

## Catalog of SilvaWare

### SilvaLines



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# Contents

Introduction

A. SilvaTech

B. SilvaRegion

C. SilvaMedia

D. SilvaWood

E. SilvaArts

F. SilvaCampus

G. SilvaStyle

H. SilvaSocial

I. SilvaBridge

Other SilvaLines

Terms and definitions

Help in supporting Silva

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# Introduction



## 1. About

To market, to grow, to empower the Silicon Vales area, several topics need to be considered. Due to their complexity these topics are handled as memes and are called 'SilvaLines'.

This document contains a collection of SilvaLines with an overview of what they are.

## 2. What is a SilvaLine?

A SilvaLine is a 'handle' for a bundle of topics centered around a core Silva topical theme such a Tech, Region, Arts, Style. Depending on your viewpoint, each SilvaLine is:

- A product
- A portfolio of services.
- A collection of ideas.
- A collection of projects.
- A framework for services.
- A line of activities.

## 3. Document structure

Each SilvaLine has the following structure:

- A rough idea of what the SilvaLine is about / can be.
- Aspects of the area from the SilvaLine topic point of view.
- Their intrinsic value i.e. The Diamonds which can be polished.

- What advantages can Silva i.e. working towards the establishment of a 'Silicon Vales Area', bring for the area - as seen from the world, internally and for Europe.

## **4. Purpose of this document**

The purpose of this document is to inform, to grow awareness, to spark ideas, to act as a catalyst for further thoughts, for dialog, for action.

## A. SilvaTech

### 1. About

#### 1.1. The topics

SilvaTech is a meme focused on technologies - on their development, innovation, the creation of prime value, of startups, establishment of clusters of excellence, the feeding of capital, marketing of USPs, attracting talent.

