The Life Box

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*The success of a product is not casual,*

*But rather is the result of successful professional collaboration, at various levels.*

# Description of the project

Personal situation:

In recent years, our business unit has changed three owners: two US and one Russian company. This last one is funded by trustee funds that administer billions: like BlackRock or BlackFin, based in America and France.

The desire to be an entrepreneur and the love for the region, has pushed me to innovate in pursuit of an activity that provides livelihood to my family and which is useful to society.

Typical national values: social, intellectual, and financial values have led me to an innovation, that can be profitable within the peculiar dynamism of western life.

The long-term goal is to unambiguously improve my current personal situation, which means to ensure a good financial outlay and manage a globally affirmed product.

Product description:

The product I would like to create is a software that works as digital diary. The help for people having a diary is that saves a multitude of data and makes it easy to find them quickly and accurately. Innovation is additionally given by the ability to perform countless analyses of your profile. Personal data analysis improves self-knowledge, understanding of social-cultural processes and group consciousness.

The peculiarity of the journal is to save personal information of major intimacy, totally deprive of the intentionality of communication. The user saves personal knowledge, weighted according to his criteria of importance and accuracy. The quality of the data reflects the individual interpretation of "value". The information concerns: thoughts, emotions, dreams, musical preferences, tastes, reflections, emotional reactions individually reported. Help is to find memories and have them available carefully, without having to think or remember.

The project wants to develop the digital diary first, and then add several deterministic analysis algorithms developed for different purposes: personal, social, commercial, or control for other IT devices.

Examples of innovative, high value-added algorithms can be:

* Statistical analysis of personal events, highlighting personal disasters, creating personal advices or aphorisms, formulating principles of internal logic.
* Early diagnosis of addictions (television, internet, alcohol, drugs and tobacco), depression, psychosis or mental illness. Prevention of crimes or violent acts. Develop statistical projections for prediction of deterministic events. Have material for a pedagogical approach to infant education. Not only individuals but also some professional categories could document their mistakes to learn.
* Analyse the effects of communication and the changes resulting from communicative intent. This can rethink the social determinism (according to Hume) with today's communicative technological tools. It could continue studies of social or global consciousness and create a planetary mind or a "planetary nerve network" to have a global consciousness and conscience.
* It could selectively extract opinions about a particular product or service, obtaining opinions outside the context of the survey.
* The knowledge of the individual will be very important in order to control the future IT equipment: robots, cars and telematic equipment can operate according to our preferences.

The product is intended to be global and must be accepted and used by all people and professional categories.

I would like to evolve the software into a global experiment of social determinism to determine social evolution. The technological tools we are disposing today, could perhaps decrease the pessimism born of the idea, that it is not possible to know all the phenomena that affect a person's life. Intentionality is to offer a service from which can benefit the community: raising not only scientific knowledge, but also (not fact proved) knowledge and acquaintance of a group of individuals.

# Company - Entrepreneur and Company Data:

Entrepreneur Data:

Goran Joc, via Gannine 10, 6612 Ascona, Tel. 076 330 76 71.

Bachelor of Science in Communication, Master in Computer Science.

Experience in developing web software and interfaces for about 5 years and C ++ development in the banking industry for another 7 years.

Company Data: LifeBox

Purpose: Software development and marketing.

Company social definition: anonymous company

Partners: private investors, universities, fund managers.

# Market

## The context

I know that the thought and the facts of famous person are a valuable thing: Leonardo's notebooks, Kennedy, Mussolini, or Hitler diaries, criminal interviews, this is what interests us. Some artists keep everything in order to find thoughts and moments related to that object.

Practical application of knowledge in chemistry, physics, medicine or economics is our ability to predict and influence the outcome of events. In the same way in social environment, when we fail to fulfil our expectations, these remain our wish.

Generally, it is also noted how Google has increased the average knowledge of individuals, and then again topics such as sexuality, violence, and illnesses are becoming less tabooed.

An inalienable right of the western world is freedom. Freedom has led the expression of individualism to levels that do not exist elsewhere in the world. It is in this context that Facebook recreates our social image in the Internet, what we are for others.

Facebook's success brought to the social connection a strong growth thanks to numerous social networks: Twitter, pintarest, path, instagram.

Now Facebook introduces features such as "emotions" or "stories," which I interpret as a reversal of the social trend, towards a more individual trend, which continues in the formation of our social image enriching our online identity. It is the narrative self, which makes us become the tale we are and project us into the future. The only need is to be consistent with self-perception, to create our reality, our identity. In this context, the diary is the missing product: it would improve memory and the ability to see in our past not just a certain thread that connects events but a multitude of events that have determined our life. Everyone would find their identity more complete and exhaustive.

