

How to Disrupt Google With Dot-Com Bubble 2.0 Formula?

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[Product Hunt Page](#)

THE TRILLION DOLLAR PROBLEM:



How to Disrupt Google's Business Model?

No smartest and talented people in the world
has been able to figure out the solution to this problem...

Until Now

Steve Jobs One Last Vision



THERMONUCLEAR WAR AGAINST

Google

2015 is the year which Google is going to be disrupted completely and positive changes will occur on the Internet Ecosystem Balance.

Before We Get Into The Details On How to Disrupt Google Let's First Understand on Why Should We Even Be Doing This?

- How Google Makes Their Money and The Problem With Them.
- Their Motto says “Don’t Do Evil” But Do They Really Stand By Their Words? Especially With Their Biggest Customers.
- What Positive Changes Will The Internet Industry Benefit As a Whole When Google Is Being Disrupted?

All Thanks To “**Adwords Advertisers**” Who’ve Made Them So Much Money by Enabling Them To Become the 3rd Most Valuable Company In The World.

***If you already know how the Adwords industry exactly works, you may skip this part and proceed to Page 9 onwards.**

How Does Google Makes All Their Money?



When you go Google and search for something with your desired keyword, a list of results will appear.

Let's say you are searching for "**iPhone 5S**", you'll see something like this.

The screenshot shows a Google search for "iphone 5s" on the Australian domain. The search results page includes several advertisements and organic search results. Two red boxes highlight specific ad links: one on the left for "iPhone 5s" from Apple and Vodafone, and one on the right for "Compare iPhone 5s Plans" from Whistleout, "iPhone 5 - Getprice" from Getprice, "iPhone 5S Clearance" from Pricecompare, and "iPhone 5s for \$909" from Kogan. Red arrows point from the text on the right to these highlighted ad links. Below the ads, there are news articles and a TechRadar review. A red arrow points from the text on the right to the TechRadar review link.

Search results for **iphone 5s** (About 417,000,000 results (0.29 seconds))

Ads related to iphone 5s

iPhone 5s
www.apple.com/au
Progress is a beautiful thing. Learn more.
Buy now iOS 7
Features Design

iPhone 5s on Vodafone - Vodafone.com.au
www.vodafone.com.au/iPhone5s
Discover iPhone 5s on Vodafone. Buy online now and get free delivery.
Vodafone Australia has 43,178 followers on Google+
Find your nearest store - Super-fast 4G - Meet Vodafone red

iPhone 5s at Telstra - Get a great deal on iPhone 5s - Telstra.com.au
www.telstra.com.au/iPhone5s
Buy online and get free delivery.
Got An ABN or ACN? - BYO Plans - Every Day Connect Plans

Apple - iPhone 5s
www.apple.com/au/iphone-5s/
With a new fingerprint identity sensor, a 64-bit A7 chip, a faster, better iSight ...

News for iPhone 5s

iPhone 5S motion sensors 'embarrassing' as tests show they do not work properly on all devices
Daily Mail - 2 hours ago
Tests carried out on the iPhone 5S running on iOS 7 also found that the spirit level app is degrees out and there are problems with the device's ...

iPhone 5s review: biometric innovation shows right touch
Sydney Morning Herald - 1 day ago
Qualcomm exec calls Apple's 64-bit iPhone 5s processor a 'gimmick'
BGR - by Jacob Siegal - 10 minutes ago

iPhone 5S review | Phone Reviews | TechRadar
www.techradar.com/au/reviews/phones/.../iphone-5s.../review
by Gareth Beavis - in 293 Google+ circles
Sep 18, 2013 - iPhone 5S review | Apple's new iPhone 5S brings power and performance with genuine innovation - but is that enough to keep it at the sharp ...

