

# Global Action Partners Portal



# GAPP

*... a global green marketplace for  
localized economies*



# Agenda

- What is GAPP?
- Need and Challenges
- Opportunities
- Costs and Revenue Models
- Marketing and Outreach
- Phase 1 and Continued Improvement
- Q&A, Group Discussion



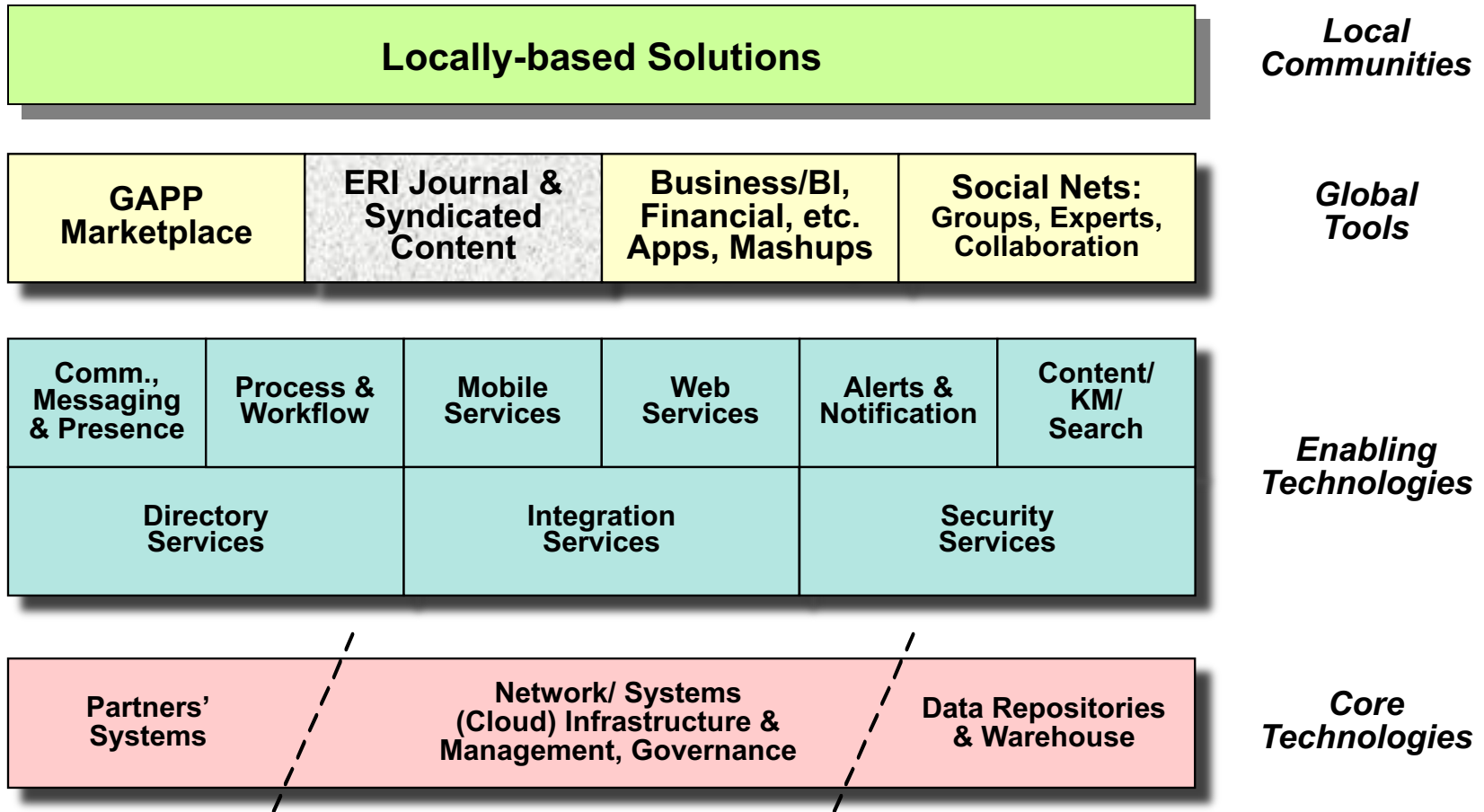
# Bridging the Gap

- GAPP is an online marketplace and social media collaboration platform to assist in the creation of localized economies
  - Provides online and mobile trading marketplace
  - Supports sustainable development
  - Guides 'green' principles
  - Enables collaboration among international experts, NGOs, local leaders, academia and businesses
  - Promotes continued enablement
  - Provides trusted research and academic content from an interactive authoritative journal
  - Bridges the gap between concept and action – takes it to the next level
  - Multilingual





