

# Go Inc.

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**A briefing document on the Go Inc. Internet navigation system known as Go!**

<http://go.realnames.com> (at launch time)

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**Keith Teare, President & CEO Go Inc. January 1997**

## Go! Explained

Go! is an Internet natural language navigation solution. It addresses the needs of Internet users wishing to find specific companies or individuals on the Internet. However Go! is not a search engine or a directory service. Go! is best described as a redirection service.

### *Navigation ignored*

In the heady days of 1994 when Netscape was a gleam in the eye of Silicon Valley Inc. the problem of "finding what you want" on the internet was much discussed. Before long several companies addressed this need. Yahoo is the most celebrated but has been joined by Excite, Infoseek, Alta Vista, Magellan, Hotbot and others.

These companies address the needs of many Internet users. Particularly those who are conducting research and wish to trawl the net for information relating to an area of interest. The problem these companies set out to solve is *searching* for information. In this they have partially succeeded. A caveat is necessary here. Search results are notoriously inaccurate and dated not to mention over-abundant. Often thousands of references are returned, many of which are simply repeats of other references.

Go! is not intending to compete with the search engines. It is, rather, intending to replace them for many purposes. Of all the users of Internet search engines only a small proportion are actually wishing to trawl the net for information. Most are intending to discover something specific. They are intending to navigate to a particular place: a company perhaps, or a person, or an organisation. Go! will allow these people to instantly direct their browser to the place they are looking for. No lists, no options, simply a redirection to the very place.

Recently directory services have appeared, taking their metaphor from Yellow pages or White pages, attempting to provide a means of finding specific people. Bigfoot, 411, Internet White pages and others are busy gathering information on individuals and sometimes companies. These services are often good but remain limited in their functionality. They are essentially a name lookup service only.

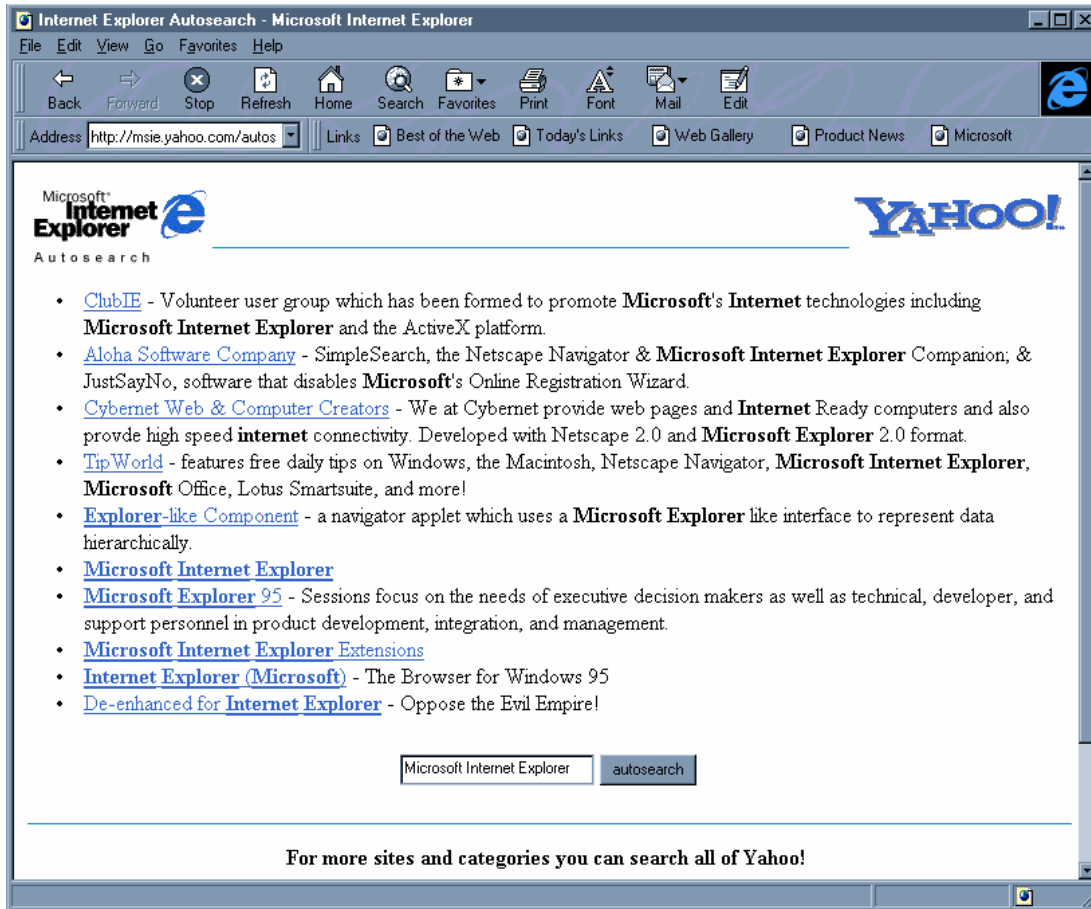
Go! will not replace the name lookup function of the directory services but it will provide a better alternative for many of those who currently attempt to find a person or a company through a directory service.

