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Sustainable Information Network

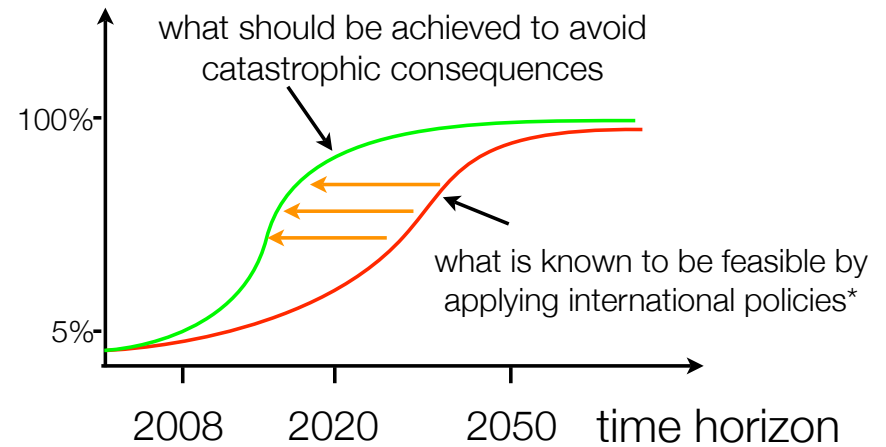


the problem that the World faces

time is short before
consequences
of global warming

our problem is
to implement sustainable development
before facing major catastrophes

renewable
ressources



speed up sustainable development

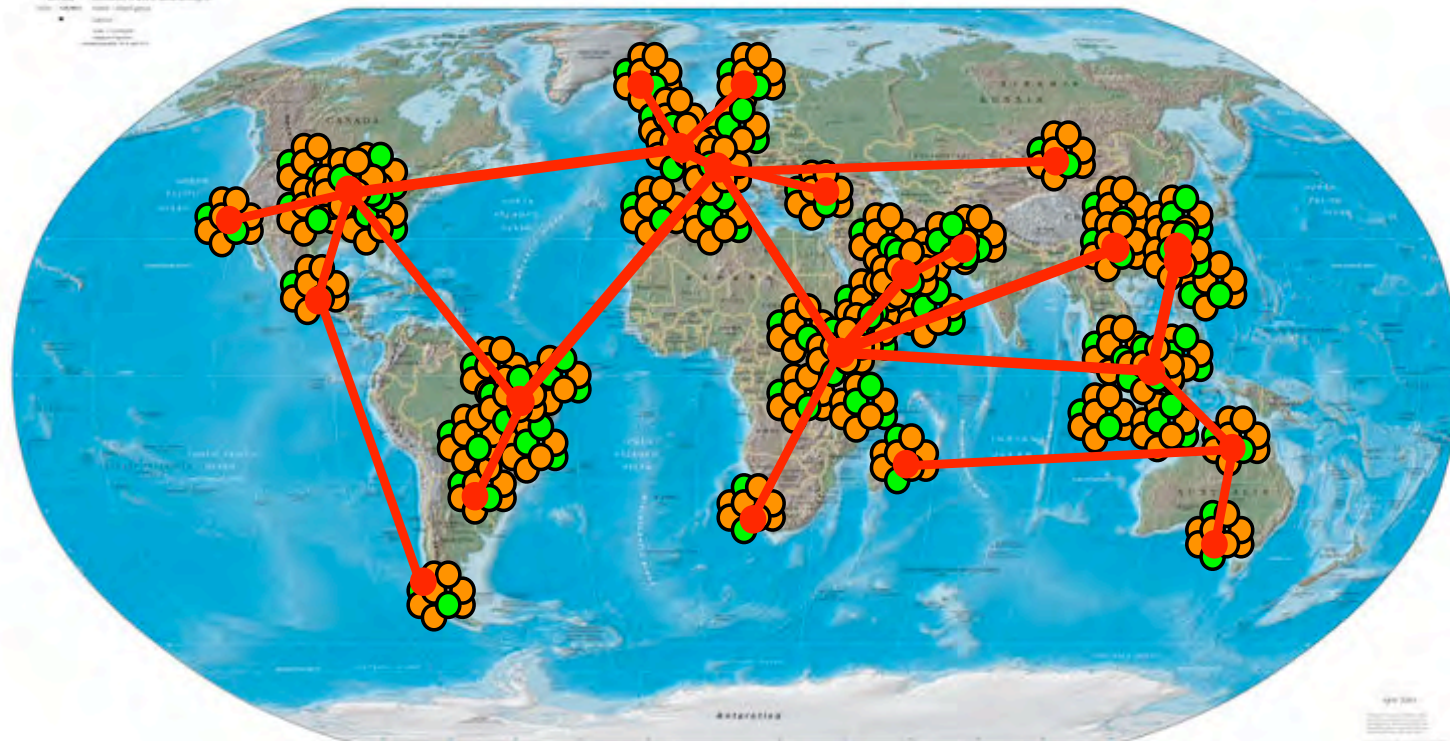
NEW TECHS
EARLY ADOPTERS R&D **GREEN SUPPLIERS**
INTERACTIONS ACTIONS PRODUCTS FEEDBACK
INVITE JOIN RATINGS PROJECTS
REPORTS NEWS **ENTHUSIASTS**

