

The Santa Barbara County Business Network

Board of Supervisors Presentation
December 2, 2003

by Mixed Grill
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A public/private Alliance is being formed to develop
The Santa Barbara County Business Network

Initiated by the SB County
Department of Housing and
Community Development

Focused on Business to
Business Connections

Created to retain and grow
business in the entire
County of Santa Barbara

Specifically designed to
reduce revenue leakage
out of the County



The Project



A Rich Internet Application designed by an Alliance of business leaders and service providers

Takes concept of Business Directories to a new level of interactivity

Free to all businesses in the County

Funded by sponsors
3 levels of participation

Includes Premium subscriptions enhancing visibility



Project Description





best of desktop
software



rich internet
applications



best of the web



best of
communications



Rich Internet Applications



The Award Winning Technology Behind the Project

Some highlights of the application...



Intro™

Visualizer

1040 of 1040

Attendees

most like me

everyone

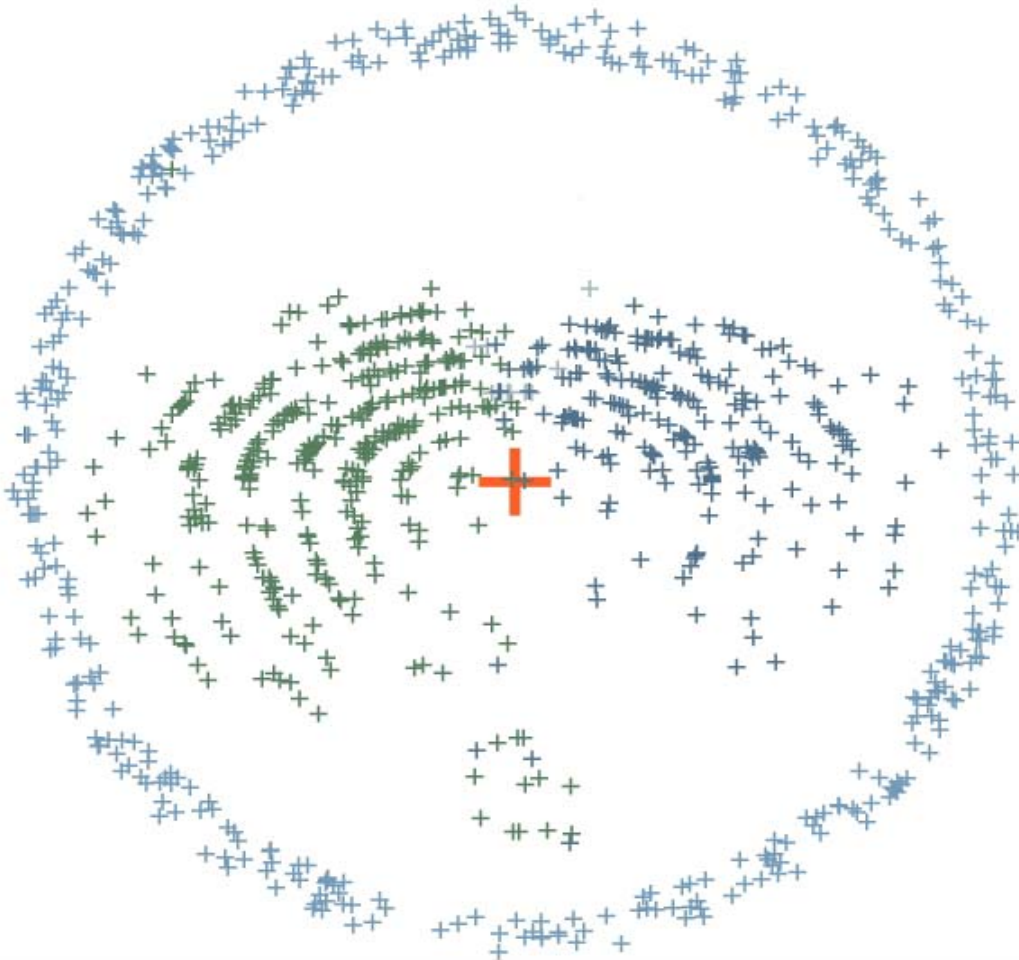


In Box +

Create Message +

Sent Messages +

My Profile +



introTM +

Jason Davis

665

[learn more](#) [credits](#)

