

WILL GOOGLE FIND ITS NEW HAVEN? WOW!

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“GOOGLEHAVEN”: A SOCIAL WEB IN CONNECTICUT

1. ***The Power of Fiber Optics:*** *New Haven wants to pilot Google Fiber for Communities, a cutting edge and multifaceted trial of a 100 times faster Internet that will create “Web 3.0” communities.*

→ **Comment:** We believe that fiber to the “home” and ultra high-speed bandwidth, coupled with the power of broadband mobility, will unleash innovative and richer multimedia services. Advanced features will create exhilarating consumer experiences, and vibrant communities should prompt “viral” adoption.

2. ***Local, Locale, Location:*** *For local communities and businesses, faster high quality social webs will boost common interests, thus furthering diversity, friendliness, richness, specialization and sustainability.*

→ **Comment:** Better and faster rich media interactions between community organizations, small businesses, and residents will weave a new breed of virtual neighborhoods. Social webs will add economic value by raising the credibility, friendship, respect, and trust that prevail in local communities.

3. ***What is in it for all? – A most amazing opportunity:*** *Thanks to its grassroots momentum, New Haven is emerging as a shining marketplace of creative and synergistic ideas for the social web.*

→ **Comment:** We find that “GoogleHaven” will continue to energize a multitude of entrepreneurs, nonprofit organizations, small businesses, IT developers, arts, media, hospitals, schools, and residents. Local universities, such as Yale Entrepreneurial Institute, are also incubating breakthrough technologies.

4. ***Will search, will find:*** *Rich media will interconnect existing businesses and give rise to new ventures. As New Haven embraces innovation to educate and lead new generations, it will bring a brighter future.*

→ **Comment:** Small businesses will improve profitability significantly through a virtuous cycle of awareness-interest-trial-frequency-spend-advocacy steps. Riding on the social web, smart end-to-end consumer experiences will lure new customers with targeted discounts and in-store sales.

5. ***“Qui Transtulit, Sustinet” – He who transplanted still sustains:*** *Connecticut would incubate and showcase New Haven’s nimble entrepreneurial atmosphere as a novel marketing and social approach.*

→ **Comment:** We think that a focus on local constituents will reignite America’s ingenuity, and capture market share from broader and less personal franchises. Connecticut financial firms (e.g., in Greenwich, Hartford, and Stamford), and neighboring centers (such as Boston and New York) should also play a role.