



# Core Elements



- **getmysense Platform (trusted)**
- **Agency**
- **Certified Agent**
- **Finder / Search Engine**
- **Category**
-  **Primus Sponsor**
- **Trendsetter**
- **Follower**

getTIME.net has invented and developed a Web\_4.0 business concept with a differentiating search engine at its heart to which it owns all rights and intellectual property.

GetMySense is the label for this Web\_4.0 business concept under which it is promoted and distributed in the market. It is a trusted web initiative including individual cross verifications and a separate Judge Panel.

„Agency“ is a institution which - on the basis of sublicences from getTIME.net - promotes and supervises the concept in a defined area, usually a linguistic space (English, German, Japanese, Finnish etc.) either worldwide or restricted to a certain number of countries (in the case of globally spoken languages). Agencies could initiate own business offers and develop to form a kind of Cross-Media Agency.

Each Agency needs to work with or employ at least one person which has acquired the status of a Certified GetMySense Agent, the rights of the sublicense is personally linked to that individual agent. A not performing agency could be therefore easier closed or separated.

The core of the concept is an innovative search engine based on so called „Finders“, the smallest subparts of a word or the semantic core which constitutes a defined meaning – like „Morphem“ in Linguistic Sciences.

The whole Internet space will be assigned to a range of about 1.000+ categories which represent certain themes or business interests.

The „Primus Sponsor“ acquires the rights to own a certain category or several categories which are related to his business activities. The sponsor will be able to initiate social media activities, blogs and online business activities around the category to improve its online profile and generate revenues.

„Trendsetter“ is labelled an Internet user which has found a specific „Finder“ for a word which makes it possible to assign it to specific categories. He is then owner of a so-called „Sense Page“ which highlights his profile in the online world (search engines etc.). He could loose his status if he does not attract Followers.

„Follower“ are Internet users which are attracted to a certain category or several categories and like to be informed about relevant news in this area as well as business offers. They could develop into Trendsetters.