

Project Statement

The **concept** for San Jose Arena Green Cone complex draws on the **culture of innovation and global success of Silicon Valley**. It's expressed through:

- a conic pavilion reaching out the sky located in Arena Green West - **"the Cone"** - a primary component of the complex symbolising **endeavour and growth**, ; and
- landscaped, pyramidal shape pavilions located in Arena Green East. **"the Pyramids"** which symbolise **achievement**.

The complex is unique - it's a **place where investment opportunities meet ideas** from around the World.

The complex exists in both virtual and physical space:

It functions as an online service. Any entrepreneur can submit a business model proposition through online service in the format of Value Proposition Canvas and Business Model Canvas. This can be narrated, written or visually presented. With the use of theCone AI processing and dedicated personal assistance services the submission input data is analysed and formatted into a cohesive and comprehensive interactive presentation. This is then displayed in theCone pavilion on interactive screens and online for the public's test and feedback.

The Cone is a main channel which facilitates dialogue between entrepreneurs and angel investors while protecting entrepreneurs' copyright.

The Cone service is a unique value proposition to entrepreneurs - it is an **unique typology** - a must-see landmark pavilion, located in the Capital of Silicon Valley, hosting a world-best display of innovative business models ideas and communicating them to investors

TheCone will own a percentage of shares of profitable business models. **Any revenue is used to maintain the pavilions successful functioning. Profits will fund Silicon Valley community projects.**

The Cone is a memorable, distinct new landmark on the San Jose skyline: 140ft wide, 600ft long inclined to the horizon with the point elevated approx 180ft above ground. It's **the longest 430ft cantilever in the world** hovering above Los Gatos Creek and Guadalupe River confluence point. It will be seen from afar along Highway87 and neighbouring cities.

The Pyramids pavilions function as a display of **accomplished innovation success stories**. It features walkable green roofs with skylights providing natural light to internal spaces

Other functional aspects of the complex include: visitor center, cafeterias, playground, public toilets, restaurant, public plazas.

Existing Arena Green park areas outside the complex are to remain and could be improved as required.

All complex pavilions are **Net-Zero buildings, respect the riparian corridor natural environment** setting out an **inspirational standard** and world-class example for sustainable developments today and in the future.