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Search'M – Search and Map
Business Plan and Social Impact

Executive Plan

Search'M is a news search engine for this globalized age. Events and issues that are happening across the world are just as vital to us as the news that is happening in our backyards. Realizing and understanding the relationships between events and issues that are happening around the globe is necessary in understanding the world we are living in. Search'M is an application that allows users to search and view news that is important to them. The search results can be viewed in different representations, allowing users to see how the news they are interested in has affected the rest of the world.

In order to search, users much specify the RSS feed URLs that they want to follow. Search'M automatically determines specific information for each article in each RSS feed as well as geotag the articles. The user can then search by certain filters (keywords, locations, dates) and view the results in a search result list or in Google Earth. Viewing in Google Earth displays those news results on a globe in their respected geotagged locations. This presents the user with ways explore and determine the relationships between the news articles.

Users can fully personalize which news is important to them through choosing RSS feeds from many different news sources. Being able to determine how they want to search for their news, choose which way to want to view their results, as well as decide how they want to see the relationships between articles are other customizable options available. Search'M gives the user both a purely personalized user experience as well as a globalized way of viewing their news.

Marketing Plan

Opportunity

According to the Newspaper Association of America, around 165.6 million American adults read the news (print and digital) every week. 53% of American adults get their news online and 65% of those adults use more than one news source to get their daily news. Search'M targets people who read their news online from news sources that provide RSS Feeds (almost all popular news

sources and many independent sources). Search'M appeals more to people who depend on different news sources for the articles they wish to see since they are able to pick and choose RSS feeds for topics from different news sources. This application is aimed for personal as well as business use. Anyone that is interested in trends of topics in the news, including advertising agencies, business corporations, research facilities, students, sports fans, and many others will find this application to be a great tool.

There are many RSS aggregators available for free online and Search'M does not intend to duplicate or replace those services. Rather, Search'M intends to provide an RSS Feed aggregator with features such as advanced search, in-depth automatic geotagging, the ability to use the application connected or disconnected to the internet, and the option to use a map or globe to view the results on. This application also ties in a fairly new technology, Google Earth. Because of this, it is very likely that Search'M will appeal and pull in users that use or are interested in Google Earth.

Market Trends

There are many market trends that play to the advantage of Search'M. In the past few years there has been an increase in the number of people who view their news online, rather than through printed news, giving Search'M a bigger audience. Also, more and more news sources are providing RSS feeds. This is because using RSS feeds is a very fast and easy way for a large audience to receive updates about a website. Geotagging is an ever-increasing trend that many other products are clinging to, such as Flickr, Facebook, and blogs. People want to see their information in regards to where it is happening and Search'M uses Google Earth to provide that feature to it's users. Google Earth is becoming a popular tool to use in businesses and research because it is free, has an extendable framework, can be used without the internet, is user friendly, and supports sharing information through a network. Since Search'M is using these technologies it will also grow in appeal and demand as these trends continue to grow.

Sales Plan

Selling Strategies

Through strategic product placing, this application will be promoted with other Google Earth based products. By this method, Search'M will be advertised as an application to use if the

user likes Google Earth and also passed by word of mouth on forums that relate to Google Earth. Free trials are available for download on the main Search'M website. The free trial includes the following services: adding up to five RSS Feed URLs to be monitored, keeping up to two weeks of news in the application, full search abilities, full search result features (result list and Google Earth), and only using the application when connected to the internet.

Profit

The full version of Search'M can be downloaded from the main Search'M website for a to be determined monetary amount. The full version has the following additional features: unlimited number of RSS Feed URLs to be monitored, user options to determine how long news is kept in the application, user options to determine how far back in time to pull in articles, full administrative rights in the application, Google Earth results contain more article and relational information, ability to share results via result list export and Google Earth network links, ability to use application disconnected from the internet, and interface options such as change of font, Google Earth displays, and more.

Competitive Strategy

Search'M stands for bringing the news that is important to you in a way that allows you to see how, where, and why that news is important to others around the globe. As mentioned earlier, there is no product out on the market or for download that provides all the features that Search'M has. When an article is added to the application, not only does Search'M extract the title, author, and dates in the article, it also determines the article's true keywords, determines the location of the article for geotagging, and finds related articles. When a user searches using Search'M, they are searching through the articles and contents. Other RSS aggregators search only through the first few sentences of an article that is provided in the RSS, not the actual text content of the article. Search'M is a more developed and customizable application compared to anything else on the market.

Risks include changes to RSS feed standards and changes in Google Earth. But continual patches provided to users through update reminders can mitigate these risks. This product will

succeed because it provides a new view to reading your news online. In this globalized market, seeing the impact of events around the world is important for businesses, research, and for people who want to stay up to date and informed.

Organizational Strategy

The Search'M development team is led by its founder, Krista Bacungan. The team consists of members specializing in user interface design, software engineering, database administration, business management, public relations, and in finance. Our team believes in producing a cross platform desktop application that will provide users with a high quality news RSS search engine as well as a unique and high quality user experience.

Social Impact

Search'M has the potential in being the number one way of browsing news online. There is a great population of Internet users that depend on many different news sources for their news. Because of this, Search'M will become extremely popular since it provides more features than any other RSS feed aggregator. It helps promote globalization because the population of people using this application will subliminally become more aware and informed about international news. Users will be tempted to read articles from places around the world that they didn't care about before because of the way the news is displayed to the users.

This application serves as a great tool for research purposes. Seeing trends in the news based on keywords, location, dates, and categories can be useful for advertising, public relations, finance, environmental, health, and educational purposes. Search'M provides users with a way to visualize their news, which can be helpful in explaining or presenting information to others. It is another tool in seeing relationships between events around the world, popularity of topics, and trends in the news, all in one application.

It is also a way for news sources to retrieve more viewers. Search'M does not provide a user with the full article unless the user clicks on a link to view the article in a web browser. This way the news source that is providing this article is receiving more views and could become more popular through this application. Advertisements that are displayed for the articles are not getting bypassed by

Search'M, so there are no complications between the Search'M team and clients of news source websites. The users also have a choice to pick which internet browser to use for opening the articles in. This provides more support for the browser that each user picks. Overall Search'M is promoting the preferred Internet browser, many news sources, the advertisements for the articles, and Google Earth.

Search'M does not have any environmental issues, health issues, child protection issues, nor does it need regulation. Each person is both the user and the administrator of the application. RSS feeds that are added to the application had to have been accessible to the user so any filtering of appropriate feeds were done at that point. As well, this system does not do any computations or adjustments to the articles and only news sources are meant for this application. Therefore no inappropriate content will be displayed.