



CHAPTER 13

The Global Interchange

“Imagine a very large-scale network of communities of individuals and communities of communities who, over time, come to own and manage a new form of cooperative social enterprise that is entirely dedicated to assisting humanity’s positive evolution as a social and biological species.”

Imagine an Internet-based service organization that is a practical bridge for anyone, anywhere, who is interested in positive future change in the world. Imagine a full spectrum of advanced information and communications technologies, professional level staffing, public outreach, and more – all devoted to optimizing user experiences in favor of a positive future. Imagine that such an initiative also embraces new funding relationships, as well as content. Imagine also that there are regional headquarter facilities encouraging participation and governance at local and global levels, with new forms of participatory democracy emerging for the benefit the world.

Imagine feeling and being part of a diverse, global community of individuals who share basic values and beliefs about compassion and the interconnectedness of life, the importance of service and helping others, and a sense of purpose in support of a better future for new generations that does not include war, conflict, and scarcity. Imagine, new structures, processes, resources, and personal facilitation that can be used cooperatively by the growing community of organizations and individuals throughout the world who are working toward a more positive future.

Now, imagine this could all be true.

Chapter 13 At A Glance

The Global Interchange

- The Vision
- A Strategic Hub Focusing the Internet's Full Potential
- Overview of The Global Interchange
- What Is the GIC?
- Eight Core User Elements of the GIC
- Operational Units and Implementation
- Success and Risk Factors
- Technology, Research, and Development
- Who Will Use GIC Technology?
- Market Opportunity and Value Proposition
- Imagine...



The Vision

In addition to the *IOOW-2000* research, the Fund For Global Awakening's second (and largest) project has been the planning and development of a strategic initiative called The Global Interchange (GIC). Utilizing the best practices of both business and the independent sector, it introduces new structures and processes to allow for the emergence of a global funding and communications hub aligned with positive future values and actions. The GIC is a synthesis of commercial and philanthropic models.

The Global Interchange: a worldwide community exchange of shared, positive values, information, and resources; a nexus of common vision and support; a meta-crossroads of compelling purpose and heart; a portal to practical innovation, remarkable ideas, and new visions in the making; a global, digital arena for staging constructive, social change and strategic partnerships; a source of new philanthropy and investments to ensure a more positive future.

Our world is on the brink of a new social consciousness, one more acutely aware of our underlying commonality in beliefs, attitudes, values, and widely encompassing spirituality. Circumstances compel humanity to search for a more vibrant, ethical, and heartfelt foundation of supportive enterprise and community, one that emphasizes the interconnectedness of all.

A Strategic Hub Focusing the Internet's Full Potential

More so than at any other time in history, we have the ability to break through the barriers of our currently limited, conventional systems to clearly envision the possibilities of our true nature and capacity as human beings.

The Global Interchange is positioned to play a pivotal role in the emerging world community through a growing recognition and alignment of the basic interconnectedness underlying humanity's extraordinary diversity. A primary goal of the GIC is to facilitate the growing need for informational,

technical, human, and financial resources that serve practical innovations for a more enlightened approach to the global environment and all facets of human society.

The rapid expansion of Internet usage within the past several years in America and the world is nothing short of staggering. We see great value in the Internet to help focus attention and energy toward creating a positive and more enlightened future for everyone.

- In place of an overflow of incoherent and unverifiable information moving across the World Wide Web, the GIC introduces new patterns of reliability and coherency. It uses artificial intelligence to help bridge barriers of specialization and language, especially to identify new trends and elements of a positive future as they emerge.
- The GIC brings together inspired projects for a positive future with large-scale financial, technical, and human resources. Together, these early participants will help establish new patterns for cooperation and resource-sharing aligned to assist humanity's positive evolution.
- Instead of competition and commercialism, the GIC encourages the growth of cooperative, transnational initiatives, and coordination of human and material resources to address planetary and social ecology in ways formerly thought to be impossible.

The processes devised to manage and implement the GIC from its inception will lead to a very large-scale network of people who, over time, will come to own and manage the future of the GIC as a new form of cooperative social enterprise.

“There is so much inspiring innovation coming forth in the world today, but it has no framework, it has no common hub, it does not have a place to be seen in a coherent whole by the whole world.”

What the GIC Can Provide

The *IOOW-2000* research demonstrates that an unprecedented positive change is occurring for a more integrated way of living founded on compassion and the basic interconnectedness of life. This research illuminates the basis and need for an interactive, meaningful bridge between diverse groups of Americans who may currently believe they are so different from each other that they often do not see how deeply connected they actually are.