# GAPP Building Blocks





# Need and Challenges

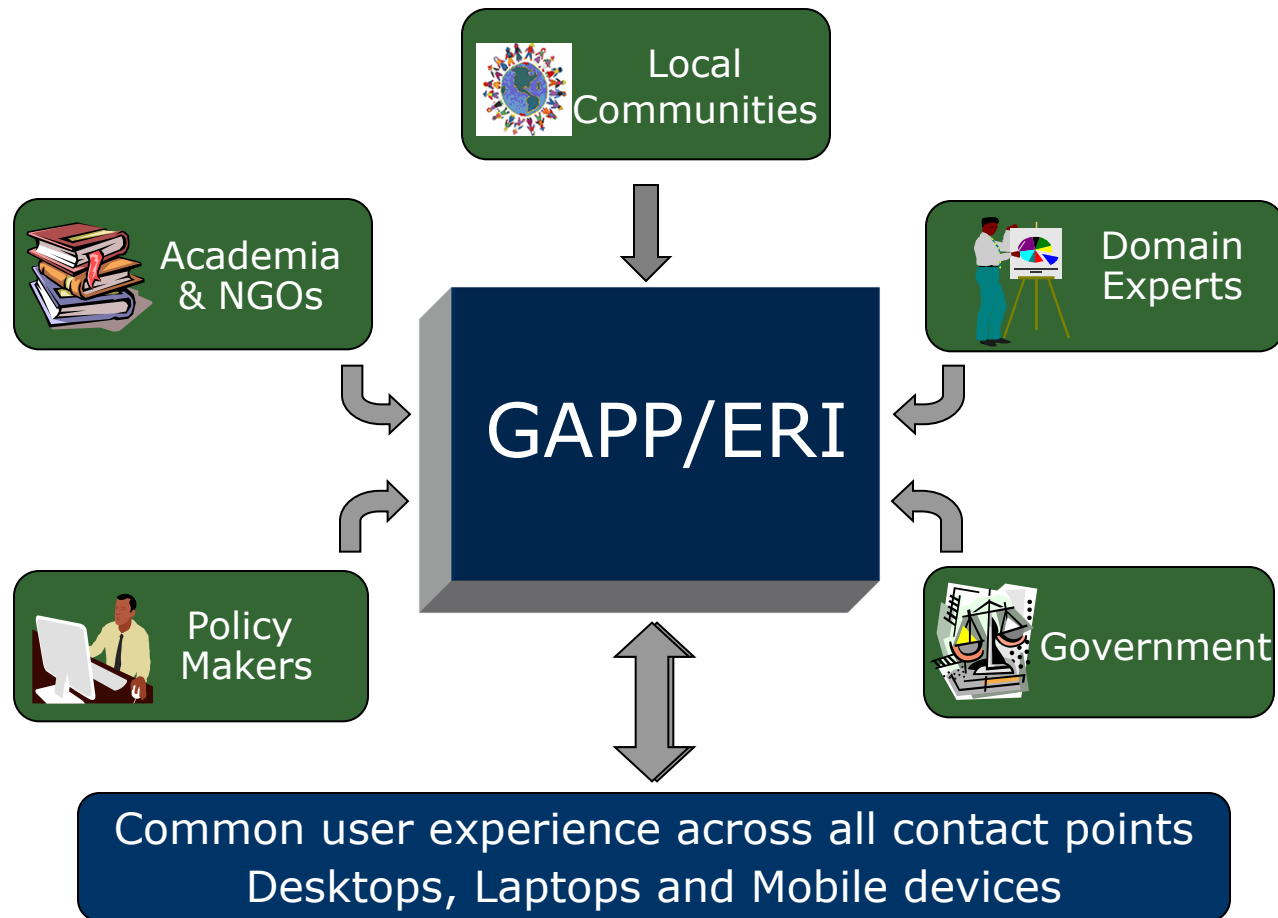
- Underdeveloped and frontier markets are under-served
  - Developed markets are strained
  - BRIC and other emerging markets are in everyone's radar and becoming saturated
- Lack of penetration of Internet technologies, while use of mobile devices is becoming pervasive
- Information overload
- Top-down approach of many sustainability initiatives have limited reach, penetration and long-term influence
- Under-served markets need tools to simplify information access, collaboration and trading for local economies



