



Business Plan Submission Form
September 25 Virtual World Conference

Team Name: _____

Team Leader's Name: _____

Team Leader's E-mail: _____

Team Leader's Phone #: _____

Virtual World Web Site: _____

Please categorize your Virtual World Solution:

- Consumer:
 - Six to Twelve
 - Teenagers and Young Adults
 - Adults and Seniors
- Enterprise
 - Virtual Events and Tradeshows
 - Virtual Meetings
- Communities and Cross-Over Solutions
 - Virtual Identity
 - On-line In-Person
- Other (Please Specify):** _____

1. The Opportunity – *Summarize What You're Doing for Which Specific Market and Why It Is Exciting* **150 Words**

2. The Target Market – *Specifically Who is Feeling the Pain (Quality and Quantity), What Are Their Current Options (including status quo) and How Large Is That Opportunity* **250 Words**



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3. The Team - *Who are the Key Players on Your Team and Why Do You Think They Can Make It Happen?* **250 Words**

4. The Product/Solution – *What is Your Approach to Solving the Problem?* **200 Words**

5. Go-to-Market Strategy – *How Have You Validated that Your Product/Service Will Serve Your Target Market?
How will your product/solution get to the customer?* **200 Words**



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6. Financials and Funding Required

	2009	2010	2011	2012	2013
Income					
EBITDA: (\$000s) <i>earnings before interest, taxes, depreciation, and amortization</i>					
Investments					
Expenses					
Prod Dev					
Headcount					
Marketing					
Operational					
Profit/Loss					