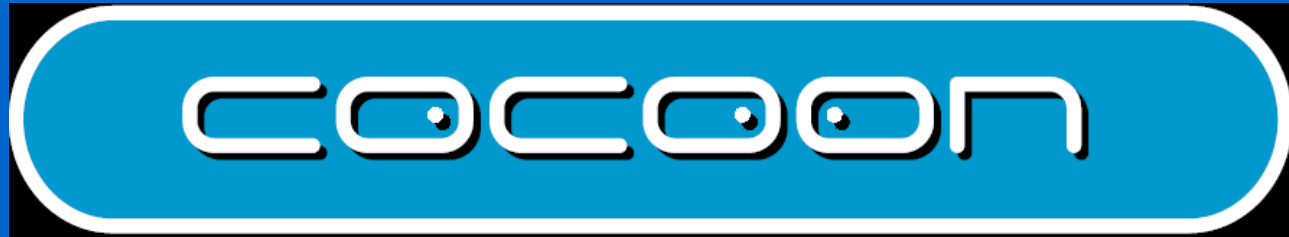


Welcome to the



Cocoon GetTogether
2006





101 Cocoon marketing

Arjé Cahn

www.hippo.nl
arje@apache.org

Thanks to sponsors

Change in program

WiFi access

Felix WiFi 3

Felix WiFi 2

Felix Meritis

Slides

www.cocoongt.org

Lunch & breaks

Reception





Attendees ~90

Austria:	2
Belgium:	10
Brazil:	1
Swiss:	4
Germany:	13
France:	10
Italy:	6
Netherlands:	29
Norway:	1
Sweden:	1
UK:	5
US:	1

Know what?

2 evaluating
14 beginners
30 intermediate
16 developers
8 experts
8 managers

1 expert with > 100 projects!



Who are you?

10 people never published a single Cocoon page

Average of **7** to **13** projects

256.545

Average number of pages

* 10 * 90 =

230.890.500

Total number of pages generated by this room with Cocoon

230.890.500

Total number of Cocoon pages in this room

/

9.000.000.000

Estimated size of the complete Google index

=

2,56545%

Percentage of all pages indexed by Google generated by this room with Cocoon

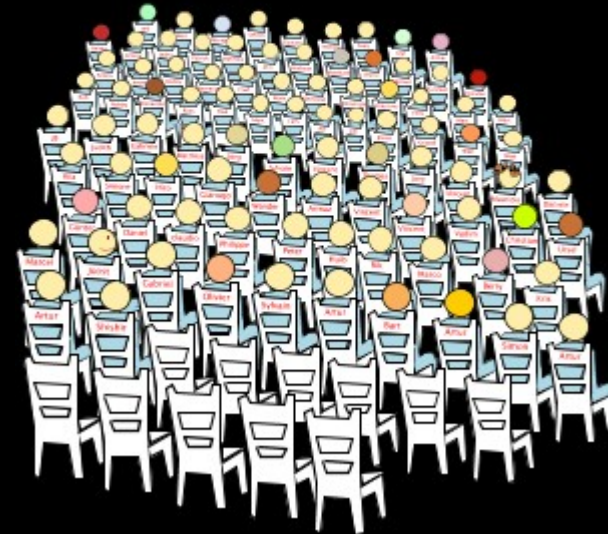
Direction

Cocoon is on the move



World domination

The Algorithm



#RRGGBB, where

$R = 100 + (156 - (10^5 / (10^5 - \text{Google Rank})))$

$G = (\text{\#commits} / \text{\#posts}) * 256 - 2^{(2006 - \text{year_of_first_post})}$

$B = 2^{\text{\#beers}}$