Ads

Compare iPhone 5s Plans
www.whistleout.com.au/iPhone5s
Compare iPhone 5s plans from all major Australian carriers.

iPhone 5 - Getprice
www.getprice.com.au/
The Best Mobile Cell Phones Deals.
Compare Trusted Retailers Now!

iPhone 5S Clearance
iphone-5s.pricecompare.com.au/
Stock Selling Fast
iPhone 5S Sales On Now!

iPhone 5s for \$909
www.kogan.com/au/iPhone-5s
Save Money With Kogan.
Limited Time! Australian Warranty.
[See your ad here >](#)

- Internet businesses use Adwords by paying a premium ad spot so their websites will rank top on the relevant search results keywords instantaneously without doing any SEO.

- It used to cost as low as 5 cents a click a decade ago and now it is over **100 times** more expensive as more advertisers bid higher to compete for the premium ad spots.

As I'm showing you this, it's safe to assume that thousands of these ad links have been clicked by searchers and the owners and shareholders of Google must be a bunch of very happy people.

- As a result of this, advertisers profit margin are getting eroded so much to the point that it is very difficult for advertisers of any size to make a good return on investments from these ads.
- The current advertising rules and policies are also too draconian and Google would not entertain any advertising customers complain because they are making a lot of money from many other advertisers.

The Problems They Have Created To Advertisers And Corrupt Business Practices Goes Way Beyond That:

Problems like:

1. Not disclosing the exact PPC ranking system algorithm, competition bidding prices / ad position mechanics:

They will never disclose these information and as a result of this, they capitalize on the lack of transparency situation. Advertisers won't be able to make well informed decisions and their bidding strategy will always end up in overpaying a lot of unnecessary advertising dollars.

2. Penalizing websites indiscriminately by **lowering page quality rankings and increasing bid prices of advertised sites** with the **questionable page quality score algorithm**. The web community refer this as '**Google Slap**'.

3. **Lax management policies and transparency** when it comes to '**Click Fraud**' issues.

4. **Questionable bid prices calculation formula** and also **forcing advertisers to pay far higher minimum bids on certain Keywords unfairly with manipulation when there is no bidding competition at all**.

5. **Last by not least which is the most severe of all, suspending the account of advertisers permanently and indiscriminately without any proper explanation**. Yes, it's like surviving by walking on thin ice and House of cards.

This have destroyed the bread and butter of millions of small internet businesses overnight without any good reason at their own discretion. Yes, they have full 'Power and Authority' and if certain advertisers mess up with them, their bread and butter will be gone in no time.

THE TRILLION DOLLAR SOLUTION:



Is It Possible to Disrupt Google's Policies?

Finally There Is A Solution...

The Trillion Dollar Solution:

- **By unionizing Adwords Advertisers** to side with us through **building a huge list of Union contact database and forming an “internet advertising consortium”**, the union will be in a favorable position to conduct **collective negotiation and industrial action** against Google.
- Google’s current quarterly revenue is \$14b and their net income is about \$3.30 billion a quarter. Adwords makes up 95% of their revenue and net income.
- Let’s say if we can get **6,600 major Adwords advertisers who spend at least a million dollars per quarter** and collectively lower down click prices and account ad spend by 50% for a quarter, Google’s next net income result will be effectively \$0 or worse, incurring net loss. **(Adwords advertisers win and it’s a zero-sum game.)**
- **How will those institutional investors, mutual / hedge fund managers, rating agencies, finance and investment banking managers, private / public investors, board of directors, world media react to it’s business model threat of this magnitude?**
- **Rating downgrades, breach of fiduciary duties by Google’s decision makers causing irreversible corporate reputation damage. Negative headlines will dominate world media sites spreading across the world and going viral rampantly about Google’s biggest corporate crisis.**

How does a massive stock market sell-offs of \$300 billion+ lost in market capitalization on Google’s **overvalued shares sound for screwing up so badly?**

