

Our business ideas

1.

Time management:

A mashup web page that uses existing databases helping you to create a personal timetable.

Mashup (web application hybrid), a web application that combines data and / or functionality from more than one source.

1.

Target groups:

1. Busy people who have to do many things during a day / week / month, who want to use the web page as more sophisticated calendar
2. The people who want to organise their schedule more efficiently to have more free time; for example for friends and family.
3. The companies who want to use the service as an advertising media.

1.

Content:

Personal timetable created according to own user's preferences by using for example timetables and locations of different restaurants, gyms, theaters, shops etc.

By entering your personal info and by using general information about other users and their choices the service can suggest your schedule and recommend other performances.

By using the gps locations in the map it can help you to optimise your route and avoid unnecessary travelling.

It can recommend you appropriate courses to help you achieve your career goals.

The web page is based on feedback from its users.

1.

- **Web sites that could be used (for example)**

Google maps

Amazon.com

Reittiopas (Route planner)

Etc.

2.

Ecological commuting / travelling

A service which encourage people to pollute less by introducing a platform where they are rewarded for not polluting.

Everybody has their personal quantity of producing pollution and can trade their left over quantities among users in an online service.

"give carrot not stick" → Rewarding people when acting ecologically concerned.

In addition the service could provide information about ecological organizations, companies and products.

2.

Ecological commuting / travelling

A service which encourage people to pollute less by introducing a platform where they are rewarded for not polluting.

Everybody has their personal quantity of producing pollution and can trade their left over quantities among users in an online service.

"give carrot not stick" → Rewarding people when acting ecologically concerned.

In addition the service could provide information about ecological organizations, companies and products.

2.

Target groups:

- People who want to act green
- Companies who act green
- Green organizations

2.

Content:

Platform where you can follow and trade your quantities of producing pollution with other users.

The platform is also a place for the companies to advertise and sell their products.

For organizations to give away information and campaign.

3.

Idea behind a brand → "Slow living"

Encouraging people not to be depending on computers so that they have more time for themselves, friends and families.

Slow Movement according to Carl Honoré:

"It is a cultural revolution against the notion that faster is always better. The Slow philosophy is not about doing everything at a snail's pace. It's about seeking to do everything at the right speed. Savoring the hours and minutes rather than just counting them. Doing everything as well as possible, instead of as fast as possible. It's about quality over quantity in everything from work to food to parenting."

3.

Target groups:

- Too busy people who lack time for themselves
- Companies who want to take care of their employees

3.

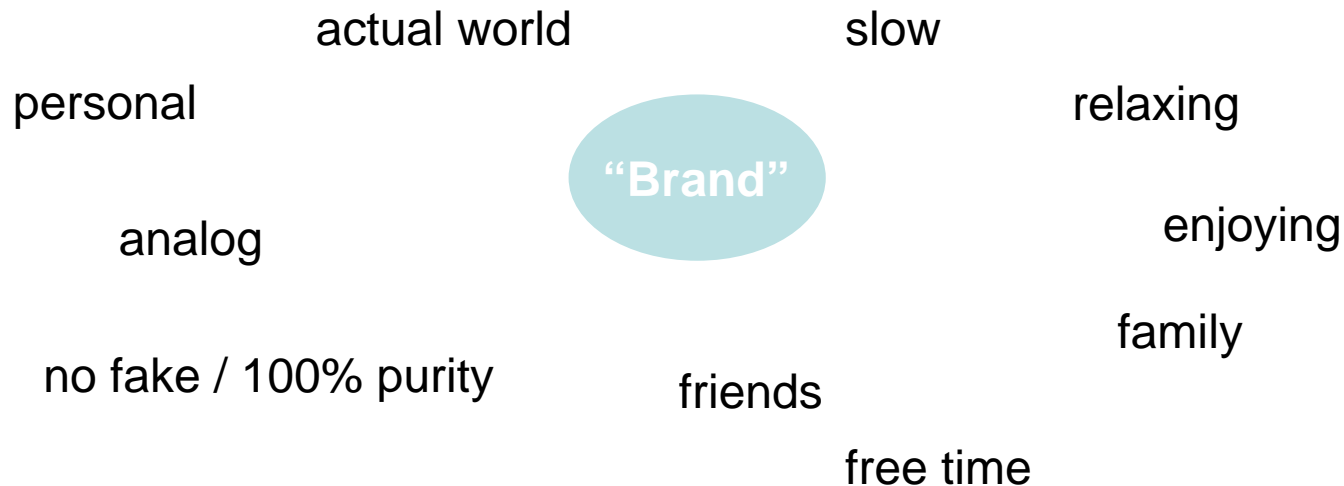
Content:

Primary:

Encouraging people to live slow through out different products and medias.

Secondary:

Providing information through a platform. For example information about the company and products we sell.



3.

References

- http://www.carlhonore.com/?page_id=6