[logout](#)



Visualizer - see entire database in single view

Visualizer

28 of 1040

Attendees

most like me

everyone

Caroline Davidson

Pioneer-Standard
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talk to me about:

- + Canada
- + Sushi
- + Martinis

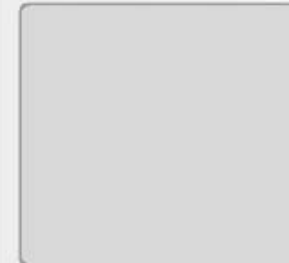
send a message + to my contacts compare me

In Box +

Create Message

To:

Subject:



- Start
- review
- discard

Message

send

Sent Messages +

My Profile +

intro™

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logout



Integrated Video, Text and Messaging Tools

1. Update Basic Information

Please update your basic information:

First Name

Last Name

Company/Affiliation

Title/Role

City

State/Province

Country

e-Mail

Web Site

Enter New Password

Re-enter New Password

You may optionally change your password (must be 3-12 characters).

continue

2. Create Conference Profile

3. Select Personal Interests

4. Select Professional Interests

5. Take Photo and Intro Video

find connections



In Box +

Create Message +

Sent Messages +

My Profile +



Jason Davis

865

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logout



Intelligent User Interface - reduces bandwidth



1. Update Basic Informaton +

2. Create Conference Profile +

3. Select Personal Interests -



- In Box +
- Create Message +
- Sent Messages +
- My Profile +

Click and drag 10-20 words into the box below:

Interests				Personality	
3D		Motorcycles	Scuba Diving	Ambitious	Introverted
Animation	Creating RIA's		Snowboarding		Intuitive
Astronomy	Cycling	Museums	Surfing	Artistic	Nurturing
Audio	Dancing		Tattoos	Courageous	Optimistic
Automobiles	Designing	Music-making	Theater		Perfectionist
Aviation		Photography	Travel	Extroverted	Persistent
Cartooning	Feng-Shui	Programming		Humorous	Persuasive
Chat Rooms	Hiking / Camping	Reading	Ultimate / Disc Golf	Idealistic	Practical
Clubbing	Martial Arts	Remoting	Video	Impulsive	Religious
	Meditation	Rock Climbing			Scientific
Collecting		RPGs	Writing	Innovative	Sensual
Comm. Server		Running	Yoga	Inquisitive	Spiritual

Computers Music-listening Cocktails

Electronics Typography Gourmet Food

Mobile / Devices Creative Movies

Video Games Independent

Analytical

strong stronger strongest

12

selected

continue

4. Select Professional Interests +

5. Take Photo and Intro Video +

find connections

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Sandbox™ Searching - efficient and fast

First project like this in the country - other Counties have standard text-based business directories

Participation in cutting edge solution for improving Economic Development

Extensive media coverage

Access to data collected

A Public/Private Alliance with the ability to influence the ongoing development of the project with broad support in the Business Community



Benefits to the County of Santa Barbara



- Financial Services
- Accounting / Legal / Insurance
- Real Estate
- Advertising / Public Relations
- Architects
- Computer and Internet
- Telecom and Utilities
- Organizations/Associations/Government
- All Media, Radio/TV/Print/Web

Suggestions are welcome for others...



Sponsor and Alliance Composition

Rapid Development Process Project completed in 90 days

Specifications Complete Sept 12	Soft Launch Oct 31	Full Launch Nov 31	1 st Review by Alliance Jan 31
		Media Campaign Begins Early November	Quarterly Reviews ongoing



Project Timeline



For more info on intro™
www.2intro.com
For more info on Mixed Grill
www.mixedgrill.net