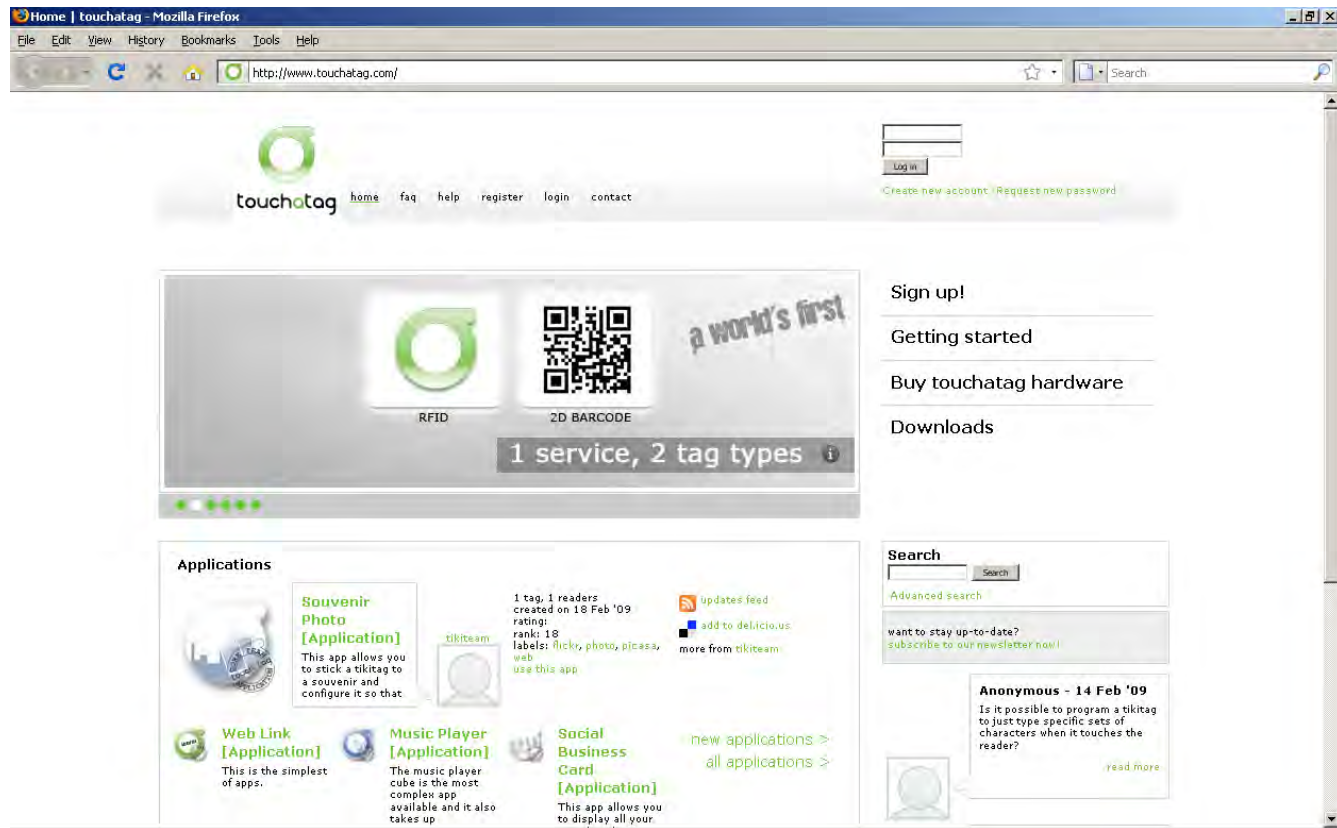
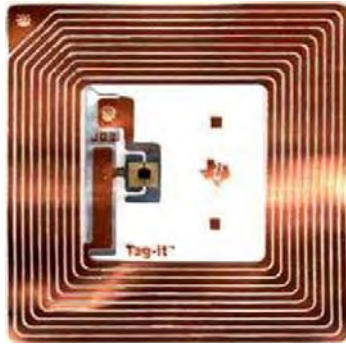
Object hyperlinking and tapping into object data streams



Examples on telephone networks ...

