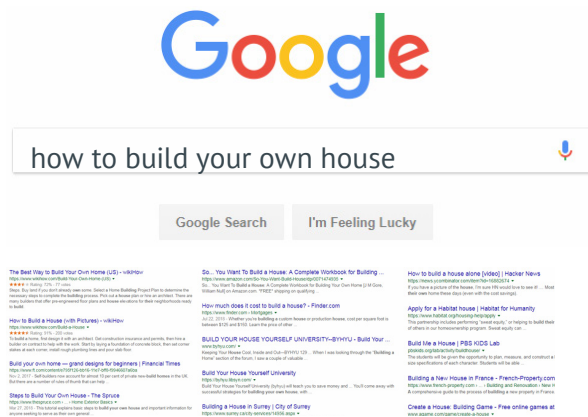# topicopolis

A Google That Points Just To You

🔍 Search for a Topic

A Google That
Points Just To You

You own a blog that writes about how people can build their own house. So how does someone find you?

Today

On *Google* someone types *how to build your own house* . . .

. . . they get tons of links. They might find you. They might not.

But Topicopolis is different! You can solve your problem this way . . .

Tomorrow

Rather than create a freestanding website, you instead claim the topic "how to build your own house" on Topicoplis.

That way, when someone goes to *Topicopolis* and types their search term . . .

They are sent immediately to the topic! And the most important information they are looking for is all there, managed and kept up-to-date by you.
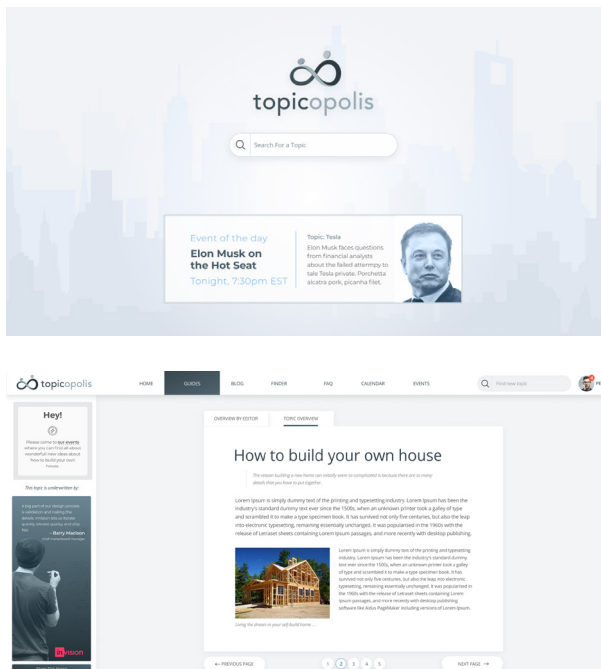
And We Make Sure That
Many Searches Point To You . . .

But we are better than *Google*, because we not only send the *exact* search to you, we even send *similar searches* to you!

How to Build Your Own Home

You Are Not Alone:

