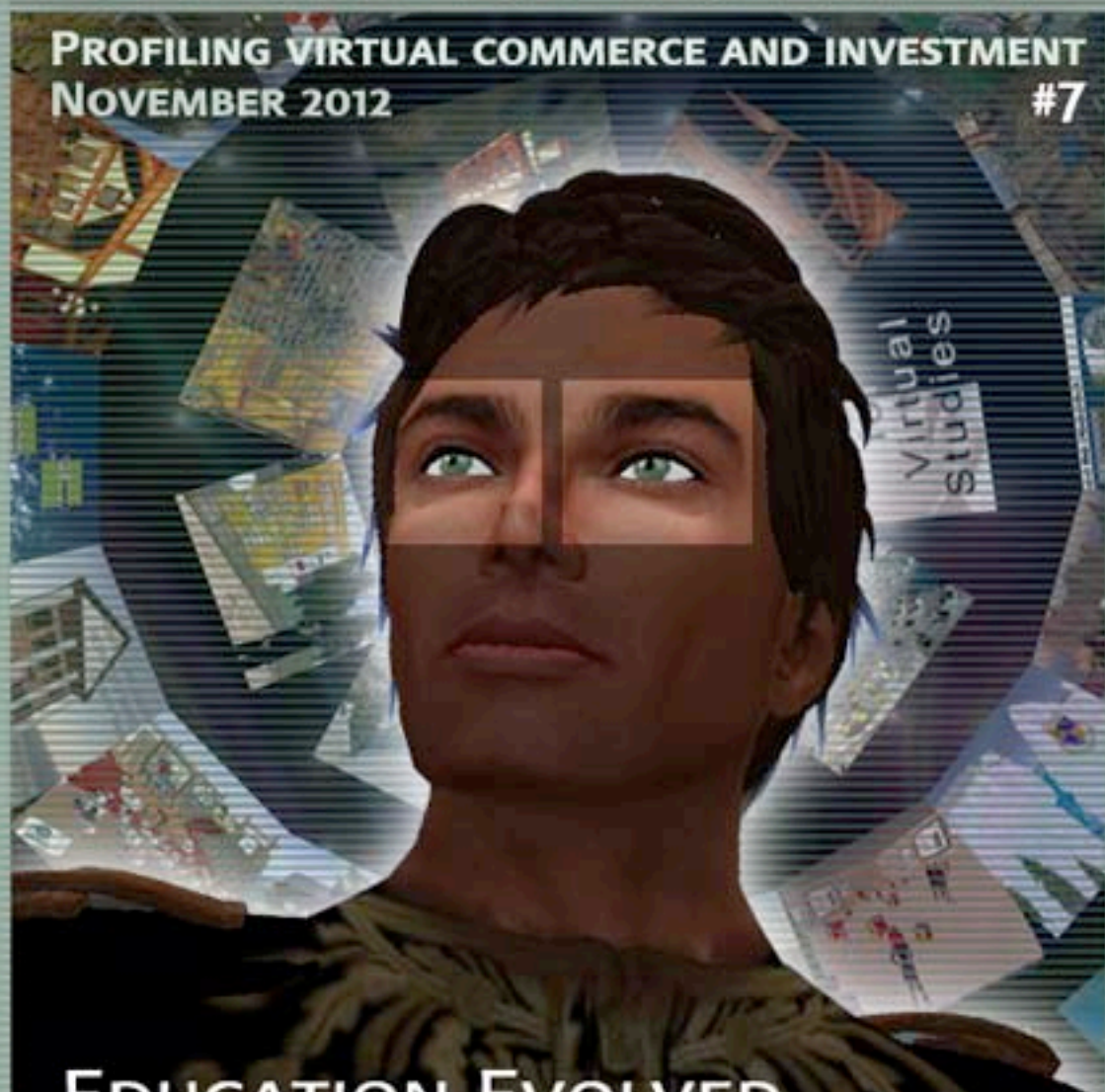


BOWLER

BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
NOVEMBER 2012 #7



EDUCATION EVOLVED
EXPERIENTIAL EXPLORATION
BUSINESS OF LEARNING
ELEGANT ALLURE
CAUTIONARY INVESTMENT



JETMAN BOWLER, PUBLISHER

“Bowler Business Review supports publicly traded companies, promotes pioneering entrepreneurs, and encourages economic growth.”

