

<p>Questions: Answer the questions below by typing or selecting your answer in the white cells in the column called "Your Answers." [Please click me for a video explanation of why there are underscores " " between words at the beginning of many cells]]</p>	<p>Sample Answers: Below are the sample answers for "Tony Shark's" pretend company called "Shark Virtual Reality"</p>	<p>Your Answers Please type or select the answers below. [Don't worry if you can't answer all of the questions yet as you will be able to later in the course. You can always change your answers later on in the course as well. Thanks]</p>	
10-1	<p>The purpose of this part of the business plan is to discuss upcoming goals/targets/milestone and previous goals/targets/milestones achieved. This part of the business plan will help the reader understand the qualitative and quantitative goals/targets/milestones and overall strategy of the company in the long run. The reason that I put this part of the business model near the end is so that we can use the milestones that you document in this step in order to help us created your financial statement forecasts in Step 12. Don't worry if you can't answer all of the milestone questions below as we will cover this in more detail when we discuss turning your milestone goals into inputs for your projected financial statements in Step 12. Thanks</p>		
10-2	<p>Future_revenue_milestones: What are your revenue goals for 1, 3, 5 and 10 years from now? (If you can't answer this now, don't worry as we will cover this in more detail in Step 12: Financials). If you want, and if you have not already explained this in the Go-to Market Strategy step earlier, then feel free to explain how you intend to reach your revenue milestones.</p>	Sample future revenue milestone	
10-3	<p>[Optional] Future_unit_sales_milestones: If applicable, what are your units sold milestones in 1, 3, 5 and 10 years? (If you can't answer this now, don't worry as we will cover this in more detail in Step 12: Financials) If you want, and if you have not already explained this in the Go-to Market Strategy step earlier, then feel free to explain how you intend to reach your unit sales milestones.</p>	Sample future unit sales milestone	
10-4	<p>[Optional] Future_tam_percent_milestones: What percent of the total addressable market do you plan on capturing in 1, 3, 5 and 10 years? (If you can't answer this now, don't worry as we will cover this in more detail in Step 12: Financials). If you want, and if you have not already explained this in the Go to Market Strategy step earlier, then feel free to explain how you intend to reach your TAM milestones.</p>	Sample future tam milestone	
10-5	<p>Future_break_even_milestone: If applicable, mention what year you plan on breaking even (meaning reaching profitability)? (If you can't answer this now, don't worry as we will cover this in more detail in Step 12: Financials)</p>	Sample future break even milestone	
10-6	<p>[Optional] Future_profit_margins_milestones: If applicable, mention what margin milestones are? (If you can't answer this now, don't worry as we will cover this in more detail in Step 12: Financials)</p>	Sample future profit margins milestone	
10-7	<p>Future_products_or_services_milestones: What are your future products or services that you intend on releasing milestones? If you want, and if you have not already explained this in the Go-to Market Strategy step earlier, then feel free to explain how you intend to reach your product or service future milestones.</p>	We are in late stage discussions with Netflix to sign an exclusive 10 year VR contract.	
10-8	<p>[Optional] Future_geographic_milestones: What are your future geographic based milestones? If you want, and if you have not already explained this in the Go-to Market Strategy step earlier, then feel free to explain how you intend to reach your geographic based future milestones (i.e., opening an office in other regions or countries).</p>	Sample future geographic milestone	
10-9	<p>[Optional] Future_other_milestones: discuss any other future milestones not already accounted for in your previous answers.</p>	Sample future other milestones	

	Questions: Answer the questions below by typing or selecting your answer in the white cells in the column called "Your Answers." [Please click me for a video explanation of why there are underscores " " between words at the beginning of many cells]	Sample Answers: Below are the sample answers for "Tony Shark's" pretend company called "Shark Virtual Reality"	Your Answers Please type or select the answers below. [Don't worry if you can't answer all of the questions yet as you will be able to later in the course. You can always change your answers later on in the course as well. Thanks]
10-10	[Optional] Future_exit_strategy_milestones: If you plan on selling your company or doing an IPO (initial public offering) in order to put your company on the stock market, please mention it here.	Sample exit strategy milestone	
10-11	[Optional] Past_revenue_milestones_achieved: If applicable, mention which significant revenue milestones you have already achieved.	Sample past revenue milestone	
10-12	[Optional] Past_unit_sales_milestones_achieved: If applicable, mention which significant sales unit milestones you have already achieved.	Sample past unit sales milestone	
10-13	[Optional] Past_tam_percent_milestones_achieved: If applicable, mention which significant TAM milestones you have already achieved.	Sample past tam percent milestone	
10-14	[Optional] Past_break_even_milestone_achieved: If applicable, mention when you achieved break even status (meaning revenue > expenses).	Sample past break even milestone	
10-15	[Optional] Past_profit_margins_milestones_achieved: If applicable, mention which significant profit margin milestones you have already achieved.	Sample past profit margin milestone	
10-16	[Optional] Past_products_or_services_milestones_achieved: If applicable, mention which significant product or service milestones you have already achieved.	Sample past products or services milestone	
10-17	[Optional] Past_geographic_milestones_achieved: If applicable, mention which significant geographic based milestones you have already achieved.	Sample past geographic milestone	
10-18	[Optional] Past_other_milestones: If applicable, mention which significant other milestones you have already achieved.	Sample past other milestone	