DIGITAL CITY MECHANICS

A SYSTEM TO CREATE JOBS
Working With Public-Private Partnerships

DIGITAL CITY MECHANICS *and the*
DIGITAL CITY PROJECT | SUMMER 2011

The Digital City Project develops
unique integrated systems
for each city or region that
**create jobs on a recurring,
sustainable basis**

How does it work?

Local digital bureaus train people,
mount live events, provide tech
support to communities, and pro-
duce multimedia content.

These trainees then go
on to train and mentor
new students and interns.
The multimedia projects
fuel the model, creating
the ecosystem for a local
digital economy.

Multimedia professionals train and
mentor recent college graduates of a
particular region in the production of
large-scale online projects. Living in
the region or city where the funding
originates—is a requirement.

DIGITAL ECONOMY ECO

CONNECT THE ONLINE WORLD TO THE REAL WORLD

- The goal is to get people comfortable using a computer—just like a hammer or a screwdriver.

JOBS

STARTUPS

INNOVATION

Each digital ecosystem matches the culture, populace, industry and assets of the region from which it emerges. Local people, services, and content are naturally welcomed into the integrated open platform.

SYSTEMS
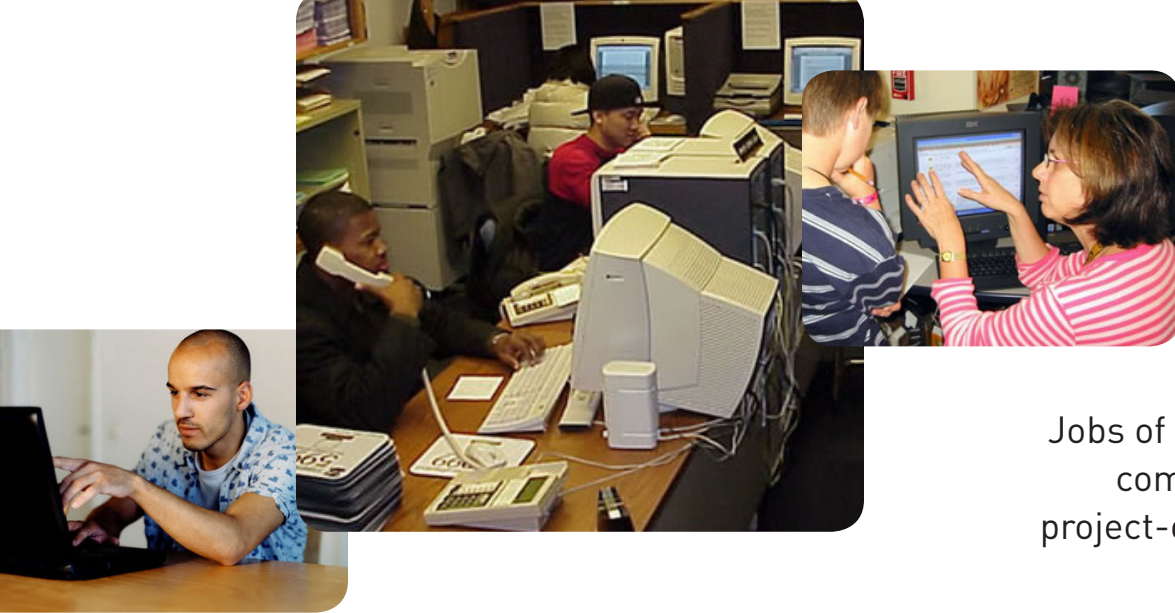
Jobs of the future will be online, computer-based, part-time, project-oriented, work-at-home, freelance sorts of jobs.

JOBS ARE THE KEY TO SOLVING THE WORLD'S PROBLEMS

Digital City Mechanics (DCM) is a new breed of system integrator, marrying three different business models to create jobs that then create more jobs, on a sustainable, ongoing basis.

