

BUSINESS CONCEPTS: COFFEE SHOPS NETWORK (CSN), DECEMBER 2008, DWA / 4D

The initial concept of Coffee Shops Network was to provide customers with opportunities to “walk a talk for the record” with regard to their philosophical commitments, while partaking of an enjoyable, friendly ambiance furnished with comforts and conveniences relating to office work and/or scholarly pursuits. Motives for doing this include defining one's character, attracting potential coworkers, demonstrating investment savvy, developing one's knowledge and skills, and of course supporting worthy causes consistent with one's values and principles.

One means by which we provide these opportunities is to provide customers with tokens, committed by vendors, and usable towards various causes. Tokens derive from making menu choices on ordering screens, procurements of goods and services for sale through each Shop. The game itself might be the service in some cases, with purchases of beverages or baked good another obvious source of tokens.

Not everyone comes to a Shop to play what may be elaborate, colorful games. Someone just wants a coffee and bagel, no time to do tokens. A simple transaction would be a straight-across payment for these goods using default vendor preferences, possibly listed and displayed, but not necessarily of relevance to the customer, who just wants the goods to go, no time to study what the bagel seller considers a worthy cause (the Shop itself?). CSN has that data, if customers want to do homework.

Customers have the ability to exercise their discretionary powers when committing their tokens, within the constraints of a given context, possibly a screen-based “game” or interactive experience. These tokens translate to a percentage of the sale price, resulting in electronic transfers to approved recipients, the customer likewise potential direct beneficiary in some games.

Where the customer is a beneficiary, the game might be as simple as gambling, with losses pre-committed to charities, winnings payable in more tokens, good towards products, even cash, depending on local laws. Some games may provide rewards only if certain tests are passed. Academic content might be involved, e.g. getting ten questions right in a quick chemistry quiz nets a payout, with the test taker a beneficiary, also in the sense of optionally making one's scores a matter of personal record.

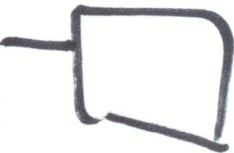
The Coffee Shop (bar, salon... chapter) may likewise display its corporate giving history, separate from summarized views of customer donations. Vendors may also weigh in with their giving histories. One way to describe the customer's role is as “virtual owner” in exchange for choosing a particular Shop and its products, and as such in control of a percentage of the parent company's charitable giving. Another view is that we compensate customers for their patronage, by giving them opportunities to register their commitments. For some tests to have veridical transcript value, administration in controlled circumstances may be mandated. Some testing games make more sense in Schools. Another view is we're letting Oregonians invest a virtual sales tax, our private sector in partnership with the state.

We also compensate vendors for their relationship as suppliers, by giving them preferential access to data generated from with the Coffee Shops Network. Customers have identity information stored on CSN servers, with stipulations as to what to make public. Minimal demographic information will usually transmit with each menu driven transaction, with anonymity protected in some cases (anonymous donation option). Other times, a customer will see a transaction as matter of record, linked to a personal chronology and / or giving history (a track record).

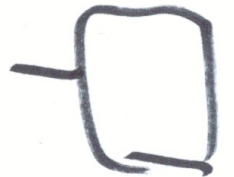
PRODUCTS



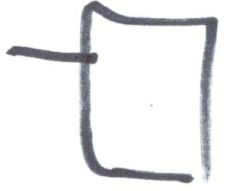
VENDORS



Shop



Customer



IP server

login games

LCPS

Profit tokens



Public data

Vendor

Public data



DEC 2008

"credit wheels"