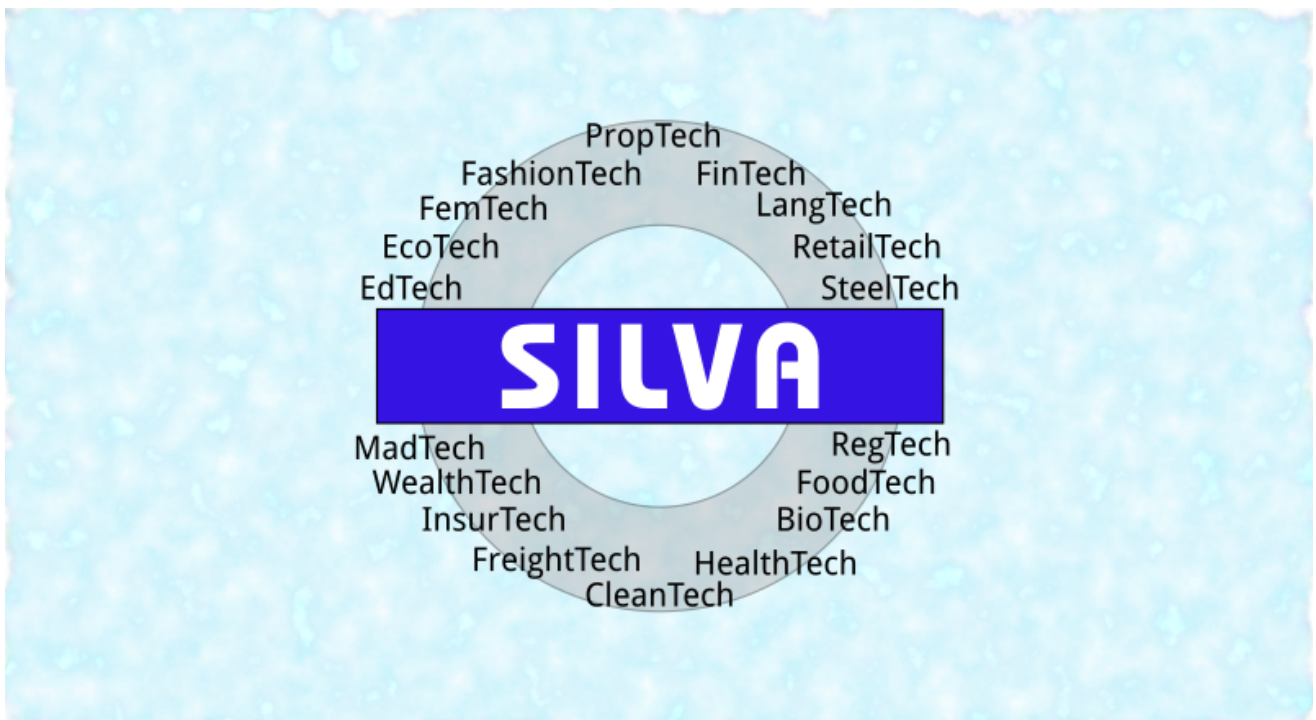
#### 1.2. The targets

The targets are to be market leaders, create wealth in ideas, intellectual property and cash, which will spill over into jobs, social welfare.

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## 2. Silicon Vales region

Silicon Vales is one of Europes fastest growing innovation hubs with hundreds of startups, grownups and research clusters spread around the ring.



## **3. The Diamonds**

### **3.1. Historical heritage**

An area of innovation, creativity, industrialness.

### **3.2. Leaders**

- Silicon Vales has leaders in markets, in new solutions, in giving mehrwert (exploiting prime value) to customers and society.
- Wide spectrum on Techs
- Technology excellence

### **3.3. Diversity**

- A diverse area of different locations/areas, cultures.
- 

## **4. The 'Silicon Vales' Mehrwert**

Bundeling under the Silicon Vales flag offers several advantages:

### **4.1. For the world**

- Better balanced portfolio-of-assets on the market.
- Higher value in the Silicon League.
- More attractive for talent and cash.

### **4.2. Internally**

It offers a conceptual framework:

- To enhance networking
- Providng a breeding ground for innovation, knowledge transfer, cross-pollination
- to enhance talent finding.
- The area as a whole benefits.
- For new services such as SilvaLab

It can grow independent of State or City regulations.

### **4.3. For Europe**



A conceptual framework:

- As a foundation for interaction with European partners
- For european projects

## B. SilvaRegion

### 1. About

#### 1.1. The topics

SilvaRegion is a meme focused on the region itself. Topics include infrastructure and service needs for inhabitants and business, synergy potential.

#### 1.2. The targets

The target is to provide a framework for long term planning and development, data for mining, cooperation in external advertising. To integrate with other SilvaWares such as SilvaTech, SilvaStyle, SilvaSocial.

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## 2. Silicon Vales region

### 2.1. The Towns/Cities



### 2.2. Inhabitants

- 6.3 mio. inhabitants.
- Berlin, Leipzig and Dresden are growing.
- Other towns are getting smaller.

## 2.3. Culture

- Cosmopolitan
- Growing cultural diversity

## 2.4. Religion

- 1.5 mio. christians
- 200 thd muslims
- 800 churches

## 2.5. New businesses

- 600+ Startup companies a year
  - 30,000+ business registrations a year
- 

# 3. The Diamonds

## 3.1. Economics

- A well-definable member area
- Diverse customer segments

## 3.2. The area

- A well developed infrastructure
- 

# 4. The 'Silicon Vales' Mehrwert

Bundeling under the Silicon Vales flag offers several advantages:

## 4.1. For the world

- Advertising for the region as an exciting, culture rich, growing place to live and work.

## 4.2. Internally

It offers a conceptual framework:

- To view the region as a whole for long term planning.
- To supply detailed economic data and reports.
- To launch initiatives to improve the area, infrastructure and services.
- As an interface to Providers so as to test and supply new or improved services.
- For projects to empower people and communities region wide.

It offers a 'Heimat':

- For a new 'togetherness' to heal the reunification-scarred German Soul.