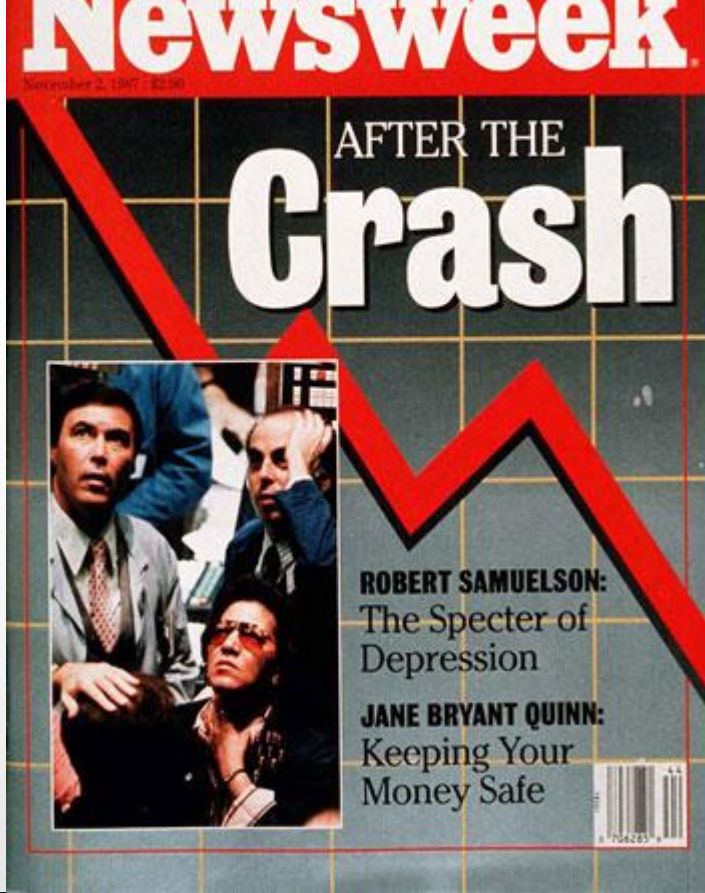
We can effectively disrupt Google’s lucrative business model by flawing it completely. The payback for bullying all Adwords advertisers so badly in the past by squeezing every bit of their hard earned penny via **manipulation** of high PPC costs.



The S&P 500 before and after recovery highs on March 10, 1937, and April 23, 2010 (percentage change).



Source: Trend Macrolytics



Continued:

We want to consolidate the consortium further into a much more **powerful union contact database** with at least \$15 billion+ spend on Adwords a quarter.

With so much consortium power at our disposal, **Adwords Advertisers can easily turn things around to their own advantage. The consortium might also consider a \$50 billion dollar industrial class action lawsuit if they don't comply, amend, negotiate and change all of their unfair rules whether in PPC advertising or market power abuse through quasi-monopoly.**

They simply need to get rid of all those fraudulent business practices once and for all.

Only with this solution the playing field can be leveled and the continuity and survival of of Adwords advertisers businesses would be assured. As the wise says, **the best insurance policy is 'Power'.**

All we need is a great idea that works and it's could be something as simple as this. It'll do the rest of the magical work by itself which many people fail to see or realize. Nothing technical, fancy or complicated here.

Marketing and Execution Strategy:

Marketing Strategy: As disrupting Google is guaranteed to be a big and important story to be covered by the world's media, top journalists from major tech media outlets such as those from the US, UK plus the rest of the world will certainly have something interesting to write about. Thus, our main marketing strategy will be heavily focused on the influential PR side.

My first step of **execution** is to get the idea out to the major tech and financial media journalists, **which I already did.**

Most of the major influential media companies journalists have already expressed great interests regarding my idea and story for the world.

To name a few big ones like Huffingtonpost, CNNMoney, Guardian UK, Techcrunch, Mashable, TechCrunch, WSJ, New York Times, The Verge, Wired and plus many many more journalists from those influential media companies will publish an article about this sometime in the future soon.

Probably just like the media exposure magnitudes of Edward Snowden and Julian Assange leaking disruptive blueprints like this to the world media.

When this eventually become a featured story, it is very likely to become a global phenomenon by breaking headline news, going viral rampantly with extreme bad news thus crashing Google's stock market value completely.

Continued from Previous Slide:

Once the idea has instilled great fear among institutional investors when manifested by them, it will most likely trigger a major stock sell-offs of Google Stocks and the idea will gain even more media exposure as a result of the negative publicity sending Google stock value tumbling even further.

