

a world-changing business strategy and idea for



we've been following and thinking a lot about  ....for over five years

to help Apple achieve new meaning
new global enthusiasm
new innovation

technology has historically provided a "wow" in the world

but the emotional effect of innovation has lessened

there is a growing sense of inevitability



what remains... is for Apple to act as a new leader

in humanity

to expand human connection

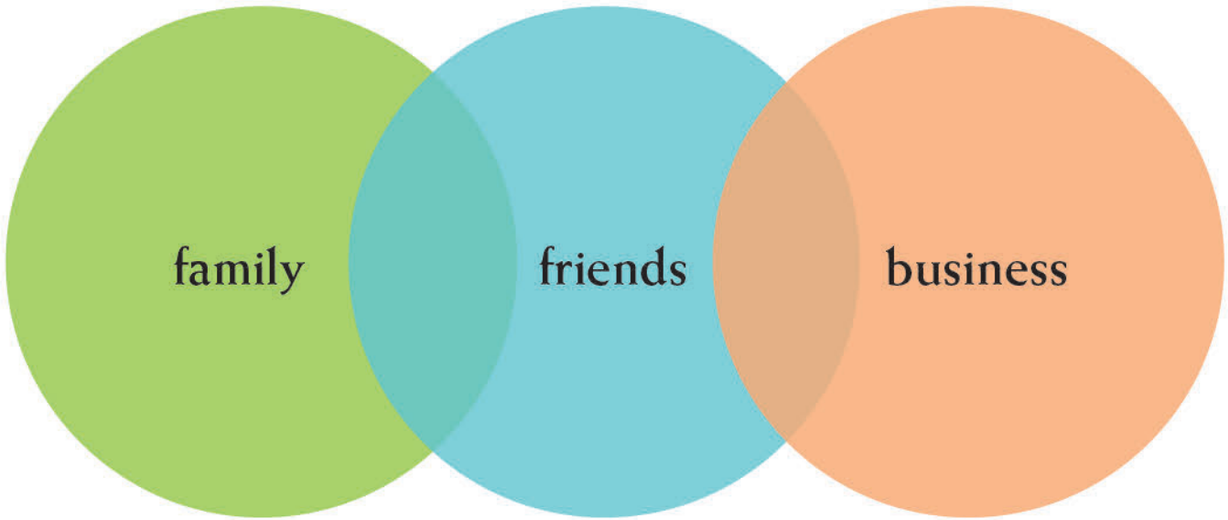
human dignity

human oneness

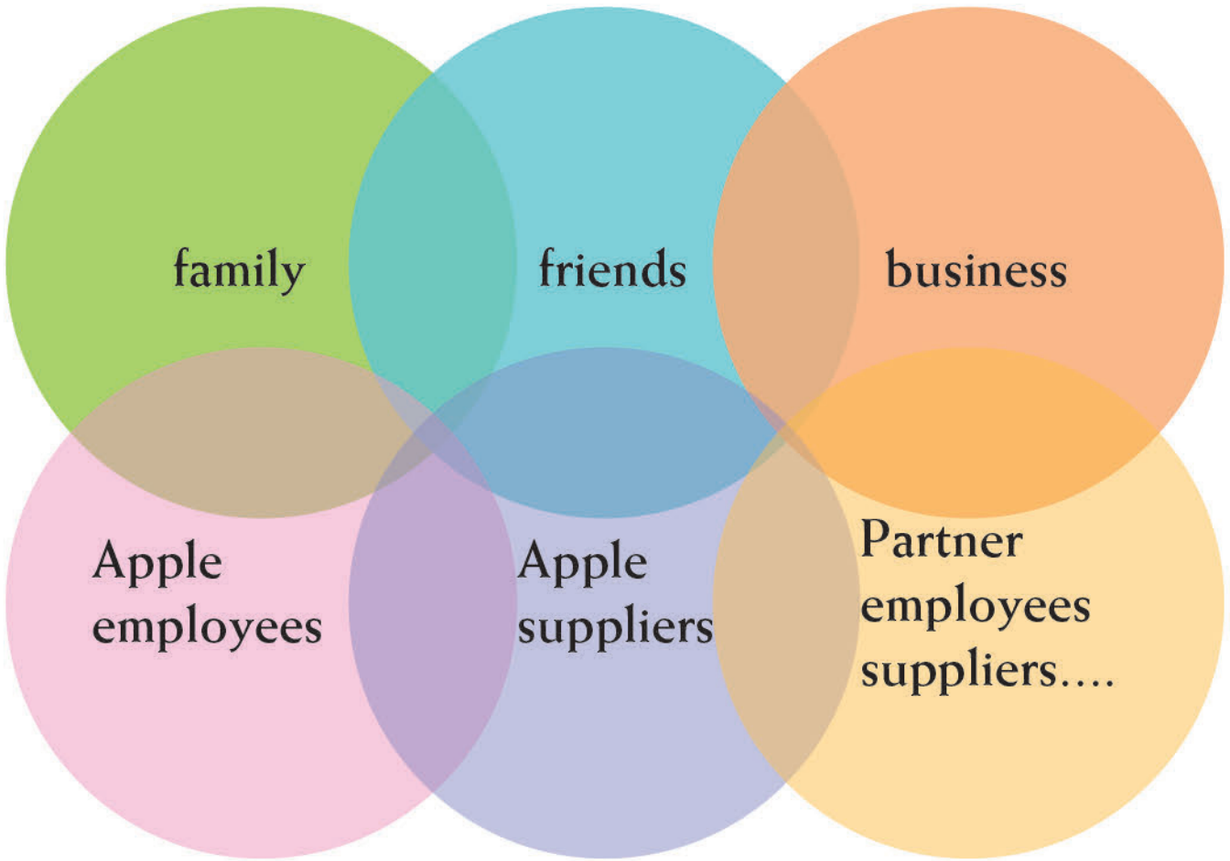
but no, not in the usual way



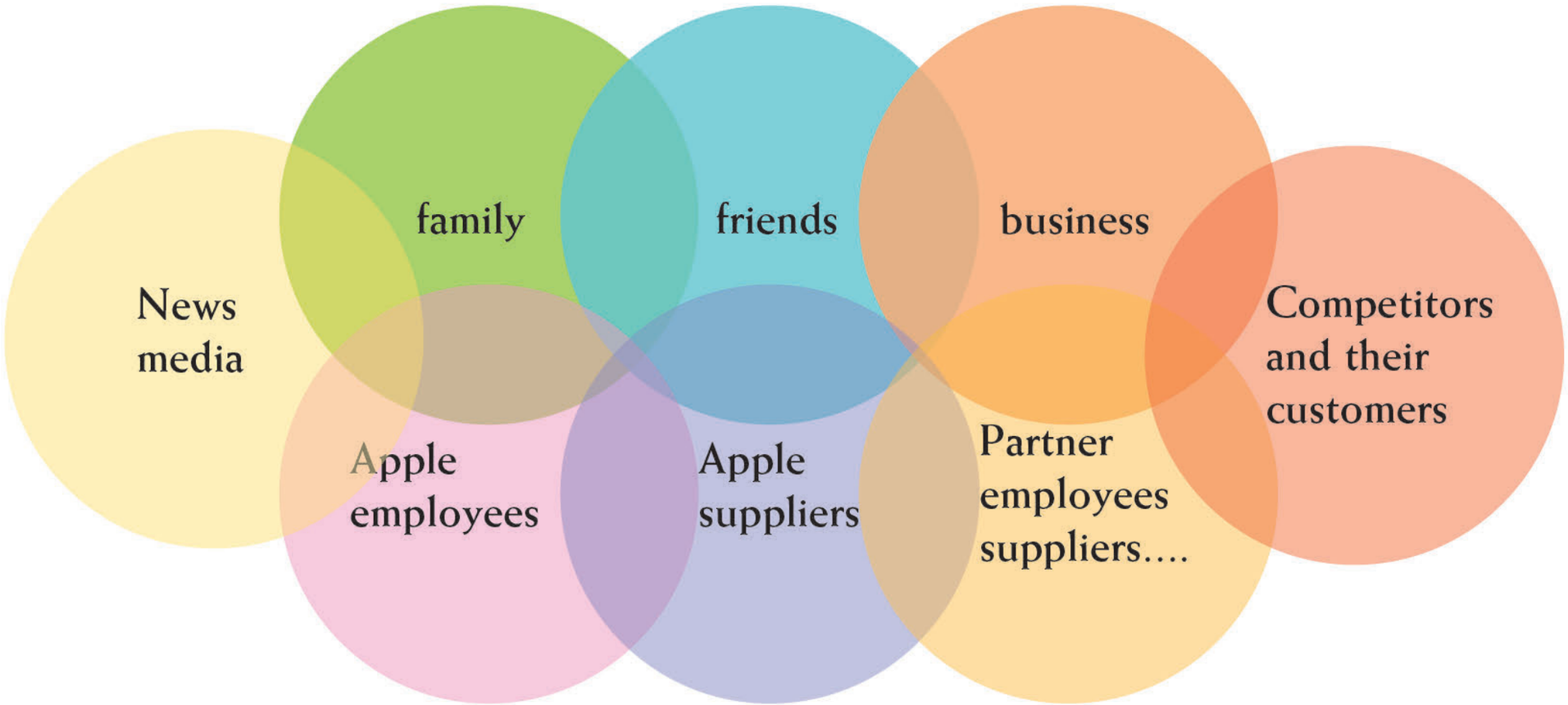
Apple devices and technology have always connected...