## 4.3. For Europe

A conceptual framework:

- To improve border areas
- To enhance cross-european communication, integration

## C. SilvaMedia

### 1. About

#### 1.1. The topics

SilvaMedia is a meme focused on the content creation industry within Silva. Topics include networking, attracting creative talents.

#### 1.2. The targets

The target is to provide a framework for networking, for projects, to integrate with other SilvaWares - Silvawood, SilvaArts, SilvaStyle, SilvaFinance.

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### 2. Silicon Vales region

Some of the biggest media companies in the world, for print, TV, education, have their headquarters or are stationed in Silva.

The Media ecosystem consists of hundreds of Providers supplying services and content, which is then distributed to millions of endusers in Germany and around the world.

The enterprises attract talent, invest, innovate, offer jobs, sponsor the arts.

---

### 3. The Diamonds

#### 3.1. Historical heritage

The area has a heritage of publishing.

#### 3.2. Events and visitors

- Thousands of events each year
- Millions of visitors

#### 3.3. Network

- Growing Media and Provider network

---

## 4. The 'Silicon Vales' Mehrwert

Bundeling under the Silicon Vales flag offers several advantages:

### 4.1. For the World

- Advertising for the region
- Transparency for potential new talent who are thinking of moving to Silva.
- More glamorous, a place to be, where things happen

### 4.2. Internally

It offers a conceptual framework:

- To foster communities via more networking
- Resulting in cross-pollination, enhancing creativity, generating new content ideas, talent finding, media users, profit.
- External visitors are potential customers for other Silva services.

The area as a whole benefits.

### 4.3. For Europe

- TBD

## D. SilvaWood

### 1. About

#### 1.1. The topics

SilvaWood is a meme focused on the motion picture industry within Silva. Topics include networking, attracting creative talents, integration with other SilvaWares - SilvaMedia, SilvaFinance, SilvaArts, SilvaStyle.

#### 1.2. The targets

The target is to provide a framework for networking, for the marketing of the area, for long term planning.

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### 2. Silicon Vales region

In the SilvaRing are hundreds of providers to the Motion Picture Industry, to video/film/content creation:

- Actors, catering, costumes, sets, postprocessing, academies, producers.
- 

### 3. The Diamonds

#### 3.1. Historic heritage

Historic heritage of World stars, directors, famous films, studios.

#### 3.2. International mega events

- 8 annual events - Berlin, Dresden, Leipzig
- 30,000 professionals from 130 countries
- Awards - the Bears, the Doves, the Teddies, the Lolas, the Horsemen
- Stars, glamour.

### 3.3. Network

- Network of experts across the world.
- SilvaMedia

### 3.4. Multispeak

- Multi-language capability to service the world.
- 

## 4. The 'Silicon Vales' Mehrwert

### 4.1. Silvawood

Bundeling of activities and resources under the meme "Silvawood" offers several advantages:

### 4.2. For the world

- Placement of "Silvawood" as the film foundry for docs, shorts, film creation.
- Higher placement in the Hollywood / Bollywood League.
- More attractive for talent and cash.

### 4.3. Internally

It offers a conceptual framework:

- For a unique identity,
- For common marketing.
- For enhanced community networking.
- For improving innovation, ideas, creativity, project funding, knowledge transfer, cross-pollination, jobs, talent finding.
- For increased interweaving with SilvaMedia, SilvaArts, SilvaTech, SilvaFinance, SilvaStyle, SilvaLux.
- For long term world growth initiatives.

As a whole:

- The SilvaEcosystem benefits
- The area, and inhabitants benefit.

### 4.4. For Europe



- A conceptual framework as a foundation for interaction with European partners.
- 

It's a love story - It's about time Oscar gets his partner: Silvie 😊

## **E. SilvaArts**

### **1. About**

#### **1.1. The topics**

SilvaArts is a meme focused on the arts - as culture - as a collective for music, painting, design, dance, opera, museums. It covers their development, innovation, the creation of value, of the establishment of excellence, its marketing, attracting talent.