“The Global Interchange is based on a phased implementation of 8 Core Elements into a strategic hub, bringing together infrastructure, facilitated processes, and resources to connect a culturally diverse mix of communities.”

Overview of The Global Interchange

Core values of the GIC embrace compassion and service. It exists to bring together people who are engaged in making a positive difference in the world. The GIC makes available new structures, processes, resources, research, and facilitation to be used in cooperative exchange for new projects that benefit all humanity.

Through analysis of the *IOOW-2000* research, unique typologies provided startling new insight into our society by identifying segments of the adult population who have different attitudes and behaviors, as well as distinctive decision-making patterns. The insights gained through our extensive experience and formal research will be used to develop special applications for the GIC.

We are exploring and forming strategic alliances with private and organizational funding centers, leading to the eventual engagement of the broadest possible public involvement.

The current model for a rationally phased implementation is projected to lead to social enterprise with revenue in the range of one billion dollars. An encompassing business plan and scaled financial models have been prepared, as has been much legal groundwork to facilitate the funding process.

If some of the description of the GIC sounds very business-like, it is simply that the GIC will be using very large sums of money to develop itself fairly quickly and that technology business has evolved certain efficient modalities that can be used advantageously in the start-up of something as innovative as the GIC. Furthermore, investment and donor funds must be used in an appropriate and cost-efficient manner. As the GIC evolves, the people involved will develop new ways of conducting themselves within their collective affairs, just like any evolving community.

WHAT IS THE GIC?

The Global Interchange is:

- *a portal*
- *a portal of portals*
- *a community of communities*
- *a global community of the most forward-looking and practical action people*
- *a solid resource for manifesting a positive and functional world now*
- *a place where anyone can see an awakened future emerging*
- *a means by which anyone can support this awakening process*
- *a means by which anyone can be involved at any level*
- *an alternative philanthropic funding and banking center*
- *an incubator of new and economically sustainable products/services*
- *a source for product and services information*
- *emphasis on products and services with high green environmental and social responsibility*
- *a solid set of human, technical, financial, and informational resources*
- *a powerful synergy of eight core elements*
- *an initiative dedicated to a positive future in the present*

Comprehensive Content Coverage

- arts, creative culture
- environment, infrastructure
- health, wellness
- relationship, empowerment
- energy, food, water
- economics, business
- science, technology
- communications, media
- governance, law
- spirituality, religion
- social justice, security
- learning, education
- ...and nearly anything else imaginable

The Global Interchange fulfills the vision of its founders, who have decades of experience with positive social innovations, economic development, research, information technology, and planning. Seeing the need, they have put the GIC together with key differentiators:

- It creates a transnational, online network where people can access, participate, and contribute to a wide range of human, technical, informational, and financial resources.
- It builds tangible relationships and provides beneficial exposure at all levels toward making a positive difference in the world.
- It serves as an important source of new philanthropic and venture funding to partners and members.

Unique synergies of the GIC will yield new applications and systems, intellectual property, and products and services that will contribute to a substantial portion of the revenue by year five.

It represents a logical and potentially synergistic addition to existing telecommunication, Internet, and other information industry activities. The GIC anticipates developing and utilizing the latest information technology and knowledge synthesis applications to facilitate user relationships, as well as its own operations.

The GIC fulfills a coherent set of needs and interests that are not being met and uses the new generation of technology in ways that emphasize human values and needs. The GIC addresses these requirements through a financial and operational model that includes both individual and organizational accounts. Throughout all aspects of this enterprise, the value of human, technical, informational, and financial resources is continuously amplified. This is accomplished through unique processes and structures, as well as informational and financial strategies, and by connecting individual and organizational wealth for the highest good.

Utilizing the best practices of both the business world and the independent sector, the GIC introduces new structures and processes to allow for the emergence of a global funding and communications hub.

Thoughtfully structured and properly used and facilitated, the GIC can serve as a powerful catalyst to bridge geographic distances, encouraging

large numbers of people to see the connection between many wonderful acts of innovation and service currently being expressed throughout the world.

The GIC can facilitate the emergence of a coherent community of diversity, aligned with the larger context of a positive and more enlightened future. It will be a means by which people can explore and learn, where they will find community with like-minded individuals, and where they will find financial and other resources to accomplish their worthy efforts toward creating a more positive future.