The Network Effect

But that's not the only way to find you, another way is through topic relationships. *Google* doesn't relate topic to topic to topic, but we do! This is going to create powerful network effects, and you are going to benefit when some other topic brings a ton of people to their pages, and many of those people find their way to yours! Here is one such network, related to *Transportation*:
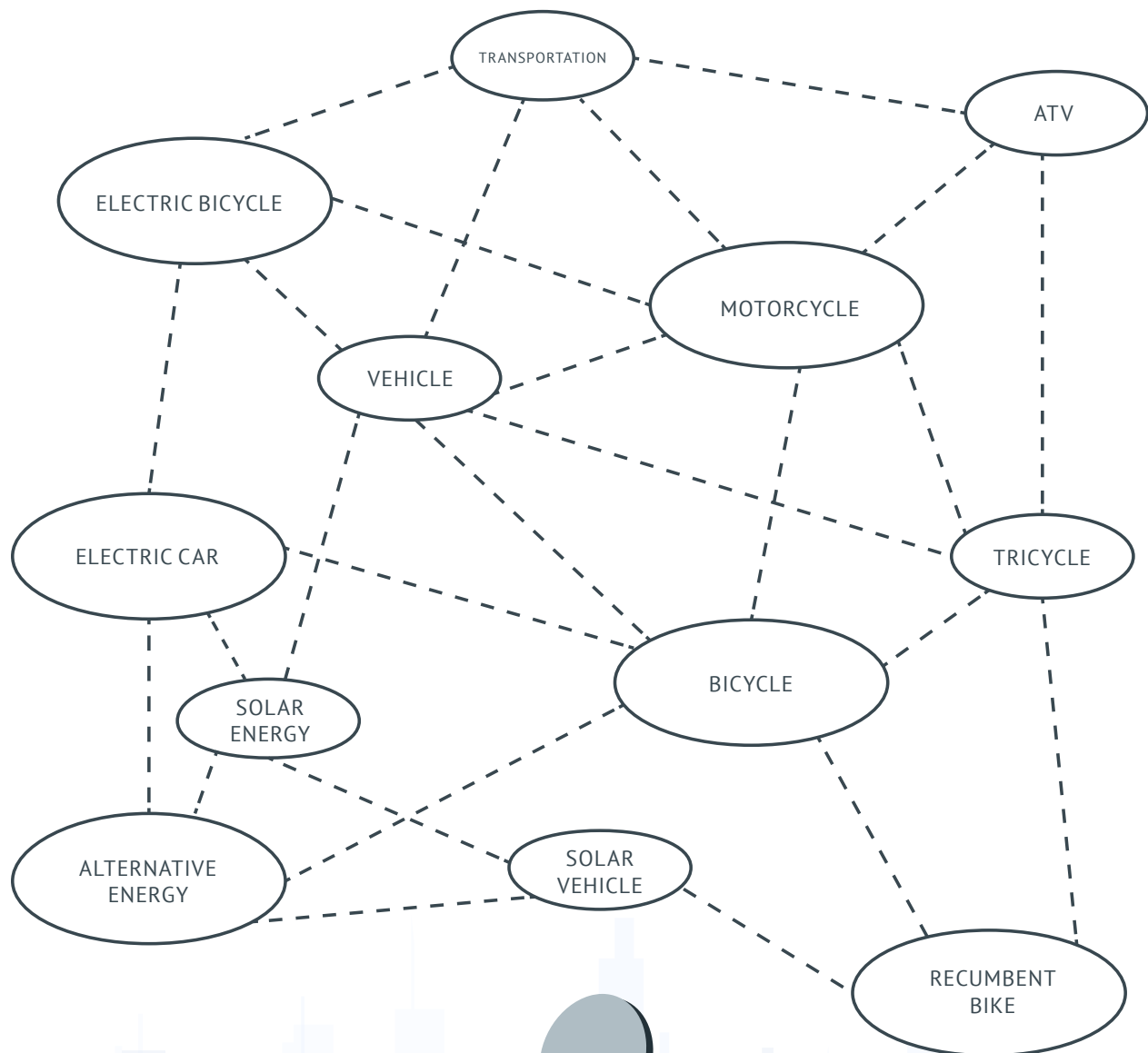
Why Do People Come To Topicopolis 1:
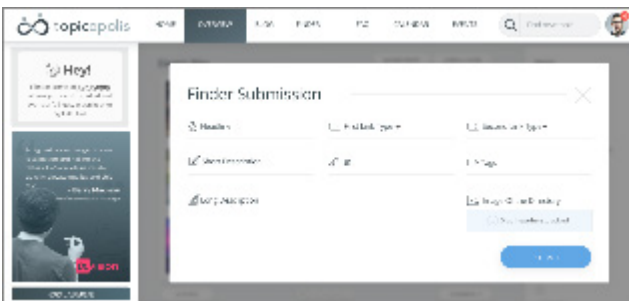
The Content

People will come to your Topic for two reasons: to find the best content, and live Events in which to participate! Below are the four primary content areas:

