



# INDIGENOUS BIZ

## SPONSORING GUIDELINES

### Project Description

Indigenous Biz is an exciting and unique new project aiming at stimulating economic growth of indigenous businesses on an international level. Indigenous Biz is a web portal consisting of tools and services designed to facilitate networking, trade, information accessibility, and economic development for indigenous businesses.



*A project Approved By:  
The World Summit for Indigenous  
Entrepreneurs' Global Headquarters,  
Located at the WTU Global  
Secretariat*

*A United Nations' Global  
Partnership Mechanism*

Indigenous Biz also offers solutions and systems complementary to a variety of international development movements, such as Information and Communication Technology for Development (ICT4D) and the United Nations' (UN) Millennium Development Goals (MDG).

The developing project will contain directories, bulletin boards, forums, news services, tender notices, e-markets, and a resource center, all aiming at "Developing a Global Partnership for Development" (MDG#8)<sup>1</sup>. It will also address the currently unmet need for a source of comprehensive economic and demographic data concerning indigenous businesses.

In parallel with the economic development tools and services offered by Indigenous Biz, this medium also provides opportunities for organisations to access a precisely targeted market. Indigenous Biz offers advertising opportunities, the gathering and analysis of corporate intelligence, as well as a channel to promote your events and development projects.

### Development Timeline

#### Background

This project is managed by Proximus Ltd. After undertaking a variety of economic development projects, Proximus noticed a lack of unified information and resources on the web for Indigenous Businesses, especially at the international level. It also became apparent that economic and demographic data sets on indigenous business on an international level were needed. Moreover, Proximus identified the absence of a transmission channel for organisations to promote their activities and services and gather essential data about the international indigenous businesses community. Indigenous Biz was pre-released on 14. April 2005.

#### Current Situation

At present the portal is live and operating as a demonstrative version of its future state. Two days after the pre-release, 11 000 hits were recorded and over 400 emails were sent to us inquiring about the portal. Since then, interest has been growing from over 25 countries around the globe. Indigenous Biz is listed in most relevant web directories, and already ranks in the top ten on Google.<sup>2</sup>

<sup>1</sup> United Nation's Millennium Development Goal number 8 (<http://ddp-ext.World Bank.org/ext/MDG/gdmis.do>)

<sup>2</sup> Keywords: indigenous business portal

Even at an early stage of development, Indigenous Biz has proved to be a powerful marketing tool, generating solid business leads and contracts for our initial contributors. Sponsoring and advertising possibilities are available giving you the opportunity to profit from this unique medium.

We are currently developing the internal structure of the portal, in accordance with the following milestones:

### **Next 3 Months**

1. Community-authored news and forum service.
2. User-submitted events bulletin-board/calendar.
3. User- and admin- submitted and managed business directory.
4. Online payment facility for directory listing enhancements.
5. Administrator- and user- level content management tools, such as event listings, news, and directory details.
6. Search tools.
7. Initial resource center.

### **Next 6 Months**

1. Development of e-market allowing indigenous businesses to sell their products globally.
2. Refined and more complete resource center containing interactive and multimedia content.
3. Continuous development of the directories and databases.
4. Tender notice services.
5. Community based content evaluation system allowing users to flag information deemed inappropriate, as well as giving back editing power to the participating communities.

### **November 2005 Deadline**

We are planning to complete the final developments of the portal before the World Summit for Information Societies (WSIS)<sup>3</sup> is held in November 2005. Our final steps will include thorough testing on accessibility, usability, content, and safety.

We aim at being the principal source of data and economic information concerning the global indigenous business community for the WSIS. Comprehensive data sets are not currently available, and will be an invaluable tool for growth.

### **Future Development Avenues Under Consideration**

1. Providing international indigenous economic reviews (leveraging off the uniqueness of the portal).
2. RSS feed providing real-time news feed for indigenous businesses.
3. Remote Hosting service allowing indigenous businesses and organisations to publish a website and promote their activities under the Indigenous Biz umbrella.
4. A web-based banking system, allowing users to buy and trade in a safe and indigenous oriented environment.
5. Indigenous Employment Service.
6. Multimedia web-casts.