The Global Interchange is based on a phased implementation of 8 Core Elements into a strategic hub, bringing together infrastructure, facilitated processes, and resources to connect a culturally diverse mix of communities. (These are not to be confused with The 8 American Types of the *IOOW-2000* research.)

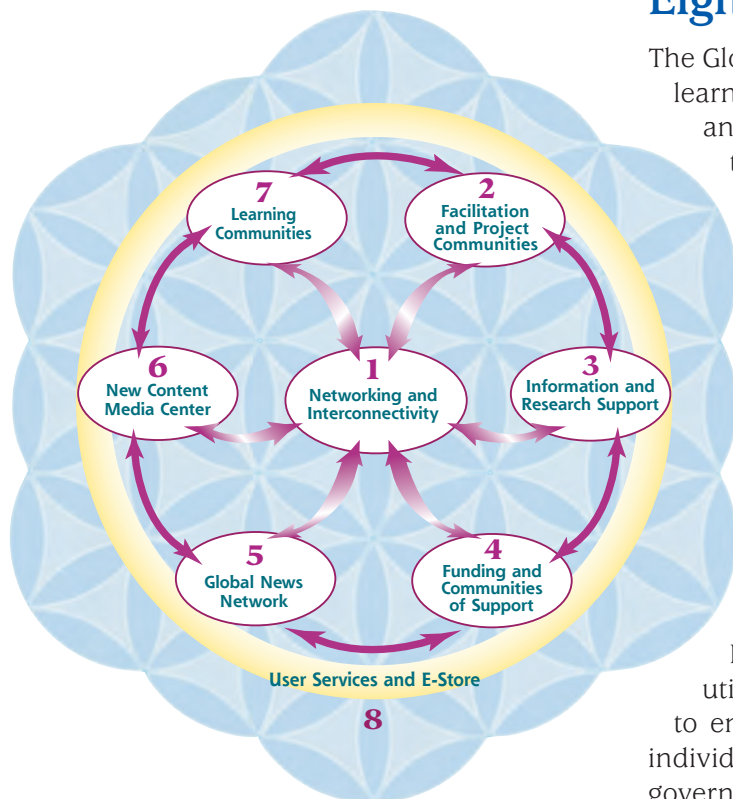
Examples of what GIC includes:

- text and image systems
- streaming and static news feeds
- video and audio downloads
- Internet radio
- group facilitation
- learning
- sharing
- forums
- live, in-person conferences and events
- involves young people in a respectful and meaningful way
- source of highly reliable information
- traditional and non-traditional publishing of all kinds
- new media, new content, and new values
- involves people in many ways, not just as paid staff or contractors
- no commercial advertisements
- ...and more

Eight Core User Elements of the GIC

The Global Interchange will be a means by which people can explore and learn, where they will find community with like-minded individuals, and where they will find financial and other resources. Our focus is to create a vibrant, ethical, and productive online community of social responsibility and positive change. To do this, the GIC has developed 8 Core User Elements that offer compelling reasons for users to become subscribers.

These 8 Core User Elements offer infinite interconnectivity, attracting users of diverse background, perspective, talent, and insight who desire to share and invest in an extraordinary synthesis of purpose. Each of the 8 Core User Elements is a hub in its own right, providing ever-expanding levels of information and connection rich in content, free of advertising, and offering sophisticated features and capabilities.



1. NETWORKING AND INTERCONNECTIVITY

Intelligent software, content analysis, and human facilitation to utilize Internet communications and knowledge synthesis tools to ensure optimal interconnectivity between resources and between individual, nonprofit, educational, non-governmental, business, and government members. This nexus is the interchange of all communities of individuals and organizations participating in the GIC and includes subscribers, as well as casual Internet users.

2. FACILITATION AND PROJECT COMMUNITIES

A community of individuals, organizations, and businesses at the leading edge of social-cultural, economic, and techno-scientific innovation for a positive future; increased effectiveness of individual and group innovation with access to exemplars, interlinking forums, and project incubators representing the world's best instances of positive innovation.

3. INFORMATION AND RESEARCH SUPPORT

Key informational attractors, information application development, and strategic resources focused on acquiring, validating, creating, and publishing both free and fee-based knowledge and custom research.

CHAPTER 13: THE GLOBAL INTERCHANGE

Provides strategic information support throughout the GIC and manages a major portion of the GIC's public information and search function resources.

