

Student1
ENTP 6864
Postmortem
7/30/2010

Ultimately, the introduction of our product, Flameboards brand hoverboards, into Second Life is lined up to be a success. We have worked hard to promote the product, and have made multiple sales to date. We have not yet reached our breakeven point, but feel this is simply a matter of time and additional marketing.

We found the timeframe to be quite challenging, as 8 weeks to take a product from concept to market is incredibly fast in general, in addition to the additional time necessary for learning the Second Life platform. Our group was prepared for this challenge, however, with one group member having prior experience with virtual worlds and another having experience in computer programming. Thus, we were able to design a more challenging product within the timeframe allotted. If it were necessary to contract these services, additional time would have certainly been necessary for the completion of this project. For this reason, the summer semester seems inappropriate for this course, and a full-length (i.e. fall or spring) semester would be beneficial to ensure enough time.

Another problem we encountered was regarding marketing the product. We originally intended to use our product in densely populated areas in order to start a “grassroots” marketing effort. However, because many of these areas do not allow objects to be placed on the ground, even temporarily, we have been unable to do so. The product needs to be redesigned to be “worn,” so it would be considered a part of

clothing, and therefore could be used anywhere. This would not only make the product more visible, but also more useable in general for the consumer.

The seed money provided was more than sufficient to fund our project, and we had a significant portion of the original funds remaining. Again, this is likely due to the makeup of our group, as the majority of the funds needed to be spent on research and development, which is a significantly lesser cost than contracting the services directly.

Our group did an adequate job of dividing tasks to be completed for the class. However, a more formal structure would have been beneficial. At first, it was difficult assigning specific tasks to individuals because we had no established "leader." Again, with the makeup of our group, the roles quickly became clear as the relative strengths and weaknesses of each member was exposed, and we were able to eventually divide up the remaining work in a more balanced fashion.

Given the opportunity, I would take this class again in a heartbeat. After this semester, I have three classes remaining in the pursuit of my MBA, and this class has easily been the most beneficial class that I have taken in the program. It has taught me what it truly is to start a business, and all of the headache and heartache involved in the process. I have had many sleepless nights as the product launch date approached because my mind would be racing about how to ensure it went well. The world may be virtual, but it was a very real experience, and for that I feel truly blessed to have been a part of this class. Honestly, the only negative aspect of the class was its short time span. It always seemed rushed, and I always felt I needed more time. This problem may be partly alleviated through the use of a longer

semester, but it may just be a consequence of the course. After all, we learned how to start a business with specific deadlines to meet. When starting any business from scratch, it is likely that a person will always wish for more time.