

redefining civilization

meruvian



be a Part of
Emotional
Revolution

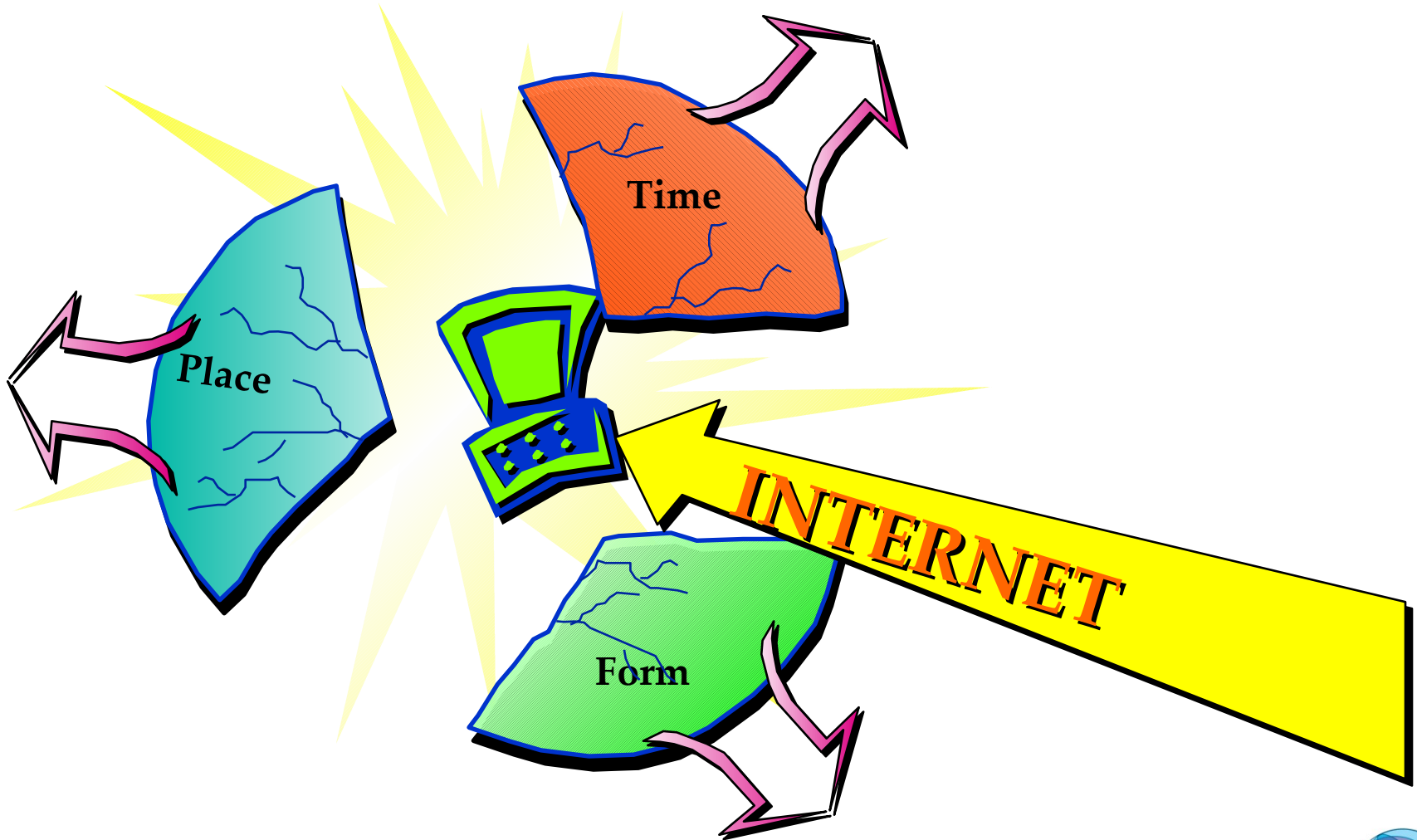


Technopreneurship Strategy

