

## EXECUTIVE SUMMARY

- iil Predictions market leader in offering online predictions
- Two pronged approach to operations and revenue generation
  - business-to-consumer side provides an easy and entertaining forum for users to predict on events, socialize on current affairs and potentially make money for their correct prediction
  - data collection and research information to participating companies who wish to find out in which events users are most interested
    - high level demographic information will be supplied to the various companies
    - personal user information will not be shared unless explicitly authorized by the user

## INTRODUCTION

- ◎ A prediction market allows individuals to take positions (or trade 'contracts') on whether future events will or will not occur
  - example - political election, settled in a well-defined and easily verifiable manner.
    - "Barack Obama to win 2012 U.S. presidential election."
    - "NASDAQ Average to close higher today."
- ◎ The market facilitates trades between members, charging a monthly fee, but does not participate in trading itself

## CONCEPT

- ◎ As social networks have grown, friends and acquaintances have created friendly prediction theories with one another
- ◎ Trading positions = long (will happen) and short (will not happen)
  - The trading unit is a contract with a notional settlement value, typically \$10, and the contract may trade in range of 0-100 where 1 point equals US \$0.10 in value. If the event specified in a given contract occurs, the contract settles at 100 points or \$10; otherwise, the contract settles at 0 or \$0 in value. Thus, the current price of the contract can be imputed as the market's global opinion of the probability that the specified event will occur.

## BACKGROUND

- ◉ The service offered by the company simplifies and streamlines the entire online trade and prediction process.
- ◉ iil Predictions serves as a centralized online trade market that matches the user with accurate up to date probabilities.
- ◉ The user makes their choice, YES or NO and when the event ends they receive their payout or make a payout for their transaction.
- ◉ As users make more predictions, the website generates a customized list of events.

## MISSION STATEMENT

- ◉ "iil Predictions' Mission is to provide a safe, cost effective and lucrative trading environment for users across the globe, ensuring you, our users get the best available benefits from dealing with a company that has located and delivered exciting world events tailored specifically to you."
- ◉ "We strive to maximize business potential by offering a comprehensive and seamless demographic data acquisition and management for all world events."

## MARKETING

- ◉ One other group specializing in "online prediction" service
- ◉ Intrade.com has been identified and is known to be employing a concept of establishing an online trade forum for consumers
- ◉ Allows our company to gain an early-follower approach and build barriers for any possible new entrants as well as carve a unique place in the industry based on continued relationships with consumers and businesses

## KEYS TO SUCCESS

- ◉ Development of a customer service / customer satisfaction trade software application
  - ensures a seamless management of all business activities and trades
- ◉ Formation of strategic relationships with online event coordinators, data researchers, credit card companies and sponsors.
  - Event coordinators will allow iil Predictions to quickly grow their customer base.
  - Data miners will be needed since the trades will be a result of accurate data collection and reporting
  - Credit card companies will allow iil Predictions to offer the respective cards as the preferred credit card thereby generating an additional source of revenue

## CAPITAL REQUIREMENT

Start-up Funding	
Start-up Expenses to Fund	\$3,000
Start-up Assets to Fund	\$47,000
<b>Total Funding Required</b>	<b>\$50,000</b>
<b>Assets</b>	
Non-cash Assets from Start-up	\$0
Cash Requirements from Start-up	\$47,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$47,000
<b>Total Assets</b>	<b>\$47,000</b>
<b>Liabilities and Capital</b>	
<b>Liabilities</b>	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (Interest-free)	\$0
<b>Total Liabilities</b>	<b>\$0</b>
<b>Capital</b>	
Planned Investment	
Co-owner	\$25,000
Co-owner	\$25,000
Other	\$0
Additional Investment Requirement	\$0
<b>Total Planned Investment</b>	<b>\$50,000</b>
Loss at Start-up (Start-up Expenses)	(\$3,000)
<b>Total Capital</b>	<b>\$47,000</b>
<b>Total Capital and Liabilities</b>	<b>\$47,000</b>
<b>Total Funding</b>	<b>\$50,000</b>

