

1. Our task is to build the Knowledge Federation together. In what way will your article contribute to this process? In what way does the system you are describing reflect knowledge federation?

We see the Creation-Demand knowledge system as a new infrastructure design with an aim to facilitate knowledge and information flows. The whole idea tries to solve the problem of inefficiencies that are present in today's information supply and demand. These inefficiencies include the dispersion of information and the time that is required to get relevant, exact and complete information on a specific subject. By having an organization that collects, scales, filters and distributes information in a fast and efficient manner and by linking thousands of potential participants that either seek some kind of information with the ones that are offering it, we would create a society where search time is minimized and where the information is concrete and significant. Imagine a service where one has a 24-hour access to experts in his/her field of interest and where that person could interactively guide you through your specific requests. Our concept also tries to find a solution to the flaws of the current education system which are many – de-motivation to learn and create, no incentives to think critically and creatively, oversupply of unnecessary skills and undersupply of the necessary ones. to name just a few. The Creation-Demand knowledge platform would completely transform today's education system from a passive and inefficient one into an active one. The platform would also give economic ground for the creation of an organization that constantly supplies knowledge by motivating its members to produce output in the fields where they are most comfortable in and by allowing information seekers to get this information straight away. The purpose of this platform is not solely an economic one as it digs into a more sensitive problem of “unhappiness” that keeps evolving as a result of today's flawed education system and the world of values that it underlies (this problem is also referred to as “Attitude X” issue in one of Dino's articles).

We see a vast economic potential (check below) in this system and this is where we are able to contribute mostly. The system also enhances the creation of interest groups that would find additional economic benefits from collecting and providing information if their systems would be compatible to this one.

By linking to the members of Knowledge Federation and by incorporating their comments, proposals and solutions on the fields where we do not have enough proficiency, we believe that our model could be synthesized and implemented in its full form as it has a strong economic ground. We see huge business opportunities here and would fully commit to developing the business model on all sublevels, just as we get enough of inputs required.

Our article needs further elaboration and maybe a good way to go forward would be to liaise with other members of the Knowledge Federation, discuss it verbally and decide on further steps so that we would be able to continue working on it and give it a more concrete financial profile.

2. As experts in business modeling in our team you will help us find out in what way the actual system we are evolving will live and prosper in the present economy. Can you answer the same question about the system you are describing? It would be especially interesting if your answer would illuminate for us the general question how can a knowledge federation scheme prosper economically under the existing economic conditions?

The system that we are describing is trying to capture the gap which currently exists between the scholars and what we described as DEMAND, which includes companies, scientific institutions and all other stakeholders in search for new ideas or solutions. By forming a new educational system which would be more correlated to the challenges that the world is currently facing (meaning – business and scientific challenges firstly) we aim to significantly reduce the money outflow which companies, institutions or other stakeholders are currently spending on educating their staff and paying external consultants to come up with new strategies, ideas or cost saving methods for their companies. This means that these institutions already have the funds ready to spend on getting the required information and we believe that our educational system could at least partially address their inquiries or problems and capture a significant portion of their spending. This means that, if our educational system is put in place properly, these large institutions would be willing to pay a certain fee for having a possibility to:

- a) use resources of the institutions to solve internal problems (as the BP example provided in the abstract)*
- b) make their own quests in the educational program which many scholars will tackle to get a certain prize.*
- c) recruit people from our education system or the Organization*

Next earnings will come from on-demand requests which means that institutions or stakeholder which are not registered as the ones mentioned above but are in need of certain products/research/idea simply buy the PRODUCT from our data base if it already exists or apply to create a quest which our mentors would incorporate in the learning process if they find it relevant. In case the mentors believe that the raised challenge is relevant they dedicate the group of scholars to tackle the task.

We also see an economic opportunity in establishing educational institutions (schools) based on this concept which would have an active, creative and a more custom made approach to forming someone's knowledge and aspirations. The educational institutions do not necessarily have to be physical buildings but this goal would also be possible if enough capital would be invested.

As we can see, one side of earnings will come from the DEMAND side and the other will be from typical tuition fee paid by scholars going through our educational system. However, the scholars should be motivated to produce the best possible products during their quests because in case their product (or the product of their group) has been

selected as the one solving a problem or providing the idea to the DEMAND side they will get a reward in terms of recognition, money or self-fulfillment. .