
THE KAIETEUR INSTITUTE FOR KNOWLEDGE MANAGEMENT

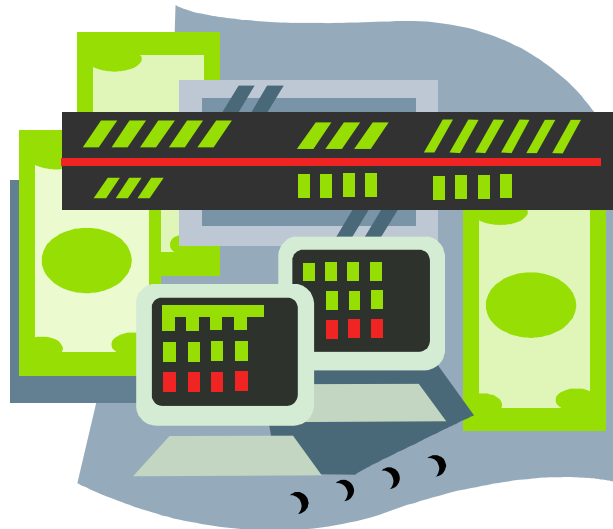
Prospectus

e-KNOWLEDGE MARKETS

ADVANCED RESEARCH WORKING GROUP

A Multi-Client Study Of Digital e-Knowledge Exchanges

Vertical sub-Groups



- **Overview**



In the last year, there has been a rapid explosion in the development and evolution of what we refer to as "**e-knowledge marketplaces**". This is being increasingly enabled by the availability of new technologies. However, it is ultimately tied to the inexorable underlying growth of the global knowledge based economy. The "e-knowledge marketplace", is the staging area for second generation knowledge management. It is being fueled by the talent, e-learning, and intellectual property wars.

It is the pre-eminent vehicle for knowledge commerce and knowledge trading. This concept, in its various expressions, is *revolutionary* in its importance, and implications. It has the character of a disruptive technology from an innovation standpoint. This means it may seem alien, to those whose vision is still clouded by orthodox notions of how best to manage knowledge. However it is a very real force for change and with the right lens we can see it diffusing globally, at a rapid rate.

It also means that this concept requires study, so that we can better understand its practical effects and any downside. There are both opportunities and risks. A revolution is not a tea party. There can be casualties as the current dot com meltdown proves. But there can also be tremendous success. **The goal of this study, is to unearth the pathways and strategies that can lead to the safe realization of value and benefit across the turbulent, changing knowledge landscape. It is intended to help you be able to *profitably* move forward armed with clarity and deep insight.**

The purpose of joining **a vertical sub-group** is that you get to be part of a small committed team focused on e-knowledge market solutions for your particular industry. You get answers to specific vertically oriented questions. You can also build connections and leverage the learning of other small groups probing similar questions in their respective verticals.

- **What is the Focus Of This Study Consortium ?**



Improved collective understanding of the critical success factors involved in the design, creation, implementation, operation, maintenance, and exploitation of :-

- **Knowledge Auctions**
- **Knowledge Stores**
- **Question & Answer Exchanges**
- **Experts Exchanges**
- **Intellectual Property Exchanges**
- **E-Learning Exchanges**
- **B2B Knowledge Exchanges**
- **Talent Exchanges**
- **Community Based Social Capital Knowledge Exchanges**
- **Vertical Knowledge Exchanges**
- **e-Knowledge Market Enabling Technologies**