Content

FINDER

Save your visitors the trouble of having to do searches in Google, because what they care about is here!
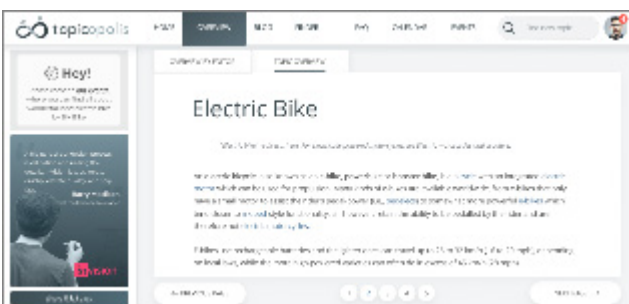

FAQ

If your visitors have questions regarding your topic, they can find answers to those questions here.
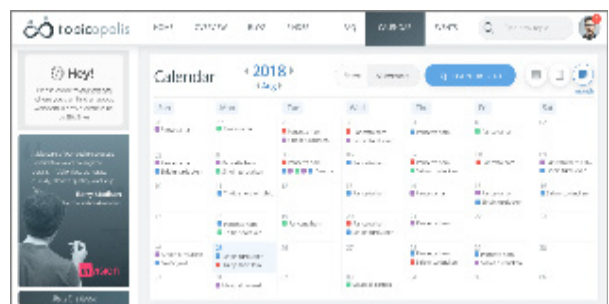

OVERVIEW

Our overviews will provide "birds-eye views" of the topic, locating information in one place.

CALENDAR

Something going on about that topic somewhere this month? If there is, they will find it on the Calendar.

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Why Do People Come To Topicopolis 2:
The Events

Events

Besides the content, the second reason people come to Topicopolis are the Events: Events are "happenings" where people gather to talk about a Topic. In Topicopolis, we will have over 30 types of Events. Here are just some of them:

Focus Group
Host presents ideas and asks participants for feedback.

Podcast
Audio-only presentation, typically between one host and guest. Can be recorded.

Online Course
Presentation with a didactic focus. Host has ability to quiz participants on the fly, and vice versa.

Product Demo
Host demos a product (typically software or video) then answers questions.

Interview
Just what it says, with the ability to switch who is interviewing whom.

Meet Up
A bunch of people get together to discuss the topic. May or may not have an agenda.

Help Me
Host answers questions from participants.

Debate
Host is moderator, Guest 1 is Pro and Guest 2 is Con.

Hot Seat
Cross-examination. Host is moderator. Guest is in the "hotseat". Four judges present.

Brainstorming Session
People get together to come up with ideas for new slogans, strategies, domain names, etc. Makes extensive use of text fill and drag and drop.

Question and Answer
Lots of possibilities: host can pose questions to audience, or vice versa, or audience can submit questions to host, possibly for audience to answer.

. . . and many more!

What Are
The Possibilities?

Different Topics create different possibilities, and with over 30 Event formats, thousands of ideas per topic, tens of thousands of topics, and hundreds of thousands of possible participants, the possibilities are virtually endless. Here are just six Event ideas for six different Topics:

Beer

Event format: Master Class

Event: A brewer from a craft brew company works with home brewers to troubleshoot their recipes.

Startup

Event format: Focus Group

Event: An Enterpreneur shows the wireframes for his new website prototype to receive feedback from participants.

Dallas Cowboys

Event format: Discussion

Event: Fans of the Cowboys discuss possible Fantasy Football picks with an analyst.

Homeschooling

Event format: Brainstorming Session

Event: A group of homeschool parents meet in the summer to brainstorm math lesson plans for the upcoming year.

Tesla

Event format: Interactive Work Session

Event: Owners of stock in Tesla share analysis and research tips to gauge market direction.

Knitting

Event format: Meet Up

Event: A group of people new to knitting decide to share their stories.

And on and on and on . . .

Meet The Players

Editors

The Editor has a key role: he or she has monopoly power over that Topic. And any non-Producer who wants to schedule Events must book a slot on the calendar through them.

