NEW NETWORK BUSINESS MODELS:
THE CHANGING FACE OF THE CLOUD

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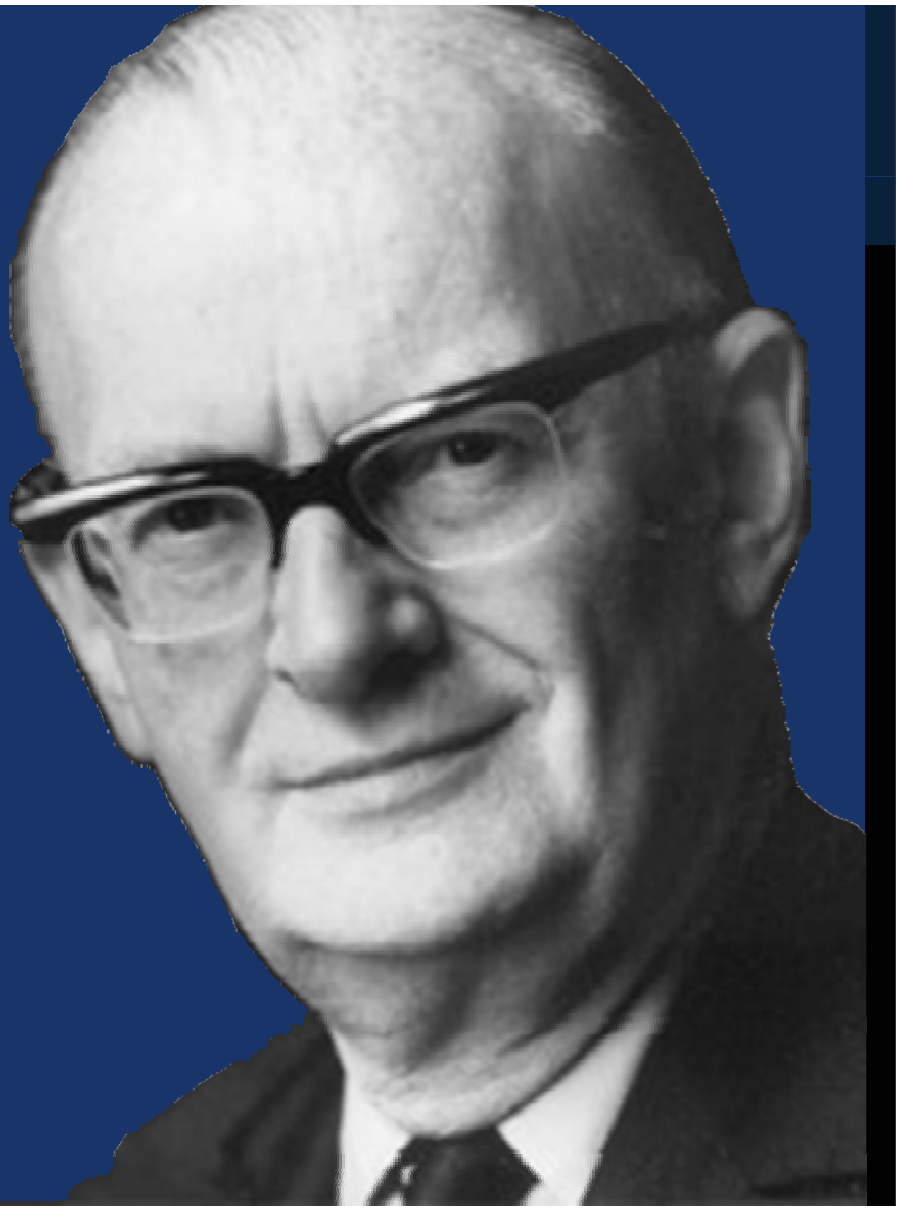
Science Capital

Clarke's Three Laws

- When a distinguished but elderly scientist states that something is possible, he is almost certainly right. When he states that something is impossible, he is very probably wrong
- The only way of discovering the limits of the possible is to venture a little way past them into the impossible
- **Any sufficiently advanced technology is indistinguishable from magic**

Arthur C. Clarke
1917 - 2008



The first of the three laws, previously termed Clarke's Law, was proposed by Arthur C. Clarke in the essay "Hazards of Prophecy: The Failure of Imagination", in Profiles of the Future (1962)

THE NETWORK IS THE PEOPLE

The Technology?

Work or Play?

What can I do NOW?

Simple

Relevant

Mass-Market or Individual?

Money or Free time?

Information, more Information…

Freeing the Enterprise

Exciting

THE FACE IS THE CONSUMER

What does this say about me?