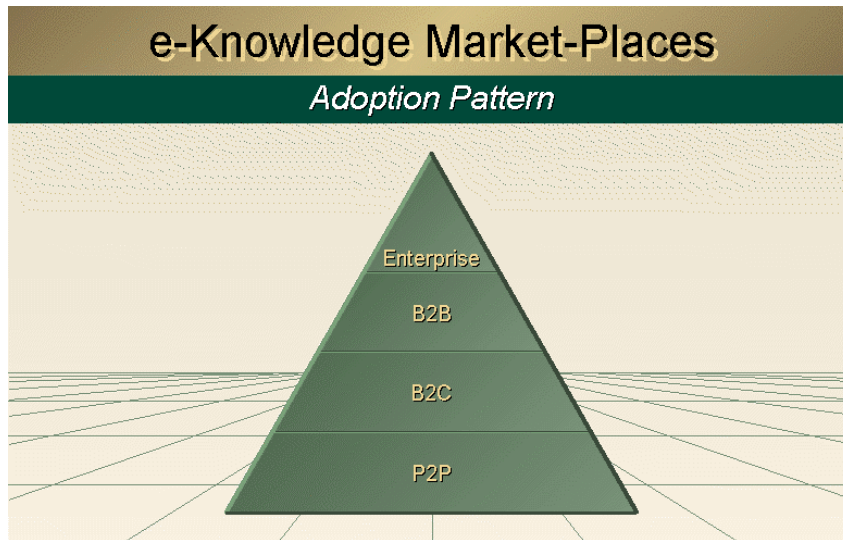
*We especially want to understand the opportunities, the strategies, the challenges and implications for **Enterprise** and **B2B** adoption and use, in **vertical domains**.*

(for further background, please see our meta portal to e-knowledge markets, and browse the links at www.kikm.org)

Especially relevant are the preliminary positions we have outlined already for several Verticals

- e-Government <http://www.kikm.org/portal/egov.htm>
- e-Health <http://www.kikm.org/portal/ehealth.htm>
- Financial Services & Wealth Management <http://kikm.org/portal/efinancial.htm>

- **Topics**



-Implications for enterprise internal and external adoption;- The state of patenting and its impact; - issues of security, privacy, personalization, and anonymity; - services; - standards; - technologies; - business models; - global diffusion ; - content management; - language and metaphor used; - awards; - knowledge resources; - lessons learned; - cultural and change management issues; - overcoming old mental models;- investment levels; - scaling; - liquidity; - community; - ownership rights; - trends; - applicability for e-government; - sustainable economic development; - common knowledge gaps; - technology acquisition issues; - systems integration; - user education; - support roles and skill sets; - valuation; - currency(ies); - cost; - ROI metrics; - risk management; - revenue models; - human computer interaction and interface issues; - messaging and communications; - regulatory issues and self-regulation; and others subject to stakeholder input.

- **Deliverables**

- ❖ Authoritative, Concise, Vertical Insight Report
- ❖ Market Model
- ❖ Architecture - Reference Model
- ❖ e-Knowledge Markets Knowledge Map
- ❖ Enterprise Implementation Guide
- ❖ Newsletter to update participants on significant industry news
- ❖ Monthly Review and Analysis Of Markets trends
- ❖ Bi-Monthly General Meetings
- ❖ On-Line, web based, virtual team Collaboration using the Orchestra platform supplied by our Technology partner Crossdraw.com
- ❖ Aggregation Of Knowledge Resources For member utilization

- **Who Should Sponsor & Participate In This Study ?**

Visionary dot.coms - software vendors - venture capital companies; - investors; - government agencies; - knowledge based enterprises; - system integrators; - professional services firms; - organizations in vertical industries such as financial services, pharmaceuticals, law, telecommunications, energy, and others - companies who are interested in learning how e-knowledge markets can sustain next generation knowledge-fueled innovation; Also, - organizations who are capable of profitably leveraging the insights to be gained from the research study.