Editors also control the content on the pages, and everything below:

What They Do

Editors update content.

They also approve submissions by users.

They post original articles and videos.

They find and assist Producers.

They can themselves create and host Events at no charge.

Editors are at the very center of the Topicopolis system; they receive revenue from Producers, and they also are responsible for the content that appears on their Topic.

What They Receive in Return

When Topic Producers pay Topicopolis to host Events, Editors receive 50%.

Editors can sell their Topic to others for 100% of the agreed price.

Editors receive a percentage of affiliate revenue.

Editors have exclusive access to internal data and analytics.

Editors receive credits in the *Topicopolis* credit system, which can be used for a wide variety of purposes.

Editors have Topic exclusivity, and domain authority from the entire website boosts the ranking of their articles on *Google*.

By virtue of their central role, Editors receive multiple networking opportunities.

Topicopolis handles the billing, communications, and tech support.

topicopolis

Meet The Players
Producers

The revenue that makes *Topicopolis* run comes from Producers, who sponsor and host one Event per week per slot. Some events have audio only, some have video, but all are interactive.

What They Do

Producers subscribe to slots on the Topic Calendar; one slot on the Calendar is allowed per week per subscription. Event notifications rotate Topic-wide, providing publicity for the Events.

The subscription rate is guaranteed for a year, and includes all ad analytics and all reports from Events.

Events created are posted on the Calendar, and selected Events will appear on the front page as the *Event of the Day*.

Producers provide the revenue fueling Topicopolis, and what they get in return is exposure to hundreds, thousands, and even tens of thousands of people who may be interested in working with those Producers and what they offer.

What They Receive in Return

Producers can host one Event per week per slot.

Producers receive access to valuable Analytics.

Producers are entitled to daily event notifications on that topic for a day, rotating with other slot owners.

Producers receive free clicks and free pageviews, and also . . .

. . . credits and passalong credits that encourage people to attend their Events, as well as . . .

placement on the Calendar, and . . .

. . . eligibility for the *Event of the Day*, to be possibly featured on the front page of the website at no extra charge, and with no charge for extra viewers.

The Topicopolis
Hierarchy

So, where do Editors and Producers fit in the big picture? Let's use a building metaphor to show who is who and where they fit. We'll start with this fact: buildings exist in cities.

Our city is called *Topicopolis*; in our city, **buildings** are like *categories*, and **floors** are like *Topics*.

In the example to the right, the category for this building is *Food and Drink*, so this building has Topics (floors) related just to that category.

Look at the highlighted floor to the right, solely devoted to the topic *Beer*. Who gets to rent this floor? The **Editor!**

One and only one Editor is allowed to rent the floor *Beer* in the building for a specified period of time. That could be you . . . unless someone else has it, which by now they probably do. But don't worry, there are other "floors" (Topics), like *Pizza*, *Hot Dog*, *Wine*, *Chinese Food*, and hundreds more!

On the next page we talk in detail about how the floors are divided up: a **Slot** (designated space, like an office) on the floor is rented by a **Producer** from the **Editor**. The Producer holds **Events** in his slot/office; for example, a class on how to make beer. People attend those Events and that's good not just for them but also the Producer, and ultimately, the Editor.

If you can't be an Editor for the *Beer* Topic because someone else has claimed it, you can be a Producer instead, since there are 48 slots available.

WHAT IT'S CALLED IN A CITY . . .	. . . AND IN TOPICOPOLIS . . .
BUILDING	CATEGORY
FLOOR	TOPIC
FLOOR TENANT	EDITOR
OFFICE	SLOT
OFFICE TENANT	PRODUCER