Vending machines' phone alerts to re-stock

RFID / QR Codes – real world object tagging and smart marketing





Ununified messaging

Appliance tweeting

Botanicalls Kits - Mozilla Firefox

http://www.botanicalls.com/kits/

botanicalls™

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Kits

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Categories

Announcements (3)

Press (1)

Pothos Plant Tweets

Flickr Feed

www.Flickr.com

More photos or video tagged with botanicalls on Flickr

Botanicalls Kits let plants reach out for human help! They offer a connection to your leafy pal via online Twitter status updates to your mobile phone. When your plant needs water, it will post to let you know, and send its thanks when you show it love.

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- [Getting Started](#)
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If you're looking for other instruction sets that we've published in the past, check out [Botanicalls Twitter DIY](#) and [Botanicalls DIY Kit 1.0](#).

Washing Machine Twitter Hack on Vimeo - Mozilla Firefox

http://www.vimeo.com/2945872

Join vimeo Log

Washing Machine Twitter Hack

by Ryan Rose

1 month ago

* Lights give visual cue that BS2 is listening for activity

01:39

Washing machine hacked to send text message (SMS) notifications over Twitter when clothes are done.

Credits

Shane 13 days ago

Dude, you rock! Can you hook me up?

Sponsored by:

Ryan Rose



