

# Google.store

Think of a multilingual, platform-independent global store, accessed by you through your personal account. Google gives you the ability to use it 24h a day, worldwide and totally free.

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## Trend analysis.

As we see it today eCommerce has a yearly increase of 50% in the U.S. and 60% in Japan. It's the new way of buying and selling stuff, services and data. Today we have hundreds and hundreds of online stores, but where is the big mall where you can get everything?

Google is expanding so fast that it's no end to what they possibly can do. And if there is one company that can bring this feature to life between two to five years, then the most obvious is Google. So therefore it's Google.store.

## Comprehensive idea. One account, thousand stores.

Imagine a one standard webshop with thousands of businesses, services and data connected all together by google, Google.store. eCommerce gets personalized closer to the customer, no webpages or creditcards, though an application which runs on all platforms connected to a personal account. Smart and self-thinking, offering what you need when you need based on statistics of your personal consuming habits and needs.

For e.g when you should book your summervacation if you want to be in time for your annual NY trip. Google.store connects to your printer finding out when you should buy new toners, finding out when to get new batteries for your digital camera. You see your bills on your account page and you just confirm that they are correct. No numbers or credit cards are involved. All your bills go through this system and you can easily scroll through old ones or sort them by different categories.

## The good arguments.

- No need for multiple accounts at your favorite stores.
- All super-safe.
- Extremely good overview of your expenses.
- Customised and personalized offers.
- Unlimited assortment.
- Always up to date.
- Always accessible.
- Extremely easy to use and navigate.
- Works on all platforms and other mobile devices.

# Pay by cell phone services

Cell phones are being integrated into eCommerce to be used as pay pals and business-2-peer services that enable cell phone users to receive personalized messages directly on their cell phone. Credit cards are history.

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Cell phones have been much more than just wireless telephones for a while now. Users play games, organize their contacts and appointments, surf the internet, read news, get alerts, locate their friends (GPS), enhance their social network (MySpace mobile), listen to music, watch, create and send streaming media. It just seems logical to enable eCommerce and retail services for wireless handhelds.

## Trend description.

The new pay-by-cell phone will be a viable new way to boost sales, increase awareness and create customer loyalty in the future. One specific area that is likely to use mobile phones in stores when using your mobile phone as a pay card for doing your groceries. The cashier sends you a message to your mobile telling you to accept the purchase you just did at the store. You will also receive a digital list of your groceries you just purchased; how many items, at what price and the total amount. By accepting that you send back a message to the cashier accepting the price amount.

Retailers on the other hand can send personalized recommendations, coupon delivered to our cell phones. This will also help e-tailers and retailers gather valuable data, such as cell phone numbers, on consumers who are interested in their products or services. Once you get your customers to opt in (to receive an offer or alert via text message), you can capture them in your database and use that information later for loyalty marketing and customer retention.

Another area would be interactive digital billboards where you can download pre-purchase information, coupons and offers. You'll also be able to send messages to the billboards and make your order right through them.

## Trend Impact.

Right now there are 2.7 billion mobile phone users worldwide, there are three times as many mobile phones as personal computers. Over a quarter of all Internet access is already from mobile phones. Twice as many people are messaging via a phone than using PC based e-mail. It is just a matter of time when mobile devices will become far more important and powerful than landline phones and personal computers. Pay pal services are another step into that direction. And this is just the start.

## The good arguments.

- The mobile phone is a very personal device.
- Messages sent to a mobile phone are much more likely to be read than e-mail sent to a PC, which may get routed to a spam folder.
- Mobile marketing can be more effective than other forms of marketing.
- Mobile marketing also helps e-tailers gather valuable data.
- Cell phone is safe to use as pay devices – more than credit cards.
- Enormous growth potential.

# Digital is Dead

Remember these new words: The SCI-File Technology!  
Pirates start to bargain, Adidas got four stripes and Ones and Zeros are only in Game Boys.

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Digital files have been a technology used for a while now. Users interact and exchange files and software, surf the Internet and so on. It is also well established that digital technology encounters many problems such as counterfeiting and pirate copying. Piracy did cost almost SEK 234 billion in 2005, and that is only for the software business. Music industry loses SEK 30 billion every year, where as to the Movie Industry losses are count for SEK 41 billion every year. That rounds up to over SEK 300 billions that businesses lose in counterfeiting and piracy every year.

## The New Technology.

SCI-File (Secure Computer Intelligence Files) is a new revolutionary technology developed to secure the entire world of interactivity, file storage, and file exchange. This new technology is setting a new standard of the old way of doing business. It prevents piracy, counterfeiting and hacking simply because it is impossible to duplicate files as well as computer software. The old digital technology based on Ones and Zeros will be forever gone. One major benefit is that the SCI-File technology offers a whole lot more when it comes to secured filing and documentation.

## Four Striped Adidas.

Pirate copying within clothing, shoes, watches and electronics has thus far been an easy game for counterfeiters. That is one major reason for the lack of trustworthiness when it comes to items for not being originals once bought at the store. Counterfeited branded shoes or watches lose not only money but fail to build brand

awareness. The backlash is here. This will enable people to leave the traditional eCommerce world aside and the market is now apps, music, movies, data services etc.

So how will eCommerce benefit from this? The old world of buying physical stuff will gradually disappear and that market shares will moved into the new SCI-Files world.

Obviously the greatest benefit is the transformation of pirate copying into bargain eCommerce. eBay becomes Bargain Bay, or bBay.com. SCI-Files are a secure transaction – a money-generating machine.

## Second Hand.

We estimate approximately between 80-90% of all purchased SCI-File items will be second hand items – items that have been used and now being sold to a second or third party. The eBayish buying style survives but with a different focus. Because it is impossible to copy SCI Files, consumers will be able to purchase the very same item over and over again. Most likely is that the entertainment and software developers industry will benefit extremely well from this new technology. No pirate copies, means no money losses.

From a logistic point of view, SCI File Technology offers a revolutionary way of distributing files, interactivity and eCommerce. Planet earth gets an environmental and natural boost when some of the trucks and airplanes lose traffic.