The Concept of An Open Business Plan Example: Neda's By* Libre Services LinuxFest NW 2011

Document #record-201105012
April 29, 2011

Article and Presentation Available on-line at:
http://www.neda.com/Records/201105012

Mohsen BANAN
E-mail: http://mohsen.banan.1.byname.net

Contents

List of Figures

Preface

Hello, Salaam.

My name is Mohsen BANAN.

I am a Software Engineer.

I offer you these thoughts as part of the Internet Engineering Profession's responsibility to Society and Humanity.

I solicit your feedback and welcome your comments.

The title of this presentation is xxxx.

With your comments and feedback you can reach me at: contact or email me at feedback@mohsen.1.banan.byname.net.

About This Document

This document is web published as Records-201105012 at: http://www.neda.com/Records/201105012.

Disclaimer

The material presented on this page does not constitute an offer to sell, or a solicitation of an offer to purchase.

Part I

Concept Of An Open Business Plan

1 Basic Theory Of Capitalism

1.1 Idea, Money, People

Good Things Can Happen When

- Idea (Innovation)
- Money (Venture Capital)
- People (Talent)

Come Together

1.2 Mono-Existential Capitalism and Poly-Existential Capitalism

Mono-Existential Capitalism Is Very Healthy

Poly-Existential Capitalism Is Very Broken (So Called Western IPR – Copyright, Patent – Is The Wrong Basis)

1.3 If Your Business is Libre Based, Then Consider An Open Business Plan

So, You Are An Engineer.

Recognize the disconnect between Venture Capital Culture and Engineering Profession's Culture

1.4 An Open Business Plan

An open business plan is a business plan with unlimited audience. The business plan is typically web published and made available to all.

1.5 Ramifications Of An Open Business Plan

An Open Business Plan Does Not Demand Total Transparency

Secrecy Is Often Part Of Good Business Execution

1.6 Example: Neda's ByStar Libre Services

ByStar Federation of Autonomous Libre Services

A Jujitsu on the IPR Model.

Let's Analyze it!

Part II

Problem and Scope: Ills and Contours of the Cure

2 Problem: Dominance of Internet By Large Corporations

2.1 Deal Made: Free-of-Charge Service - Targeted Advertising

In A Blink Of An Eye

American Public Made a Deal with American Corporations.

Free-of-Charge People Got:

Email (Personal Messages) Calendar, Address Book, ... Content Publication Facebook Webpage & "Friends"

American Corporations Got:

Semantic Analysis of Email Spying with consent Logs and Trail Analysis Behavior Cross References

2.2 Ramifications Of The Deal

- A New Currency Has Been Created: Personal Information, Privacy, Autonomy
- An Established Business Model that Translates Personal Information into Targeted Advertising
- The Debit Side of this New Currency is Humanity
- Americans got there with no discussion of long term social consequences. No discussion of Sociology, Social Psychology, Morality.
- Mr. Zuckerberg (Founder of Facebook) Has Done More Harm To The Human Race Than Anybody Else His Age.
- And He Was Celebrated As “Person Of The Year” (Time Magazine).
- America is mostly an Economic Society.
- And now this American Disease is spreading through out the world.

2.3 Internet Application Services Today: Ill Directed

Internet Application Services Today: Ill Directed

- The wrong model: proprietary, owned and controlled
  - Ownership oriented to the Service Provider
  - Non-transparent software
  - User information owned and controlled by the proprietary Service Provider
- Structurally incoherent
  - Ad hoc: no overarching engineering design
  - Driven by short-term business expedience and profit
  - Functionally uncoordinated

2.4 Causes For Concern

- Networks are societal resources and their usage model must not be left to free markets and business.
- The Internet is today controlled by large corporations, and critical civil liberties are being compromised.
- Current Copyright and Patent laws are in conflict with nature and are harming humanity.
- As first generation engineers we have a responsibility to safeguard the societal welfare.

The goal of this project is to:

Liberate Internet Services

3 Solution: Autonomous Libre Services

3.1 We Need To Be Very Multi-Dimensional and Inter-Disciplinary

In Order To Get It Right

We Need To Consider Ramifications Of:

Software As Service and Service As Software and the Software-Service Continuum

In ALL Dimensions: Philosophical, Societal, Engineering, Economic and Business

Is All Within Our Scope.

3.2 General Contours Of The Cure

ByStar Federation of Autonomous Libre Services

- The Full Scope of Internet Services: Star "*" in ByStar means everything
- Fully Libre: Complete rejection of so-called Western IPR
- Autonomous When Possible – Usually End-To-End
- Federated Based on Autonomous – Central only when required

Paving the way towards: The Convivial and Halaal Quadrant

3.3 A Model Inversion: From Industrial to Convivial

We Are Proposing:

A Model Inversion For All Of Internet Services

From Industrial To Convivial

With Huge Economic and Societal Ramifications

3.4 Our Goal

- Full Spectrum Internet Services: Functionally Equivalent to What Exists hotmail, yahoo mail, google mail – Facebook, Linkedin – youtube, search
- Full Software Service Continuum – (Service, Desktop, Notebook, Handheld)
- Focused on User Autonomy and Privacy
- Purely Based on Libre Software
- A New Radical Model but Fully Evolutionary

This We call:

ByStar (By*) Federation of Autonomous Libre Services

4 What Are ByStar Libre Services

4.1 Libre Services: A non-proprietary Model

Libre Services: A non-proprietary Model for delivery of Internet services

A non-proprietary Model for delivery of Internet services

Free Software Ideology For Internet Application Services

4.2 From Free Software To Libre Services

4.3 From Software Wars To Service Wars

5 Challenges of the Libre Services Model

5.1 Model's Track Record and Limitations

Beyond Free Software

We have won the Free Software battle Proprietary Software Already Lost We Demonstrated Two Things:

1. Model: Free/Libre is Superior to Proprietary
2. Implementation: GNU/Linux is Superior to Windows (More Convivial)

But Now The Game Has Changed – Software has mostly become Service.

Limitation and Challenges: Software is inherently collaborative and cumulative. (naturally absorbs energy) Service is inherently remote and isolated. (but that can be changed)

Service is inherently remote and isolated. (but that can be changed – When Service Is Software)