*DCM is combining community engagement with a new approach to **job training**, **multimedia production projects**, and an **open software platform**—into a model that will not only prepare workers for jobs of the future, but also create those jobs, itself.*

*This is the **Digital City Project**.*

The **Digital City Project** is building **Digital Economy Ecosystems** that will be anchored by hundreds of thousands of online multimedia projects over the next 20 years. These projects will be funded by **socially conscious** entrepreneurs who wish to support their local economies, spend their marketing dollars productively, and help promulgate open software platforms.

$$\left(\tfrac{r}{a_0}\right)^2 \left(12 - \tfrac{r}{a_0}\right) e^{-r/4a_0} \sqrt{\tfrac{15}{8\pi}} \cos\theta \, s$$
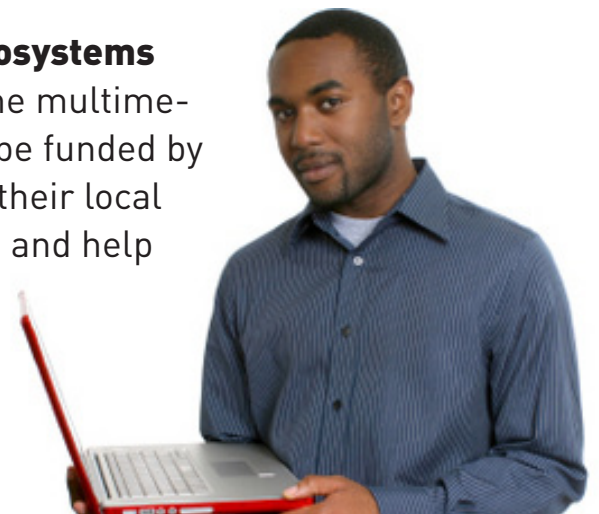
THREE DIFFERENT ECONOMIC MODELS
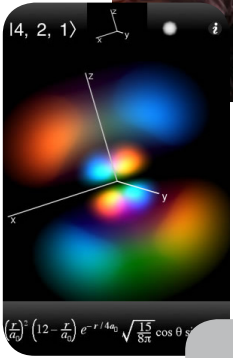
1 A new kind of **job training entity**—focused on training the intangible job skills that workers of the ever-changing on-line future will need to thrive and prosper. Our educational method is centered on community engagement: putting new skills to use on community projects, demonstrating the value of bringing the fruits of online technology to community groups and schools. Learning by doing—and helping.
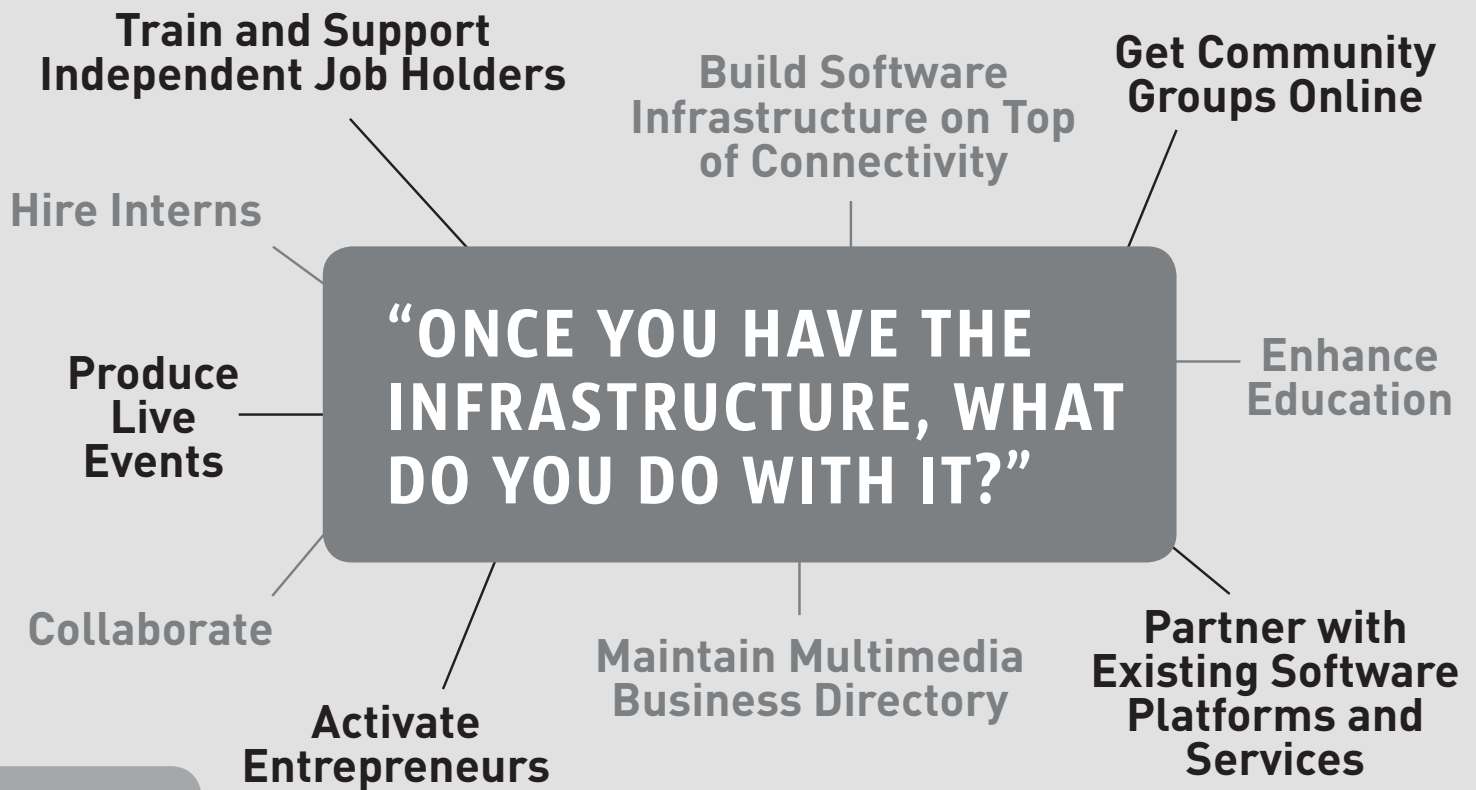
2 A **multimedia production company**, focused on developing projects for socially conscious enterprises. These large-scale, sponsored multimedia projects will, in turn, create jobs in the enterprise's region. These multimedia projects will communicate the enterprises industry and services in a educational and fun ways.

