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THE KAIETEUR INSTITUTE FOR KNOWLEDGE MANAGEMENT

Prospectus

# e-KNOWLEDGE MARKETS

## ADVANCED RESEARCH WORKING GROUP

A Multi-Client Study Of Digital e-Knowledge Exchanges



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- **Overview**



In the last year, there has been a rapid explosion in the development and evolution of what we call **"e-knowledge markets"**. This is enabled by the availability of new technologies. However, it is also tied to the underlying growth of the global knowledge based economy. The e-knowledge market 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 innovation . This means it may seem alien to those whose view is blinkered by orthodox notions of knowledge practice. However, it is a very real force for knowledge driven change. Using the right lens we actually 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. A revolution is not a tea party. There are both opportunities and risks. . 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 us navigate with confidence and clarity, through the attendant smoke and noise.

( for an expanded discussion please see the ARWG background pdf documents on line at [www.kikm.org](http://www.kikm.org) )

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



Improved 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**

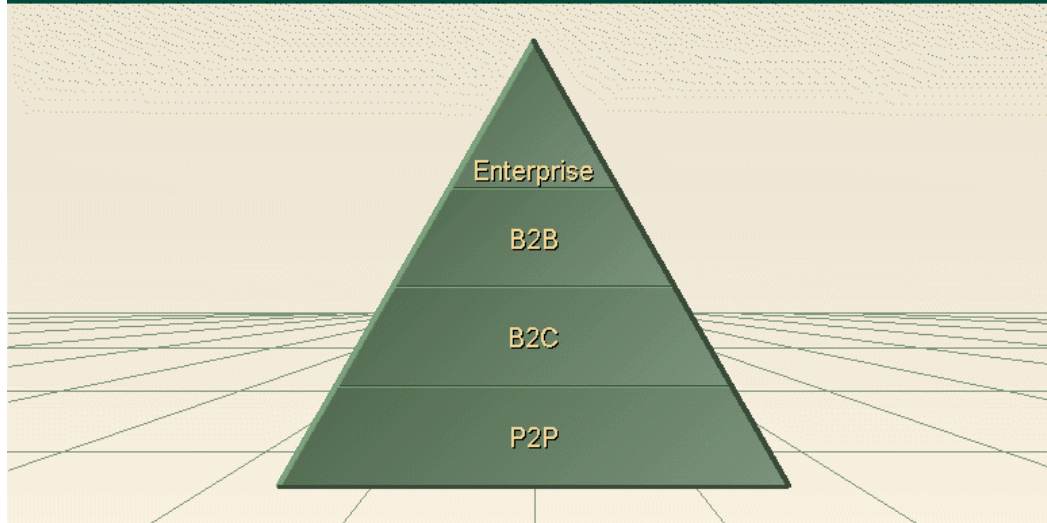
We especially want to understand the opportunities, the strategies, the challenges and implications for Enterprise adoption and use.

*(for further background on the types of exchanges, please see our meta portal to e-knowledge markets, and browse the **links** at [www.kikm.org](http://www.kikm.org))*

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- **Themes For Study**

# e-Knowledge Market-Places

## *Adoption Pattern*



- 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
  - navigational aids
  - messaging and communication
  - regulatory issues and self-regulation
  - and others subject to stakeholder input
- 

## ● **Methodology**

- We will employ the Kaieteur Institute's proven proprietary *Kite* research framework
  - Surveys
  - Interviews
  - Focus Groups
  - Simulations
  - Role Playing
  - Round-Tables
- 

## ● **Deliverables**

- Authoritative Final 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
- Special Interest Group Meetings centred around specific topics
- Aggregation Of Knowledge Resources For member utilization at [www.knowledgemarkets.org](http://www.knowledgemarkets.org)
- e-Knowledge Markets enabling technologies Assessment Lab

( subject to further stakeholder input)

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## ● **Who Should Sponsor & Participate In This Study ?**

- Visionary dot coms
  - 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
  - organizations who are capable of profitably leveraging the insights to be gained from the research study.
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## ● **Proposed Schedule**

- Study Phase - From February to June 30, 2001
  - Kick-Off Meeting February 15-16, 2001
  - Bi-monthly Meetings for a year - dates TBA
  - Membership in Knowledgemarkets.org is ongoing for one year
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## ● **Where**