- **Proposed Schedule**

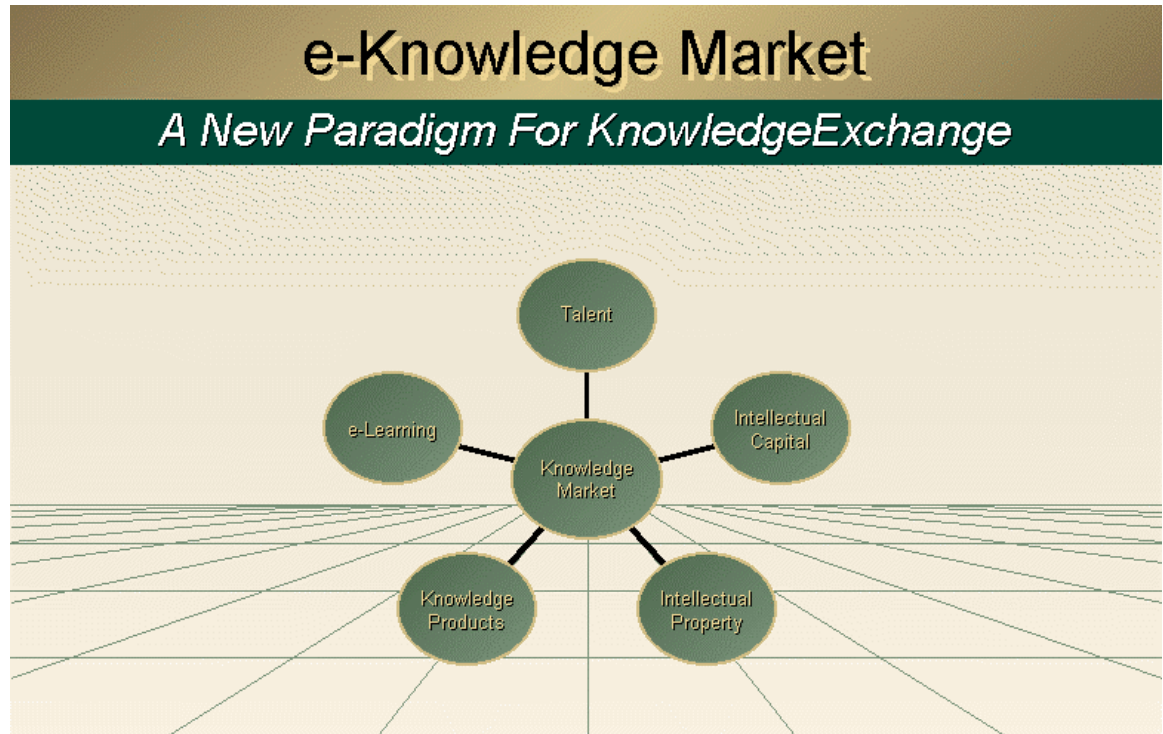
- Study Phase - From May to September 30, 2001
- (Membership is ongoing for one year)

- **Where**

- Bi-Monthly Face To Face Meetings will be held in Toronto



- **Why Should Your Organization Invest In This Study ?**



Knowledge Based Innovation

Innovation is about thinking differently and taking advantage of smart tools and new approaches. This Study is designed to probe how e-knowledge market platforms can be leveraged to support cutting edge knowledge innovation. Clearly we are operating in a knowledge-based economy. We had better be as smart as we can about *the latest modalities for leveraging knowledge assets*.

- **Risk Management**
The antidote to failure is knowledge. There are many inhibitors, many unknowns, unforeseen effects, consequences, and unintended results. These can emerge and hurt us if we poorly understand and fail to effectively manage all the issues associated with these new types of digital marketplaces. There is relatively low risk of loss associated with supporting this study. Yet, much to be gained from participation. Even as *knowledge "insurance"*, it's a worthwhile investment. Can you really afford not to know about this subject ?
- **Knowledge Leadership**
Leaders take initiative and have the vision to explore new pathways to organizational success. Support for bold, decisive expeditionary exploration of new worlds of knowledge innovation, is consistent with *wise leadership*.

- Accelerated Knowledge Acquisition**

Our study is the *fastest, lowest cost, most efficient* way to make a quantum leap in advancing your knowledge of e-knowledge markets. If this technology is as "disruptive" and as much a "paradigm shift", as we have been predicting, you will not find available a deeper, more comprehensive, available, and independent, route to adding cutting-edge, relevant, and timely thinking, to your knowledge base.
- Leverage The Intellectual Firepower Of Our e-Knowledge Market Network .**

Because of our distinctive focus, we have already built a significant, unique, cross-disciplinary, global knowledge network of colleagues. They have expertise and a shared interest in e-knowledge marketplaces. This means we have been growing a collaborative, intellectual hub, with *tremendous collective brainpower*. See Experts Photo Gallery at - <http://www.kikm.org/portal/photos.htm>
See Partners at - <http://www.kikm.org/portal/markets.htm>

It is ready to be optimized for the benefit of the group. It is a virtual, tacit, informal "*expert network*", that mirrors the explicit links we have profiled on-line. In summary, we can readily deploy and harness our superior, relevant, expert network connections to the advanced study of e-knowledge markets. (see also www.kmcluster.com)
- Understand the Critical Success Factors**

There is a tremendous *opportunity* to deploy these platforms to create more dynamic, flexible, adaptive, and intelligent enterprises. The appropriate (post intranet and portal) metaphor for the next generation knowledge based enterprise is the "e-knowledge marketplace". Intranets and Portals were interesting information-related innovations. However, the e-knowledge marketplace is the market-oriented, exchange engine, through which projects, talent, intellectual property, ideas, learning, expertise, questions and answers, knowledge and intellectual capital will ultimately flow.

