


<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>
<p>3-1 Characteristics_of_the_ideal_customers: What are the characteristics of the ideal customers?</p>	<p>movie and or video game fans</p>	
<p>3-2 Location_of_the_ideal_customer_within_the_first_2_years: What is the location of the ideal customer within the first 2 years of launching your company?</p>	<p>The United States</p>	
<p>3-3 Location_of_the_ideal_customer_in_5_years: What is the location of the ideal customer in 5 years of launching your company?</p>	<p>The United States, Canada, India, United Kingdom, Australia and New Zealand</p>	
<p>3-4 [Optional] Other_demographic_details: Any other demographic details not mentioned in your answers above?</p>	<p>18 years or older</p>	
<p>3-5 TAM : What is the current size of the entire market that you are targeting (also called the Total Addressable Market: TAM)?</p>	<p>\$32 billion for the movie industry and \$138 billion for the video game industry for a combined total of \$170 billion</p>	
<p>3-6 Growth_rate_of_the_TAM: What is the growth rate of the TAM?</p>	<p>2% for the movie industry and 5% for the video game industry</p>	
<p>3-7 Source_name_of_tam_data: What is the source name of tam data in your previous answers?</p>	<p>IBIS World for the movie industry data and Statista for the video game industry</p>	
<p>3-8 Source_internet_address_of_tam_data: What is the source internet address of tam data in your previous answer?</p>	<p>https://www.ibisworld.com/industry-trends/market-research-reports/information/motion-picture-sound-recording-industries/movie-video-production.html for the movie industry and https://www.statista.com/statistics/246888/value-of-the-global-video-game-market/ for the video game industry.</p>	
<p>3-9 [Optional] Percent_of_the_TAM_do_you_want_to_capture_in_5_years: What percent of the TAM do you want to capture in 5 years?</p>	<p>1%</p>	
<p>3-10 Largest_competitor: What is the name of your largest competitor?</p>	<p>HTC</p>	
<p>3-11 2nd_largest_competitor: What is the name of your 2nd largest competitor?</p>	<p>Oculus (Facebook)</p>	
<p>3-12 3rd_largest_competitor: What is the name of your 3rd largest competitor?</p>	<p>Sony</p>	
<p>3-13 [Optional] 4th_largest_competitor: What is the name of your 4th largest competitor?</p>	<p>Microsoft</p>	
<p>3-14 [Optional] 5th_largest_competitor: What is the name of your 5th largest competitor?</p>	<p>Nintendo</p>	
<p>3-15 Competitive_advantage: What makes your company better than the competition (meaning what is your competitive advantage)?</p>	<p>we are the lowest cost producer in the VR industry and we have a patented proprietary Shark Virtual Reality Platform Solution® with an exclusive contract from Disney's Marvel Studios.</p>	
<p>3-16 Why_now: Why is now the right time to start this company?</p>	<p>theatre ticket sales are anemic and studios need a new higher margin platform to sell their content to.</p>	
<p>3-17 How_are_you_planning_on_selling your product or service?</p>	<p>the hardware will be sold on Amazon, at Wal-Mart, at Target and in Best Buy stores; the media will be sold online at SharkVirtualReality.com.</p>	
<p>3-18 Why_you: Why are you the right person to start this company?</p>	<p>Tony Shark has previous work experience in the Oculus Virtual Reality division of Facebook, where he created the content platform software distribution business model.</p>	
<p>3-19 Skills_that_your_employee(s)_have: If you have more than 1 person in your company, list some of the impressive skills that your employee(s) have that will help your business model succeed: , , , , , , , , .</p>	<p>experience at Marvel Studios, former CFO of a high profile software company and engineering experience at Google.</p>	

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3-20 [Optional] Skills_that_your_board_has: If you plan on having a board or board advisors, list some of the impressive skills that your board has that you or your employees do not have (we will create your board in Step 4).	former Microsoft Vice President, former Autodesk software engineer, former west coast Head of Sales at DreamWorks and venture capital partner at XYZ Media Ventures.	
3-21 [Optional] Amount_you_would_like_to_raise: If you plan on raising money, list the amount you would like to raise.	\$1,000,000	
3-22 [Optional] Use_of_proceeds: If you plan on raising money, list the use of proceeds.	to hire 2 software engineers and to open an office in Bollywood	
3-23 Problem_that_your_company_addresses: What is the industry problem that your company addresses?	movie sales growth is low	
3-24 Solution_to_the_problem: How does your company fix this problem (meaning what is your company's solution to the problem)?	a brand new, high-margin distribution channel for movie companies	
3-25 [Optional] Product Image: If possible, paste an image of the company's product (or a mock up draft of the image):		If applicable, please paste your product image here (even if it is a drawing of what the product might look like).
3-26 [Optional] Exit_strategy: What is/are the exit strategy(ies) there for investors (if any): an initial public offering, to sell to another company/person?	Initial Public Offering	Please click this cell and then select your exit option response by clicking the arrow on the right.
3-27 [Optional] Biggest_milestone_so_far: If applicable, please write down the biggest milestone so far that your company has achieved.	exclusive contract signing with Marvel Studios.	