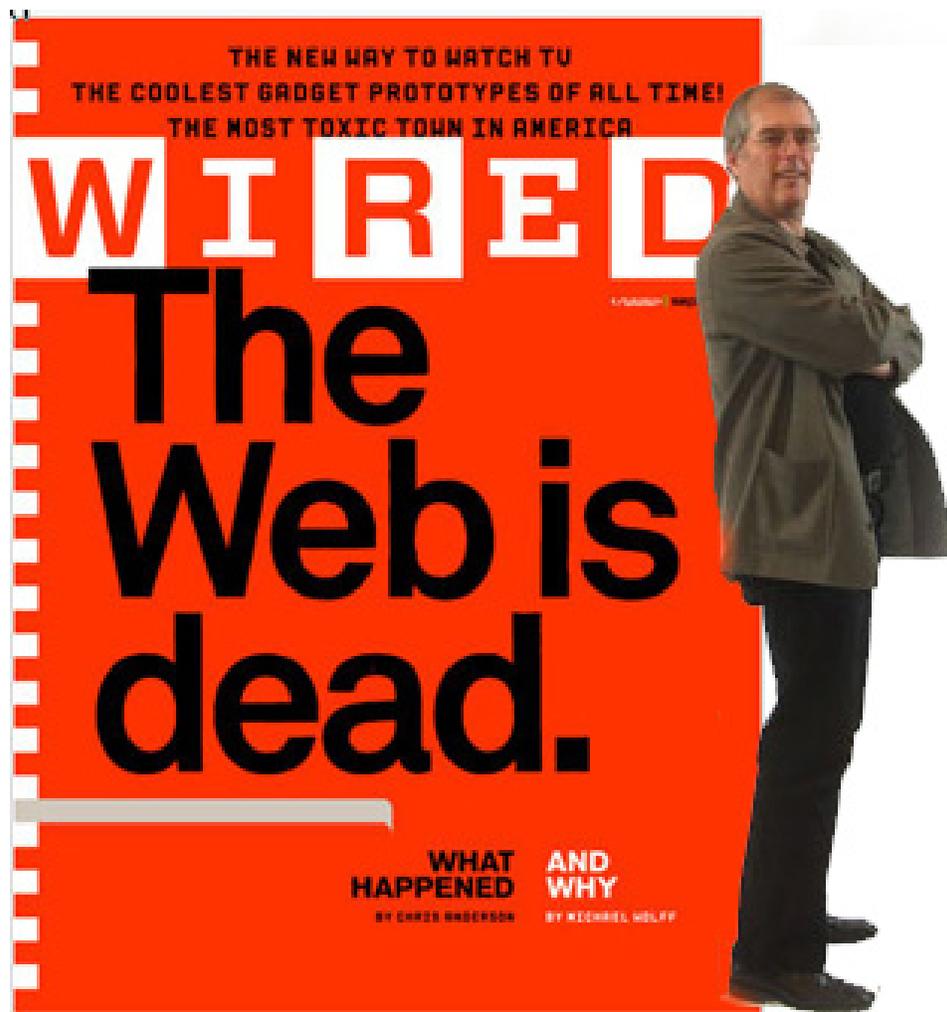


Un-WebOnomics: iProfits Unleashed

Dominating the New iWorld as it Rises From the
Ashes of the Web

www.UnWebOnomics.com

By Scott Paton



Un-WebOnomics: iProfits Unleashed

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Un-WebOnomics

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First published: January 2010

Published by Scott Paton
Canada

ISBN 978-1-

www.MeetScottPaton.com

Un-WebOnomics: iProfits Unleashed

Introduction

Imagine meeting a new potential business partner. In the good old days, after talking for a while, you exchanged business cards. Quaint, wasn't it?

And on that card, you expected to see their name, position, company name, phone number and fax. Oh, yes, you also expected to see their web site address.

If you were serious about doing business with them, you would check out their site and then see if Google searches turned up anything.

But what if they said they didn't have a web site?

Chances are the response was a quick "cya".

Today, you would be hard pressed to find someone without a web site.