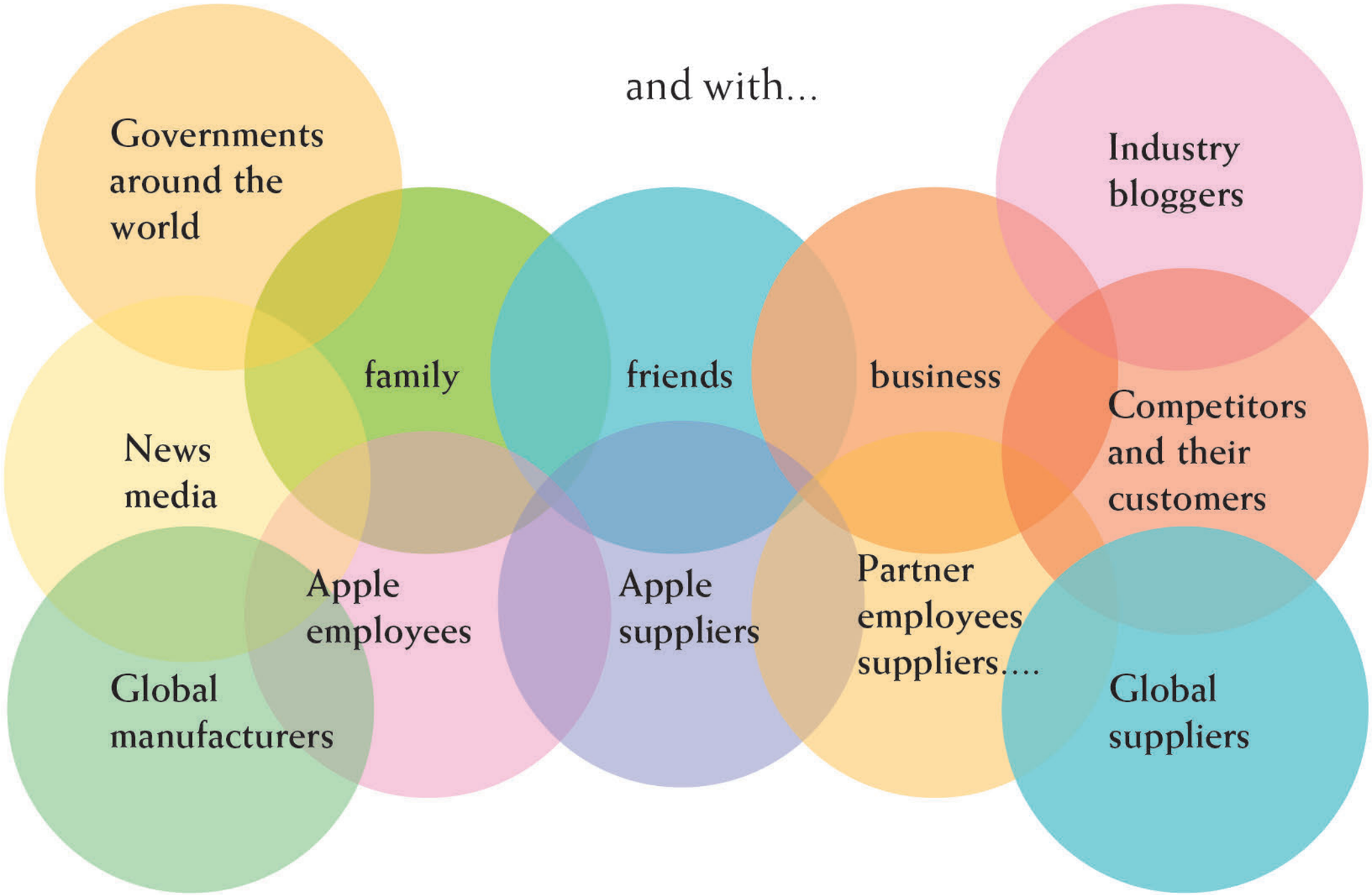


Our tactic will now connect...



and create new enthusiasm with...




and with...
Governments around the world
Industry bloggers
family
friends
business
News media
Competitors and their customers
Apple employees
