



Artificial Intelligence driven Social Information Systems

hasFreedom = (interdependencies operated with love and care) ? Yes: No

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Artificial Intelligence driven social information systems

- **Helpink** : *How separation of help create all social problems and how artificial intelligence driven clustering algorithms and cloud technology enable the development of scalable personalised systems of help and how these systems helps to reward more helpful person in order to improve our sight on the process of leader selection in any social organisation (company or political party) which will also lead to the transformation in our major generalised systems of help (economic and administrative systems). Need of excess accumulation of money is only required to accumulate power, before WWII it was done with weapons then it shift to votes after rapid adaptation of democratic system by various nations and then it shift to money after globalisation and now it is slowly moving towards social media platforms which act as representative of global community. What will happen if we shift power to social platforms which rewards helpful behaviour?*
- **Dateme** : *How attraction, personality and compatibility as a criteria for partner selection can be helpful to find more right partner and how relationship counselling/coaching based dating app will reduce the resistance in the process of relationship building just like school/universities remove resistance in learning in order to help them reach the state of true love.*
- **Artisy** : *Creating market for people with ideas to hire social media content creators more conveniently*
- **How to find business ideas from arbitrary problem:** *DSAE (Define Search Alter Explore Evaluate) Iterative Process theory.*

hasFreedom = (interdependencies operated with love & care)?Yes:No;

Helplink

In the world of social media and internet it is now possible to get help if one ask but getting right kind of help at the right time is the key foundation of overall societal growth. In developed countries, the speed at which help is available for most of the basic needs like food, shelter and education is higher than the developing and the poor. Till now, social media helped to create a connected society which tremendously improve the communication ability and provide equal opportunity for people to share their opinion with each other. The power or influence on social media is determined by the reach of the post shared which is awesome for companies who wish to market their products or services but not for regular people. After social media it was expected that we will be able to create more connected, inclusive and helpful society which happened upto some extent but there are few major problem which are responsible for creating a high resistance towards reaching the goal of creating a more inclusive society even after improvement of connectivity are as follows.

- Everyone can't help you in every aspect of life.
- Everyone is not available to help at the time help is needed.
- No measument hence no reward for being helpful lead to highly connected but less inclusive society.

Possible solutions:

- Cluster people on the basis of category of help they can offer and they need from each other
- Using a realtime database which informs others whether the person is available for help or not at the given moment of the time.
- Converting helpfulness from indirect to direct currency of power in society.

Most people don't know how to help because there is no proper education regarding helping each other and most of the times their help make situation worse instead of better. When it comes to help, there are two major points to consider while helping someone are as follows.

- Identification of the right problem.
- Finding the implementable solution in the given situation.

Possible solutions :

- We give awesome solutions to others but not to ourselves because of incapability to see things without getting attached to our beliefs. Discussions and different points of views for a defined context or situation can be very helpful to understand the situation and the problem correctly.
- We all know the final solutions for most of the problems but not the method or the process which helps us navigate to the final solution from the current situation with least resistance.

Future promises from evolution of the concept

- If we reward more helpful person by giving him/her the administrative and economic power in the society than it will create the culture of help, reduce the trust issues and resistance in the implementation of decisions made by the leadership. It can create the personalised data driven political and economic system for the society. (Initial benefit – poverty removal from developed nations like US, europe)

After development of agriculture we created two major generalised system (economic and administrative systems) for helping people and these systems undergo changes with improvement in the communication systems. The fast and efficient solution for handling large population with personalised help is now possible due to internet connectivity, cloud services and clustering algorithms of artificial intelligence. System administrator and system user intention is always an issue for every system but a faster system can fix the damage faster which means once efficient solution is out in the public then there is no way for going back to less efficient solution.