- Bi-Monthly Meetings will be held in Toronto

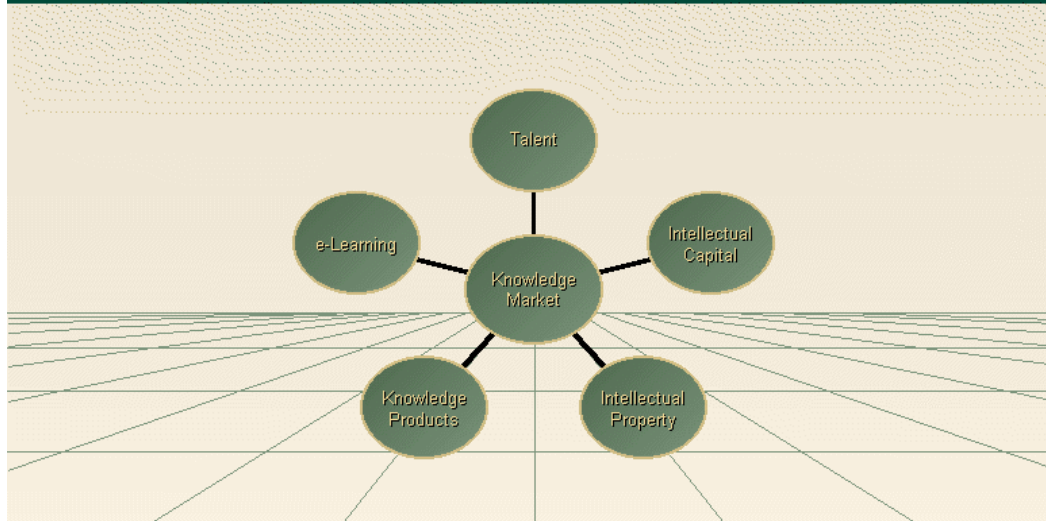


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## ● **Why Should Your Organization Invest In This Study ?**

# e-Knowledge Market

## *A New Paradigm For KnowledgeExchange*



- **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 markets. The study provides affordable *insurance* on need to know issues.

- **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 markets. This means we have been growing a collaborative, intellectual hub, with *tremendous collective brainpower*. It is ready to be optimized for the benefit of the group. It is a virtual, tacit, "*expert network*",



that mirrors the explicit links we have profiled on-line. In summary, we can readily deploy and harness our relevant connections to the advanced study of e-knowledge markets.

- **Understand the Critical Success Factors**

There is a tremendous *opportunity* to deploy these platforms to create more dynamic, flexible, adaptive, and intelligent enterprise. The appropriate (post intranet and portal) metaphor for the next generation knowledge based enterprise is the "e-knowledge market". Intranets and Portals were interesting information-related innovations. However, the e-knowledge market is the market-oriented exchange, 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 not well understood. We need to learn from those that have tried this already ( Case Studies). And we need to surface, and understand the *critical success factors and benchmarks for achieving knowledge market success*.

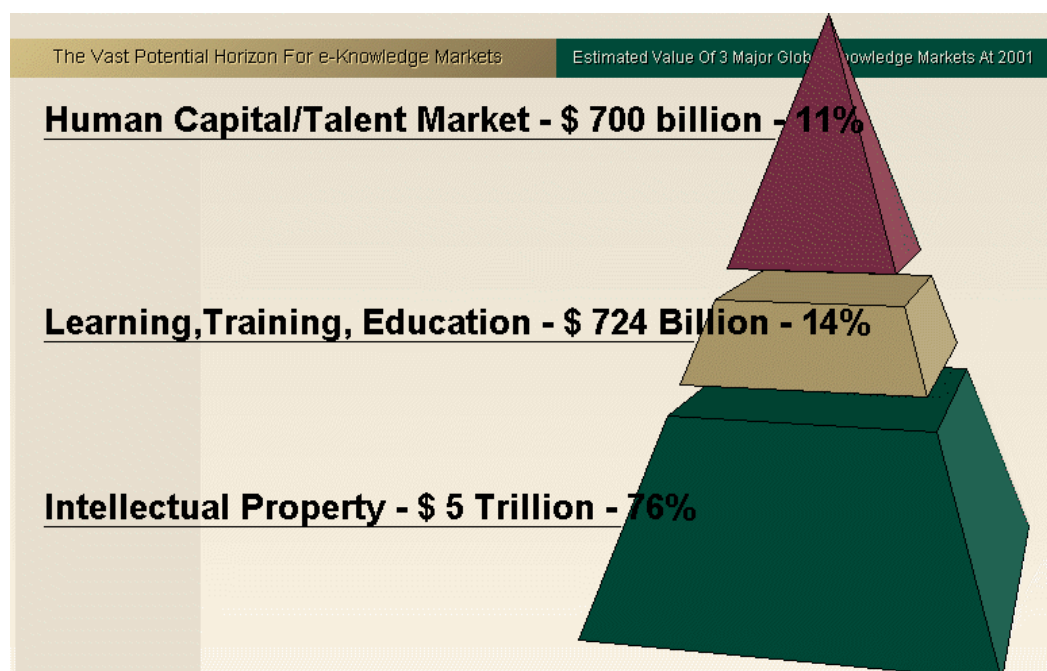
- **Participate In Formation Of A New Global Community**

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 have a dramatic impact on your organization. By working with us now to develop a deeper understanding of knowledge exchanges in all forms and dimensions, you will achieve a superior understanding of the implications. You will be better positioned sooner to take effective strategic action. Your decisions will be grounded on a solid knowledge base.