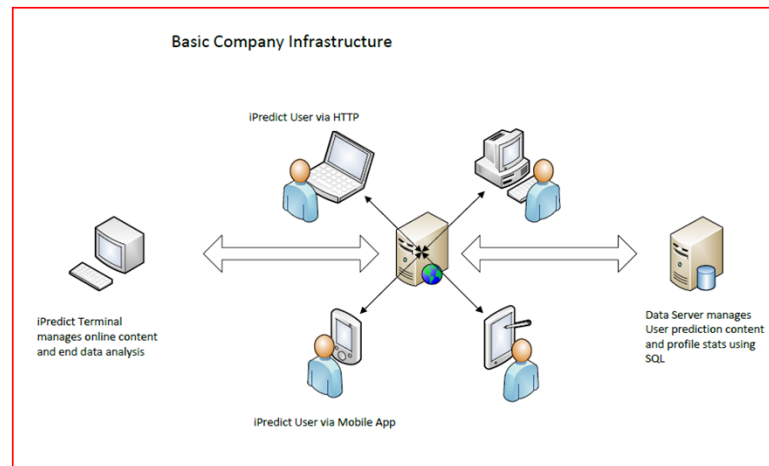
## PROJECT TIMELINE

	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1	Survey/Collection of Resources	10 days	Mon 2/6/12	Fri 2/17/12		
2	Survey articles	5 days	Mon 2/6/12	Fri 2/10/12		
3	Consult the company website	5 days	Mon 2/13/12	Fri 2/17/12	2	
4	Background Study	6 days	Mon 2/20/12	Mon 2/27/12		
5	Review company materials	6 days	Mon 2/20/12	Mon 2/27/12		
6	Project Outline	2 days	Mon 2/27/12	Tue 2/28/12		
7	Check validity of sources	2 days	Mon 2/27/12	Tue 2/28/12		
8	SWOT Table	7 days	Wed 2/29/12	Thu 3/8/12	7	
9	Research competitive companies	7 days	Wed 2/29/12	Thu 3/8/12		
10	Intrade	7 days	Wed 2/29/12	Thu 3/8/12		
11	Project Powerpoint	13 days	Fri 3/9/12	Tue 3/27/12		
12	Outline	5 days	Fri 3/9/12	Thu 3/15/12		
13	Add Content	8 days	Fri 3/16/12	Tue 3/27/12	12	
14	Graphs/Charts	5 days	Fri 3/16/12	Thu 3/22/12		
15	Formatting	3 days	Fri 3/23/12	Tue 3/27/12	14	
16	Peer Review	4 days	Wed 3/28/12	Mon 4/2/12		
17	Proof read eachothers work (grammar/fact checking)	4 days	Wed 3/28/12	Mon 4/2/12		
18	Complete 1st Draft	7 days	Tue 4/3/12	Wed 4/11/12	17	
19	Complete 2nd Draft	7 days	Thu 4/12/12	Fri 4/20/12	18	
20	Complete 3rd Draft	7 days	Mon 4/23/12	Tue 5/1/12	19	
21	Complete Final Draft	7 days	Wed 5/2/12	Thu 5/10/12	20	
22	Peer Review	2 days	Fri 5/11/12	Mon 5/14/12	21	
23	Proof read eachothers work (grammar/fact checking)	2 days	Fri 5/11/12	Mon 5/14/12		
24	Project Revision	5 days	Tue 5/15/12	Sat 5/19/12		
25	Formalize Works Cited - IEEE Format	2 days	Sun 5/20/12	Mon 5/21/12	24	
26	Presentation Rehearsal	2 days	Tue 5/22/12	Wed 5/23/12	25	
27	Project Presentation	1 day?	Thu 5/24/12	Thu 5/24/12	26	

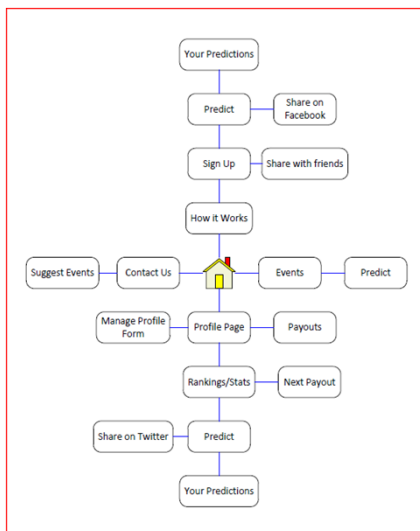
## ORGANIZATIONAL STRUCTURE

- ◎ **President/Chief Executive Officer:** the main responsibility is to maintain a strategic fit between the corporate resources and external factors. Responsibilities include running of the overall day-to-day operations, technological and operational soundness, and financial stability.
- ◎ **Director of Information Technology:** responsibilities include overall technological efficiency, software development, and information control.
- ◎ **Director of Sales and Marketing:** responsibilities include sales generation, marketing programs development, and public relations.