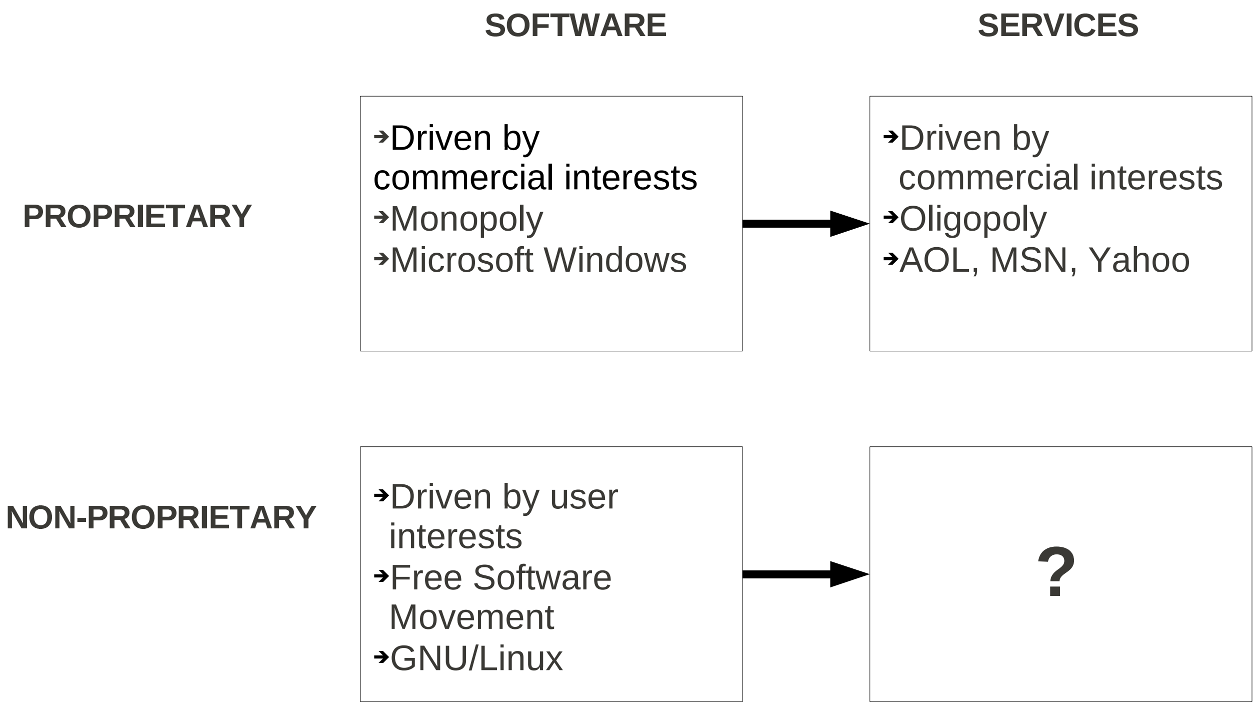

Figure 1: From Free Software To Libre Services

5.2 What Is ByStar

- By* is a coherent framework for enabling complex interactions among people, businesses and information.
  - Small and Medium Businesses: ForSMB.net Individuals:
  - ByName.net, ByAlias.net, ByMemory
  - Places and Events: ByWhere.net, ByEvent.net
  - Information: ByTopic.org
  - For Interactions: ByInteraction.net

5.3 Layering of Concepts and Results

6 Roadmap

- Language, Definitions, Models and Concepts
- ByStar Federation of Autonomous Libre Services
- Joining ByStar, Obtaining ByStar Software and Using ByStar
- Engineering Design of ByStar
- ByStar Vertical Slices (Feature Families)
- Economic and Business Dimensions of ByStar