No one person can know everything — not in real life nor in Second Life® (though some may *think* they do). This issue is dedicated to the learners (any newbie that ever landed in a public square) and to the teachers (who rescue those grateful newbies). Investigating the state of virtual education reveals a parallel history to the financial community, and shows how education drives the potential of business success.

- **Phelan Corrimal** leads off the adventure in studiousness by sharing how he constructed a leading cyber university.
- **Rah Rehula** demonstrates the determination of an innovator by taking on traditional thinking, ever armed with facts and case studies.
- **Carrie Snowpaw** extends her design career into new avenues that she could never otherwise pursue, thus growing a leading fashion house.
- **SkyRanger Hammerer** shares his experience in riding the financial roller coaster—both good and bad. Whether agreeing with his conclusions or not, he gives every investor some serious considerations.

Learning every single day myself, Bowler Enterprises continues to expand, to investigate new areas of business, and to grow upon the shoulders of these generous path-blazers.

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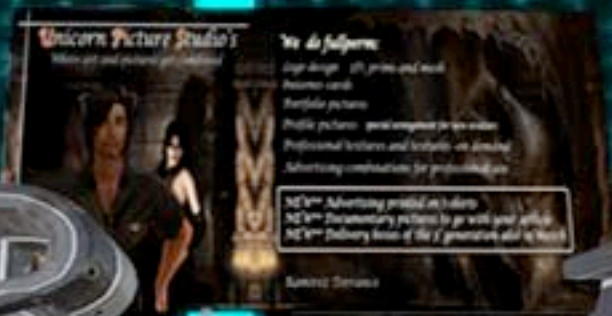
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BOWLER

BUSINESS REVIEW

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NOVEMBER 2012

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The virtual world is a culture of learning. Consider Second Life® to be like a petri dish of real life; condensed and revealing. Every “noobie” must go through an avatars initiation as well as cope with abundant choices. It becomes obvious who develops purpose, and who does not. Purpose drives self-definition when supported by skills.

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A Cautionary Tale

SkyRanger Hammerer, Investor

Perhaps the virtual world's greatest contribution to real life is its educational potential. There are ways that a virtual world far surpasses real presentations in convenience, experience, and reach. There are strengths in tying technologies together into an interwoven fabric of tools.

That potential is still on the bleeding edge, requiring the great dedication and perseverance of pioneers. What holds back potential is not technology, but people. Those who sustain, adapt to the culture of this innovative landscape, and build upon it:



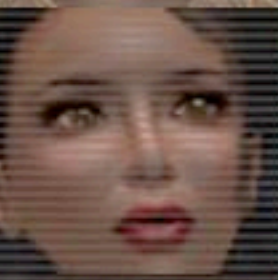
Phelan Corrimal organically developed Rockliffe University from within SL, bringing real world expertise and discipline in-world. His focus is building an innovative, yet sustainable, infrastructure.



Rah Rehula works tirelessly to raise understanding and awareness of the virtual-world's potential impact. She bridges between worlds and offers the best description of advantages and hurdles in development.



Eleanor Medier initiated this exploration in education because the potential for business growth is obvious. Surprised at the history revealed and human nature exposed, she presents the collaboration with business.



Carrie Snowpaw exemplifies the learning process as a successful fashion designer. Bringing graphic skills from RL, she took classes to learn and step-by-step grows her now virtually famous collection.



SkyRanger Hammerer finds the deepest learning experiences come from making mistakes. He candidly discusses how he found himself in a hotbed of controversy and the lessons that help him move on.

