How to build a successful eBusiness
The Internet changes nothing…

A successful eBusiness is a successful business
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


Galactic network concept @ MIT
ARPA NET
OSI
TCP/IP - protocol of choice
The Epoch of Belief & The Epoch of Incredulity
The Golden Age
On the wall @ MIT…

![Diagram](image)

- Smart
- Lucky

Less -- More

- (?)
- (√)
- (×)
- (?)
‘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

What’s NOT WORKING

Structures That Work

Predictable Results

What’s MISSING

What’s NOT WORKING