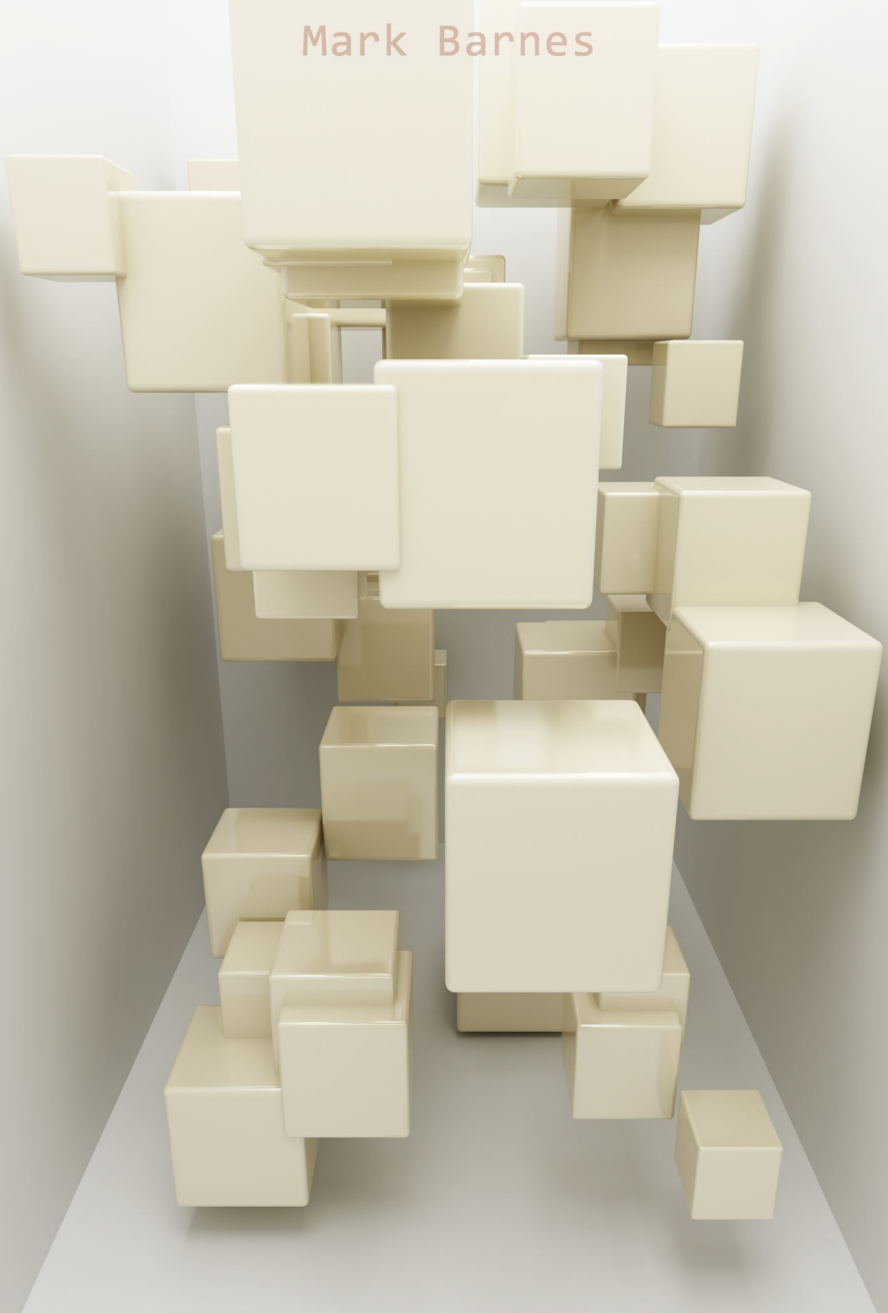


Mark Barnes



random

my brain turned inside out

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## **Also By Mark Barnes**

Thrive

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# Introduction

This book is called random because the ideas you'll find within are completely random. These are ideas that I will never take any further but which I continue to think about occasionally. Because I have no desire to profit from these ideas, they have effectively served their useful purpose for me, which was providing me with fertile soil for my mind to explore.