And why exchange business cards when all you have to do now is "Bump"?



With the dramatic growth in mobile devices, the old web site is about to be replaced by 'Pod-sites'. These are mobile applications which communicate with your prospects and customers in real time, in ways THEY want to be communicated in. Some people like to read. Others learn better by listening. And most love watching video.

Of course, most of us use all three modalities, reading, listening, and watching. And often, the activities we are doing influence which modality we prefer. It's not a good idea to watch a product video while driving... But many people will listen to hours of audio as they commute to and from work; drive the kids to their sports activities; walk the dog; clean the house.

And chances are they will do the majority of these activities on their Smartphone, iPad or iPod.



Un-WebOnomics: iProfits Unleashed

Unfortunately, your old web site won't cut it on these devices. In fact, you will frustrate your customers, turn off your new business partners and alienate your prospects if you try to force them to interact with you through old static hard-to-read-on-smartphone web pages.

An Axiom of Success

Question: "Where is the best place to build a restaurant?"

Answer: "Where the hungry people are."

With over 7 Billion cell phones on a planet of 6 Billion people, the chances are your clients are on a cell phone. The major trend right now is towards Smartphones. And the 800 pound gorilla in Smartphones today is Apple with the iPhone.

We'll be keeping a sharp eye on Google and their Android OS, but for now the action is all in iTunes.

Apple has made downloading and using Apps as simple and easy as possible. Once you go to the App Store, you select an App and click "Install". After it is loaded on your iPhone (or iPod or iPad), you tap on the icon and it starts up.



There are Apps for cooking, travel, business, games, music, sports, health, and almost anything you can think of...

-  **LogMeIn Ignition**
Productivity
Updated Oct 29, 2010
+\$29.99 BUY
-  **Documents To Go...**
Productivity
Updated Nov 10, 2010
+\$9.99 BUY
-  **2Do: Tasks Done i...**
Productivity
Updated Dec 21, 2010
+\$6.99 BUY
-  **Week Calendar**
Productivity
Updated Dec 16, 2010
\$1.99 BUY
-  **CalenGoo (sync w...**
Productivity
Updated Nov 22, 2010
+\$6.99 BUY
-  **Awesome Note (+...**
Productivity
Updated Jan 10, 2011
\$3.99 BUY

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Since you have to start somewhere, let's start where you have the best chance of success.

Rapid Ramp of Mobile Internet Usage Will be a Boon to Consumers and Some Companies Will Likely Win Big (Potentially Very Big) While Many Will Wonder What Just Happened

Morgan Stanley

And momentum is firmly on Apple's side, according to recent information from Morgan Stanley. Your prospects and customers are voting for Apple with their time and dollars.

Context

Apple's iPhone / iTouch / iTunes ecosystem may prove to be the fastest-ramping + most disruptive technology product / service launch the world has ever seen.

With Internet + cellular networks at its core, Apple, in effect, has empowered tens of millions (and growing rapidly) consumers with cloud-based devices that allow them to easily do "remote-controlly" type things in real time that have been in the imaginations of science fiction writers for decades.