# Opportunities – GAPP Marketplace Hub

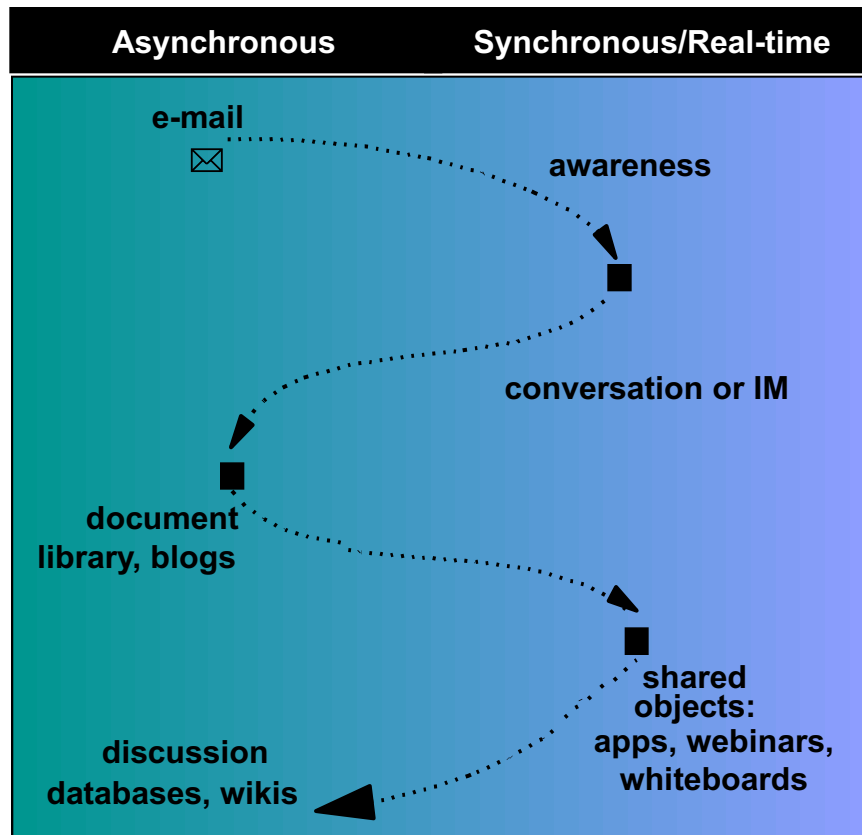
- *"The global sustainable 'green' market accounts for over \$1.37 trillion dollars and expected to double in a decade."*
  - CRB June 2010 report
- *"In 2009, [foreign direct investment] flows from emerging and developing economies into other markets approached one-quarter of a trillion dollars. These countries held overseas investment stock of nearly \$2.7 trillion, more than three times their total a decade earlier."*
  - Robert D. Hormats, U.S. Undersecretary of State, September 2010.
- *"The GREEN TRANSITION SCOREBOARD™ from ETHICAL MARKETS, the independent global multi-media company, tracks total private investment in companies growing the green economy since 2007. The mid-2010 update shows a rise to \$1.65 trillion from \$1.24 trillion at the end of December 2009."*
  - August 3, 2010 – Dr. Hazel Henderson, President, Ethical Markets Media

# Role-based Collaborative Portal





# Collaboration & Enablement



Social Networks; Communities of interests;

**Wisdom of the crowd**

## • Continued Enablement

- Transformational: new tools, products, processes, regulations, trends
- Formal continued forum
- Self-study
- Career growth oriented

## • Contextual Enablement

- Specific project, marketing campaign
- Competitive analysis
- Problem resolution
- Crisis response