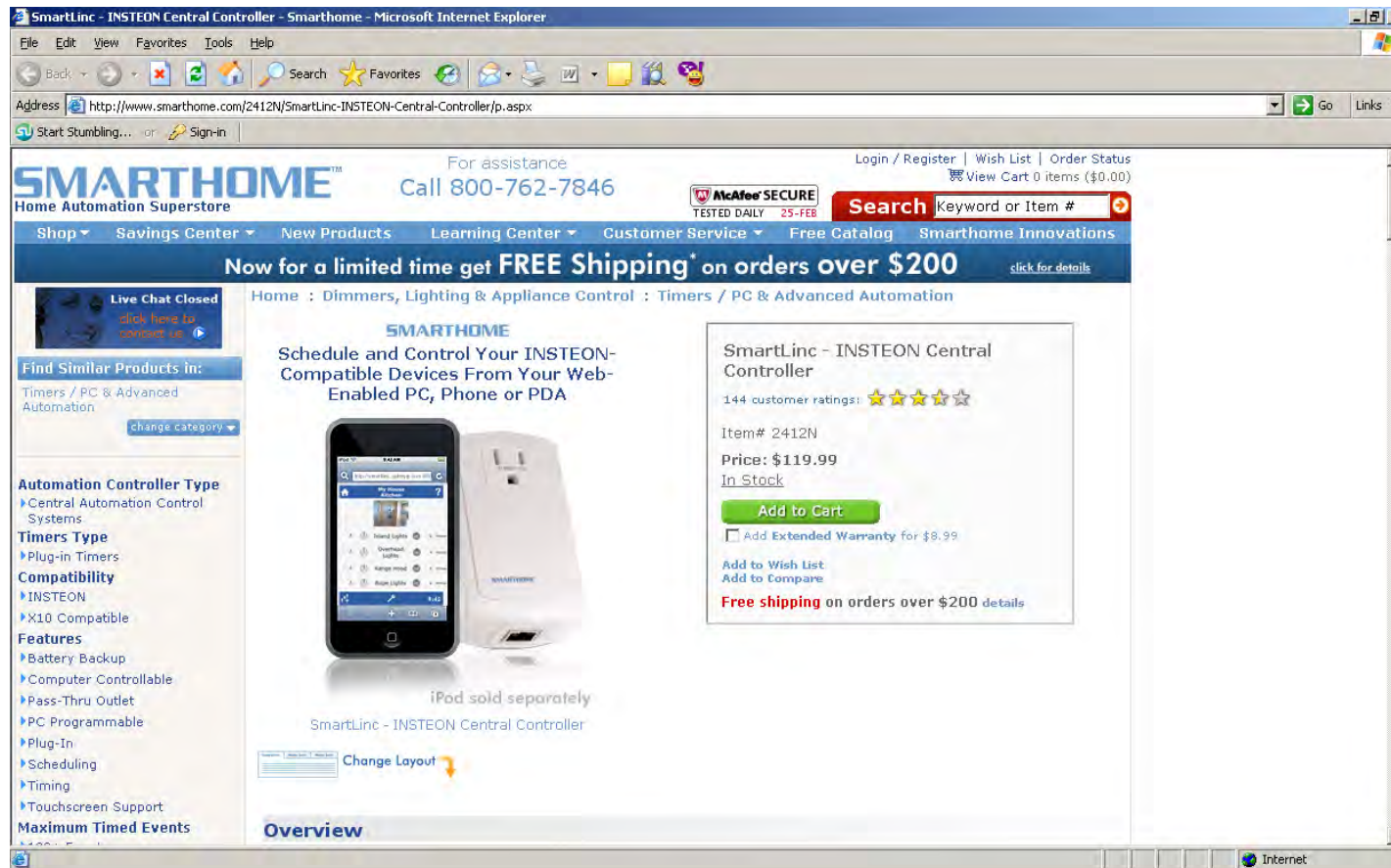
Appliance monitoring

The screenshot shows a Mozilla Firefox browser window displaying the Google.org Energy Information page. The address bar shows the URL <http://www.google.org/powermeter/>. The page content includes the Google.org logo, a navigation menu with links like "Google.org home", "Energy Information", "Smarter Power", "What We're Doing", "Demo Project", "FAQs", "Work with Us", and "Energy Saving Tips". The main content features a quote by Lord Kelvin: "If you cannot measure it, you cannot improve it." followed by text about energy usage, a link to "see sources and calculation", and a mention of the Google PowerMeter tool. On the right, there is an illustration of a house with a smart meter and a graph, and a box titled "GE and Google to host: 'Plug into the Smart Grid' Feb. 17, 2009 Washington DC". The footer contains copyright information for 2009 Google and links to "Google.org Home", "Terms of Service", and "Contact Us".

Web based / mobile home automation

iPod

fridge



SmartLinc - INSTEON Central Controller - Smarthome - Microsoft Internet Explorer

Address: <http://www.smarthome.com/2412N/SmartLinc-INSTEON-Central-Controller/p.aspx>

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SmartLinc - INSTEON Central Controller

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iPod sold separately

SmartLinc - INSTEON Central Controller

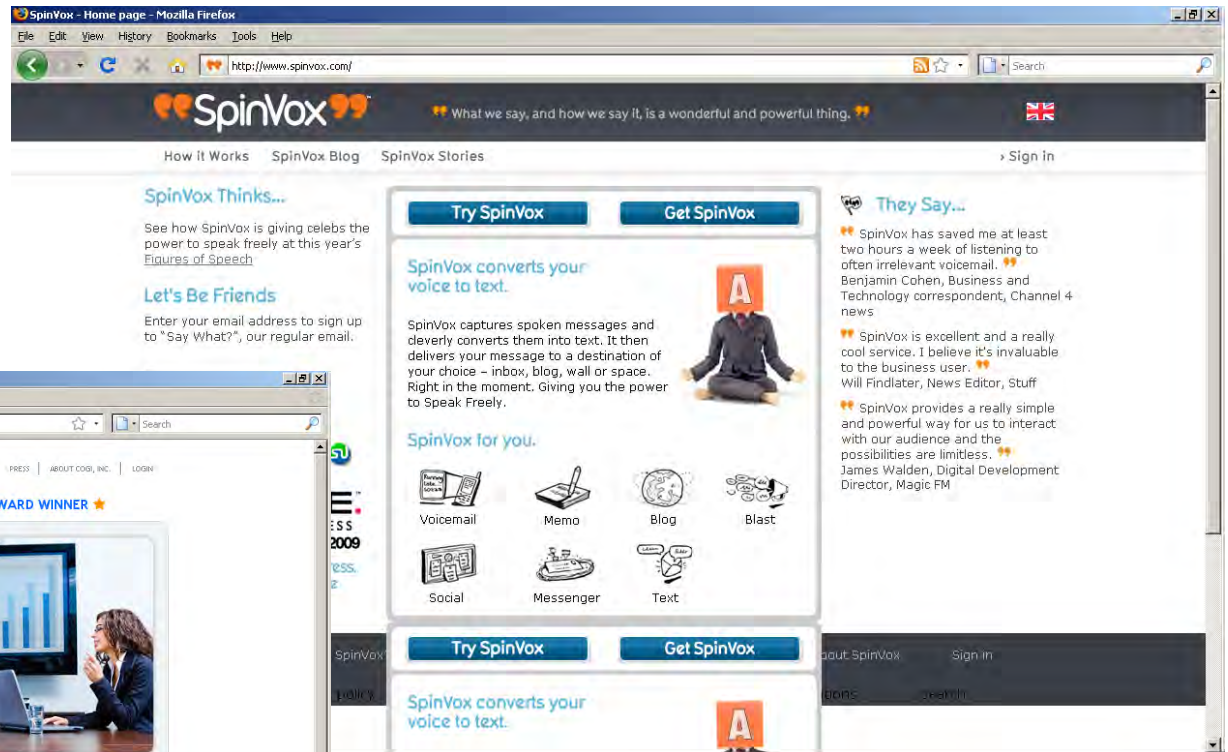
[Change Layout](#)