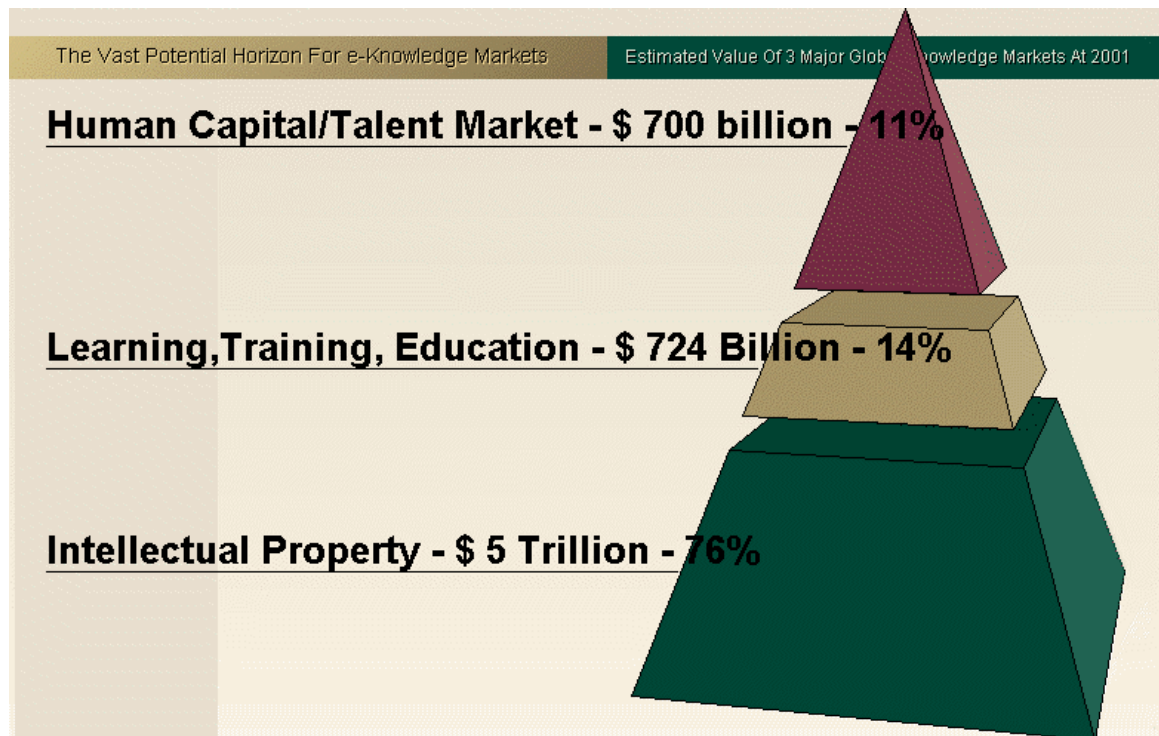
The logic of such an adoption pattern is already clear from developments on the web. However, the issues associate with such transformation, are still not yet well understood. We need to study the and learn from those that have tried this already (Case Studies). And we need to surface, identify, and understand the *critical success factors and benchmarks for achieving knowledge marketplace success*.
- Participate In Formation Of A New Global e-Knowledge Market Community**

Become an integral part of a new knowledge community forming around a shared desire for enhanced understanding of this concept. Build new, relevant, high quality, business relationships.
- Make Better Strategic Decisions**

Inevitably the e-knowledge market revolution will come to have a dramatic impact on your organization. By working with us now to develop a deeper understanding of knowledge exchanges in all formats and dimensions, you will

achieve a superior understanding of the full implications. Therefore, you will be better positioned sooner to take rapid strategic action. Your actions and decisions will be grounded on a solid knowledge base.

