

# SiteBoat RSS Magazine

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## SiteBoaT.com

The life BoaT of WeB 2.0 sites. A small frame to look at WeB 2.0.

<http://siteboat.com>

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### Toys.com - Sold For \$ 5,100,000 to Toys R US

After a very hot auction between ToysRUs and National A-1, ToysRUs bought the domain name Toys.com at for \$5.1 million. This was the first great domain name purchase of 2009. In fact, this is the second sale of Toys.com in one month.

Firstly, Faculty Lounge has put \$1.25 million on the table for Toys.com in an auction organized as a result of the recent [meltdown](#) of [The Parent Company](#). The Parent Company filed for bankruptcy in December 2008 in the U.S. Bankruptcy Court District of Delaware, and has auctioned off several substantial assets at the law offices of Pachulski Stang Ziehl & Jones LLP.

ToysRus really wanted the domain, for obvious reasons. Everyone except ToysRUs and domain holding company [National A-1](#) (owner of domains such as free.com, boys.com, girls.com, and divorce.com) bowed out of the auction at \$3 million. The last \$2 million was just those two companies going back and forth for hours.

To encourage type-in visitors, a domain name needs to be simple to remember: A domain name can be reached in two ways: one in which an internet user types in the name on the browser and another where it comes up when a relevant keyword is fed into a search-engine. Toys.com is an answer to these two ways.

Domain name market has a divergent behaviour : A meaningless name like "Google.com" may become the most valuable domain in the world but generic domain names like "Toys.com" are still valuable, too. Real estate business seems dead but online real estate business is still alive!

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### Future of Google.org

In 2004, when Google founders Larry Page and Sergey Brin wrote to prospective shareholders about their vision for the company, they outlined a commitment to contribute significant resources, including 1% of Google's equity and profits in some form, as well as employee time, to address some of the world's most urgent problems. That commitment became Google.org.

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Google.org is a hybrid philanthropy, to address world's most urgent problems and also managing Google Foundation. Google.org is supported financially as 1% of Google's equity and profits. Google.org is as "Social Responsible Face of Google". Google also established the [Google Foundation](#) in 2005, which is a separate 501(c)(3) private foundation. The Google Foundation is managed by Google.org and supports Google's mission and core initiatives as one of our sources of funds for grant making. As of May 2008, Google.org has committed over \$85 million in grants and investments to further their initiatives. You can look at the details of Google.org's projects and investments [here](#).

Now, three years after Google.org was founded, Google is trying to do the best to take things forward. In [this blog post](#) of Google; which is posted by Dr. Larry Brilliant, Chief Philanthropy Evangelist of Google.org; Dr. Brilliant tells the future scope of Google.org:

It's clear that I am most effective in helping to identify "big ideas" and potential partners, as well as raising awareness about society's biggest challenges. I am therefore very excited to become Google's Chief Philanthropy Evangelist. I think this is the highest contribution that I can make both to Google.org and to fighting the urgent threats of our day: from climate change to emerging infectious diseases, to issues of poverty and health care. By focusing my energy outwards I hope to be able to spend more time motivating policy makers, encouraging public and private partnerships, and generally advocating for the changes that we must make as a global society to solve these problems. Long-time Googler Megan Smith will take over day-to-day management of Google.org, joining as General Manager to lead us through this transition, in addition to her existing role as Vice President of New Business Development.

One of the first things that Megan will focus on is how Google.org can best achieve its mission. As a first step, Google has decided to put even more engineers and technical talent to work on these issues and problems.

In this global economic crisis, the work Google.org is doing, together with our many colleagues around the world, to help develop cheap clean energy, find and fight disease outbreaks before they sweep the globe, and build information platforms for underserved people globally, is more important than ever. We hope that Google.org will invest more on projects like [Flu Trends](#), [RechargeIT](#), [Clean Energy 2030](#), and [PowerMeter](#) and other big companies follow Google to transform their charity organisations into sustainable businesses.

[CrunchBase Information Megan Smith](#) Information provided by [CrunchBase](#)

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**Google of Music: Fizy.org**

[Fizy](#) is a very new online music service. It just launched in 22 December, 2008. [Fizy](#) is a track-by-track music search service. You don't need to download or make a playlist for listening to what you want.

Everyday people use Google for searching what they need. Because Google has a very easy-to-use interface and finds you what you want very fast. The best part of fizy is its very easy and fast interface, too. You just search for and play tracks you're seeking. Google indexes every bit of the Internet and Fizy does the same for online legal music. Fizy is claiming 75+ billion tracks and 25+ billion video clips indexed by using about 50 different APIs and supports 29 languages and all the content is legal! This is what we call "convergence" and Music 3.0

[Fizy](#) become very popular in only one month because of a viral spread like Google. It's spread isn't as huge as Google but huge enough for a site like Fizy. Robert Yaris, c0-founder of Fizy shared the site over Digg to his 20 friends and one of this 20 friends shared it with social media strategist Dave Delaney. When Dave shared "Impressed with <http://fizy.org> for searching for music to listen to NOW without download." [status message](#) on his twitter account with his 3,000 + followers, it was the time Fizy started to go viral!

In an interview with Robert Yaris, he tells that he and his team mates are addicted to music and were very bored to make efforts to listen to music online. "Ofering content in the fastest and easiest way: This is Web 3.0", he says. He also adds that a manager from Google has contacted them to talk about Fizy before 1 month passed from the launch.

Fizy has become a legend in one month and had 17.000.000 page views in January '09. This shows the power of social media to go viral. Fizy means collaboration and it is the candidate for becoming "Google of Music" and it's definitely worth trying. We wish them good luck...

Update: We heard that a Turkey - based Internet advertising company, ReklamZ has acquired 40% of [Fizy.org](http://fizy.org)

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**Twitter Will Start To Earn Money, But Not Yet?**

After the dot-com (Web 1.0) bust, financing a web site wasn't easy. But when we met Web 2.0, the Internet usage started to grow rapidly and investors started to become interested in investing web projects, again. Theoretically, a business model with a monetizing income model is a must of a project for being invested in. But some web projects have no business model but something more important than a business model: **Popularity.**

Twitter is one of the most popular - top 500 - websites in the world, has a Google PageRank of 9 and no income model! Twitter is a privately funded startup with offices in the SoMA neighborhood of San Francisco, CA. Started as a side project in March of 2006, Twitter has grown into a real-time short messaging - microblogging service that works over multiple networks and devices. In the world of microblogging, people use the web or their cell phones to blast short updates on their activities to their virtual followers. An update is limited by 140 characters.