#7 November 2012

BOWLER BUSINESS REVIEW PROFILES SL COMMERCE

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DEVELOPMENT TEAM

Created by a dedicated team, BOWLER BUSINESS REVIEW is enriched by the blending of several talented contributors. Each is a seasoned in-world professional with varied experiences. And, each flourishes in-world, expanding talent with a pioneering focus.



Jetman Bowler heads Bowler Enterprises, a network of entrepreneurial companies. An investor in the virtual stock market, his diversified portfolio encourages the cyber economy, and underwrites corporate growth. He publishes both **BOWLER BUSINESS REVIEW** and *Unforgettable* magazines.



Netera Landar, senior contributor, is one of the inspirations for this magazine's start. An accomplished journalist, talk show hostess, and photographer, she contributes at least one article in every issue. She has wide experience in business, entertainment, and the arts. She is the Editor-in-Chief of the new magazine *Unforgettable*, a sister publication.



Quistis Shippe is the Communications Director for Bowler Enterprises. She handles all queries, public relations, marketing, and distribution. She brings an extensive and varied background in sales, garden design, and is learning more about the sectors in SL than anyone!



Eleanor Medier creates this publication. She edits, designs, assembles, and shoots photographs. Not able to keep opinions to herself, she also writes her observations about virtual business and culture. A published author and designer in real life, she has experience in every facet of graphic communication.

Contributions: eleanormedier@gmail.com.

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Promote! Visibility and the sharing of experiences help business grow—though it is hard to measure. Half of promotional efforts work. The problem is in knowing which half. Business owners like the tangibility of cause and effect. Though it may be hard to put exact numbers on efforts that coordinate familiarity in the marketplace, advertising in **BOWLER BUSINESS REVIEW** offers entrepreneurs distinct advantages:

- **Reach the community.** Now in it's six issue, BOWLER BUSINESS REVIEW has over fifteen hundred readers and climbing daily.
- **Build the virtual business infrastructure.** Without press, business is stunted.
- **Be seen in vendors** around the grid through the trade of ad page for kiosk placement.
- **Be downloaded** off the web by on average 20 readers a day.
- **Gain distribution around the grid** and on the high-traffic Capital Exchange website.
- **Get Group offerings** for events, promotions, and specials.
- **Join the best,** brightest, and most enterprising. Contribute to the building body of knowledge for cyber commerce.
- **Display at office park.** Those who support the magazine can have vendor boards and information at the resource center in the high-traffic office sim as well as the publishing studio. (LM on magazine tab.)
- **Interact with business owners** that grow within the virtual world. Every issue explores at least one of the businesses trading on Capital Exchange run by the seasoned and savvy.

BOWLER BUSINESS REVIEW **ADVERTISING RATES**

DECIDE WHAT IS AFFORDABLE

Every advertiser has a different economic circumstance and promotional strategy. So to make advertising more fun, economical, and rewarding, consider this unusual bidding system.

The position of a magazine ad influences its effectiveness. Ones in the front are premium positions, ones in back are not seen as often. If all rates are the same, placing becomes first-come-first-serve which is not fun or even fair. Now you can obtain a full page ad at *your* rate!

SUBMIT YOUR BID FOR POSITION:

- 1.** Determine how much you can pay for an ad—whether the full value of \$3000L or even a single \$1L, go ahead and try! The higher your bid, the closer to the front of the magazine your ad will appear. (Hint: this issue includes bids of over \$2,200L for the front section, over \$500L for the middle section, and beginning at \$50L for the back section.)
- 2.** Send in your bid by the **20th of the month.**
- 3.** Submit your payment with a **600 pi wide by 900 pi high jpg or png**, your preference of LM, notecard, and/or web link.
- 4.** Publication release is as close as possible to the 27th of the month—first released through in-world kiosks.

IM or EMAIL: **Eleanor Medier**, eleanormedier@gmail.com

(Each business that hosts a kiosk vendor will receive a **FREE** ad.)