3 A **free online platform** with a Citizen Dashboard interface will help trainees learn, entrepreneurs organize and recruit, and local content producers find new distribution channels. The platform allows local governments to engage citizens, and offers the public utility of a distributed architecture on which local software developers can work. By seamlessly connecting to Facebook and Google+, the Citizen Dashboard will enable any community to have its OWN platform—on its own terms.

Train and Support Independent Job Holders

Hire Interns

Produce Live Events

Collaborate

Build Software Infrastructure on Top of Connectivity

Get Community Groups Online

"ONCE YOU HAVE THE INFRASTRUCTURE, WHAT DO YOU DO WITH IT?"

Enhance Education

Activate Entrepreneurs

Maintain Multimedia Business Directory

Partner with Existing Software Platforms and Services

*Traditional broadband development efforts STOP once the fiber is in place. The **Digital City Project** picks up from there: creating trained cyber-savvy workers, an open platform, and an ongoing revenue model and opportunity—for all.*

COMMUNITY ENGAGEMENT PROGRAMS

Senior Interviews
Communities learn from the past by interviewing elders and developing a shared timeline of the region's history

Websites, Mail Lists, and Wiki
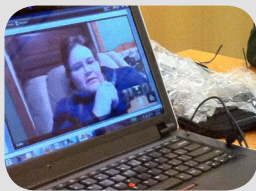Online technologies leveraged for planning, organizing, collaborating and event promotion

Technical Support
Workshops, training, and support to help people get the most out of online tools. Tech expertise and handholding for all

Multimedia Newsletters
Citizen journalism, music videos, viral fun, sustainability lessons, health and wellness, and more

Real-Time Video Help
Trainees, interns, community groups and system members all get live help through the dashboard UI

Community programs ensure that citizens see, understand, and share in the value created by online technology.

"Digital Cities will be a $39B market by 2016"

~ ABI Research

Our trainees and interns will leverage on-line technology to acquire jobs—or create jobs of their own—and then excel in the performance of those jobs.

LOWER THE COSTS OF JOB CREATION

ENCOURAGE A NEW SPIRIT OF SOCIALLY CONSCIOUS ENTERPRISE

CONNECT THE DOTS IN YOUR REGION

LEVERAGE LOCAL INDUSTRY, HEALTH, COMMUNITY, ARTS, AND EDUCATION
- **Engage with community organizations to build trust and credibility**
- **Create projects that create jobs**
- **Train workers to be self-sufficient**

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Find out more here:
- Current Status of Project
- Case Studies
- Two-year research report