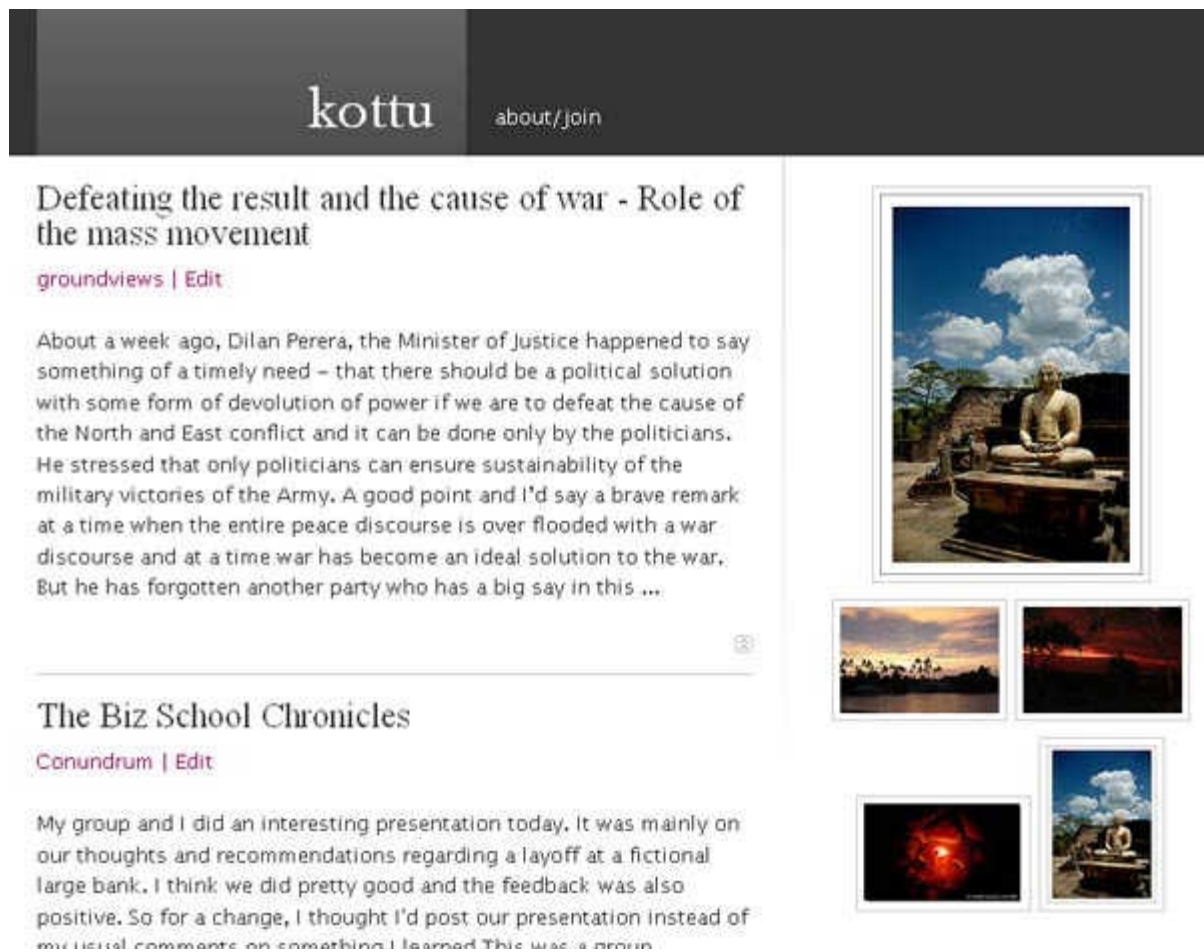


Kottu 2.0

1. Project Goals and Objectives

Kottu.org aims to **grow and support** the Sri Lankan blogging community. Kottu is already a successful community site with over 300 bloggers and over 12,000 readers per month. The aim is to enable **more and better** Sri Lankan bloggers and readers locally and in the diaspora. This will be actioned by investment in technology, events, education, and marketing. The goal specifically includes ensuring access for bloggers of all languages, and all levels of language ability.