Thus, our consortium power, influence, reputation, public funding from the crowdfunding page would continue to consolidate exponentially as a result of Google's misfortune.

How We Build The Consortium Database:

We basically only need to create an email address and let members of the consortium to attach their Adwords receipts along with other relevant information to be sent and shared with us. We then compile all of the advertisers information with an in-house database app into our database in order to gauge the overall power and position of our consortium.

Our tech product is relatively straightforward by being simple and easy to build. For the most part, we're more into providing service.

This can be done by registering with us with advertisers attaching their **Adwords receipts in either PDF or scanned hardcopy format for the full year ended 2014 to our designated email address.**

Example: adwords@dcb2.org

Once we have a cumulative amount of at least **\$15 billion worth of adwords spenders, we can confidently say we're in a very good position** to initiate negotiation and demands effectively.

We will also need the union to include their relevant contact information such as **email address, mobile number and along with other information** in order for us to effectively communicate with all of our consortium members in the event of making decisions, conducting negotiation or industrial action.

Yes, our consortium do need that much amount of **power** and the good news, this is definitely an achievable goal.

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Adwords advertisers: The consortium members will attach their Adwords receipts exported from their **Adwords Dashboard Account** either in **PDF or scanned hardcopy** for the full year 2014 ended to a specifically assigned email address like this:

adwords@URL.org

They will include their details in the following format along with their email attachment:

Name:

Mobile Number: IDD Code + Prefix + Phone Number

Email:

This section of the Registration Process will be featured on our website and also our [crowdfunding page](#).

Industrial Action Strategy:

The cumulative figure will allow us to know exactly what position we are in in order to carry out the necessary industrial action perfectly.

Collective Industrial action is only viable once we have a cumulative receipt amount of \$15 billion and above.

We shall then issue the ultimatum note to the press and Google (stating that we have \$15billion worth of consortium power and they are ready to carry out industrial action anytime. They should start negotiating with us soon or else face the grave consequences.

We will only perform industrial action on Google as a last resort if the requested terms can't be agreed after many rounds of negotiation.

We will calculate the total number amount of supporters from the RSVP figure with a poll link tracker and webscript. If it's around \$15billion joining the industrial action, we will only then announce the industrial action date / period.



And Who The Hell Says Big Data Company Is The Next Big Thing Of The Internet?

The next small thing can also potentially become the next big thing as well!

We disrupt big data companies like Google with small data!



Steve Jobs Quotes and Feud with Google:

"Google you f***** ripped off the iPhone!"

"Eric Schmidt, I don't want your money. If you offer me \$5 billion, I won't want it. I've got plenty of money. I want you to stop using our ideas in Android, that's all I want."

"I will spend my last dying breath if I need to, and I will spend every penny of Apple's \$40 billion in the bank, to right this wrong. I'm going to destroy Android, because it's a stolen product."

"Google's products—Android, Google Docs—are shit."

"I'm willing to go to **thermonuclear war** on this."

Visionary:

It was actually Steve Jobs idea to punish Google by all means before his passing.

He had already left his next big vision for us to execute and I think it's something worth fighting for since it's personally visualized / mentioned by the legendary Steve Jobs.

Steve was willing to spend all of his money to destroy Google at all costs but I've already come up with a much better and simpler solution here. Yes, we don't really need to spend \$40 billion on this. We only need to get the union united and that is all it is needed to get this done.

The next quote by him is my favorite for this consortium because it just makes perfect sense in every way. It reads:

"Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward.

While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

What Positive Changes Will The Internet Industry Benefit As A Whole When Google Is Being Disrupted Completely?

The Internet economy inequality is in a much more dire straits when compared to socio-economic inequality. **The top internet companies of the world** collectively controls more than **90% of the entire internet economy** and you don't need a genius to tell to you how oppressive their business practices can be.

The tech ecosystem can only grow when market competition, consumer welfare and small businesses are thriving in the marketplace.

This consortium could potentially shift power, wealth and financial security dynamics back to the millions of struggling small internet businesses.