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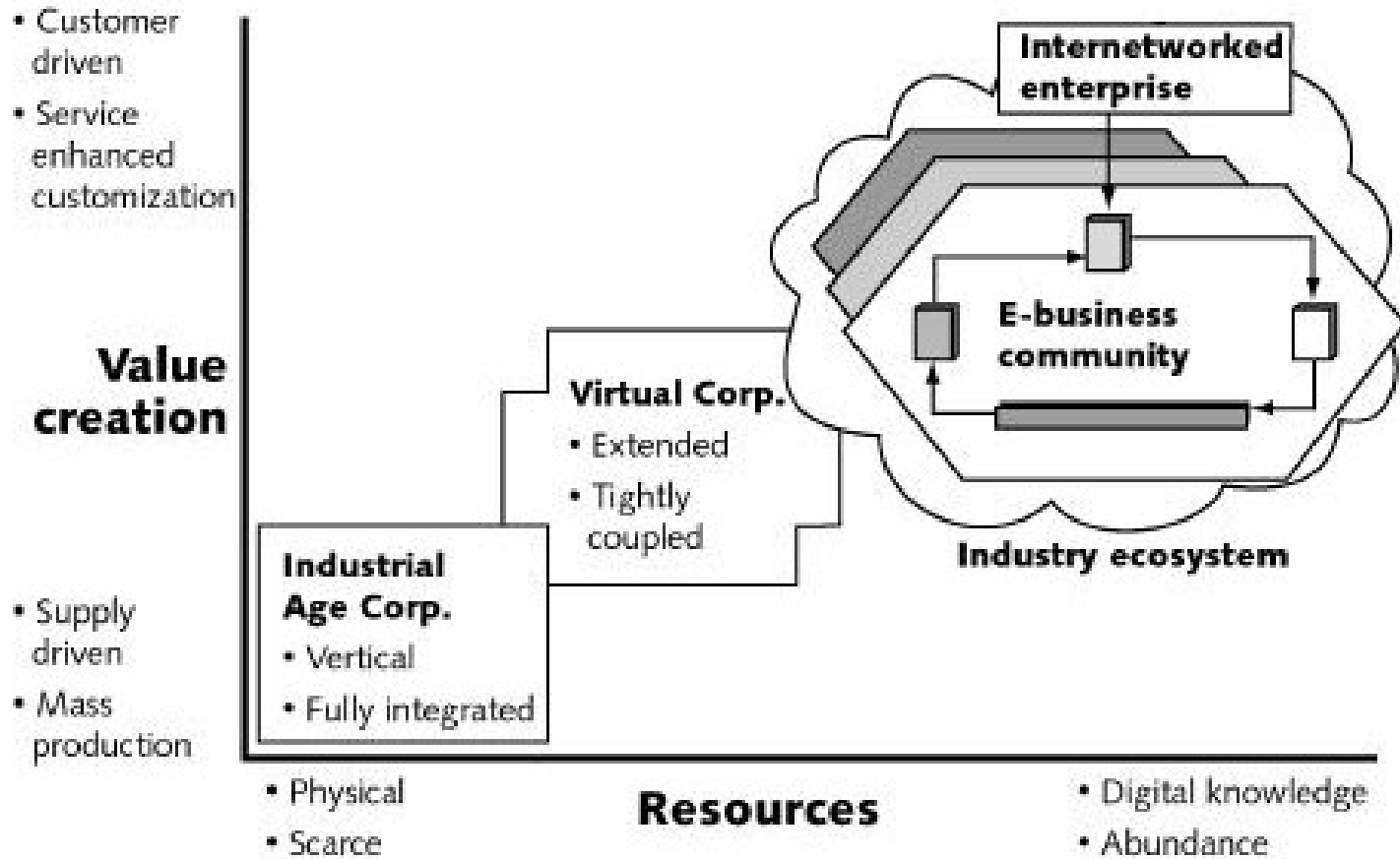
The Internet is a New Medium

