HERE IS YOUR STEP 6 CUSTOMER OVERVIEW PAGE>		
HERE IS YOUR SLEP & CUSIOMER OVERVIEW PAGE>	Customer and Market Commentary	Customer and Market Commentary
	Who is the Customer?	Who is the Customer?
	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.	If you entered the details of who your customer is in STEP 6 Inputs, then it will appear here.
	* 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.	
	Customer Concentration	Customer Concentration
	We do not have customer concentration issues as no customer comprises more than 1% of total revenue.	If you entered the details of what your customer concentration is in STEP 6 Inputs, then it will appear here.
	Customer Attainment Strategy	Customer Attainment Strategy
	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. 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.	If you entered the details of who your customer attainment strategy in STEP 6 Inputs, then it will appear here.
	Customer Survey Research	Customer Survey Research
Click to turn off Customer Survey Research	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.	If you entered the details of your customer survey research is in STEP 6 Inputs, then it will appear here.

HERE IS YOUR STEP 6 CUSTOMER SERVICE PAGE>	Customer Service 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.	Customer Service If you entered the details of who your customer service strategy in STEP 6 Inputs, then it will appear here.
Click to turn off Customer Response Time	Customer Response Time 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.	Customer Response Time If you entered the details of your customer service response time in STEP 6 Inputs, then it will appear here.
Click to turn off Customer Loyalty Program	Customer Loyalty Program N/A	Customer Loyalty Program If you entered the details of who your customer loyalty program in STEP 6 Inputs, then it will appear here.
Click to turn off Customer Profile Documentation	Customer Profile Documentation When customers register their purchased goggles, they enter heir 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 note 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).	Customer Profile Documentation If you entered the details of your customer profile documentation STEP 6 Inputs, then it will appear here.

HERE ARE YOUR STEP 6 MKT.TRENDS, RISKS, TAM, B.T.E., ETC., PAGES>		
	General Industry Trends / Drivers	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	If you entered the details of your industry trends or drivers in STEP 6 Inputs, then it will appear here.
	Industry Risks	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).	If you entered the details of your industry's risks in STEP 6 Inputs, then it will appear here.
	Warranty Policy	Warranty Policy
Click to turn off 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.	If you entered the details of your customer warranty program in STEP 6 Inputs, then it will appear here.
	Industry Search Trends	Industry Search Trends
Click to turn off 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.	If you entered the details ofyour industry search trends in STEP 6 Inputs, then it will appear here.

	Barriers to Entry We believe that a material barrier to entry in our industry is the complex technical nature of our patented goggle product, our patented streaming technology and our patent pending anti-piracy technology. Please see the Appendix for details on our patents.	Barriers to Entry If you entered the details on the barriers to entry in STEP 6 Inputs, then it will appear here.
	Total Addressable Market (T.A.M.)	Total Addressable Market (T.A.M.)
	The Total Addressable Market (T.A.M.) size of the market that we compete in is \$32 billion for the movie industry and \$138 billion for the video game industry for a combined total of \$170 billion. The growth rate of the T.A.M. is 2% for the movie industry and 5% for the video game industry. [Source: IBIS World for the movie industry data and Statista for the video game industry: 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.]	If you wrote a sentence or a short paragraph on your TAM in STEP 6 Inputs, then it will appear here.
	Percent of the T.A.M. We Plan on Capturing in 5 Years	Percent of the T.A.M. We Plan on Capturing in 5 Years
□ Click to turn off Percent of TAM in 5 Years	The percent of the T.A.M. market share that we are planning on attaining in 5 years is 1%. Please see the Income Statement portion of thi business plan to see our revenue projections.	If you wrote a sentence or a paragraph on the amount of the TAM that you want to capture in 5 years in STEP 6 Inputs, then it will appear here.
Click to turn off Seasonality	Seasonality Our product's best selling month is November, given holiday Black Friday shopping trends. July and August are the lowest selling months given vacation schedules. The subscription revenue is much less seasonal, which helps us achieve high revenue visibility trends.	Se asonality If you entered the details the seasonality of your industry in STEP 6 Inputs, then it will appear here.