4. FUNDING AND COMMUNITIES OF SUPPORT

Collecting, assembling, and transferring individual, entrepreneurial, and organizational resources in ways that bridge charitable giving, venture philanthropy, commercial funding, ethical investment funds, and visionary wealth.

5. GIC NEWS NETWORK

Gathering, validating, shaping, and delivering existing and alternative news, geographic and topical interests, and project announcements through electronic, broadcast, and print channels designed to connect participants on one-to-one, one-to-many, and many-to-many levels. The GIC is also an alternative to traditional media outlets for localized and worldwide information.

6. NEW CONTENT MEDIA CENTER

Gathering, developing, and producing creative, original, and inspiring, factual and imaginative material aligned with positive social-cultural innovation delivered through print, electronic, live, and all other media channels. As such, it is not limited to the opportunities presented by the Internet for delivery and interactivity.

7. LEARNING COMMUNITIES

Innovative variety of transformational and traditional core curricula and learning programs made available through online, broadcast, and traditional channels. Leading educational innovators will be brought together to develop a core set of offerings from the best of the best.

8. USER SERVICES AND E-STORE

A gateway to services geared toward maintaining a large subscriber base, such as membership services, interconnectivity, expanding communications and networking, online conferences, event calendar and registration services, member directory, e-mail, storage, transcription, tools, help desk and technical support, and interlinking business and

Basic Operational Units of the Global Interchange

- Web Portals, User Interface, Search Systems, Desktop
- e-Commerce Portal
- Media: Print Publishing, Online, TV, Video, Audio, Radio
- Events and Event Planning and Services
- Internet Service Provider, Data Center, Hosting
- Consulting and Information Research Services
- Information and Research Products, Applications
- Philanthropic and Charitable Fund Group
- Investment and Financial Services
- Research and Development
- Organization-wide Overlay Functions

nonprofit organization directories. The online store will also offer goods and services from GIC constituents, as well as the larger universe of commercial providers.

While the GIC does not plan to become a product distribution business, it will be in a position to receive pass-through fees and commissions. In addition, various unique commercial opportunities have been identified in the preliminary planning of the GIC that could quickly lead to a new source of commercial revenue from the development of this core element.

Operational Units and Implementation

This section summarizes the initial GIC units that will emerge during the first year from launch and is intended to provide more insight into how the GIC analyzes its various revenue streams. Some of these business units will receive greater attention and investment than others. Those receiving less attention are anticipated to grow more organically or in a deliberately controlled manner. Each of these operates somewhat uniquely, and each is matched to mature technologies currently in the marketplace. Not all the business units are expected to be directly profitable centers in their own right, such as overlay functions.

Success and Risk Factors

The key to the GIC's potential, success, and reduction of risk rests largely on its ability to address sets of needs and wants that are virtually ignored or vastly underserved. The GIC does so with an organizational model that melds the best of collaborative and cooperative structures with proven mission-project-focused approaches. We believe this model will lead to the development of a stable organization that has depth and longevity while, at the same time, taking advantage of market and economic opportunities that few are currently positioned to address in the world.

Why will it succeed in ways that well-known and large-scale commercial businesses cannot?

The GIC:

- Taps a market they cannot understand given their paradigm
- Builds loyalty based on community and trusting relationships
- Is immune to most ordinary market forces
- Has no on-line advertising
- Has no commercial agenda (such as sales of products or advertising)
- Uses a profound management matrix leading to long-term stability

To support this business and economic model, we have highlighted several areas that, through diligence, insight and astute implementation, the GIC can become an Internet hub of and for innovation, expertise, flexibility, interconnectivity, and informed communities worldwide

- User interface strategy
- Marketing strategy
- Intellectual property
- Business and economic model
- Organizational development and corporate culture strategy
- Technology, distribution, and support infrastructure
- Socially and environmentally responsible values, ethics, practices

The Global Interchange builds a solid community of people and customers who will strongly identify with the GIC, increasingly so over time as more and more sharing of technical, financial, informational and other resources occurs.

Technology, Research, and Development

The GIC's research and development efforts will include a new type of visual language user interface, search engine, browser, and desktop management functions. Through the use of artificial intelligence applications and simple human attention to user needs, the GIC can offer a user experience that will be highly appreciated by both novice and experienced users. The GIC will emphasize the use of proven technology

and applications to support an early commercial launch parallel to its own proprietary research and development efforts.

