

PULPWEAVE

MONETIZED OPEN CLOUD DEVELOPMENT METHODOLOGY

AN INTELLECTUAL CAPITAL DIGITAL DOMAIN

MONETIZED OPEN CLOUD DEVELOPMENT: AN INTELLECTUAL CAPITAL
DIGITAL DOMAIN TO REDEFINE INTELLECTUAL PSEUDO PROPERTY INTO A
FRICTIONLESS, TRANSACTION-LESS, MANY TO MANY DOMAIN, WITH THE
OBJECT OF NETWORK EFFECT CAPITAL FORMATION.

RISK MITIGATING MILESTONES

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Stage One: Build Out TRACTION.

Stage One assumes the extensive use of existing cloud open source code “as is” or “adapted”. Best yet, available code resources should be co-opted into the Pulpweave distribution, its open source contributors converted into monetized contributors whenever possible.

Speed to market is tantamount to cash in the bank. Internally developed code would be probably preferable from a total free revenue perspective. Externally developed code preferable from a first cash, to first monetized traction event. Amount of funds raised will determine balance.

Regardless, contributors must be encouraged to become sophisticated consumers, ie made to use the intellectual capital assets for their own distributions, ventures and entrepreneurial ambitions.

1.1 Build accounting backbone for Database of Databases

1.2 Build Legal License Structure

1.21 Intellectual Capital Dependent Protections: Non Process dependent.

1.22 Intellectual Property Dependent Contributions: Process dependent

1.3 Assemble basic cloud distribution

1.31 Cloud ready DBs:

1.31.1 Files Structures

1.31.2 Image management

1.31.3 Product Management (category, product, cross sell, tech brief to spec sheet, pricing, distribution, retail, ecommerce, RMA, “callable instances” within distribution to execute ecommerce solutions.

1.4 Graphics Overlay

1.41 Modularize graphic real estate

1.42 Modularize graphic instance call up

1.43 Modularize graphic website user architecture

1.5 BOM Extensions:

1.51 Basic Commerce Functionality

1.52 Basic Settlement Functionality

1.6 Advanced BOM Extensions Physical

1.61 Basic Accounting Functionality

1.62 Basic Workflow Functionality

1.62.1 Push Pull Marketing Web Based

1.62.2 Basic Web Traffic Metrics

1.62.3 From online order to settlement

1.62.4 From settlement to Pick Sheet

1.62.5 From Pick Sheet to Ship Track

1.62.6 Order Follow up

1.62.7 Customer Retention Strategies

1.62.8 RMA and Brand Equity Opportunities

1.62.9 After Sales Service Opportunities

1.62.11 Product Extensions

1.7 Advanced BOM Extensions Digital

1.71 Basic Accounting Functionality

1.72 Basic Workflow Functionality

1.72.1 Push Pull Marketing Web Based

1.72.2 Basic Web Traffic Metrics

1.72.3 From online order to settlement

- 1.72.4 From settlement to digital delivery
- 1.72.5 From settlement to code installer
- 1.72.6 Order Follow up
- 1.72.7 Customer Retention Strategies
- 1.72.8 Brand Equity Opportunities
- 1.72.9 After Sales Service Opportunities
- 1.72.11 Product Extensions

STAGE TWO:

