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Weblo.com - Making the earth virtually yours

 posted 45 days ago by akfrankel



Weblo.com is a virtual real estate site that has business analysts and web-surfers alike scratching their heads. Want to own the empire state building? How about your hometown, what about Los Angeles, would you like to own latin pop sensation Ricky Martin? You can—virtually. If you were always the player with the boardwalk properties in Monopoly, you'll probably have no trouble mastering and flipping a profit on this site. While there is some built-in value to the property pages themselves, acting as guidebooks or photo sites to the actual properties and locations they correspond to; Weblo's real fiscal value lies not on the content in the page but the actual domain itself. The idea is to buy a small property and then build your own "empire." You'll collect the revenue generated by the ad campaigns and then pay a fraction in taxes to property owner on the next level (city, state, country) For instance, let's say you wanted to buy the Sears tower. You'll have to pay taxes to the city of Chicago, who will then in turn have to pay taxes to the site owner of Illinois. The trick is not just to buy a property at a low price and flip it, but to build an empire so that you can work your way out of paying taxes. As an added sign-up bonus, you will also get a celebrity page, which features your favorite famous person with built in ad campaigns that will help you to generate more revenue. There are also some social networking features to get to know other members of Weblo and also a widget you can insert in your "Myspace" or any variation of such to gain recognition of your property site.

In their own words:

"As a basic (free) member at Weblo you get a free celebrity fan site and you get paid for the popularity of your fan site. Weblo puts advertisements on your fan site and you earn money every time someone clicks on those ads.

As a city or state owner you earn money from all transactions in your territory. This means every time someone buys a property or clicks an advertisement in your territory you get paid.

Cities and states grow in value as more people join Weblo and many cities have already re-sold for huge profits. There is only one Tokyo at Weblo and that's why its sale price keeps going up! Weblo properties and domains earn money from advertisements. Properties and domains go up in value and can be re-sold for profit just like in the real world."

Why it might be killer:

The predicted figures for the end of the year are ten million, Weblo has currently received VC funding in the millions and is taking off. It leaves you thinking, how?? Logistically, buying and selling properties in the virtual economy appears unstable and downright mind-bending, but Weblo's got the figures that signify growth and popularity. Still, while this site is generating lots of press and has even made a few clever people a small fortune already, to someone unknown to the site the idea seems awry. I think this will probably daunt most but turn a few "believers" into virtual mayors and presidents who will flip the page for thousands more than they bought it.

Some questions:

You cannot really pinpoint the worth of the pages, and what could happen if the page abruptly becomes of no value? Might they also include graphs, charts, and performance trackers, a kind of virtual economy DOW?

Killer Data

CEO:
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Foundation:
Funding:
Revenue:
Earnings:
Employees:
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Registered users:
Clients:
Competitors:

Categories

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