#### **1.2. The targets**

The targets are to provide a framework for development, for melting pots for something new, spreading it out to the people, to be market leaders, create wealth in art-flavours, but also creating intellectual property and cash, which will spill over into jobs, new services, social welfare.

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### **2. Silicon Vales region**

#### **2.1. Foundry**

Silva has been a foundry of the Arts for centuries and has been shaping mankind. Its music - Bach, Handel, Mendelssohn Bartholdy, Schumann's, Wagner, Lindermann, is still giving joy to people around the world.

#### **2.2. As a developing infrastructure**

It has an extensive infrastructure of culture - a developing Arts Ecosystem. A good base for a developing society which needs conceptual cross-pollination and spillover for enrichment, new ideas, new services.

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### **3. The Diamonds**

#### **3.1. Historical heritage**

Influence on

- Music
- Industrial Design - Print, Style
- Modern architecture

The buildings and gardens within Silva.

### **3.2. World top league**

Silva has an Arts Ecosystem of world class:

- Opera Houses
- Art festivals
- Art clusters
- Best orchestras
- Museums

### **3.3. Potpourri**

- Diversity in art forms
  - Art foundries for new sub-cultures
- 

## **4. The 'Silicon Vales' Mehrwert**

Bundeling under the Silicon Vales flag offers several advantages:

### **4.1. For the world**

Adds more value to the region. It acts as a magnet for:

- Decision makers, investors, the wealthy, who want world class culture.
- Perspective talent.

Advertising how exciting, the place to be, where things happen for artists.

### **4.2. Internally**

It offers a conceptual framework:

- For cooperation and coordination thus enhancing
- Whats-going-on scene

- Networking, communication, cross-pollination.

New events enable growth:

- New services
- More tourism
- New jobs
- Benefits SilvaMedia Ecosystem

### **4.3. For Europe**

A framework for projects.

## F. SilvaCampus

### 1. About

#### 1.1. The topics

SilvaCampus is a meme focused on life-long learning within Silva, from toddler to pensioner, of supplying a portfolio of learning services, of innovating the learning experience. Its about integration - of what's available, of partners.

#### 1.2. The targets

The target is to provide a framework for bundeling resources, to make networking easier between institutes, enterprises, projects, and students. To provide research services and integrate other SilvaWare such as SilvaTech, SilvaArts, SilvaStyle. To make it easier for foreign students to study and become life long SilvaAlumni.

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### 2. Silicon Vales region

#### 2.1. Famous people

Famous people have come out of the area who have empowered mankind in the humanities, sciences, the arts.

#### 2.2. Around the Ring

322,000 students are annually learning at 100+? institutions around the ring.

Of those are about 50.000 foreign students.

---

### 3. The Diamonds

#### 3.1. Historical heritage

Leverage of famous people and places.

## 3.2. Learning content

Content in German and foreign languages for reuse.

## 3.3. Clients

100,000 new students each year who live, spend money, use services, enrich society and enjoy Silva.

20,000 foreign alumnis who go home to 100 countries as ambassadors for Germany, for Silva, who are potential future clients and partners for services and products.

## 3.4. Labs

Research hubs around the SilvaRing.

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# 4. The 'Silicon Vales' Mehrwert

Bundeling under the Silicon Vales flag offers several advantages:

## 4.1. For the world

- Transparency in courses, bridge to Techs, to job market.
- A more attractive portfolio in what can be studied.
- Higher value in the University League.
- More attractive for talent and the cash they bring.

## 4.2. Internally

It offers a conceptual framework:

- For improved services to students, cost savings.
- Enhanced community building, Alumni.
- Turning students into life long clients.
- To improve integration with industry, the Arts, Media, etc.
- Enhanced talent finding for industry and vice versa.
- Enhanced research project placement with SilvaMedia, SilvaTech for funding and vice versa.
- For common marketing - "Get on the SilvaTrain"

It offers a unique development chance:

- One place to learn for young and old.
- One place to access all courses.
- One place to learn at one's own speed.
- The place for the world to learn.