- **Why Participate In The Kaieteur Institute ?**





- ( the chart above suggests that while the true effective value flowing through the e-knowlege markets frontier today is only a **small** fraction of knowledge market value, 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](http://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. We believe in the virtues of intellectual "cross-pollination".
- Another diffentiator, is that we understand that knowledge and markets have ageless and timeless elements. Human reliance on both over historical time, predates our current focus on "e". We embrace the delicious paradox that developments with e-knowledge markets are inherently a complex fusion of old and natural human elements with the new.
- 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.
- We have experienced qualified Phd level researchers ready for dedicated assignment to the project, based on the level of sponsor funding received.

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## ● **How To Join :**

- 1 .Review Investment Matrix Below, select your Investment choice, complete the Application/Registration Form. Act fast to secure your membership
  2. Return the Signed Form with Payment
  3. Upon confirmation, your Organization's representatives will be asked to submit brief profiles
  4. You will receive an invitation to the kick-off meeting, and involved in activities comensurate with your assigned member privileges
  5. Travel to, & participation in, all face to face meetings is voluntary, so organizations can calibrate their time commitment to the group to fit in with their own scheduling priorities.
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- **Corporate Sponsors**

- **Summary Of Investment Options & Benefits**

<b>Study Membership</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Fees ( \$ US )</b>	16,000	8,000	4,000	2,000
<b>Benefits</b>				
<b>Number Of Participants Allowed To Attend Consortium Meetings</b>	5	3	2	1
<b>Copies Of full final Study Report, ( Normally priced at \$ 1,000 each for the Public Version)</b>	15	8	4	2
<b>Discounts Off The Purchase Of Additional Copies Of The Public Study Version for distribution to customers, colleagues, partners, contacts..</b>	75%	50%	25%	10%
<b>Planned Conference On e-Knowledge Markets - Discounts On Attendee &amp;/or Display Space</b>	75%	50%	25%	10%
<b>Logo, &amp; Profile Description on Kaieteur Institute Meta Portal To e-knowledge markets ( proportional to sponsorship contribution)</b>	Premium	Logo & Description	Logo with short description	Logo
<b>Profiling In e-Knowledge Markets Industry Directory</b>	Premium Profile	Logo and Description	Logo with short description	Logo
<b>Membership Included for 1 Year In e-Knowledge Markets Global Association at <a href="http://www.knowledgemarkets.org">www.knowledgemarkets.org</a></b>	Leadership Council	Membership	Membership	Basic Membership
<b>1 Year Of Access To Kaieteur Institute Education, Analyst, Consulting, &amp; Advisory Services at Discounted Rates</b>	75%	50%	25%	10%
<b>Preferred Ongoing Access To Kaieteur Institute Research  e-knowledge markets newsletter, white papers(s),</b>	Full Year 2001	6 Months	3 Months	
<b>Participation Discounts For Post-Study Follow On Research Projects</b>	25%	15%	10%	5%

- **Application/Registration Form**



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 )

<b>Organization Name</b>	
Branch or Division	
Address	
<b>Internet Address</b>	
<b>Primary Contact</b>	
Title	
Telephone Number	
Fax Number	
E-Mail	
<b>Secondary Contact</b>	
Telephone Number	
E-Mail	
Please Tell Us About Your e-knowledge market Interests, Goals & Objectives	
Type Of Participation	
Fee : (\$US)	

Taxes	+ Please add 7 % GST
Total Amount =	\$
Payment Details	
Payment Method	
<input type="radio"/> <b><u>American Express</u></b> Card # _____ Name On Card: _____ Expiry Date : _____ Authorized Amount: _____  Signature : _____ Fax Completed Form to Kaieteur Institute At (416) 651-2108.	
<input type="radio"/> <b><u>Cheque</u></b> Please Make Payable to : <u>The Kaieteur Institute For Knowledge Management</u> Mail To : 67 Alberta Avenue, Toronto, Ontario, Canada, M6H-2R7	
<input type="radio"/> <b><u>Visa</u></b> *	
<input checked="" type="radio"/> <b><u>Mastercard</u></b> *	
* Payments Processed Via Our Knowledge Agency set up at <a href="http://www.knexa.com">www.knexa.com</a> ( see instructions below )	

● **Registration Using Our Knowledge Agency at Knexa.com**

***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](http://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](http://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, so 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](mailto:Ravinder.Mlait@knexa.com) Knexa Global: [www.knexa.com](http://www.knexa.com) Ph: (604) 682-8485 Fax: (604) 682-7576 Pgr: (604) 686-3387 Toll Free in North America 1-877-330-0338***

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



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

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## ● Appendix

### Resources

- **Taxonomy Of E-Knowledge Markets** at <http://www.kikm.org/portal/tools.htm>
- **Knowledge Markets Manifesto** at <http://www.kikm.org/portal/manifesto.htm>
- **Links** to e-Knowledge Exchange sites <http://www.kikm.org/portal/page2.htm>
- **Gallery of Failed Sites** at <http://www.kikm.org/portal/gallery.htm>
- **Reference Area** ( Articles, Books, ) <http://www.kikm.org/portal/resources.htm>
- **Thought Leaders Have Said -:** <http://www.kikm.org/portal/index.htm#Thought> Leadership
- **KMCluster** project led by John Maloney at <http://www.kmcluster.com/>



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