

GAIA - THAT LIVING ORGANISMS ON A PLANET WILL AFFECT THE NATURE OF THEIR ENVIRONMENT - TO MAKE IT MORE SUITABLE FOR LIFE. EARTH SHOULD BE VIEWED AS A SINGLE UNIFIED ORGANISM. CARE AND LOVE.



GAIA VIEW

it's one world

[CONFIDENTIAL]



1. about earth, man and information

...from our view

Earth is such a phenomenal place to live. As human we have the ability to appreciate earth not only from what it provides, but also from a perspective of its beauty and its overwhelming size. One really good feature of being a human is that we can reflect on our own actions, see consequences and remember experiences from generation to generation. Thus we have the ability to make the best situation possible for each living creature, not to mention nature itself. However, succeeding in doing this relies on if we can share information and understanding to become aware.

We all share one thing in common, the earth we live on. So why not settle on this perspective? Instead of hearing about deforestation in one context and effects of climate change in another, what if you could read and learn about both aspects of environmental issues in the same context, for example geographical? A map of the earth is kind of lifeless as long as you don't have a context to put the view into. As soon as you get some information regarding the area you are viewing on the map, it becomes alive, relevant and interesting.

The emergence of the Internet has radically changed the outset for sharing information. The triangle, with sender on top and the receivers at the bottom has tipped over. This has had a major impact on the way organizations need to communicate, as well as how the audience receives information. To present information in a relevant context and keep it updated has become as much a challenge as a criteria for success.

Most importantly for any topic covered, be that environmental, political or historical is potential synergy effects. How one situation or aspect relates and effects other situations, is of outmost importance.



2. about us and what we do

...a view apart

We at Gaiaview are an international collaboration of aspiring software engineers that have a knack for using everyday technology and nudge it into doing the most extraordinary things. We are also a worried lot who are concerned with the situation of the world today and believe that information and awareness is key to make a change. We want to bend the technology and have it work as a servant to achieve awareness of people.



We are developing tools and services that we ourselves have wished existed many times, such as the one this document presents. Our ambition is to use our skills and energy to make the world a better place. If our karma gets a boost from doing that, we'll just be happy!



We are not committing to rocket-science here, just pulling our weight and hope that our products and services inspire, educate and entertain people. We believe that if we use our talents together with our network of great people we can make a difference, what could possibly be more creative and fun than that?



With Gaiaview we aim to provide a geographical information system for organizations to use and help us show the people of the world exactly what is going on, where it's going on and what everyone can do about it!

This service will act as an opening and a seed to interest in environmental, humanitarian and social issues. We hope that our visitors will find things of interest on our service, and venture on to your websites for further understanding and involvement. This can only be done with your help.



3. the mandatory sales-pitch

GAI - a way to view

A lot of people have asked us to explain why this service is so good, how this service works and most importantly, what it does... Since we are all so excited about it, we tend to dabble on for hours on end about all the cool features and the major impact we believe this service will have. At the end of the day though, what they want to hear is just a short summary of what it's all about. If you are one of those people, rest assured, we have it covered.

Here's our short take on what the whole buzz is about:

"Gaiaview is a new, creative and intuitive web based service where organizations can present information in a geographical context. By using maps we can provide a fun and easy, yet serious and powerful service to show different perspectives of the world."