## INFRASTRUCTURE DESIGN



## PREDICTION FLOWCHART



## ISP DATA

Comcast			
Types of Service:		Cable, Bundle	
Support:		24 Hour Support, Toll Free Phone Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
PERFORMANCE	\$54.95/mo	Downstream: Up to 6.0 Upstream: Up to 1.0	Norton™ Security Suite included 7 e-mail accounts, each with 10GB of storage. 30-day money-back guarantee.
Blast	\$59.95/mo	Downstream: Up to 16.0 Upstream: Up to 2.0	
Extreme 50	\$139.95/mo	Downstream: Up to 50.0 Upstream: Up to 10.0	

Time Warner			
Types of Service:		Cable, Bundle	
Support:		Live Chat, Phone Support, Email Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
Road Runner Broadband	\$44.95/mo	Downstream: Up to 7.0 Upstream: Up to 512.0 Kbps	FREE Anti-Virus protection, Anti-spam, Firewall protection, web support FREE Internet Parental Controls
Road Runner Turbo	\$49.95/mo	Downstream: Up to 12.0 Upstream: Up to 2.0	

## ISP DATA

Charter Communications			
Types of Service:		Cable	
Support:		Live Chat, Phone Support, Email Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
Charter Lite	\$19.99/mo	Downstream: Up to 1.0 Upstream: Up to 128.0 Kbps	- Charter Security Suite protects against viruses and spam - Access to Charter.net - 10 Email Addresses
Charter Express	\$29.99/mo	Downstream: Up to 12.0 Upstream: Up to 1.0	
Charter Plus	\$39.99/mo	Downstream: Up to 18.0 Upstream: Up to 2.0	
Charter Max	\$54.99/mo	Downstream: Up to 25.0 Upstream: Up to 3.0	
Charter Ultra60	\$99.99/mo	Downstream: Up to 60.0 Upstream: Up to 5.0	

Mediacom			
Types of Service:		Cable	
Support:		Email Support	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
Mediacom Online Intro	\$29.95/mo	Downstream: Up to 3.0, Upstream: Up to 1.0	- Email account - Security tools including anti-virus, spam filtering, anti-spyware, pop-up blockers
Mediacom Online Max	\$59.95	Downstream: Up to 50.0, Upstream: Up to 5.0	- 30-day money-back guarantee

## ISP DATA

Insight Communications			
Types of Service:		Cable, Bundle	
Support:		(None discussed though they do have an 800#)	
Internet Plan	Plan Price	Connection Speed (Mbps)	Features
Insight Broadband 10.0	\$45.00/mo	Downstream: Up to 10.0 Upstream: Up to 1.0	Award winning protection against spyware, viruses, hackers and more 6 email addresses 6 gigabytes of storage
Insight Broadband 20.0	\$55.00/mo	Downstream: Up to 20.0 Upstream: Up to 1.5	
Insight Broadband 30.0	\$70.00/mo	Downstream: Up to 30.0 Upstream: Up to 3.0	
Insight Broadband 50.0	\$105.00/mo	Downstream: Up to 50.0 Upstream: Up to 5.0	

- ◎ Charter Communications Ultra 60
  - Best download and upload bandwidth for the money
  - Web access using their network = no additional web page expense
  - Support is available at all hours of the day
  - All vendors require a separate unit for connection (depending on service) that varies in price from \$35 to \$175



## BUSINESS DEVELOPMENT KNOWLEDGE AND EXPERIENCE

- ◎ Small Business Development Centers: [www.sba.gov](http://www.sba.gov)
- ◎ Purpose: Small Business Development Centers are partnerships primarily between the government and colleges/universities administered by the Small Business Administration and aims at giving educational services for small business owners and aspiring entrepreneurs.
- ◎ Facts: Located in all 50 states, each center has a director, staff members, volunteers, and part-time personnel
- ◎ Services: Assisting small businesses with financial, marketing, production, organization, engineering and technical problems and feasibility studies, all services given at SBDCs are free and confidential, additional low cost training is available.
- ◎ Eligibility: Assistance from an SBDC is available to anyone interested in beginning a small business for the first time or improving or expanding an existing small business, who cannot afford the services of a private consultant.

## QUESTIONS, COMMENTS, CONCERNS

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