

The most unusual business in the world

How do you explain the "most unusual business in the world"? A business that has never existed before in this form, that nobody knows about therefore and where every comparison with other businesses is limping? Technically? With the "facts"? With the "figures"? Registration, community, login, backoffice, membership, categories, upload, download, voting, dynamic matrix, etc.? Who has understood anything now? Nobody! So how do you explain something for which there is no role model yet? The answer is:

With a picture!

Explain a business with a picture? Who does such a thing? We do this because the good thing about a completely new and unusual business is that you are free in many ways. There are still no fixed explanation patterns, no worn out dialogues and no established structures. So, let's take advantage of this freedom and get started:

Bizmo is a new building. A huge, newly constructed building. Very modern, a little playful, with lots of glass and some rough surfaces alternating with green spots. A functional, solid building. Everything important works smoothly and error-free: light, water, elevators, air conditioning, electricity and heating.

There are no tools left, everything is cleaned and still smells fresh. Here and there a skirting board or a cover cap may be missing, but you can already feel that the finishing touches on the façade will soon be complete.



You go into the building and realize that it is really huge and very solidly built. But your footsteps echo a little. Why? Because the building is still relatively uninhabited. The first tenants have just moved in, but they are spread over all the floors and corridors and you feel a little bit lost. You wonder where you have landed and what kind of building this is. Is it a residential building? A business building, a seat of government, a congress center? Suddenly you discover a small sign saying:

This building was built for all those who want to earn money in and with this building!

Ha! Now it's getting mysterious. Or exciting. That depends entirely on you.

If you are a "completely normal person", then you ask yourself now how this is supposed to work: Earn money with this building, with "bizmo"? But a neat, friendly female assistant appears and offers you to guide you through the building and answer all your questions. And because you are anxious for the answers, you march off.

The assistant explains to you that this house has an incredible number of rooms and that anyone can move in here - without any bank references or broker's commission! She also explains to you that the rent here is a very special thing. On the one hand it is basically very low calculated and on the other hand everyone can still choose between three options.

"What is the difference between these options," you ask, because you want to find the catch very quickly. The assistant smiles and calmly explains to you that you can imagine the difference as follows: "With the Basic rental option, you turn on the light and a light bulb hangs from the ceiling. With the Pro option, you turn on the light and the room is bathed in warm indirect light from the walls. With the Elite option, a chandelier lights up when you turn on the light and you can adjust the lighting with a dimmer exactly as you like. In addition, there are many common rooms in this building that are open to all tenants, but some of these common rooms are reserved for Pro or Elite tenants."

You think that you can live with these differences and even get along with the naked bulb in case of need. Above all, because the assistant also told you that you can always make new decisions about the lighting in your room. That seems fair to you. There is no catch. But your real question has not yet been answered. Because you don't want to appear too impatient you wander behind the assistant and let your eyes glide over the floor, the walls and the ceiling. Everything well done.

Suddenly the assistant turns around and approaches you: "But the best thing about the rent is that the owner shares the rental income of the whole building with all tenants!"

Bang! That answered your question in one sentence. You want to make sure that you understood that correctly: "So it's that I choose which monthly rent I pay and that I get some of the total rental income back from the owner accordingly?"

"Yes, that's exactly how it is!"

"And what are the rules and calculations for that?", you want to know now.

"Pretty simple," answers the assistant: "You get the smallest share if you are a Basic roommate and don't tell anyone about this house and don't tell anyone anything about it. You will get the highest share if you are an Elite roommate and many others have accepted your invitation and move into the rooms next to and below you."

"How much can that be?", you want to know. The assistant puts her hand on your arm and assures you that it can be enough to live carefree, give up your job and travel around the world: "I can't give you an exact amount, because you're not employed by us and don't get a salary from us. But the greater the total rental income and the more you have contributed to finding more tenants, the more you will earn. Your task is to make this house known, to recommend the address. As soon as the first tenants move in below you, you earn."

"Is this information enough for you?", the assistant wants to know. "If you want to understand our rent distribution program exactly, read the documents and then contact us if you have any further questions. Do you agree that we should go further and that I should explain the most important points to you?"

"Yes, I can live with that," you answer.

"First of all, it is important that you register as a future tenant. You register and enter your name, e-mail address and a password. The password is your personal key to your room. You will receive a confirmation from us that your registration has been received and that you can now start furnishing your room. You can do this in peace, because the rent is not due immediately. We give you time!"

But you should make it clear that you have moved into the room. Write your name on the door and hang up some pictures so that the other residents know that this room is occupied. Technically spoken, you fill out your profile and upload a profile picture. Then you open the door that leads you to the common rooms - by clicking on the "COMMUNITY" button.

There you will find three areas that the other residents have already started to design and fill with content. You see "life hacks", little films, "images" and "lifestyles" (documents). Everything the house community has produced so far. Here you'll find interesting and uninteresting, astonishing and boring, new and familiar - just like in the multimedia department of any library."

"What am I doing here?" is a useful next question you could ask.

And the assistant answers: "Use the rooms! Make yourself familiar with what you encounter here. Understand that the other residents here are sharing their knowledge, their preferences and their creativity with you. Rate their work. Distribute starlets as you like. Technically spoken: Take part in the voting! Show the others that you recognize their works. Every day there are three competitions and the residents who gets the most stars for the best picture, the best lifehack or the best lifestyle document will be rent free next month!

So, if you have some time and leisure in the coming days, then show yourself to the others as they show themselves to you. Express your feelings with pictures that you upload. Express what you are interested in and what you like. If you know something and have learned something, then share it with the others by creating a PDF or producing a small film. Everything you need to know is quickly learned if you can't already do it anyway. Most people do this with their smartphones or tablets. Be creative! Show yourself. Express what moves you and what is important to you! What do you want to share with the community?

The nice thing is that you can link to an external site under each of your posts! Do you have a homepage? A blog? A landing page? Or a podcast? No matter what! Every contribution you publish will help you to attract more people to your cause.

Because every roommate who finds one of your contributions good has the possibility to visit your profile and finds there all lifehacks, pictures and documents that you have uploaded so far and can then follow you by clicking on the "LIKE-AND-FOLLOW" button. In this way you can make contacts, find friends and become an "influencer".

You don't have to create pictures, movies or PDFs to stay here and earn money - but everyone is happy when you do so! And if you actively participate in the design of the common rooms, the building will become more comfortable and more attractive faster and attract more tenants therefore quicker. From which you profit again!

"That all sounds very good", you say and secretly think to yourself: "If I already spend time every day with Facebook, Twitter, Instagram and Co. and don't get a cent for it - why shouldn't I rather help to accomplish this building and invite my friends and followers here... and be amply rewarded for it?" And with a mischievous smile you turn to your PC/Smartphone/Tablet...