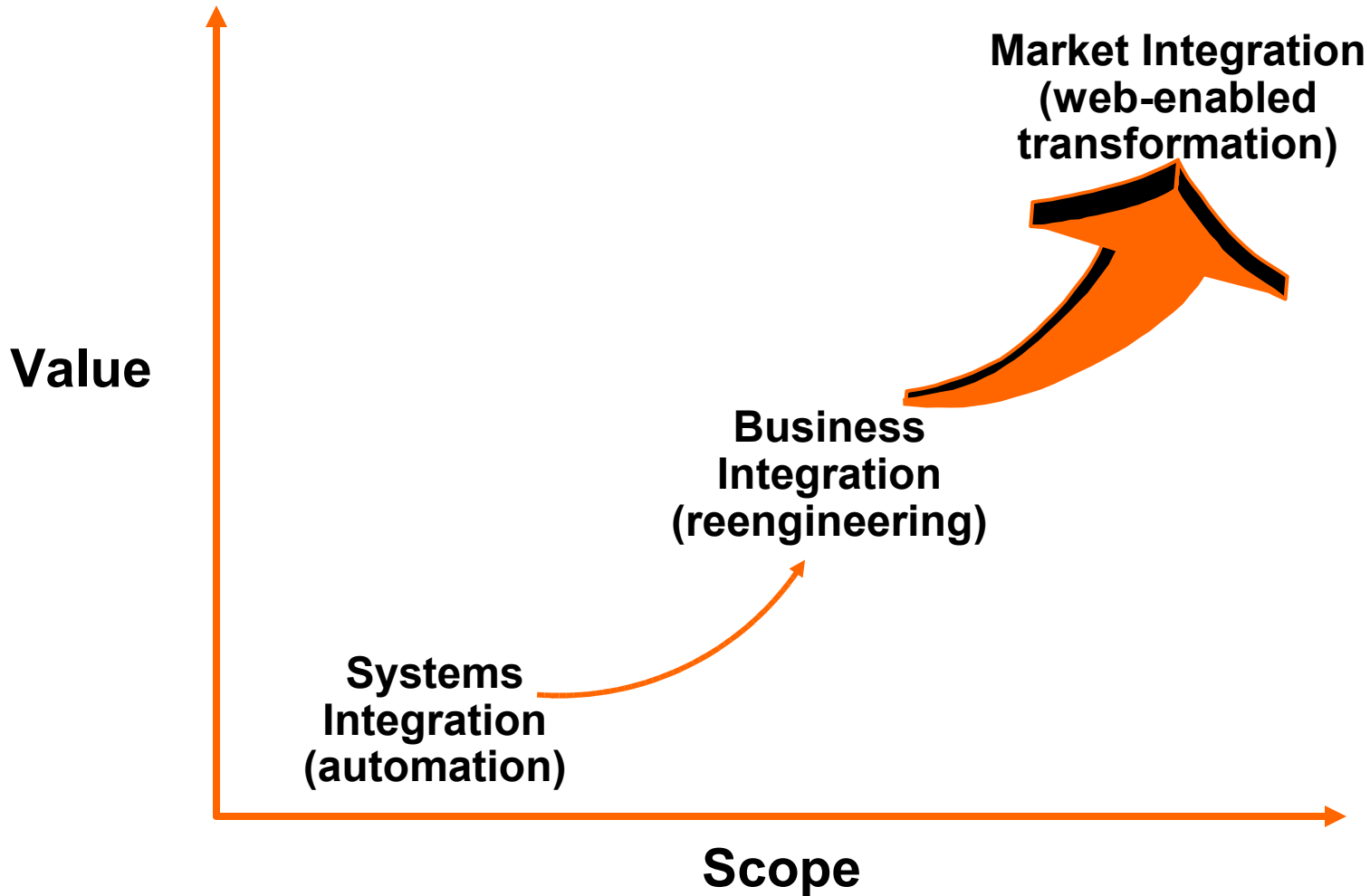
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Internet Economy

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Where We've Been?

