

## **EDU Plan and the reason I created it...**

The Software Industry has gone from **Mainframe** to **Minicomputer** to **PC** to **iPhone** and **iPad**, **Android** and other similar **Smartphones** have followed Apple's success, with some interesting improvements...

The bottom line however has seen the **PRICE of Software** drop from **Thousands** per copy to **Hundreds** per copy to **Dollars** per copy...

The Software Industry that I have had the pleasure of growing up with from the 1960's to now has changed to a point that I find no real opportunity or interest... I just have a problem understanding how I could make Payroll for many people with \$1.99ea. Software Products...

I therefore created the **EDU Plan (Entrepreneur Development University)** to show a **Entrepreneur** the ability to create RECURRING Income from a single Software Program. That arena is Education...

The real opportunity for the EDU Plan is to create **Rapid Product Development** companies that would combine the resources of a Spread Spectrum of Entrepreneur's working over the Internet in a Collaborative Environment to build Just In Time Manufacturing on a National or International scale.

Business Incubators grow small Entrepreneurial Companies into Connected Large Factories.

The **Future of Rapid Construction** is based on the **Climate Change** requirements we all face... <https://www.bluhomes.com>

The Education of those sitting on their couches playing Video Games should Educate the Players...

**Succeed Proceed, or Retry Level.** *The Future of eLearning.*

With the advent of **3D Printers**, Prototyping of New Products and Sales "Props" to raise Investments is here. The *Large Scale 3D Printing of a entire House* is envisioned at the University level... Still a ways to go with that idea, but it clearly shows WE have the ability to Create New Solutions, Train the Install Force, Install the new Products, and Support the New Products, whatever they may be.

The suggestion of a \$3B Angel Fund is recommended to instill Hope and Opportunity for our multitude of Entrepreneurs looking to either earn a higher income or learn a new skill...

Otherwise no one would pay attention.

## **EDU Plan Components:**

### **Entrepreneur Development University**

The **Entrepreneur Development University** *is not a College or University*, it is a **Center** for bringing the top Entrepreneurs together with the Titans of Industry. I selected a Campus setting similar to the Borland Campus, or a Country Club with very high end homes and a small boutique Hotel. In other words a Environment for bringing together the top industry leaders with the top Entrepreneurs. The need to instill HOPE in our economy needs a place to do a television show, using the Internet because that way we can have our own Channel... This style of Center and Environment would bring the "right" Titans and Angel Investors together, similar to Monterey area invitation only gatherings.

**4K HDTV** is now available, LEDs Ultra HD, from JVC 4K Camcorders, the simple GoPro Black Edition Hero, to the Broadcast Studio. Nothing like a Championship Golf Course for Event Marketing... That would give us a 19th hole for Angel to meet and greet, and **ProShop** (my idea years ago) when I did consulting for the launch of BusinessLand in San Jose.

Imagine a **Yacht Club Resort** or **Country Club Resort** setting with Golf Carts as the means of transportation, no cars. Airport for access, or Helicopter Pad to connect to a local Airport. A place that has and wants to refurb, or expand its Resort environment.

**Ocean Reef Club** is such a place in Key Largo Florida, and there are many Country Clubs possibilities.

When I owned DiagSoft, Inc. I attended several **ETRE Conferences** in **Europe**, and even **ATRE** in Kyoto, Japan. ETRE European Technology Roundtable I meet with the **Governor of Hawaii** to see about holding ATRE in Hawaii, and was one of the Hawaii High Tech companies presenting in the 1994 **Aloha on Tour** to **Hong Kong** and **Taipei** with the Governor of Hawaii and several other Hawaiian companies.

<http://www.tgdaily.com/business-and-law-features/43522-etre-reaches-a-20-year-milestone>

ETRE was operated by Alex Vieux with the Red Herring founder and others involved, I was simply a small software company Entrepreneur. It provided the inspiration and opportunity to understand what I wanted to be when I grew up... I even was selected to be on several Intellectual Property and Venture Capital panels (which I knew little) because I was an Entrepreneur... I listened.

**The Etre conference will be 20 years ago this October and it's a tribute to the very well connected Alex Vieux that it's reached that landmark.**

The conference will be held from October 6 to October 9 in [Paris](#), France, and the organizers, Red Herring Events, are anticipating that 600 industry leaders from over 40 countries will tip up.

I haven't been to all the ETRE conferences but I was there for the first and attended many of them. I'll be going to the 20th one, for sure. Alex Vieux (pictured) has done pretty well to keep the show on the road for two decades.

The conference has given me many many scoops. The most noteworthy was when Eckhard Pfeiffer, then CEO of Compaq, just turned straight round to his Intel German compatriot and accused the chip giant of competing against its customers with the Intel Inside program.

There are many other tales from ETRE which should not go untold.

At a very [posh](#) hotel in Barcelona, year two or three, one Philippe Kahn of Borland was, like the rest of us, waiting for Alex Vieux's buses to take us to a [beautiful](#) venue for dinner. Alex does beautiful venues. Philippe had forgotten to button his fly as he sat on an octagonal table in the lobby. I had this terrifying thought rush through my fevered brain: "I have a camera, can I take a picture of Philippe's groin and make a story out of that?" I decided not to. Philippe is a big guy.

The first EtTRE was held in a Club Med near [Sophie](#) Antipolis, made famous by JG Ballard in his *Cocaine Nights*. This was the strangest Club Med village you could ever imagine. Not by the sea, this one came equipped with fake Cicada noises piped through loudspeakers, and a bevy of databases Guptas, Ken [Olsen](#), and a heap of other famous CEOs too.