FOOD AND DRINK

BEER
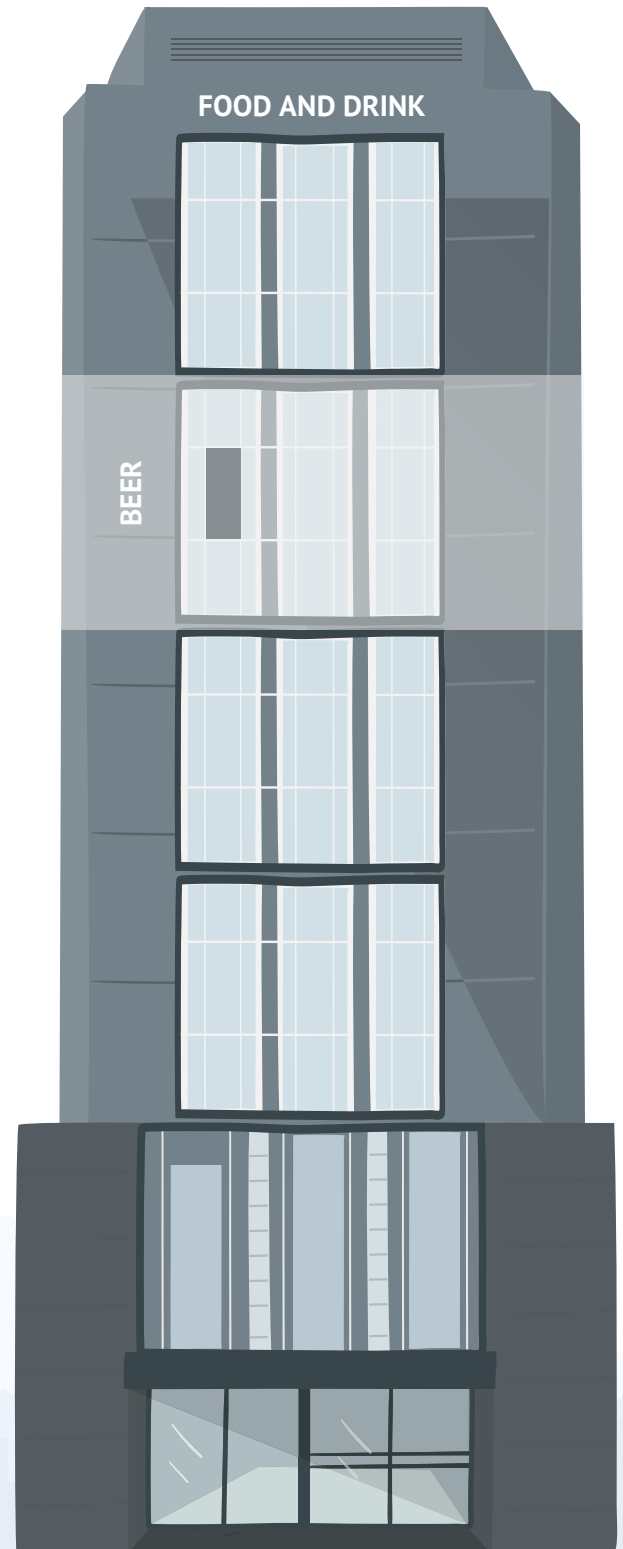
The Hierarchy
Putting It All Together

Let's use a simple case to put it all together: *Sierra Nevada*, a **Producer**, rents a slot from the building owner leaseholder (**Topicopolis**) for their **Events** (e.g., they hold a masterclass for home brewers in their **Slot**). Topicopolis then gives the Editor 50% of that revenue in return for managing the floor. In addition to receiving 50% of the revenue, the Editor can, after a certain period of time, sell their right to manage the floor to a third party.

The above can be best explained by understanding some important key terms, as defined below . . .

Key Terms

The **Reservation Period** is like a lease; it's how long the Editor has control of the floor.

The **Maximum Valuation** is the amount for which the Editor can sell the rights to the floor *Beer* to some future interested party, which most likely would be a blog or website or podcast devoted to *Beer*, or a company in the beer industry such as a brewer or distributor. The Editor gets 100% of this sale price!

