



METHODOLOGY

- Specially designed network approach
- Organize multi-stakeholder promotion process
- Create framework for promotion
 - Generation of promotional ideas
 - Development of promotion projects
 - Creation of institutional arrangements
 - Emphasis on young consumers
 - Due regard to other audiences

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METHODOLOGY

- Under auspices of ICO
- Stakeholders organize themselves in sub-networks
 - Producer markets
 - Consuming markets
 - Emerging markets
- Establish a contract of network management
- Property of users / stakeholders

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METHODOLOGY

Business-oriented architecture:

- Management Group
 - ICO staff
 - Representatives of Steering Group on Promotion
 - Consultants
- Mediators
 - Country member representatives
 - Institutional representatives
 - Professionals
 - Consultants active in sector
 - Others

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METHODOLOGY

Business-oriented architecture:

Colaborators

- Suppliers
- Companies
- Institutions
- Think tanks
- NGOs
- Others

Participants / stakeholders ("us")
(members of promotion value chain)

- Industry
- Trade
- Production
- Government
- Distribution
- Institutions

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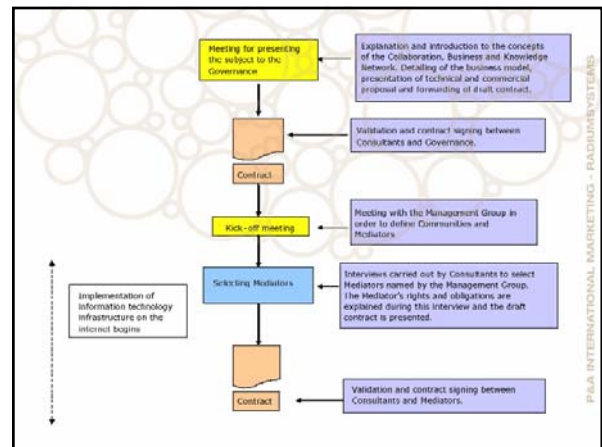
METHODOLOGY

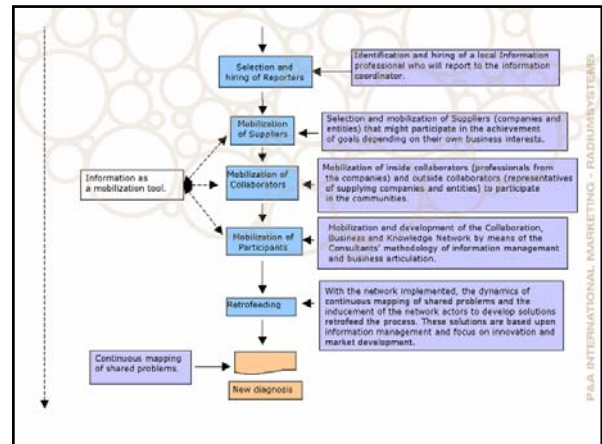
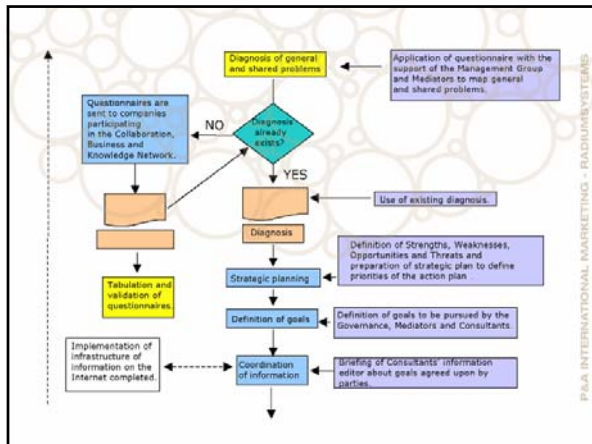
Journalistic information management:

- Motivation
- Group's personality and mode of cooperation
- Cohesion and objectivity
- External information
- Relationship with traditional media
- Public relations multiplier effect

WITHIN NETWORK ↔ OUTSIDE NETWORK

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ACTIVITIES AND PRODUCTS

1. Project Launching

- Introduction of the concepts of the collaboration, business and knowledge network
- Introduction and discussion of the business model
- Definition of Governance (Management Group) in discussions with Client
- Discussion (change, complement and/or validate) of the promotion sub-networks and communities
- Refinement and customization of topics to be developed
- Special provisions for the focus on young consumers

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ACTIVITIES AND PRODUCTS

2. Starting of implementation of network (infrastructure of information) in the Internet

3. Selection of Mediators

- Indication of possible Mediators by Management Group
- Interviews and screening by Consultants of Mediator candidates:
 - discussion of mediator's rights and obligations and
 - presentation of draft contract
- Validation of choice of Mediators by Management Group

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ACTIVITIES AND PRODUCTS

4. Development, discussion and signature of contracts with Mediators.

5. Diagnosis

- Identification of shared problems
- Specially designed questionnaires
- Institutions
- Companies and persons
- Collaboration, business and knowledge communities