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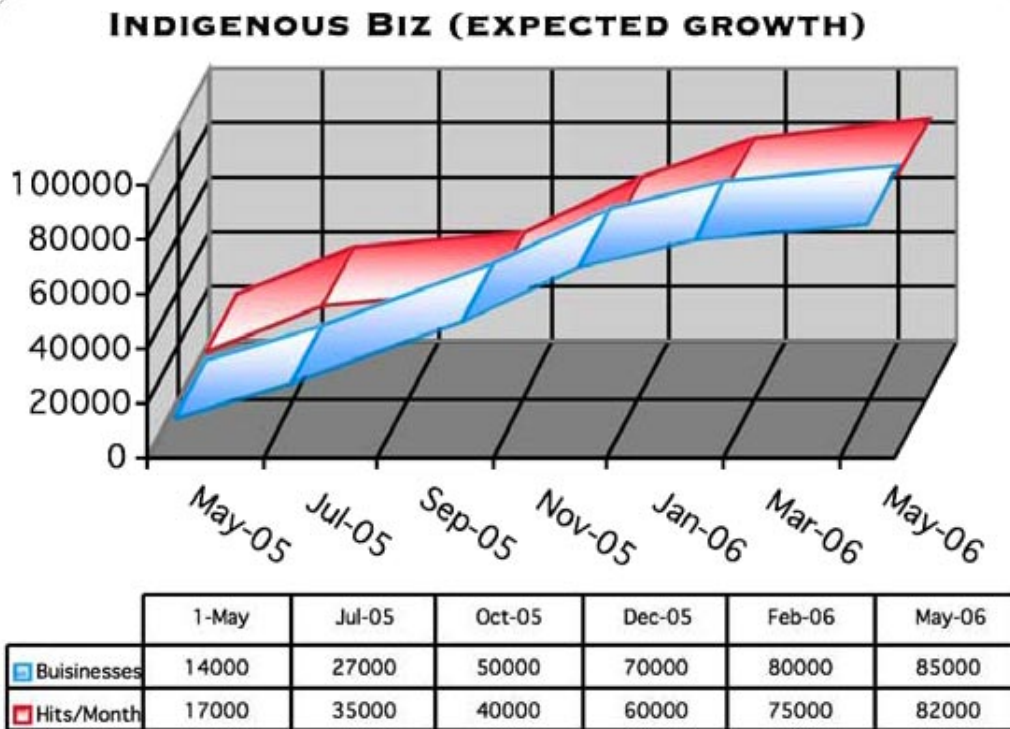
<sup>3</sup><http://www.itu.int/wsis/>



## Growth Projections and Visions

Indigenous Biz is a unique response to a clearly identified need. Its scope and purpose are in close synergy with international movements aiming at using ICT for indigenous communities development. It is the first project of its kind aiming at establishing global economic partnership and development of indigenous businesses.

The following graph represents the expected growth of the project within the following business year. It comprises of the estimated number of businesses to be published on the portal, as well as the estimated of monthly hits for the portal.



The above numbers are derived from current and future statistical analysis from:  
Our web host, currently available statistics on indigenous web use,  
and currently available statistics on indigenous business growth.

We intend to enhance the growth of this portal by developing a sense of ownership amongst its users. Using a variety of tools such as forums, news, and user content evaluation, the portal will be more than a reference tool and will foster a strong interactive user community. This will ensure qualitative growth of the project.

## The Reach of This Portal

Indigenous Biz is currently in active communication with 10000 indigenous business leaders around the globe. We are also preparing a newsletter that will be sent to 24000 industry leaders and decision makers around the world. The nature and purpose of this portal allows us to get a receptive and attentive audience to our developments and publications. This will provide our sponsors with effective and targeted mediums to promote their activities and projects.

## Why Sponsor Now?

One of the key development phases of the portal is to gather extensive information and content for our databases. This process requires significant levels of communication with industry leaders at a national and international level. As this process will be intensified throughout the first year of development, by sponsoring now you can take full advantage of this key chapter of Indigenous Biz's development.