Partly based on a proprietary typology and research database, and partly based on unique statistical algorithms, The Global Interchange includes a unique system comparing actual user behavior including search engine activities, product interests, and other online actions with professed behavior based on statistical, survey-based indicators. This creates a set of sophisticated tools for predicting behavior and for developing and tracking strategic positioning and communications campaigns. The typology and analytical systems are equally applicable to internal management, employee assessment, customer profiling, and other marketing applications.

Examples of GIC technology include:

- a unique search engine with value-based typologies and artificial intelligence
- a user-customizable desktop and browser interface
- pioneering uses and markets for voice over the Internet
- a professional information expert for the general public
- software application services for personal and commercial use
- a web interface
- an e-mail and instant messaging service for individuals and organizations
- an audio and video conferencing center
- Internet telephony
- ...and much more

Who Will Use GIC Technology?

The primary value of the Internet to people is its interconnectivity and potential for interactivity. All other forms of media only push messages to their constituents, with little or no means of gathering quality feedback on constituent reactions as they occur. Websites and organizations that capitalize upon frequent highly tailored and customized content delivery, as well as the facilitation of communication among their users, have a much greater chance to succeed in this arena.

Private and public companies, nonprofit organizations, government agencies, and educational institutions spend billions of dollars every year seeking the answers to soft questions (customer satisfaction, consumer demands, and employee performance) they need in order to drive their respective missions forward. A basic advantage for non-commercial ventures and large corporations is in understanding barriers to success and/or how to fulfill clearly stated needs of constituents. The Global Interchange utilizes both proprietary analysis and knowledge management software as a very powerful toolset to address many of these needs.

Over time, unique technological, scientific, informational, and entertainment content will emerge from the GIC that will represent additional sources for intellectual property of strategic and economic value. There can be many “spin-offs” emerging from the GIC that would be commercially viable with little negative impact on the advantageous position of the GIC as an enterprise.

Market Opportunity and Value Proposition

The Global Interchange fulfills a need that has been identified through a sophisticated, landmark research study of American households conducted at the turn of the millennium (*IOOW-2000*). The first phase of the research has identified millions of U.S. households with online access that are willing to subscribe to a low-cost, non-commercial, Internet service dedicated to personal and global transformation.

The Global Interchange is designed to be a financially self-sustaining, strategic hub focused entirely on enriching people's lives. It will leverage the Internet's full potential to interconnect millions of individuals, philanthropic and educational organizations, government agencies, non-governmental organizations, and businesses around an earnest desire to invest and participate in a positive future for humanity.

It will do this by integrating four key resources:

- Human
- Technical
- Financial
- Informational

This high level of integration and facilitation is enhanced through proprietary knowledge synthesis software, content validation and resource management, all of which will foster synergy between users' needs, information engineering expertise, and constructive resources.

Captured in a compelling model, the GIC integrates leading edge, philanthropic principles with the strength of business processes, bringing together an extensive range of human and material resources to aid and facilitate the emergence of an awakened world.

Some investors tend to separate their interests between social-environmental ethics and "hard business economics." Those who are primarily focused on the "hard business" approach can rest assured that The Global Interchange has identified and defined markets and strategies that are most distinctive and potent to yield a highly successful enterprise. We take advantage of unique analytical insights and statistically projectable typologies of core values and beliefs underlying people's interests, aspirations, and behaviors. This data draws from various research sources, including our own proprietary market study of over 1,600 U.S. households. This, plus the availability of mature information technologies, makes it possible to realize the enormous potential of the GIC. The key assumptions behind the GIC lead to straight and clear marketing strategies and corporate implementation.

In addition to being founded on highly marketable values and business assumptions, the GIC embodies positive social values and ethics in its internal and external business affairs. This added enhancement is something everyone can feel good about. We also believe that what may be an enhancement today will become an important business element tomorrow. Thus, for those people who do emphasize positive values and ethics in their investments, The Global Interchange is an ideal vehicle that can exceed most expectations.

