Chironworks

執行摘要 Executive Summary

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2010年全世界的電腦市場，不管是桌上型或筆記型，總共為 339,400,000 台，並且以每年6％的速度在成長當中。每一台賣到消費者的手裡的電腦，都需要一套作業系統，所以作業系統的市場潛力是非常大的。"Babel作業系統"將在2008年的硬體上開發，並且針對電腦購買市場上最尖端的2.5%的創新者。當"Babel作業系統"上市時，2008到2010年的潛在作業系統市場總共為 23,507,500份。作業系統的市場充斥的"桌面式樣"，已經存在超過39年了，是時候該有一個新的式樣出來取代桌面型作業系統的時機到了。

The worldwide market size of computers of various form factors is estimated to be 339,400,000 units in 2010 and growing at 6% annually. As each computer requires an operating system, the market potential for operating systems is enormous. As the "Babel Operating System" will be developed on 2008 hardware targeting the first 2.5% *innovators* of computer buying population, the potential initial target market of computers from 2008 to 2010 totals 23,507,500 units at product launch. The operating system market is saturated with the "desktop" paradigm which has been in existence for over 39 years and is long over due for a **paradigm shift**.

在行銷廣告中，"Babel 作業系統" 將會大膽的宣告為 **"第一台語義電腦有能力紀錄並且自動化人類的邏輯思維"**。總括來説，它是一個架構在FreeBSD上面取代傳統桌面管理器的替代方案 。"Babel 作業系統"的人機界面設計是一個概念轉移的破壞性新科技，它在科技上的突破可以跟當年由微軟的DOS作業系統到蘋果麥金塔的圖型介面相比。 "Babel 作業系統"是架構於發明者林家瑋的發明 "通訊用戶界面"，這項新發明將會對電腦科學有重大的影響，並且改變電腦的角色由工具轉換成人腦的延伸。

In the marketing campaign, the "Babel Operating System" will boldly proclaim to be "**the very first semantic computer capable of recording and automating human logical thinking threads**". In a nutshell, it is a replacement for the traditional desktop managers based on the FreeBSD operating system. The User Interface design of "Babel" is a **disruptive technology** that provides a paradigm shift away from the current "desktop" paradigm. The leap in technological advance may be compared to the switch from Microsoft's DOS command line interface to Apple's Macintosh graphical user interface. The "Babel Operating System" is based on the inventor's invention, Communication User Interface. The invention has broad implications in the development of computer science as we know it and will change the perception of the role of computers from a *tool* to an **extension of the human brain**.

以通訊的角度為出發點設計，這個新概念容許摹仿人類的邏輯思考的 "電腦事件"的建造、這個新方法在網路世代的好處在於引發使用者與電腦間更強烈的情緒連結、自然語言為基礎的資訊索引並加上背景資訊、消除同一個資料的多重存在、網路與本機的電腦資源可以交互利用、一個可以將科技革新隱藏起來並且提供給使用者簡化的前端的革命性的人機互動順序 、它可以擴張現有的潛在使用者基礎 並且容許電腦有"質性人工智慧"。

Designed from a communication perspective, the new paradigm allows construction of "computing events" that mimics human logical thinking threads. The advantages of this new paradigm in the Internet age include enticing a much stronger emotional attachments to the computer, natural language based reference of data with context, elimination of multiple existence of the same data, interchangeable computing resource between local and remote processing power, a revolutionary interaction sequence with the computer that hides changes in technology and provides a simplified front end to the end user thus expanding the potential user base of computers, and to make available, *qualitative artificial intelligence* on the computer.

這個企業預計於成立後的第六個月產出原型用於設計概念的實地示範 。在第十二個月會將所有相關科技的概念文件產出並且開始直到第五版本的專利申請。在二十四個月的研發以後第一個使用"通訊用戶介面"的版本將會推出向全球市場販售。第二版將會於第四十八個月推出並包括質性人工智慧引擎，並且開始於北美販售事先裝好 "Babel 作業系統" 的電腦硬體設備。第三個版本將於第六十六個月推出並且提供"英文自然語言輸入與輸出介面"。第四個版本將於第八十四個月推出並且提供"機器知覺整合"。第五個版本將於第一百零二個月推出並且提供"模擬機器意識" 。如以上所提供，新的專有名詞需要被發明來形容"Babel"這個革命性的新發明而且理論的開發已經到達第五版。

The venture is expected to produce a prototype as concept demonstration in the 6th month, full technology documentation and starting of patent applications up to Version 5.0 at 12th month and, after a 24 month development period, Version 1.0 with **Communication User Interface** will be released to the general public worldwide at the 30th month of operation. Version 2.0 will be expected at the 48th month with **Qualitative Artificial Intelligence Engine** and computer units with the "Babel Operating System" *pre-installed* are expected to be on sale in North America. Version 3.0 will be expected at the 66th month with **English Natural Language Voice I/O Interface**. Version 4.0 will be expected at the 84th month with **Machine Sensory Integration**. Version 5.0 will be expected at the 102nd month with **Simulated Machine Consciousness**. As demonstrated, new

terminologies had to be coined to express the revolutionary new ideas "Babel" proposes and theories development have reached Version 5.0.

