



Making Disruption Profitable™

New channel for engagement

Geosocial Applications and the Enterprise

Risks and Rewards in 2011



Agenda

- Geosocial background
 - What it is
 - Why it's important
- Key players and options
 - B2C leaders
 - White label players
- Opportunity and Risk in 2010
- How to succeed in 2010
 - Opportunities
 - Pitfalls



Background: My Perspective

- 20 years experience as management consultant and line executive
- Expertise: disruptive innovation, strategy and transformation
- Strategy and execution for game-changers: Java, e-business, SOA, Web 2.0, social networks
- Thought leader: 3 blogs in global top 10





Background: Another Road to Web 3.0

- Geography (location) via GPS or cell triangulation
 - Different from geotargeting
- Social actions
 - “Checking in” and its significance
 - Making friends
 - Commenting on experience
- Gaming
 - Points and badges and competing
 - Mayors





Background: Key Players

- Loopt (2006, 3 million users)
- Brightkite (2007, 2 million users)
- Gowalla (2007, 150,000 users)
- **Foursquare (2009, 5 million users)**
- **AND....**

The logo for Loopt, featuring the word "loopt" in a lowercase, sans-serif font. The "oo" is stylized as two overlapping circles, and the "pt" is in a grey color, while the "lo" is in blue.The logo for Brightkite, featuring the word "brightkite" in a lowercase, sans-serif font. "bright" is in green and "kite" is in white with a green outline. A small green kite icon is positioned above the "i" in "kite".The logo for Gowalla, featuring the word "Gowalla" in a bold, rounded, orange-yellow font with a thick outline.



Background: New Gorilla Is Facebook Places

- Facebook Places
- 600 million global potential users
- Seamless interaction within Facebook experience
- Pre-populate Friends & trusted connections
- Not a new third-party application to use
- Possible connection with Facebook Payments



Places

Who. What. When. And now Where.



Foursquare Example: Profile

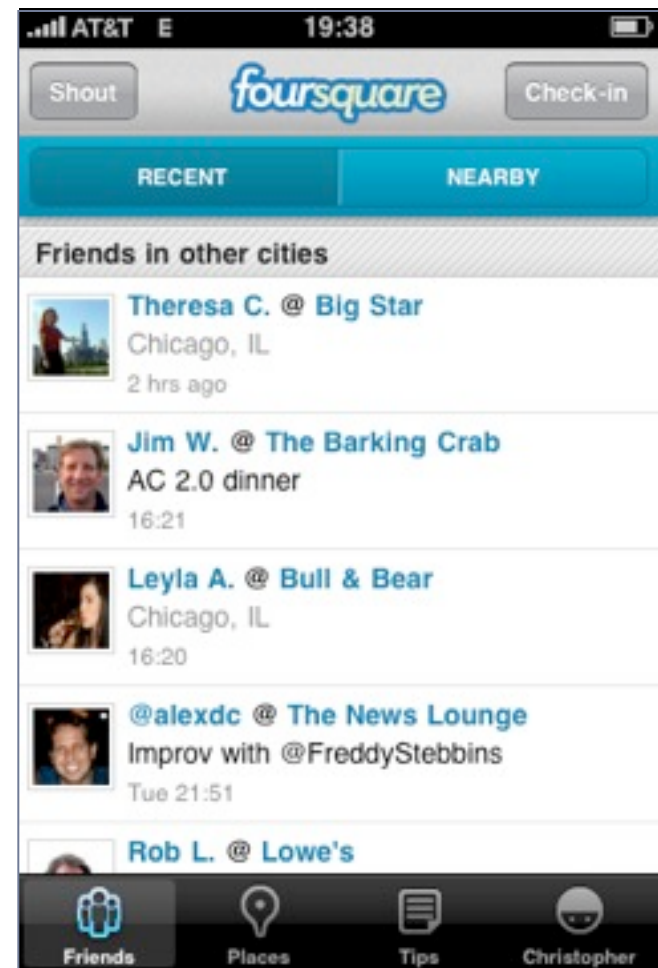
- Key statistics
- Mayorships
- Badges
- Friends
- History
- Where you are now