All buildings have costs to keep them up and running, and this building is no different. What is called a Maintenance Fee in real estate is called in Topicopolis the **Base Fee.** That's initially paid by the Editor, but the percentage of rent he gets from the Producers more than covers it. And for many of the Editors, we will guarantee that . . .
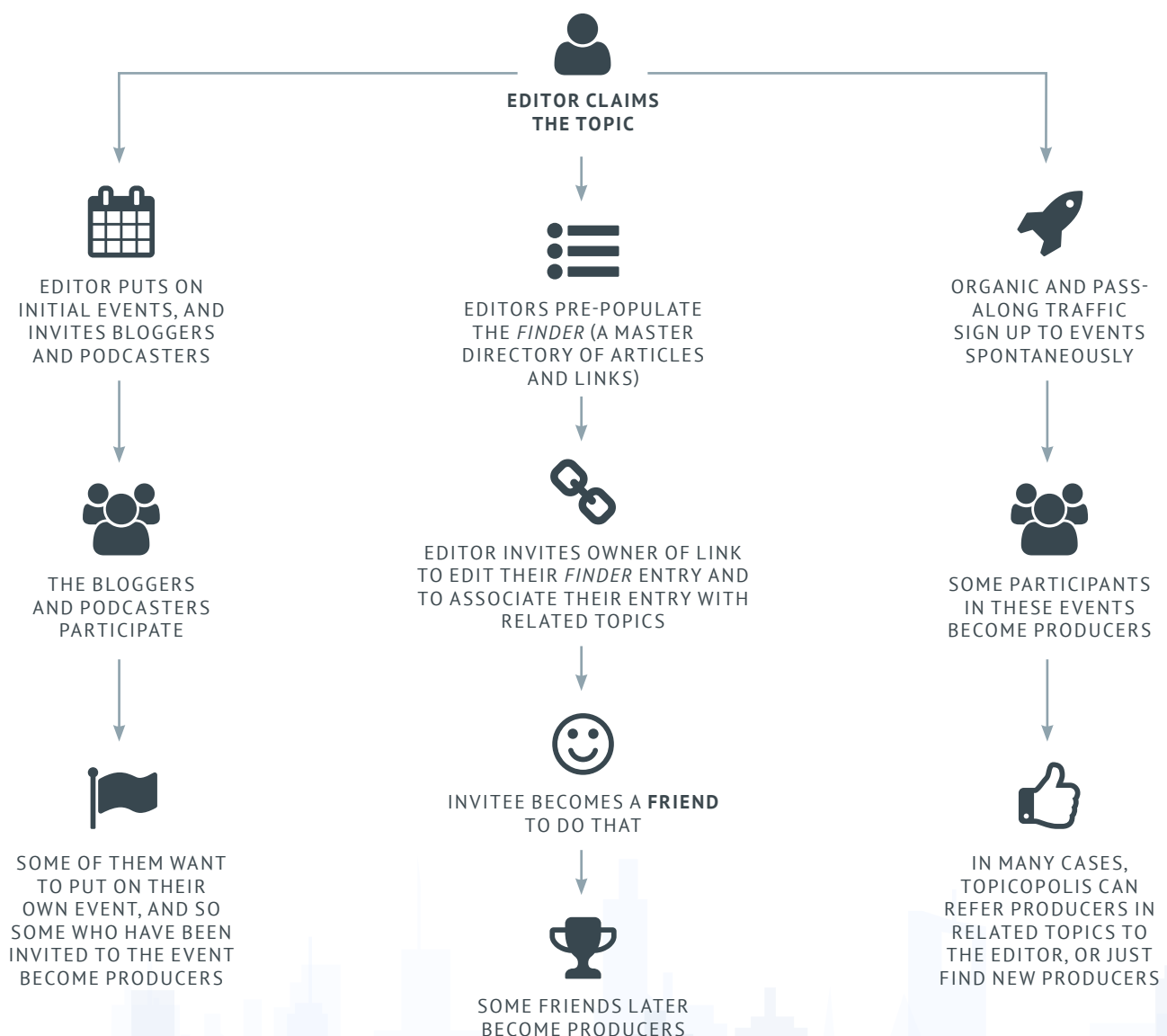
WHAT IT'S CALLED IN A CITY . . .	. . . AND IN TOPICOPOLIS . . .
LEASE PERIOD	RESERVATION PERIOD
SALE PRICE	MAXIMUM VALUATION
MAINTENANCE FEE	BASE FEE

