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INVENTION: The 'smart table' brings ease-of-use to restaurants.

Investors requested for smart table plan

ANTALYA
Anatolia News Agency

Three young Turkish entrepreneurs have developed a "smart table" project for restaurants and hotels, a system set to alter perceptions in hospitality.

The entrepreneurs are now seeking sponsors for the table, through which customers can place orders, watch how the food is being prepared in the kitchen, play games until their meal comes and then pay via credit card.

The project, developed by Abdullah Durum, Ilker Durgun and Umur Şengezer of the computer firm EGOPA, drew significant attention at the International Hospitality Industry Equipment & Decoration Exhibition organized by the Antalya Fair Management and Investment, or ANFAŞ.

Customers are not required to address either a waiter or cashier thanks to the smart table, which creates ease of use for both establishments and customers, said Durgun, 27, the software development manager at the firm. Customers can examine the restaurant through the electronic system integrated into the table, he added. "Customers can see the menu and price list on the screen, and give orders through the system. They can even see how the food is prepared by watching the kitchen," Durgun said. "Seeing the time of preparation for dishes, they can make a decision. Customers can pay their bill with a credit card via the smart table."

The system also allows diners to enjoy single- or multiple-player games while their food is prepared. "Our project drew great attention. We are seeking sponsors for the smart table," Durgun said.

Five entrepreneurs selected for US meet

ISTANBUL
Hürriyet Daily News

Five Turkish entrepreneurs reflecting diverse businesses, from food delivery to high tech, have been selected to participate in the U.S. Presidential Summit on Entrepreneurship. As part of the global initiative launched by U.S. President Barack Obama in Cairo in June, the summit will commence in Washington, D.C. in spring, the U.S. Embassy in Ankara said in a statement on Jan. 27.

The Turkish participants are Bülent Çelebi, CEO and chairman of the board of directors of Airties; Nevzat Aydın, general manager of yemksepeti.com; Fatih İşbecer, CEO of Pozitron; Şirin Elçi, Director of Technopolis; and Baybars Altuntaş, CEO of Deulcom International. They reflect a diverse range of enterprises representing the service, education and high-tech sectors.

In his Cairo speech, Obama announced he would "host a summit on entrepreneurship to identify how we can deepen ties between business leaders, foundations and social entrepreneurs in the U.S. and Muslim communities around the world," according to the statement.

More than 700 entrepreneurs were nominated by U.S. embassies around the world and via the Entrepreneur Summit Web site at www.entrepreneurship.gov.

President Obama and other high-ranking U.S. government officials will participate in the summit, along with entrepreneurs and stakeholders from around the world who are invested in advancing entrepreneurship in Muslim communities. "Beyond establishing a forum for discussion, summit organizers hope to establish a platform for attendees and others to build enduring partnerships that will create economic opportunity and change lives," the embassy said.

Economic and social innovation

Approximately 150 entrepreneurs from Muslim-majority countries and Muslim communities around the world have been invited to the summit to take place on April 26 to 27, to meet with their peers and U.S. officials to explore areas of partnership and ways to drive economic and social innovation.

"I comprehend estimable president's vision quite well," said Bay-

A summit to cement social and business relationships between Muslim-majority countries and the United States is to take place this spring in Washington, thanks to a global initiative by US President Barack Obama. Five Turkish entrepreneurs from diverse sectors have been selected to attend the key summit



PERSPECTIVE: In his Cairo speech in June last year, US President Obama said he would host a summit on entrepreneurship to identify how ties between business leaders, foundations and social entrepreneurs could be deepened.

bars Altuntaş, owner of Deulcom, an institution in foreign language, computer and vocational courses. "He thinks that not struggle but peace will please the world, and that entrepreneurship is the most significant power for peace and development," reported daily Hürriyet, citing Altuntaş. "I will submit my Middle East Entrepreneurship Institute project, because Muslim areas bear a very high entrepreneurship potential, and by activating this potential, we may be in service of both peace and welfare."

The U.S. project, which is expected to transform into a giant entrepreneurship network enabling mutual support and cooperation between Muslim countries and the U.S., will also constitute a significant infrastructure of Obama's strategy for a new start with the

Muslim world. Besides the tension between the Muslim world and the U.S., the success of small- and medium-sized enterprises, or SMEs, is also reported to have played a role in this approach.

Power of the small

According to the research conducted in the U.S., SMEs have provided 65 percent of new employment within the last 15 years. Moreover, the innovation power of SMEs has created new patents 13 times more than large companies. Obama wants to support SMEs both at home and abroad rather than large companies, according to daily Hürriyet. He has prepared a medium-term program to support small entrepreneurs and implemented a series of support.

The Obama administration

views the summit as "an unprecedented historical opportunity both to support and highlight the leaders and drivers of economic and social innovation" and to "really craft a new model for a new basis for relationships based on mutual respect and partnership around common challenges," U.S. Deputy Secretary of Commerce Dennis Hightower had told reporters at Washington's Foreign Press Center on Nov. 23.

The goal is to enhance partnerships that would "link capital, business development, [and] market access," enabling entrepreneurs to build "high-growth and high-impact ventures," as well as continue to look at ways to sustain the existing U.S. focus on other types of partnership programs, according to the statement.