Twitter has drawn much attention in the tech world and has been funded two times, Series A: \$5M, Series B: \$15M and one of the investors in Series B was Bezos Expeditions - the company that manages Jeff Bezos' personal venture capital investments. What a Paradox! A company with no income model but \$20M fund. As Twitter becomes more popular, more gossips about Twitter's expected income model, come out.

The last gossip was the most discussed one: "Companies using Twitter for commercial purposes may soon start getting charged for that activity, according to an interview British trade magazine Marketing (part of BrandRepublic) held with co-founder Biz Stone." As you see the news headlines in the image at the left, this news has drawn very much attention in the tech-media. But a reply from Twitter came immediately. Twitter's co-founder Biz Stone has written a blog post related to the rumors with the title "[Nothing To Report Just Yet](#)". He announced that Twitter will remain free to use by everyone-individuals, companies, celebrities, etc. He's telling that they're thinking about offering new value added services to earn money and not imposing fees on existing services.

I think, a business plan is a must to start an internet business but sometimes a unique - niche idea with no income model is worth investing and Jeff Bezos must have seen the future of Twitter.

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**?a day on, not a day off,? ?King Day of Service? Gadget from Google**

Make it a Day On? Not a Day Off!

During the 1950s and '60s, civil rights leader Martin Luther King, Jr. recognized the power of service to strengthen communities and achieve common goals. Initiated by Congress in 1994, King Day of Service builds on that legacy by transforming the federal holiday honoring Dr. King into a national day of community service grounded in his teachings of nonviolence and social justice. (source: [milkday.gov](http://milkday.gov))

Millions of Americans are expected to honor Dr. King and answer President-elect Obama's call to service by volunteering on the January 19 King Holiday. More than 12,100 service projects are taking place across the country, more than double [last year](#).

A website [USAService.org](http://USAService.org) offers a [Google gadget](#), from which you can [find a service event near you](#) that needs your help, or [create your own](#). Inform others of your activities with text messages, and [share your photos and feedback](#).

National holidays unite citizens and it's an excellent example to see the use of web 2.0 to promote/advertise activities like this.

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## Music 2.0

Music is one of the indispensable part of our lives. As the internet gets accessible to more people, the number of legal and illegal ways to access music online increases.

As the Web gets more popular, online music services are transformed into Music 2.0 services. Music 2.0 is a networked, web-native, de-centralized and wherever accessible (especially mobile) music business (source: [mediafuturist](#)). If you want to learn more about Music 2.0, the presentation below prepared by Gerd Leonhard is the best to learn what music 2.0 is. There are hundreds of music 2.0 services. The most popular ones are [iTunes](#), [Last.fm](#), [Imeem](#). If you wonder all of them, you can check [RocketSurgeon's Music 2.0 directory](#) on his blog.

As the Web 2.0 goes beyond user expectations, Web 3.0 called as "semantic web" comes out. To me, Web 3.0 means collaboration and there's a new Music 3.0 service called [Fizy](#). Fizy is worth writing a special review.

[The New Music Economy: Music 2.0 At Picnic 2008 Amsterdam](#) View SlideShare [presentation](#) or [Upload](#) your own. (tags: [futuresonic](#) [education2.0](#)) (The image is used under Creative Commons License and belongs to [RocketSurgeon](#))

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## Government 2.0 : US Senate Comes to YouTube

Voting for a senator is an easy thing, but when you wonder what your elected representatives or when you want to connect with them; it's very hard. Web 2.0 has a solution for this problem: YouTube. As the 111th congress is opening, many members of the U.S. congress are starting their YouTube channels. They will be posting videos direct from their offices.

In conjunction with both the House and Senate, YouTube has launched two new platforms for you to access your Representatives' YouTube channels easily: The Senate Hub ([youtube.com/senatehub](http://youtube.com/senatehub)) and The House Hub ([youtube.com/househub](http://youtube.com/househub)).

In my opinion, Government 2.0 means, offering platforms for more accesible, transparent, participatory government. Better online access to government data is the basic principle of Government 2.0 . As the president Obama [says on his website](#), technology is a must tool to create a transparent and a connected democracy,

- Open Up Government to its Citizens
- Bring Government into the 21st Century

The economic crisis and the ongoing two wars have reset the PR of the previous Administration. I hope Obama and his team will use Government 2.0 as an effective tool to connect citizens with each other and with the government to engage them more fully and directly in solving the problems that face us.

The new platforms like these YouTube channels have the potential to be the best examples of using technology to destroy one-way communication and enhance democracy. We will be looking forward to seeing more Government 2.0 services

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## Green Powering a Google Search

As computers become a bigger part of our lives, information technology consumes an increasing amount of energy. IT technologies are responsible for 2% of the world's CO2 emissions according to [CIO insight](#). A 2003 study published by MIT estimated Internet usage responsible for 3% electricity consumption in the U.S. Because of the huge Internet usage growth rate (2008 Internet Usage Growth : [305.5 %](#)) , electricity consumption of the Internet usage must double every year.

Google is the biggest player in the Internet search industry. There are 100 millions of Google search queries occur daily. This means a lot of job for [Google datacenters](#). Data centers consumed 61 billion kilowatt- hours of power in 2006, according to a U.S. Environmental Protection Agency (EPA) [report](#) last year to Congress. That's 1.5 percent of all power consumed in the United States - at a cost of \$4.5 billion. Moreover, some people don't memorize website addresses and searches Google to reach what they want and for these people, Google = Internet. Google strives to reduce the energy consumption of its datacenters and use clean sources of electricity.

Google's five step plan to be a carbon neutral company:

Minimize electricity used by servers  
Reduce the energy used by the data center facilities themselves  
Conserve precious fresh water by using recycled water instead  
Reuse or recycle all electronic equipment that leaves our data centers  
Engage with our peers to advance smarter energy practices

[This official blog post](#) of Google tells the energy consumption of a Google search query. In their own words:

A typical search returns results in less than 0.2 seconds. An average search consumes 0.0003 kWh energy. One Google search is equivalent to about 0.2 grams of CO2. During the search, Your computer use more energy than Google uses to answer your query.

Google's non-profit arm, Google.org invested \$45 million in clean energy technologies. The world is changing and we need to take action to abolish the use of carbon based fuels. I think the abolition will be possible only when the number of giants like Google, which strive to use socially and environmentally sustainable energy, increases. Sustainability is good, but it creates an economic advantage to Google, too: "Run the datacenters with a low energy bill". A win-win situation...**Related Posts:** [Google's CEO Eric SCHMIDT Discussing 'Clean Energy 2030, Brand New Health 2.0 Service - Google Flu Trends](#)[Energy Saving Tips from Google in Halloween Theme](#)[Your Car Running Out Of Fuel, Then Recharge](#)[IT - A Google Project](#)[Google Adds Android and iPhone Options to AdWords](#)

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**Angelsoft?s Upgrade and 2008 Statistics**

As i mentioned [in an old post](#) before, [Angelsoft](#) is a New York based company which has become an online ecosystem where investors and entrepreneurs meet to build new companies. Due to its name, Angelsoft was about Angel Investors. After they [released version 3.0](#) , their platform became easier but more powerful. With version 3.4 release, Angelsoft is welcoming VCs into the Angelsoft Network. They've launched new power features that can help the venture capitalists streamline the process easier. As it happened in all releases, the interfaces are ipmroved and lots of bugs fixed.

