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MARIO RUIZ  
Web 2.0 Fall 2006



**Charlie**, a minority student at Palo Alto High school will be graduating this May.

He is the first of his family who plans to go to college, but his family can't afford it.

**...but** a simple plan is hatched that may help Charlie pay for school and get a higher-level education.

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Simpatico  
Let's get these kids to school!

December 05, 2006  
**\$10,000 in 2007**

Help me get Charlie to school! Charlie is the first in his family to get a chance at a higher level education. he's graduating this May and I am starting a campaign\* to raise money for him. it's easy!! All you have to do is watch the videos on my blog till the end, click on the advertisement, and you donate to Charlie's education fund. (\*This is a school project, and therefore fictional)

Posted at 10:03 PM | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

The “Simpatico” blog publishes Charlie’s story and partners with “Revver” to begin raising the money his family needs for school.



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REVVÉR

It turns out that Revver is the first viral video network where its authors can earn money through advertising.

All we need to help Charlie out is a video, which we link to the blog site...and then a few hundred thousand friends, but Charlie is a popular guy.

The more we can get others to watch the videos, the more we raise for Charlie.

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You register and select your videos to upload.

The Revver API allows you to manage from your blog.

Revver : <http://one.revver.com/video/new>

marloruiz logout

REVVVER My Dashboard Upload Share

### Upload a new video

**Step 1: Select a file to upload**

CIMG0127 (12.8 MB) Uploading 59%

**NOTE:** Your upload will not be completed until you fill out the form below.

**Step 2: Tell us about it**

Title:

Description:

Yay! - Upload your awesome, funny, sad, creative, ORIGINAL video.  
Boo! - We don't allow porn, hate speech, or copyright infringement.

After you upload your masterpiece, it'll be transcoded into both QuickTime and Flash. Then, a real, live human will watch it to make sure it meets our guidelines. Once approved, we'll send you a message. Then you can do a little dance and share it with all your friends.

Revver : Dashboard [http://one.revver.com/my\\_account/dashboard](http://one.revver.com/my_account/dashboard)

marloruiz logout

REVVVER My Dashboard Upload Share

### My Dashboard

Overview My Contacts Accounting Reports Account Preferences  
New Smart Collection New Manual Collection My Videos View My Profile Edit My Profile

<b>Total Earnings to Date</b> \$0.00 Total verified earnings over all time	<b>Verified Earnings</b> \$0.00 Balances over \$20 are paid at the start of the month.	<b>Pending Balance</b> \$0.00 Earnings that are still processing
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How do payments work?

### Message Inbox

1 - 4 of 4

✉	revveradmin	The Declaration of Independen...	2006-12-05T20:33:05	✖
✉	revveradmin	Invite your friends to the pa...	2006-12-05T12:46:33	✖
✉	revveradmin	Updated Member Agreement and ...	2006-12-05T12:45:28	✖
😊	revveradmin	Welcome, marloruiz!	2006-12-05T09:23:17	✖

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REVVVER

The screenshot shows a forum thread on Revver.com. A green circle highlights the amount "\$3,546.50" in a post by user "marquisdejolie". The forum post includes the following text:

Joined: 02 Jun 2006  
Posts: 417  
Location: Marshall, Texas  
<http://marquisdejolie.blogspot.com>  
<http://jamesjarvis.net>

Back to top

fjl2006  
D Posted: Sat Nov 11, 2006 12:24 am Post subject: money money money

Joined: 10 Nov 2006  
Posts: 5

Hi,  
Things have started ok. I have 52 vids up now - not bad for 5 days. My goal is to hit 2.00 per hour 24/7. To do that tho I think that I am going to need about 1000 vids.

Come by and check out my collection. I would love to hear from you guys!  
<http://fjl2006.one.revver.com/collection/42070>

Back to top

xandertorino  
D Posted: Mon Nov 13, 2006 2:13 pm Post subject:

4000\$ TODAY 😊

Joined: 23 Jun 2006  
Posts: 73

👍 4400\$\$\$ THANKS TO REVVER 👍  
Best Revver videos: [www.macheidea.com](http://www.macheidea.com)  
Best reverized animal videos: [www.petvideo.eu](http://www.petvideo.eu)  
My videos: <http://xandertorino.one.revver.com/collection/1113>

Back to top

marquisdejolie  
D Posted: Mon Nov 13, 2006 2:56 pm Post subject:

\$4522.00  
\$611.00 of that unconfirmed yet

Joined: 02 Jun 2006  
Posts: 417  
Location: Marshall, Texas  
<http://marquisdejolie.blogspot.com>  
<http://jamesjarvis.net>

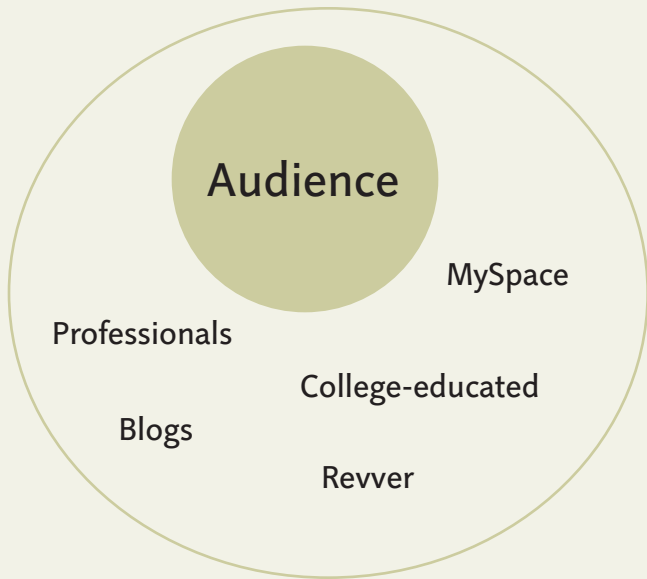
Back to top

xandertorino  
D Posted: Tue Nov 14, 2006 12:26 am Post subject:

You register, and select your videos to upload. Looking at the forums site, you see that user “marquisdejolie” has earned \$3546.00.