- **Why Sponsor this Kaieteur Institute Study ?**



(the chart above is provocative. It suggests that while the true effective value flowing through the e-knowledge markets frontier today, is only a small fraction of knowledge market values, there is nevertheless a vast opportunity for the securitization and trade of knowledge through the medium of the "e-knowledge market".)

- Our advanced research to-date has led us to a point where we clearly have a fuller and more developed view of new developments in e-knowledge markets than anyone else.
- The results of our wide-angle lens, our unique focus, draft model architecture and the taxonomy we have created, are now public knowledge through our meta portal to e-knowledge markets at www.kikm.org. We can therefore begin the study expedition with a *superior road map* to the new knowledge exchange landscape, than other analyst firms.

- You can plainly see the evidence that we have already probed the field with significant insight, depth, and thoroughness. We have given this knowledge away demonstrating a genuine commitment to knowledge sharing.
- We also do not carry the baggage of legacy market ties which tends to constrain the vision of other research firms. We can be trusted to produce independent, cutting-edge, ground-breaking, and penetrating, insightful, results. Most analysts and practitioners are coming at this subject, with a narrow market focus -eg e-learning, or e-lance, or intellectual property.
- Our distinctive meta market model and approach, leverages learning across the full spectrum of e-knowledge markets. One just has to observe the partnering and alliances across the sub-markets to realize that these domains are defacto interrelated. It's therefore smarter to mine all market sub-segments for lessons learned. So we offer genuine "thinking outside the box" that is less insular and one-dimensional. It's a healthy process of intellectual "cross-pollination".
- We are also able to leverage the results of our unique and powerful complimentary advanced research programs, in knowledge pattern recognition, knowledge business models, and knowledge enabling software.
- Moreover, we have experienced qualified researchers ready for dedicated assignment to the project, based on the level of sponsor funding received.

- **Next Steps – Joining Process**

Fee = \$3,000 Cdn or \$ 2,140. US, including taxes

- 1 .Complete the Application/Registration Form. Act fast to secure your membership as the group's seats by market segment will be limited.
2. Return the Signed Form with Payment ASAP. Fax 416-651-2108 or you can phone 416-651-1837 to Register.
3. Upon confirmation, your Organization's representatives will be asked to submit their brief profiles
4. You will receive a User ID & Password for access to our Orchestra Collaboration Team Environment.
5. You will receive an invitation to any face to face meetings, and be involved in activities commensurate with your new member privileges
5. Travel to, & participation in, all face to face meetings is voluntary, so organizations can calibrate their time commitment to their vertical sub-group so as to fit their own scheduling priorities.

What ARWG -**Verticals Sub-Groups** Do We Have Available ?

e- gov
e-Health
Financial Services & Wealth Management (includes Investment Houses, Banking, and Insurance)
IT
Human Resources
Legal
e-Education
Manufacturing
Associations
Small Business
Transportation
Telecom
Energy
Professional Services
Mining
Life Sciences (including Biotech, and Pharmaceuticals)
Real Estate

In each the **central question** being probed is :-

What are the applications and implications of e-Knowledge Markets for the vertical industry sector :-

Corporate Sponsor Partner Members

Summary Of Investment Options & Benefits

<i>Study Sponsor</i>	
Basic Fees including Taxes (\$ US)	2,140.
(\$ Cdn)	3,000.
<u>Benefits :</u>	
Number Of Participants Allowed To Attend Consortium Meetings	1-2
Copies Of full final Study Report, (Normally priced at \$ 1,000 each for the Public Version)	2
Discounts Off The Purchase Of Additional Copies Of The Public Study Version for distribution to customers, colleagues, partners, contacts..	10%
Planned Conference On e-Knowledge Markets - Discounts On Attendee &/or Display Space	10%
Logo, & Profile Description on Kaieteur Institute Meta Portal To e-knowledge markets	Logo
Profiling In e-Knowledge Markets Industry Directory	Logo
Membership Included for 1 Year In e-Knowledge Markets Global Association to be set up at www.knowledgemarkets.org	Basic Membership
1 Year Of Access To Kaieteur Institute Education, Analyst, Consulting, & Advisory Services at Discounted Rates	10%
Preferred Ongoing Access To Kaieteur Institute Research e-knowledge markets newsletter, white papers(s),	
Preferred Rates For Participation In Post-Study Follow On Research Projects	5%