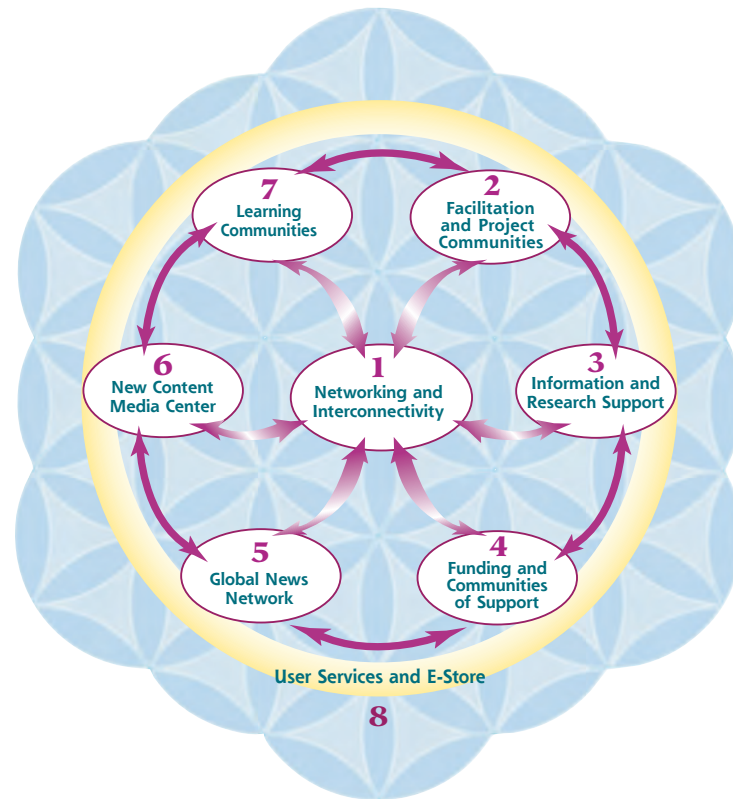
The GIC is positioned primarily as a for-profit entity with a strong secondary philanthropic and charitable component, this emphasis can be readily inverted. In whatever way it is primarily financed, the GIC will have both for-profit and charitable and philanthropic aspects to it.

While we would prefer altruist philanthropic support, we are aware that most people and organizations want to know how they will benefit financially in the short term. It is for this reason our planning has emphasized for-profit relationships. Whether it be through fees, returns on investment in the project, or direct professional involvement – or any combination of these – the GIC will be in a position to enhance the situation of individuals and partner organizations in many ways. Technology partners will also find new outlets for their commercial offerings and derive tremendous benefit from sophisticated social-science research and related data-mining applications. Six years after being launched, the GIC could grow to a one billion dollar plus enterprise with multiple technology and other intellectual property spin-offs. The Global Interchange will demonstrate the promise of information technologies to improve people's lives in very tangible ways.

“Our world is on the brink of a new social consciousness, one more acutely aware of our underlying commonality in beliefs, attitudes, values, and widely encompassing spirituality. Circumstances compel humanity to search for a more vibrant, ethical, and heartfelt foundation of supportive enterprise and community, one that emphasizes the interconnectedness of all.”

IMAGINE...

- A fresh, new user interface – unique and customizable to your changing needs – that combines browser, file manager, and portal navigation functions, that operates across nearly all common platforms and devices, and all without advertising messages.
- Easy-to-use, state-of-the-art information search retrieval, and relevancy systems at your fingertips with tools that meet the needs of experienced professionals, as well as first-time users.
- Natural language search and retrieval capability for your desktop, LAN/WAN, and GIC system, as well as Internet-wide.
- Unlimited access to global information sources – instantly and in all forms as well as through information research professionals.
- An extensive content provider of original and redistributed materials across all media and delivery mechanisms.
- A wealth of intellectual property covering content, technology, applications, and approach.
- An infrastructure of new technology, distribution, and support – initially emphasizing proven technology and applications while developing innovations for the long term, many of which may be commercially valuable unto themselves.
- An extraordinary marketing strategy with a unique, dual-track approach to organizational constituencies and users at-large.
- A socially responsible and sustainable business and economic model that bridges and builds upon the strengths of both for-profit and not-for-profit models.
- Access to financial, technical, and human resources dedicated to making a positive difference in the world while serving your personal needs.
- An organizational development and corporate culture strategy that can be applied to internal development for long-term stability and provides a marketable set of consulting services.
- Socially and environmentally responsible values, ethics, and practices applied throughout a large and vibrant organization that truly “walks its talk.”



THE GLOBAL INTERCHANGE

INCORPORATED IN 2002 IN CALIFORNIA, THE GIC IS NOT LIMITED OR INFLUENCED BY ANY POLITICAL, ECONOMIC, OR RELIGIOUS INTERESTS.

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