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Do not stare at the marshmallow

When you're stuck in a rut, it's hard to get out. You feel hopeless, like there's no light at the end of the tunnel. The economy might be bad, maybe your sales are down, your customers aren't renewing their contracts, and you're losing money left and right. Maybe you're looking for new customers, but they want products you don't have, and you're out of the cash you need to invest in new ones. It's clear to you that there's a problem, but the solution isn't coming to you, and you feel like you're just banging your head against a wall. In fact, the more you focus on the problem, the worse it gets. Finding a way out has become an obsession.

Next time you feel like that, remember the marshmallow experiment. Walter Mischel of Stanford University was testing the mental processes behind delayed gratification, self-control and will power. In the test, he would give a child a single marshmallow, and then leave the child alone in the room with it. Before he left the room, though, he'd make the kid an offer: eat the marshmallow immediately, or wait for him to return, and then get two marshmallows.

Behavioral problems

Mischel found that the kids who ate the marshmallows immediately, the ones who could not delay gratification, had lower SAT scores, a higher incidence of behavioral problems, and generally struggled more in stressful situations.

More importantly, they would think that the best way to resist temptation was to stare right at it, to keep a close eye on the goal.

"But that's a terrible idea," Mischel said in an interview with The New Yorker magazine. "If you do that, you're going to eat the marshmallow before I leave the room." Mischel pointed out that "If you're thinking about the marshmallow and how delicious it is, then you're going to eat it ... The key is to avoid thinking about it in the first place."

So the kids who passed the test and got the extra marshmallows, what did they do? They diverted their attention, doing something else like closing their eyes, playing hide and seek, or joking around. Distraction, says Mischel, is actually a very effective way of exerting willpower.

When you turn your attention to something else, it becomes easier to see alternatives you would be unable to see otherwise. When you stare at the marshmallow, all you can see is the marshmallow, not the best way to get it.

In the same way, if you are stuck in a business rut and you can't figure out how to get out of it, try distracting yourself. Stop looking for a solution, and give your attention to something else. It may feel counter intuitive, but give it a try. After all, you have nothing to lose - you're not getting anywhere anyway. While you're looking away, the problem might solve itself, or you might start seeing it through different eyes, or you may end up freshening your skills and approaching it from another angle.

Coming back to the top

Consider the example of Marco Occhilupo, the Australian surfer and winner of the 1999 World Champion surfing title. At age of 17, Occhilupo was one of the hot young stars of the surfing world, setting performance standards that no one else could match. He fell into a depression, though, losing his focus and his desire to surf. He disappeared from the surfing world, becoming obese and emotionally unstable. After 10 years, however, Occhilupo began climbing back to the top of the sport, even claiming the world title in 1999 at age 33. The minute he stopped focusing on whatever was holding him down, he was able to get up from his couch, turn his attentions back to competing, and return to the top.

The next time you're in a rut, remember the marshmallow lesson. The best way to forget about something is to stop staring at it.

Stop looking at your rut, and distract yourself with something else. Go pay attention to some other aspect of your business, something that has nothing to do with the problem you've been hammering away at. Or do something completely unrelated to work, perhaps taking a vacation in a place you've never been to before.

When you eventually turn your attentions back to the original problem, time will have passed without you even noticing, and you'll sort things out with a fresh mind.

Hawkins eyes market in social networking

SAN FRANCISCO
Bloomberg

Trip Hawkins, the founder of Electronic Arts, said he is expanding his seven-year-old game company Digital Chocolate by developing applications for Facebook, where he will take on the Zynga Game Network.

Digital Chocolate, one of the top makers of games for Apple's iPhone, will have five games available on social-networking site Facebook this quarter and five more in the period ending June, Hawkins said in an interview last week at his company's headquarters in San Mateo, California.

Hawkins said he is late to the social-games market and the \$1 billion in sales of virtual goods it attracted in the U.S. last year, based on industry estimates he cited. Zynga, which got a \$180 million investment last

month, and Playfish, bought last year by Electronic Arts, have made Facebook games since 2007. Playdom, the top gamemaker on News Corp.'s MySpace, raised \$43 million in November to grow on Facebook.

"I saw Zynga, Playfish and Playdom come out of nowhere and I kind of kicked myself," Hawkins said. "Virtual items are becoming a really big deal."

Backed by venture capital

Digital Chocolate is closely held and backed by venture capital firm Sutter Hill Ventures. The company has raised \$44 million and is probably more likely to get acquired by a media company than go public, Hawkins said. He said the company is profitable and may also remain independent.

Hawkins, 56, founded Electronic

Arts, now the world's second-largest game publisher, in 1982 after being one of the first 100 employees at Apple. He led Electronic Arts' initial public offering in 1989 and was chief executive officer until 1991. He left to create 3DO, a game-console company that eventually filed for Chapter 11 bankruptcy in 2003.

Later that year, he founded Digital Chocolate to make games for mobile phones. After Apple opened the App Store in July 2008, Hawkins focused on titles for the iPhone, including "Brick Breaker Revolution" and "3D Rollercoaster Rush." The company has released more than 50 iPhone games since December 2008.

Digital Chocolate introduced its first Facebook game, "MMA Pro Fighter," in December. The application lets users build their own

mixed-martial-arts fighters for free and purchase training sessions and fighting moves. The game has about 145,000 monthly active users, according to industry researcher AppData. That compares with 74 million for Zynga's "FarmVille" and 20 million for Playfish's "Pet Society."

Games on Facebook make money when people pay to add new features or advance faster in the game. In "FarmVille," the most popular Facebook game, people spend a few dollars to buy virtual chick coops or equipment for the digital farm they are cultivating.



VISIONARY:
Trip Hawkins is the
founder of game
company
Electronic Arts.