## 2008 Stats

Angelsoft is an alive and transparent platform and has lots of transactions, so the stats from Angelsoft are reliable enough to represent the industry. I think the most important stat is "invested submissions rate" . As you see, very small number of companies who apply get funded. This shows how hard being an entrepreneur is. Getting an investment doesn't mean that you will be successful. The success rate of a startup is very low, too. Half of the startups fail within two years and then the others in the next three years. Average four year - survival rate of a startup is under 40% . There are 442 angel groups and VCs and 14,900 investors in the Angelsoft Ecosystem and Angelsoft processes over 2,100 funding applications a month. Since May 2008, 37,000 + deals made, about 2,000 events occured, 150,000 documents attached.

## Doubling Investor Community Activity

One of the most important need of the entrepreneurs is promoting their plans to the investor community. Angelsoft listened to them and took steps to help them out which resulted in a **doubling** of the number of views that the Investors receive. The feedback form both investors and entrepreneurs have been positive as well which means a win-win situation. Investors now receive an email bi-weekly with the 5 closest and 5 highest rated deals.

## Industry Valuations

As the graph at the above shows, the average amount of funds being sought differs between 25% - 35% of the pre-money valuation estimated by entrepreneurs for their companies. The graph also shows us that the valuation is decreasing but the rate of the funds sought is increasing. This means,

The prices are getting down in the early stage investment industry, Entrepreneurs are aready to share more of their companies with the investors.

## Conclusion

These new features are a major step forward in improving the funding process for entrepreneurs and investing process for investors. These days, you can see angel investors and VCs coinvesting on deals more often. Both the VCs and angels need each other and this relationship will be more important in the future. It's a smart action to bring VCs on board and Angelsoft platfrom has become a better place for entrepreneurs and angel investors to be able to meet more people.

\* All the data and the images used in this article are the property of [Angelsoft](#).

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## Why Your Startup Will (Won?t) Fail

A startup company is a company with a limited operating history. These companies are the newly created and are in a phase of operational and marketing research & development. They need time, money, customers and most importantly **ambitious, stress-resistant and challenger entrepreneurs**.

The feeling of starting and growing a new business is unique and inalienable. When starting a business, an entrepreneur dreams of changing something, achieving success and leave a permanent mark on the world. It's a really hard task to complete! Every entrepreneur want to grow their businesses in a short time. But the first thing you need is patience. Sometimes many slow & small steps are better for you than fast & big steps. Don't forget that "cities grow from towns and towns from villages" . Nobody wants to live in a fast-growing but slummy city!

Eric Karjaluoto is the author of the blog [ideasonideas](#) and one of the founders of [MakeFive](#). In his "[Why Your Web Startup Will Fail](#)" post, he tells the why your startup will fail based upon their MakeFive story. These six titles are cited in this post:

- You won?t have an audience
- You?re going to run out of cash
- You?ll get frustrated
- The emotional rollercoaster will beat you
- You?ll get excited about something else
- But it won?t be because of the competition

[This post](#) is worth reading and a must for entrepreneurs to learn the causes to take action for not failing. Internet is an endless source for entrepreneurs to learn from their experiences and their failures. In fact, a failing is the best way for learning not to fail again but it's the most painful, too. If you value your time and your startup, please read & learn why others fail(ed) and i wish you won't fail...

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## TechCrunch?s New Year Make-Up

Michael Arrington's Web 2.0 news blog TechCrunch is a huge success in the blogosphere. It has now more than 1700k (1,7 million) daily RSS readers, ranked as 2nd most popular blog by Technorati and has a traffic rank of 3530 in the world. I wonder if Michael Arrington was dreaming this excellent situation when he started TechCrunch in June, 11, 2005.

TechCrunch in 2005

TechCrunch has become a digital brand and a news source for most of the blogs like our SiteBoat. TechCrunch has had different designs in the three and a half year period. Approximately on its first birthday, TechCrunch started to have the fresh look based on the harmony of green and white and its actual was born.

TechCrunch in 2006

In August, 2008; the TechCrunch team redesigned their page and cleaned things up and switched over to an "excerpt" format to let users to get a taste of the posts on the homepage before diving into read them in full. The new minimalist approach to design has meant more whitespaces and less loading time.

TechCrunch Redesign in 2008

As 2009 comes, TechCrunch's minimalist design changes again. By the new design, the ad spaces seem to be optimized and the homepage has started to have a magazine-style look. The featured posts of the week take place over the homepage but this new thing needs to be improved. The loading time of the homepage is reduced and I liked the black-colored top bar. Briefly, this new year makeup gives a simple but fresh look to TechCrunch.

\* We wish you a happy new year with health and success in your business.

TechCrunch in 2009

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**AMEE, Your Carbon Footprint Calculator**

AMEE is London, UK based startup that aims to enable the calculation of the carbon footprint of everything. AMEE is a web 2.0 service and provides a common platform that combines calculation, measurement, profiling, transactional systems and represents carbon emissions data from over 150 countries. AMEE's motto describes its mission the best: "the world's energy meter" .

Emission trading is an administrative approach used to control pollution by providing economic incentives for achieving reductions in the emissions of pollutants. It is sometimes called **cap and trade** (Source: [Wikipedia](#)). The [Kyoto Protocol](#) is a 1997 international treaty which came into force in 2005, which binds most developed nations to a cap and trade system for the six major [greenhouse gases](#). Carbon trading is sometimes seen as a better approach than a direct [carbon tax](#) or direct regulation.

Emission trading is at the core of AMEE. AMEE is designed to open up data for making it easy to access by serving an API. This API helps each organisation to create their own branded front-end to their campaigns, but rely on the same standart data format. For instance, Morgan Stanley has extended their in-house CO2 calculator, built on AMEE to help their stuff to better understand their own carbon footprint, and to pledge action to reduce thie energy use and cut emissions.