Foursquare Example: Friends

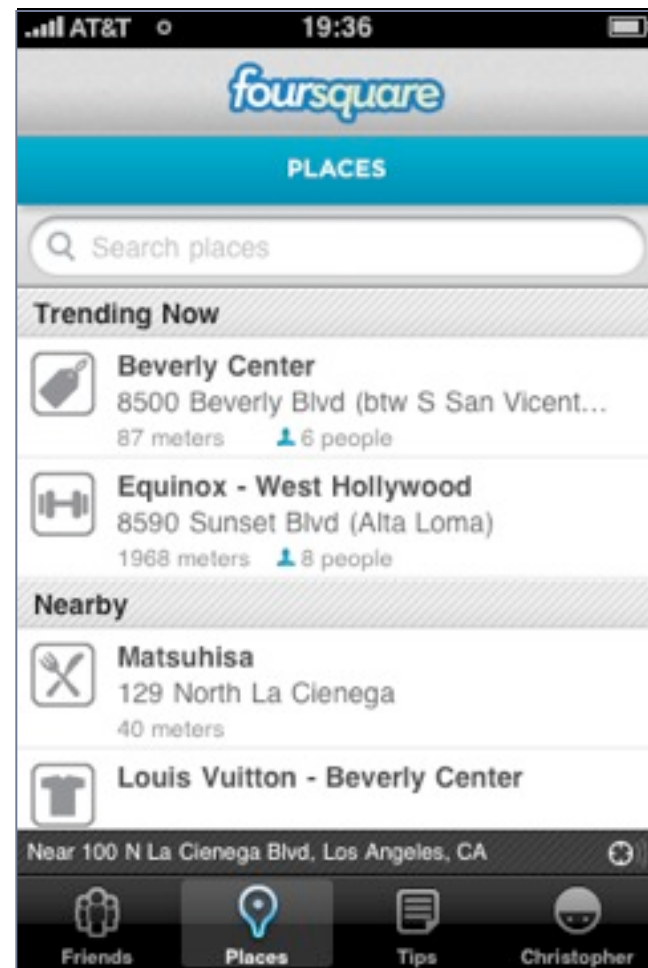
- Recent friends
 - New friends
 - People you've met and friended
 - Double opt-in
- Nearby friends
 - What are people doing
 - Arrange impromptu meetings





Foursquare Example: Places

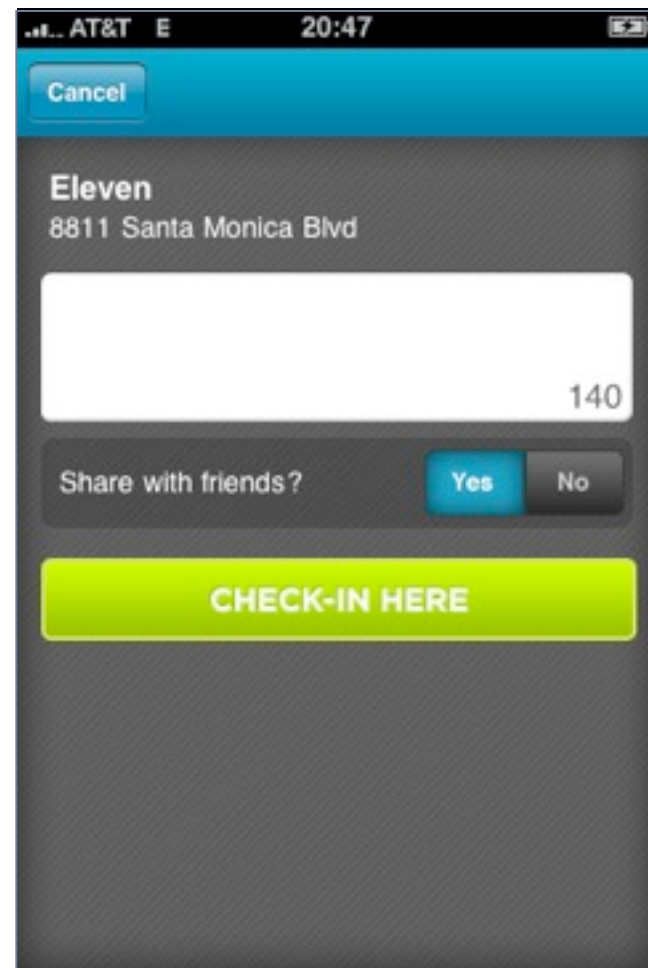
- In your network, what's trending
- What's near where you are
- Click to access tips about those places
- Who's there now





Foursquare Example: Places/Check-in

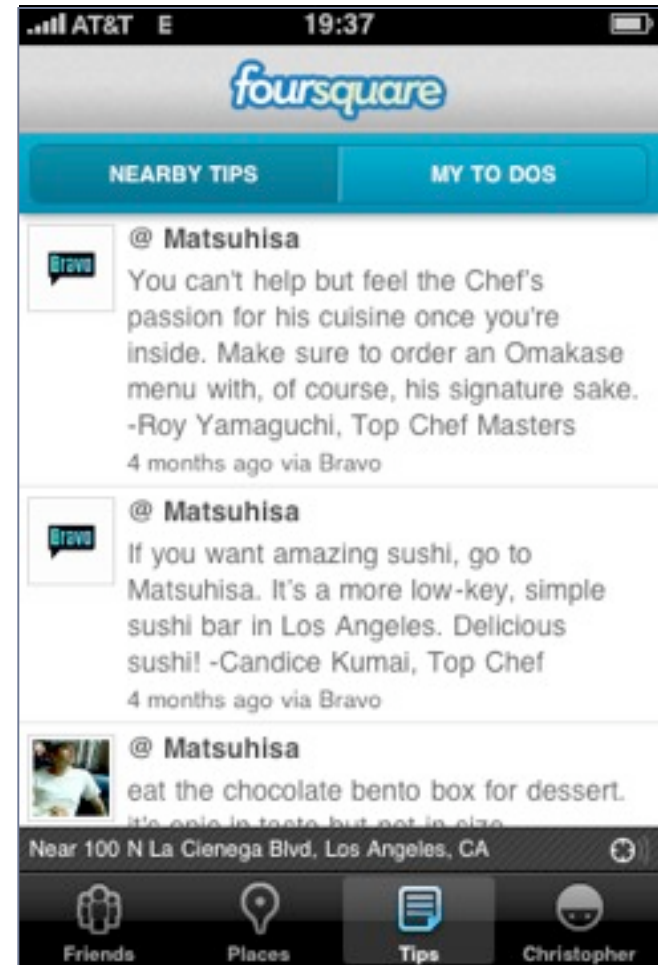
- Check-in only via mobile device
- Get points and badges
- Special retail tie-ins
- Comment
- Comments become tips for others (like reviews)
- Share or not