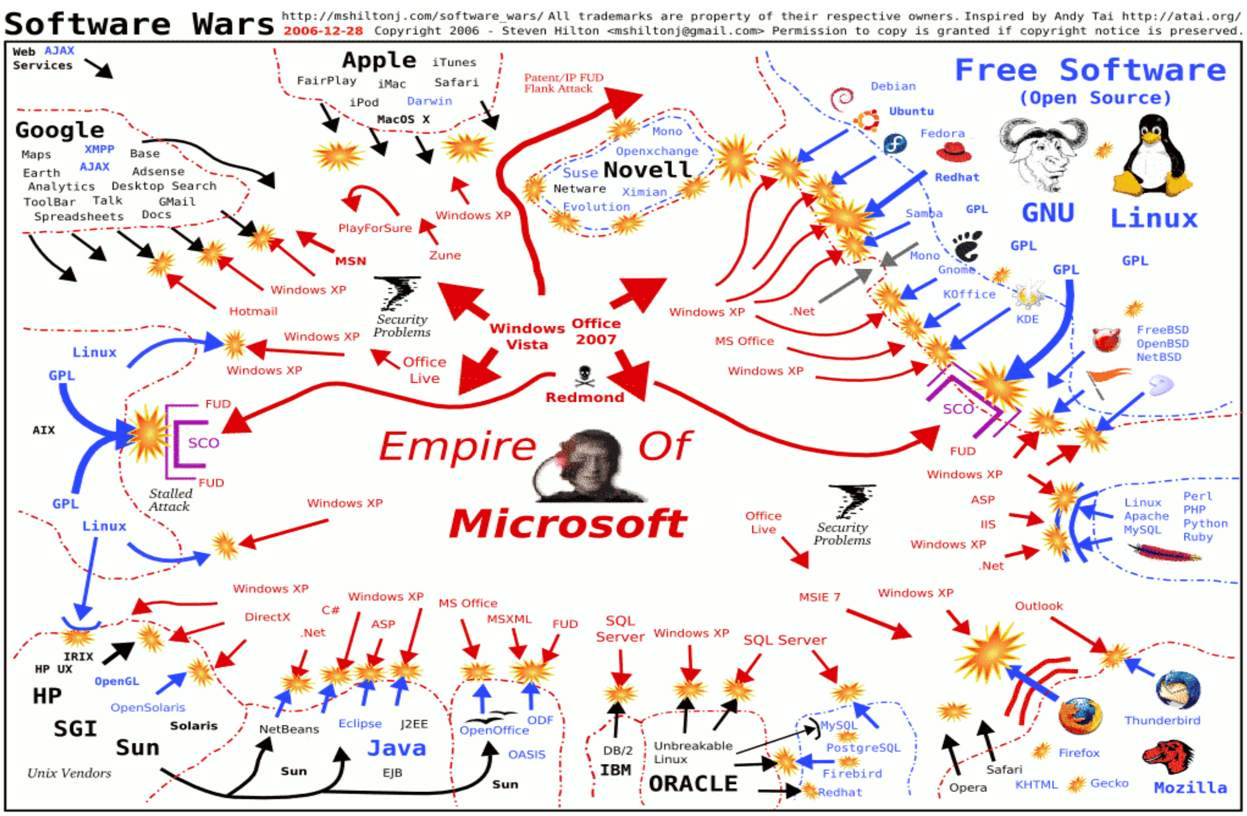

Figure 2: From Software Wars To Service Wars

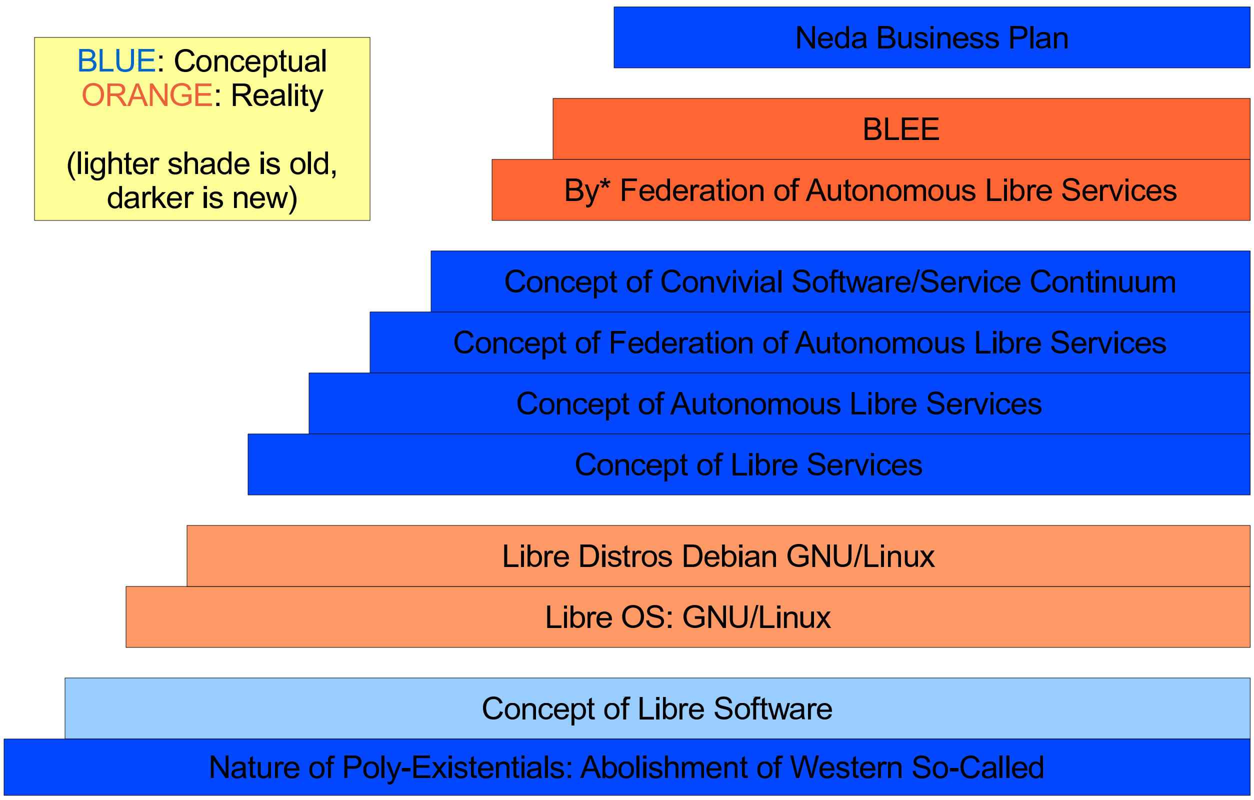

Figure 3: Layering of Concepts and Results

- Societal, Inter-Societal, Social and Legal Ramifications
- Collaborative and Guardianship Framework

Part III

Language, Definitions, Models and Concepts

7 Nature Of Poly-Existentials

- So Called Western IPR is in conflict with Nature
- What Are Poly-Existentials:
- Multi-Possessabilty
- Ownership is a one-to-one relationship
- An Ownership Mistake With Ramifications Broader than Slavery
- Pointer to PLPC – Full title in box

8 Some Modeling Concepts

8.1 Operation in the For-Profit and Non-Proprietary Quadrant

8.2 Software - Service Continuum – Where Proprietary Looses

Service, Desktop, Laptop, PDA Continuum Free/Libre everywhere

Hour Glass= Diversity on Top – Diversity at the Bottom – Cohesion and Convergence in the middle

Consistent OS: Linux everywhere Consistent GUI: Gnome everywhere Consistent Applications: Emacs, ... everywhere Deep, Broad and Consistent Integration through Free Software and Libre Services

8.2.1 Protocols Hour Glass – Note Convergence in the Middle

8.2.2 ByStar Hour Glass – Importance of Convergence in the Middle

8.2.3 Service, Desktop, Laptop, PDA Continuum Libre everywhere

- Consistent OS: Linux everywhere
- Consistent GUI: Gnome everywhere
- Consistent Applications: Emacs, ... everywhere