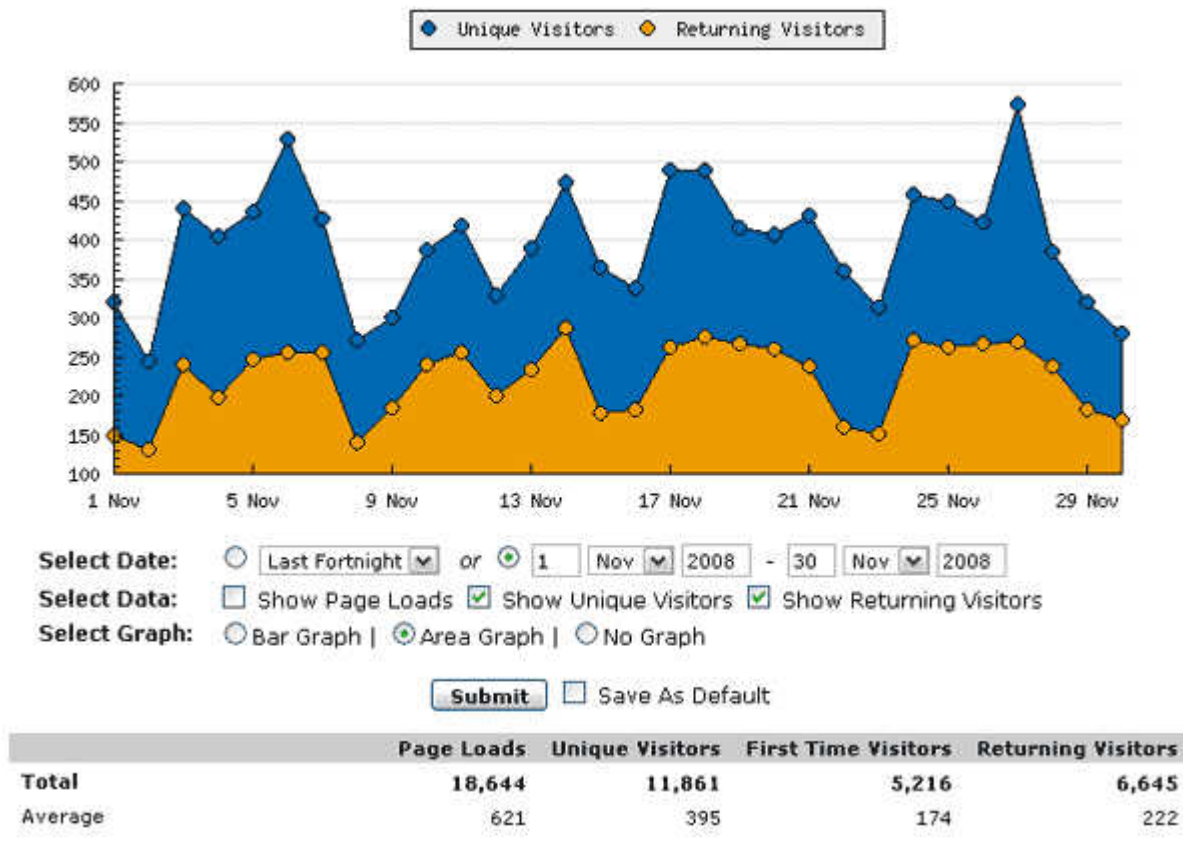


2. Project Description

Kottu is a Sri Lankan blog aggregator. It basically collects the Sri Lankan blogosphere in one place. A blog aggregator is an innovative use of XML technology to form a community around story-telling. It has a great social impact in terms of political discussions as well as simple friendships between bloggers. The project has already proved sustainable over two years and over

300 bloggers. It just needs investment to grow.