We also consider the dynamism of life: nothing is certain unless there are any changes. Antithetically we live a daily routine, persevering to achieve the same goals with the same means we master. To make desired personalized changes, accurate data is needed that escapes our conscious attention to the moment.

It comes to terms with a peculiarity of the market: given that the luxury and fun industry do not know the crisis, the journal should be a source of pleasure, peace and tranquility. People with a scientific and deterministic approach to life may be most involved with the pleasure of keeping a diary and using algorithmic analysis.

## The niche

At present, there is still no possibility of keeping a complete diary as I mean it, in digital form. The digital diary should allow you to easily and accurately save individual data from various peripherals: keyboard, photo, audio, video, GPS, biometric data. In addition or alternatively for those who do not have all of these peripherals, you could keep in mind your particular details of choice such as biorhythm, emotions, dreams, insights, and creativity expressions.

The first added value would be to find data selectively using quality algorithms, such as data for a particular holiday or a person, or just the events that were particularly enjoyable.

Another great added value will be the ability to analyze these data. The result of these analyzes could then be shown to the user as a result of an objective analysis and formulated as a counsel, aphorism or decision. The user could use analysis of life and knowledge experiences to change their lives better. This would reduce interpersonal warnings and thus reduce stress.

Sometimes we could analyze data according to a particular social aspect: for example, the qualities that are sought in belonging groups, values ​​that dare and defend in different situations, in the context in which we are.

## Service

The services would be multiple. Here they group them according to three stages of development.

Short term service - 2 years:

A diary that saves multimedia content, texts, date and time, geolocation, and user-defined events.

The information would then be retrieved by information retrieval algorithms that allow the user to selectively access content, such as summer holidays, daughter's birthday, interactions with a given person, thoughts on a particular subject.

Medium term service - 6 years:

In the second phase of product development, high-value-added services for scientific communities, for social sciences and for individuals would be offered.

Personal profile could be traced to knowing themselves better: they could highlight moments that have had a particular emotional burden, or give directions on how to better manage their life-balance.

Use to maintain health:

The program recommends practical actions to restore the life balance. The balance between the various systems: social, physical, economic, family where you live: for example, if one has no economic problems but is introverted, it is recommended that groups attend. If someone is shy and looking for a girl, he or she is advised what to do to get together in a group: gym, reading and also to which group to aggregate and the duration of the aggregation to it. If someone is lonely, it is accompanied by suggestions for slow socialization to people with whom it can feel joy. If someone dedicates a lot of time to the family and does not have a hobby but looks at television, you can invite them to certain events and places.

It restores the balance between primary emotions (anger, joy, obsessive thoughts, sadness, fear) when repressed: when a 3-year-old girl spits on a continuous basis, the advice would be to bring her to see a muddy pond. If someone is angry because of obsessive thoughts, he could point it to the healing path by knowing his obsessive thoughts.

If someone reacts angrily frequently, you may be advised of quiet activities aimed at improving anger management, balancing or sleeping.

Use to recognize diseases:

Use may be medical-psychological for early diagnosis of illnesses. Some diseases such as depression, addiction, bipolar disorder, paranoia, recurrent thoughts, shortcomings, but also abuses or ill-treatment could be recognized early.

The share:

* Studies on social determinism, violent interactions and behavior could reduce crime.
* Trace your personal profile and better understand the evolution of thought during growth.
* Any kind of decision making process may be affected by analyzing your individual data and even anticipating your desires.
* For example, you can use social matching algorithms to find your partner or understand who is the ideal candidate for a job.
* It could be better to study social interactions and the resulting consequences, starting with personal impressions.
* It would be possible to extrapolate the thoughts or emotions needed to study educational / correctional models
* It should be possible to interface your data with external applications (heating, car)
* You could selectively submit personalized content for marketing purposes. Such information would not be collected during a survey, with the risk that the subject might mislead situations or inventions of fraudulent responses.

- Decrease the time taken to make a decision that requires consideration of different parameters (eg choice of what to do), the amount of communication needed to exchange opinions would also decrease

- seeing life as an artifact consisting of the scales of thoughts and desires, built on the cognition of events, would allow to alter behavior in a conscious and targeted manner.

- Develop a comparison of ideas without having to confront yourself personally.

- Raise collective intelligence, freeing individuals from the limitations of their memory and allowing the group to rely on a wider range of experiences, knowledge, courage and rituals.

- Scientifically study healthy psychological phenomena. For example, to understand what are the most common thoughts in certain situations or some recurring thoughts used to mislead situations according to personal needs.

