**Yuiwe.com Strategy**

Objective: Create an online living hypertext modern dictionary that serves as the go-to dictionary for innovative words used by entrepreneurs and that do not appear in other online dictionaries. The platform will support adding words by users as well as learning new words from various online resources.

Strategy: The strategy is a multi-pronged plan to create the dictionary and make it a quality resource for various users.

* Platform: build on an existing AWS platform hosting the yuiwe.com site.
* Introduce a database that can be easily added or integrated into the site. The database will serve as the basis for the online dictionary.
  + Specifically
    - Innovation vocabulary
      * Portmanteau and Hoop-Hyphen detection
    - Dictionary
      * Online referencing or internal via DB
      * For discarding words with precedent
    - Yuiwe Dictionary
      * The good stuff
      * Novel words - Captcha fodder
* Develop tools and capabilities to scrape words of popular sites and journals that allows sifting new and innovative words. The initial effort may include portmanteaus (polyneering), hyphenated words (blitz-scaling) and others that add value to entrepreneurs and various other groups.
  + Initially, I imagine we will have a tranche of new words which will be free of the authors’ context. We will have to dive into their usage (from source) to understand what they mean, and expound on it...define it <--value
  + Browser Extension
  + RSS Feed analyser - /.,Science news, Mother Jones
* Find a creative way to crowdsource suggesting new words for the dictionary or record the pronunciation of these words. Follow the example of CaptCHa. Investigate various tools for speech recognition and TTS (Text-To-Speech) to allow linguistic analysis of text and pronunciation of words.
  + I’m somewhat familiar with mycroft, an open source Alexa type software I used with Raspberry PI. A key part is the custom wake word, which is considerably developed past Siri, Alexa, and OK Google, as they had to really focus on recognition just to activate the device. <http://www.speech.cs.cmu.edu/>
  + <https://mycroft.ai/>
  + Twitter bot with the format of something like…
    - #(yuiwe word)- Definition #yuiwe #(yuiwe word),Link to Yuiwe.com(Got a better definition?...share with the world)
    - This could get these new words out in the wild and see how they are received...see if they have other meanings to different people
    - Twitter already has counts for things like hashtags, shares, likes and so forth.