
CHAPTER 1: *What is DimeOn.com?*

DimeOn.com is in a class of rare and exciting search engines, becoming well-known as “Search and Win” websites, which give users the chance to win prizes just by searching the web. Staggering numbers show that 84 percent of adult internet users—about 108 million Americans—have used search engines to help them find information on the web. Only the act of sending and receiving email, with about 120 million users, eclipses searching in popularity; while entering online contests and sweepstakes stands at number six on the list of the most popular internet activities. DimeOn.com combines the characteristics of both of these popular internet activities, searching and sweepstakes, into one on-line service. With the power of seven search engines and the chance to win big, DimeOn.com will become a powerhouse in the search and win market.

DimeOn.com is not trying to compete with major search engines, but rather, instead we are trying to create our own breed of users by supplying them with great search results (from seven different search engines) while offering them a chance to win by searching with us. DimeOn.com has *not* created a new form of technology, advanced algorithm, or software designed to compete in this bold and already dominated market we call “Searching.” DimeOn.com is *not* meant for complex internet searching because as we can’t guarantee more relevant results than Google, Yahoo, or MSN. DimeOn.com is a *marketable* website designed for the average internet user who includes searching as a daily commodity in their internet activities. Dominated by the “Big 3”—Google, Yahoo, and Microsoft—there is little hope for a new search engine to effectively enter this market effectively unless their offerings are truly revolutionary and can completely change the way users perform searches completely. Fortunately for us and many other upcoming search engines, we do not see the search wheel being reinvented anytime in the near or distant future. We are well aware of these facts;

thus, we are taking a much different approach in the formation and creation of our search engine by making it so visually appealing and easy to use that we will surely be recognized as a premier search-and-win site.

While this may be the first time you've heard of a "search-and-win" website, I can guarantee you it will not be the last. Websites like iWon (www.lwon.com), Blingo (www.Blingo.com) and Winzy (www.Winzy.com)—DimeOn.com's three main competitors—are experiencing tremendous growth by converting regular searchers into search-and-win users. I will explain more about competitor websites in chapter 3 "Why DimeOn.com." Search-and-win websites are relatively new and still have a very large and untouched market that can be quickly impacted with the right type of targeting combined with a powerful interface that users can quickly identify.

Let me tell you more about myself, why I am writing this piece, and give you the perspective of why I need someone like yourself to be involved in this project. I am a 23-year-old graduate from ITT Technical Institute holding an associate degree of Applied Science in Information Technology Web Development. I graduated in March of 2007 and I am the current founder and sole proprietor of DimeOn.com. I decided to pursue the "search-and-win" market in October 2006 while browsing the lwon.com portal. I was curious about websites like lwon.com, and after extensive research and founding that there were a total of three credible search-and-win websites currently operating (mentioned previously), I noticed an opportunity. I then began to prepare a document pertaining to what it would take to create a successful business in this extremely new search-and-win market. The draft contained information about the features needed to build a successful website, why these specific features were needed, a blueprint layout of the site, how the site would function, weaknesses of competitors, and what amount of funding was needed to start the project. With the draft, I raised enough funding to begin development of DimeOn.com. To perfect the development process I acquired a third party to assist me in building the portal. I often get asked, "If you have

considerable knowledge in developing websites, why do you need to work with a third party to build it?"

I think the answer to this question is quite simple and I always respond, "If you have knowledge of constructing a skyscraper, can you assemble it yourself?" I view building a website [the same as similar to](#) constructing a physical building. [You must begin](#) Starting with blue prints, [moving](#) to a foundation, [adding](#) floors, and then [creating](#) the backbone to make the building operational, [which](#) is very much the same process for building a website. I also feel my knowledge in website development has helped me greatly to identify the trends of the internet, understand the process of creating such a website and has given me the skills to fully operate and maintain a large volume website. I have developed many elements that are used on DimeOn.com with my acquired skills, and I work in conjunction with Ingenux to get some of my ideas from the drawing board onto a stage I can present. Another important factor was time. I knew then that I had to [get started](#) [begin](#) developing a search-and-win website immediately. If I had taken the time to develop, create, and code the entire DimeOn.com website myself it would have taken me about 23 months to complete. [By](#) working with Ingenux, it will take less than 12 [months](#), a considerable difference that can prove to be a valuable asset in the future. Currently, Ingenux is in the process of creating the backbone of DimeOn.com. [This](#) stage creates the entire code portion for DimeOn.com that makes the website function. The advantage of having Ingenux create these parts of the website will be my ability to easily edit the website and the amount of time that will be saved during this process.

The main reason why I am writing this piece is to secure funding to assist me in developing, marketing, and operating DimeOn.com. Although I am working with a third party to develop the website, many additional features [may be](#) [become](#) [ing](#) options as we [progress](#) [further](#) into the development stages. These additional features and the role they will play in DimeOn.com are discussed in chapter 4 "Additional Features and Services."

DimeOn.com is a website ~~created~~made for marketing; therefore, the marketing aspects of the website need to be nearly perfect in every way. More information about how we plan to market

DimeOn.com is discussed in chapter 5 "Marketing and Advertising."