***Searching and navigation differentiated***

Navigation is distinguished from searching. Whereas searching delivers the user a list of URL's closely matching the requirements of the user, navigation redirects the browser to a URL exactly matching the users requirements. Searching is a lengthy and often fruitless process whereas navigation is an instant and fruitful one.

To illustrate the difference we only need to look at Microsoft's browser, Internet Explorer 3.01. Microsoft has attempted to integrate searching into the command line of the browser. Where one would normally type a URL it is possible to type "Go! \_\_\_\_\_". The intention is excellent. To replace a URL with an English (or indeed any language) word or phrase. In practice it is less than perfect. Rather than navigating the "Go! \_\_\_\_\_" simply does a Yahoo search and presents the user with a list.

If we were to type "Go! Microsoft Internet Explorer" into the command line we would get the following response:



Unfortunately for the user none of these choices represent the site on microsoft.com where Microsoft Internet Explorer can be downloaded. Not only has the “Go” option not presented the user with the page they were interested in, it has produced a list which fails to contain that page. Go, by contrast, would have bypassed the list and taken the user to the exact page they were seeking:

By typing “Go! Microsoft Internet Explorer” into a Go! enabled browser the user would get the following page:



The result would be a happy user.

This experience sums up the difference between searching and navigating. Both have their place but they address different problems. It is *Go! Inc.*'s contention that navigation has so far been ignored by the industry. Furthermore, Internet as a whole is held back from gaining mass acceptance by the inability to navigate. The URL, which was designed as a navigational aid, has not solved the problem of classifying and then finding Internet based information.

### ***The limits of the URL***

The URL is, above all, impossible to remember. Oh, of course it isn't too difficult to remember [www.companyname.com](http://www.companyname.com) so long as you know the company name. But what if the company has not registered its Internet domain in its company name. For example Ziff-Davis has a web site that is [www.zdnet.com](http://www.zdnet.com), or Cyberia – the global Internet café chain – is [www.cyberiacafe.net](http://www.cyberiacafe.net). Neither could be found easily through intuition alone.

Things become even more complicated when you are searching for something more complicated than a company name: for example a product or a service. The URL for a download of Netscape's Communicator software is a real mouthful: [http://home.netscape.com/comprod/mirror/client\\_download.html](http://home.netscape.com/comprod/mirror/client_download.html). It would certainly be far more memorable to type "Go! Netscape Communicator". Lengthy and unmemorable URL's are inevitable on a large site. By building a redirection service on top of a URL, and thus allowing users to type in their own language an address that is memorable, Go! makes the Internet markedly more useable.

### ***The Go! solution***

The Go! solution is to provide a global network of redirection servers that allow Internet users to enter names, numbers, phrases, words, brand names, individuals names, or indeed any real world label, into a browser. Go! maintains a global repository of these names, distributed locally.

#### Functionality

The functionality of Go! resides in the database and the Go! engine. The Go! database is hosted on industry strength SQL databases. The engine is an ISAPI DLL extension to the Microsoft NT Internet Information Server 3.0 web server. By the use of these combined technologies Go! can provide redirection services to all Internet users irrespective of the browser or platform they are using.

#### User Interface

The Go! user interface is not limited to any particular form. At launch Go! will be a web site. The front page will contain a box for entering Go! words<sup>1</sup>. On entering the word the user will be immediately and automatically redirected to the web page that is mapped to the word they have entered.

If the word is not on the Go! database they will be told so and offered an opportunity to enter it for future use. This will involve them performing two steps: (a) Finding the resource they were looking for through a traditional Internet search and (b) having found it then entering it into the Go! database and making it accessible to the Go! engine. From that point onwards the Go! word is available to all Internet users through the Go! interface.

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<sup>1</sup> For the purposes of this briefing the phrase "Go word" should be taken to mean a Go word, phrase, company name, individual name, number, trademark, brand or indeed any other type of data Go is capable of providing a redirection service for.

