Community Startup Plan
Espresso Royale [Coffee Shop]

Core information

Name: Espresso Royale
Location type: Coffee Shop
Description: A Coffee Shop serving a variety of espressos and teas.
Address: 1101 South University Street
Ann Arbor, MI 48104
US
Phone: 734-337-0740
URL: http://www.espressroyale.com/location.php?id=20

Edit location information

Espresso Royale [Coffee Shop]

Edit sections

Listing sections

Name: New section

Text: text for the new section

Comment on locations

Planned features:
- ratings
- links to 3rd party content
- ....
Intended Audience

- location owners
- customers
- experts: tour guides, historians

- but really: ANYBODY
  - diverse, active, interested in accessibility
Value from the Community

• owners
  – advertisement & customer feedback

• customers
  – voice and receive comments / recommendations

• experts
  – organize and share knowledge

• all
  – contribute to the public good
  – help disabled people
  – publishing platform?
Value from Personal Use

- organizing your favorite locations?
- ...
- ...
- ...
Critical Mass?

- content more important than members
  - like Wikipedia
- relatively few active users could theoretically be enough
- need a lot of location information
Compatibility

- no really established standards yet for location-based information
- will be an important issue
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• 1. Limit scope
  - try to only cover Ann Arbor first

• 2. Leverage existing communities
  - arborwiki.org
  - local disability groups
  - A2B3
  - more suggestions?
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3. Engage experts
   - tour guides
   - historians

4. Endorsements
   - City of Ann Arbor
   - University
   - people in political positions
     - in exchange for political PR
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- 5. Syndicate 3\textsuperscript{rd} party content
  - Wikipedia
  - arborwiki.org
  - yelp.com
  - Google Maps
  - who knows more?  (content has to be openly available, e.g. through API)

- 6. Early adopter bonus for businesses
  - but what?
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7. open vs. closed beta?
   - does a closed beta give the wrong signal about openness?
   - will it exclude and offend people?