Readership has grown to over 2,000 in the first six months. An aggressive advertising campaign, kiosk offers, popular website, and Group list, reaches those who make commerce in SL happen. Each profile and review imparts useful ideas and techniques won from experience. Entrepreneurs share what it means to make money and sustain a business in the virtual world. Each issue profiles a company that trades on the stock market, taking its enterprise to another level of professionalism, meeting standards and qualifications for inclusion.

The magazine for in-world business growth profiles the best and the brightest. As the substructure for providing resident experiences, business in the virtual world parallels the real, and adds a dimension new to the human connection. Join this community of thinkers and doers by advertising and showing your support for business growth:

BOWLER BUSINESS REVIEW is a monthly magazine that examines the relevance, trends, and potential of virtual world business.

Jetman Bowler, Publisher
Eleanor Medier, Creator

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Digital Financial



Digital
Financial



Digital Financial (DFN) is a Second Life-based full offering brokerage house and financial services company. Focused on educating Second Life residents on virtual businesses with years of combined experience and wisdom, DFN will also offer onsite modern and professional offices and stores for rent. Finally, DFN has recruited the best talent Second Life has to offer to create a new breed of simulated stock exchange. Digital Financial Exchange will offer a never-before seen level of transparency and education for investors and business managers. DFN will bring together the prospect of businesses raising capital for growth and expansion, with potential investors that visualize and want to participate in the growth.

ETHMIA 97, 45, 97



Beautifully relaxing rooftop observatory to meet for chat with clients and fellow business acquaintances

Spacious conference room for companies meetings and financial educational classes



Boardroom designed for Digital Financial Exchange application interviews and conduct board business

Executive office provides multiple inviting work areas where CEO can conduct Digital Financial



Inviting Lobby is spacious place where customers transact business and relax in the comfortable conversation

C&T
Creations



A woman is shown from the back, wearing a long, flowing gown. The gown is primarily red with a large black section at the bottom that features a gold and black Christmas tree design. The tree is decorated with gold stars and ribbons. The woman is standing in a snowy, winter landscape with snow-covered trees in the background. In the top left corner, there is a logo consisting of a heart with a red gem and the word 'ations' below it. In the bottom right corner, the words 'Christmas Special' are written in a gold, serif font.

ations

Christmas Special

Having just celebrated our sixth anniversary, we owe our longevity mostly to the people that believe in us. There is a decent-sized base of those who work on Rockcliffe projects and believe that education doesn't have to belong only to educators, but to anyone willing to teach. Not funded by any outside educational, state, or national organization, we started and have grown as a grassroots volunteer organization.

Rockcliffe started after I had been in SL for about three months. I was looking for something to do with the platform, as I knew this wasn't just about gaming. For six months prior in RL, I floated my CV around to various places to teach business courses part-time. Without much response, I decided to just create something in SL.

I looked at the way education was being taught here, and knew the standards could be higher, as I had developed training programs for other business schools and clients. I applied those techniques in SL, initially teaching about 2-3 times a week. Before I knew it, we were up to about 800 in the student group, and three additional instructors. It got out of hand (in a good way) really quickly!