Apple suppliers
Partner employees suppliers....
Global manufacturers
Global suppliers

the idea + strategy delivery: an app





- downloadable in the App Store

or

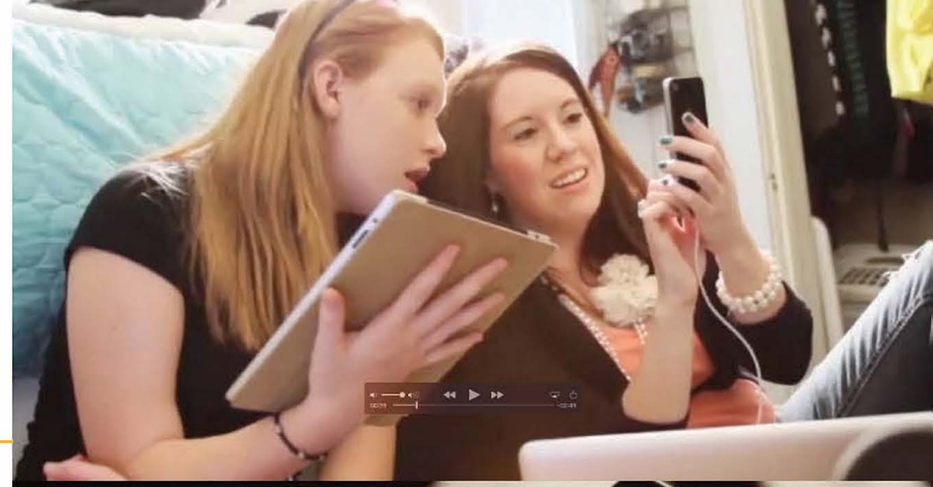
- as an easter egg in a future iOS update