Discovery timeline

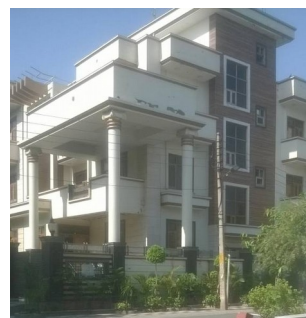
In 2017, after making metro app which uses graph theory and had 10,000+ downloads within two months of launch. I was interviewed by the chairman (Peeyush sir) of group of companies (Group Eureka) preceeding with the director (Prashant Sir) of the group. I never thought about my career seriously as there was no hope and also no interest. *If you don't have any hope then you don't think about it seriously, just like you don't think about "what is cost of a helicopter"*. Only dream I had was to travel through 192 countries. Infact the metro app was the first tangible implementation of the journey planner app I wish to build in order to travel across the globe comfortably. I want it to tell me the sequence of places to visit in order to get the best experience with minimum amount of time. The interview was unforgettable for me because chairman literally read through my mind that day. He asked me percentage of class 12 then PCM percentage then PCM percentage without practical marks and I get so annoyed by this sequence of question which was clearly visible on my face and then he told me the following important things during the interview :

- *I am not asking your marks to insult you or to judge your intelligence. I asked this question in sequence to test your presence of mind or conciousness. Every successful person is always aware of everything about himself irrespective of good or bad.*
- *Always prefer your personal growth over campany's growth in initial years of the career then you will become successful like me or even more successful than me. India win more matches when Sachin Tendulkar improve his game individually.*



Peeyush sir

His son Prashant who took my telephonic interview and also one of the director in the group explained me everything within 2 days by leaving all his work for me. He told me the exact truth *"how most people ruin their life with their rigid beliefs? How they lost their abilities to see the things the way they are and how they waste time solving wrong problems. The main difference between real world and textbook problem is that question is well defined in the textbook but in real world you need to understand the problem first then you need to find the solution. Understanding the right problem and looking for the most efficient implementable solution is the biggest problem which requires higher level of self awareness.* He was also interested to sponcer my future business ideas as he consider me as some kind of a genius due to my ability to see things the way they are and insights I developed in past 1 year regarding fear, difficulty and procrastination like *"how difficulty is time dependent ?"*, *"Why only weekly plans works not monthly, yearly and daily?"* and many more things.



Home + main office



Prashant sir with Vijay Shekhar Sharma

The first question comes in my head *"how much salary I need to build the kind of house I am currently inside then I search salary of senior executives for most of the companies on the internet and it was literally impossible for them to buy such thing and this home was nothing in comparision to other assets group controls"* and then question came *"Why India is so under developed and why gap between rich and poor is so high? What could be done to fix this thing because it is not good for rich people as I saw them overburden with responsibilities. The question has a lot to do with creating a society with equal opportunities"*. I left the opportunity as too much information exposure create the ocean of questions, I was not able to understand whether 95% of poor and middle class people I know are right or 5% high class are right which I am exposed to are right. *I just realised I know nothing and other people I know also don't know anything so I began to seek the truth.*

Lots of things happened and lots of study I conducted independently within next 2 years until I realised the ultimate truth “*identity defines everything*” written in Bhagwad Geeta. I was able to see the truth with my eyes “How people are driven by their identity”. It seems like I gain the ability to read minds of people with lower awareness. If you are able to ask them right questions then it is possible to understand their identity properly. If you know someone’s identity than there will be a very higher chances that you will be able to predict their behaviour as intellect functions to protect and expand the indentity. *Prediction is not knowing* but for most of the cases it works. The list of people and their work I studied in some depth to understand things are as follows :



Grant Cardone Steve Jobs Elon Musk Benjamin Franklin Isaac Newton Acharya Prashant OSHO Sadhguru

After listening people above and 50 others I realised that I need to start everything again from scratch.



Ancient Civilisations (Egypt) & world history Scientific revolution & industrial age Electrical, electronic & Information age Artificial Intelligence Modern Physics & Spirituality

After development of understanding I asked questions once again and from different perspectives

Q. How to lower the gap between rich and poor and create a balanced economy ?

A. By creating a diverse work force where money doesn’t stuck at any one place or owned by few people like top 5% people owns 80% of worlds total wealth which is responsible for unequal opportunities.