- The user may also decide whether to sell their data to companies that for this first-hand sale of data would reimburse an economic remuneration.

- Interface with Siri could only allow data to be input vocally

- The Dalai Lama invested 500 million to write the atlas of emotions, this project could create the atlas of thoughts.

Long term service - 10 years:

- When there will be cars driving on the sun, they will understand how we like to be driven that day: sportily or comfortably.

The diary would be in the reach of everyone, and easy to use. This information is used to dynamically and contextually investigate introspection, thus initiating an inner and spiritual healing process.

A scientific study on the formation of the ego and its identity, particularly by analyzing traumatic experiences without having to resort to professionals of the category.

A description of one's own self and one's identity helps us to break down into current situations and prepare ourselves for the future ones. By choice one could understand algorithms, how to avoid failures, imbalances, or identify the actions that are preferred.

# Competition

Prospective competitors are other providers of diaries. The offer is rich, but limited in functionality. In existing programs, you can save text, photos, and emotional status. The proposed diary should facilitate navigation between events in order to be able to reproduce them throughout their intensity.

Considering today's use of the phone, the main competitor is Facebook, which is constantly evolving.

The solution is to beat time competition. The advantage is that the places where software developers are concentrated: India, North Africa, Eastern Europe have experienced a more repressive and socialist culture that does not exalt individualism as American culture.

To eliminate outbreaks of competition, I propose a widespread dissemination of the diary product, disguising the possible evolution of the future. In order to avoid competition, it is preferable to present a product on a worldwide scale simultaneously (Hollywood premiere type).

# Marketing

The product would be tested and introduced in the scientific field to a restricted circle of people for professional use: universities, hospitals, social research, medical studies.

It would follow a viral and global campaign to present the product to the public.

The product would be introduced gradually at the end of Stage 1, to specific user targets. At the end of Phase 2 you could make a simultaneous global introduction simulating a viral marketing that should create a kind of fashion or social trend.

# Production and administration

The first step is to develop a desktop application, an Internet site, and a smartphone smartphone that acts as a diary.

The programming language will be C # for desktop application and smartphone application.

The diary is done with automatically generated input fields depending on the customer's needs. In order to have a product that is quickly adapted to the different market needs.

The diary fields should be customizable, so that an application for explorers provides a "mileage" field, while a medical application offers an "emotional state" field.

Development could be relocated to development centers in properties located in Eastern Europe or Tunisia.

The second phase is more difficult in developing an appropriate information retrieval program, which must be able to represent individual data according to various perspectives relevant to analysis algorithms. Interfaces would be extremely important to allow you to gather information that you can propose to users.

Needed computer programmers, lots of marketing, charts and accounting. We would like a good Advisor to keep the privacy of the product.

For Phase II, they want programmers, mathematicians, statisticians, sociologists, psychoanalysts.

# Risk

The risk is that people do not want to enter data because it is too demanding and boring: Helps in the future could be the man-machine interfaces of Elon Musk.

Another danger is acceptance of the product: the negative image of a product that captures intimate data of life may be associated with Stanley KubriK's "The Cube": a prison for spirit and control over life by entities extraneous.

Best-Case: planet success. Phase II Enriched with Algorithms and Interfaces.

Realistic-Case: Phase I can make an annuity. Some tens of thousands of users. Step two elaborated for specific professional sectors.

Worst-Case: total lost, loss of development time. An application, internet page and marketing remain.

# Finance

The goal is the economic performance of this project to ensure a wage for all involved.

At first you should develop a journal that allows you to save and retrieve your personal data.

This project would cover 8 to 20 software developers for about a year, to create a desktop application, smartphone application, and a website.

At this stage, we should also start looking for customers and marketing.

With this product you should earn revenue by selling programs to certain professional categories, such as camper drivers and travelers, psychologists and psychiatrists, market research firms, scientific communities, and finally sales of the application to the general public.

The revenue would come from the sale of the program: you could offer a free version and an application for sale with extended features for 5.- Fr. The extended desktop version would be for sale for 10 Fr. The website would be free: it's less attractive Of an app or desktop application, you could also earn with advertising.

Another earnings model could be the ability to sell individual reviews or advice for a few francs.

Stage II requires more resources. At least a dozen of developers and marketing agencies.

# Action Plan

Involve people. First to get a correction, opinion and support. Then look for finances and people who know the market.

Maintain a confidentiality given the relative ease of doing such a product.

Create the needs for the initial impulse. For the success of the project it is important that everything works and that you can rely on your colleagues.