Last month, [Union Square Ventures](#), [O'Reilly AlphaTech Ventures has invested in Amee](#) and [TAG](#) together invested in AMEE. Cases like the approach of AMEE excite me very much and i see day-to-day [Web Meets World](#) more, as Tim O'Reilly says.**Related Posts:** [Green Powering a Google Search](#)[Google's CEO Eric SCHMIDT Discussing 'Clean Energy 2030,Your Car Running Out Of Fuel, Then RechargeIT - A Google Project](#)[Energy Saving Tips from Google in Halloween Theme](#)[TechCrunch's New Year Make-Up](#)

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**Do You Need a Web 2.0 Talent?**

One of the meanings of Web 2.0 is the shift in the way the Internet is used for finding what you need in a fast, interactive and creative way. So what can you do if you need a Web 2.0 talent or to promote yourself as a Web 2.0 talent? The answer comes from Web 2.0 itself and called [Who's Web](#).

Who's Web is a nice mashup of Google Maps and a database of Web 2.0 talents like web developers, designers, web marketers or project managers and developed by [Xilinus](#). Web 2.0 events can also be seen on Who's Web. You can zoom in this map with your mouse or type into the search box.

The front page of Who's Web consists of a global [Google Map](#) full of indicators showing Web 2.0 talents in the related district. You can find easily Web 2.0 talents in your area, you can promote yourself via Who's Web or you can organize local Web 2.0 events like meetings or barcamps.

Who's Web offers its members a profile page to promote themselves on a Google map interface with a brief information about their jobs.

Who's Web can help you to extend your local network by contacting experts and passionate Web people. I think it's worth subscribing to Who's Web by filling [this](#) one-minute registration form, but Who's Web itself needs web marketing activities to increase its awareness.

Front page

Personal Page

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**2009 Global Consumer Trends by trendwatching.com**

If you're thinking to start an investment or still trying to develop a business, '**consumer trends**' is one of the key terms you must watch carefully. A consumer trends report is a must-use tool for entrepreneurs, investors and business developers. Especially, in this crisis situation with consumer spending down, it has become more important to target the **right audiences** to achieve the **right goals**. There are a lot of consultancy and research firms publishing consumer trend reports. Trendwatching.com is one of these firms.

trendwatching.com is an independent and opinionated trend firm located in Amsterdam, scanning the globe for the most promising consumer trends, insights and related hands-on business ideas. Reinier Evers; a trend watcher, a presenter and an entrepreneur founded trendwatching.com in 2002 in Amsterdam. trendwatching.com is an innovative trend firm. What makes trendwaching.com unique is its source of information. Traditional trend reports rely on public surveys and direct sales datas. But trendwatching.com's source of information is its [network](#).

Past trends can be easily determined statistically, but the hard point is to predict the future trends. Trends are set by **people** and trendwatching.com has discovered this fact and implemented in their strategy of gathering information from people about future trends. The [Springspotter Network](#), trendwatching.com's global network of spotters, has 8,000 members in 100+ countries worldwide. These members are the ones who recognize new business ideas and cool & new trends. Anyone can join this network and accepted contributions get rewarded with cool gifts. This is a very interesting and innovative way to collect information from all over the world and this business model worth writing another article.

trendwatching.com publishes monthly trend briefings and annual trend report . More than 160,000 professionals in over 120 countries subscribe trendwatching.com's free monthly [Trend Briefing](#). This is the number one briefing of its kind in the world. Once a year, trendwatching.com releases a Trend Report, highlighting the emerging trends that will matter in the next 12-18 months. The 2009 version has been released at 17th November.

This report is not a free but it's **worth** paying for its \$799 or ?599 price. The report includes 150+ slides and exclusive videos, outlining important changes in consumer needs and wants. More than half of the companies buying the report consists of B2C companies.

Let's look at some of the interesting featured trends in this report:

FAKETASTICURBANYADOPT A CONSUMERSOLITARY SNACKSGENERIC LUXURYRAW & SEE THROUGHUBER & ECOBEAT THE RECESSIONMICRO-SCOPEFSTR

In conclusion, trendwatching.com's monthly briefings and annual trend reports can help you with the predicton of your strategy and business development challenges.

\* I'll try to make an interview with Reinier Evers, founder of trendwatching.com about his opinions for 2009's emerging trends despite the crisis and their [Springspotter Network](#) 's business model.**Related Posts:** [Brand New Health 2.0 Service - Google Flu Trends](#)[Google Domain Parking Finally Available!](#)[Health 2.0 - Social Networks](#)[How To Use Business Social Networks to Find a Good Job](#)[LinkedIn is Growing So Fast - Has Reached Value of \\$1 Billion](#)

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## The Power of Politics 2.0

Politics 2.0 is a new concept of political campaigning powered by Web 2.0 technologies like social networking, e-participation and blogging. Since the 2004 United States Elections, the Internet has become much more important because of the increasing interactivity capabilities of Web 2.0 technologies.

The media tricks are effective tools for political campaigning. In 1960, John F. Kennedy won in part because of the popular medium of television. In 2008, the Internet (Web 2.0) has become the most effective medium for Obama to win the elections. This reminds us of the term "Market is the medium!". A popular medium helps the person who uses it, to increase his/her popularity. In the 2008 U.S. elections cycle, the candidates used the web 2.0 tools to connect to their followers. The impact of Politics 2.0 on the 2008 U.S. elections is undeniable. The statistics helps us understand the impact of politics 2.0 easily:

500 million blog postings mentioned Obama and 150 million blog postings mentioned about McCain. Obama has about 850,000 MySpace friends and McCain has about 220,000. There are 118,107 Twitter followers of Obama and McCain had only 4,942 followers. Million of online polls conducted.

These statistics are impressive. Mainstream media is limited by their boss' views. But the Internet has the ability to vocalize each individuals mind. Obama's team discovered this fact and [Change.gov](http://change.gov) was one of the best action of Obama's campaign, to access each individual to learn his/her vision about America and Obama as the president. [Change.gov](http://change.gov) has been the website form Obama's campaign slogan The Internet gave the power of 'targeting right people' which main stream doesn't have, to Obama's team. This action serves the purpose of reaching youth and directing them to vote for Obama strategy. The demographics of the Web 2.0 users overlap with the demographics of Democratic voters.

All these information shows us the power of politics 2.0 on political campaigns and maybe Obama would not have won without the Internet. The freedom on the Internet spreads to our daily lives. The virtual has become real once again.

The video below is from Web 2.0 Summit in San Francisco and contains the panel "[The Web and Politics](#)" led by New York Magazine's John Heilemann. Arianna Huffington, Joe Trippi and San Francisco Mayor Gavin Newsom joined him. This video is worth watching.

