



mass critical no

Why fail?

my space
Ebay for?

love sellers
buyers jobs
connections make works

customer sees no value to pay

Why subscriptions & fees

\$1.3 billion market size
gamer for gambling
porn content
software video
Excl.

Flat fee-per-use type service

clicks interest
no small

audience Why fail?

2002 \$6.38 billion market size
too many ads?



leads business interest
explaining who are you?
what you do

clients customers members
FOLLOW ME!

Generating leads

store url ads
brochure cards

renew money

Manner selling buying
tradition/work

Product sales

SALE

Why? numbers customers
spendings



Why? banners interactive pre-empted
links site not user-friendly pricing

large audience divided specialized subgroups

Why? for exposure visitors

For whom? volunteers charities
restaurants hotels photographers
+1- everybody companies buyers

workload? marketize? not to be found

submit search engines
directories similar sites

For? Sale buyer company direct
2002 total \$73.2 billion
Retail 4.3 billion

Why? numbers customers
spendings

Why? banners interactive pre-empted
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Why? for exposure visitors



Advertising
Why? for exposure visitors
large audience divided specialized subgroups