PROFILE

EVOLVED EDUCATION

PHELAN CORRIMAL

President, Rockcliffe University

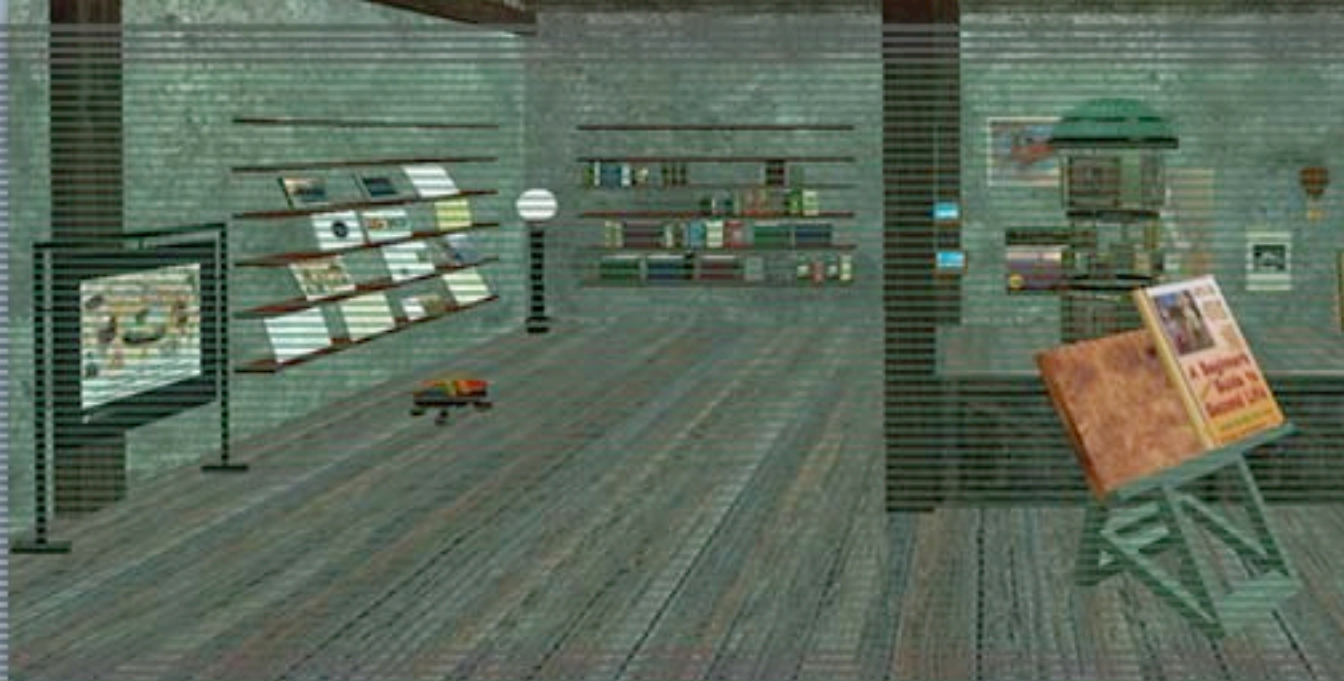


As a real life management consultant with experience in education, business, and information management, Phelan developed Rockcliffe University Consortium using virtual collaboration tools. Now with an extensive virtual campus, he is a leader in developing curriculum within and for Second Life®.



Although I still put together courses for real world clients, teaching is teaching whether it is in a virtual environment or in 'real life.' The skills used and the learning developed have practical real world applications. Fundamentally, its not about 'teaching in SL.' Its about sharing experience to help others gain knowledge—everything else is simply a tool used to help that process. Whether I introduce myself as Phelan Corrimal, President of Rockcliffe University Consortium or Kevin Feenan, Management Consultant, these are simply two aspects of who I am. They aren't SL and RL—it is *all* experience that I bring to the table whenever I'm doing business, be it Information Management or Education. The same goes for all volunteers at Rockcliffe; they use and develop skills in a virtual setting that are relevant outside.





The lack of bias in SL is one of the biggest teaching advantages. Here, people don't judge for what others look like (except furries—smiles). Rather, people are judged based on words and deeds. It does not matter if you are in a wheelchair or blind or able-bodied or black or white or latino or gay or straight or Muslim or Christian or anything else that we use in terms of normal world demographics.

By removing bias, suddenly those who have wanted to teach, and never had the opportunity, can excel at something they normally would not have a chance to do. SL leveled the playing field. Anyone that spends a reasonable amount of time to learn the technology can do miracles in here, if they choose to. There is a social network of individuals that seek experiences they can't necessarily get elsewhere.





So when the cost of providing service to their students went up, many sims disappeared because the administrations weren't willing to pick up the tab. I don't really consider that fizzling; I consider this to be price-sensitivity, where we have an education system that requires teachers to put—out of their own pockets—money to improve the school system.