References:

[TechCrunch - The Internet As a Force In Politics: "Obama Would Not Have Won Without The Internet"](#)

[Politico.com - Politics 2.0](#)

[ReadWriteWeb - Obama's Social Media Advantage](#)**Related Posts:** [Google Adds Android and iPhone Options to AdWords](#)[Power.com Gives You The Power of Social Sites Integration](#)[How Social Networking Can Change The World](#)[Summary of Web 2.0 Summit 2008](#)[Five Key Steps to Succesfully Niche Marketing On The Internet](#)

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**Google Domain Parking Finally Available!**

**Domain parking** refers to the registration of an Internet domain name without that domain being used for a website. This may have been done with a view to reserving the domain name for future development, or to protect against the possibility of [cybersquatting](#) or to trade the domain name.

There are several companies that specialize in serving ads for domain owners of parked domains. The ads are relevant to the domain names being used. Most widely-known companies in the domain parking market are [GoDaddy](#) and [Sedo](#). Now, the companies in the domain parking industry are facing a big competitor, Google.

Google have finally opened up its [AdSense for Domains](#) service. The service is still available for U.S. domain owners only. This service of Google was available for domain owners with 1+ million monthly pageviews. This shows Google is searching every possible way of earning money from the Internet. You can look at this interesting presentation on our post [Everything About Google](#) to learn more about Google's increase revenue policies. **Related Posts:** [Toys.com - Sold For \\$ 5,100,000 to Toys R US](#) [Google Adds Android and iPhone Options to AdWords](#) [Feedburner Gets Ady!](#) [OpenID Gets Stronger](#) [Google of Music: Fizy.org](#)

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## **Google Adds Android and iPhone Options to AdWords**

Mobile Internet usage continues to rise. The number of unique mobile Internet subscribers has reached 102 million for the second quarter of 2008. This means 32% increase in year over year growth. This growing market attracts attention of all advertisers. Google is interested in mobile advertising and launched [Google Mobile Ads](#) about a one year ago.

Google Mobile Ads team has added an option to AdWords for those who are targeting mobile devices with full HTML Internet browsers. iPhone, Android, N96, N9, Samsung Innov8 and mobile devices capable of running Skyfire browser have [full html browsers](#). A new iPod and Android campaign-level option is added to AdWords. Unlike standard Google mobile ads, you won't need to modify your desktop ads for mobile devices anymore. Setting a campaign which targets Android G1 and iPhone users has become as easy as setting a regular Adwords campaign. You can read more about this topic at [Google Mobile Blog](#) .

Google's new action shows us this niche mobile advertising medium is becoming more important for advertisers and publishers.

**Related Posts:** [Google's Voice Recognition Search Is Now Ready to Download](#) [Gmail for Mobile 2.0](#) [Google's New Voice Recognition Search App Comes To iPhone, Not Android](#) [Google Everything - List Of 77 Google Services](#) [Green Powering a Google Search](#)

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## Everything About Google

3 weeks ago, i listed [77 Google Services](#) which has become the most popular post on [SiteBoat](#). I understood how people wonder anything about Google. I saw an interesting [post on TechCrunch](#) about a presentation on Google prepared by [FaberNovel](#), a French IT consulting firm. This is an interesting and very informative presentation which you can watch below.

This presentation informs you about some questions all the Internet people are curious about. For example:

How want Google to compete with Facebook? Why won't Google be touched by the crisis? How does Google buy traffic? How did Google capture the offline advertising market? Why isn't PageRank an efficient obstacle against rival entries on the market? Why doesn't Google monetize all of its services? Why does Microsoft fear Google?

Google's revenues 2008 is predicted about Bn\$20 and revenues 2012 is projected Bn\$ 35 in the presentation. There is an interesting slide titled "Why is Google stealing our voices?" telling that Google is creating a database of phonemes, recorded during Local Voice Search calls. This database is used to better its speech to text technologies.

In summary, Google's now and future is very well summarized by FaberNovel in this presentation, this is a well done job.

[All about Google](#)

View SlideShare [presentation](#) or [Upload](#) your own. (tags: [google seo](#))

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## Power.com Gives You The Power of Social Sites Integration

[Power.com](#) is a new and 100% free platform that integrates social sites and provides a single interface to communicate, to browse, add a status message to all and reach content over these sites. Power.com is compatible with the following social sites: Orkut, MySpace, Hi5, Facebook, YouTube, Flogão and VoteMe. Power.com is founded in Brasil and Orkut, Google's Social Network which is very popular in Brasil; so 5 million users have signed up Power.com since August and most of them is from Brasil and use their Orkut account.

On the Internet, there are many Web 2.0 services which we use on the Internet with the same purposes and it's getting harder to control all of them at the same time. Web 3.0 will be about integrating similar Web 2.0 services and Power.com is a good piece. I think, Power.com is one of the first Web 2.5 services on the way of Web 3.0 and adding Facebook Connect and OpenID support can make Power.com more powerful.**Related Posts:** [OpenID Gets Stronger](#)[How Social Networking Can Change The World](#)[How To Use Business Social](#)

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**Le Web ?08 - Paris is Coming?**

LeWeb is the largest Web event where "Web People" meet in Europe and one of the largest in the world. This year's LeWeb is on December 9-10th. LeWeb started in 2005 and this fifth edition is in Paris, too. LeWeb helps attendees to meet the speakers, entrepreneurs to meet investors; LeWeb enables web people to enlarge their networks. The sponsor list including Google, Nokia, Facebook, Swisscom, TechCrunch... shows the importance of this event.

### The Startup Competition

The Startup Competition event is an important part of the LeWeb event. The Startup Competition enables the startups to present themselves in front of investors and advisors. Seedcamp, the competition sponsor of LeWeb reviewed each applicant project, scored and have selected 30 top companies for the competition. Each companies will have 7 minutes to present their applications in the first day of LeWeb. Three winners will have a chance to present on the main stage in the second day.

The selected companies are (in alphabetical order):

1. [2Win-Solutions](#) - FRANCE
2. [3scale networks S. L.](#) - SPAIN
3. [Apture](#) - USA
4. [Box.net, Inc.](#) - USA
5. [Brozengo SA](#) - FRANCE
6. [Charge Ventures](#) - Malta
7. [Cmune](#) - CHINA
8. [ConTrust](#) - ISRAEL
9. [DoctorSIM](#) - SPAIN
10. [Edicy](#) - ESTONIA
11. [Haploid](#) - FRANCE
12. [IZI-collecte](#) - FRANCE
13. [Kaltura](#) - USA
14. [MyID.is Certified](#) - FRANCE
15. [Nimbuzz](#) - NETHERLANDS
16. [Popego Inc.](#) - USA
17. [Producteev Inc.](#) - USA
18. [Publing](#) - FRANCE
19. [Radionomy](#) - BELGIUM
20. [Samedi GmbH](#) - GERMANY
21. [ShoutEm Ltd.](#) - CROATIA
22. [Silentale SAS](#) - FRANCE
23. [SquareClock](#) - FRANCE
24. [Tellmewhere](#) - FRANCE
25. [Trendiction](#) - LUXEMBURG
26. [Viewdle, Inc](#) - UKRAIN
27. [Webnode.com](#) - CZECH REPUBLIC
28. [Zavedenia.com](#) - BULGARIA
29. [Zipipop Ltd \(Zipiko\)](#) - FINLAND
30. [Zoover Holiday Reviews](#) - NETHERLANDS