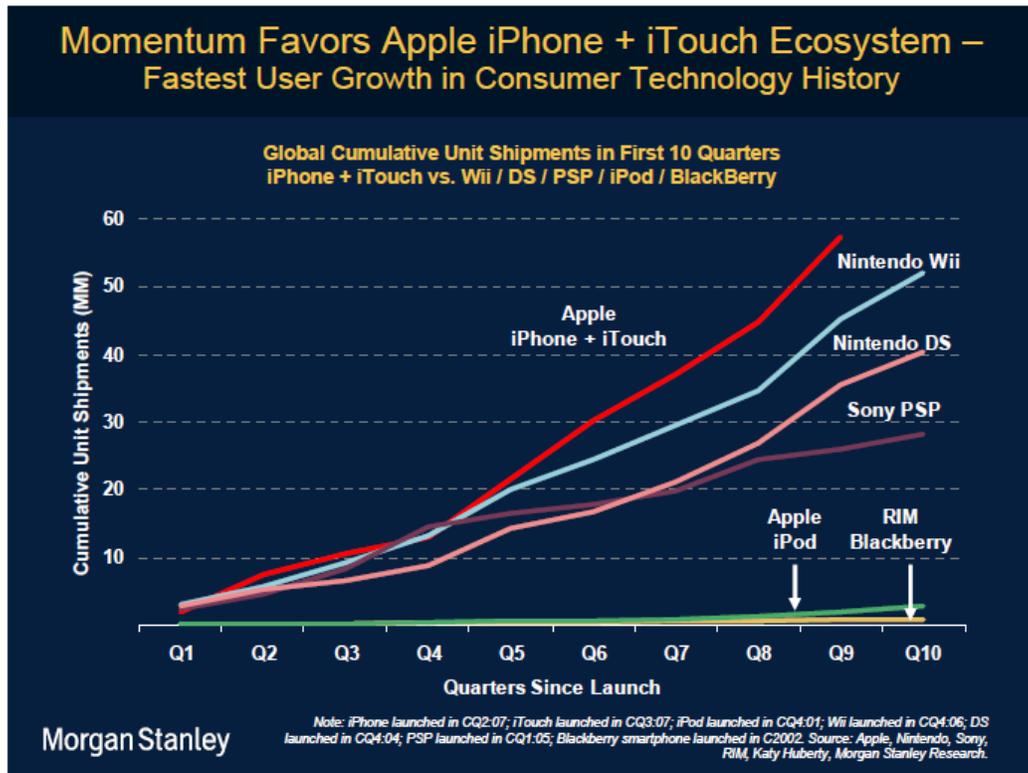
Consumers love Apple's products and are voting with their time and money.

It's a rare business that doesn't need to take note of what Apple + consumers are doing and determine how to adapt to the mobile Internet over the coming decade.

Morgan Stanley

Pod-Sites: The New Web Sites

Mobile is ramping up faster than the Desktop Internet did and will be much bigger than most analysts think.



There are five major converging trends:

- 1) 3G and 4G
- 2) Social Networking
- 3) Video
- 4) VOIP – Skype anyone? Google Talk?
- 5) Impressive Smartphone functionality

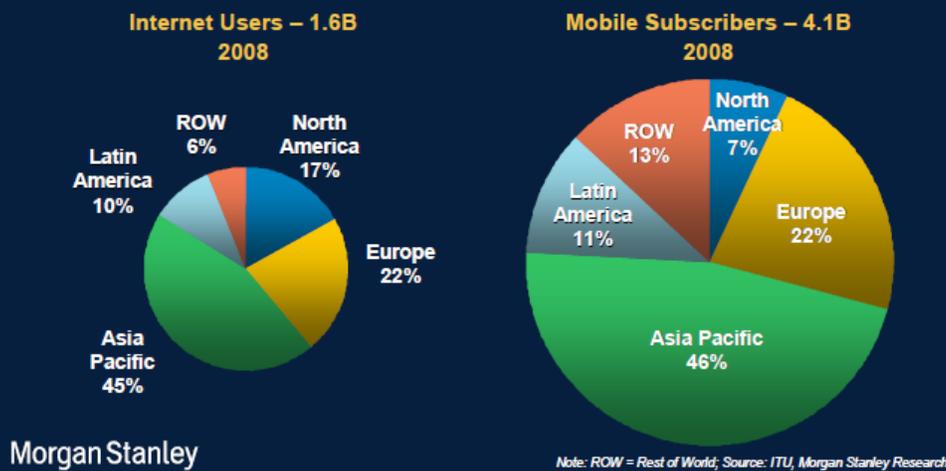
And a sixth consideration is the impact from the Emerging Markets. There is huge potential there for mobile Internet growth due to low penetration now for broadband Internet connections, but there is already many mobile value added services in use throughout Africa, Asia and South America.

More users will connect to the Internet through mobile devices than desktop PC's within 3 years. Google announced in 2010 that all their new program initiatives will be developed for Mobile Internet users first and laptops second.