The *Go!* user interface will develop over the first 18 months of its life. The aim will be to expose *Go!* to the maximum number of users. Likely interfaces will include: Internet TV products, hand held devices, operating system implementations and voice navigation systems.

#### Scalability

The *Go!* database is highly scalable. SQL is an industry standard database engine capable of running on the world's fastest microprocessors. Through its distributed architecture *Go!* will maximise the use of both bandwidth and processing power.

#### ***The Business Model***

*Go!* has a business model that is very similar to the companies currently responsible for registering Internet domain names. Companies wishing to develop, or maintain, an Internet identity will register *Go!* entries and pay an annual fee for maintenance. Most entries from companies will attract only a small fee of \$100 per year. Individuals registering their email addresses and web page will be charged even less at \$25 per year. However there will be a category of entry that will bill far higher. That is the generic word entry.

Music is a generic word. The "*Go!* Music" entry will clearly be worth serious money to the company who owns it, as will "*Go!* Books" or "*Go!* Software" and so on. These words, unlike company names, trademarks and brands, do not belong to anybody. *Go!* will auction these words on an ongoing basis. An online auction will normally take 10 working days. At the end of the auction a particular *Go!* word will have a new owner for the next 12 months. Owners of *Go!* words will always have the option of renewing their words annually before they are put out to auction. *Go!* will make a high proportion of its revenue from these words.

Over time *Go!* will also introduce a transactional model. The *Go!* engine will be capable of measuring all redirections to a particular site from a *Go!* entry. A charge of 1c per redirection will be added to the bill of the *Go!* client receiving these redirections for every redirection in excess of 5000 per month. This will mean that *Go!* is flat fee for small companies and individuals but usage based for medium and large players. This technology will only go live when the levying of micro-transactions is considered appropriate within the industry.

Although it is not a core aspect of the *Go!* business model it is anticipated that there will be considerable interest from advertisers in the *Go!* page. It would not be unreasonable to expect income from this source to reach similar levels to the search engines.

*Go!* will be capable of generating monthly audits for clients. These will show the number of times their *Go!* words have been used over the month. Later these

will include billing information. This reporting service will be a billable service. It will be delivered by email.

The *Go!* business model will not be introduced all at once. During the first 12 months *Go!* will be free to all clients. A full billing system will be in place at launch but it will not be used. It is considered crucial to the take-up of *Go!* that it is initially free. Following 12 months clients will be billed for their *Go!* word. Billing will be annual with additional bills for usage being sent monthly to those who are liable for it.

After *Go!* has been in existence for 12 months all new *Go!* words will be billable after 30 days. The first 30 days will be free for all words except those subject to an auction (generic words). A full sales operation will be in place from month 9 of *Go!*'s life and will be focussed, during months 9 through 12, on retaining the maximum number of *Go!* clients as paying customers. The sales operation will then move its focus to gaining new *Go!* customers.

Marketing of *Go!* will begin from its launch. The key techniques used will be (a) to emphasise the urgency of getting your company, its trademarks, brands, marketing phrases, domain names, email addresses, phone numbers, fax numbers etc. registered on *Go!* and (b) to emphasise to Internet users the sense of using *Go!* rather than a search engine "Don't search.....*Go!*".

## **Go! Development**

### ***Phase I: Database design***

*Go!* database design began in September 1997. The aim was to fully develop the design by February 1997. This has been accomplished. There are several levels of the design and the planned implementation. Not all parts will be implemented (or acknowledged to exist) at launch. The levels are as follows:

#### Level I: *Go!* Words

Level One of the *Go!* database is the ability of the database to hold *Go!* words. This is the simplest level to implement. It is complete. A *Go!* word is more than simply a word. Indeed it needn't be a word at all. It can be a phrase, a number, a combination of words and numbers, and a symbol even.

A *Go!* word is also geographically specific. For example IBM may wish to buy "*Go!* IBM" for each country in which it has a presence. A *Go!* user would be able to specify a territory before carrying out a *Go!* redirect. When the user does this *Go!* will deliver the page mapped to IBM for the territory they specified.



*Go!* also has a concept of a global word. "*Go!* IBM" can be a global *Go!* word as well as a geographically specific word. (the default use of *Go!* is global). When used as a global word "*Go!* IBM" will deliver the page to the user that IBM considers its default global page. As you can see, a *Go!* word is a sophisticated animal. It is more than just a word, it is a way of organising an identity.

