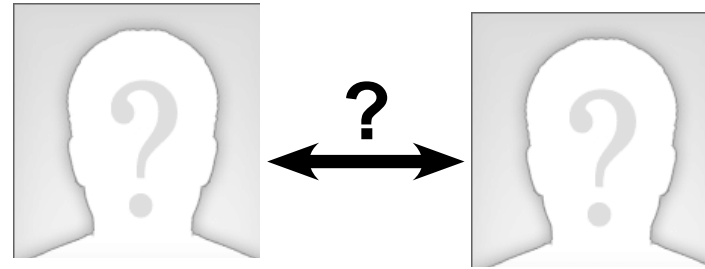


# Objectives:

---

Build trust online...



Reveal environmental impact...

If everyone on the planet lived my lifestyle, we would need:



= 3.29 Earths

Promote sustainable goods...



Reward ecological choice...



# Concept:

---

## **KuDo\$h** : Claim your reputation

Phase Two / Three

**1.**  
**Claim your reputation & get reviewed**

**2.**  
**Add your reputation to your sites and emails**

**3.**  
**Win more customers & grow your business**

**4.**  
**Earn credits to trade with other members**

Join now as **Businesses** or an **Individual**

# Joining:

## KuDo\$h : Claim your reputation

Login or signup recommended

Select one of these third-party accounts

facebook

twitter

Google

YAHOO!

OpenID

myspaceID

**1.**  
**What do you do?**

e.g. Web design

+ Add another

**2.**  
**How good are you at it?**

○ ○ ○ ○ ○ ○ ○ ○ ○ ○  
1 2 3 4 5 6 7 8 9 10

1 = Dreadful      6 = Quite good  
2 = Beginner      7 = Professional  
3 = Amateur        8 = Very good  
4 = Capable        9 = Excellent  
5 = Reasonable    10 = Outstanding

**3.**  
**Who can confirm that?**

e.g. a.client@yahoo.com

+ Add another

You need at least two reviews for each claim for your reputation to 'qualify'

**4.**  
**Who are they to you?**

e.g. co-worker, boss etc

Friend  
Relation  
Customer  
Supplier  
Colleague  
Employer  
Employee  
etc

# Profile page:

## KuDoşh : Claim your reputation

REGISTER | LOGIN

Find a:

Overview

Bio

Marketing 6.1

Solar 8.2

Sustainability 7.3

Posts



# Oliver Sylvester-Bradley

Short name: Oli S-B

KuDoşh  
Reputation

# 7.2

 **Identity:** email  Phone  CC  Address  **10**

**Reviews:** 46 reviews, mainly from **Co-workers** **6.1**

 **Honesty:** Consistently **under claims** **6.3**

 **Wisdom:** 432 posts 32 voted up, 4 voted down **7.1**

 **Eco Footprint:** 35.86 Global hectares, 2.28 Earths **4.7**

# Ratings page:

## KuDoşh : Claim your reputation

REGISTER | LOGIN

Find a:

Go!

Overview

Bio

Marketing 6.1

Solar 8.2

Sustainability 7.3

Posts



**Oliver Sylvester-Bradley** : Marketing 6.1

Short name: Oli S-B

KuDoşh  
Reputation

7.2



**Jon**: 8.1  
Co-worker  
Says:

Thanks for letting me use your diagrams Oli, they're great

7

8

Great ideas, good luck



**Bucky**: 9.8  
Reader  
Says:



**Anita**: 9.1  
Client  
Says:

You really suck at marketing Oli, your work was not good for us...

1

Deatiled comments on Oli S-B

Rate me:

Type your comment here...

Subject:

Rate me:

1  2  3  4  5  6  7  8  9  10

# Widgets:

---

**'Rate me'** : Custom generated HTML snippet for web sites and emails

**Kudo\$**  
Claim your reputation

**Oli S-B:6.2**  
Oliver Sylvester-Bradley

Type your comment here...

Subject: Type a tag here...

Rate me:  1  2  3  4  5  6  7  8  9  10

**'Rate this for'** : Custom generated HTML snippet for web sites and emails

**Kudo\$**  
Claim your reputation

**Oli S-B 6.2**  
Oliver Sylvester-Bradley

Rate this for: Marketing Solar

1  2  3  4  5

1  2  3  4  5