

W3UserNet

A web users' group for business

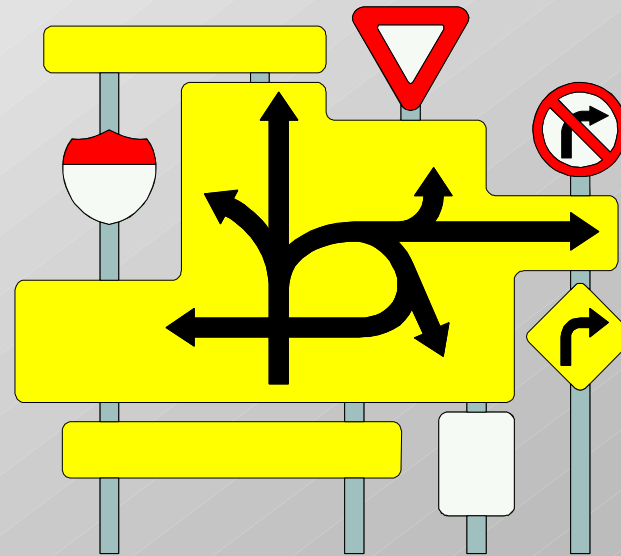
APM Ltd.

1997



What is the Web?

- What is there out there?
- Why should I use it?
- How do I use it?



We think the Web is...

...a great way to publicise your company

...an emerging platform for electronic
commerce

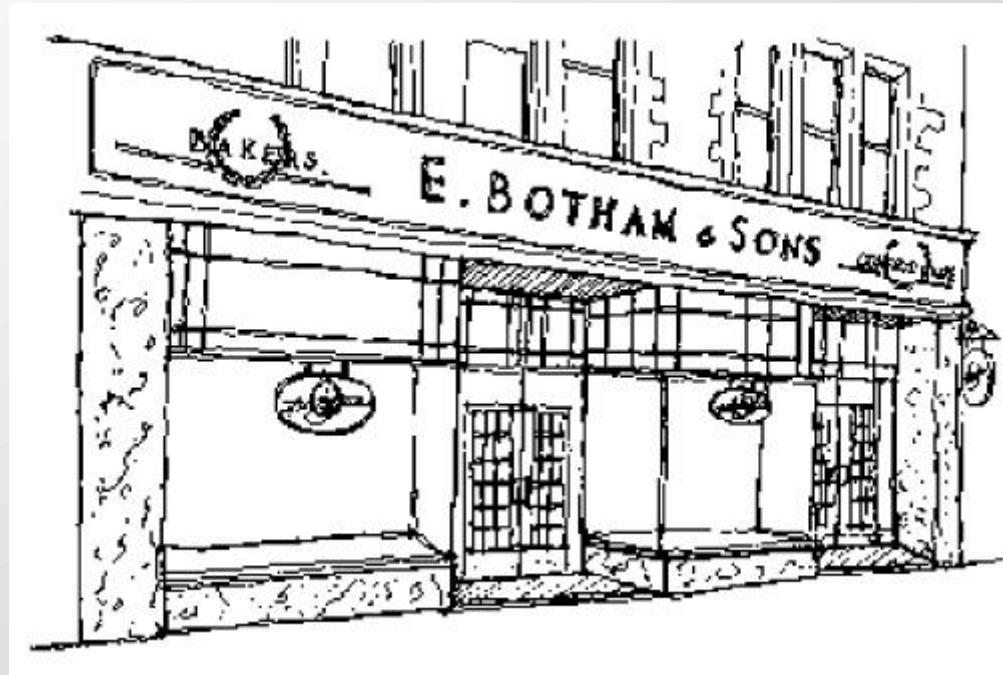
...a source of much useful information

BUT!

It's hard to know where to start



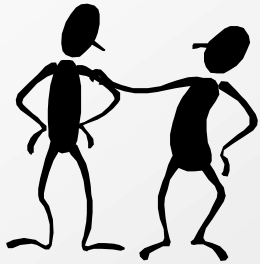
The One-Stop Web Shop



Businesses need a single point of contact
that understands their concerns

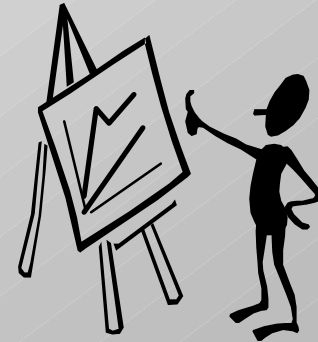


What does it do?



Helps make the first step onto the web an easy one

Provides business-oriented training



Puts businesses in contact with each other



Benefits

A cost-effective way to exploit the web:

- A widely-indexed automatic web page
- Discussion groups for information exchange
- Pointers to business tools and technology
- Case studies of businesses using the web
- Training on business and technical subjects



Organisation

- **ESPRIT project**
 - funding development of initial technical infrastructure, services and training courses
 - partners from UK, France, Germany and Belgium
- **W3UserNet franchise organisation**
 - carries on after the ESPRIT project
 - provides business-oriented services to subscribers