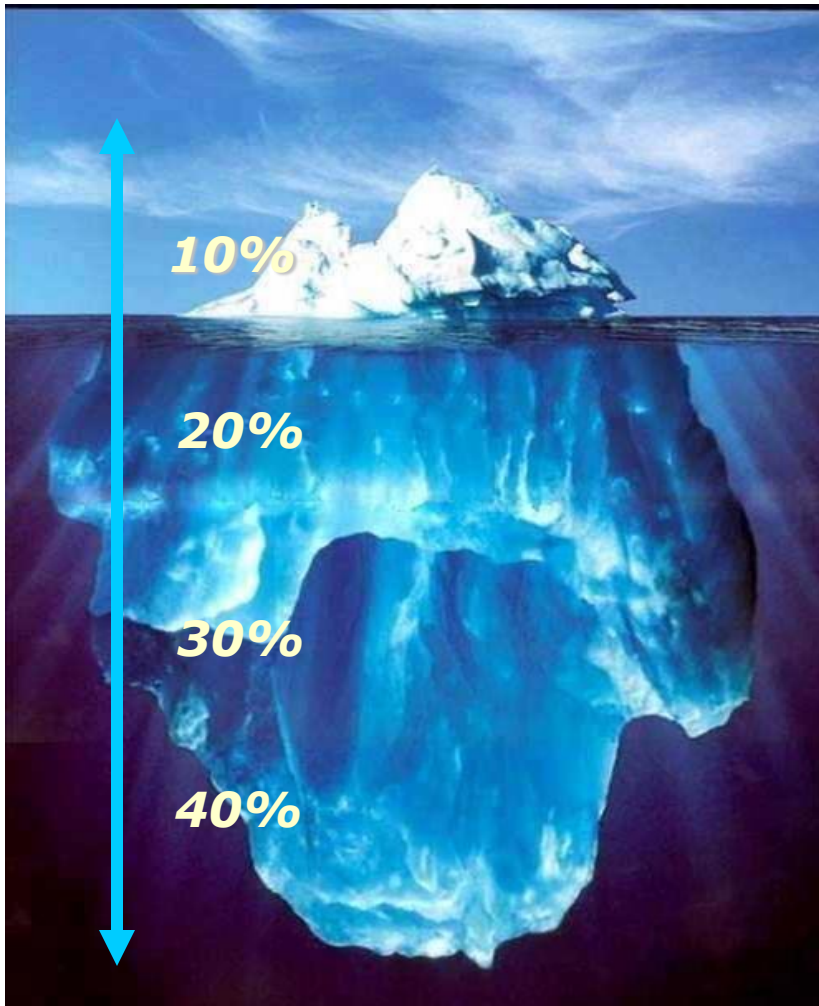


# GAPP Services and Features

- Core Services
  - Global Online Marketplace
  - Social Networks
  - Academic Journal
  - Financial/Micro-finance Services (Future)
- Main Features
  - Links marketplace activity to relevant authoritative content and experts
  - Create groups and communities of interest as related to products and services
  - Facilitates collaboration
  - Future:
    - Application services (trends, indices, and other analytics)
    - Totally immersive virtual 3D environment interface



# Enabling Locally-based Development



**Technology:** Tools and Infrastructure

**Process:** Definition/Design, Compliance and Continuous Improvement

**People:** Roles & Responsibilities, Management, Skills Development & Discipline

**Culture:** Values, Unspoken norms, Often experienced and not seen



# GAPP - Innovation for a Profitable and Sustainable Future

- GAPP assists, supports, creates a journey towards a sustainable 'green' market.
- Principles and Partnerships driven by
  - Local communities
  - International Standards for Sustainable Development
  - UN Millennium Development Goals
  - Commitment to address Climate Change
  - The Earth Charter
  - Strategic Development Partners worldwide
- Exclusive alliance with nonprofit Earth Rights Institute (ERI)
  - United Nations NGO affiliate for ECOSOC, UN Habitat, UNCSD, and UN Finance and Development
  - Official academic partner of the University of California Los Angeles (UCLA) and the University of Massachusetts, Amherst
  - With a vast network of global NGO partners



# GAPP Revenue Opportunities

- Per-transaction commissions
- Targeted online advertising
- Online groups/communities co-branding and branding opportunities
- Miscellaneous marketing and promotional agreements
- Future:
  - Portal technology licensing and software as a service (Saas)
  - Co-branded financial/micro-finance services and credit card agreements

*Note: ERI's online journal subscriptions revenue, and foundations and private donors contributions, to go directly to ERI*



# First Year

- Refine Business Model
- Define and implement staffing model
- Build Release 1 (R1) Portal Platform
  - R1 Beta (month 6); R1 operational release (month 12)
- Establish key alliance for marketplace technology
- Concurrently design and implement phased marketing and communications plan
- Business development-partnerships:
  - ERI and other content providers
  - Businesses, Exporters, Importers, Suppliers
  - Research and define Business Intelligence/analytics applications, other 'smart' web tools



# Continued Improvement

- Customer capture, retention and conversion/growth
- Effective outreach in four primary arenas:
  - Community-based economies
  - Green and Sustainable development markets
  - Banking and financial services
  - Academia
- Sustainability research and related programs
- Global accessibility to major languages
- Virtual Reality interface, akin to massively multiplayer online role-playing game (MMORPG)
  - Use avatars or personas in totally immersive virtual 3D environments
  - Empower persistent, collaborative and multi-media, rich online experiences
  - Help overcome language barriers

