

The Evolving Web Paradigm

by <http://jeffsayre.com/>

These grids are a working concept. [Let me know](#) if you think any element is incomplete, inaccurate, or missing

From my article series, [Web 3.0: Powering Startups to Become Smartups](#)

General Overview

	Web 1.0	Web 2.0	Web 3.0
Succinct Description	Web of Documents; also called Web of Files	The Realm of Social Network Islands	The Social Web; the Web of Data
Major Question Answered	How can I get my ideas, my data online?	How can I collaboratively share my ideas, my data?	How can I share, integrate, and control my data across the Web?
Webspace	Dominated by rudimentary personal and corporate websites	Personal blogging, social networking, social media, and microblogging the norm	A distributed social web openly sharing user data (with permission); niche social networking takes hold, offering alternatives to the one-sized fits all social networks
IdentitySpace	Limited identity presence; very little control	Data siloed in myriad, disparate DBs; some access to managing personal identity but usually must be done separately at each silo	Although data silos still are common, many are open and accessible; global identity management via WebIDs and Access Control Lists (ACLs)

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The Data Space

	Web 1.0	Web 2.0	Web 3.0
Data State	Primarily read only; data static; indirect sharing through hyperlinks	Read and write; data shareable; content interactive; data mashable	Read, write, execute; dynamic Web services; data linked and structured; data meshable
Data Storage	Data heavily locked into operating environment; mainly flat file with some relational; most data centralized	Mainly RDBMS with some OODBMS (even ORDBMS); some decentralization; most data still not abstracted, instead locked to operating environment	RDBMSs used more strategically with Document and Graph databases coming into their own; NoSQL DBs become popular; emergence of a Global Meta-DBMS
Data Discovery	Via rudimentary text search	Via advanced text search but most data closed to global querying	Via semantic search and query; data fully abstracted with heavy reliance on dereferenceable URIs; data stored in disparate locations are globally queryable, can be integrated into a federated DB
Data Relevance	Low	Medium	High, very targeted

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The Business Space

	Web 1.0	Web 2.0	Web 3.0
Barriers to Entry	High; mainly proprietary software; expensive hardware and services; major lock in of platforms and providers	Medium; Open Source software and freemium services make entry more economical; hardware costs and bandwidth costs substantially reduced; still some lock in of platforms and providers	Medium to low; still some proprietary software but more companies and individuals use Open Source solutions; lock in becomes rarer
Business Model	Profit through locking in customers to proprietary software platforms	Focus begins to shift away from locking customers into using proprietary software platforms; quality of service becomes more important; however customer data are still siloed therefore lock in still common	Quality and uniqueness of service offering is key; locking in customers to proprietary software platforms is phased out; customer data are open and easily transferrable
Startup Space	dotCom startups are primarily vapor-wear and vapor-service	Rise of lean startup process; although reliant on Open Source solutions, startups still lock customers into primarily-closed data silos; some outside access available via proprietary APIs	Startups power up to become smartups; providing distinct, high-quality service is more important than locking in user data; users are allowed open access to and control over their personal data

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Startup Funding	Heyday of venture-backed, vapor-wear dotCom bubble startups	More reliance on angel funders and bootstrapping; diminished importance and need of funding via VCs	Heavy reliance on bootstrapping via customer development; rise of micro-angel funding; diminished importance of big angel funders; VC funding last, not first, resort
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