I hope that by sharing these ideas I will free up valuable space in my head to allow new ideas to flourish. Some may call this a brain dump, I prefer to call it a mind cleansing exercise.

Where possible I will provide the background to the idea, the underlying problems that triggered the thought process and as much detail as I think pertinent. There is one particular idea which I will present later in the book which has been a major hurdle for me. It is an idea that I can't shake and which would provide a fantastic platform for many of my other ideas.

For anyone with a technical background I would urge you to see past your cognitive biases and forget about the implementation. In other words, focus on the problem before you think about the solution. Existing solutions hamper the

thought process like nothing else and I often have to fight the urge to constrain an idea to existing capabilities.

For anyone wishing to progress any of my ideas I would be quite happy to be involved and would certainly appreciate a mention. I have included a legal disclaimer at the back which waives all my rights to these ideas.

# Radical Thoughts

I wonder how many great ideas are lost to the world, because the idea was formed in the mind of someone who didn't have the desire to profit from the idea? Perhaps the idea was profound and fleeting, a reaction to an everyday situation that affects millions, but the idea didn't have any space to grow and was summarily dismissed.

How can we bring ideas and action together?

## Free Radical

# The Transient Internet

We all take the internet for granted. We assume it is there and always will be, but what we are not fully realising is just how transient the internet really is.

## Certify IT

When we agree to terms, or view an online agreement there is no simple, built in way to capture the exact agreement. There is nothing inherent in the internet which prevents terms, agreements, licenses, policies etc from being immediately changed.

# Digital Identities

We all have multiple digital identities now and there have certainly been attempts to standardise these, such as OpenID. Indeed, we are often able to reuse an existing id (e.g. Facebook, google) to access other resources, reducing the number of ids we have.

## Deliver By Email

I wondered why our digital ids are largely restricted to the virtual world. What would happen if we were able to link a digital id with the physical world?

# **Social Balance**

Today's virtual world is extremely 'positive' and 'directional'. It is almost like a popularity contest and there are many out there 'gaming' the system.

## **You Are**

# Digital Donations

In the physical world, we are able to donate all our physical goods we purchase to charity shops. However, we have no such ability in the virtual world. In the virtual world, donating to charity is now an added expense, completely different from the physical model.

## Digital Charity Shop

Why is there not an option to donate digital items we have purchased for reuse in a digital charity shop?

# **A Rewarding Internet**

**Richer Words**

# Rewarding Open Source

The Open Source world has brought some fantastic software into existence and has certainly had an enormous impact on the world. As someone who has occasionally contributed to open source software, I find it is often difficult to find the time and energy while balancing a family life and a career. Indeed, many of the larger organisations I have worked at have rather draconian open source policies which prohibit engagement to various degrees.

What strikes me as interesting is many of the open source projects are run completely voluntarily, with no way to shape their futures due to the small group of key individuals involved. Even the more active open source projects, with a large contribution pool are only capable of delivering the features that scratch the itch of one of the contributors. If I wish to consume a particular open source project but it lacks a feature I need, I am left in a rather tricky position, I can either roll my sleeves up and get dirty writing the feature myself or add it to the feature list and hope it makes it into the product soon.

Writing the feature myself means I am left with the burden of continually updating my code whenever the open source project releases an update, unless I can fold my changes back into the upstream project.

## Open Incentive

My idea for open incentive would be a way to reward contributors to open source for delivering a particular feature with hard cash. This might even appeal to corporates, if they can get real experts in a particular technology to deliver what they need, without having to directly employ them it would be a significant gain - they wouldn't realise this of course and the hard part would be persuading them of the benefits.

# **Mood Tracking**

## **Mood Tracker**

# Mashups

These are just small ideas for mashups of existing services which together would help.

## Smart Move

# Reframing Computing

Context OS

# Legal Notice

Clearly I have shared many of my ideas here openly and therefore they are now in the public domain. I have no objection if anyone decides to progress these ideas and will make no claim to them, unless the idea magically becomes a patent.

I can't even say whether any of these ideas are patentable. I'm sure most aren't, but there are one or two that might stand a good chance. Since I have now published them openly, if they prove viable I hope that no-one tries to profit at the expense of others by trying to get a patent.