Darwinism on the Web
Surviving and Thriving in a Web 2.0 World

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200th Anniversary
Life needs to evolve
More than 99.5% of all species are extinct
Tough Times! But why?
Massive networking drives change
Seven consequences
1. Increasing Dynamics
6000+ days
2. Rising Complexity
makes it impossible to predict, so better stay agile
3. Increasing Transparency
RateMyCop.com
4. Global Synchronization
...creates opportunities & crises
5. Collectively smarter
...or collectively dumber
6. Abundance of options
...creates a scarcity of attention
7. Exponential Growth

Photo: dreamstime.com
Fold it 100 times!
1.3 trillion light-years
14.4x our whole universe
How deep is the impact?
Brain of a Mouse

Photo: dreamstime.com
Human Brain

Photo: dreamstime.com
Fundamental Change
10 useful patterns & how to exploit them?
Websites evolve: Content is king. Engaging people!
1. Empower your community & build a tribe
OWNERSHIP HAS ITS PRIVILEGES. DISCOVER EVERY LAST ONE.

JOIN THE FAMILY YOU'VE ALWAYS WANTED.

Welcome H.O.G. Members

OVER A MILLION BROTHERS AND SISTERS. BOUND BY THE PASSION TO RIDE.

You own a superior machine. Protect it accordingly.

Find out about H-D Cycle Insurance.

Turn the handlebars and cough.

Keep your bike healthy with a Service Check-Up.

Spend less time paying and more time riding.

Simplify your payments with Direct Pay.

Get familiar with the thrill.

Try something new and rent a Harley.

Tools for ownership.

It's not done until it's you. Customize My Bike.
Feedback loops rule
2. Engage in conversations
Emotions connect us

i love that when Johnny saw a fountain today he said "Look, Daddy! Silly water!"

i love getting let in to shows early.

Aw, that was so cute.

i love hearing happy stories on the news.

working nights in the burg, with cage and my student, so far all we've done is coffee run.....

i love tims

Fell asleep ages ago thinking I'd come to bed too early! Now woken to the sound of the rain on the sea outside my window...

based on twitter, inspired by melkine, hand-crafted by amy hoy and thomas luchs ofstuff, get the mac screen saver, web dev? check out our javascript performance book.

At home watching the movie Twilight for the 3rd time

i love this movie) while eating some 100 calorie popcorn goo me
3. Be personal
How to Get Rich

Why do some people make it big while others struggle from paycheck to paycheck?

- 8 things that wealthy women do
- Do you have the traits of a millionaire?
- How people like you are making it big
- The new get-rich checklist

This Week on The Oprah Show

Dr. Oz and Michael J. Fox

- Michael J. Fox's life with Parkinson's disease
- Video: Dr. Oz and Michael face off on the hockey rink!
- The rare disorder that can strike at any time

More on Oprah.com

- Relationships
- Style
- Spirit
- Food

Be on the Show

- Make your Love Declaration on "Better in Bed"?
- Oprah's Family Challenge: Ready to Live with Less?
- Is your family ADDICTED to Technology?
- Do You Want To Thank Dr. Oz?
- An Oprah Show Swap Meet with Nate
Virality is power

Photo: dreamstime.com
4. Make your ideas more contagious
Personal resonance counts
5. Use established paradigms
Open & focused wins
6. Open up and do less
What are you doing?

Latest: @mokiendo posting a comment.
#schlagdienst about 4 hours ago

jowyang @kyeung808: Yup the #svtweetup is different from the one by @svbizjournal. Ours will be in Mid April, prob in South bay and in SF
2 minutes ago from web in reply to kyeung808

mbalara: A "friend" just came & took her bed unannounced, leaving me with none. Crr,
3 minutes ago from Tweetie

BreakingNewsOn: AP: Indonesian rescue agency says the number of people killed in a dam burst has climbed to 69
2 minutes ago from 800 Headquarters

jowyang: Just spoke with @stellayu, she's planning the Silicon Valley Tweetup. Follow her for details #svtweetup
3 minutes ago from web