### **4.3. For Europe**

A turntable for exchange, partnerships, connectivity, allowing to support better european projects.

## G. SilvaStyle

### 1. About

#### 1.1. The topics

SilvaStyle is a meme focused on lifestyle within Silva. Topics include the industries fashion, recreation, events, tourism, luxury.

#### 1.2. The targets

The target is to provide a framework for cross-pollination, for new products and services so as to make the area more enjoyable and externally more attractive.

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### 2. Silicon Vales region

#### 2.1. Lifestyle

- Fashion
- Culture

#### 2.2. Recreation

- Festivals
- Rivers, biospheres, lakes
- Culture roads, Unesco, mines

#### 2.3. Luxury

- Up market, Bespoke
  - Music instruments, watches
  - Real estate
- 

### 3. The Diamonds



### **3.1. Festivals**

- Festivals around the SilvaRing

### **3.2. Networks**

- Fashion network
- Arts network

### **3.3. Luxury**

- Goods manufactures
- 

## **4. The 'Silicon Vales' Mehrwert**

Bundeling under the Silicon Vales flag offers several advantages:

### **4.1. For the world**

- Placement as a place to live with style, culture, luxury, high recreational value.
- Improved quality-of-living rating in the Silicon League.
- More attractive for talent and cash.

### **4.2. Internally**

It offers a conceptual framework:

- For product cross pollination i.e. new products.
- For long term product development for more 'bling' value.
- For improved prime value services to capture new investors.
- For coordination and development of new festivals.
- For an enhanced touristic portfolio.
- Integration with other SilvaWares

### **4.3. For Europe**

A framework:

- For the coordination of festivals.

## H. SilvaSocial

### 1. About

#### 1.1. The topics

SilvaSocial is a meme focused on the Silva long term area's internal social needs.

#### 1.2. The targets

The target is to provide a framework for networking and collaboration, for initiatives.

---

### 2. Silicon Vales region

#### 2.1. Inherent social structures

- Thousands of social organisations
- 1000 parishes

#### 2.2. Richness in the SilvaRing

- Diversity in communities, in traditions.
  - From kiez to mining communities.
- 

### 3. The Diamonds

#### 3.1. Historic heritage

- For wellbeing, for social stability, for free spirit.
- 

### 4. The 'Silicon Vales' Mehrwert

Bundeling under the Silicon Vales flag offers several advantages:

## 4.1. For the world

- Advertising for the region as a socially stable, family orientated area with high recreational value.

## 4.2. Internally

It offers a conceptual framework:

- To view the region as a whole for long term planning
- Bridging 5 Federal States.
- Bridging 3 social diocese (Diakonie) and other religious/spiritual organisations
- To work towards long term social stability, openness.
- To launch initiatives to improve wellbeing via events, exchange, projects.
- As an interface to Providers so as to improve the social services across the area.
- To interface with other SilvaWares - SilvaArts, SilvaTech, SilvaStyle, etc.

## 4.3. For Europe

TBD

# I. SilvaBridge

## 1. About

### 1.1. The topics

SilvaBridge is a meme focused on exporting Silva to the world. It is also a marketing concept for people abroad to see Silva as the their "SilvaBridge to Europe - to the largest single market". Topics include working with city and federal state partners, creating a data mine for supplying services, for creating partnerships, etc.

### 1.2. The targets

The targets are to get the word out to the world that Silicon Vales is "the hottest thing on the market".

It is to provide a framework for bundeling resources, to make it easier for foreign clients and investors to gain access and integrate into SilvaTech, the supply chains (SilvaSupply), etc.

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## 2. Silicon Vales region

As a gateway to Europe with investment possibilities, qualified manpower, multispeak.

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## 3. The Diamonds

### 3.1. Expertise

- In services, integration
- Supply chains

### 3.2. Infrastructure

- Statutory framework
- Large freight hub
- Distribution networks

### 3.3. Mindset

- Efficiency
  - Openness
  - Learnable
  - Creative
- 

## 4. The 'Silicon Vales' Mehrwert

Bundeling under the Silicon Vales flag offers several advantages:

### 4.1. For the World

- "The SilvaBridge to Europe"
- "One stop to get things done"
- Transparency for businesses wanting to export to Europe.
- The personal touch - SilvaCare.