Kottu is designed as a simple list of the latest posts from the Sri Lankan blogosphere, the most popular posts, and the latest photos. Technically, Kottu uses XML technology (Wordpress and plugins) to syndicate hundreds of blogs into one constantly updated digest. It also counts outgoing clicks to calculate popularity. The content comes from over 300 Sri Lankan blogs who have submitted links. With so many contributors, Kottu is constantly updated and is read by about 400 people per day. In November Kottu recorded about 12,000 unique visitors.



Blogs, and this blog aggregator by extension, are a pattern change in media. They empower average people to write and publish and have already proved a potent force worldwide and in Sri Lanka. It's a new paradigm for publishing, where average people write without the filter of a corporation or government, or even an editor. A blog aggregator is a further innovation blogging because it uses XML technology to create a virtual community around a geographic space. It does not control what the people write, but it does make for interesting reading.

Kottu has a singular purpose, to support bloggers and provide something interesting to read. It is open to anyone blogging about Sri Lanka, regardless of politics, race, language, religion or class.

There are bloggers from Colombo and bloggers from the villages of Mahavilachiya and Bibile. There are bloggers who write in English, Sinhala and Tamil. The only criteria to join is to have a working XML feed and basic ethics (avoiding plagiarism, libel or obscenity). Kottu supports these bloggers by delivering traffic to them. Even new bloggers can reach a large audience by pooling their content with an aggregator.

This results in a site which in an interesting and authentic place to read about the lives and ideas of average Sri Lankans. This is the community that the site seeks to organize. A virtual community of bloggers from Montreal to London to Colombo, organized around their Sri Lankan identity. The technology is also easily replicable for building and supporting any type of community and could be distributed.

Kottu 2.0

Kottu 2.0 aims grow and support the Sri Lankan blogosphere by investing in technology, meetups, education and marketing. The specific costs are broken down below. Each component has a project manager responsible for coordination and delivery.

Kottu 2.0		\$25,000
<i>Program Manager</i>	Indrajit Samarajiva (me)	\$2,000
Technology	to scale	\$6,000
<i>Server Memory</i>	Dreamhost <i>www.dreamhost.com</i>	\$1,500/year
<i>Wordpress Customization</i>	Vesess <i>Lankitha Wimalaratne, Founder</i>	\$4,500
<i>Project Manager</i>	Vesess	
Meetups	to build community	\$5,000
<i>Annual Events</i>	Barefoot Gallery <i>Nazreen Sansoni, Director</i>	\$3,500
<i>Project Manager</i>	to be decided	\$1,500
Education	to support village bloggers	\$6,000
<i>Online English Training</i>	Wendy Whatmore Academy <i>Tracy Holsinger, Director</i>	\$2,500/year
<i>Wordpress Customization</i>	Vesess	\$2,000
<i>Project Manager</i>	Tracy Holsinger	\$1,500
Marketing	to grow	\$6,000

<i>Posting/Advertising</i>	Local vendors	\$4,000
<i>Online</i>	Google AdSense, Facebook	\$2,000

Team

Kottu is currently managed by myself, Indrajit Samarajiva (Indi). I have one of the more prominent blogs in Sri Lanka (www.indi.ca). I currently work in Content Management for Dialog Telekom, the country's largest mobile, fixed, television and internet company. In the past I managed the Sarvodaya blog during the tsunami, which raised over \$800,000 USD and was linked to by the main pages of Google, Apple and Amazon. I also edited Sri Lanka's first English technology magazine (iTimes) and currently publish a 300,000 circulation magazine (Sinhala and English) for Dialog. I studied Cognitive Science at McGill University in Montreal, Canada. I currently live in Colombo 5.

Vesess is the main (probably the only) Sri Lankan web design firm implementing international Web Standards for accessibility and usability. The Barefoot Gallery is the premier Colombo location for art, book launches, concerts and events.

The Wendy Whatmore Academy of Speech and Drama provides English training to teachers, companies and students throughout Sri Lanka. Tracy Holsinger is a teacher and prominent actress and theatre director in Sri Lanka, as well as a blogger.