You think “...maybe reaching \$30,000 for Charlie is possible after all...”, as long as you can reach the right people.

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The primary audience of this would be college-educated professionals who read blogs, are on MySpace, or Revver. As the story gets larger, more print media can be used to advertise the project.

Charlie's is an *interesting* story - a lot of people want him to succeed. He desires to go to college, but can't pay for it. How many people can say that the internet paid for their school?

The main mode and contribution of the audience would be to watch the videos and then click on the advertising on the end so there is revenue generated. Simpatico would add an automatic way of updating the money raised to the public.



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### Build

Create interesting video content about Charlie

Find "Charlie"

Set up blog

Register at Revver

Register at Paypal

### Attract

Email network of current friends, work, school

Email alumni network (self and friend's)

Contact local and national newspapers for story

Contact Charlie's network

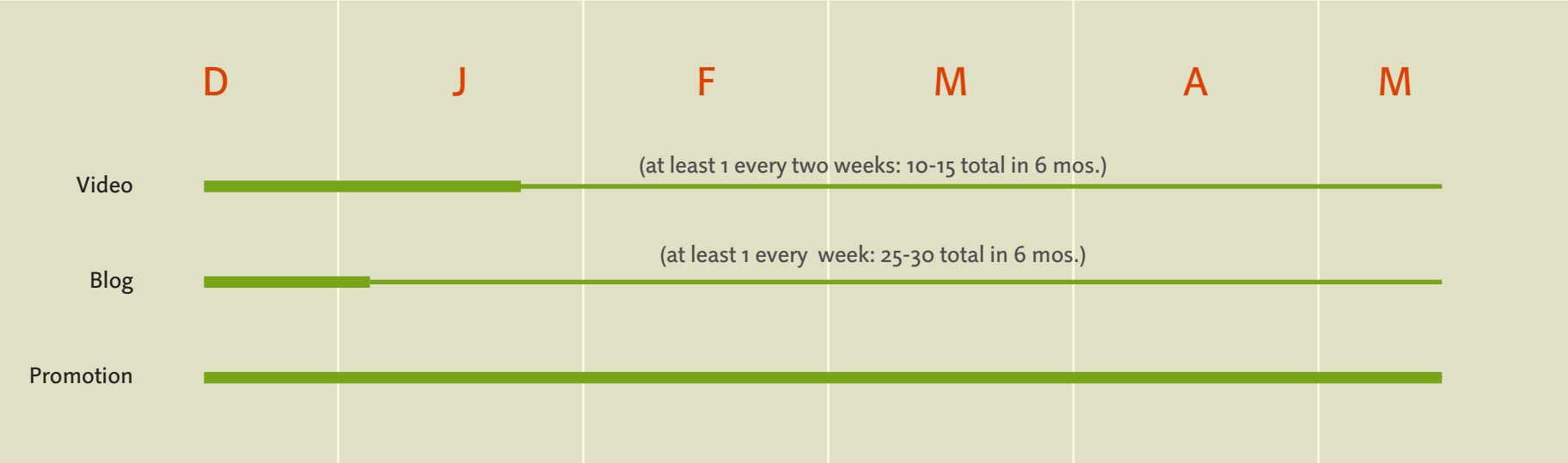
### Promote

EmilyChang.com

WeBreakStuff.com

Core 77

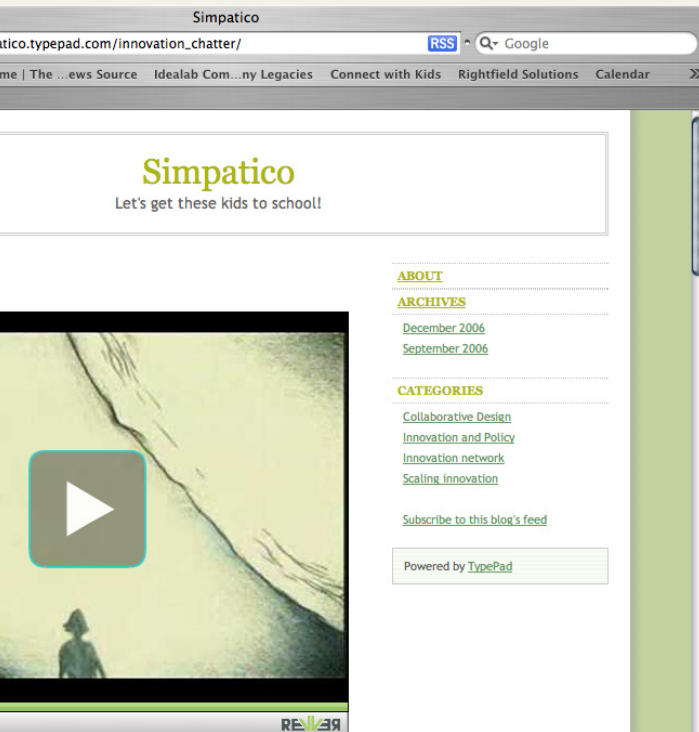
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— build  
— maintain

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REVERA



## Measures

10-15 video shows from  
December through May

1 blog post a week following  
Charlie's story

\$30,000 revenue, first year of  
college

100,000 viewers/video

## Challenges

Generate “interestingness”

Tapping into the social networks  
to get mass viewership

Explaining to watch and click on  
advertising will be a challenge.

Continuously having to provide  
new content will be time  
consuming.

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