

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]
1-1	First_name_and_last_name: What is your first name and last name as you want it to appear on your business plan?	Tony Shark	
1-2	Company_name: What is the company name (the name of the company you are writing about in this business plan)?	Shark Virtual Reality Software	
1-3	Product_or_service_description: What is the product or service description you are selling? Please make this answer 15 words or less and please capitalize the first word). We will create a more thorough detailed answer later in the course. Please make this answer very easy to understand. Thanks	Virtual reality software that puts you in movies and video games	
1-4	[Optional]: Company name used? Is the name of your company already in use by another company (and is the web address already taken for this name)?	No	Please click this cell and then select your response by clicking the arrow on the right.
1-5	Email_address: What is the email address of your company (leave this blank if you do not yet have an email address for this company)?	tony@sharkvirtualreality.com	
1-6	[Optional]: Internet_address: What is the internet address of your business (leave this blank if you do not yet have an Internet address for this company)	www.sharkvirtualreality.com	
1-7	[Optional]: Have you created a website for your company?	Yes	Please click this cell and then select your response by clicking the arrow on the right.
1-8	[Optional]: What is your business address ? (Leave blank if you don't yet have a business address. If you have more than one address, list the city names).	1 Shark Tank Drive, Virtualville, California, 94010, USA	
1-9	[Optional]: If you have a business address, why did you choose that address? Think about if you can save money in taxes by locating your business in another state/province/location etc. Sometimes governments give tax breaks to locate your company on certain street addresses (i.e., on Market Street in the Tenderloin district in San Francisco).		
1-10	What is the phone number of your business? (If you don't have a business phone number, consider using your cell phone number).	999-867-5309	
1-11	[Optional]: What is the country that your business is in? (please make this the primary or only country where you will be filing taxes).	United States	Please click this cell and then select your response by clicking the arrow on the right.
1-12	Who will be the primary reader of this business plan (i.e., a potential investor or others)?	Investor (or potential investors)	Please click this cell and then select your response by clicking the arrow on the right.
1-13	[Optional]: Do you plan on using this business plan to raise money ?	Yes	Please click this cell and then select your response by clicking the arrow on the right.
1-14	What year was your company founded ?	2017	Please click this cell and then select your response by clicking the arrow on the right.
1-15	What is the industry name that your company is in?	movie and video game industry	
1-16	[Optional]: What is the legal structure of your company?	Limited Liability Corporation	Please click this cell and then select your response by clicking the arrow on the right.
1-17	[Optional]: Have you filed a patent(s) for the product or service?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-18	[Optional]: Have you filed for a copyright(s) for the product or service?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-19	[Optional]: Have you filed a trademark(s) for the product or service?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-20	[Optional]: Who is the owner of the company (please just list the names of the person or people or entities that own the company, if applicable)	Tony Shark	
1-21	[Optional]: Do you plan on having people that read your business plan sign a Non Disclosure Agreement (NDA) ?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.

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1-22	[Optional]: Have you registered your company name?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-23	[Optional]: Do you have business insurance?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-24	[Optional]: Have you looked into getting a government grant?	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-25	[Optional] The Canada government provides helpful resources for starting a company. Please click me to visit the website and look at the helpful resources. Thanks. (Click settings to change your country name if Canada is not your country.)	Please click this cell and then select your response by clicking the arrow on the right.	Please click this cell and then select your response by clicking the arrow on the right.
1-26	[Optional]: Your first employees name: If you have more than 1 person in your company, please write down your first employees name.	Scarlet Hanjosen	
1-27	[Optional]: Your second employee name: If you have more than 2 people in your company, please write down the your second employees name.	Ryan Nотреynolds	
1-28	[Optional]: Your third employee name: If you have more than 3 people in your company, please write down the your third employees name.	Barbara Gordon	
1-29	[Optional]: Your fourth employee name: If you have more than 4 people in your company, please write down the your fourth employees name.	Steve Rogers	
1-30	[Optional]: Your fifth employee name: If you have more than 5 people in your company, please write down the your fifth employees name.	Bruce Banner	
1-31	[Optional]: Your sixth employee name: If you have more than 6 people in your company, please write down the your sixth employees name.	Selina Kyle	
1-32	[Optional]: Your seventh employee name: If you have more than 7 people in your company, please write down the your seventh employees name.	Peter Parker	
1-33	[Optional]: Your eighth employee name: If you have more than 8 people in your company, please write down the your eight employees name.	Diana Hippolyta	
1-34	[Optional]: Your ninth employee name: If you have more than 9 people in your company, please write down the your ninth employees name.	Harvey Dent	
1-35	[Optional]: Your tenth employee name: If you have more than 10 people in your company, please write down the your tenth employees name.	Jenny-Lynn Hayden	
1-36	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the General Business Plan Inputs, which is Step 1?	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-37	[Optional]: What is your deadline date to complete the General Business Plan Inputs, which is Step 1?	Enter date here.	Enter date here.
1-38	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Cover Page, which is Step 2.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-39	[Optional]: What is your deadline date to complete the Cover Page, which is Step 2?	Enter date here.	Enter date here.
1-40	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Executive Summary, which is Step 3.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-41	[Optional]: What is your deadline date to complete the Executive Summary, which is Step 3?	Enter date here.	Enter date here.
1-42	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Management section, which is Step 4.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-43	[Optional]: What is your deadline date to complete the Management section, which is Step 4?	Enter date here.	Enter date here.
1-44	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Product/Service section, which is Step 5.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.

