

Wright State University

CORE Scholar

---

Master of Information Systems Capstone  
Executive Summary

ISSCM Master Programs

---

2014

## SafeFreeSoftware.com: Revising a Formerly Successful Business Model

Stephen D. Huff

*Wright State University - Main Campus*

Follow this and additional works at: [https://corescholar.libraries.wright.edu/master\\_infosystems](https://corescholar.libraries.wright.edu/master_infosystems)



Part of the [Management Information Systems Commons](#)

---

### Repository Citation

Huff, Stephen D., "SafeFreeSoftware.com: Revising a Formerly Successful Business Model" (2014).  
*Master of Information Systems Capstone Executive Summary*. Paper 9.  
[https://corescholar.libraries.wright.edu/master\\_infosystems/9](https://corescholar.libraries.wright.edu/master_infosystems/9)

This Abstract is brought to you for free and open access by the ISSCM Master Programs at CORE Scholar. It has been accepted for inclusion in Master of Information Systems Capstone Executive Summary by an authorized administrator of CORE Scholar. For more information, please contact [library-corescholar@wright.edu](mailto:library-corescholar@wright.edu).

## **SafeFreeSoftware.com: Revising a Formerly Successful Business Model**

**Student: Stephen D. Huff**

**Faculty Advisor: Arijit Sengupta**

In 2011, Google, Inc. apparently made significant changes to their advertising policies. These changes are best demonstrated by a quick search for 'video game' on their web interface. Prior to changes in their policies, the right side of the results page for such a query would be populated by up to ten simple text-based CPC (charge-per-click) advertisements – and these advertisements would proceed many pages deep into the query results. This is where SafeFreeSoftware.com advertised. Now there are none (or very few) of these ads and they are typically not representative of small businesses. One of the key changes to their advertising policies states (paraphrased) 'products must be unique, original and relevant to the related search terms'. This is, of course, very vague, but its impact is huge. For example, WalMart, Inc. can no longer advertise a given video game, because this same video game is available to countless distributors and websites. This change in policies, incidentally, is further reflected in Google's August 2012 announcement that they will no longer host television advertising of any kind. Clearly, great changes are afoot in the CPC world and, since Google currently owns all the major patents for this business model, these changes are having widespread effect on the world of business, especially within the world of small, web-based business. Therefore, the problem is to develop a new method of generating revenue using a modification of the former SafeFreeSoftware.com business model, which is not likely, or via development of an entirely novel business model directed to the smartphone industry. Portions of this project document describe a failed attempt at the former methodology (ChopSesh.com), and the remainder address a future means of doing so as directed at the smartphone (Android and iPhone) platforms. The implementation of this project meet the goals.