



Supernova 2005 Second Life Business Simulation Contest

BACKGROUND

[Supernova](#) is a conference on the business implications of emerging technologies, organized by Legal Studies professor [Kevin Werbach](#). Supernova 2005 will be held June 20-22, 2005, in San Francisco, CA. This year, we are highlighting the potential of massively multi-player online games (MMOGs). We are partnering with Linden Lab, the creators of [Second Life](#), to organize a virtual business contest.

CONTEST OVERVIEW AND TIMING

Among many other things, MMOGs such as Second Life are wonderful laboratories for business ideas. Some Second Life residents have already developed thriving businesses within the virtual world, requiring the same kinds of skills as a successful real-world business.

The goal of the Supernova 2005 Business Simulation Contest is to use entrepreneurship, management, and marketing skills to identify, describe, or develop a successful business within Second Life. Entrants can either operate a business themselves, or create a business plan for a new Second Life business. We are assembling a distinguished panel of judges who will evaluate contest entries and award prizes. Prize winners will be announced during the Supernova evening reception on June 21, which will also serve as a "virtual party" operating simultaneously in San Francisco and Second Life.

ENTRY CATEGORIES

1. [Supernova participants](#) (Penn students and Supernova attendees; must be new to Second Life)
2. [Open](#) (includes existing Second Life residents)

AWARDS

- [Best Business Plan](#) (*Supernova category*)
Awarded to the idea for a new Second Life business deemed most original, well-designed, and likely to succeed.
- [Best Business](#) (*Open category*)
Awarded to the existing Second Life business deemed most innovative, well-executed, and well-managed.
- [Supernova Excellence Award](#) (*either category*)
Awarded to the business or business plan that, in the estimation of the judges, best exemplifies the potential of massively multi-player online games for business development and simulation.

PRIZES

The winner of each award will receive a set of prizes. Some of the contest prizes will include:

- L\$ to be used for further development of the business idea
- Apple iPods
- Signed copies of *iPod & iTunes: The Missing Manual*

We are working on securing additional exciting prizes, which we will announce to contest participants in the coming weeks.

CONTEST RULES

Category 1 entrants (University of Pennsylvania students and Supernova 2005 conference attendees) will be provided with temporary free Second Life accounts for the purposes of the contest. Category 1 entrants must be new to Second Life as of April 2005, meaning they must not have any pre-existing Second Life accounts nor any experience as a Second Life resident before April 2005. If a Category 1 entrant is discovered to have previous Second Life experience before April 2005, he or she will be immediately disqualified from this contest.

Open category entrants must enter the contest using the account name associated with an already-existing business within Second Life. Open category entrants will not be provided with a new Second Life account for the purposes of this contest.

One submission per entrant. All entrants must be at least 18 years old. Team entries are permitted, with a maximum of three people per team. Full-time employees of the Wharton School and employees of Linden Lab are not eligible.

ENTRY DEADLINE

All entries must be received by midnight PT Wednesday, June 15, 2005. The panel of judges will review all of the entries and make their decisions by Monday, June 20, 2005. Results, winners, and prizes will be announced on Tuesday, June 21, 2005 during the Evening Networking Gala and corresponding Online Awards Ceremony within Second Life.

RECEPTION & AWARDS CEREMONY

Tuesday, June 21, 2005

6:00-8:30pm PT

A physical and virtual world party, corresponding to the Supernova evening networking gala.



Supernova 2005 Second Life Business Simulation Contest **ENTRY FORM**

Real name(s) of contestant/team:

Second Life name(s) of contestant/team:

Email address(es) of contestant/team:

In-world project location (if applicable):

Type of business:

Business/idea description (1000 words maximum):

In your description, please explain what your objectives are for this business or idea, and why it is likely to succeed. Descriptions should identify what is unique about the business or idea, relative to other businesses in Second Life or the physical world. Please discuss any distinctive elements of the marketing strategy, pricing strategy, business model, or other aspects of the business. How does this business/idea take full advantage of Second Life, or massively multiplayer online games in general?

Risk factors:

Resources required:

Potential extensions/connections beyond Second Life (if any):

Additional comments:

Email your entry to <secondlife@supernova2005.com>. Microsoft Word attachments are permitted.