Overview



By Gorenje

Conversation publishing



SpinVox - Home page - Mozilla Firefox
http://www.spinvox.com/

What we say, and how we say it, is a wonderful and powerful thing.

How It Works | SpinVox Blog | SpinVox Stories | Sign in

SpinVox Thinks...
See how SpinVox is giving celebs the power to speak freely at this year's [Figures of Speech](#)

Let's Be Friends
Enter your email address to sign up to "Say What?", our regular email.

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SpinVox converts your voice to text.

SpinVox captures spoken messages and cleverly converts them into text. It then delivers your message to a destination of your choice - inbox, blog, wall or space. Right in the moment. Giving you the power to Speak Freely.

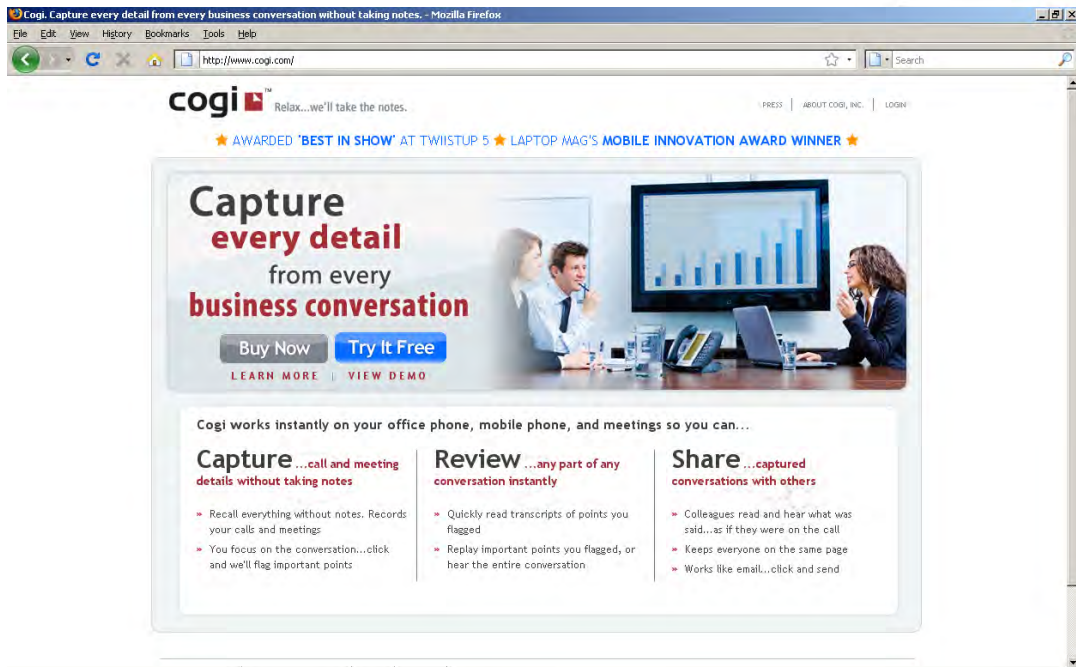
SpinVox for you.

- Voicemail
- Memo
- Blog
- Blast
- Social
- Messenger
- Text

They Say...