Pod-Sites: The New Web Sites

Mobile Internet Market Will Be at Least 2x Size of Desktop Internet, Based on Simple Math Comparing Internet Users with Mobile Subscribers

- Global mobile subscribers exceed Internet users by > 2x
- As mobile Internet usage penetration increases, we expect mobile subscriber and Internet user figures to converge
- Smartphone users may rise 3x over 5 years – to ~1B, up from 288MM in 2008E



Recently, Vice President of Google Global Ad Operations, John Herlihy, predicted that in three years, desktop computers will be completely irrelevant.

Pod-Sites: The New Web Sites

In today's fast paced world, text and pictures no longer cut it. Audio doesn't make the grade, and truthfully, neither does Video.

Today's consumer wants all three and they want it now. Along with interactivity... Delivered to them automatically. Conveniently.



They want it where they are, when they want it and how they want it.

All this means: if they are on their iPhone and have to look at a non-mobile optimized web site - you know those sites - You have to flip your fingers and expand the page so you can see the text, then slide back and forth trying to read it.

Well, they won't be staying long.

But if you give consumers what they want when they want it, a whole new world of opportunity opens up for your business. We call it the "Un-Web Business Model"

Pod-Sites: The New Web Sites

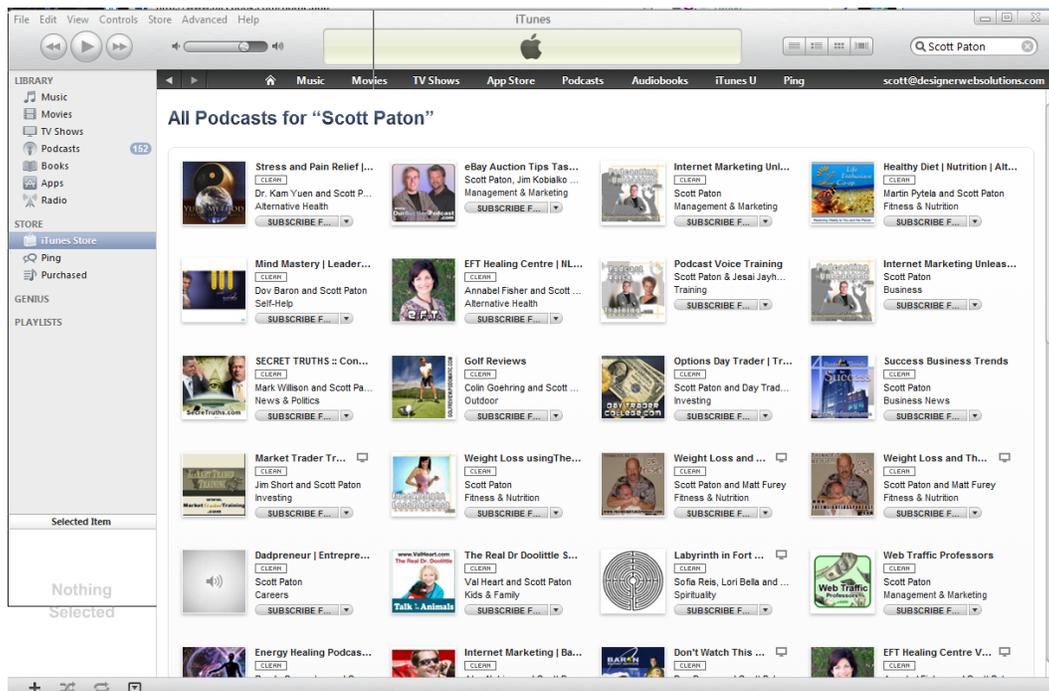
The Un-Web Business Model

Apple changed the way consumers shop.

With over 8.5 billion songs downloaded via iTunes, and over 3 billion Apps downloaded thru the App Store, Apple has become the world's largest Music Store and Software seller. They recently added the iBookstore. Watch for them to be the world's largest bookstore very soon.

And what are these consumers used to doing?

They spend an average of 111 minutes on iTunes every time they sign in.



They are used to hearing something they like and spending 99 cents to get it.



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