CNI Strategies Meeting

April 30, 1999

Morning wake-up
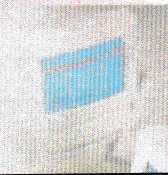
Let's look at some things going on
- Sites you might not have seen
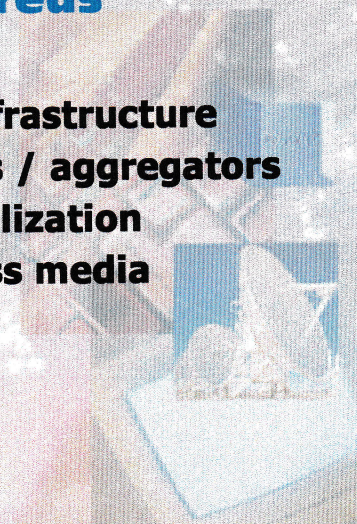- Sites you need to know about
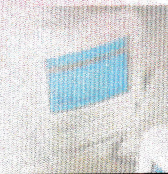
This stuff is now...

Not theory
Not beta
Real businesses

Let's look in four areas

- Techno Services / infrastructure
- New Intermediations / aggregators
- Deep Niches / specialization
- Web Networks / mass media

Techno Services / infrastructure

Behind the screen, but shaping new business models
  » i.e. Intel
  - **Opass**.com
  - **Cybergold**.com*
    » Also Web Network
  - **MP3**.com

New Intermediations / aggregators

Rewriting the retail rules
  » i.e, Amazon
  - **askJeeves**.com
  - **mySimon**.com
  - **Drugstore**.com [PlanetRx.com]
  - **Priceline**.com

Deep Niches / specialization

Compelling content and/or experiences
» i.e., Homefair.com
- **Salon**.com
- **CultureFinder**.com
- **TheStreet**.com

Web Networks / mass media

The portals
» i.e., AOL and Yahoo
- **GeoCities**.com
- **BlueMountainArts**.com

Transitionals / self-cannibalization

- **Iomega**.com
- **Kinkos**.com
- **DigitalDaytimer**.com**
  - » Also New Intermediation

This just hits the surface

There are thousands [millions] of other examples
- **Where do you find them?**
  - Search engine / directories are still a good start
  - If you find something you like, share...
    - Give a URL, get a URL

We need to anticipate the changes ahead

Watching is one method of looking at opportunities