



## Brian Wirtz

Founder of Bright

[bwirtz@andrew.cmu.edu](mailto:bwirtz@andrew.cmu.edu)

[team@askbright.com](mailto:team@askbright.com)

<http://askbright.com/>

## ***Micro Collaboration on the Web***

Bright is the for-profit proof of concept for our much larger idea – Micro-collaboration. Micro-collaboration is a web industry based on the sale of knowledge as a service. In Micro-collaboration's most basic form, a User queries a website (database) for someone that can contribute appropriately to the User's need for knowledge. When the terms of payment have been reached, the User and Contributor work together on the agreed project, for the specified duration of time.

Bright uses the concept of Micro-collaboration to enable Users to connect with “BrightVisors” in two specific ways: AskBright.com and through Bright Badges. AskBright.com performs the role of “knowledge database”. Users browsing AskBright.com find and instantly connect with a variety of experts that have been aggregated from across our affiliate social networks.

Bright Badges allow Users looking for knowledge to instantly connect - through live video conferencing - to a BrightVisor who is displaying a custom Bright Badge on his personal profile. Personal profiles could be located on any one of thousands of niche social networks. Helping people sell what they know essentially makes Bright the “Ebay for Advice”. This fact provides Bright with a powerful business model for generating revenues both for our BrightVisors, and for Bright itself.

### **Team Contact Information**

- **Alissa Briggs** – User Interface Team
- **Yi He** – Server-side Team
- **Chad Murray** – Founder/Business Development
- **Tim “Piya” Trepetch** - Database Team
- **Qi Wang** – Database Team
- **Nicolas Wolff** - Server-side Team