- SpinVox has saved me at least two hours a week of listening to often irrelevant voicemail. Benjamin Cohen, Business and Technology correspondent, Channel 4 news
- SpinVox is excellent and a really cool service. I believe it's invaluable to the business user. Will Findlater, News Editor, Stuff
- SpinVox provides a really simple and powerful way for us to interact with our audience and the possibilities are limitless. James Walden, Digital Development Director, Magic FM

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- Quickly read transcripts of points you flagged
- Replay important points you flagged, or hear the entire conversation

Share ...captured conversations with others

- Colleagues read and hear what was said...as if they were on the call
- Keeps everyone on the same page
- Works like email...click and send



Massive Inc

- Start-up by a Kiwi (in the US)
- Dynamic in-game advertising
- Based on user behaviour



ps: Microsoft bought Massive
for US\$200-400m



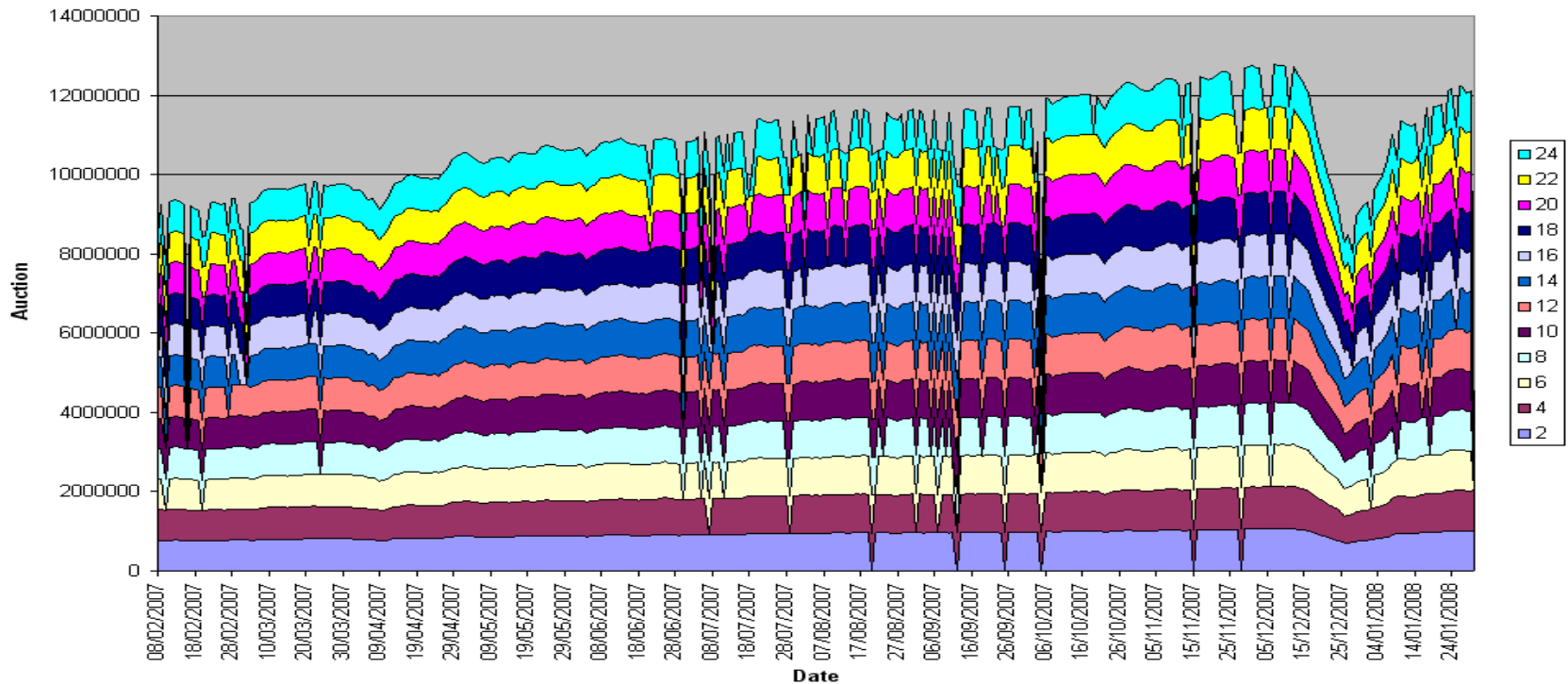


Web Intelligence

- Automated web service creation



dapper





Who / what will create the lion share of future NGN traffic?

The unusual suspects:

- Towards an Internet of Things
- Ununified messaging
- Smart grid and smart meters
- Voice to screen
- **Bots**

The usual suspects:

- Mobile is the new web / computer
- Crowd sourcing

BOTS ...

*“At current growth rates, bots will be the majority users of the Net by 2010”
– Daniel Suarez, author of “Demon”*

Why?