Bird's Eye View of Part of the Beer Floor
(each rectangle represents a slot)

Sierra Nevada	Joe's Bar
How to Brew Beer	What are the hottest beers?
Monday 7:00 PM	*Monday 8:00 PM*

AB Tech College	Sullivan and Cromwell
Become a Brewmaster: The Steps	Legalities of Homebrewing
Tuesday 7:00 PM	*Tuesday 8:00 PM*

Beverage Magazine	Entrepreneur Magazine
The Art of Beer Pairing	Setting Up A Beer Business: The Pitfalls
Wednesday 7:00 PM	*Wednesday 8:00 PM*

OPEN	OPEN

How Do Editors
Find Producers?

Since Producers create the Events that drive people to the Topic, it's important for Editors to find Producers. How do they do that? Well, they find Producers in three ways; sometimes Producers come to them, sometimes the Editors go to Producers, and sometimes Topicopolis brings them together.

**EDITOR CLAIMS
THE TOPIC**

**EDITOR PUTS ON
INITIAL EVENTS, AND
INVITES BLOGGERS
AND PODCASTERS**

**EDITORS PRE-POPULATE
THE *FINDER* (A MASTER
DIRECTORY OF ARTICLES
AND LINKS)**

**ORGANIC AND PASS-
ALONG TRAFFIC
SIGN UP TO EVENTS
SPONTANEOUSLY**

**THE BLOGGERS
AND PODCASTERS
PARTICIPATE**

**EDITOR INVITES OWNER OF LINK
TO EDIT THEIR *FINDER* ENTRY AND
TO ASSOCIATE THEIR ENTRY WITH
RELATED TOPICS**

**SOME PARTICIPANTS
IN THESE EVENTS
BECOME PRODUCERS**

**SOME OF THEM WANT
TO PUT ON THEIR
OWN EVENT, AND SO
SOME WHO HAVE BEEN
INVITED TO THE EVENT
BECOME PRODUCERS**

**INVITEE BECOMES A FRIEND
TO DO THAT**

**IN MANY CASES,
TOPICOPOLIS CAN
REFER PRODUCERS IN
RELATED TOPICS TO
THE EDITOR, OR JUST
FIND NEW PRODUCERS**

**SOME FRIENDS LATER
BECOME PRODUCERS**

Topic
Levels

So what kind of revenue can an Editor expect to receive from their Producers? That depends on how many people visit the Topic; Topics are valued differently depending on how often they are searched for and their worth on *Google* (cost-per-click). We use this data to rank the Topics in order of how valuable they are; low-level topics (1) are worth less than high-level topics (100). Below are some real examples of Topic levels. Notice that the higher the number, the more valuable the Topic:

Level	Topic	Level	Topic	Level	Topic	Level	Topic	Level	Topic
1	japanese cuisine	21		41		61		81	
2	italian recipes	22	woodworking	42		62	real estate	82	
3	vintage camera	23		43		63		83	
4	oceanography	24		44	hamburger	64		84	
5	muffins	25		45	tax software	65		85	
6	german restaurants	26	flower bouquet	46		66	whiskey	86	
7	geography	27		47		67		87	
8	camera lenses	28		48		68		88	
9	hiking gear	29		49		69		89	
10	origami	30		50		70		90	
11	buy stocks online	31		51		71		91	
12	Lord of the Flies	32		52		72		92	
13	woodworking tools	33		53		73		93	
14	tactical gear	34	electric bike	54		74		94	
15	biology	35	quinoa	55		75		95	BBQ
16	dodgeball	36		56		76		96	
17	candy bar	37	Romeo and Juliet	57		77		97	
18	Casablanca	38		58		78		98	
19	cruise ship	39		59		79		99	
20		40		60		80	motorcycle	100	cat