Winning this competition is worthwhile; on the other hand, having an opportunity to participate in this competition is very important. **Related Posts:** [Angelsoft's Upgrade and 2008 Statistics](#)[Angelsoft - Ecosystem For Early-Stage Investing Launches its 3.0 Version](#)[How To Use Business Social Networks to Find a Good Job](#)[Twitter Will Start To Earn Money, But Not Yet...Why Your Startup Will \(Won't\) Fail](#)

## How To Use Business Social Networks to Find a Good Job

Market economies continue to remain subject to predict cycles of booms and busts. The global economic downturn is everywhere and affecting employment situation, too. The companies must save expenses and there are many ways to cut costs. But cutting salary budgets seems to be the easiest way for the executives and they've started to axe a number of their labor force. The unemployment rate rose from 6.1 to 6.5 percent in the U.S. (Source: [Bureau of Labor Statistics](#)) in October, 2008.

In this crisis situation; looking for and finding a job has become more challenging than the old times. So, we need to try new strategies. [Personal networks](#) are good resources to have contacts to help you for finding a job, however developing a classic personal network needs so much time. Job Seeking on the Internet is a fast way but Job sites won't help you so much in these extreme times. At this point, online business social networks become more important. Because business social networks like LinkedIn and Xing and others give you the power of the personal networks and the speed of the Internet at the same time. [LinkedIn](#) is the leader business social network in the U.S. market and [Xing](#) is the leader one in Europe. They offer similar services.

I want to help you to use business social networks to find a good job:

### 1-Prepare a good profile

Your profile is your online resume (CV). Potential employers search keywords about the position which they're trying to find a candidate. Choose the the best words to describe yourself and become a master story teller to present your success tales.

### 2-Build a high quality - reference network

Building a small but specific network is better than crowded but purposeless network for you. Sometimes, 'a small number of executives in your city' is better than the people in your industry country wide. Before hiring, companies check a candidate's references. It's very easy to make friends with executives on business social networks, but meeting executives in your real-life is very hard. Join groups focusing on specific topics which you are interested in. Find potential companies to work for and become friends with their HR contacts, if it is possible. Sometimes big numbers mean 'Zero', so choose your contacts wisely.

### 3-Promote yourself

"Answers" sections of business social networks are good places to promote yourself. Sometimes answering a specific question impresses an employer. This action might act as a "cover letter" for you. Sometimes asking to get advices from other people about your career plan is a good way to promote your future objectives.

## Conclusion

The economic crisis is just at the beginning. Trying to find a job is getting harder. If you're unemployed at this time, you know what i mean but if you still have a job; don't wait till you lose your job. think that, building a business network is an investment for trying to find a job in the future, easily .

\* This article is a draft and will be improved. All your comments and suggestions are welcome.**Related Posts:** [LinkedIn is Growing So Fast - Has Reached Value of \\$1 Billion Do You Need a Web 2.0 Talent?](#)  
[Google of Music: Fizy.org Five Key Steps to Succesfully Niche Marketing On The Internet Twitter Will Start To Earn Money, But Not Yet...](#)

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## **CrisisWire - Your Source For Disaster News**

CrisisWire is a brand new aggregator of information about a crisis or a disaster. CrisisWire is founded by volunteers from [RefreshSD](#), a web community in San Diego, CA; in October, 2008. CrisisWire uses many sources, including Google Maps, Twitter, Flickr, news sites and blogs. Crisis has a speed advantage which main stream media doesn't have. In their own words:

CrisisWire depends on citizen journalists as well as traditional media outlets. The information is not curated, so you must evaluate its worth or accuracy for yourself.

Right now it's the fire season in California and CrisisWire has gathered all the content across the web about [Santa Barbara Fire](#). I think CrisisWire is a content agregator about an innovative - niche subject will be very succesful, but home page needs some improvement.

**Related Posts:** [Content Of an Effective Business Plan](#)[Google of Music: Fizy.org](#)[2009 Global Consumer Trends by trendwatching.com](#)[Do You Need a Web 2.0 Talent?](#)[Use An Idea Journal - Protect Creative Ideas Forever](#)

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## **Five Key Steps to Succesfully Niche Marketing On The Internet**

Niche marketing on Internet is one of the fastest growing industries. Firstly, let's define the main issues.

When used in business, the term 'Niche' is used to describe fresh, virgin and profitable. A niche market is a focused targetable segment of a market. A business which focuses on a niche market addresses a demand for a product or a service which is not met by any supply. Niche markets don't exist themselves everytime. In some situations, you must create your niche markets by identifying demands (needs and wishes of your customers) which are not met by your competitors.

## Niche Marketing

Niche marketing is the process of finding and serving profitable niche market segments. Niche marketing means less competition but much more effort than traditional marketing. The hardest part of niche marketing is finding customers. The easiest medium for niche marketing is the Internet, because of its capabilities for reaching customers easily.

A niche market means **special** customers with **specific** desires and much more challenge for you to sell your specific products or services. Reaching these customers is so hard, but the most efficient marketing medium to use is the Internet. Niche marketers need to know how to use and apply the Internet's advantages.

## Five Key Steps To Successfully Niche Marketing On The Internet

**A Niche Business Idea:** The first step of finding a niche market is having an innovative and profitable unique [business idea](#) focusing on market segment with less or no competition. A niche market can only be built on an innovative, unique business idea. A niche business idea must align with Maslow's highest need levels of your customers. (If you know nothing about Maslow, please learn [Maslow's hierarchy of needs](#).) There are lots of ways for having good business ideas and one of them is to [use an idea journal to protect your creative ideas](#). Divergent thinking and criticizing traditional markets will help you to find a niche market idea.**Most Detailed Market Research:** The second step is as important as the first step. Before blindly investing in a business idea, you must be sure that you don't have any competitors. This means, if anyone has diffused into your target market before you; that market has become 'not-niche'. You need a market research to know how many customers you can have. There are lots of ways to learn market size. If you can, then hire a good market research company but if you can't, then social networks are the best tool to research potential of a niche market. For example, if your audience is business people; business social networks like [LinkedIn](#) and [Xing](#) are the best places to look for. Also, hobby sites and special forums and even [Google](#) will help you. Internet provides more ability to target than traditional media. Product or service creation becomes easier since you will know which people are potential customers for you.**Financial Research:** If you want to earn money, you must have a good financial research before you start your niche business. Theoretically, niche businesses bring high margin of profit to their owners. But if you don't have an income model then it means you don't know how to make money from this niche market. You must know how much your audience is ready to pay for your niche service or product. Because over estimation will be a reason for high spendings and at last undesirable bankruptcy.

