

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]
11-1	Risks_future_technology_developments: If applicable, please comment on the risk that future technology developments might have on your business model. If this risk emerges, how would you react?	Sample future technology development	
11-2	Risks_future_competition_emerges: If applicable, please comment on the risk that future competitive threats might have on your business model. For example, if a large company in your industry decides to compete with your	Sample future competition comment	
11-3	Risks_future_macro_economic_developments: If applicable, please comment on the risk that future macro economic developments might have on your business model. How would you react?	Sample future macro development	
11-4	Risks_future_other_developments: If applicable, please comment risks or developments that occur that might have an impact on your business model. How would you react?	Sample other risks	
11-5	Risks_disaster_recovery: What is your disaster recovery plan? For example, do you have remote backup of your data?	Sample disaster recovery	
11-6	[Optional] Most_misunderstood_aspect_of_your_business_plan: What do you think is the most misunderstood aspect of your business model from your potential or current customers? Your reader will LOVE it if you talk about this as it shows how thoughtful your planning process is.	Sample most misunderstood aspect of our business model	