Levels of
Control and Reimbursement

There are three Entity levels who control the content of Topics: **Contributors**, **Contributing Editors**, and **Editors**. Some of the differences between them are described below (the *Terms and Conditions* document describes these differences more specifically):

	CONTRIBUTOR	CONTRIBUTING EDITOR	EDITOR
Base Fee The amount this Entity contributes monthly to Topicopolis expenses.	NO FEE	NO FEE	DEPENDS ON TOPIC LEVEL (*$1 per point; Topic Level 10 = $10*)
Event Scheduling Power The number of Events this Entity can themselves schedule at no charge, with audience limitations.	1 PER MONTH, 10 AUDIENCE MEMBERS MAX	1 PER WEEK, 10 AUDIENCE MEMBERS MAX	5 PER WEEK, 100 AUDIENCE MEMBERS MAX
Reservation Period The guaranteed amount of time this Entity has control over their topic.	2 WEEKS	3 MONTHS	12 MONTHS (*minimum*)
% of Revenue The percentage of revenue received by the Entity from Producer subscriptions and other sources.	NONE	50%	100% UP TO BASE FEE, THEREAFTER 50%
Maximum Valuation There are exceptions, but this is generally the maximum amount for which this Entity can sell their Topic to another party. *This amount varies; what is shown here are the Maximum Valuations for a Topic with gross revenue of $200 per month, assuming that both the Contributing Editor and Editor have held a Topic of Level 50 for one year.*	CANNOT SELL, ONLY TRANSFER, AND THE TRANSFER IS INVOLUNTARY	$700	$4,300
% of Max. Valuation The percentage of the sale price received by the entity.	NOT APPLICABLE	100%	100%

So If I Can Sell My Topic . . .
What Can I Sell It For?

If the Topic receives the monthly gross revenue at the left, the entities designated to the right will for a Topic of Level 50 receive the **Maximum Valuation** listed below upon sale:

SALE: 12 MONTH	CONTRIBUTING EDITOR	EDITOR
Monthly Gross Revenue	Maximum Valuation	Maximum Valuation
$5	$115	$1,960
$10	$130	$2,020
$25	$175	$2,200
$50	$250	$2,500
$100	$400	$3,100
$200	$700	$4,300
$300	$1,000	$5,500
$400	$1,300	$6,700
$500	$1,600	$7,900
$600	$1,900	$9,100
$700	$2,200	$10,300
$800	$2,500	$11,500
$900	$2,800	$12,700
$1,000	$3,100	$13,900

What
Next?

So, here we are. If you think you might be interested in moving forward to claim your Topic, here are the steps:

Find out How Much Your Topic Is Worth

Coming up, we're going to tell you the value of your Topic on Google, which we call the *Ultimate Base Value* (UBV), and then the most we think it will be worth on Topicopolis, which we call the *Maximum Expected Value*, which is 1% of the UBV, and then the *Minimum Expected Value*, which is 20% of that.

Get the Topic Level

Once we know the *Minimum Expected Value* for your Topic, we can then determine the Topic level, which is typically 10% of the *Minimum Expected Value*, and therefore the *Base Fee* if you claimed it as an Editor, which is exactly equivalent in dollars to the Topic level, so when we put it all together,

> a Topic with a Level of 20 would have a *Base Fee* of $20 per month,
>
> a *Minimum Expected Value* of $200 per month, and
>
> a *Maximum Expected Value* of $1000 per month.

Fill out a Preliminary Application

Next, we give you a preliminary application and you tell us something about why you would want to claim the Topic, and any qualifications you have. You submit that application.

Get Preliminary Approval as a Contributor

We will respond to your application within 16 business hours, and if you are given preliminary approval, you will be given control of the Topic for two weeks, which will allow you to become familiar with our interface and take it on a "test drive" by making your first contributions to the Topic. If both of us like what we see, we will give you final approval, and you can claim your Topic in the role you chose.