



Businesses in Second Life



Who is Linden Lab?

- Founded 1999
- Second Life launched June 2003
- Investment
 - First Round 10/04 (\$8M); Second Round 3/06 (\$11M)
- Board
 - **Mitch Kapor** Kapor Enterprises, Inc.
 - **Jed Smith** Managing Partner, Catamount Ventures
 - **Bill Gurley** Partner, Benchmark Capital
 - **James Currier** Founder and President, Tickle, Inc.



Philip Rosedale



What is Second Life?

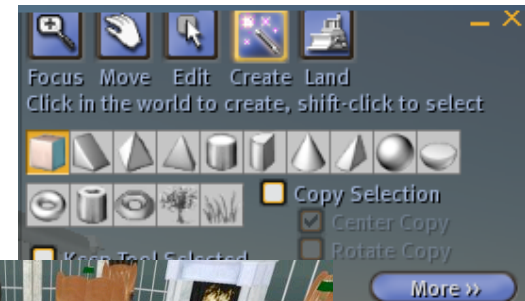
- Virtual world
- Not a game





Second Life Principles

- Accessible tools
- User-owned IP
- Economy





Why People Use Second Life

- Social Network
- Creation
- Business





Entering Second Life



SECOND LIFE Collaboration

- IBM
- Crescendo Design
(Architecture)



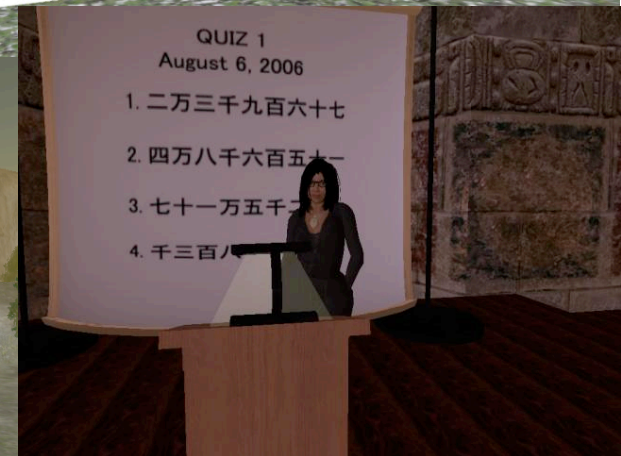
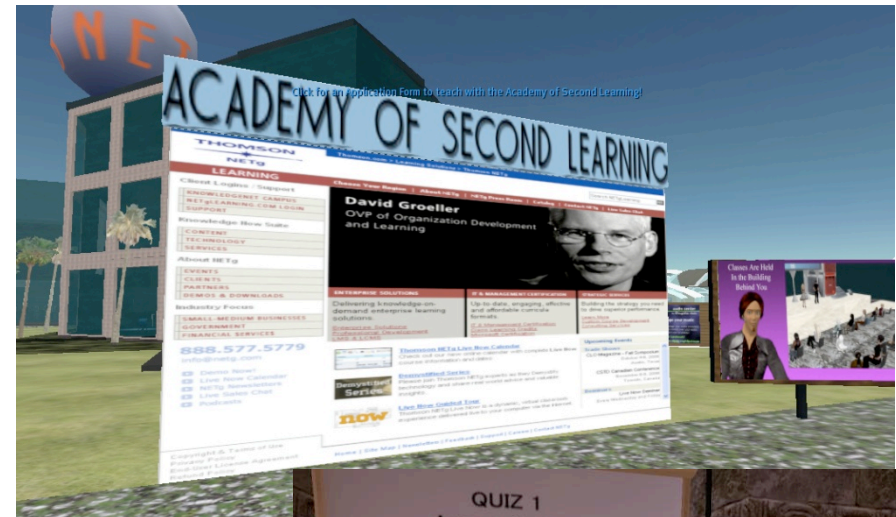
- BBH
- Text100





Simulation & training

- Thompson NETg
- Education
- 'Strong Angel' disaster simulation



- Bank interior



Using Second Life to evaluate branch designs

- Viewers could relate to real life environments

"I feel like I'm in a car showroom"

"It is quite similar to my own bank here in the Netherlands"

