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Subject: Dynamic ChartWidgets

My business idea 3 is not letting me rest. Better name perhaps: "Dynamic ChartWidgets". "Dynamic ChartWidgets" could be a hot-thing.

Here an outline of the business concept:

The Offering

- The offering is targeted at
 1. private and professional users who would like to enhance their blogs and web-sites with easy-to-set up, professional looking charts
 2. SMBs who would like to use the service for simple-to-set-up eMail or web-based dashboards
 3. Professional data providers who are interested in a platform to distribute their content
- It is a Web 2.0 Service that allows users easily to translate Excel-based (or Google spreadsheets based) input data into charts that can be tied into any Web-Page or HTML-based eMails via an HTML-Snippet.
- The user should be able to choose the type of chart from a chart gallery. More sophisticated charts might be drillable versions.
- The user should be able to group multiple charts into one context, aka "Dashboard"
- The self-service based offering would be divided into two types:
 1. Standard Service: Push-type updating of charts – Users need to update their charts manually by uploading current data
 2. Business Service: Pull-type updating of charts – A link to a local database is built from where data is pulled to automatically update the charts
- On top, telephone-based Professional Services could be offered
 1. to advise customers on the best way to turn their data into chart and design for them professional, custom-built charts
 2. to install the required links to local databases (required for the Business service)
- From a gallery, users can select finished charts with predefined content from marquee professional data service providers (Bloomberg, etc.)

The Business Model

Pricing

- Free-of charge Standard Service with slightly enlarged charts carrying ads + a powered by XX (Oceans for charts created via the service, DSP name for finished content) logo,
- Basic Package, monthly fee for ad-free charts + access to basic type of charts (including DSP content)
- Professional Package, like Basic Package + access to more sophisticated charts (including DSP content)
- On-Demand phone services, fixed fee per call, to advise customers on their charting requirements

Demand-Generation, Route to Market

- Viral marketing (i.e. get it talked about)
- Online self-service for Private Users, Professional Users, SMBs to enhance their web-sites, blogs, e-mail dashboards
- Direct Sales activities to media houses who require the service to enhance their online publishing capabilities
- Referral partnerships with Blogging Service Providers (Blogger etc.)
- Content partnerships with Data Service Providers

The Business Idea

Advantage offered/value generated

- For anyone to generate a web-based chart requires multiple steps from turning the given data into a chart using e.g. Microsoft Excel, then saving as JPG/GIF etc. then uploading into your web-site. Becomes tedious for frequent changes of charts in a static context (show my current financials, market share etc.). In addition quality of graph is not web-based, i.e. what sort of looks ok on a local PC doesn't necessarily look great in a web-based setting. The service should provide a way to easily generate high-quality, professional looking web-based charts that can easily be updated.

- The layman often doesn't know what the best way is to generate a graph from a given set of data. The service could provide a resourceful guide to help people create professional looking charts that are downloadable (with a "Powered by Oceans" Logo") or that can be used online (by using HTML snippets, with or without ads). Students who don't use Excel might use this free, download service – generating traffic.
- A rich platform for content from data service provides may provide a new mass distribution channel for individual non corporate users.

Competitive Advantage

- Differentiated product (web-based Chart updating service, content-rich chart creation guidance as compared to using Excel) using low-cost production methods

Distinctive Competences

- Web 2.0 Development Capabilities
- Professional Charting Knowledge
- Graphical Representation
- BI Knowledge

Growth Loop

- Free-downloadable charts creates initial traffic and spreads name
- The bigger the traffic, the richer the content (in terms of graph types, predefined charts from professional DSP) will get
- The richer the content the more attractive for users
- The more users, the more traffic
- The more traffic, the more revenue from advertisers, subscription-based users