Solution I – Inspired by Benjamin Franklin’s public library initiative and my learnings - Nov, 2019

Inability to make transitions in the career creates all economic problems. Career counselling service where support is provided at the different stages of the career can help us create equal opportunities and balanced economy.

Every action is taken on 3 levels body, mind and environment.

- Body
 - Health : Every important thing requires days which means good health helps to sustain.
 - Skills : Skills helps to transfer knowledge to the craft.
- Mind
 - Knowledge : Knowledge helps to improve implementation speed.
 - Awareness : Awareness helps to observe and hence learning abilities.
- Environment
 - Physical : It is impossible to do prayer in disco, we need the temple.
 - People : If you are surrounded by negative people than it is impossible to take action efficiently.

The core philosophy was making the idea of productivity enhancement public which I found in my spiritual journey. If everyone knows the formula for exponential productivity improvement than group of right people will eventually take over the leadership by building new companies and political parties. If I am able to market what I found in my spiritual journey with career counselling service using mobile app platforms then it will rapidly improve reach of my message to more people. The bigger counselling platform gets, the more impact it will create and my primary focus was to build a good system for atleast 1 developed country like Norway, Japan etc. If system made long lasting impact on few developed countries then eventually world will follow.

To explain everything to future counsellors I publish 6 page long article on LinkedIn (**Nov, 2019**) (also available in the blog section of this portfolio as *Theoretical foundations of career counselling app*) about building a solid foundation for career and how a career counselling organisation will help to transform whole society. The whole article was written in order to support why the following sequence of actions will help to build solid foundations.

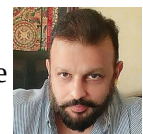
- Make yourself emotionally available
- Build your self esteem
- Join offline skill training institutes where you can find like minded people and a mentor because nobody has enough emotional strength to explore an entire new field alone in the beginning without a mentor.
- Search for involvement in the skill
- Go for internship opportunity based on acquired skills to understand the practical usage of the skill in the industry.
- Commit to master the skill by acquiring more knowledge in order to innovate.

To explain everything more effectively I plan to write a book in Dec, 2019 in which I use my own story how I figure out the truth about various aspects of life including career. The story is written in such a manor that it will take over your entire belief system as I used all the wisdom gain in my spiritual journey about the human behaviour. It was a slow solution but due to higher internet connectivity and social media, it was possible for me to implement this thing with hard work. Using the vehicle of Career counselling platform I tried to create something our society need till the beginning of the human civilisation in order to provide equal opportunities to everyone and create more stable and sustainable economy. The idea was somehow inspired by the **Benjamin Franklin's** idea of **public library**, he formed **junto** group and introduced the concept of public library in order to improve the quality of conversation in the society so that people will think more creatively and leave older orthodoxal beliefs and misconceptions which are responsible for damaging the society. That's how he sets up the foundation of america. He accepted all his weakness and also mentioned how he overcome most of them in his autobiography.



Solution II – Solution by Vinay Pasricha - Mar, 2020

My article took the attention of Mr. Vinay Pasricha who is founder of fashion institute spread across 25 cities in India. He show interest in my ideas after reading articles and invited me for discussion and investment. He told me that there is a big problem of trust in the market and ask me *“how can we know who is trustworthy and who isn't because it plays a fundamental role in leader selection.”* *Inability to verify trustworthiness slows down the speed of investment which is responsible for wealth gap and slower economic development, lower productivity is the secondary issue.*”. He wish to find a way to objectify trust using an app where people rate each other on the basis of their behaviour. I asked him a very simple question *“Why we need trust?”* *“Do we check whether a person selling icecream on road poisoned it or not”*. *Trust is totally expectation dependent, more expectation require more trust and less expectations requires less trust.* After listening my complete lecture on trust he was really disappointed when I told everything on his face because it made his years of research useless but it sets me to more right direction *“How can we improve trust in society? How can we choose better leader because excess accumulation of money is only needed to gain the power in the modern world, earlier it was done with weapons, better weapon means more powerful then after World War 2 it shifted to votes when people adopt democracy then it shift to money*