Deep, Broad and Consistent Integration through Free Software and Libre Services

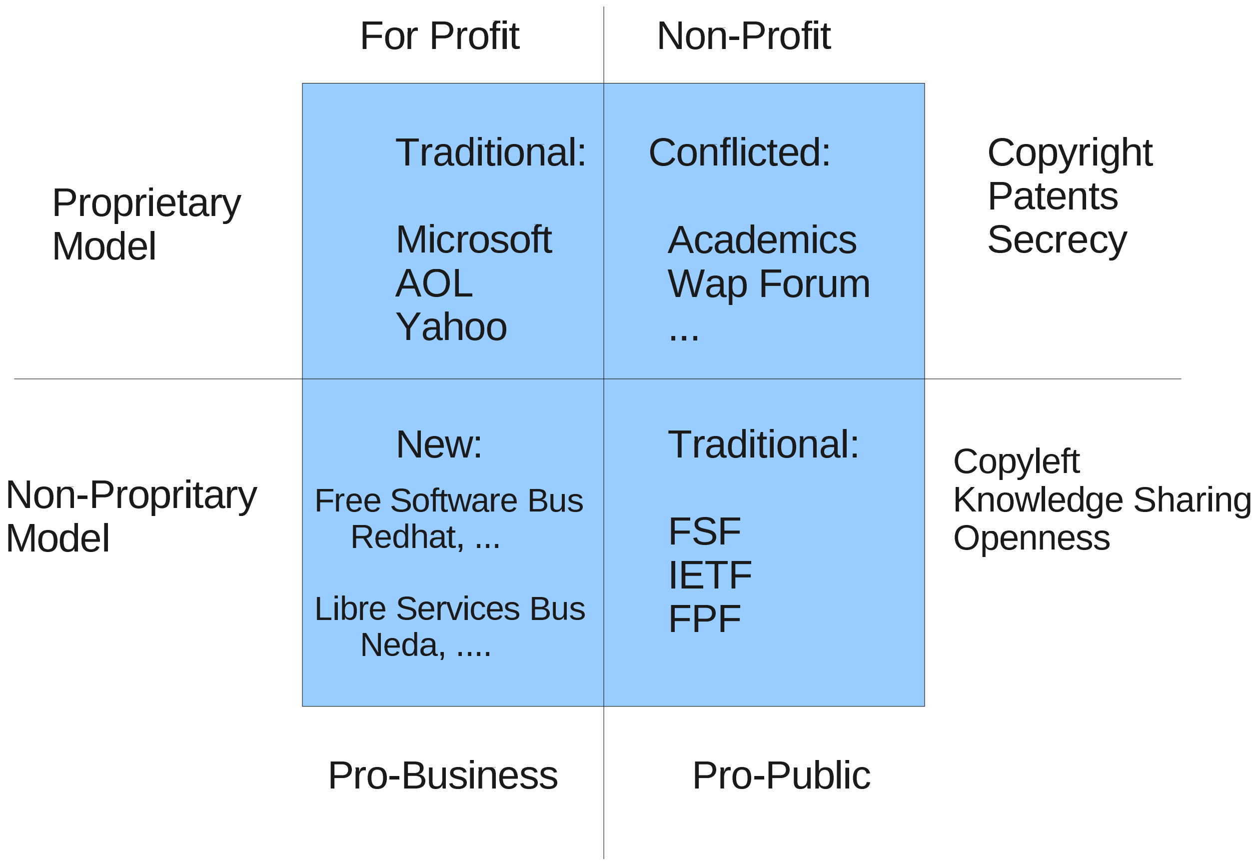

Figure 4: Operation in the For-Profit and Non-Proprietary Quadrant

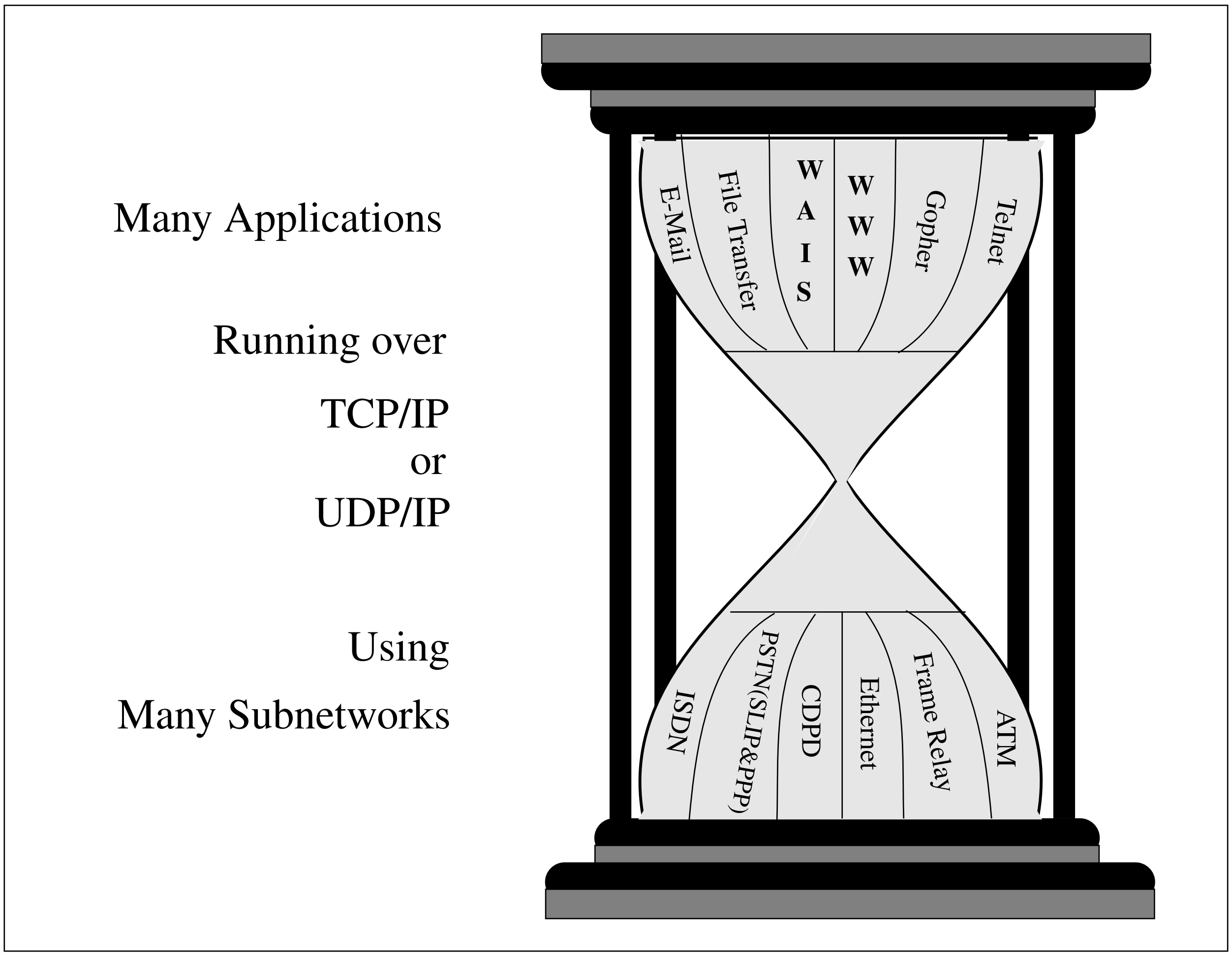

Figure 5: Protocols Hour Glass – Note Convergence in the Middle

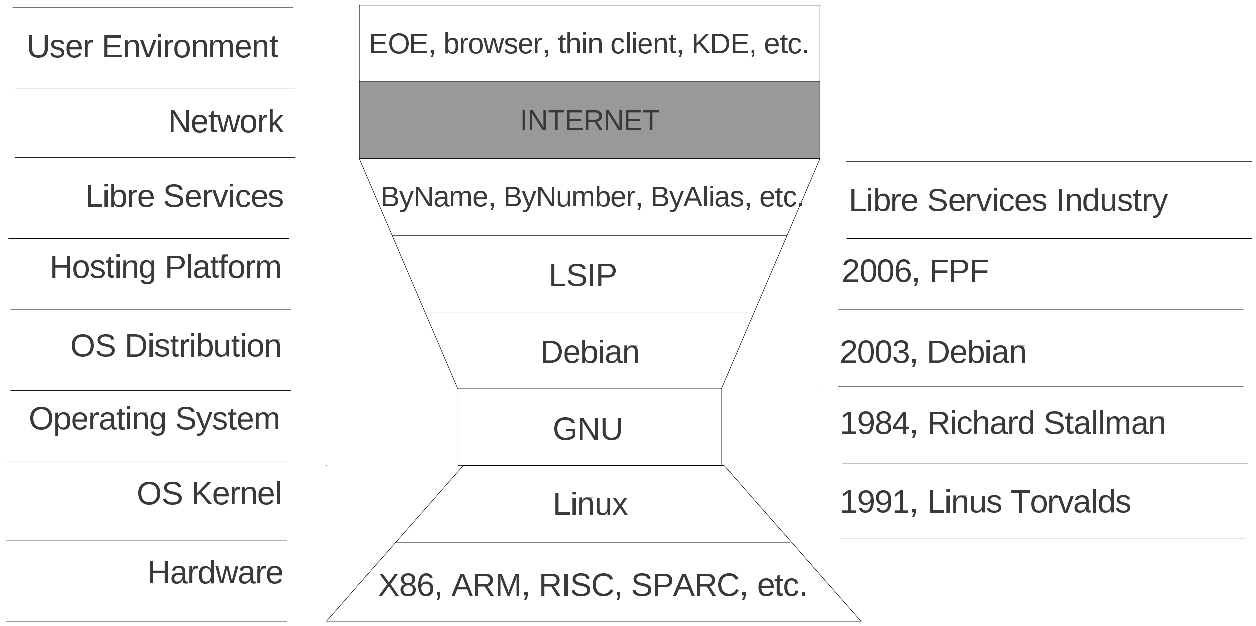

Figure 6: ByStar Hour Glass – Importance of Convergence in the Middle

8.3 Societal End-To-End Argument vs Rise of the Middle

- Interactions Amongst People/Businesses and Information Could Be:
  1. Direct – End-to-End
  2. Central – Middle-Controlled
- End-To-End vs Middle-Controlled Architectures have both Engineering and Societal Ramifications
- Today's Industrial Internet Application Services are generally Central and Middle-Controlled.
- The Convivial ByStar Libre Services are generally End-To-End and Middle-Light.
- The End-To-End model is Autonomy and Privacy Friendly
- The Middle-Controlled model is Hostile to Autonomy and Privacy

8.4 The Engineering End-To-End Argument

- End-to-end Arguments in System Design http://web.mit.edu/Saltzer/www/publications/endtoend/endtoend.pdf
- Rethinking the design of the Internet: The end to end arguments vs. the brave new world http://www.csd.uoc.gr/~hy558/papers/Rethinking_2001.pdf
- The Rise of the Middle and the Future of End-to-End. http://www.ietf.org/rfc/rfc3724.txt
- Tools for Conviviality - Ivan Illich https://clevercycles.com/tools_for_conviviality

8.4.1 Engineering End-To-End Summary

> The most important benefit of the end to end arguments is that they preserve the flexibility, generality, and openness of the Internet. Movement to put more functions inside the network jeopardizes that generality and flexibility as well as historic patterns of innovation. A new principle evident already is that elements that implement functions that are invisible or hostile to the end to end application, in general, have to be "in" the network, because the application cannot be expected to include that intermediate element voluntarily.

8.4.2 ByStar End-To-End Philosophy

- Make Services Autonomous Whenever Possible (peer-to-peer oriented)
- Invest and Focus on End-to-End communications facilities amongst Autonomous Libre Services
- When a Federated Service functions as an intermediary, limit its role to the bare essential of hooking the two ends. Thereafter, communications can be end-to-end.

9 Some Societal Concepts

9.1 Ivan Illich's Concept of Convivial Tools

> Tools are intrinsic to social relationships. An individual relates himself in action to his society through the use of tools that he actively masters, or by which he is passively acted upon.
>
> To the degree that he masters his tools, he can invest the world with his meaning; to the degree that he is mastered by his tools, the shape of the tool determines his own self-image. Convivial tools are those which give each person who uses them the greatest opportunity to enrich the environment with the fruits of his or her vision. Industrial tools deny this possibility to those who use them and they allow their designers to determine the meaning and expectations of others. Most tools today cannot be used in a convivial fashion.

9.1.1 Convivial Software

- Unix/GNU Vs Microsoft Windows
  - Unified file model, pipe, small dedicated progs, ...
- Emacs vs Vi
  - buffers, major-modes, minor-modes, key-maps, frames, windows, regions,
- qmail vs sendmail
  - complete separation of queuing and spooling from submission, delivery and protocols.