The Kaieteur Institute For Knowledge Management
e-Knowledge Markets Study - Advanced Research Working Group
SPONSOR APPLICATION/REGISTRATION FORM

(Please note that we reserve the right to maintain a healthy balance among participating organizations, so that
 there is a good fit and requisite diversity,
 across the e-knowledge market spectrum, across vertical industries)

Organization Name	
Branch or Division	
Address	
Internet Address	
Primary Contact	
Title	
Telephone Number	
Fax Number	
E-Mail	
Secondary Contact	
Telephone Number	
E-Mail	
Please Tell Us About Your e-knowledge market Interests, Goals & Objectives	
Vertical Sub-Group	(specify)
Fee : (\$US)	\$ 2,000
Taxes	+ Please add 7 % GST
Total Amount =	\$ 2,140.00 US In Canada \$ 3,000. Including Taxes
Payment Details	
Payment Method	
<ul style="list-style-type: none"> • <u>American Express</u> Card # _____ Name On Card: _____ Expiry Date : _____ Authorized Amount: _____ Signature : _____ Fax Completed Form to Kaieteur Institute At (416)651-2108. 	
<ul style="list-style-type: none"> • <u>Cheque</u> Please Make Payable to : <u>The Kaieteur Institute For Knowledge Management</u> Mail To : 67 Alberta Avenue, Toronto, Ontario, Canada, M6H-2R7 	
<ul style="list-style-type: none"> • <u>Visa</u> * • <u>Mastercard</u> * 	
* Payments Processed Via Our Knowledge Agency set up at www.knexa.com (see instructions below)	

**SPONSOR REGISTRATION
USING OUR KNOWLEDGE AGENCY SYSTEM AT WWW.KNEXA.COM
INSTRUCTIONS**

The procedures for doing this is as follows :-

- 1) Please go to www.knexa.com*
- 2) Before you make a purchase on Knexa, you must be a 'Registered User', please click on 'Register' that is located on the bottom line of the home page.*
- 3) Take a moment to Register (you will need to enter your credit card information)*
- 4) After you have registered, go back to the home page, www.knexa.com*
- 5) Click on 'Explore Knexas Knowledge Communities'*
- 6) Click on 'Kaieteur Institute For KM'*
- 7) In the 'Featured Items' Section (the scrolling list) you will see 'The E-knowledge Markets ARWG - Sponsorship+Date+2001' - Click on this*
- 8) This will take you to a detailed description page...scroll to the end of this page and click on 'BUY NOW'*
- 9) You will be asked for your Username and Password.*
- 10) The purchase is now complete, you will download a voucher, please take a moment to fill this in.
The last step is to either email or fax the voucher to the Kaieteur Institute For KM.*

*FYI Our Contact at Knexa.com is : Ravinder Mlait, Trading Relationship Agent,
Knexa.com Enterprises Inc.
email: Ravinder.Mlait@knexa.com Knexa Global: www.knexa.com Ph: (604) 682-8485 Fax: (604) 682-7576 Pgr: (604) 686-3387 Toll Free in North America 1-877-330-0338*

- **Director Of Research & Primary Contact :-**



Please do not hesitate to contact me if you have questions.

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Appendix

- **Resources**

- See Our **Taxonomy** Of E-Knowledge Markets at
<http://www.kikm.org/portal/tools.htm>

- See Our **Knowledge Markets Manifesto** at
<http://www.kikm.org/portal/manifesto.htm>

- See our **Links** to e-Knowledge Exchange sites
<http://www.kikm.org/portal/page2.htm>

- See our **Gallery of Failed Sites** at
<http://www.kikm.org/portal/gallery.htm>

- See our **Reference** Area (Articles, Books,)
<http://www.kikm.org/portal/resources.htm>

- See What **Thought Leaders** Have Said -:
<http://www.kikm.org/portal/index.htm#Thought> Leadership