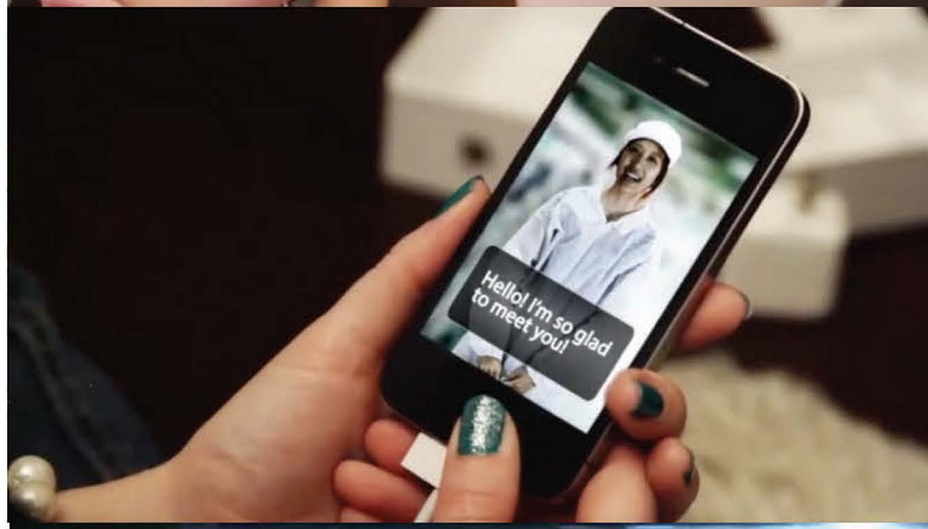
or

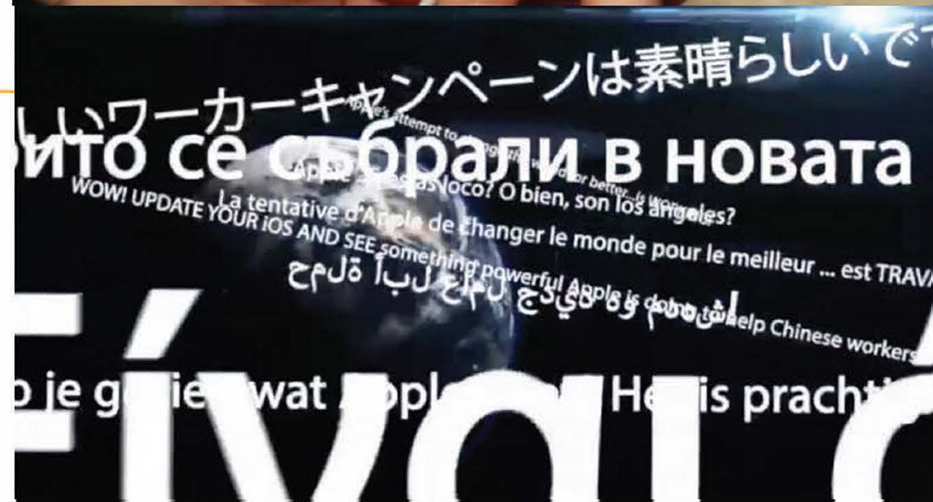
- as a web-only experience

via an app,
invite Apple users and the world
to meet everyone – and anyone
who touches, builds, assembles,
delivers, sells or supports Apple
products

watch the video here:
www.the1101experiment.org/apple







app features:

video greeting

language/slang help

family/home photos

food/recipes

messaging*

* highly protected controlled, anonymous



app experience:

learn a human story

learn a language

learn local foods

learn about a fellow human being

app effects:

armchair travel

enlarge the Apple brand

increased awareness

goodwill

enthusiasm

meaning

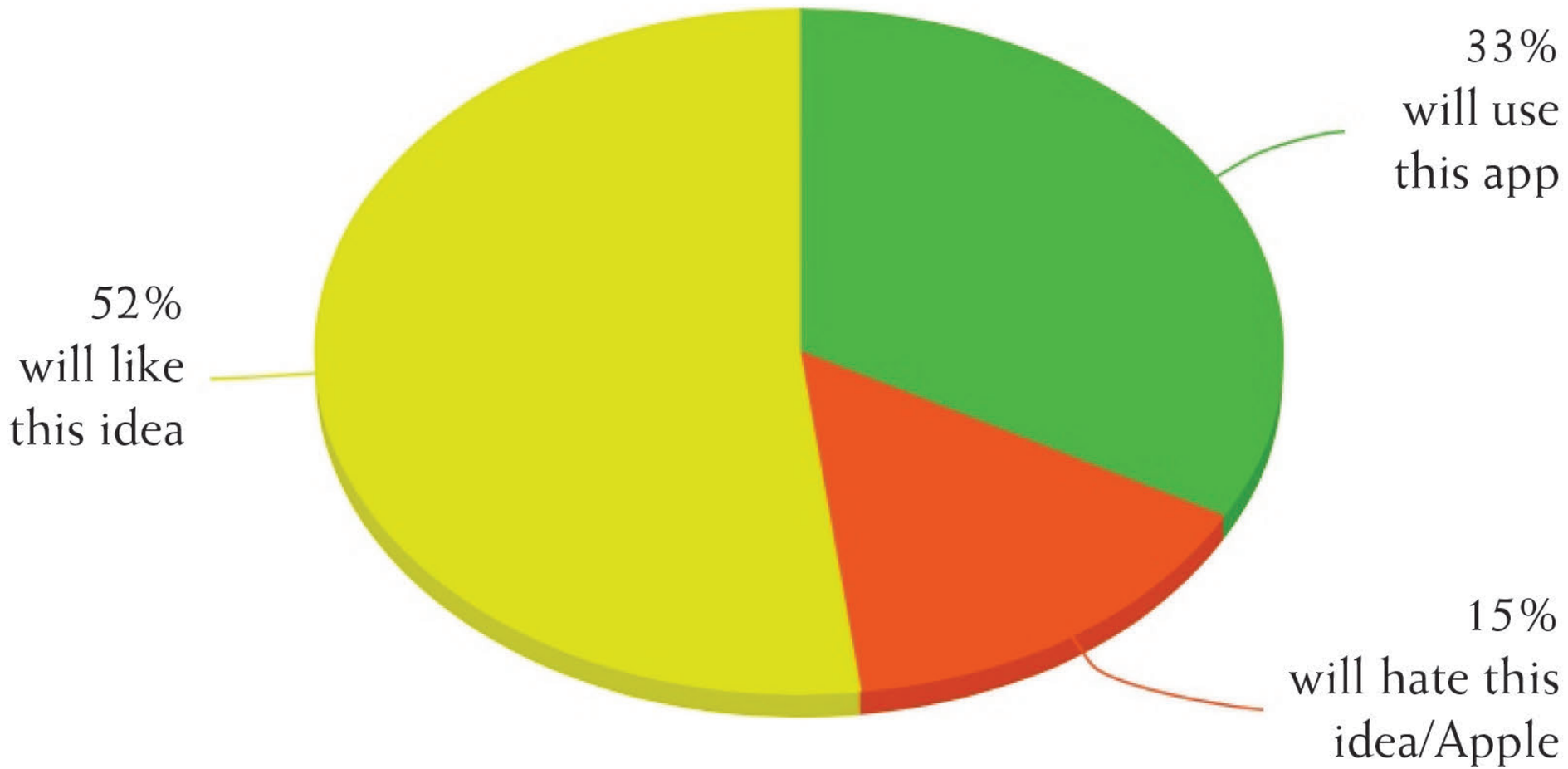
create a new NGO:

hello[SM]

invite all global manufacturers
to share Apple's technology
to tell their stories via:

QR codes on flat-pack products
clothing labels, etc.
and brand pages on the helloglobal.org site




33%
will use
this app
52%
will like
this idea
15%
will hate this
idea/Apple

we want to partner with you to make this happen:



- legal/p.r. review/consultation
- helloglobal.org NGO set up
- meet with supplier representatives
- video production/interviews > global
- app content development: family/language/photos/recipes etc
- app development >wireframes/design/beta/test
- marketing/p.r. plan > development/production
- launch/support
- invite all global manufacturers to the helloglobal.org NGO

APPLE ROI:



new, global enthusiasm
a new, disruptive Apple brand innovation
a positive legacy idea for Apple and Tim Cook
another new powerful reason to value Apple

next steps – let's talk.

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