after globalisation and after that it starts slowly shifting towards social media and Vinay Pasricha tries to shift power towards the trustworthiness using his platform which means who is more trustworthy should be the leader in the society so that we can execute policies faster. Idea is great but not practical because it means we are labelling some people as less trustworthy and who knows the context of trust. If I ask you to give me your kidney and you refused then I can claim trust betrayal and label you non trustworthy instead of questioning my expectation and the system has no way to quantify or reward this behaviour. I asked myself, Is there any better way to establish more trust or improve the level of trust in society, then I finally reached to the following statement which open the gates for further research:

I need to accumulate money because nobody will **HELP** me.

Q. Is there no trust exist in the society?

A. No, trust exist upto a larger extent like if you go outside “police and military system” is there to protect you, if injustice happens “judicial system” is there to assist you, if you need medical assistance then “hospitals” are there for your care. Governments and World Unions are also there to protect your rights. I can go on counting but the real question is *Do they deliver 100% of what they promise? No. Is there any method by which we can improve the numbers or the probability of delivering? Yes. How?????? Using efficient technological systems where people can see the progress of the processes in realtime.* Once we develop highly efficient data driven efficient strategies for people, then we can scale it efficiently using communication technologies like internet. **If technology is given to the person with right intention than he/she can improve things rapidly in information age.** Amazon succeed in delivering the products efficiently at the given location within just 20-25 years of it's lifetime. Nobody imagined that smartphones, internet and social apps will improve connectivity upto the level of addiction. It simply means that technology can solve large scale problems very efficiently and cloud technology enabled everyone to build and run large scale information systems at very low initial cost. Ola/Uber reduces need for purchasing private vehicles for large number of people who don't need it regularly or we can say it makes the accumulation of vehicle obsolete just like people don't create their own electricity or their own banking system to keep money. Using advance communication technologies we remove the need of excessive accumulations, reduce wastage and unnecessary production and improve reusability of resources.

Solution III – Rewarding the helpful behaviour or transferring power from money/votes/weapons to helpfulness - June, 2020

Q. What will happen if we create a society which rewards the more helpful person?

A. Person who help the most will become leader and helpful behaviour is considered as the power. *People will find ways to help each others and ultimately it will fix all social problems because **all social problems arrives due to separation of help.*** Humans are interdependent species on physical level which means being independent is a non efficient idea or *idea of the caveman and being better interdependent is the idea of aware and educated.* We must strive for creation of better interdependent solutions. If you see everything clearly, *everything is connected.* So, what about freedom and how can we achieve absolute freedom ? Absolute freedom is a myth. Is there anyone on planet earth who is totally free from gravity? No, does anyone complain or felt enslaved from it? No. So, what is the truth. *If we operate our interdependencies with love and care and create a system or society which encourage help then people will feel free and do less stupid things which is our ultimate social goal otherwise if we operate interdependencies with ignorance than it will stay messed up.* Is it possible to make this kind of system which is efficient as well? Yes, it is possible to create that kind of system which make efficient personalised + generalised help system possible due to cloud services, artificial intelligence clustering algorithms and internet connectivity. To know, How? Checkout the first page of this research.

hasFreedom = (interdependencies operated with love & care)?Yes:No;

Dateme

In early phase we were chimpanzee, we do selection on the basis of **physical attraction** then we start building communities, to sustain them we invented professions which create personalities. Work consume a major part of life which means people involved in certain professions and activities have certain personality traits. We start getting attracted to **personality traits** as well which result in selection on the basis of **attraction** and **personality**. We start building machines/tools to amplify our inherent ability using our knowledge and awareness. We start making selection on **attraction, personality and compatibility**. Dating app is a communication tool which means it has its own limitation it can only help you to find more right person as there exist no absolute right one for you, keeping the right person requires commitment not a tool but counselling/guidance in the app can help you develop and maintain relationship better just like school/institutes helps you develop and maintain learning ability better.