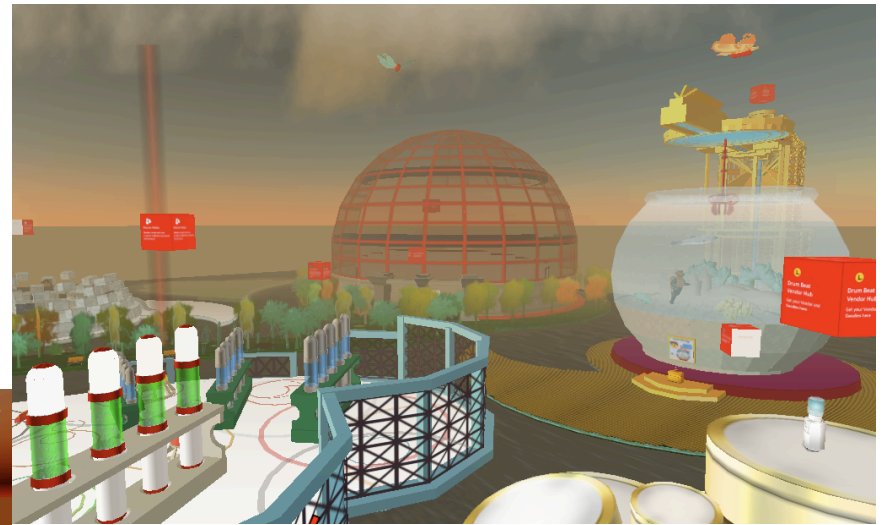
- Could make recommendations, expressed/disclosed needs

"More windows would be nice"

"I want to know just where I need to go - signage would help"

SECOND LIFE Branding

- Vodafone
- Pontiac





Information Dissemination

- Alzheimer Society
- Reuters
- CDC



SECOND LIFE Retail

- In Second Life
- Second Life to Real Life
 - Dell
 - Life2Life
 - American Apparel





Public Relations

- American Apparel
- Duran Duran



Duran Duran's Nick Rhodes Talks Second Life

Posted Thursday, August 10th, 2006, at 2:25 pm Eastern by Mark Wallace

Tags: avatars, interview, music, news, Second Life, Viacom, video, virtual worlds, VW services



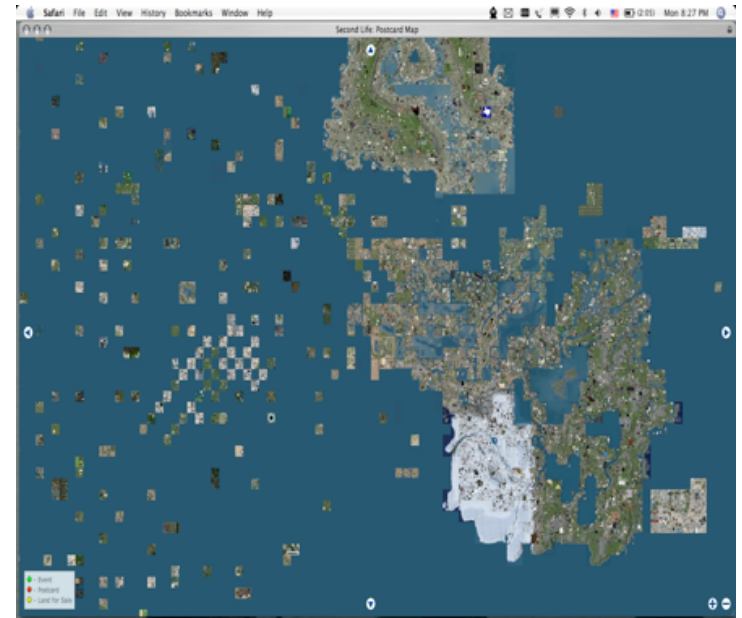
Remember the blonde-haired male avatar you were dancing with at that goth club in [Second Life](#) a couple of weeks ago, the one with a recent rez date who seemed like he might still be getting his legs in SL? It just might have been Nick Rhodes, keyboardist and songwriter for the platinum-selling new wave band Duran Duran. I just got off the phone with Rhodes, talking to him about the [futuristic utopia](#) the band is now working on creating in Second Life, and I was pleasantly surprised to find he really does seem to "get it" where the virtual world is concerned, and is

Results 1 - 10 of about 59,500 for "[duran duran](#)" "[second life](#)".



Working with Linden Lab

- Linden Lab is Hosting
- Revenue from land sales
- No content creation services
- OS client





Entering Second Life

- Plan - outcome, purpose
- Get or hire skills (developers)
- Buy land (if necessary)
- Create community
 - Traffic
 - Engage, interact
 - Start small
 - Leverage
 - Publicize





SL is like RL - and it's not

- Behavior
 - Engaged, but not constrained
- Interaction
 - All objects can be scripted
 - No material costs





Thank You

Second Life.com business pages:

- <http://secondlife.com/businesseducation/>

Linden Lab

- <http://lindenlab.com>