BreakingNewsOn: A new "explosive" eruption has occurred at the Redoubt volcano in Alaska within the last hour; cloud height about 40,000 ft above sea level.
6 minutes ago from 800 Headquarters

David: The Flanger. Dj's, please, please don't use it. Appreciated.
6 minutes ago from mobile web

9 minutes ago from TwitPic
Evolution is hard to predict

Photo: dreamstime.com
7. Let it go
Where people go on Facebook.com:

25.4X

Percent of global Internet users who visit facebook.com:

- Yesterday: 16.89%
- 7 day avg: 16.72%
- 1 month avg: 16.627%
- 3 month avg: 15.508%
- 3 month change: 32.29%
People pay for attention
8. Provide ways to earn **attention**
111 Minna Gallery
Categories: Art Galleries, Bars
Neighborhood: SOMA
(415) 974-1719

111 Minna was one of the first downtown night spots that I went to - when I first moved to the city.

I have to admit that many of my first experiences here were just kinda meh. The crowd just wasn't really my kind of crowd. The music just wasn't my kind of music. The lights were a little too bright. It just wasn't me.

But I've come to learn that a venue is more than 1 or 2 similar events which they may host. To really appreciate a venue you have to see it in a variety of different contexts (that being said I'm fully aware that first impressions are often a space's first shot with most).

I'm glad that I've been able to see 111 Minna's potential and capability as an event space, through a plethora of different events now, including everything from Spark's Blissful Sugary fundraiser to the SFAAFF launch party. I was particularly impressed by 111 Minna as an event space when I attended the Suite Jesus event here this past Friday. It was my kind of scene. My kind of music. And though the lights were still a little too bright (which did allow you to see the art though) - it felt right.

What makes 111 Minna such a unique and great space: is their size, their gallery potential, their ability to host different music in their partitioned off areas, their accessible location, their bathroom layout, their free water stations, and their staff.

1) In terms of space - 111 Minna is down to host a large amount of people pretty effortlessly, while still allowing people to breathe and move around.

2) As far as their gallery - it's constantly rotating with unique art pieces. Some of the art is hit or miss depending on the event coming in, but it's always worth checking out, regardless.

I rate this venue a 5 stars.
The web without websites
9. Enable multiple touchpoints for your services
China als Wachstumsmarkt für Opel?
Making money because of...
10. Find ways to offer a great service for free
It’s here!
Skype has arrived for the iPhone and iPod touch.

Learn more

Available on the iPhone App Store

Skype on your cell phone
Unlimited* Skype calls to friends around the world without a computer or internet connection. Skype To Go works with your regular cell phone and voice plan.

Call phones from Skype
Call landlines and cell phones at great rates. Simply pay as you go or pay monthly for unlimited calls to landlines with a subscription.
Your Questions
Please don`t be surprised
CoreMedia
Return on Engagement

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1. 2. 3. 4. 5.

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Return on Engagement

Revenue & Growth

» Reach
» Engagement

Cost optimization
» Efficient business processes
» Technology saving
» Fast projects

Risk reduction
» Avoid outages
» Avoid project delays
Welcome to CoreMedia

Web content management

CoreMedia's powerful web content management system (WCM) enables enterprises to engage users as individuals, seamlessly across all touchpoints. CoreMedia offers a comprehensive suite of products to help you manage every aspect of your digital communications.

Learn more about CoreMedia's suite of products

Medical community keeps US fit and healthy

The Association of American Medical Colleges (AAMC) is a non-profit organization for medical educators, medical students and practicing physicians.

Cross-media Publishing for Africa

The Nation Media Group (NMG) was founded in 1959 by His Majesty Aga Khan. Today it is the biggest independent media company in East and Central Africa.

Do you have a question?

Rene Hermes

Enabling next generation, consistent multi-touchpoint customer engagement

We are all consuming increasing amounts of content and interacting via more and more channels with our preferred vendors. The experience I have is that it becomes more and more fragmented across multiple touchpoints. During a normal day, I ...