Three main selection factors in the relationship:

- **Physical attraction (body and senses) :**
 - Physical beauty is also subjective, two beautiful people might not equally attract you.
 - Different geography has different beauty standards or they perceive certain kind of people more beautiful. The real Question is “Is he/she able to attract you or not?”



- **Personality (mental) :**
 - Different people value different personalities according to their life exposures.
 - Fashion models are more physically appealing than actors/actresses but we find actors/actresses more attractive as they play different characters with different personality traits including our own personality and personalities we admire.
- **Compatibility (adaptability) :**
 - You are adopted to a certain kind of habits, environments and tendencies and other person is also adopted to its own kind. The ability of both partners to adopt and keep themselves align on the same page will determine the quality or inclusiveness in the relationship. It can't be determined by any information system because understanding your own habits, tendencies correctly requires higher self-awareness. Awareness determines the strength of compatibility in the relationship and it can be improved with spiritual practices. The improvement in awareness will help you reach the state of true love.

Love : Love is the best foundation for any relationship because it is the state of no conflict and conflict can't happen without identity or we can say “**freedom from all identities is the state of true love**” . It means in the right relationship your awareness, peace of mind improve till it reaches the state of love. The key quality of true love is that **true love takes you from imagination to reality** which is totally opposite to what almost all films/songs/poems marketed in the society.

Artisy

There is no market place to hire social media content creators for people with ideas or I meant to say if I want someone to record an audio/video or create social media post for me then there is no easy way to find right people. The only one criteria for me to find creator is “username” on Instagram which means I need to go to individual accounts and search one by one who can do the given job for me better, running ads are also highly inefficient. The whole thing is highly inefficient, currently we can hire some social media manager who can search “right content creator” as per requirements. For creator there is no way to find the “right clients”. *So, here is a market need where buyers can't find sellers and sellers can't find buyers efficiently and the definition of good market is a place where customer can find the right sellers and sellers can find right customers more easily.*

A website can be helpful to create a virtual market in order to list creators, clients and social media jobs and enable clients and creators to search each other on various requirements parameters.

Optimising the market for

- **Customer :** To find the right content creator for given requirements, we can introduce the following features in the website :
 - **Job Posting:** helps to post jobs.
 - **Creator List :** helps to search better creators for specific work.
- **Creators :** To find the better clients and jobs who is interested in what I create
 - **Job List:** helps to search the list of available jobs
 - **Customer List :** helps to search better clients for my work.

Query optimisations on lists

- **Creator List :** Creator list can be optimised via artificial intelligence based hashtags clustering on the basis of their
 - **posts influence & consistency.** (likes, comments, share and consistency)
 - **topics of interest and domain expertise :** certain people can create good impactful content for certain domains.
 - **geographical and linguistic preferences :** certain people can create good impactful content in certain languages and for certain geographical locations.
 - **feedbacks :** Content creator who keeps his/her commitments must be rewarded
- **Job List :** Job list can be optimised via artificial intelligence based hashtags clustering on the basis of their
 - **payment amount :** Not everyone can pay to great creators and neither they are free to take more projects. A creator with more follower can't create every kind of better content according to the kind of target audience customer wish to address.
 - **Job Type :** Different people are looking for different kinds of work commitments (full time, part time or one time) so it better to have some filter.
- **Customer List :** Customer list can be optimised via artificial intelligence based hashtags clustering on the basis of their
 - **payment amount and consistency :** Person who pays more amount more regularly must be rewarded
 - **feedbacks :** Customer who keeps his commitments must be rewarded

Discovery timeline

Define Search Alter Explore Evaluate
Problem Solution Service
Medium-expression impact, Cost-effort measure, Human-tool optimize, Cluster