Enable the tool user to be creative and expressive

9.2 Responsibilities of Professions and Health of Society

- What Does "Profession" Mean? It also includes Societal Responsibility.

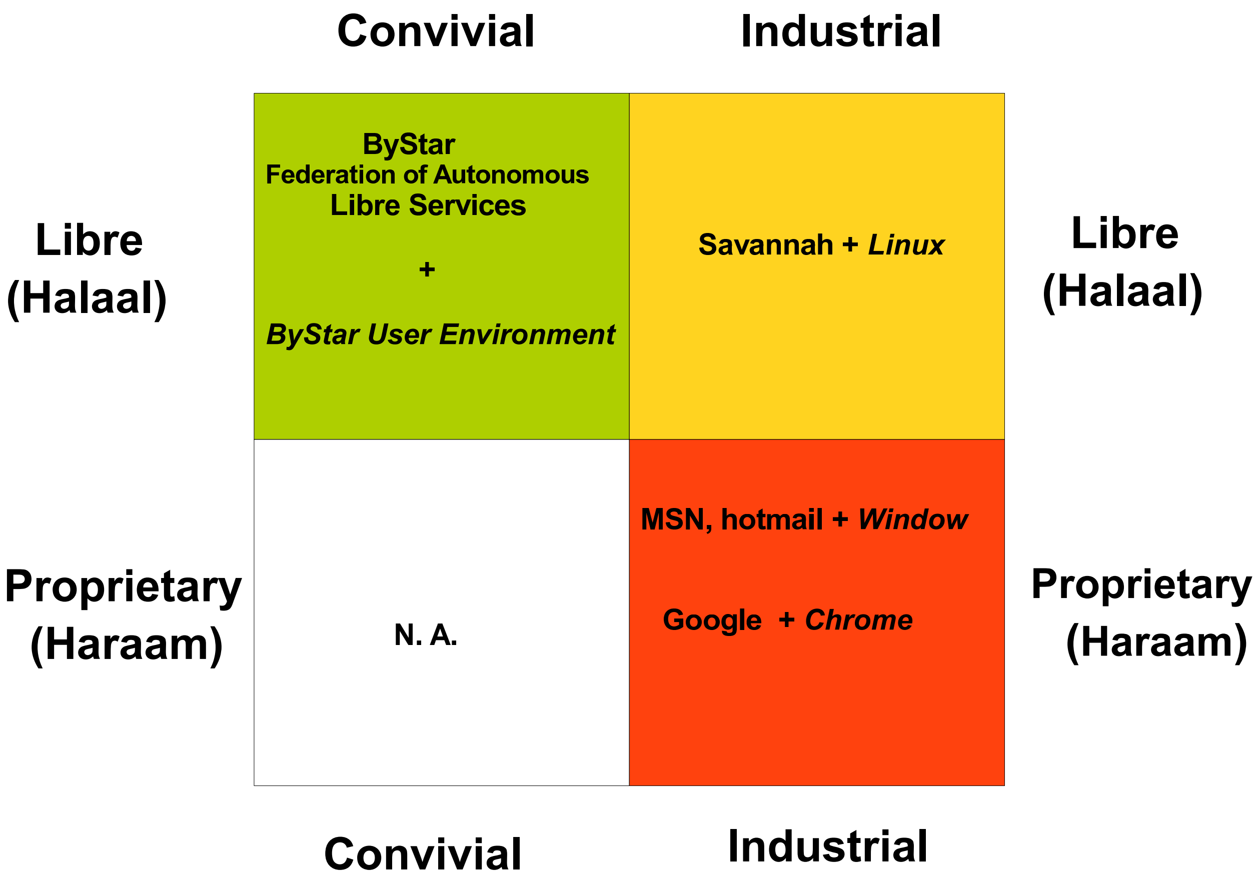

Figure 7: Halaal and Convivial Software Quadrant

9.3 Halaal and Haraam – Ethics of Software and Service

- Halaal means Moral/Ethical – Okay to do/consume
- Haraam means Immoral/Unethical/Harmful – Should Not Be Done/Consumed

Defining Halaal Software/Internet Service:

1. Is A Perpetual Transparent Modifiable Poly-Existential – Equivalent of "Free Software"
2. Its Use Has Been Endorsed By The Engineering Profession
3. Its Use Has Not Been Prohibited By Ethicists (Sources of Emulation)

9.3.1 Halaal and Convivial Software Quadrant

Part IV

By* Federation of Autonomous Libre Services

10 ByStart Entities

10.1 ByStar Registered Domains

Organizational Domains

neda.com – freeprotocols.org – by-star.net

Autonomous Domains

ByName.net ByName.com – ByAlias.net ByAlias.com – ByMemory.com ByMemory.net ByFamily.com ByFamily.net ByWhere.net

Federated Domains

BySource.org ByBinary.org – ByContent.net – ByTopic.net

10.2 Libre Services Supporting Organizations

11 Libre Services Engine

- Rudimentary Manifestations
  - LAMP
    - Linux - Apache - MySQL - Perl/PHP/Python
  - Savannah and Savane
  - Wikipedia and Mediawiki
  - Can we do better than that?
    - Expand it
    - Formalize it
    - Make it be cumulative

11.1 By* Features and Capabilities

- A named entity domain - Owned by the entity
  - A public website: My Internet
  - An expanded website for friends: My Extranet