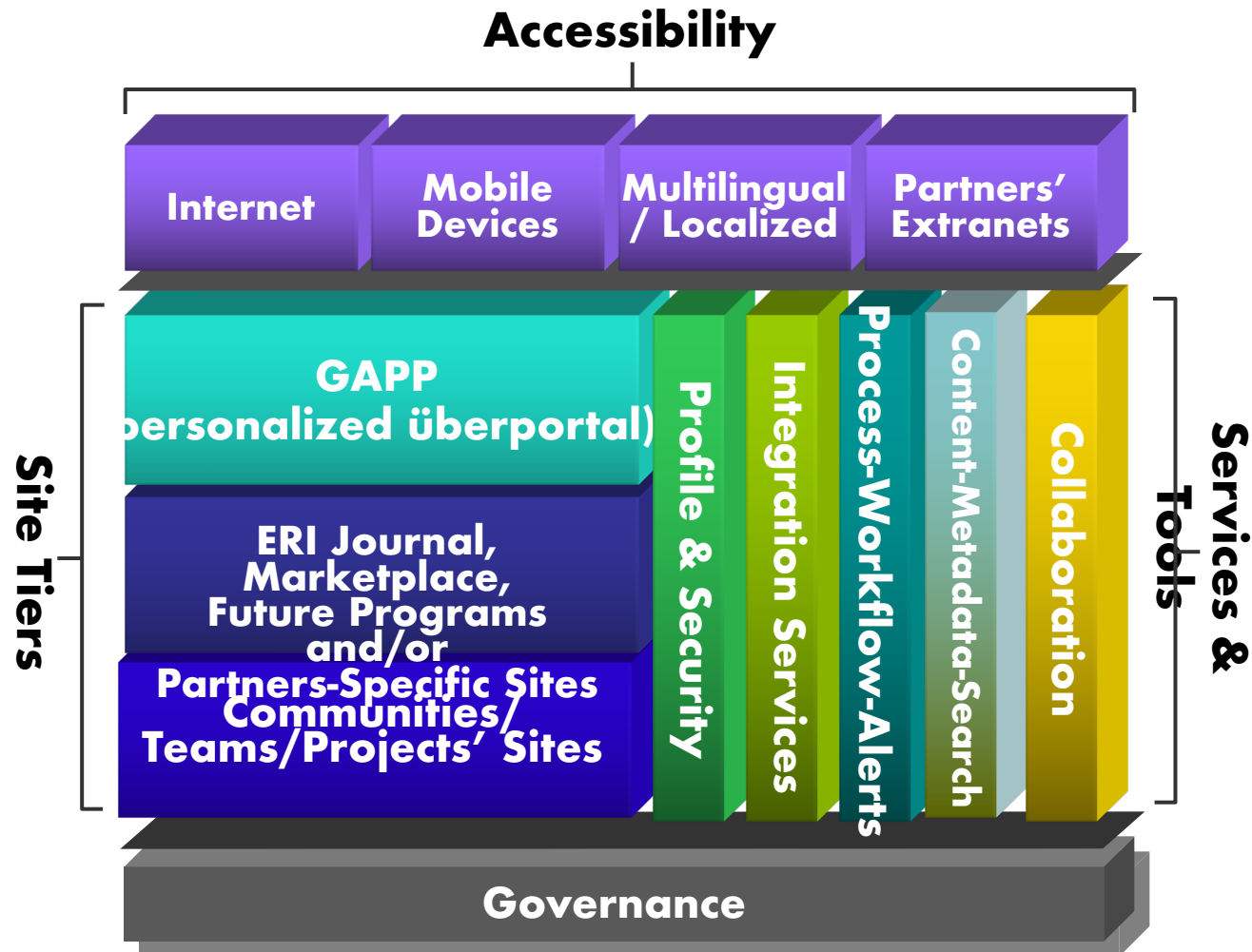


# Win/Win Success Model

- Unparalleled network of relationships at local level breaks through barriers inherent to top down initiatives
- Expand existing relationships with targeted communities
- Communities gain access to sustainability tools and increase quality of life
- Investments diversified into localized economies
- Existing and new local markets gain financial stability
- Expand 'green' import and export trade
- Financial opportunities address climate change
- Academic research connects to near 'real-time' data



# GAPP's Extensible Framework Option







# Thank you!

## Questions, conversation, discussion



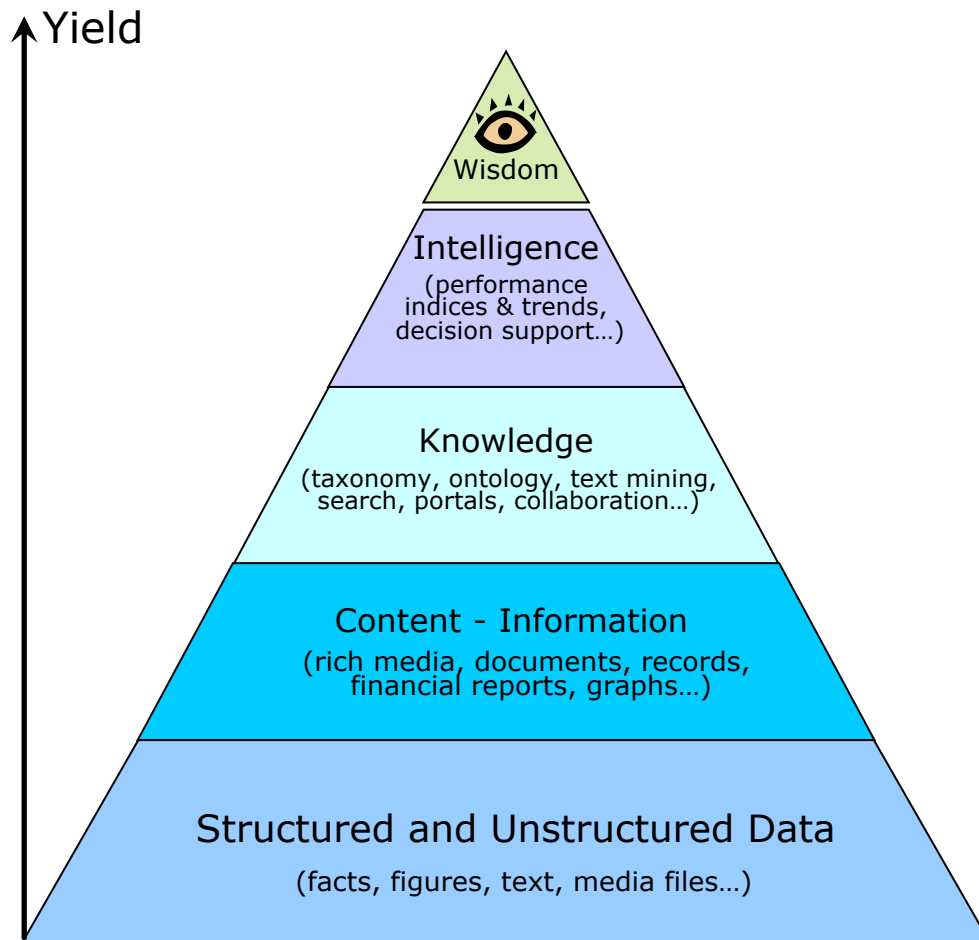
# Backup Slides (Boneyard)