Foursquare Example: Tips

- Comment (like a review) on places you are
- Help out friends and other users
- Become an authority on a place
- This promotes businesses





Opportunity: Transforming Retail

- People talk about their presence
- Friends of friends with same interests (or thirsts ,^)
- **One of my friends is looking at iPads *right now*, and I'm only 4 blocks away**
- Extend buying radius
- Increase sales by introducing peer pressure



Geosocial adds long tail digital grease to customer experience as physical locations



Opportunity: White Label

- Temporary geosocial
- High-value, transitional situations
- Quantifiable business value
- Circumvent privacy concerns

double dutch

- Trade shows
- Vacations
- Conferences
- Universities

Custom geosocial apps can provide business-process enablement for B2B while addressing privacy concerns



Opportunity: Other Use Cases

- **Law firm** seminars on import/export standards usually attract thirty, but when attendees tell their friends, it increases by 50%
- **Restaurant** clients check in for drinks, and their friends can join them “spontaneously” for dinner, driving up check value
- **Outdoor equipment retailer** gives away climbing gloves to people with a certain number of check-ins, attracting *their* friends
- **University economics forum** attracts 33% more attendees when attendees check in to the forum
- **Ice cream shop** gives free Rocky Road sundaes to kids who check-in wearing sunhats between 3:00 and 5:00 this afternoon, dramatically increasing excitement and selling radius

When someone checks in, all their friends know, and friends tend to have similar interests



Opportunity: Other Use Cases

- Gaming
 - Foursquare tipping point: gamification
 - Badges
 - Status
- Location
 - Understand stakeholders' workstreams
 - What they do before the location
 - What they do after
 - What their friends are doing

Geolocation can be inexpensive insight into customers



Opportunity: Big Idea

*Geosocial will reinvent retail
by magnifying the social
aspects of buying*



Limitation: Privacy Will Keep Mainstream Out

If your business is grounded in Main Street, be careful not to make geosocial 2011's tarnished silver bullet.





Limitation: Very Limited Population

- New York City: 2.71% US population, 13,539 users among 8 million people
- Los Angeles: 1.24% US population, 6,206 users among 4 million people
- Chicago: 0.92% US population, 4,618 users among 3 million
- **A drop in the ocean**



Don't let a few social media and tech geeks convince you it's mainstream



Threat: Big Idea

There is considerable distortion due to highly vocal minority of early adopters and clueless media that's trying to be cool



Recommendations: Succeeding with Geosocial in 2010

- Set aggressive yet realistic goals grounded in today's geosocial users and behaviors
- You can't make money this year off of 2011's user numbers
- .. or 2012's
- Make small investments based on your knowledge of users' true motivations, *not* what you want their motivations to be
- You can help people create excitement around your locations
- Creating publicity and awareness is more achievable for most businesses than driving significant incremental revenue
- For businesses that resonate with existing users now, geosocial can be big this year; hyperlocal businesses can create excitement by games/promotions promoting synergy
- Realize that most potential users will lurk for the next several years



Contact

- The Social Network Roadmap(SM)
 - How companies use Web 2.0 for innovation
 - <http://socialnetworkroadmap.com>
 - Currently rated #1 worldwide by Technorati
- The Global Human Capital Journal
 - CEO/CMO/CIO journal for innovation
 - Rated Top10 worldwide by Technorati
 - <http://globalhumancapital.org>
- The Executive's Guide to Social Networks
 - EGLI rated Top10 worldwide by Technorati
 - EGTW management advice for Twitter, blogging
 - EGFB management advice for Facebook
 - <http://executivesguide-socialnetworks.com>
- Social networks
 - <http://www.linkedin.com/in/csrolllyson>
 - <http://www.facebook.com/csrolllyson>
 - <http://myspace.com/csrolllyson>
 - <http://tinyurl.com/orkut-csrolllyson>
 - <http://tinyurl.com/xing-csrolllyson>



Microblogs

<http://twitter.com/snroadmap>
<http://twitter.com/eglii>
<http://twitter.com/egtw>
<http://twitter.com/egfb>
<http://twitter.com/csrolllyson>
<http://plurk.com/user/csrolllyson>
<http://identi.ca/csrolllyson>
<http://kwippy.com/csrolllyson>
<http://csrolllyson.tumblr.com/>
<http://friendfeed.com/csrolllyson>

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