For a limited time we are offering **Initial Sponsor Packages**. At no additional cost, we will permanently publish your logo and details on the portal under an Initial Sponsors category in our supporter's page, as well as in our communication mediums. As the project grows, users will continue to see the organisations that were first in supporting the project.

## What Does the Future Hold?

Within a year of development, we intend to have information for approximately 85000 indigenous businesses around the world, to have over 5000 documents available in our resource center, and a monthly traffic of 82000 hits.

In the following year we are expecting to significantly increase those numbers. We will also diversify the project to become a complete resource for indigenous businesses.

## Sponsoring the Project

In order for this portal to fulfil its maximum potential your contribution is essential. The following packages are designed for you to become a sponsor of the project. These packages will allow you to reach indigenous business leaders on an international or national level via a precisely targeted medium. We can also customise sponsoring packages to meet the specific needs of your organisation.

Package	Main Features	Length	Price
Platinum International	<ol style="list-style-type: none"><li>1. Banner Ad on the Indigenous Biz' Home Page</li><li>2. Banner Ad on International Home Page</li><li>3. Column Ad on Every Subsequent Page</li><li>4. Provision of International Information and Statistics, with Fortnightly Updates, Formatted to Suit Your Needs</li><li>5. One Free Premium News per Fortnight</li><li>6. Your Logo and Mention on the Supporters' Page</li><li>7. Colour Logo on Every Print Media Published (media kits, news letters, contracts, invoices, etc.)</li><li>8. Colour Logo and Web Link In Every Email Sent</li></ol>	3 Years	\$150 000.00
Platinum National	<ol style="list-style-type: none"><li>1. Banner Ad on the Country's Home Page</li><li>2. Column Ad on Every Subsequent Page (of the chosen country)</li><li>3. Provision of National Information and Statistics, with Fortnightly Updates, Formatted to Suit Your Needs</li><li>4. One Free Country Premium News a Fortnight</li><li>5. Your Logo and Mention on Supporter's Page</li><li>6. Colour Logo on Every Print Media Published (related to the chosen country)</li><li>7. Colour Logo and Web Link in Every Email Sent (related to the chosen country)</li></ol>	3 Years	\$47 000.00

<b>Package</b>	<b>Main Features</b>	<b>Length</b>	<b>Price</b>
Gold International	<ol style="list-style-type: none"> <li>1. Banner Ad on One Sub-page of Your Choice</li> <li>2. Column Ad on Home Page and Three additional Pages of Your Choice</li> <li>3. Provision of International Information and Statistics, with Fortnightly Updates, in an Exportable Format</li> <li>4. Grayscale Logo on Every Print Media Published (media kits, news letters, contracts, invoices, etc.)</li> <li>5. Your Logo and Mention on the Supporters' Page</li> <li>6. One Free Premium News per Fortnight</li> <li>7. Web Link In Every Email Sent</li> </ol>	2 Years	\$90 000.00
Gold National	<ol style="list-style-type: none"> <li>1. Banner Ad on One Sub-page of Your Choice (of the chosen country)</li> <li>2. Column Ad on Home Page and Three Subsequent Pages of Your Choice (related to the chosen country)</li> <li>3. Provision of National Information and Statistics, with Fortnightly Updates, in an Exportable Format</li> <li>4. Grayscale Logo on Every Print Media Published (related to the chosen country)</li> <li>5. Your Logo and Mention on the Supporters' Page</li> <li>6. One Free Premium News per Fortnight</li> <li>7. Web Link in Every Email Sent (related to the chosen country)</li> </ol>	2 Years	\$28 000.00
<b>Package</b>	<b>Main Features</b>	<b>Length</b>	<b>Price</b>
Silver International	<ol style="list-style-type: none"> <li>1. Footer Ad on Home Page</li> <li>2. Column Ad on Two Sub-pages of Your Choice</li> <li>3. Provision of International Information and Statistics, with Monthly Updates, in an Exportable Format</li> <li>4. Mention In Every Media Kit</li> <li>5. Your Logo and Mention on the Supporters' Page</li> <li>6. One Free Premium News per Month</li> </ol>	1 Year	\$42 000.00
Silver National	<ol style="list-style-type: none"> <li>1. Footer Ad on Home Page (of the chosen country)</li> <li>2. Column Ad on Two Sub-pages of Your Choice (related to the chosen country)</li> <li>3. Provision of National Information and Statistics, with Monthly Updates, in an Exportable Format</li> <li>4. Mention in Every Media Kit (related to the chosen country)</li> <li>5. Your Logo and Mention on the Supporters' Page</li> <li>6. One Free Premium News per Month</li> </ol>	1 Year	\$15 000.00
<b>Package</b>	<b>Main Features</b>	<b>Length</b>	<b>Price</b>
Bronze International	<ol style="list-style-type: none"> <li>1. Five Footer Ads on Sub-pages of Your Choice</li> <li>2. Provision of International Information and Statistics, with One Update, in an Exportable Format</li> <li>3. Mention In Every Media Kit</li> <li>4. Your Logo and Mention on the Supporters' Page</li> <li>5. Three Free Premium News</li> </ol>	6 Months	\$20 000.00
Bronze National	<ol style="list-style-type: none"> <li>1. Five Footer Ads on Sub-pages of Your Choice (related to the chosen country)</li> <li>2. Provision of National Information and Statistics, with One Update, in an Exportable Format</li> <li>3. Mention in Every Media Kit (related to the chosen country)</li> <li>4. Your Logo and Mention on the Supporters' Page</li> <li>5. Three Free Premium News</li> </ol>	6 Months	\$6 500.00