### 4.2. Internally

It offers a conceptual framework:

- Coordinated marketing for more visibility.
- Integration with other product/service portfolios of SilvaStyle, SilvaMedia, SilverTechs, etc. for more attractivity.
- Supply of Data for partnerships, interfacing.

### 4.3. For Europe

- Integration with other European service providers and countries

## Other SilvaLines

Other SilverLines which are not covered in this catalog are:

### **SilvaFinance**

SilvaFinance represents the finance sector - a collection of banks, fonds, risiko capital enterprises, private financiers, offering financing solutions.

A Silva focused approach can help the area to catchup on London, Silicon Valley.

The expansion of this sector is necessary to fire the foundries of SilvaTech, SilvaArts, SilvaSupply (Supply Chain / Logistics), SilvaWood. SilvaStyle.

### **SilvaSpeak**

SilvaSpeak represents the language sector such as the availability of people to support services to Europe and the world, the development of Human Language Technologies (HLT).

This capability is one of the areas unique selling propositions.

It can be argued that alone the concentration of language specialised institutions, tech and services allows the area to be named SpeakValley.

## Terms and definitions

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### A

**Accelerator Ring:** A metaphor to describe Silva as an accelerator to get things going for the Region.

### D

**Diamonds:** A term used in this document for topics of exceptional value.

### H

**Handle:** A term used to reference a concept so that it can be managed. i.e. a door handle which is needed to open a door.

### L

**Labs:** Short form for laboratory.

### M

**Mehrwert:** A term for 'exploiting the intrinsic value' to create new prime value.

**Meme:** Memes are an idea, behaviour, style, which carries a symbolic meaning. They are also used to represent complex value topics. Example Bollywood for films from Bombay, or from India, or indian-dancing-singing-drama genre,

**Mining:** Looking for diamonds, for nuggets within Silva, so that they can be cut, polished, shown, or be used to create mehrwert.

### P

**Portmanteau:** A word which blends the sounds and combines the meaning of two other words.

### S

**SDA:** Silva Development Agency - An organisation supporting the growth of Silva.

**Silicon Vales:** A meme where 'Silicon' = high tech / innovation, and 'Vales' is the (poetic) short form for valleys.

**Silva:** A portmanteau of Silicon Vales.

**SilvaLine:** Silicon Vales main meme topics.

**SilvaRing:** The ring of cities around Silicon Vales core.

**SilvaWare:** A collection of SilvaLines such as SilvaArts, SilvaTech, SilvaStyle, SilvaFinance, SilvaWatch, SilvaReal, Silvawood, SilvaMedia, etc.

**Silvawood:** A meme for the motion picture industry within Silva, in the sense of Hollywood,

Bollywood.

**Speak:** A shorter term for 'language'.

**T**

**TBD:** Abbreviation for 'To be defined'.

**U**

**USP:** Unique Selling Proposition



## Help in supporting Silva

### A call for action

With your support, rolling out Silva to the world will help every Silvaner and their children. Silva needs you! Below are a couple of ways where you can help.

### Sponsor

Be a Silva Sponsor. Have your brand shown on emails, documents, webpages.

Supply resources and/or encourage workers to socially take part.

### Supporter

**As a Silva Ambassador.** Tell others about the cause, persuade them to help.

**As a friend:** Help with a monthly subscription

**Be a Enterprise Member.** If you are a company, register and join as a member.

**As a Researcher.** Tell us about the Silva 'Diamonds' which are still hidden. Feed us with facts about the Silva area, its history.

**Be a proud Silvaner.** Put the ASCII or HTML banner in your E-Mails so that others can follow up on it 😊

**Like us:** Like us on Facebook.

**Help in projects:** Find out where you can help.

### Get in the loop

Register for updates via email.