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## Technology Alphabet Soup - EAF, SOA, ITSM & QA...



# Unified Information Management Approach



- Drives real value to the cause and communities, via integration and innovation; enhances
  - Ability to support mission and goals
  - Development and use of Key Development Indicators (KDIs)
  - Level of service and quality
  - Responsiveness and Agility
  - Consistency and loyalty
  - Privacy and regulatory compliance
  - Re-use; scalability
  - Systems maintainability
  - Value of IP
  - ROI
- Quickly develop and use real intelligence, at the right time and in context



# Portal: Much More than a Launch Pad

Integrated access to information, applications, people and experts,  
in context, anytime, anywhere

## Aggregation/Contextualization

Delivering the right information in context regardless of type, location, platform

## Application integration

Information/process/workflow integration; mash-ups, composite apps

## Categorization

Cataloging information assets and understanding relationships via metadata

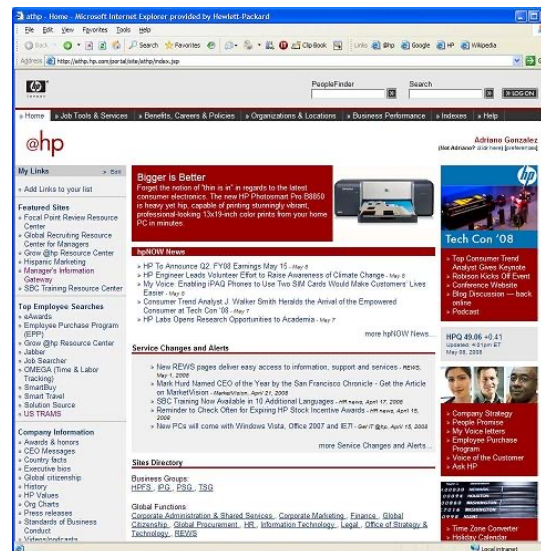
## Information Access/ Federated Search

## Security/Compliance

protecting assets and simplifying the user's experience with all the underlying technology

## Collaboration/Social Computing

Ability to connect users of a similar interest and work together



## Personalization & Profiling

customizing the user's interface based on their preferences

## Development Tools

Visual components navigation/mapping



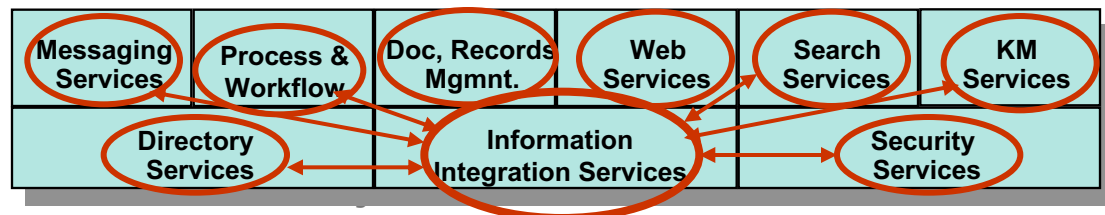
# Social Media – Wish List

- User interaction, presentation, RIAs; all touchpoints
- Content management
- Federated Search
- Classification, Summarization, Metadata extraction
- Profiling/Personalization
  - Registration, usage history and session-based
- Aggregation/Contextualization
- Organization, Process, Workflow
- Shared Objects
  - Applications, documents, calendar, tasks, tags, bookmarks, blogs, wikis...
- Communities, virtual groups
- Presence awareness
- Expertise location
- Alerts/notifications
- Messaging and Conversation
- Online group communications
- Invitations, polls/voting, ranking, rating
- Visualization and analysis
- Access control and security; governance and compliance
- Social Computing Maturity Model