GAIVIEW
it's one world



4. solution

...magic at work

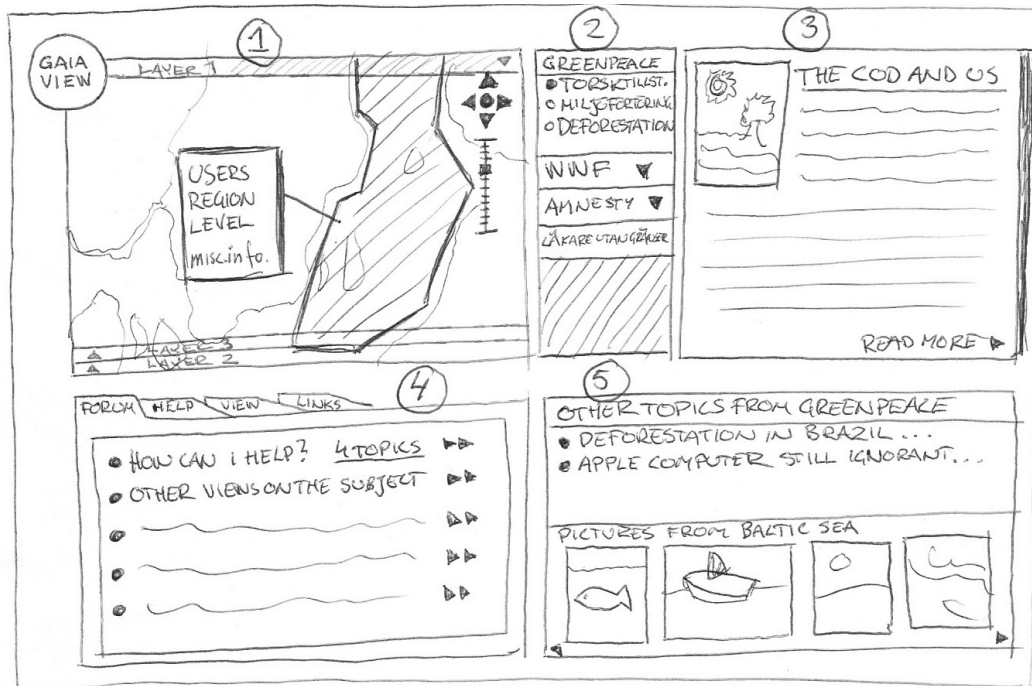
We have a lot of ideas and plans for features, but we firmly believe that the success of this service is in a good user interface (what you see on the web). To do this we have to outline and craft it in close collaboration with the people that know the information best i.e. the organizations we have chosen to contact. Therefore, we have attached only one rough sketch of a potential interface on the next page. It is to be thought of as a basic layout and shows some features and most importantly, the areas that is at disposal.

The service will provide the organizations with tools to draw colored regions on a real satellite-based map of the world such as the Google Maps solution (<http://maps.google.com>). Attached to these regions they can provide text, images, links and other relevant meta-data. They can provide infinite amount of layers on the map, to show effects according to time, categorize different aspects of the same region or connect these regions, or markers to XML-feeds that they provide from their servers. This ensures that the data is current and provides easy updating. This allows showing a spread of actions undertaken in separate areas of the world, real-time tracking of their resources or just areas of interest.

Visitors to the service can chat with each other and discuss the information provided. They can follow links to the organization websites for further reading, they can even subscribe to events.

The power of information is at their fingertips.

5. sketches



- ① THE MAP WITH LAYERS AND QUICK INFORMATION ON THE ACTUAL SUBJECT, SCROLLABLE, ZOOMABLE.
- ② LAYER PALETTE - HERE YOU CHOOSE WHAT INFORMATION YOU WANT TO TOGGLE, AND FROM WHAT ORGANISATION TO GET INFO.
- ③ THE FULL REPORT ON THE SUBJECT CHOSEN IN ① WITH LINKS TO MORE INFORMATION
- ④ FORUM - PEOPLE CAN COMMUNICATE ABOUT THE SUBJECTS AND EXPRESS THEIR CONCERNS OR OPINIONS WITH OTHERS
 - HELP - GET INFORMATION OF HOW TO HELP OUT, DONATIONS ETC.
 - VIEW - FURTHER INFO AND RELATED IMAGES AND MOVIES
 - LINKS - EVERYTHING RELATED TO ACTIVE SUBJECT GET LINKED HERE; ORGANISATIONS, WIKIPEDIA, HISTORY, POLITICS, NEWS ARTICLES...
- ⑤ OTHER TOPICS FROM ACTIVE ORGANISATION
CHOSEN PICTURES REGARDING ACTIVE SUBJECT



6. finance and partners

...about the money

There is no such thing as a free lunch, with this in mind we have set out to make sure that though this lunch costs money, it'll be worth every penny. By ensuring that we have the financial aspect of building a service such as this in mind from the start we can guarantee each partner in this venture reliability of the service. The business model of Gaiaview is not yet complete, but the bottom line is set and outlined here.

Gaiaview is a service developed in whole by voluntary efforts by software engineering students with help from Göteborgs Universitet and a company called C-works, located in Sweden. All initial costs involved during development is covered by C-Works, and all resources are provided by Göteborgs Universitet. The service will after initial launch rely on donations and sponsorships by partners and other non-profit organizations. The service aim to be fully founded by contributions of sponsors and donations. Gaiaview accepts donations from privately owned companies as long as no strings are attached to the donation.

During development Gaiaview aim to establish the necessary partnerships and the service and software is designed to be run as a cost-efficient solution to keep a low total cost of ownership-value.

A goal of this service is that it should be provided free of charge both for visitors but also for the organizations that wish to participate with information. No privately owned companies or organizations which are maintained as profit-based are allowed to join the service as information providers.

Gaiaview has discussions regarding packaging the GIS-solution as a stand-alone product for sale to profit-based organizations and companies for integration in their business after successful launch. This is a secondary aim of Gaiaview and will not affect or change initial decisions regarding the web service. Gaiaview as a service is an independent effort governed by the social contract described in this document.