With the promise and benefits of a much cheaper, fairer and transparent ad click prices, it will be able to stimulate ecommerce ecosystem growth which in turn beneficial to the overall economy.

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- Disrupting them will bring positive changes to many millions of the small internet players. A big shift in terms dynamics of internet power and wealth will occur. Smaller players will now have a leveled playing field when it comes to negotiating for reasonable terms and policies with the internet giants.
- Small internet businesses who use Adwords to advertise will be able to pay a lot lesser to acquire more customers at a much lower costs. This will enable them to pocket more of the profit and easier for them to expand their business. This in turn leads to a better economy and job growth prospects as small businesses are the biggest creators of jobs. The money saved as a result of our Consortium efforts would be better off in benefiting millions of struggling small businesses instead of letting Google to consolidate more power and wealth for their evil endeavors.
- This could also hinder Google's anti-competitive efforts such as buying out smaller competitors to kill off competition and stifling Innovation, limiting consumer choices and economic growth in tech ecosystem. **Just think about them harvesting your privacy data and potentially misusing your personal information for their own commercial gain and other competitive purposes.**
- **More diversity of internet products and services which are not owned by Google.** When there are more choices and competition in the marketplace, customers will benefit from an overall better product quality, services and prices with competitive offering. The rate of innovation for the industry will also be much higher this way.

The Internet economy playing field must be leveled at all costs and it's a rightful entitlement of all.



We Are Getting Really Near To The End of The Presentation:

But there is

One More Thing...





Have you guys thought about this just now.

Am I missing something here?

What If we use this idea to disrupt Google, would the same strategy also work on other internet giants like **Facebook, Yahoo, Twitter and Bing Business Models?**

How about similar businesses from China and Russia such as **Baidu, Yandex, Alibaba, vkontakte?**

What's your thought?



My Thoughts:

If you ask me, I think it'll work even better and easier given the fact that these companies are of much smaller size when compared to Google and 95% of their income also comes from ads.

I have nothing against those other companies and I don't harbor any ill feelings towards them at all.

But it's just a matter of time that even if I don't disrupt those companies, someone eventually will in the future.

Then why don't I just disrupt them altogether at the same time and protect millions of struggling small internet businesses trying to survive in this kind of economic climate?

By disrupting all the major tech companies at once, it can potentially trigger a phenomenal stock market crash with potentially trillions of dollars worth of stock market value being wiped off, something not quite the scale of the 2008 financial crisis but it could match that stock market event from 13 years ago, back in year 2000. Does anyone still remember that catastrophic event?

This strategy is almost guaranteed to disrupt and flaw all of their lucrative business model completely.

Overall Economic Benefits:

It's actually **good news for the overall economy and ecommerce ecosystem** if you really think deep enough about it.

Crashing their equity value with **DotComBubble2 global phenomenon** can only mean **narrowing the internet economy inequality gap by benefiting millions of struggling small business owners positively** *at the expense of a few ultra-rich internet plutocrats and over-entitled shareholders.*

***It's just the same like recently when oil and energy prices crashed on the exchange. The overall masses and economy are the ones who get to reap all the economic benefits instantly as a result of that.**

There is clearly a huge **net economic benefit gain** here when you consider the fact that **small businesses are the largest job creators of the economy. It's definitely not by large and over-entitled quasi-monopolies if you know economics well enough.**

Millions of struggling small businesses will stand to gain substantially as a result of lower advertising costs. This in turn leads to more profits to the millions of small businesses which will lead to a lot more jobs being created.

Thus, the overall net productivity of the economy should increase by a couple of trillions with the trade-off of only a few *ultra-rich plutocrats.*

The industry wealth and power dynamics should shift back to benefit the middle and lower classes.

Wealth and Power will be more equally redistributed this way. It will eventually be trickled down and benefited by all segments of the SMEs and also improve the overall job market / economy substantially.

