wokfly

a problem:

- little standardization of recipe formats
- massive amount of similar content
- no future proofing

a data model which doesn't reflect the dynamic nature of recipes and the users

wok*fly*

why has this occured?

Older strategies based around search engine hits rather than social communities forced businesses to saturate pages with ads in order to bring in sustainable revenue.
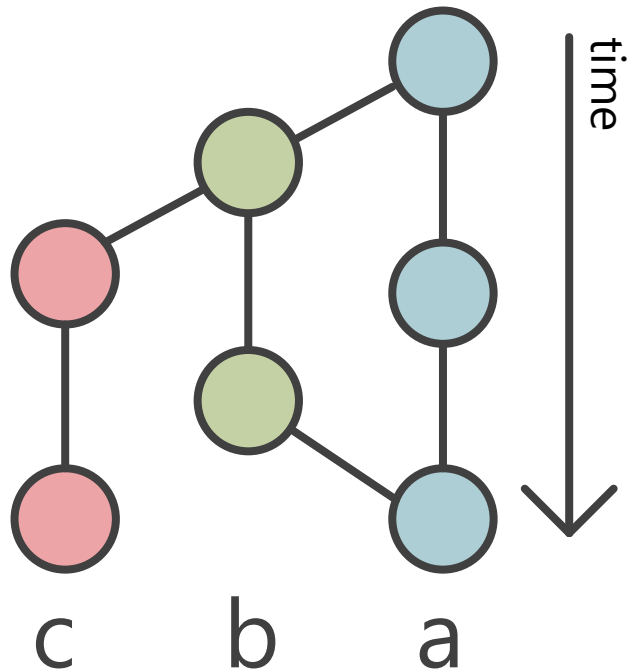
wok*fly*

recent developments

New strategies, centralized around
social dynamics and document based
databases allow us to more closely model
the data flow of

creative processes

such as that of cooking

wok*fly*

how can we use these to our advantage


```
{
    "recipe" : "soylent green",
    "authors" : ["Solomon Roth"],
    "ingredients" :
     [ {
        "name" : "people",
        "quantity" : "jarful"
     } ],
    "directions":    . . .
}
```

how can we use these to our advantage

strategy:

Acquire the "hub" position of this distributed network.

benefits:

Build rapid community mass

Sell inter-node communication services

Gather traditional user metrics and semantic metrics

Location services to give businesses targeted digital venues

wok*fly*

why should publishers use our network?

By standardizing around standard data formats, transitioning existing data to new devices is natural

Publish a recipe on a blog, and it's available on phones, in grocery lists, store inventory tools, and devices not yet realized

Market availability increases, publisher resource needs decrease

wokfly

why should advertisers use our network?

Key metrics:

Targetting can be achieved per user

Freedom of data:

Standardized formats allow advertisers

to make use of our data in competitive ways

Specificity of location:

A narrower transmission always has more power

Real time market adjustment:

Using the latest technology stacks, we can adapt

advertisement strategies to accuracies of seconds

wok*fly*

but how to build the network of users?

Game dynamics:

Proven on Reddit, Stack Overflow, Quora, and countless oth

Encourages members to be long term content contributers

Branch based creativity:

Sites like GitHub have shown the tremendous potential of allowing users to play with your content, and make it truely a work of their own.

wokfly

demo