The total Investment required for your business must be calculated, too. If you don't have enough capital to start your business, this means you need somebody else's money. VC's or angel investors are the best candidates for investing on your business. Banks are another option but in this economic situation, it's so hard to get a loan. On the Internet, you can reach VC's and angel investors and submit your ideas to them very easily. But before searching for an investor, you must have a [business plan](#). An [effective business plan](#) is a powerful tool for you to use as an effective selling document. A business plan may be used to seek funding.**Internet Marketing:** A niche marketers first task is to communicate the key messages to the audience. The web has very broad reach capability and has passed the other mediums' reach level. Internet gives more ability to target the customers. Profiling and segmenting customers is easier than the traditional mediums like television. For example you have an advertisement campaign and target people living in big cities like NY. You can only estimate how many people has watched your advertisements and come to you to buy your services or products. But Internet advertisement can show you who clicks your ads

and come to your website to buy your services or products. Internet marketing activities are all easily measurable and you can see the reactions immediately. One of the most important tricks for the Internet marketing is making your customers feel themselves as a member of a invaluable community. This is so hard because state of belonging comes from hearth; this is so easy because you have an efficient tool named 'Social Networking'. Interactivity is another advantage of Internet marketing. The increasing ease of use makes the Internet the most interactive marketing media. Consumers want and like to comment on your products or services; and if you response their wishes quickly then you'll become a [lovemark](#). **Innovation is The King:** It's absolutely true that innovation is the king in the niche marketing world. Initially, you must have an innovative - niche idea. But innovation becomes more important if you succeed starting and running a niche market - business. The competition will come to you at the speed of light. There will be many competitors which want to take your market.; even the super niche markets face competition. The key action to protect your business is living with innovation. You must improve your services or products frequently by product/service innovations; so before they copy your idea you must serve new features to your customers. Another type of innovation is user experience innovation. Usability of your products or services; how the consumers feel when using your products or services, how they can reach you when a problem occurs, your CRM capabilities and some other touchpoints are as important as your products or services. We must control the level of the user experience and we must be sure it's high-level. Every niche business must cycle through these five steps to survive.

Abstractly, every marketing medium has different applicability and power, and the positives of Internet as a marketing medium far outweigh negatives. With an innovative - niche business idea and a well defined customer base you can succeed at Niche Marketing on the Internet.

I think, niche marketing on the Internet will be the future of the marketing and believe that marketing will be reduced to individual-level...

\* This article is a draft and will be improved. Your comments are especially welcome.

**Related Posts:** [Niche Markets and SailBlogs.com](#) [What is an Internet Business ?](#) [What is a Business Idea? - Business Development Series - 1](#) [Content Of an Effective Business Plan](#) [SiteBoat Guide](#)

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## Google's Voice Recognition Search Is Now Ready to Download

As i told you yesterday, Google updated the [mobile app for iPhone](#) with 'Voice Recognition Search' capability. When the application is on, you can search using only your voice; you don't have to type. 'Search with my location' is also a new feature for Google Mobile App; if "Location Services" is enabled on your iPhone. You can read this [Official Google Mobile Blog Post](#) to learn more about this subject.

This is an amazing application for **iPhone** and i think Apple will make a profit from this achievement, not Google. I defend the opinion that Google had to release this app for the Android phones first. Because commercially, we know that some consumers buy high tech devices for only extreme innovations like "voice recognition search". **Related Posts:** [Google's New Voice Recognition Search App Comes To iPhone, Not Android](#) [Google Adds Android and iPhone Options to AdWords](#) [Gmail for Mobile 2.0](#) [Google Everything - List Of 77 Google Services](#) [Say 'i love you' in 34 languages](#)

## Google's New Voice Recognition Search App Comes To iPhone, Not Android

Today, Google's new mobile app for iPhone - 'Voice Recognition Search' will be released. There was a gossip it would be released on Thursday last week but as we have learned today is the launch day. We hope the application will be live on the iPhone App Store soon. This is an innovation and the official video below shows us an amazing achievement. This application will help Apple to sell more iPhones. But at the same time, when we look at this situation with a commercial glasses; if i was Google and had a mobile platform - Android; why would i reward Apple for nothing? I think Google could be a little selfish and must be ready for the reactions. We will review the application when it becomes possible...

**Related Posts:** [Google's Voice Recognition Search Is Now Ready to Download](#)[Google Adds Android and iPhone Options to AdWords](#)[Gmail for Mobile 2.0](#)[Google Everything - List Of 77 Google Services](#)[LinkedIn Evolving into a Business Social Network with Applications](#)

## Health 2.0 - Social Networks

Health 2.0: Expansive definition ?New concept of health care wherein all the constituents (patients, physicians, providers, and payers) focus on health care value (outcomes/price) and use competition at the medical condition level over the full cycle of care as the catalyst for improving the safety, efficiency, and quality of health care? - Last updated on May 25, 2007 (Source: [Scott Shreeve, MD](#) - January 24, 2007) .

Health 2.0 is a platform ( technologies ) including weblogs, social bookmarking, wikis, podcasts, social networks and APIs about healthcare. Approximately [59 percent of health searchers used the Internet to](#) (Source: "How America Searches - Health Wellness, January 2008, [iCrossing](#)) get information and women ( % 63 ) are more inclined. Health searchers are mostly 18-34 year-old ( %65) and college graduated ( %62). Younger and more educated searchers are interested in these popular topics; symptoms, treatment, diseases/conditions, wellness, drugs, vitamins... Which web 2.0 tools are mostly used to reach information about health? The answers are listed by high percentages are search engines( %67), social media, wikipedia, social network, podcasts and blogs.

Health searchers differently tend social networks to discuss treatment or medication, to get moral, to have opinions about doctors and hospitals or to get appointment.

[PatientsLikeMe](#), founded in 2004 by three MIT engineers, has lots of subcommunities about neurological, mood and immune conditions. You can reach treatment, symptoms and research information all about these conditions which context is developing by patients.