Competitive Landscape Analysis

Website	Contractors	Partners	Facility Manager Functionality
sitestuff.com**			
improvenet.com			
fmlink.com			
fndata.com			
buzzsaw.com			
primecontract.com**			
bidcom.com**			
blueonline.com**			
constructware.com**			
nationalcontractors.com			
contractmet.com			
constructionjobstore.com			
fwdodge.com			
constructionclassified.com			
contractor.com			
imandi.com			
ebricks.com**			
buildpoint.com			
propertyadmin.net			
findmro.com			
elance.com			
ifma.org			
boma.org			
	Competitors	Partners	Facility Manager Functionality
			"Step-by-step" process guide
			Contractor Marketplace
			Obtain bids on posted jobs
			Contractor Credit/Legal History
			Obtain contractor references
			Contractor Evaluation Database/"Rate the Professional"
			Facility Manager Community
			On-line Discussion/Chat
			Facility Manager Newsletter/Hot Issues
			Synchronous "Ask an Expert" (Interactive Chat - Real Time)
			Asynchronous "Ask an Expert" (eMail, BBS, Discussion, etc.)
			Project Management Area/Software
			Building Maintenance
			eBilt eMail
			Calendaring Software
			Personal Address Book (eMail, websites, etc.)
			Group negotiating power for procurement - "Freemarkets"
			Budgeting
			On-line procurement of goods and services
			Weather
			Financial services
			Facility Manager Web Page With Personalized Information
			Current news, stock, sports, travel, and weather information
			Building Code Reference Database
			Contract Template Database
			RFP Template Database
			Reference Materials (publications, software, library, etc.)
			Continuing Education
			Project Calculator/Wizard
			Conferences & Seminars
			**Site Is Not Yet Functional or Requires User-Id That is Not Available
			Notes On Functionality Are Based Upon Statements Made On Promotional Portions Of Site.

Differentiators



SWOT Analysis

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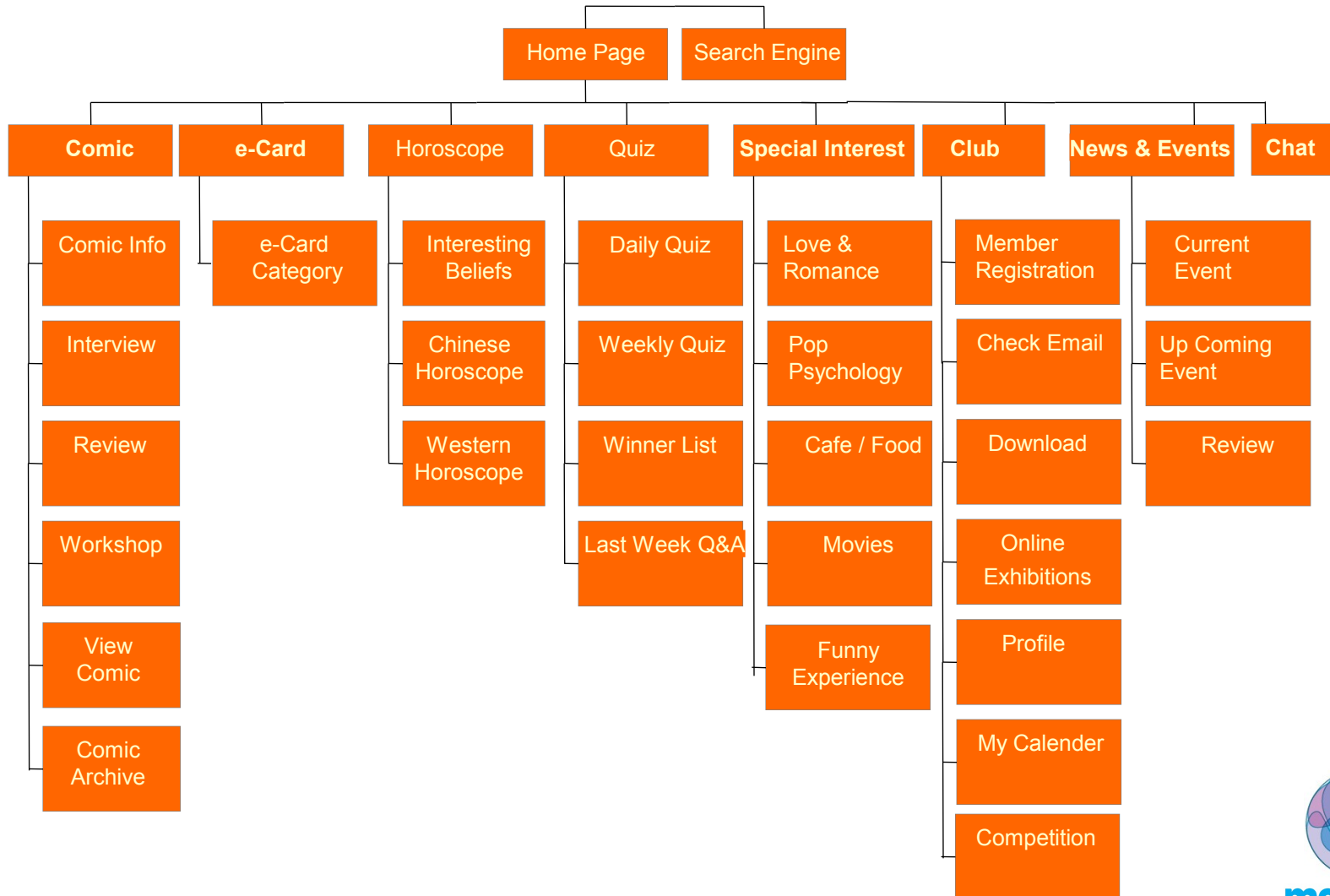