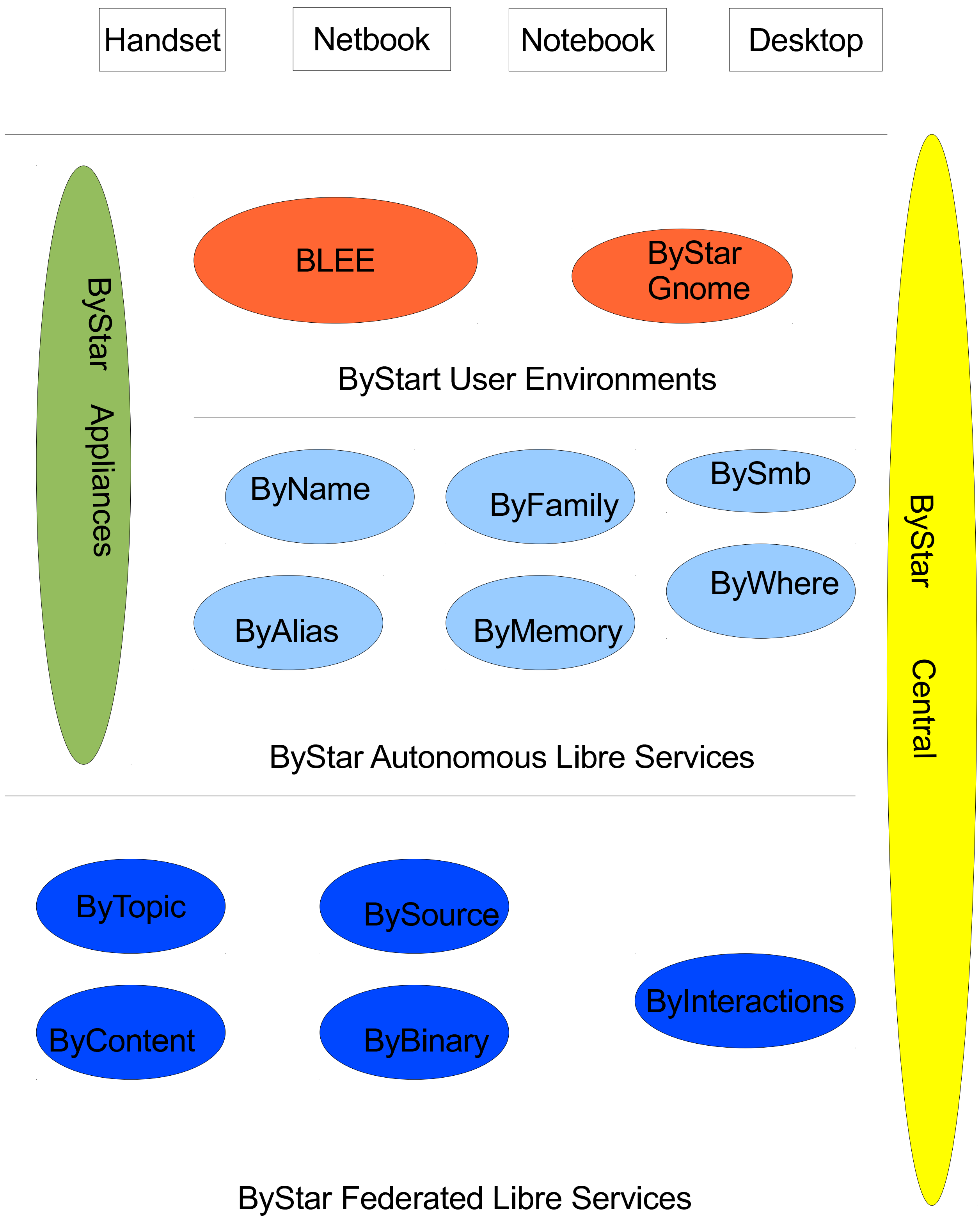

Figure 8: ByStart Entities

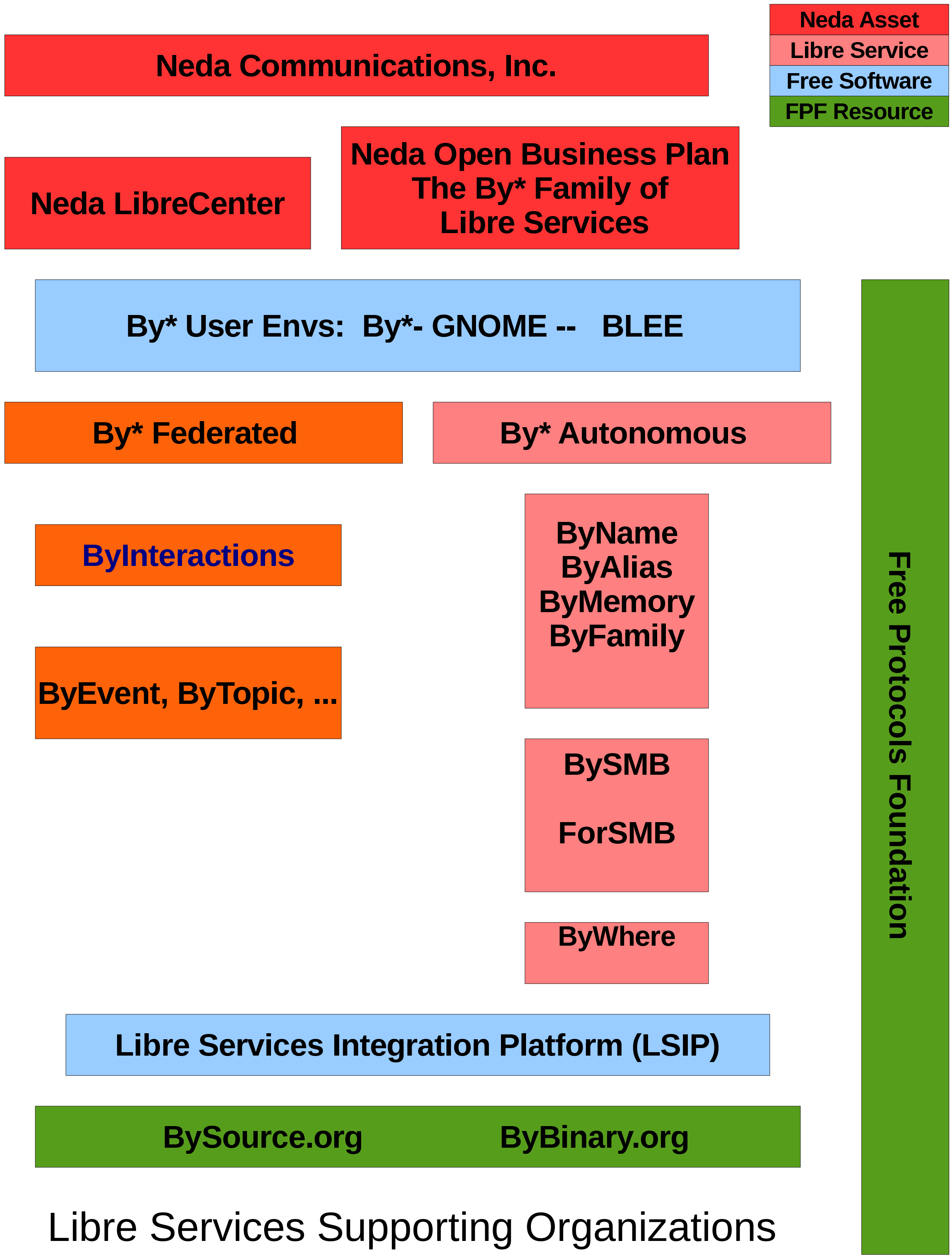

Figure 9: Libre Services Supporting Organizations

  - A private portal: My Intranet
- By* Libre Self-Publication Facility
- By* Libre Texting
- Email, e-fax, etc.
- Blog, photo gallery, GeneWeb, etc.

12 ByStar Appliances – Service As Software

- BACS Autonomous Appliances – Guaranteed Autonomy
- BISP Appliances
- ByStar User Environments – Blee on Debian and Ubuntu
- Re-Branding of ByStar

13 Interface Model of ByStar User Env and ByStar Services

13.1 Design Big, Implement Gradually

Design Big, Implement Gradually

Autonomous First

Convivial Design

14 Software To Service Aggregation

15 By* Naming principles What Is ByStar

Take full advantage of the Domain Notation depth.