## Specifications:

Components	Description
Ads	Banner: <ul style="list-style-type: none"> <li>• Dimensions: 520/40 pixels</li> <li>• Position: Top of the Page, Below Header</li> <li>• Format: jpg, gif, swf</li> </ul> Column: <ul style="list-style-type: none"> <li>• Dimensions: 160/90 pixels</li> <li>• Position: Left Column, Below Navigation</li> <li>• Format: jpg, gif, swf</li> </ul> Footer: <ul style="list-style-type: none"> <li>• Dimensions: 520/40 pixels</li> <li>• Position: Page Bottom, Below Text</li> <li>• Format: jpg, gif, swf</li> </ul>
Information and Statistics	Currently Holding: <ul style="list-style-type: none"> <li>• Economic data and information about 14 000 indigenous businesses</li> <li>• Precise demographic information for New Zealand and Canada.</li> </ul>
Emails	Current Average Outgoing Mail: <ul style="list-style-type: none"> <li>• Between 500-1000 weekly</li> </ul>
Premium News	<ul style="list-style-type: none"> <li>• One Abstract on Home Page</li> <li>• One Full Page Article on a Sub-page</li> <li>• Text:               <ul style="list-style-type: none"> <li>- Abstract: approximately 80-150 words</li> <li>- Full News: approximately 800-2000 words</li> </ul> </li> <li>• Picture:               <ul style="list-style-type: none"> <li>- Format: jpg, gif</li> <li>- Size: 75/50 pixels (abstract), 250/150 (article)</li> </ul> </li> </ul>
Media Published	Type: <ul style="list-style-type: none"> <li>• Media Kits</li> <li>• News Letters</li> <li>• Contracts</li> <li>• Invoices</li> <li>• Articles</li> </ul> Current Average Publication: <ul style="list-style-type: none"> <li>• Between 50-100 weekly</li> </ul>

## Conclusion

By sponsoring this project you will become a pioneer in indigenous business development, as well as taking full advantage of this unique and targeted transmission channel. You will be able to gather crucial information for the development of your products and services on a national and international front. You will also hold premium advertising and advocating spots on the portal and in our communication mediums - securing growth, business leads, and contracts for your organisation.

We look forward to communicating with you about this exciting project and thank you for your interest.

