Proposal for Stanford Global Entrepreneurial Marketing
Project Team: MoSoNex

Highlights
MoSoNex converts a mobile phone user into a broadcaster of live video and photos to a private social network of TV and mobile phone viewers globally.

MoSoNex has won the 2010 Best of Innovations award for Social Networks at the Consumer Electronics Show held in Las Vegas in January 2010.

MoSoNex will be covered by Gartner Group in their forthcoming Cool Vendors 2010 report.

Business summary
MoSoNex is focused on exploiting the emergence of a new eco-system, which is based on the confluence of cellular services, Internet and TV (including IPTV and Cable). The particular opportunity afforded by image/video capture enabled by mobile phones and the implementation of IPTV enables us to offer unique services that were not possible earlier. These services enable individuals and businesses to share photos and video in a seamless and real-time fashion across cellular, Internet and TV infrastructure. MoSoNex product and service have been validated in two vertical market segments - Telco's and retirement homes. The company has signed a multi-year agreement with a prominent international telco to provide MoSoNex Connect services. In addition, MoSoNex is actively engaged in several market trials with retirement homes in San Francisco Bay Area. MoSoNex is based in the SF Bay Area and Singapore.

Product design qualities, intended use, the user value
MoSoNex enables photos and videos captured with mobile phones to be immediately delivered to TVs and mobile phones. In addition, the user can schedule broadcast of live video from his mobile phone direct to TV. This is achieved in an effortless, immediate and seamless fashion. Once the mobile phone has been configured, with a single click you can capture photos or videos and send them to your intended recipients on TV or mobile phone.

On the content capture and dissemination side, MoSoNex enables a level of ease of use not seen before. Once the values of a few attributes in the application are set, the user can immediately start disseminating content on capture.

On the receiver side, MoSoNex does not require the user to be internet or web savvy at all; the way the user has been interacting with the TV is maintained. By maintaining the native TV experience, MoSoNex makes a seamless bridge from the high-tech, fast moving field of mobile phones and social networking to the TV.

The core functionality of MoSoNex enables new capabilities that break through several barriers to content dissemination. In particular, it
- Enables anyone to share photos and videos directly from mobile phone to TV and mobile phone in a private and secure setting
- Enables everyday users to create their own live video broadcast channels on TV without having to deal with cable companies or content distributors.
- Enables TV watchers to join participative, private social networks without using a computer.

**GEM project objectives**
MoSoNex technology can be used to develop a variety of services that can be offered to Consumers, Enterprise and Government organizations. However, our initial focus is on consumers with targeted applications designed for different demographics. We are already pursuing business opportunities with retirement homes and with quad-play Telco’s.

The goal of the GEM project will be to identify a different application of the MoSoNex technology and develop a complete business plan for the chosen application. As a part of the business plan, the GEM team should

- identify an application which represents a significant business opportunity,
- identify the market segment for the application and perform a detailed analysis of the selected market segment, and
- develop a business model that captures the monetization of the application.

There is an opportunity for two separate teams of 4-5 students each to undertake projects. One team can focus on applications in the US/European markets and the other in Asian markets.

**Special skill requirements**
A general understanding of all or some of the following areas will be useful for this project: social media, broadcast media, social networking, and mobile markets and trends.

If a team undertakes Asian applications of the technology, it would be useful to have understanding of the relevant culture and market behavior.

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