

Launching Potentially Big Ideas

- The Idea
- Communications
- The Team
- Leveraging the Organization
- Development Approach
- Detractors and Ambushers
- Other Organizational Factors
- Guiding Principles

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The Idea

- Getting an Idea
- Formulating the concept
- Find out who knows what
- Validation

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Communications

- Develop a simple theme
- Tell the story outside in
- Tell the story to everyone everywhere
- Build a team of evangelists
- Be lead evangelist - don't protect content

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The Team

- Identify the visionaries and listen hard
- Encourage pointing out your weaknesses
- Trust them to the hilt
- Pay them well
- Lose one person - gain a department

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Leverage the Organization

Leverage the Organization

- alphaWorks
- Olympics
- WebAhead
- Extreme Blue
- The Names Matter

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Development Approach

- Small teams - maximum freedom of action
- Fail and fail often
- Avoid one-size-fits-all
- Make easy things easy
- Think Integration

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Detractors and ambushers

Detractors and ambushers

- Understand their issue
- If you can't change it, ignore it
- Find other allies
- Form vs. Substance

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Other Organizational Factors

Other Organizational Factors

- Air cover
- Taskmaster
- Luck

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Guiding Principles

- Think Big, Start simple, Iterate quickly
- Just enough is good enough / trial by fire
- Sense and respond / Plan build deliver
- Think globally and act locally
- Think Inside-Out

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The Future of the Internet

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John R. Patrick

President
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The Big Picture

- The Internet has grown to it's infancy
- Power of the click
- Expectations rising by the day
- Net Attitude needed
- The Internet evolving rapidly

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The Pervasive Internet

- Millions of businesses
- Billions of people
- Trillions of devices
- Everything connected to everything
- Security and Privacy possible at all levels

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Power Of The Click

- End-to-end solutions
- Click here to call
- The Opportunity is Huge

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e-government & education


- Early leadership and innovation
- Growth coming from grass roots
- Lifelong learning via the web
- Limited by learning how to learn
- Schools and libraries will change

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The Bubble: Bust or Boom?

- The Internet was not the problem
- Water does not flow uphill
- Same economy – new tools
- Bubble #2 ?

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Fast

- Adam Smith's Invisible Hand
- Optical Backbone
- Torrents of Bits
- Shifting Bottlenecks

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Always On

Always On

- Dial-NOT!
- IPEverything
- WiFi: the reality exceeds the hype
- Pringles and Stratellites

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Everywhere

Everywhere

- Where is the Internet anyway?
- Ubiquitous browsers
- “Long” Distance?

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Natural

Natural

- Social Networking not just social
- Wikimedia - The Writeable Web
- Blogging/podcasting revolution
- Gaming exploding
- Let's play tag – The Long Tail

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Intelligent

Intelligent

- Ajax: content isn't what it used to be
- Global Application Web unfolding
- Everything at your service
- World Community Grid - good for your health

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Easy

Easy

- OpenDocument, Open Inventions
- Linux changing the game
- You Who?
- IT infrastructure: Real or Virtual?

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Trusted

Trusted

- Security redefined
- Privacy policy and framework essential
- Linkage of brand and digital ID
- Healthcare and Finance ready to go
- Block bad things with technology – not laws

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How To Survive (and thrive)

- Think Outside In -- Listen to the people
- Think Big, Act Bold, Start Simple, Iterate Fast
- Anticipate the evolution of the Internet
- Build a framework for On Demand
- Get a Taste of Net Attitude: talk to kids

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Hi! Glad you stopped by.

... my name is John Patrick and Attitude LLC is the ... of my company. My activities include writing, [speaking](#), and [board service](#). I am fortunate to have quite a few [affiliations](#) and I get to work with people from whom I am constantly learning. Prior to "e-tirement", I was vice president of Internet Technology at [IBM Corporation](#). Nearly everything I have ever said or written is here at patrickWeb or in my book, [Net Attitude](#). As of today, the patrickWeb blog contains 779 postings. I hope you enjoy reading them -- and listening to some musical selections!

Attitude LLC

WIMPY PLAYER

Mendelssohn Symphony 4 0:40

PLAYLIST

- ▶ Mozart Piano
- ▶ Fireworks Suite
- ▶ Dvoraks New World
- ▶ Mendelssohn Symphony 4
- ▶ Beethovens 5th Mvmt 1

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Monday, July 9, 2007


iPhone - continued

 A number of people commented about the [mini review](#) of the iPhone from yesterday. Early experience from others mostly matches mine but some have pointed out things I missed -- both positive and negative. After another day of use I am also learning new things that you can or can't do. One thing I don't like is the way [SMS](#) works. A list of your prior messages is available but I have not been able to figure out how to send another message to someone in the list without having to key in their name again. With regard to [Safari](#) it was pointed out to me that you can zoom the screen. You can either double-tap on the screen or use two fingers to touch and either pinch or reverse-pinch. If you want to see a "pinch" in action take a look [here](#). The zoom is a very nice feature but I still find the browser to be quirky. I suspect it will be compared to the new [Opera mini version 4](#) which is now in beta. All things considered after the first few days, I am still [captivated](#) by the [iPhone](#). I am sure many more things will be learned in the days ahead. I especially look forward to seeing some new applications become available. One thing I suspect many people would like to see is a chat client. [Meebo](#) works through the browser but it is not really designed for mobile.

[Internet Technology](#) , [Mobile](#) July 9, 2007 05:37 PM

Sunday, July 8, 2007

iPhone Out of the Bottle

 Back in [January](#) I said I couldn't wait to get an [iPhone](#). Of course, I did wait, but not in line. The order was placed online the evening of June 29th and the confirming email said shipping would be within 2-4 weeks. Much to my surprise the iPhone left [Shenzhen](#), China six days later and after [Fedex](#) stops in Anchorage, Indianapolis, Allentown, and Pittston the amazing logistics system dropped off the iPhone at the lakehouse the next day, Friday. From late that morning through the afternoon I was [captivated](#).

I don't claim to a product reviewer but this posting will be my attempt to share reactions and opinions about the iPhone. The bottom line is a big "thumbs up" -- my comments have been exceeded, especially with