In the early days, Philippe Kahn and Bill Gates vied with each other to put on the most lavish sponsored ETRE parties and obviously that was great for the delegates.

At one of the early conferences, Lee Reiswig of IBM was pushing OS/2 as a better Windows than Windows. All you had to do was hang around the bar and you'd pick up all kinds of gossip and stories that never made it through the official channels.

Microsoft's Bill Gates has been a regular visitor to numerous Etres over the years - the last time I saw him there he was boasting that Vista had cost more to put

together than the first Man on the Moon mission.

I will draw a veil over an ETRE which saw me and a number of senior CEOs partying it away in Madrid until the small hours - and will obviously not recount the story of AMD's Jerry Sanders III and the **yacht** he and his friends resorted to just off the South of France.

This year speakers at Etre will be SAP's Leo Apotheker, Eric Benhamou, Google's Wesley Chan, Microsoft's **Jean**-Philippe Courtois, Kevin Hell from Divx, Irwin Jacobs of Qualcomm, Olli-Pekka Kallasvuo from Nokia and a number of other luminaries too including Alcatel-Lucent's Ben Verwaayen and Craig Walker from Google.

More details of the conference can be found [here](#). As well as ETRE, the Red Herring Events guys are holding their Asia Conference on November 4-5th, giving an **opportunity** for startups to chinwag with venture capitalists. The VCs have always been a feature of the ETRE conference.

Today America needs a similar environment but held at least twice or four times per year to “connect” the Entrepreneur and the actual real time Angel Investment on a National broadcast, not the low end Shark style but a composite of the “connected” Business Incubators across the world. An Environment where time is money, due diligence has been done pretty much before the gathering. The Top Entrepreneur’s would have already be screened by the Entrepreneur Development University.

### ***How could this work?***

By having a significant Global Angel Fund in the area of a minimum of \$3B.

Actually closing the investment agreement via our EDU broadcast. Since the candidates have been selected and “qualified”, investment can be done in larger than \$50K increments, more likely in the \$1M to \$100M range.

### ***Why do this via a Internet broadcast?***

Because the entire World needs to see the uptick of investments, opportunity, hope, and hiring of people, and to pump up the volume... Job creation done in realtime for funded National and Global Interest projects. To show how and why Acquisition and Merger is the future of trading for Wall Street to crank up the IPO road shows...

The result would be like a Fusion Funding Reactor...

The effort is envisioned as a short term Launch of the Economy on a Global basis.

The \$3B Global Angel Fund would be like a Bank Line of Credit with Global Investors.

Which take us back to the EDU Plan environment.

After the Launch period of a few years and in parallel the Venture Capital community, the Angel Investment (SEC Online approach), and Government Trade Missions results in **Aloha on Tour**.

The longer term picture would be the M&A activity of the EDU connected Global Business Incubators.

### ***Why?***

Because we need a **Global Economic Rapid Response Plan**.

And a place to *Center the evolution* of the ETRE/Red Herring, Hackers, Investor Conferences, et al, style conferences. There are as many of these attempt's in process

currently that will end up in a M&A. i.e. they will become a smaller number of these over time... Crowd Funding is a nice idea...

I decided that to really make a difference, (why come out of retirement for anything less) that I would seek \$3B in funding, buy a Country Club as the "**setting**". And have a Reality TV show or two from the Golf Course... EDU Plan...

The \$300K range is for GM, etc. What a way to tell how they "*turned it around*" and the opportunities they would be looking for their future, since everyone in the Google class world needs to grow, as in FaceBook...

The EDU Plan would invest in Real Estate developments. Fire in the Belly of Founders, is the key to success, they were on the right track but economy and other issues came up... Why a Country Club? Because I met a father and son that owned one in Georgia, and the need to rebuild the economy at the 2000' elevation below the snow line but one hour from Tahoe... Sacramento, Auburn Airport, Hilo pad and run it like Ocean Reef Club.

Now then, how to spend \$3B and get a ROI for the Investor:

1. Real Estate is depressed opportunity.
2. Gold country.
3. Business Incubators Networked from EDU Center.
4. Security of Ocean Reef, Golf carts only, etc. environment.
5. My former Attorney's told me a few years ago that we were going to change into a affluent society, with the 99% servicing the 1%...
6. Former member of Fisher Island Club.
7. Former member of Ocean Reef Club Key Largo...
8. Former owner APBA Offshore Racing, LLC.
9. Entrepreneur Grande...
10. Pick the Winners, put them on TV...
11. Merger and Acquisition activity on a National Basis using our Connected Incubators...
12. IPO Central. Including Private Held Stocks, Family Businesses, etc.
13. SEC OnLine Investment - Safe Harbor...
14. Use LinkedIN to select EDU Team Members - Hungry Entrepreneurs with Track Record.
15. Aloha on Tour Trade Missions for USA... I went to HK and Taipei with Governor of Hawaii in 1994, it will work if properly done, similar to ETRE/Red Herring Conferences.
16. I know what goes where and why.
17. I am not the guy to handle the Investment Angel Fund... There are many available...

18. Money is available, waiting for convergence to happen.
19. People are angry and hungry.
20. Water Management on a National scale...
21. and a lot more to insure a ROI.

That is why I need your VP Sales smoothness... Old Retired and Broke - AARP types...

We used to call them our Elders.

Gordon