

Subject: "Evite for Projects" -- discuss next Wed or some other time?

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From: Paul Spinrad <pspinrad@panix.com>

Reply-To: pspinrad@panix.com

To: [REDACTED]

Hi [REDACTED] -- I've been thinking more about that website to help aspiring makers follow through on their project ideas.

It's the sort of resource I myself would love to use for many things, and I'm sure many others enjoy working on their own creative projects, but need to concoct some external motivation or expectation to gain the discipline to do them!

I don't think it would take much to launch a website like this, and it seems like a logical extension for Maker Media-- a bridge to Makerdom for people who might not think of themselves as makers currently, but are interested, have that drive somewhere, and know they need a little nudging.

Honestly, this is the kind of thing I myself have needed my whole life!

INFLUENCES

Here are some websites etc. that could inform the site.

The name I'm imagining for it, BTW, is Git-R-Dun-- as in git-r-dun.com or MAKE: Git-R-Dun -- but it could be anything:

Evite

This is the main existing frame for what I'm imagining.

Instead of inviting people to events, invite them to keep up with your progress and expect and enjoy the results.

Also support contributions and payback -- "Pitch in \$10 to my buying this beer-brewing equipment and I'll give you a six-pack of my first successful ale."

NaNoWriMo -- nanowrimo.org

Each November, National Novel Writing Month helps people who've always wanted to write a novel. [REDACTED] did this several years ago and loved it. He told his friends that he was going to participate (declaration to others), wrote every day, kept us posted on his progress, and got his novel written on time! I see from the site nanowrimo.org that they have a few basic tools to help-- a word count module, discussion forums. Pretty minimal, but nice.

Sunday - asksunday.com

24/7 personal assistants (offshore) who expect and monitor your progress, real human beings, for premium subscribers-- see below.

Lifehacker -- and many of the tools it talks about, like dontbreakthechain.com, which gives you a big calendar to mark so that you work on something every day

Fundable - fundable.org

Lets you raise funds for personal projects: "I want to start a web page to collect \$X for Y. If my goal isn't met, no one pays anything."

Alcoholics Anonymous etc.

People finding discipline through commitments to others and mutual support. We are a social species, and individual motivation often comes from group expectation!

REVENUE

Following the typical model, there would be a free version(s) and a paid premium version, with income from ads and subscriptions.

Free version:

Evite / Fundable.org type site for describing projects, spreading the word and getting buy-in, with automatic nudges and other tools.

Premium (paid) features:

1. Billing-- simply having to pay \$X every month provides additional motivation to work on your project, because you don't want to waste the money. "The billing *is* the service." You set your own level of monthly billing, above some minimum (\$50/month?) -- all the extra above the minimum goes to the charity of your choice, selected from a list of partners who promote empowerment through education/skills-- the United Negro College Fund would be a great example.

2. Personal Whipcracking-- A virtual personal assistant in India, a la asksunday.com, will bug you to work on your project, keep you on schedule, monitor your progress, give you feedback.

Maybe this could be an [REDACTED] startup? I don't know what the procedure would be for that, but I want to pursue this and would love to discuss with you, [REDACTED], or anyone else interested. I'll be up in Sebastapol for Make ship week next Wed Oct 15-- I'm not sure if you're there or available then, but if not, you know where to find me! I'd love to discuss and work on this more if you're interested!

Paul