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1-45	[Optional]: What is your deadline date to complete the Product/Service section, which is Step 5?	Enter date here.	Enter date here.
1-46	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Customer & Market section, which is Step 6.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-47	[Optional]: What is your deadline date to complete the Customer & Market section, which is Step 6?	Enter date here.	Enter date here.
1-48	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Competition section, which is Step 7.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-49	[Optional]: What is your deadline date to complete the Competition section, which is Step 7?	Enter date here.	Enter date here.
1-50	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Go-to Market Strategy section, which is	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-51	[Optional]: What is your deadline date to complete the Go-to Market Strategy section, which is Step 8?	Enter date here.	Enter date here.
1-52	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Sales & Marketing section, which is Step 9.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-53	[Optional]: What is your deadline date to complete the Sales & Marketing section, which is Step 9?	Enter date here.	Enter date here.
1-54	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Milestones section, which is Step 10.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-55	[Optional]: What is your deadline date to complete the Milestones section, which is Step 10?	Enter date here.	Enter date here.
1-56	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Financials section, which is Step 11.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-57	[Optional]: What is your deadline date to complete the Financials section, which is Step 11?	Enter date here.	Enter date here.
1-58	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Appendix section, which is Step 12.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-59	[Optional]: What is your deadline date to complete the Appendix section, which is Step 12?	Enter date here.	Enter date here.
1-60	[Optional]: If you have more than 1 person in your company, please write down who is in charge of completing the Other / Miscellaneous section, which is Step 13.	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-61	[Optional]: What is your deadline date to complete the Other / Miscellaneous section, which is Step 13?	Enter date here.	Enter date here.
1-62	[Optional]: If you have more than 1 person in your company, please write down who is in charge of formatting the FINAL OUTPUT Business Plan?	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-63	[Optional]: What is your deadline date to complete the FINAL OUTPUT Business Plan.	Enter date here.	Enter date here.
1-64	[Optional]: If you have more than 1 person in your company, please write down who is in charge of formatting the FINAL OUTPUT Presentation Slides?	If you have 1 or more employees, please click me and select a name.	If you have 1 or more employees, please click me and select a name.
1-65	[Optional]: What is your deadline date to complete the FINAL OUTPUT Presentation Slides?	Enter date here.	Enter date here.
1-66	[Optional]: Have you thought about attending local free Meetup events in your country?		
1-67	What is your company's Mission Statement ? For example, this is Google's mission statement: "To organize the world's information and make it universally accessible & useful." Your Mission Statement can be the same as your answer in question 1-3.	To make all visual media content ever created powered by Shark Virtual Reality and to make virtual reality universally accessible.	

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1-68	What is your company's Number 1 Strength compared to the competition?	We are the lowest cost producer in the industry.	
1-69	What is your company's Number 2 Strength compared to the competition?	We own a patent that quickly renders all movie and video game content in 3D in real time.	
1-70	What is your company's Number 3 Strength compared to the competition?	We have an exclusive contract with Marvel Studios to render all Marvel Studios movies into 3D using our patented virtual reality software.	
1-71	[Optional]: What is your company's Number 4 Strength compared to the competition?		
1-72	[Optional]: What is your company's Number 5 Strength compared to the competition?		
1-73	What is your company's Number 1 Weakness compared to the competition?	We don't have a large cash balance.	
1-74	How can you decrease the risk associated with your Number 1 Weakness compared to the competition?	Raise capital by creating an incredible business plan!	
1-75	What is your company's Number 2 Weakness compared to the competition?	We don't have any presence overseas.	
1-76	How can you decrease the risk associated with your Number 2 Weakness compared to the competition?	By raising capital and using part of the proceeds raised to open overseas offices.	
1-77	What is your company's Number 3 Weakness compared to the competition?	We don't have the same experience as the CEOs do and senior management teams do of our competition.	
1-78	How can you decrease the risk associated with your Number 3 Weakness compared to the competition?	We intend to create a fantastic board of advisors, which will assuage any concerns of our relative lack of management experience.	
1-79	[Optional]: What is your company's Number 4 Weakness compared to the competition?		
1-80	[Optional]: How can you decrease the risk associated with your Number 4 Weakness compared to the competition?		
1-81	[Optional]: What is your company's Number 5 Weakness compared to the competition?		
1-82	[Optional]: How can you decrease the risk associated with your Number 5 Weakness compared to the competition?		
1-83	[Optional]: Is there a reason why you chose to locate your company where it is located? If so, please explain why.	The amount of high quality virtual reality engineers in the San Francisco Bay Area (where we are based) is excellent.	
1-84	[Optional]: Do you need a license to operate your company. If so, has the license been received?	No	
1-85	[Optional]: Have you set up a 1 hour consultation with a tax lawyer? It is really worth it despite the high hourly fee. Think about how much money you spend on insurance and healthcare. This is the exact same investment in your company (and your financial future). Come back to this question later if you want.	Yes	Please click this cell and then select your response by clicking the arrow on the right.