- mohsen.banan.1.byname.net
- forRent.1-98008-5765-05.bywhere.net

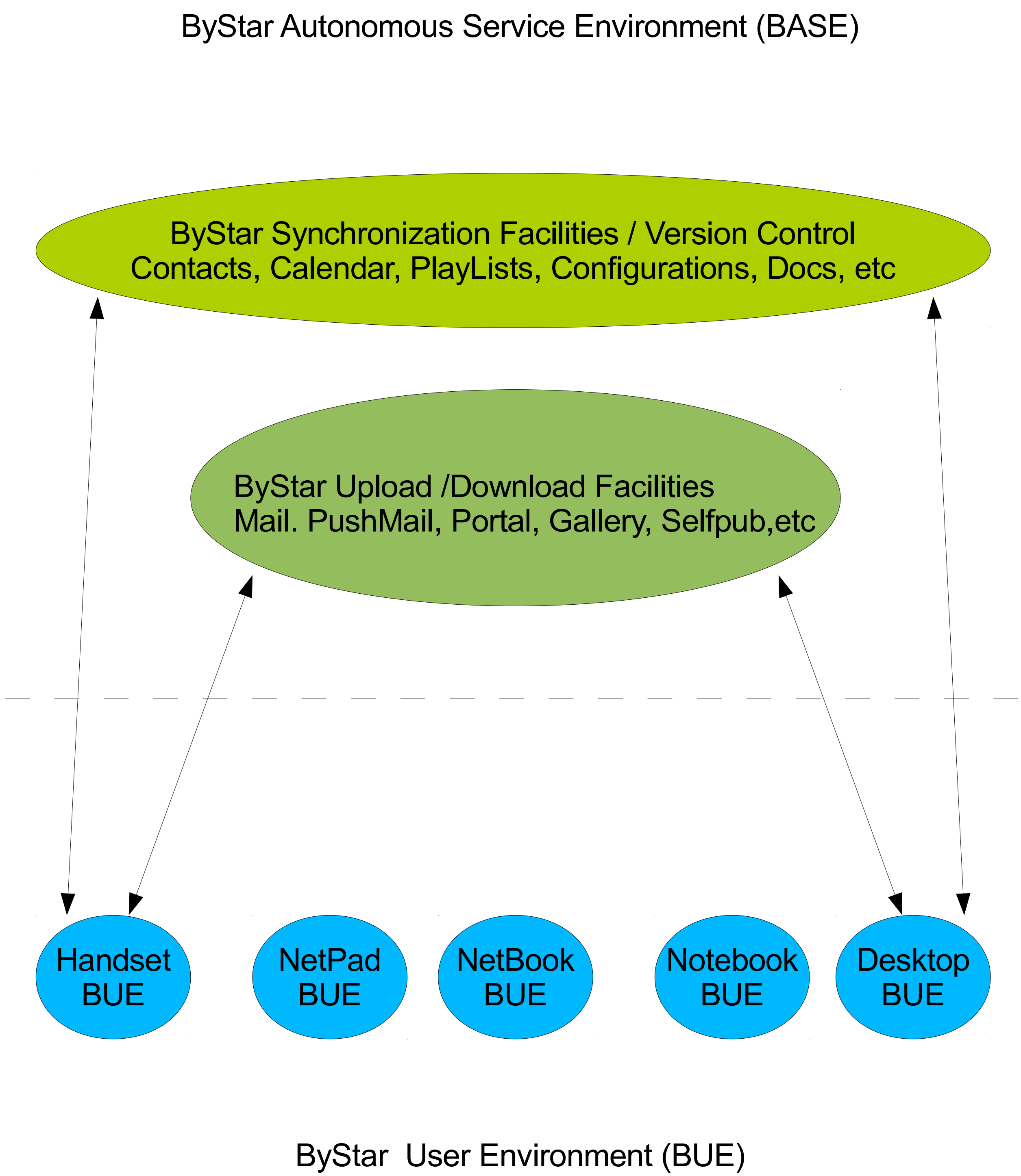

Figure 10: Interface Model of ByStar User Env and ByStar Services

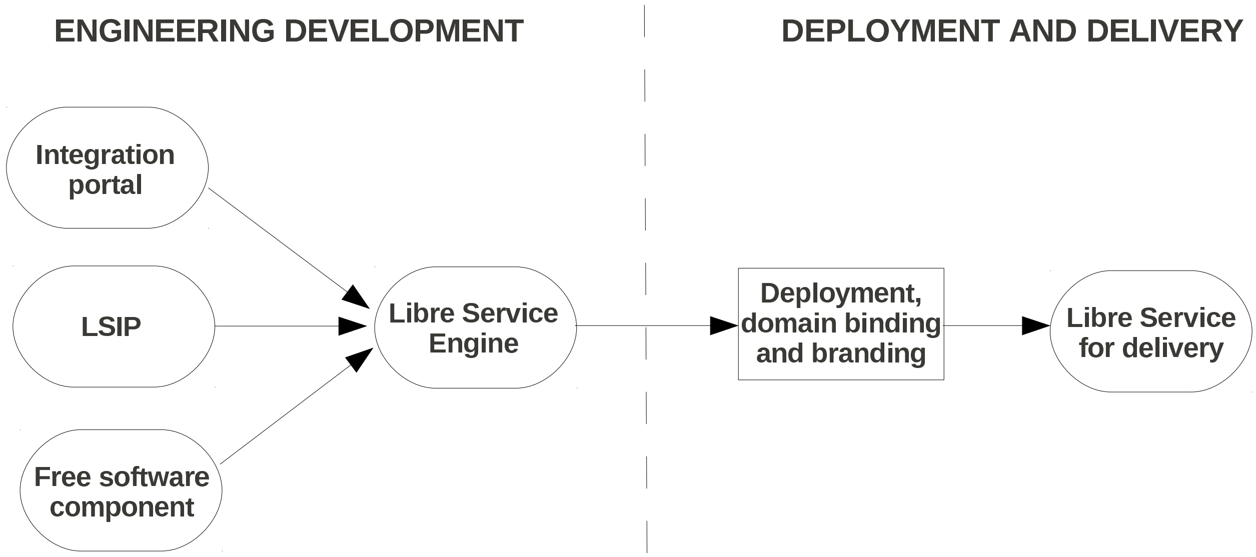

Figure 11: Software To Service Aggregation

Part V

Economic and Business Dimensions of ByStar

16 The Libre Services Revenue Model

16.1 ByStar Supply Chain Model

17 Marketing Strategy

- On The Side of User
- Jusitsu

17.1 Marketing Messages (West and East)

United States, West – Key Marketing Messages

1. Autonomous Services vs Corp Owned Services
2. Convivial Model vs Industrial Model
3. Engineering vs Business
4. Libre vs IPR Regime
5. Preservation of Freedom, Privacy and Autonomy

