

How to build a successful eBusiness

The Internet changes nothing...

A successful eBusiness is a
successful business

A person is holding a large, golden, textured mask that resembles a face. The mask has two dark, circular openings for eyes and a central, protruding, cylindrical feature that looks like a nose or a sensor. The person's hands are visible on the sides of the mask, holding it up. The background is a warm, golden-brown color.

**A successful business satisfies
an un-met customer need**

Needs are...

Rational

- A better deal
- More convenient service
- Better quality or specification

Emotional

- To feel admired, smart, secure, loved, happy, valued
- To avoid pain, fear, responsibility

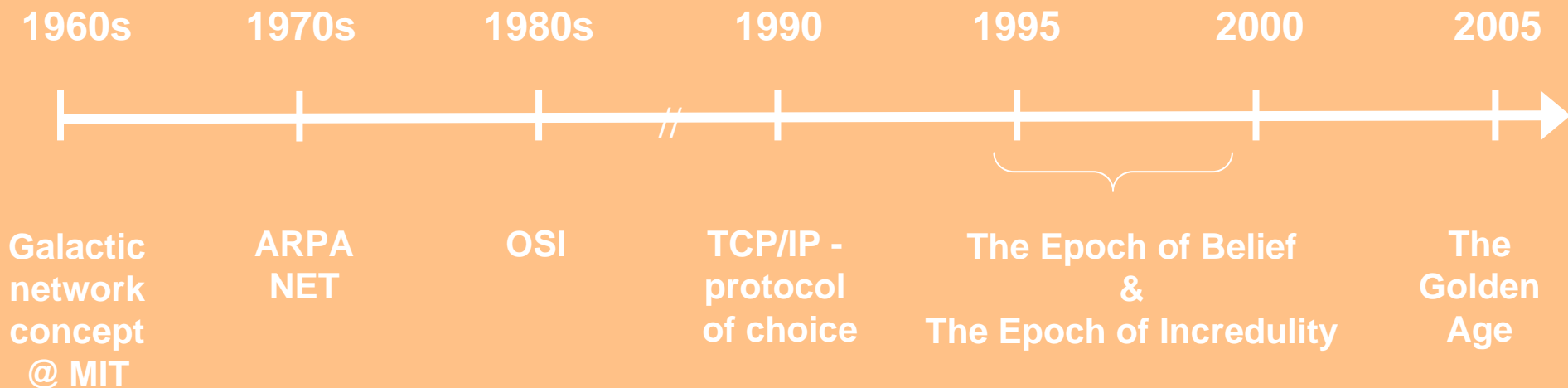
Recognised

- e.g. low cost airlines

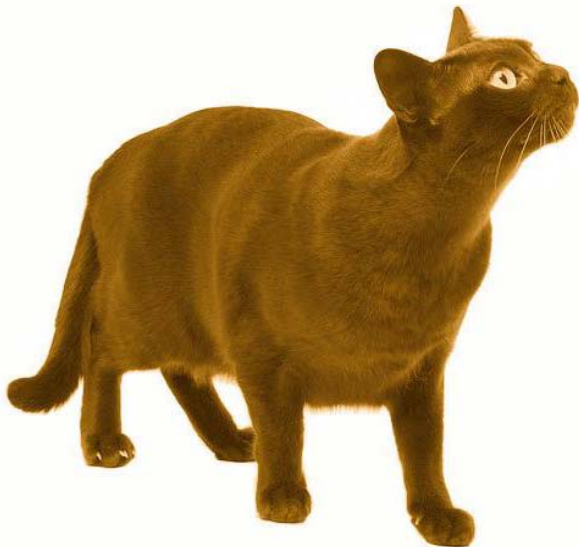
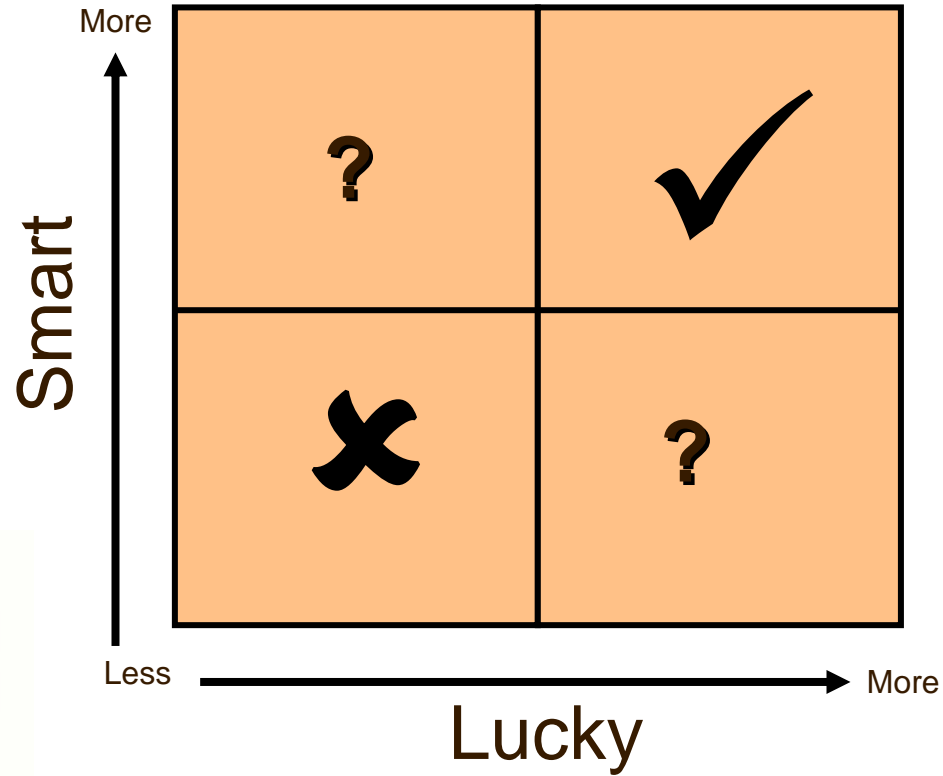
Latent

- e.g. iPod

The Internet changes everything ...eventually



On the wall @ MIT...



**‘It’s funny, the
harder I work
the luckier I get’**

- SAM GOLDWYN

What Un-met Needs?



Explore, Find, Fulfill

- goods, services people, information



Promote & Share



Communicate



Service

- my account, my booking

Being Smart

CREATION

VS

STEWARDSHIP

Possibilities



Models



**Evolving
Structures**



**Unpredictable
Results**

**Barriers
To Change**



**Structures
That Work**



**Predictable
Results**

**What's
MISSING**

**What's
NOT
WORKING**



garlik™
powerful stuff