The other network is [HealthWorldWeb](#) founded in 2006. Differently of PatientsLikeMe, you get knowledge from doctors or search the doctor by specialty. Also you can visit same networks for [physicians](#) and [nurses](#)

I think when the population gets older in ten years, the health services or communities which offer physicians, nurses or doctors for home nursing or which analyse the data of self- tests ( pefmeter test for asthma, blood test for diabetic ) will be popular. We can imagine the services analyze the symptoms while driving or looking to mirror everyday. What do you think the trends will be for health services?**Related Posts:** [Brand New Health 2.0 Service - Google Flu Trends](#)[How To Use Business Social Networks to Find a Good Job](#)[Power.com Gives You The Power of Social Sites Integration](#)[How Social Networking Can Change The World](#)[Music 2.0](#)

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**SiteBoat Guide**

**If you are new to this site, please start here.**

SiteBoat is a weblog about new techs and startups and dedicated to the effects of the Internet (particularly Web 2.0) on our daily lives and includes articles about Internet business development. Economy, ecology and internet entrepreneurship are the key topics of SiteBoat. Our aim is to serve our readers useful summaries which means 'less time for searching to reach what you need to learn and much time for implementation'.

Our motto is : ?(RE)SEARCH, SUMMARIZE, SHARE?

All your comments are welcome.

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**Google Everything - List Of 77 Google Services**

Google is out of control; it diffuses everywhere. But don't take my words the wrong way. I find every service of Google useful and want to thank Google, because they share their applications' APIs and helps the Open Source community. This means, Google both develops Web 2.0 applications and lets other entrepreneurs to develop their Web 2.0 applications easily. Google Search, Google Maps and YouTube have become inalienable for us in our daily lives. There are lots of other Google services: I could count 77 of Google services and made this list.

[Google Search](#)

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**Summary of Web 2.0 Summit 2008**

This year; the fifth annual Web 2.0 Summit took place November 5-7, 2008 at the Palace Hotel in San Francisco, California. Web 2.0 Summit is a conference where Web Industry discusses today's Web's challenges and opportunities and the Web's future. The Web 2.0 Summit connects the leaders and technologists opening the Web's business opportunities.

The theme for this year wasn't just about the Internet. This year's motto was "Web Meets World" .

Now is the time to ask how the Web?its technologies, its values, and its culture?might be tapped to address the world's most pressing limits. Or put another way?and in the true spirit of the Internet entrepreneur?its most pressing opportunities.

Increasingly, the leaders of the Internet economy are turning their attention to the world outside our industry. Over 70 thought leaders and entrepreneurs slated to present in an interactive format stressing audience participation. More than a dozen extraordinary thinkers and business leaders presented "High Order Bits" - ten minute stand-and-delivered presentations designed to provoke, delight, and amaze the audience. Top executives from platform businesses addressed the future of the Web in plenary sessions. Experts focuses on innovative new web technologies in their expert led-workshops. A variety of unique networking events including receptions, dinners and evening parties happened. Al Gore, Elon Musk, Marc Benioff, John Heilemann, Michael Goguen, Michael Pollan and Mark Zuckerberg were some of the speakers from inside and outside of the Internet Industry. John Heilemann lead a panel on 'The Web and Politics'. The main subject was 'the role of the Internet in Obama' s victory'. GoodGuide, a startup that rates consumer products by their goodness won the Launchpad - startup contest.

We must thank O'Reilly and TechWeb for organizing this summit for five years. The content gets more quality each year. All presentations, videos and other rich content can be reached on [O'Reilly's Web 2.0 2008 site](#). We will be waiting for Web 2.0 Summit 2009 with impatience.

This video is about a conversation between Jerry Yang, CEO of Yahoo and John Battelle, founder of Federated Media. Battelle asked hard questions about Microsoft and Google deals and Jerry Yang sometimes answered sincerely and sometimes denied. Much more videos can be found on [O'Reilly's Web 2.0 2008 site](#).

**Related Posts:** [Web 2.0 EXPO - New York '08](#)[The Power of Politics 2.0](#)[The Web 2.0 Revolution!](#)[TechCrunch's New Year Make-Up](#)[Why Your Startup Will \(Won't\) Fail](#)

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**Brand New Health 2.0 Service - Google Flu Trends**

Google announced a new service, '[Flu Trends](#)'. Influenza, commonly known as the flu is a serious infectious disease caused by the Influenza RNA viruses. Flu spreads around the world and in some years, it kills millions of people. Three influenza pandemics occurred in the 20th century and more than 10 million people died.

Health 2.0: Expansive definition "New concept of health care wherein all the constituents (patients, physicians, providers, and payers) focus on health care value (outcomes/price) and use competition at the medical condition level over the full cycle of care as the catalyst for improving the safety, efficiency, and quality of health care" - Last updated on May 25, 2007 (Source: [Scott Shreeve, MD](#) - January 24, 2007)

Google uses the data from their popular 'Google Trends' service to predict the flu trends. Google Trend analyzes Google web search queries to compute how many searches done for a term, relative to the total number of searches done on Google over time. (Source: [Google Trends - About](#)) Last year, a small team of Google engineers began to explore if there is a correlation between Google search trends and real-world happenings. When they met with the Health Gurus's on Google.org's [Prevent and Predict Team](#), they decided to focus on outbreaks of flu. The team found that certain aggregated search queries tend to be very common during flu season, each year. They compared these aggregated queries against data provided by [U.S. CDC \(Centers for Disease Control and Prevention\)](#) and found a very close relationship between the frequency of the flu-related search queries and the number of people who are experiencing flu-like symptoms.

The CDC does a great job of surveying real data to track the flu, but traditional flu surveillance systems take more than 1 week to collect, to release and to interpret weekly surveillance data. The first graph is from CDC website and the second graph is from Google Flu Trends and they show us the similarity between Google's estimated trends and real-time trend.

(Image courtesy of the U.S. CDC)

Image courtesy of Google Flu Trends

Google search queries can be counted very easily and making flu estimates available each day. This system provides an early warning system for outbreaks of influenza. Early detection of a disease is very important to reduce the number of people affected. You can read the Google.org blog post [here](#) and '[How we help track flu trends](#)' post on Google official blog.

As i mentioned in the 'definition of Health 2.0, , Google Flu Trends is a new concept for improving efficiency and quality of healthcare. Google Flu Trends is a brand new Health 2.0 application and a pioneer for preventing infectious disease outbreaks and shows us the increasing power of the Internet in our daily lives. Google Flu Trends has offered us an innovative - preventative way instead of treating the disease. [Google Health](#) was launched in May, 2008 and we will review Google Health service later.

\* I caught flu and Whilst writing this post, i'm still sick; i haven't been able to go to work for two days. I'll get vaccinated and follow Google Flu Trends to protect myself against catching flu **Related Posts:** [Health 2.0 - Social Networks2009 Global Consumer Trends by trendwatching.com](#)[Google Everything - List Of 77 Google Services](#)[Green Powering a Google Search](#)[Future of Google.org](#)

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