

HERE IS YOUR STEP 6 CUSTOMER OVERVIEW PAGE -->	Customer and Market Commentary	Customer and Market Commentary
<p><input type="checkbox"/> Click to turn off Customer Survey Research</p>	<p>Customer and Market Commentary</p> <p>Who is the Customer?</p> <p>Based on our extensive customer research*, our ideal customer is a movie lover, an early adopter when it comes to new technology products, over 18 years old, lives in large cities, has an undergraduate university degree, is interested in computer programming and loves music. For the next two years, we are targeting consumers in the United States. In five years, we will also target consumers in Canada, India, The United Kingdom, Australia and New Zealand.</p> <p>* Please see the Appendix for the completed Survey Monkey customer data analysis report. Also, please see Step 9 in order to view the Facebook advertising campaign we are using to target customers with the aforementioned characteristics.</p> <p>Customer Concentration</p> <p>We do not have customer concentration issues as no customer comprises more than 1% of total revenue.</p> <p>Customer Attainment Strategy</p> <p>Given how revolutionary our product is, we have received a material amount of free media publicity. As a result, we have not spent much on customer attainment. Going forward, we plan on using Facebook advertising, which we discuss in detail in the Sales and Marketing part of this business plan. We also plan on using Google ads and YouTube, as it is now the second largest search engine.</p> <p>We expect our media partners (i.e., The Walt Disney Company) to market our streaming service content as the margin profile is significantly better than other forms of content distribution.</p> <p>Customer Survey Research</p> <p>We included the results of our comprehensive SurveyMonkey.com survey in the Appendix (the back of the Business Plan). Please refer to the Appendix to review the results of the survey.</p>	<p>Customer and Market Commentary</p> <p>Who is the Customer?</p> <p>If you entered the details of who your customer is in STEP 6 Inputs, then it will appear here.</p> <p>Customer Concentration</p> <p>If you entered the details of what your customer concentration is in STEP 6 Inputs, then it will appear here.</p> <p>Customer Attainment Strategy</p> <p>If you entered the details of who your customer attainment strategy in STEP 6 Inputs, then it will appear here.</p> <p>Customer Survey Research</p> <p>If you entered the details of your customer survey research is in STEP 6 Inputs, then it will appear here.</p>

HERE IS YOUR STEP 6 CUSTOMER SERVICE PAGE -->		
<p><input type="checkbox"/> Click to turn off Customer Response Time</p> <p><input type="checkbox"/> Click to turn off Customer Loyalty Program</p> <p><input type="checkbox"/> Click to turn off Customer Profile Documentation</p>	<p>Customer Service</p> <p>In addition to having a detailed FAQ section on our website, the Apple and Android app downloadable versions of our product contain a step by step guide on how to use our product, configure our product and troubleshoot the use of our product. We will offer additional email support initially and Bruce Banner will offer telephone support. Based on the volume of inbound calls we receive, we will quickly hire offshore telephone support personnel or outsource the job function.</p> <p>Customer Response Time</p> <p>In most cases, customers only contact us if they cannot find the answers to their questions on our FAQ webpage. The customer education video that our customers watch is incredibly well-made that we are pleasantly surprised by the small number of customer questions that we receive. In addition, our customers are incredibly loyal and they often create their own YouTube videos and Quora.com content to help our other customers.</p> <p>Customer Loyalty Program</p> <p>N/A</p> <p>Customer Profile Documentation</p> <p>When customers register their purchased goggles, they enter their email address and they can opt in to receiving updates on new streaming content, new 1-time higher priced special events media purchases and software upgrades for the goggles. Given the fact that we provide the value of offering free platform (operating system) upgrades for the goggles, we do not expect many customers to opt out of the email distribution list. We document and track all customer details using ActiveCampaign.com (discussed in more detail in the Sales and Marketing part of our business plan).</p>	<p>Customer Service</p> <p>If you entered the details of who your customer service strategy in STEP 6 Inputs, then it will appear here.</p> <p>Customer Response Time</p> <p>If you entered the details of your customer service response time in STEP 6 Inputs, then it will appear here.</p> <p>Customer Loyalty Program</p> <p>If you entered the details of who your customer loyalty program in STEP 6 Inputs, then it will appear here.</p> <p>Customer Profile Documentation</p> <p>If you entered the details of your customer profile documentation STEP 6 Inputs, then it will appear here.</p>

HERE ARE YOUR STEP 6 MKT.TRENDS, RISKS, TAM, B.T.E., ETC., PAGES -->

Click to turn off Warranty Policy

Click to turn off Industry Search Trends

General Industry Trends / Drivers

The problem with the movie market is that the growth of the market is anemic and large media companies are looking for ways to reignite revenue and profitability growth. We believe that our company solves the problem that large media companies are having with anemic growth, as our company offers a very high margin and scalable revenue model with high visibility given the nature of our subscription offering; we are confident that virtual reality programming is the key future growth driver for the

Industry Risks

A material risk with the media industry is the threat of piracy. All of our content is streamed to consumers with embedded digital signatures that are specifically encoded to only allow the content to be streamed on a unique registered goggle. We filed a patent on this process. Please see the Appendix for a copy of the patent that we filed. We believe that this is one of the reasons that The Walt Disney Corporation signed a contract with our company (and could potentially be a strategic investor in our next financing round).

Warranty Policy

We offer a 1 year warranty on the sales of our goggles product. Please see the Appendix of this business plan to see what our warranty looks like.

Industry Search Trends

Based on our analysis of the industry trends using Trends.Google.Com., we have noticed that search volume based interest in our industry has seen accelerated growth over the past 12 months. Please see the Appendix in this business plan for more details.

General Industry Trends / Drivers

If you entered the details of your industry trends or drivers in STEP 6 Inputs, then it will appear here.

Industry Risks

If you entered the details of your industry's risks in STEP 6 Inputs, then it will appear here.

Warranty Policy

If you entered the details of your customer warranty program in STEP 6 Inputs, then it will appear here.

Industry Search Trends

If you entered the details of your industry search trends in STEP 6 Inputs, then it will appear here.