- Humans don't scale well (there's only 8bn of them, growing slowly)
- are time poor (and getting poorer all the time)
- are inefficient at consuming data



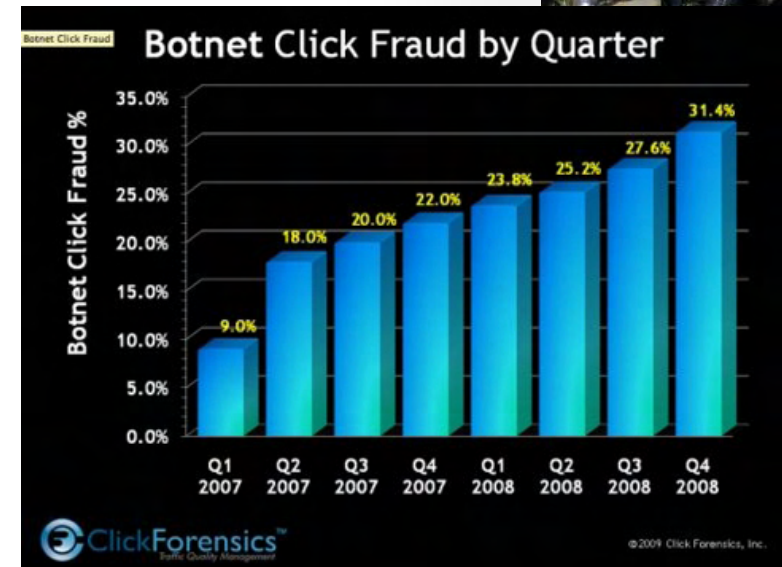


The good and the bad

- exploits, fraud, spamming ...
- cleaning, monitoring, mining, collecting ...

Search bots, spiders, wanderers, Crawlers, cancelbots, chatterbots, userbots, taskbots, knowbots, mailbots warbots, clonebots, floodbots, annoybots, hackbots, gamebots, spybots, helper bots, etc.

-> bots are highly efficient in pursuing simple goals



What if we don't like bots?

Are we human? (or are we dancer)

How to test for a human user ...

- CAPTCHA codes have a very limited life span
- Bots are getting better at disguising that they are bots
- Ultimately the only validation of a human will be that they exist in actual reality
(until Apple launches the iPerson)





The rise of the bots

Why bots will probably win ... (in terms of net usage)

Bots can be

- infinitely scaleable
- copied / cloned in minutes
- 24/7 available
- hard to stop once running
- invisible
- highly connected
- cover their tracks

Next step: bots managing
human activity ...

amazon mechanical turk
beta Artificial Intelligence



But ...

- Humans are smart
- Humans are extremely flexible and adaptable
- Humans live in the real world
- Theory of bot dominance is about net USAGE
... not net CONTROL

back to the real world and start-ups today ...



What Start-ups need from NGN

- Seamless scaling of system and network resources at a low cost entry point
- Net neutrality and acceptable traffic management
- Increased bandwidth in NZ and to overseas markets
- Servicing major overseas markets with sites hosted in NZ just not feasible. E.g. RWW - #17 most popular blog* in the world, run from Lower Hutt, hosted by Media Temple in the US

 **ReadWriteWeb**

BUT ... NZ extremely valuable as a test market to fly under the radar prior to internationalisation

* According to Technorati.com



Why NGN need start-ups

- Start-ups are the drivers of innovation, adoption and net usage
- Start-ups will continuously test and challenge the limits of technology, concepts and usage
- Start-ups are best placed to tap into user needs - BETA sites

What mainstream NGN players should do:

- Work with incubators, angel networks and start-ups
- Get investors excited about NGN now
- Set criteria for and provide funding for start-ups
- Provide early stage access to test-beds / NGN environments
- Embrace open standards



Predictions

- Start-ups will MAKE and BREAK (at times) NGN
- Most NGN traffic will be the direct or indirect result of start-up activity
- Most NGN traffic will be generated by bots
- Traffic generation landscape / ecosystem will be much more diverse
- Devices we have seen in Sci-Fi movies from the 80s and 90s will become available with the help of NGN
- ...
- The huge increase in network nodes, connectivity and bandwidth will result in the net becoming conscious



Next Generation Networks A Start-up Perspective

THANK YOU!





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