make people share information,
create synergies,
speed up sustainable development


build a supply-demand social network

year : 2008	year : 2012	year : 2020
renewable energies : 5%	renewable energies : 10%	renewable energies : 58%
renewable ressources : 13%	renewable ressources : 24%	renewable ressources : 43%
CO2 reduction : 1 Mt	CO2 reduction : 100 Mt	CO2 reduction : 10 Gt

Physical Map of the World, April 2004



case study: solar panel implementation in Zürich




Action Report

Date: 2005
Early adopter: Mr. Green
Location: Zürich

Technology use: Solar Panel
Annual energy consumption: 2500 Watt
Annual CO2 before/after: 3 / 0.5 t CO2 /year

Total Cost: 10'000 CHF
Estimated payback time: 15 years

Company Name: EarthEffect
Social network rating: ★ ★ ★ ★

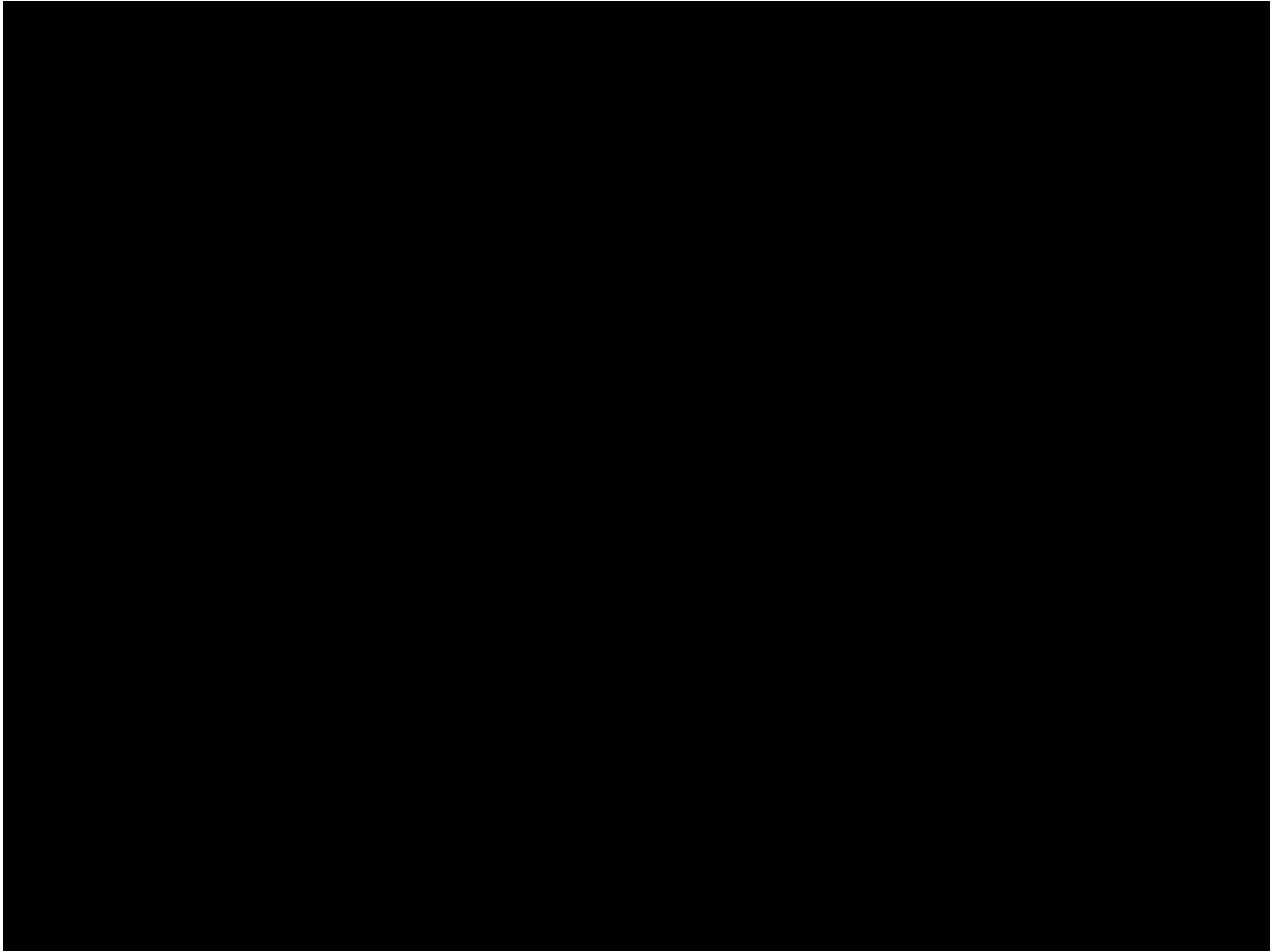


Map Satellite Hybrid

More informations...

Ads by Affiliate Ad Serve

Ebook - Solar And Heat Tips. A Collection Of Energy Saving And Money Saving Ideas From Around The World.	Solar Power Design Manual. Teach Yourself All About Solar Power. Comprehensive Manual By Genuine Expert. Spreadsheet Included.	Electricity - Make It, Dont Buy It. Are You Tired Of Outrageous Electric Utility Bills? This Book Shows You How To Set Up Your Own Power Station In Your Back Yard.
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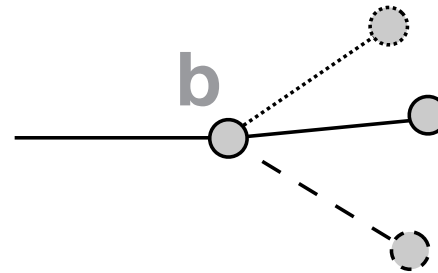
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risks analysis

epidemic risk + reputation

branching effect **b** must be controlled to manage the network growth.



b must remain > 1

if **b** falls < 1 , one should improve design and ergonomomy to foster attractivity

information delivered by ecoclick.com users, may become biased with time. A proper **moderation & communication policy** is implemented

computer risk

Hackers: Third Party Data Theft / Information Theft, Fraud

Hactivists: Web Page Defacement, Denial of Service

IT Risk: Infrastructure Failure, Disponibility, Information Loss

financial risk

Founders already brought **initial 50'000 CHF investment**. Moreover they commit with their **expertise in CO₂ consulting, Open Source Social Networks Models** and a **> 300 contacts' address book**.

Our Website requires a seed external investment (~200'000 CHF) to develop over the next 3 years.

The cumulative income over 5 years, is expected to be **> 1'000'000 CHF** with the **equivalent number of users**.

However the main risk is the amount of **value** that each user will generate. We took a **1CHF/person/year revenue** which can be assumed to be very conservative (**100CHF/person** is expected from **ads and eventually donations**)

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questions & answers