Iteration I

- **Define problem** : I published my first book on the Amazon Kindle and then *I wish to improve the reach of my book.*
- **Search for existing solution & check it's efficiency** : I asked myself *what other authors are doing to improve the reach of their books* then I discovered that they are using *book review service on Instagram where page owners create their pages to market books.* They are charging upto Rs 500 for an instagram post which act as a sales pitch for attracting readers but *the main problem is that lots of people don't read as their attention span is very low.*
- **Is there any alternative way exists to provide same benefits to customer ?** *Why I want to improve the reach of my book? What potential benefits I would like to give to my readers? What is the value? A book is basically a story to convey some message which can entertain or make people think about some issue. "message is the value conveyed by story"*
- **Explore ways to provide same benefits which you can provide the best:** There are many ways for providing same benefits to my customers or audience.
 - **Check for better medium to deliver similar value** *Maybe my audience is not using the medium I am using for delivering it. Can I change the medium for delivering the same message from e-book to physical book or from selling it via Amazon Kindle to some publishing house or something else?*
 - **Check for better expression to deliver similar value** *Maybe most people are not interested to listen to the whole story. Can I change the way of expression from book to short story, podcast, video, audiobook etc?*
- **Evaluate all the better ways you found to provide same benefits** *Make a list of ways which can improve your reach.*
 - **List all ways in increasing order of their impact**
 - **Select the possible implementable solution from the list**

Better Ways	Type	Impact
Publishing book	Changing medium	+10
<i>Creating Audiobook (narration)</i>	<i>Changing expression</i>	<i>+30</i>
Creating Podcast	Changing expression	+70
Creating Video	Changing expression	+150
Creating Audiobook (multi voice actors)	Changing expression	+200
Creating Web series	Changing expression	+400
Creating Movie	Changing expression	+1000

**Medium-Expression Impact matrix is created by marketing research*

****** The biggest mistake we do when we believe that we will not be able to discover anything good in the future just because we are not able to discover it yet. We don't like process of finding solution.***

If you don't like the process you are already lost if not yet than sooner or later you will going to loose for sure– Gary Vaynerchuck

Iteration II

- **Define problem** : I want to create audiobook
- **Search for existing solution & check it's efficiency** : I asked myself *Is there any service exists which helps authors record their audiobooks ? No. What will happen if I suggest book reviewer who is interested to record his/her own podcast/audio in future to add audiobook recording as new service.*
 - **Decide the cost of service which is affordable to potential clients and revise pricing after knowing the production effort** : I decided Rs.2500 per book as cost for simple narration of the audiobook then I realised that pricing can be done on hourly basis as well or we can say Rs 600/hour for recording audio.
 - **List all the possible services which can be provided and pick initial service you can provide in the market.**

Services	Cost	Effort
Record Audiobook	+100	+100
Record Audiobook (multivoice)	+300	+200
Record articles explanation (audio)	+50	+10
Record Podcast	+150	+70
Advertisements (audio)	+50	+30

** Cost-efforts matrix is created by domain research*

- **Optimise the production effort to generate profit.** To record audio efficiently, we came up with few optimisations like
 - **human productivity optimisations** : using pause buttons while recording to reduce the need for correction in recording the audio, reading next few paragraphs before recording so that the tone of voice represent the situation better.
 - **Tools optimisation** : using free audio editing android app we can refactor the whole audio easily.