SWOT analysis of (Company Name)



Branching diagram

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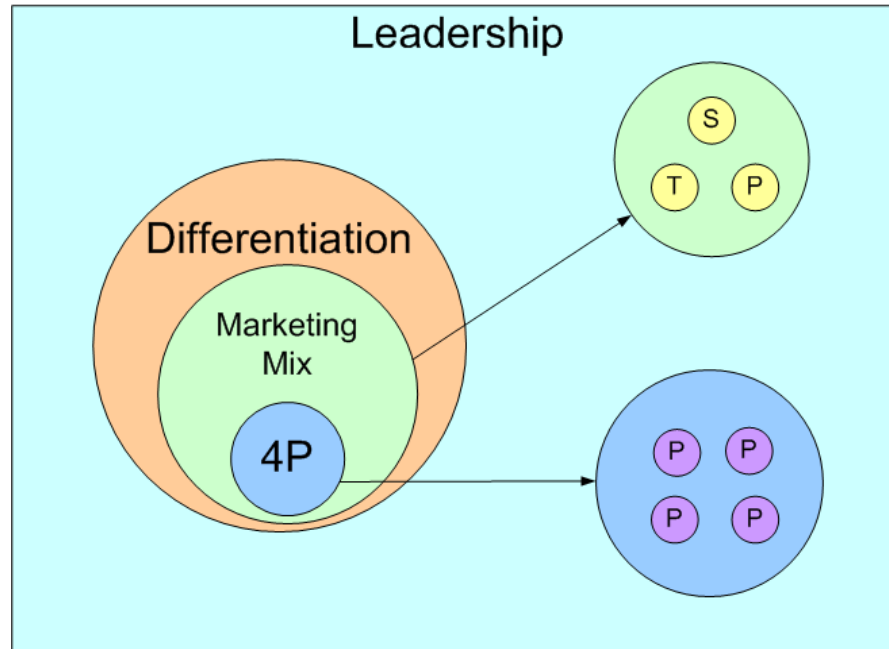


Marketing Strategy

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- 4P (Product, Price, Place, Promotion)
- Marketing Mix (Segmenting, Targeting and Positioning)
- Differentiation



Brand Leadership

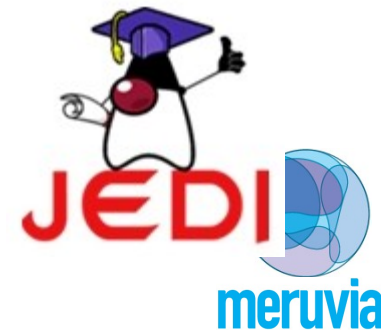
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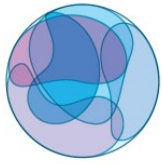


- Awareness
- Relevancy
- Trust
- Kharisma



SONY





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