# GAPP Architectural Framework

- Enterprise-level Architecture (& SOA)
  - Business-process driven
  - Open standards: BPMN, BPEL, REST, PSL, JEE, XML, HTML5, Web Services, DOM, JSON, Semantic Web (RDF, OWL, SPARQL), JSR 268, WSRP, WebDAV, DITA, .NET, LDAP, SSL...
  - Modular, extensible and customizable
- Governance: guidelines, policies, processes and procedures
  - Standards, languages, API's... Decision rights
  - Risk, Change, Configuration, Asset Management; ITIL/ITSM
  - Security and access control
- RASS -- Reliability, Availability, Scalability, Serviceability



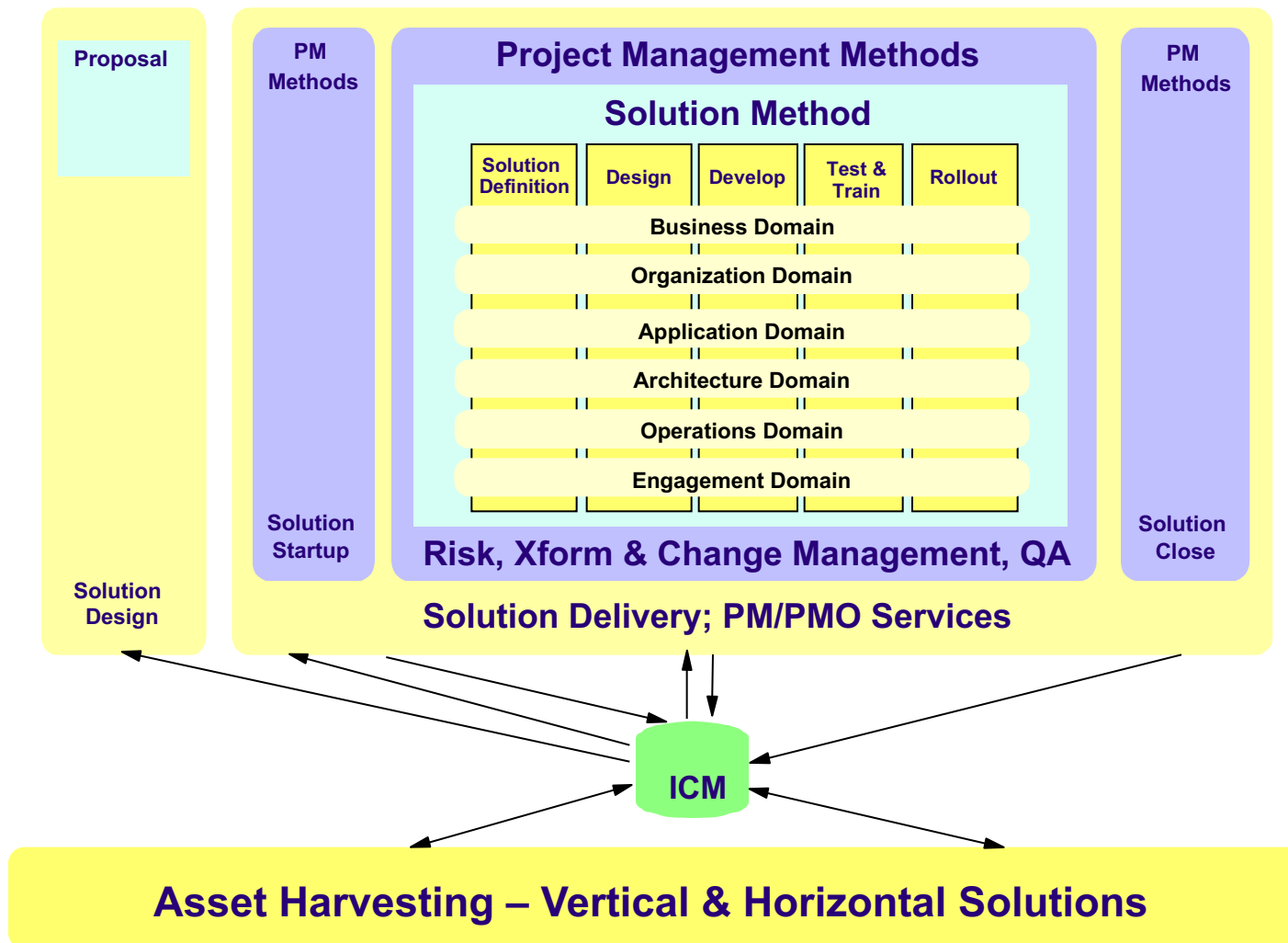


*“Wisdom is not a product of schooling but  
of the lifelong attempt to acquire it.”  
-- Albert Einstein*