Opportunity I - Audiobook service for authors

Opportunity is always mixed with unknown challenges. The fear of **unknown prevent us try new stuff.*

Iteration III

- **Define problem** : Find areas of optimisations to scale your business which suits you the best.
- **Search for existing solution & check it's efficiency** : Look for various types of possible optimisations and check the kind of optimisation which is beneficial and familiar to your area of expertise.
 - **Build the brand around the kind of optimisation your organisation offers the best**

***** You need to find what you can contribute because you are the primary executor of the business as a founder and if you don't enjoy it then you will never be able to devote more time to it and hence you will not be able to find the right kind of optimisation according to the available resources in order to generate more profit.**

Optimisations	Type	Opportunities from Human optimisation	Opportunities from Tool optimisation
Recording audio	Domain	Create training centre for teaching people how to record audios more efficiently.	Build better audio editor tool according to the need of different types of users
Increasing Sales	Sales	Create the sales pitch according to different background of customers.	Create tools and systems to make customer relationship management easier.
Improving reach	Marketing	Create different marketing strategies for different medium like creating advertisement for TV, printed ads, social media ads according to the availability of potential clients. If your clients spent time on Instagram then you should hire Instagram Marketing consultant.	Create tools for analysing your market more efficiently. If your audience use Instagram then build your custom tool to analyse specific type of instagram market with the help of APIs provided by the instagram.
Improving hiring	Human Resource	Finding institutes, groups and communities where you can hire better talent	Create tools to simplify and scale hiring process.

** Optimisation matrix for finding new business Opportunities*

Iteration IV

- **Define problem** : Building the market around your brand.
- **Search for existing solution & check it's efficiency** : Cluster all the similar products and services in order to reduce the customer efforts and productivity improvements of associated companies in the market. Identify the services which matches your brand.

***In information age, we have web technology which provides luxury to build virtual markets even before it's actual existence. Building virtual market doesn't guarantee quick success which means if you don't have the necessary wisdom to understand people then your idea will fail because you will hire wrong people in your team and the classic irony of life is that only wise person can identify the wise person which means if you are not wise than you will not be able to identify, hire, attract or maintain the group of wise people around you.*

Iteration V

- **Define problem** : Search opportunities in the emerging markets, say **social media driven business**.
- **Search for existing solution & check it's efficiency** : When I searched "audiobook creator" on instagram then no results found and there is no separate section on instagram which helps me to post jobs as it is not built for that purpose. So what can I do?
 - Go and search someone who can record the audio for me by going through various kinds of creators page. The strategy was to search someone who make podcast or has any kind of inclination towards recording his/her own audio. This method of searching is very inefficient.

- ***Is there any alternative way exists to provide same benefits to customer ?*** I can start the consulting business on Instagram where I keep the track record of the different categories of creators and act as an **aggregator** in order to provide regular work to the creators.
- ***Explore ways to provide same benefits which you can provide the best:*** There are many ways for providing same benefits to my customers.
 - ***Check for better medium to deliver similar value :*** I can create my own medium or platform or marketplace to provide the similar more efficiently where I will list different category of creators and clients.

Q. What is market?

A. Market is the group of **sellers** (service providers) and **buyers** (service consumers).

Q. What is a good market? Can I improve my market?

A. A good market helps sellers to find right buyers and buyer to find right sellers easily. Yes, a virtual market can be improved more frequently. In older markets, some sellers use to create monopoly by purchasing real estates at prime locations and even after lowering their quality standards they were able to stay in the marketplace which ruins image of the entire market and ultimately results in sales reduction but now in virtual markets it is possible to change the market configurations (changing rankings of buyers and sellers) according to the client needs or query using databases and web servers.

*****The biggest mistake we do when we think that if I am not able to find the right idea in 2-3 days then I will quit. Instead find problem and stick to the problem for at-least for 21 days and do not start thinking about taking idea personally before completion of next 21 days and finally compare the difference between “Check whether what you conclude about problem statement 21 days earilier and what you conclude about the problem statement after 21 days are same or not.” It will save you from solving the wrong problems because people will only value or pay for your efforts if you solve the right problem. It requires immense self-awareness and knowledge to predict problem statement correctly at the first place so it is better to take total 42 days (21+21 days) before starting execution . You can take multiple business ideas within these same 42 days and think about the your capacity to accumulate the resources for your business idea and only execute if you find love doing it and remember business is not an activity but a process. The real question is, are you willing to commit to the process for finding better solution or not?***

Process is the magic – Steve Jobs