Dot-com Bubble:

Genesis Chapter of The Internet

The **dot-com bubble** was a historic [speculative bubble](#) covering roughly 1997–2000 (with a climax on March 10, 2000, with the [NASDAQ](#) peaking at 5408.60^[2] in intraday trading before closing at 5048.62) during which [stock markets](#) in industrialized nations saw their equity value rise rapidly from growth in the [Internet sector](#) and related fields. While the latter part was a [boom and bust](#) cycle, the **Internet boom** is sometimes meant to refer to the steady commercial growth of the Internet with the advent of the [World Wide Web](#), as exemplified by the first release of the [Mosaic web browser](#) in 1993, and continuing through the 1990s.

The period was marked by the founding (and, in many cases, spectacular failure) of a group of new [Internet](#)-based companies commonly referred to as [dot-coms](#). Companies could cause their stock prices to increase by simply adding an ["e-" prefix](#) to their name or a [".com"](#) to the end, which one author called ["prefix investing"](#).^[3]

A combination of rapidly increasing stock prices, market confidence that the companies would turn future profits, individual [speculation](#) in stocks, and widely available [venture capital](#) created an environment in which many investors were willing to overlook traditional metrics such as [P/E ratio](#) in favor of confidence in technological advancements. The collapse of the bubble took place during 2000–2001. Some companies, such as [Pets.com](#), failed completely. Others lost a large portion of their market capitalization but remained stable and profitable, e.g., [Cisco](#), whose stock declined by 86%. Some later recovered and surpassed their dot-com-bubble peaks, e.g., [Amazon.com](#), whose stock went from 107 to 7 dollars per share, but a decade later exceeded 200.

Revelation Chapter of The Internet: Dot-com Bubble 2.0

The Second Coming of The Internet

This upcoming tech stock market crash phenomenon could bring up the painful memories from the past 13 years when all of a sudden most of the tech stocks with astronomical market value were mostly sent crashing to near zero.

Dot-com Bubble 1.0 – It was of extreme Greed and lack of sound business models from business owners and investors alike which eventually caused all that **catastrophic event** to happen.

The internet industry was once nearly being completely destroyed by that. (**Just like the end of Genesis chapter**).

But not all were lost and the internet economy was successfully rebuilt after that.

Dot-com Bubble 2.0 – It will be the **transgressions** of those big internet companies such as their pride (sheer arrogance), insatiable greed, betrayal towards their benefactors which will eventually lead to their downfall.

One entity of 'Supreme Power and Authority' will come forward and bring justice back to millions of smaller internet players during D Day. You can bet that day is coming very soon and positive changes will occur. The new internet economy 3.0 shall be rebuilt, emerge stronger and rise again. Until then, we can all change the world for the better by making this world a much better and fairer place to do business.

End of Presentation:

Thank you all for your interests!

Please look forward to the battle between David vs Goliath Google with others soon. 😊

Marketing and Crowdfunding Campaign URL:

[Crowdfunding Support: Indiegogo](#)

[Product Hunt Page](#)

Paypal Pledge / Donation Address: paypal@dcb2.org

Investors and Business Partners May Connect With Me Here:

<https://angel.co/david-hoi>

Implications of Dot-com Bubble 2.0

Disruption By Creative Destruction

Creative Destruction can cause temporary economic distress. Layoffs of workers with obsolete working skills can be one price of innovations valued by consumers. Though a continually innovating economy generates new opportunities for workers to participate in more creative and productive enterprises (provided they can acquire the necessary skills), creative destruction can cause severe hardship in the short term, and in the long term for those who cannot acquire the skills and work experience.

However, some believe that in the long term society as a whole (including the descendants of those that experienced short-term hardship) enjoys a rise in overall quality of life due to the accumulation of innovation – for example, 90% of Americans were farmers in 1790, while 2.6% of Americans were farmers in 1990. Over those 200 years farm jobs were destroyed by exponential productivity gains in agricultural technology and replaced by jobs in new industries. Present day farmers and non-farmers alike enjoy much more prosperous lifestyles than their counterparts in 1790.

Q&A:

Q: Why should we start with servicing the largest group of Adwords Advertisers first?

A: It is because it's a lot easier and effective to service the largest spenders of adwords advertisers in the beginning compared to servicing millions of the smaller ones as our startup resources are extremely limited. We hope we can hire thousands of rep support in the beginning however this is not only financially unfeasible but also undoable in terms of execution effort.