# Continuous Improvement Methodology



# Work Product-based Methodology Example\*

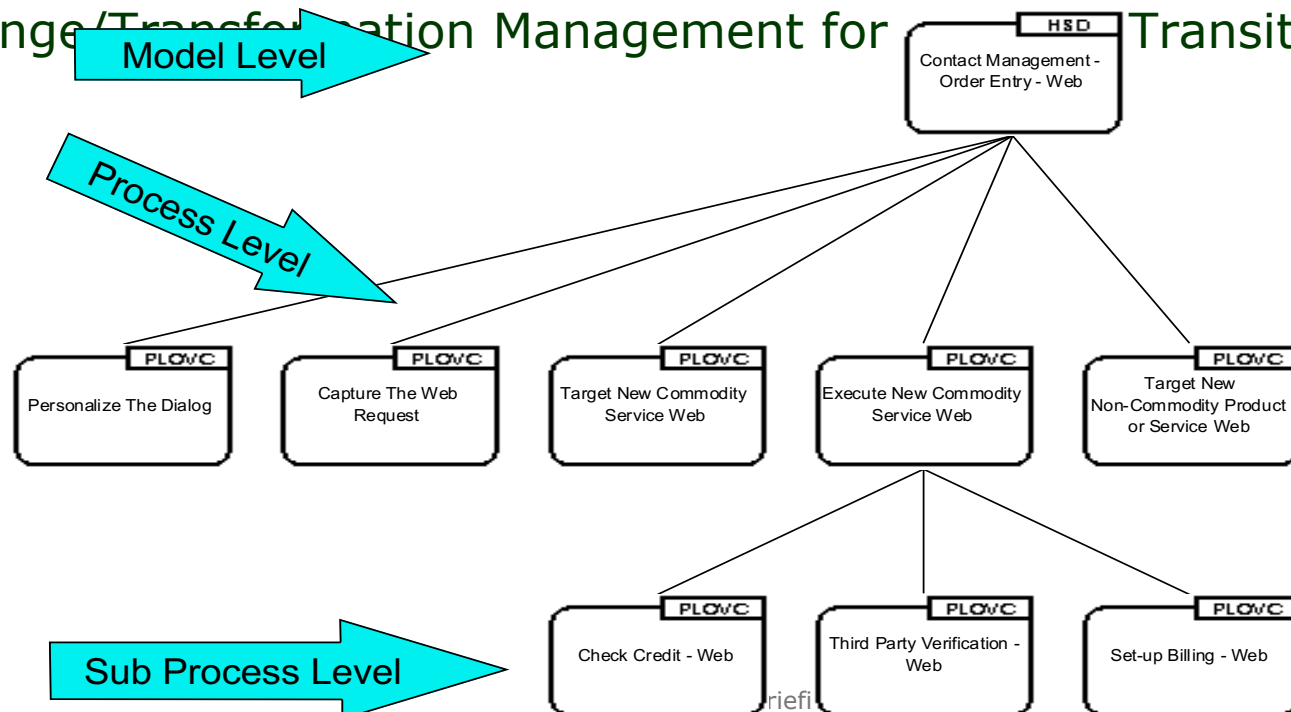






# Customer-centric business models

- Business Process Assessment, Modeling, Simulation and Improvement; TQM (6 Sigma, Kaizen, CMM...)
- KPI's, SLA's & Clear Metrics on Progress and Success -- ITSM
- Change/Transformation Management for Transition





# Full Lifecycle Quality Assurance (QA)

- Encompasses verification of:
  - Functional, performance, load and volume requirements
  - All documentation, including requirements/use cases completeness
  - Source code and open source licenses, as required
  - Extendibility, scalability and maintainability
  - Security, governance and compliance requirements
- Tool agnostic, portable, scalable, and extendable XML-based framework
- Automated testing; end-to-end defect management
- Collaborative processes & comprehensive reports for transparency and easy monitoring
- Continuous improvement
- Empowers and facilitates IT compliance: SOX, Safe Harbor...
- Adds value and insurance to development and hosting efforts
  - Outsourcing, offshoring, insourcing



# Transformation Management

- Assess cultural readiness, benefits, gaps
- Map organizational, processes and systems interdependencies
- Define schedule, roles and responsibilities
- Identify risks -- integrate with Risk Management Plan
- Incentive/Motivation Plan
- Communications Plan: create awareness, align vision, evangelize benefits, capture feedback, manage expectations; tailored as per stakeholders/users roles/groups
- Training
- Support

*“Organizational fear of change can kill a project faster than you can say ‘Go live.’”  
-- Forrester Research Inc*