I am unique

I want to make a difference

I want fame

I want a voice

My opinion counts

I want money

Call me

Always available

Leave me alone

I want my own time

I want to create

I just want to make a phone call

I need to belong

Insecurity and grass-roots action

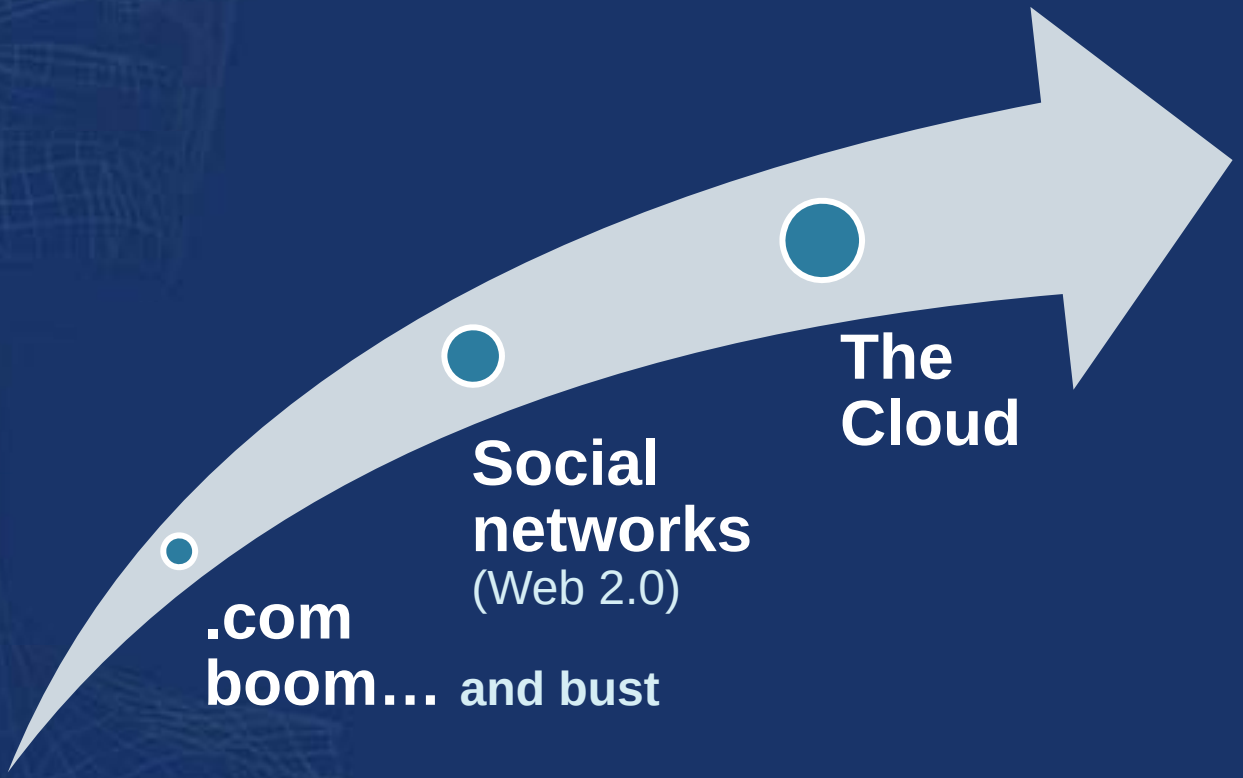
The desire to communicate in groups and relate to each other is fundamental to human nature

People will choose to access content they want, how they want it

Creating a framework where content can live, where society can share ideas and knowledge… is ideologically *and* commercially valuable, if not essential

There is real value in enabling a vast array of ideas and services to exploit the same content in different ways

THE CLOUD



THE CLOUD

SOCIAL NETWORKS

API PLATFORMS

ACCESS

EMOTIVE

YOUR COMPUTER ANYWHERE,
ON ANY DEVICE
Founded February 2009
Born of a vision to provide anyone & everyone with their personal desktop, data and apps from the “Cloud” wherever they happen to be globally and irrespective of the quality of internet access & technology
PERSISTENT
EMPOWERING
GREEN

CNAP.ME AND BIRMINGHAM CITY UNIVERSITY

BIRMINGHAM CITY University

HISTORY ▶

- Strategic Partners since September 2009
- JV Partners since October 2010
- “Your computer on a USB key” launched to students and teachers

AWARDS ▶

- Best emerging Technology
- Strategic Partnerships
- Knowledge Transfer
- Top 100 technologies that will change the way we live

UPGRADE YOUR FUTURE ▶

CNAP.ME AND ECONET

HISTORY

- $99 Netbook OS
- JV Partners since November 2010
- Launching in Africa

OLD.

NEW.

MULTI-DEVICE.

MULTI-USER.

ON CAMPUS.

OFF CAMPUS.

ANYWHERE.

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Telecommunications and Networks
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IMPOSSIBLE IS NOTHING

“**Fiction is more** than non-fiction, in some ways… You can stretch people’s minds, which is very important in an age where things are changing rapidly.”

Arthur C. Clarke

1917 - 2008

Arthur C. Clarke Interview
by Tasha Robinson
http://avclub.com
February 18, 2004