The key to efficacy by making this consortium powerful is to focus on working closely with powerful members of the consortium first. The benefits will eventually trickle down and reaped by all advertisers regardless of it's size once the consortium efforts managed to gain significant grounds against them.

We also hope that smaller advertisers can do their part by registering and share with us your advertising spend information via sending us an attachment.

Q&A:

Q: Critics and non-supporters labeled us as cartels, far-right commies potentially violating competition laws. What's our take?

A: This is obviously the opinion of **sympathizers of monopoly corporations, social injustice and socioeconomic inequality** who are very poor-informed regarding the whole situation. This happens because they are **heavily influenced by those corporations with good public image. They can easily manipulate their public image with masterstroke strategies.**

There are obviously very clear differences between our consortium and a cartel.

Consortium	Cartel
<p>1. First of all, we ourselves are all paying customers (consumers) of advertising services.</p> <p>We are legally entitled to exercise our consumer rights to the fullest extent through collective consumer power association. We protect ourselves from market abuse by those illegal quasi-monopoly business practices in order to level the playing field against them by any means.</p> <p>How can they even label consumers as cartels? That's preposterous. Have you ever seen consumers being legally charged by boycotting a business? Think about Indiana Pizzeria boycott.</p>	<p>1. They are not consumers of goods and services but are oligopolies trying to sell their goods and services at the highest possible prices with unlawful market intervention through power of association.</p> <p>This is not their legal entitlement as they are legally bounded by very clear anti-trust laws in place to protect consumers interests.</p>

Q&A:

Consortium	Cartel
<p data-bbox="211 329 1251 429">2. We are millions of struggling small B2B consumers.</p> <p data-bbox="211 558 1251 658">3. We are making prices lower and lower to be affordable and reasonable to the masses.</p> <p data-bbox="211 786 1251 1001">Have you ever seen any consumer association jacking up prices of things higher and higher making things very unaffordable and unreasonable to the masses?</p> <p data-bbox="211 1072 1251 1286">4. We strive to achieve greater socioeconomic equality with power to protect our position by benefiting millions of B2B consumers at the expense of a few over-entitled plutocrats and shareholders.</p>	<p data-bbox="1251 329 2288 486">2. They are a few dominant quasi-monopoly or oligopolies in the marketplace who are already very powerful and wealthy.</p> <p data-bbox="1251 558 2288 715">3. They are constantly jacking up prices higher and higher making things very unaffordable and unreasonable to the masses.</p> <p data-bbox="1251 786 2288 943">Have you ever seen any cartels making prices of things lower and lower to be affordable and reasonable to the masses?</p> <p data-bbox="1251 1072 2288 1343">4. They strive to consolidate greater market power and wealth by abusing their position with any unethical means to achieve their ultimate goals. This in turn is causing greater socioeconomic inequality at the expense of many millions of hapless consumers.</p>

Q&A:

Q: Are advertisers shooting themselves in the foot as in hurting their own revenues / profits should they engage in industrial action?

A: Not at all. Google expects \$2 - \$5 per click for highly competitive keywords for the same amount of traffic on most keywords / campaigns these days. Back in 2002, advertisers only paid 5 to 10 cents a click for the same amount of traffic on most keywords / campaigns.

If the consortium spend billions and agreed to collectively lower down their keywords bid prices by 50%, their costs of advertising have just gone down by half while traffic and sales remains the same.

It is possible to make prices as cheap and as reasonable as possible like back in 2002.

This is due to our consortium collective efforts in overcoming their manipulated bidding wars initiated by Adwords pricing algorithm and bidding dynamics.

*On a side note, advertisers would still be forced to pay exorbitant and maximum prices even in keywords which have very little to no competition at all.

In other words, they are in full control (manipulation) of the entire pricing dynamics and advertisers don't necessarily need to go through bidding wars for that to happen as long as they know where the optimum pricing equilibrium is.