*Go!* words also have a type. *Go!* words can be company names, individual names, corporate trademarks, brands, marketing words or phrases (e.g. "Where do you want to *Go!* today?" or "Solutions for a small planet"), phone numbers, fax numbers, freephone 800 numbers, domain names and so on).

This level is complete and ready to demonstrate.

## Level II: Search on *Go!* Words

*Go!* delivers the ability to the user to search *Go!* looking for entries containing particular words, numbers, and so on. This will allow users to utilise *Go!* as a search engine, albeit a far more focussed search engine than currently available. There are two levels of searching on *Go!*.

The first level search simply sifts through all *Go!* entries looking for all entries containing the users input word(s). This produces a listing. Users can restrict the search to a type of *Go!* word (company name, individual name, phone number or whatever) or they can search all *Go!* types and they will get a listing sorted according to their requirements.

The second level search is more like a traditional search engine. Every *Go!* word has a list of associated keywords. This is an unlimited list but will typically be no more than five to ten keywords for each *Go!* word. The *Go!* word IBM might, for example, have the associated keywords: hardware, software, mainframe, OS/2, Blue chip, Aptiva. Users can search *Go!* by keyword looking for all *Go!* clients who have the keyword "computer". This will probably be a lengthy list but will have the merit of delivering a list where the owner of the page has chosen to adopt this keyword. A traditional search engine will index a page with this keyword simply because the page contains the word "computer". This will throw up thousands of references for the user, many of which will not be relevant.

As with *Go!*'s first level search, the second level search will allow the user to restrict the search to a type of *Go!* entry.

This level of database design is complete and demonstrable.

### Level III: Directory Services

Whilst *Go!* is not intending to be a directory service in its core business it will, nonetheless, have many of the characteristics of a directory service. Companies and individuals will register with *Go!* and will have entries mapped to URL's. These entries will include many details about the company or individual and will be linked to lists of keywords defining their identity. This information will be exposed to users allowing them to query *Go!* about a particular *Go!* client and get a full directory listing of the clients *Go!* presence. This might include phone numbers, key individual's email addresses, address, and all URL's with their *Go!* mappings.

This level of *Go!* is complete at the design level. It is not yet exposed to the user interface. This is a marketing not a technical decision.

### Level IV: Billing

*Go!* will have a top-level concept of a client. A client will be a billable entity, whether a company or an individual. Full billing details will need to be entered once on *Go!* . From that point onwards the client can register an unlimited number of *Go!* words into the database.

This level is complete at the design level. The entry forms are exposed to the user but the billing outputs are inactive. This is a marketing decision, as explained above.

### Level V: Personal *Go!*

Personal *Go!* is a user level service. A *Go!* user will be able to inform the *Go!* engine of his/her areas of interest, by keyword. Having done so *Go!* will email a list of all new sites adopting any of the keywords chosen. This will be done weekly, daily or monthly depending on the user preferences.

This level of *Go!* is currently under development. The design phase is complete but the email function is unfinished. It will be functional previous to the launch of *Go!* .

### ***Phase II: Data Mining***

During its first 12 months *Go!* will undertake maintenance of the database through a permanent data mining operation. This will take several forms.

Level I: Import all existing domain names and apply the [www.xxxxxxxx.com](http://www.xxxxxxxx.com) as a *Go!* word.

Initially all internic held domain registrations will be imported into *Go!* and the domain name (without the .com, .org, .net suffix) will be registered automatically as a *Go!* word.

This will have the merit of populating the *Go!* database with all current domain names previous to launch. These entries will all be given the type "domain". Where possible a matching entry of type "Company name" will be created at the same time. *Go!* will offer the registration authorities around the globe a fixed payment of \$10 for every new registration they place onto *Go!* that subsequently becomes a *Go!* client. We will give them an automatic way to fill in the *Go!* database from their own. This will be an ongoing process.

**Level II: Import Lists of Companies and map to domain names.**

Secondly, national lists of companies in existence will be purchased. These will be imported into *Go!* and given the type "Company". These entries will be automatically mapped to any URL's generated in the "domain" entries that match the company name. This will be undertaken following the launch of *Go!* and will be an ongoing process.

**Level III: Import Phone Company information and map to domain names.**

*Go!* will approach phone companies and seek to purchase their databases. These will be imported into *Go!* we will treat them like the Internet domain companies in that *Go!* will offer to pay \$10 for every one of their entries who subsequently becomes a *Go!* client. Following import new *Go!* entries of type "telephone number" will be created and mapped to both the domain names and the company names. This will be an ongoing process.