重要的注意事項是 Chironworks在第一到第五版的專利申請沒有完成以前，不會將第一版推出市場販售。作業系統的歷史顯示，使用者介面是一個非常難申請專利保護但是卻又容易被瓢竊創意的一個領域。這也是為甚麼"Babel作業系統"從來就沒有設計概念的實地示範，在長達十二年的理論開發期間它一直處於保密狀態並受到強烈的保護。不過，當Chironworks成為一個運作中的企業個體以後，設計概念的實地示範將會變成第一要務。

It is important to note that Chironworks will **NOT** release Version 1.0 of "Babel" before all patentable technologies up to Version 5 have their patents applications submitted and filed. The history of operating system has proven that UI advances are notoriously difficult to patent and protect. In the 12 years of concept development, secrecy has been the operative word for the project and protected fiercely. However, it will be a top priority once Chironworks is established as an operating corporate entity.

Chironworks預計在網路上與實體通路販售第一版本的"Babel 作業系統"。但是從第二個版本開始，Chironworks會致力於販售事先裝好"Babel 作業系統" 的電腦硬體。這個策略是必須的，因為消費者基本上不會把硬體的成本與作業系統的成本分開來算。另外一個原因是，主要競爭者微軟公司80%的作業系統收入來自於原始設備製造時事先裝好作業系統的販售。

Chironworks expects to sell Version 1.0 of "Babel Operating System" both online and in retail packaging. However, starting with Version 2.0, Chironworks will attempt to make possible for sales of "Babel Operating System" **pre-installed** on new computer systems. The tactic is vital as consumers generally do not distinguish between the cost of hardware and the cost of an operating system. In addition, the main competitor, Microsoft, generates 80% of it's operating system revenue from OEM pre-installation of its operating systems.

Chironworks的營運哲學由兩個主要詞組組成 那就是"市場占有率"與"長壽"。所以除了推出市場初期的一千五百萬美元以外，每年前一年的營收的70%將會被投入於行銷方面的努力，直到"Babel 作業系統" 在市場上占有一席之地為止。Chironworks將會長期投入作業系統的市場。

The operation philosophy of Chironworks is made up of two key phrases, "market share" and "longevity". Therefore, aside from the $15 million initial marketing budget, 70% of revenue

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generated from prior year since the release of Version 1.0 will be spent recursively on marketing efforts, until "Babel" gathers sales momentum in the market. Chironworks will be in the operating system business for the long haul.

啟動資金總數為兩年半內需要二千六百萬美元，其中的一千一百萬將用於"Babel 作業系統"的研發，並且預計於公司成立後的三十個月後完成。剩下的一千五百萬將投入於初期行銷方面的廣告活動。預算的資金將分為四個階段投入Chironworks（3+4+4+15），並且用於在美國加州舊金山成立為C型企業。預計的時間表為2008年後半年或2009年的前半年成立公司並且運作。投資者將得到適量的公司產權作為兩千六百萬投資的回報 (完整的財務預測包括在完整的營運計畫書裡面)。

The **startup** funding requires a total of $26 million dollars over 2.5 years, $11 million of which will be used to develop the product, expected to be achieved in 30 months and the remaining $15 million will be used for initial marketing campaign when the product is released in the 31st month. The funding, expected in four trenches (3+4+4+15), will be used to establish Chironworks as a type C corporation to be located in San Francisco, California between the second half of 2008 and first half of 2009. The investors will receive equity interest in Chironworks commensurate with the value of their investment. (full financial documentation and forecasting are available in the complete business plan).

"Babel 作業系統"定價為$299美元，根據計畫中的財務資料，這個企業可以於營運的第三十四個月，在一個23,507,500的市場中，只需販售 86,957份就可以收支平衡。這個企業的第七年尾的內部盈利率(IRR)為722%。

Priced at $299 USD per copy, according to projected financial data, the venture is expected to break even by the 34th month of operation which amounts to 86,957 copies sold for an initial target market of 23,507,500. It will have an Internal Rate of Return **(IRR) of 722%** by the end of Year 7.

這個企業將由發明者林家瑋領軍並且身兼首席執行長與技術總監二職。他的專業背景包括行銷、互動藝術、軟體開發與硬體製造(完整的自傳與過去其他的發明包括在完整的營運計畫書裡面)。

The venture will be headed by the inventor James C. Lin as the CEO/CTO with backgrounds in marketing, interactive arts, software development and hardware manufacturing (full autobiography and list of other past inventions are available in the full business plan).