Q&A Continued from Previous Slide

The strike option (boycott / sanction) is only viable if advertisers overall campaign ROI are already burning a lot of money and getting huge percentage ROI.

The only reason for them in continuing doing this is to bring in as much razor-thin ROI and LTV leads as possible by competing with other competitors for capturing more market share. They hope to make a ROI in the long run from LTV leads while burning a lot of money upfront in the process.

Obviously, they are big advertisers with huge advertising budgets however this strategy could be unsustainable as the overall adwords market dynamics are extremely volatile.

In fact, almost all campaigns and keywords are losing money and they are mostly surviving with the 1% profitable keywords / campaigns which are only bringing in razor-thin ROI and LTC leads. Google are still finding more ways to optimize their algorithm / policies in order to squeeze them further with manipulated bidding wars to reduce their profitability. The vicious cycle never ends until something is done.

Therefore making keywords a lot cheaper should solve the majority advertisers problems and headaches.

This is why having an unionized advertising consortium is so crucial because it will put us on the same leveled playing field as them.

Q&A:

Q: What if members of the consortium try to cheat or defy the official mandate of the consortium?

A: There are always potential of abuse by members of the consortium as no organizations and systems are perfect.

The non compliance member who seek to capitalize on the situation most likely will only outbid others by 1 to 5% extra at most to snatch that extra traffic from competitors.

Google still loses 45% overall and the members of the consortium are still saving at least 45% from advertising costs.

It will be getting lesser should they continue to engage in bidding wars and non compliance.

We will find ways to effectively contain non-compliance members and hopefully get them into full compliance mode in order to ensure the whole system in place goes well.

The key for this consortium to be successful is long-term unity, discipline, integrity and full compliance.

The small number of bad apples won't be able to affect the entire consortium's mission and operation.

Q&A:

Q: Will this startup consortium drives Google, Facebook, Twitter and others into bankruptcy?

A: It is never our intention to do so as we ourselves are also daily users of their products and services.

However, that doesn't mean they've got special entitlement to detrimentally hurt other advertiser's businesses even if they rightfully own the entire platform.

The most harm we can do to them is by directly or indirectly causing them losing hundred billions of dollars worth of market capitalization as a result of stock market sell-offs.

We might be able to lower down their ad revenue to the point that they are posting huge quarterly losses until most of their cash reserves are completely depleted or otherwise, get to them to the point of book value balanced relative to total liabilities.

In other words, the most harm we will inflict to them is by making their overall financial position close to precarious state in order to get them into our consortium compliance.

Valuable Startup Lesson: Cynicism on Big Ideas

Look, **"When you innovate, you've got to be prepared for everyone telling you you're nuts. ~Larry Ellison**

<http://www.brainyquote.com/quotes/quotes/l/larryellis173328.html>

Apparently, even if you're a supremo in the tech industry like SJ, Larry Ellison or Jony Ive you're not spared from being opposed by all whenever you try to do something that seemed pie in the sky by the ordinary people.

Ok, not to even mention big ideas that comes from the minds of Mr/Mrs Nobodies.

The point is cynicism on big ideas are nothing new in the startup industry and dealing with it has always been a part of the journey.

The general consensus from cynics will be very much skewed towards the outrageous idea being viewed very negatively but that doesn't necessary surmise the idea is going to be a failure in anyway.

Back then, Steve Jobs proposed to the board of directors to compete in the mobile phone space with iPhone. All of them seriously thought SJ was trying to commit business suicide as they were thinking that the iPhone will not stand a chance against those well established players such as Nokia, Motorola, Windows Mobile Phone 6 (yikes), Treo, Blackberry and Sony Ericsson. Hello? Where are they now??

SJ relented anyway as he was in full control of the company unlike John Scully era.

And guess what iPhone has done to AAPL?

Here's a clip on how Jony Ive responds to cynicism https://www.youtube.com/watch?v=GnGI76_sSA Gist: 5:40 onwards
Hope fellow redditors would find this lesson about dealing with cynicism that comes along with big ideas invaluable.

Conclusion: Some of the best ideas in the world are the most reproached ones by cynics.