**Level IV: De-duplication**

*Go!* will inevitably suffer from duplication. Permanent de-duplication processes will be run on the database. These are already in the design phase.

### ***Phase III: Launch of Go! engine***

The *Go!* engine and database will be launched as a service during 1997. It is likely that the full public launch will take place in June 1997. Initially we will only expose Level I, II and V to users. This will allow *Go!* to be used as a redirection service, a search service and a personal notification service.

### ***Phase IV: Directory service***

Go! will expose its directory facilities to users once the management is confident that the data stored provides an adequate basis on which to offer the service. It is likely that this will be during the first half of 1998.

***Phase V: Keyword Search on Directory (Global Yellow Pages)***

Go! will eventually be able to satisfy queries of the type "Find Plumbers in USA, NY 10009". This will be possible structurally from day one. Exposure of this capability to users will take place during 1998 when the database is sufficiently populated to satisfy a large number of requests.

***Phase VI: Billing***

**Expose level IV to users. This will be approximately 12 months after the launch of Go! .**

Billing will be launched 12 months after the launch of Go! . This is likely to be in June 1998. Go! will always state its intention to charge from the opening day of its service. As stated above, the ability to bill is built into the Go! database and will be utilised according to marketing requirements.

***Phase VII: Local Go! directories***

**Go! will appoint local franchisees with the authority to run local Go! engines. e.g., boston.goinc.com.**

Go! 's ability to hold Go! words as geographically specific words will allow the company to sign up local franchisees during 1998. This will be a fee-based franchise. Here's how it will work.

Company X will get the right to register Boston based Go! words. They will charge, let's say \$50 per year for the word. Go! will receive a franchise fee (possibly as much as \$100,000 per year per franchisee) plus 5% of revenue from the sale of Go! words.

This will be a system with both local franchisees (city based) and country based master franchisees.

During 1997 a company manual will be written. This will form the basis of an operations manual for franchisees.

***Phase VIII: Interactive Go!***

**All listed companies and individuals will be able to use their Go! listing as a company noticeboard.**

Towards the end of 1998 Go! will introduce interactive Go! This will allow every Go! client to have a noticeboard on Go! . Companies or individuals will use this

as a message service, allowing their clients to read the latest news about them or their company. Interactive *Go!* will be capable of holding text, audio or video messages. Each client will be allocated 1mb of disk space and will be able to acquire more at an agreed rate.

### ***Phase IX: Embedded Go!***

During 1997 *Go!* will develop into a protocol encompassing two features. Firstly a universal URL remapping protocol and secondly a directory service lookup protocol. C++ and Java Libraries created by *Go!* for all major operating systems will allow manufacturers of hardware and software to embed *Go!* into their architecture free of charge. This will allow *Go!* interfaces to be built into consumer electronics. Indeed, anywhere there is a web connection there will be a *Go!* interface. It is anticipated that during 1998 these libraries will result in *Go!* beginning to appear in hardware and software products. *Go!* licences will be issued free of charge to the owners of these products and the libraries will be free.

### ***Phase X: New layer on DNS***

***Go!* will become a standard layer on top of dns. Dns maps an IP number to a domain name. *Go!* maps a word, phrase, number etc. to a URL.**

*Go!* will develop *Go!* into an extension to dns during 1998-9. This will allow *Go!* to mature from a company based solution into an open standard.

## **Go! Marketing**

### ***Phase I: Launch***

At launch *Go!* will take out online ads on the following Web sites as a minimum: Microsoft, Cnet, Yahoo, Excite, Wired and Zdnet. It will also advertise on Pointcast. Magazine & Newspaper Ads will also be undertaken. \$9.5m will be allocated to advertising during 1997. A further \$17m will be allocated to marketing during 1998. Advertising will be based around the themes outlined above and subsequent developments by *Go!*

### ***Phase II: Immediate post launch***

Immediately following the launch of *Go!* plans to pursue the embedding of *Go!* into Browsers, OS's, Hardware etc will be announced. Talks will be pursued with the main players.

### ***Phase III: Within 12 months***

By June 1998 *Go!* will announce plans for the development of the system as a natural language protocol for Internet navigation. Windows, Unix, NT, Apple and possibly Be implementations will be planned.

***Phase IV: Within 24 months***

By June 1999 Go! will announce a natural language extension on top of dns. It will be openly available to all developers through the Go! library and API.