STOP AND ASSESS ALL TRACTION EVENTS

- 2.1 Internal Tractionable Revenue Generating Code
 - 2.2 External Tractionable Revenue Generating Sophisticated Contributions
 - 2.3 Determine what traction events require BUSINESS GRADE Investment & Deployment
 - 2.4 Determine holes in PW Distribution
 - 2.5 Determine holes in Sophisticated Contributors distributions.
 - 2.6 Proceed FORWARD to all Stage One steps to make business grade distribution
 - 2.7 Proceed BACKWARD to Stage One for items 2.4 & 2.5
 - 2.8 Assess the need to raise funds.
 - 2.9 Assess the need to raise funds to cover “time to market risks”
 - 2.11 Assess the need to raise funds to cover “Entrants to market risks”.
 - 2.12 Assess the need for new management
 - 2.13 Assess All Personnel and differentiate between Traction and Business Capable
 - 2.14 Hire new Business-Grade Personnel
 - 2.15 Assess what investments should be intra-distribution
 - 2.16 Assess what investments should be extra-distribution
 - 2.17 Review Legal License Structure
 - 2.17.1 Intellectual Capital Dependent Protections: Non Process dependent.
 - 2.17.2 Intellectual Property Dependent Contributions: Process dependent
 - 2.17.3 Legal services as “profit center”.
- Contract modifications should at this point be fixed, any further refinements being considered “rule changes” that could potentially diminish brand equity.

STAGE THREE:

STOP AND ASSESS ALL TRACTION EVENTS

- 3.1 Internal Tractionable Revenue Generating Code
- 3.2 External Tractionable Revenue Generating Sophisticated Contributions
- 3.3 Determine what Business Grade events require ENTERPRISE GRADE Investment & Deployment
- 3.4 Determine holes in PW Distribution
- 3.5 Determine holes in Sophisticated Contributors distributions.
- 3.6 Proceed FORWARD to all Stage One steps to make Enterprise Grade distribution
- 3.7 Proceed to Stage Two Stop & Assess and make determinations
- 3.8 Proceed BACKWARD to Stage One for items 3.4 & 3.5
- 3.9 Assess the need to raise funds.

- 3.11 Assess the need to raise funds to cover “time to market risks”
- 3.12 Assess the need to raise funds to cover “Entrants to market risks”.
- 3.13 Assess the need for new management

- 3.14 Assess All Personnel and differentiate between Traction, Business Capable, and Enterprise Capable
 - 3.14.1 Recruit new entrepreneurial staff
 - 3.14.2 Hire new business grade staff
 - 3.14.3 Hire new enterprise grade staff

- 3.15 Assess what investments should be intra-distribution
- 3.16 Assess what investments should be extra-distribution

STAGE FOUR

Build out complete functionality:

- 4.1 Traction Distribution Methodology:
 - Low cost, high speed to market.
- 4.2 Traction Distribution to Business Distribution Methodology:
 - Scalability technologies
- 4.3 Business Distribution Methodology:
 - Post entrepreneurial higher grade Boms, higher costs.
- 4.4 Business Distribution to Enterprise Distribution Methodology
- 4.5 Enterprise Distribution:
 - High volume, high reliability, high security, bullet proof accounting and business process.

- 4.6 Break Out above into Individual Business Units
 - 4.61 Find New Management for Individual Business Units
 - 4.62 Find New Management for Pulpweave

- 4.7 Assess what investments should be intra-distribution
- 4.8 Assess what investments should be extra-distribution

Investment should only follow tranctionable events.

Pulpweave should lead efforts to create distributions where talent and financial means are available.

Pulpweave cannot assume it will come up internally with, all or good, commercially viable, ideas. Consequently all efforts should be made to assist and contribute to any contributor distribution that achieves escape velocity.

It is assumed that end user commercial enterprises will use PW distributions for their business purposes. All efforts should be made to accommodate them, in whatever manner possible.

Target “customers”:

- 1) Internal Pulpweave Distributions
- 2) Externally developed distributions operating through Pulpweave
- 3) Third party service & value add implementation organizations using the PW distribution as “infrastructure delivered value add” for their customers/end users
- 4) End users with in house technical knowhow that do not want to manage “cloud deployments” in house.
- 5) End users with in house technical knowhow that want to manage in house “cloud deployments” using the PW distribution.
- 6) End users that want to deploy internally PW distributions, and use PW-Infrastructure as overflow, redundancy, cyber secure instances, settlement instances etc.

Total money raised determines internal vs external development, speed to market, and traction to business/enterprise deployments.