BACKSTORY – My wish business model
To be brought to class in Summer 2003:

Goals:
1. **Brand free** - Independent media package that will be open to all investor interested - not branded by one corporation

2. **A Teaching Tool** – Not expression for the sake of self-expression, but for the sake of progress and achievements.

3. **Strengthening the Community** – Easily accessed in communal locations, encouraging collaborative work. Integrating mixed populations, cultures and social classes.

4. **Making a Difference, Creating a Change** - available to people who otherwise will not have access to computers and writing skills as well as the better off. Preparing people to work, higher education and teaching necessary skills.

5. **Publishing**

How will Backstory work?

1. **Brand free** - Independent media package that will be open to all investor to invest in and to individuals or organization to use in any location.

   *Advantages:* More opportunities for funding and will add a sense of trust and integrity to the project because of its independence

2. **A teaching tool** - Backstory will be a media package that will encompass a set of tools and services that will work on any computer at any location. It can be installed in kiosks, computer stores, libraries, community centers, and schools. If it is installed in a commercial organization they will have to lease Backstory, if not it will be paid by philanthropy.

   The package will include: Equipment, software, and training materials

   **Equipment:** Disposable cameras and simple recording equipment. Expensive, professional equipment can be leased or
rented from Backstory stations.

Software: Plug’n play, easy to use electronic publishing software package.

A) Short-term software use will include links to online trial versions of software companies.

B) Long-term software use will be accessed and shared via the Backstory Server, via the Internet using access protocols that already exist (XML or SOAP Simple Object Access Protocol. See Microsoft “dotNET” idea for controlling software)

C) Software for purchase online using Backstory search-engine for the best buy or by ordering through Backstory stations. Backstory stations will hold no inventory but can recommend, educate and order the software. For these services 25% of the perches cost will be paid to Backstory, and get percentage of the coast for the service (recommending and ordering).

Training - A self-teaching/learning tool that will encompass:

A) Digital Workshops to teach the software, use of equipment, writing fundamentals (Creative writing, documentary writing, journalistic writing, resume, college writing ect.) Publishing and authoring on line – introduction to Backstory blog, wiki and forum. And instruction on how to enter a story in the Backstory’s “Story of the week/month” contest.

B) How to add to this package – for example teachers modify the package to better serve their curriculum needs.

3. Strengthening the Community - Backstory will use public facilities, for editing stations that are easily accessed in any community. Libraries, school facilities after school hours (See after school activities programs, or adult classes in schools), community centers, and other facilities.

Advantages:

- Backstory will be available to more people by going to the
community, instead of making people come to it. This improves visibility and awareness. Backstory will be accessible to people from under-served communities as well as better off communities.

- Backstory will use existing community facilities in familiar locations, which is less threatening and less confined
- By being placed in existing community facilities, services can be free and there will be plenty of parking. Also it will be a walking distance for some people in the community.

4. Making a difference, creating a change

Backstory will be an open platform, easily accessed by youth or people in the community, a place were people from all social economic backgrounds, religions and ethnicities, will interact, create and get direction that could help them in future employment or education. Collaborative work will be done on line and on site:

On line - Collaborative on-line sharing and peer to peer networking, that can be used from any location by individuals or groups.

On site – Collaboration work on location using the Backstory package and self-learning program.

Preparing people to work, higher education and teaching necessary skills

5. Publishing

Backstory will function as a mediator that will mediate between content creators and content consumers. Publishers and users can access Backstories through the website and use it for their needs. Content consumers could include talent seekers, researchers, people from the fields of entertainment, surveys, marketing and education.

Backstory will own the rights to the content, so these content users will pay for the content they use, with revenue shared
between the creator and Backstory with long term protection for residual earnings.

Backstory Will be donated to non-profit and a tax write-off to the investors.

*Advantages:* Sustainability.