Stream Engine

The Stream is the electronic story of your life. Since *Lifestreams* first emerged in the early part of the 21ˢᵗ century, streams have become the central construct for collecting and sharing the stories of hundreds of millions of people around the globe.

Contemporary streams, however, are fragmented, split among different audiences, different platforms, and different media. I update my Facebook status to tell one story to a group of people generously labeled "friends"; I tweet my deepest 140-character-or-less thoughts to an overlapping but distinct group of "followers"; I blog to the world at large through WordPress; connect to colleagues, real and desired, via LinkedIn; and carefully restrict the most precious thoughts, images, and memories of life to a small cadre of relatives and close friends through email.

In short, the virtual version of my life turns out to be too much like the real version – scattered all over the place, difficult to manage, with gaping holes and lost receipts, forgotten ex-girlfriends and missed opportunities.

The inventors of Lifestreams plan to remedy this mess with the *Stream Engine*, an innovative platform to collect and (to the extent you choose) publish the electronic story of your life. Just as the steam engine revolutionized transportation and industry, the Stream Engine will change the way information is gathered and shared in the 21ˢᵗ century.

Building your personal stream. Our software makes it easy for you to build your own lifestream. The Stream Engine is a secretary who follows you around. You toss anything you like into it, marked private or public. You can write short notes (like tweets) or speak them and add them

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directly to the stream. You can add photos, emails, other messages, videos, documents, URLs and so forth. Widgets and apps automate much of the collection work, and plug-ins let you display the public portions of your stream in blogging, social media, and other sites. Of course, your complete personal stream is available (to you) online, on any network-enabled device, at any time.

Stream TV. The true power and value of the Stream Engine is most apparent in the sub-systems for viewing and sharing streams. In the simplest case, you rewind and watch your own stream, maybe every morning or evening; more likely when you need to look back and check something, or want to revisit some aspect of your past (the family vacation in Aspen, say, or letters from a friend). You can tune in to the public portion of your friends' streams to keep track of what they're doing and planning.

The Stream Engine includes a "blender" that lets you combine multiple streams into a single *über stream* on the fly. Tune in to the family stream (consisting of each member's individual stream blended together) for simple intra-family scheduling, reminding & so forth. "I need someone to pick me up at 4." "We're all going to the game tonight." "Pick up some stuff on your way home," etc.

Another simple, practical application: people outside the family core (grandparents, etc) can watch the family streams of their children -- video of the game, photos of the beach, report cards and so forth.

Software filters on Stream TV let you tune in to specific data (channels), summarize content from multiple sources, and highlight important information (or suppress unimportant stuff). You can select and review individual items, or filter and play back the stream in a multimedia slideshow.

The stream has utility for businesses, too. Departmental workgroups can use blended streams as a talk, workflow and scheduling channel that later becomes a documentation channel. Managers can blend workgroup streams into departmental streams; executives can blend department streams into company streams. Again, filters allow users at each level of the organization to focus on just the information they're interested in.

Why do it? (1) Normal people move through their lives quickly; often want to come back to something, take a second look, remember a thought, remember to give something fuller attention or revisit a quick decision. These are "private" entries for your own purposes. (2) People want to keep their colleagues, friends or family informed of work or personal developments or plans, or show or share photos, videos and so forth with family or friends. (3) Young people often have the manic desire to document and publish, at least to their friends, everything they do, and everything of the slightest interest that they come across on the web.

The Stream Engine Platform

The Stream Engine will be built in two phases: **Phase one** lets a user signup quickly for his own Personal Stream in the cloud (as easy as joining Facebook Connect and naming your stream). In this phase we will provide a few simple tools for putting content into the stream and simple viewers (including a plugin for WordPress, the world's most popular publishing platform). To add information to your stream we'll also provide an "Add to PS" button that can be added to any site to put content yo the stream.

We'll also provide a public API that others can use to create new types of viewers across devices and platforms (iPad, Android, game consoles, etc.) as well as a protocol for adding content to the stream. We expect to let the community build out these tools as we focus on phase two.

Phase two provides analytics and stream operations (search, squishes, merges, etc.). By building these meta tools we gain intelligence about what the user population is doing, and this can be leveraged on either a micro level (through advertising) or at a macro level (measuring the attention of the internet across variety of media types).

The Business

The core Stream Engine platform will be a free, web-based service for personal use. The Company will seek to monetize a growing user base through targeted advertising, with an option for users to pay a modest monthly fee to suppress the display of ads.

The Company will make the core platform available for download as an open-source project, restricted to personal use in creating stand-alone stream engines. We believe that the availability of a downloadable, open-source implementation of the Stream Engine will spark independent development of add-ons, and features that will increase the user-base, improve the system, and help **establish the Stream Engine as a *de facto* standard for creating and using streams**. We will maintain a community site (in the form of a stream, naturally) where such enhancements can be published, rated, and downloaded by users.

A stand-alone version of the platform will be made available for commercial use for an annual license fee.

The Company will also seek revenue from the licensing of premium features, such as the Stream Blender, advanced search and filter functionality, and plug-ins for specific third-party services, as well as through technical support to corporate users.

Finally, we will pursue revenue from the collective intelligence provided by a growing user base. Monitoring services, analytics and other, similar tools of interest to corporate customers offer an opportunity to monetize the rich data available across the streams of our users.

Ultimately, the Company expects that a larger enterprise will see value in our products and technology and seek to integrate the Stream Engine into its own product line by acquiring the Company. Logical candidates include operating system vendors (Microsoft, Apple), social media services (Facebook, Twitter), network vendors (Cisco) or companies providing collaboration, corporate intelligence, and data-mining services (IBM, Oracle).

We believe that modest start-up and development costs, a compelling product vision, the emerging centrality of streams on the Internet, the proven track record of the Company's founders in predicting and pursuing the future, and a strong marketplace need auger well for this project's success.

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