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ACTIVITIES AND PRODUCTS

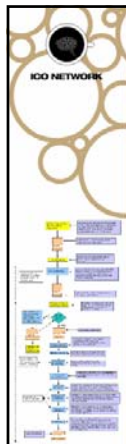
6. Strategic Planning

- Definition of Strengths, Weaknesses, Opportunities and Threats (SWOT analysis) using information gathered by the diagnosis
- Preparation of the Strategic Plan

7. Goals

- Definition of priorities and preparation of the Action Plan
- Definition of goals to be pursued by Governance, Mediators and Suppliers

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ACTIVITIES AND PRODUCTS

8. Information System

- Briefing of Consultants' information editors about goals agreed upon by parties
- Hiring by Consultants of an information professional to report to the information editor

9. End of implementation of network (infrastructure of information) on the Internet

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ACTIVITIES AND PRODUCTS

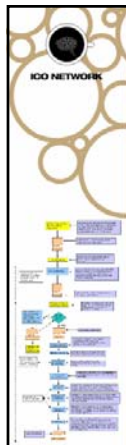
10. Mobilization of Suppliers

- Selection and mobilization of suppliers
 - Companies
 - Entities
- Participate in the achievement of goals
- Different business interests

11. Mobilization of Collaborators

- Inside collaborators (professionals from the companies and entities)
- Outside collaborators (representatives of supplying companies and entities)
- Participate in the communities

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ACTIVITIES AND PRODUCTS


12. Mobilization of Participants

- Development of the collaboration, business and knowledge network
- Consultants' methodology of information management and business articulation.

13. Retrofeeding and Beginning of Operation

- Retrofeeding
 - Continuous mapping of shared problems
 - Inducement of network actors to seek solutions
- Information management tools
- Focus on innovation and market development

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SUSTAINABILITY OF OPERATION

- Internet services
- Telecommunication tools
- Advertising
- "Brokerage" fees
- Others

MANAGED / OPERATED BY CONSULTANTS

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REVENUES FOR ICO

- Payments (donations) to ICO's Promotion Fund
- Proportional to Consultant's income
- Verifiable according to criteria to be discussed with ICO

NO BUSINESS LINK BETWEEN ICO AND NETWORK CLIENTS

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ICO RESPONSIBILITY

- Content of exchanges is sole responsibility of who uploads it
- Network is not responsible for business that it generates and / or it causes to be transacted
- Network will not belong to ICO


ANALOGY WITH TRADE FAIRS

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ANALOGY WITH TRADE FAIRS

- Trade fair organizer sells / leases
 - Space
 - Booth fixtures
 - Registrations
 - Sponsorship quotas
 - Others
- Trade fair organizer creates environment for
 - Sales of products and services (booths)
 - Presentation of ideas (conferences, speeches, etc)
 - Exchange of ideas (workshops, seminars, etc)
 - Transaction of business



ANALOGY WITH TRADE FAIRS

- Trade fair organizers are **not** responsible for
 - Content of ideas or conversations
 - Business transacted or generated even though they may benefit from them
 - Copyright
 - Rent
 - Fees
 - Others

NETWORK / ICO NOT RESPONSIBLE EITHER



SCHEDULE OF FEES

CONSULTING TIME

- Design network
- Define governance system
- Select, interview and screen mediators
- Draft contracts
- Develop questionnaires
- Perform diagnosis
- Perform SWOT analysis
- Define strategies
- Create action plan
- Develop reporting system
- Mobilize suppliers, collaborators and participants
- Start-up system (and perform initial retrofeeding)

US\$ 48,500.00



SCHEDULE OF FEES


CUSTOMIZATION OF SOFTWARE

(Redevelopment to reflect promotion at ICO)

- Open software (security and stability)
- Community control (invitation model)
- Empowering the users (define profiles and communities)
- Auto-defense against spammers and advertising tools
- Scalability
- Control of software development (addition and correction)
- Translation into English

US\$ 56,000.00

COST OF SOFTWARE MADE AVAILABLE: US\$500,000.00



SCHEDULE OF FEES

Consulting time	US\$48,500.00
Customization of software	US\$56,000.00
Traveling expenses	US\$10,000.00
Total	US\$114,500.00

TIMETABLE

Completion in 90 to 120 days



WHO WE ARE

RADIUMSYSTEMS



OLPC IN BRAZIL

WHO WE ARE

P&A INTERNATIONAL MARKETING

ICO GUIDE

ICO NETWORK

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ADVANTAGES

- Start work in promotion promptly (in less than 6 months)
- Low cost of implementation
- No cost of operation
- Source of income for ICO
- Possibilities of expansion of network approach to others ICO operations
- Ability to use the ICO network platform to create country networks (like Brazil's)

SHALL WE START ICO NETWORK NOW?

ICO NETWORK

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