Kind Regards,

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### ***Thanks To Our Initial Sponsors:***



**PROXIMUS LTD**



# Annex

## Alternative Input Possibilities

### Affiliate Programs

Our affiliate program allows you to earn a commission and gain visibility free of charge. For every organisation, community, or department you refer to us who purchase advertising or sponsor the project, we give you a commission and advertising possibilities on the portal. 'A win-win situation'. Register for our affiliate program at: <http://www.indigenousbiz.org/supporters/affiliates.htm>.

### Submit Information

We are looking for a wide array of data: databases, demographics, statistics, articles, and more. In exchange for your submission of information we will give you visibility on this portal. Attached to with every piece of information published on the portal will be its source in a hyperlink format. For example, if you submit a database with 2 000 indigenous business names and addresses, a hyperlink to your site will be published with all of them in our directory. If you submit information, we will also publish your logo in our supporters' page. This will give you the chance to promote your organisation and play an active part in the development of this portal. Submit information at: <http://www.indigenousbiz.org/formulaires/ibsubmitdataform.htm>.

### Premium News

As well as the news pages of the portal, the portal's home page and the individual countries' home pages will also contain news articles. With this service we offer you the possibility to gain visibility and promote your events or organisation's development. See our premium news packages at: <http://www.indigenousbiz.org/supporters/newspkgs.htm>.

### Donations

If you would like to help us with this exciting project by making a financial contribution, please visit <http://www.indigenousbiz.org/supporters/index.html#donations>. Your name and logo will feature on the supporters' page under donators.

## Relevant Statistics Concerning Indigenous Business

### Australia

- On 10 May 2005, the Australian Government released its first whole-of-government Budget in Indigenous Affairs, involving record expenditure of \$3.144 billion in 2005-06 and \$500 million in new and extended funding over four years. The Indigenous Budget 2005 ranges across portfolios and was coordinated by the Office of Indigenous Policy Coordination.

### Canada

- Over 20,000 Aboriginal businesses are active within the Canadian economy. The commercial trade value of goods and services between Aboriginal and non-
- Aboriginal businesses and organisations represent billions annually. (Industry Canada).

- 1.4 million Aboriginal citizens in Canada buy over 500 million dollars worth of consumer products annually, and Aboriginal consumer spending is anticipated to triple by 2004. Aboriginals generate over \$9 billion in revenues annually and represent the largest and fastest-growing niche market in Canada, with a projected growth rate of 100% in the next 10 to 20 years. (Statistics Canada).
- The annual export sales of Aboriginal businesses represent over \$100 million and this proportion is expected to grow at 15% to 20% annually. (Export and Development Canada).
- Aboriginal Tourism alone will generate over \$10 billion in revenues in Canada in the next 5 years. (Indian and Northern Affairs Canada)
- In response to the Royal Commission on Aboriginal Peoples and to the last Throne speech, the Canadian government is now helping massively the launching of many Aboriginal businesses across the country.
- By the year 2010, Canada's First Peoples will have received billions of dollars in land claim settlements from the federal and provincial governments to help the development of mining, forest, hydro-electrical and oil and gas projects.
- Doing business with Aboriginal enterprises gives easy access to many assistance services and financing programs from the federal and provincial governments and to special procurement markets.
- 50% of the Canadian Aboriginal population is under the age of 25; with 35% less than 15 years old, and this percentage continues to rise every year. (Statistics Canada)
- Over 50,000 First Nations students are registered in Canadian colleges and universities, with growth expectations of more than 8,000 registrations for the 2003-2010 period.

### **New Zealand**

- The Maori economy, as it emerged in the 1990s, is more exposed to international trade than even the most open economies in the world. The estimated value of Maori exports (\$650 million) in 2000.
- Between 1981 and 2001, the number of Maori who were self-employed or employers more than tripled to just over 17,000.
- In 2001, the Maori commercial asset base was conservatively estimated to be worth nearly \$9 billion. Of these assets, around \$680 million has come from Treaty settlements.
- The Maori economy is small but comparatively profitable, with a higher rate of return than the overall New Zealand economy. Maori production contributes around \$1.9 billion per year to the New Zealand economy.
- Maori export at a significantly higher rate than the total New Zealand economy. The Maori economy is estimated to make up 1.4% of the total economy and generates 2.3% of exports.