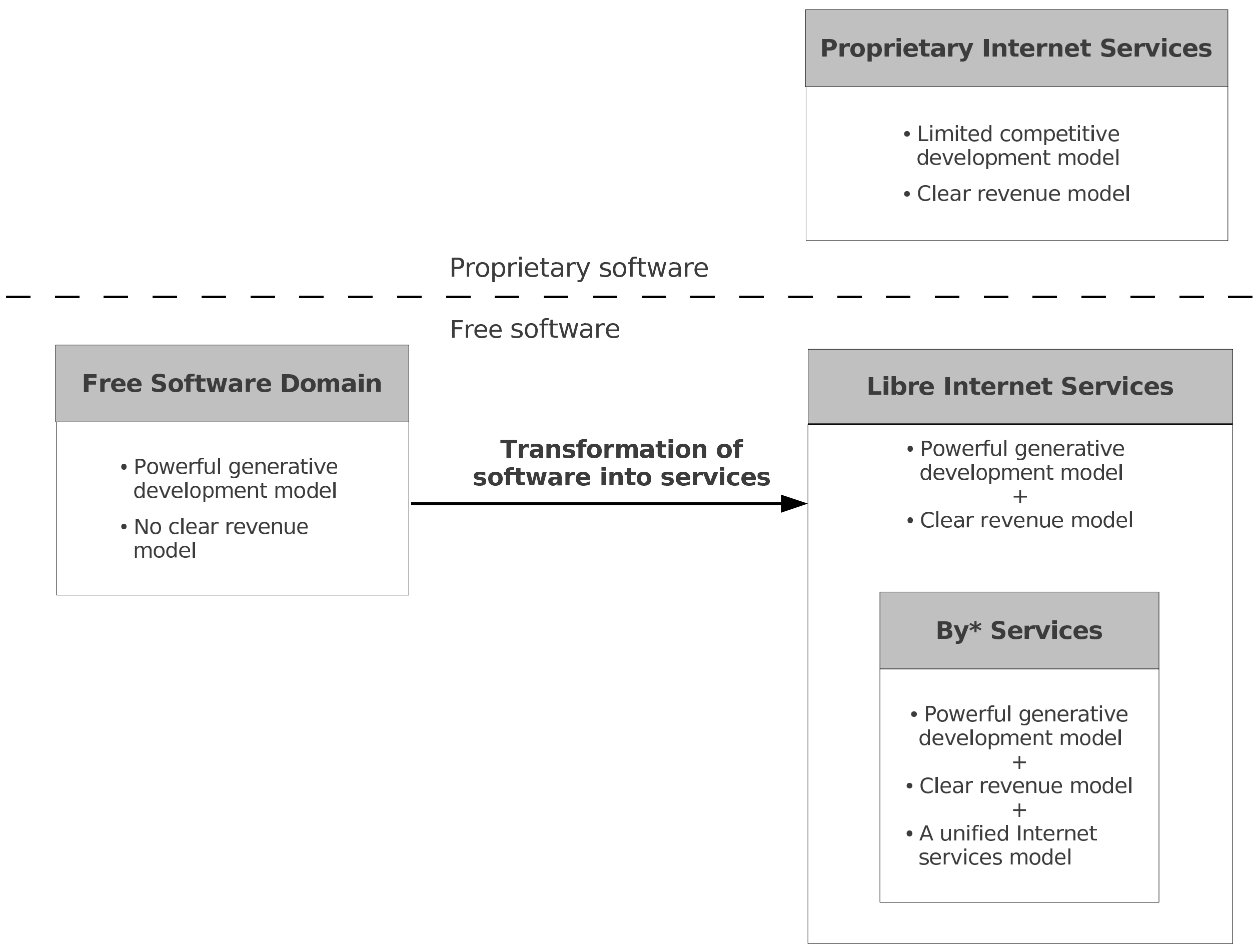

Figure 12: The Libre Services Revenue Model

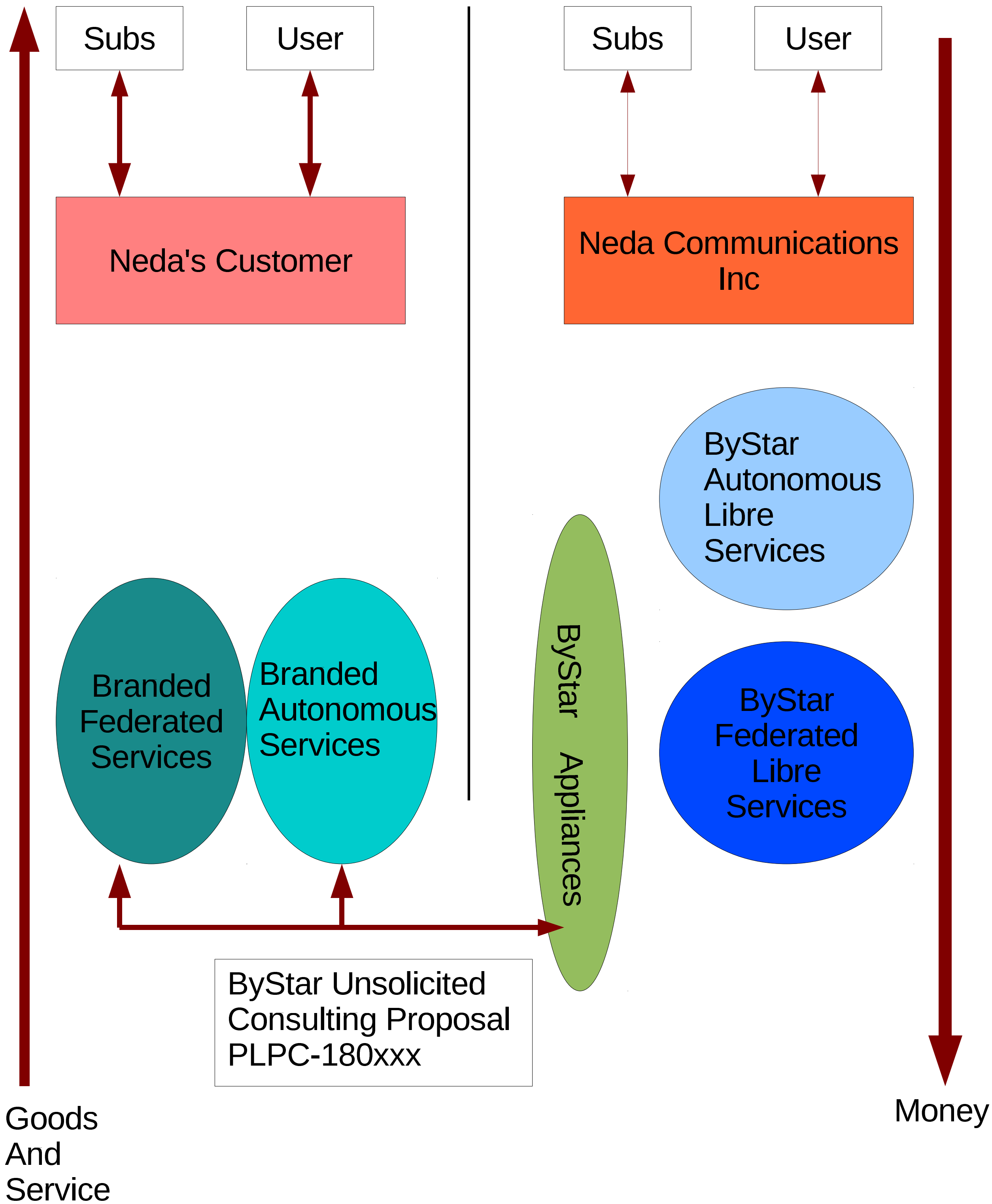

Figure 13: ByStar Supply Chain Model

East, Rest of the World – Key Marketing Messages

1. Societal Autonomy, Assertion of Sovereignty
2. Rejection of American Hegemony – Through the Libre Alternative

17.2 Marketing Strategy: Broad Philosophical Hell Raising

Rejection of Western Copyright and Patent Law:
Nature of Poly-Existentials Abolishment of the so-called Western IPR Regime PLPC-xxx

Preservation of Privacy and Autonomy:
Direct attack against proprietary competitors.

Public Sector Challenges:
Solicit Governmental Support.

17.3 Elevator Story

We use the existing Internet Service Provider Characteristics of:

- Proprietary and Closed
- Disregard for Privacy and Autonomy

as a Marketing vehicle to promote our functionally equivalent services which we call ByStar Libre Service.

The scope of ByStar is ALL Internet Services. The equivalent of MSN, AOL, Facebook, Linkedin, ... All combined.

This is possible with a model inversion (from Proprietary to Libre) which brings the collaborative and cumulative characteristics of Free Software to Libre Services.

17.4 Our Principal Sustainable Advantage

Lots of Coherent Established Assets + A complex business model based on rejection of patents and copyright + Rare fitness to execute this particular model.

Software engineers are best suited to lead this

Part VI

Societal, Inter-Societal, Social and Legal Ramifications

18 Identifying the Tear Points – (1) East, (2) Software-Service Continuum

1. East – Conviviality, Halaal and Libre are more Eastern. The West is too deeply committed to IPR and pure economic models and self.
2. Software-Service Continuum – Transparent Software and Transparent Service permits continuity of Service and Software. This is where the proprietary model looses.

18.1 Proprietary Market Insignificance is Libre Opportunity – Eg: Perso-Arabic Script

- See Perso-Arabic Document

18.2 LSIP Copyleft License

LSIP CopyLeft License Afero GPL V3 License LSIP is Open-Source and Free Software Dual Licensed if needed

18.3 Key Documents

- Neda Open Business:
- By* Libre Services Libre Services Manifesto PLPC-100105
- ByStar full picture PLPC-110004
- Unsolicited Proposal PLPC-110005
- By* Libre Texting

Colophon

This document was produced with Halaal Software and is published using Halaal Internet Services.

It uses LaTeX, beamer, ByStar, Blee, Emacs, ...

Colophon

- Totally Libre and Copyleft
- No proprietary software used in preparation, presentation and communication of this information
- Slides prepared with beamer-latex

- Presented using Ubuntu-Debian-GNU-Linux and Maemo on PDA
- Served as an Autonomous Libre Service using Debian, Apache, Plone, ...

Questions/Comments/Discussion