While there were over 800 Universities and Colleges in SL at one point, a large number of them were individual professors experimenting to see if the platform would fit their curriculum. Probably about 20-25% were actively supported by their administrations. Actually, a lot of brick and mortar schools don't realize what some of their professors are up to!



These people are hard-working and dedicated to their professions. In a number of ways, I consider it to be more a failing of the education *system* rather than evidence of a concerted approach to utilizing this technology. Most administrations do not see that a virtual world can make a real difference in student knowledge, development, and retention.



The link between education and business is critical. Misunderstanding between them is not limited to SL. It stretches from the normal world. Business must understand that to compete, it needs a staff able to handle high-knowledge-requirement technology. You don't get that without a solid educational system to provide for both general training and ongoing development.



Life-long-learning is everyone's responsibility. But, that can't happen if business, government, and education don't work together. This collaboration gives people the opportunity to keep pace with the technology on which competitiveness is based.

Companies seem to pride themselves in human resource departments that hire “the best and brightest.” Yet they then never put money into those same people to keep their skills current. This is a huge risk for businesses because if you train people too well, they may take-off for greener pastures. But if no one takes responsibility for their education, how can a business compete other than to constantly hire and fire people who no longer fit a development profile that will allow a business to succeed?



You can't build on a base if there is no base to start out with. Education is in everyone's best interest, otherwise there is a huge divide between those able to be competitive, and those marginalized because they become no longer relevant to an economic system that demands high-value workers.

Asynchronous communication makes sense and fits the way peoples' lives run. For example, if you can't find a good mentor locally, nothing stops you from finding one in New Zealand or England or Brazil. Even language isn't a barrier anymore, as translators are getting better at interpretation in real time.

The two key things SL is best for are role-play and simulation.

SL is also is a playground. We don't have a preset curriculum of classes. We believe in self-directed education, and allow people to try things they maybe have never done before.



For the last couple of years, Rockcliffe hasn't grown too much. SL enrollment, especially in areas of education, has dramatically declined since the great blood-letting of 2009, when Linden Labs gutted communities, education, nonprofit discounts, the teen grid, and the TOS—all within 12 months. Linden Labs

lost one of the largest marketing teams in the world that year. As a lot of educational and nonprofit groups got massive price hikes, they stopped using SL, and started using OpenSim more. The net result was that all those tens of thousands of people that education was bringing into SL suddenly stopped.



We do plan to grow larger. We will get involved with OpenSim and Unity3D, have agreements with several companies to beta test their software, and are involved in gaming platforms. Right now about 80% of what we do is centered on SL. Within five years I expect that percentage to be down around 40%.

As an educational base, other platforms allow more control over what is going on, and can manage costs more effectively.



The Ohio college system, for example, I believe has their own state-wide grid, launched in 2010. This year the Canadian province of Newfoundland also formed its own grid. Though there are more launched grids today, I'm not privy to how they are used. My understanding is that they are closed systems.

The first step in adapting to a new paradigm is always the hardest. People need to wrap their heads around it, and that takes time. So, I assume that it will be a year or two before courses can be easily "hot-swapped" between school systems, as they have to figure out how to use the tools effectively first. Keep in mind, this is still a technology where a relative handful of people have the high-end knowledge and skills to really know how to get the best out of the environment.

Most new people will initially try to duplicate things they are already familiar with before they embark on doing things in a whole new way—things that can never be done in a normal classroom setting.

Currently we can only market by word-of-mouth. We have plans for some adventurous services. But for now, until we can secure funding for programs, we are not doing the 'in your face' type of advertising for students. If we have something good going on, people will come.

The community has come together based on two different things that we offer: 1) programs / discussions / forums, and, 2) the activities that involve us. Not everyone wants to attend a discussion forum every Monday evening at 6 pm, but they do want to be informed and have the option. We keep the channels of communication open, and let people decide for themselves.



The student group is currently 2200. Every year, we edit out about 800 who haven't logged into SL for over a year. That way, we aren't filling up in-boxes with notices, or what might be considered spam. If someone is gone for a full year, chances are, they have moved on to different things.

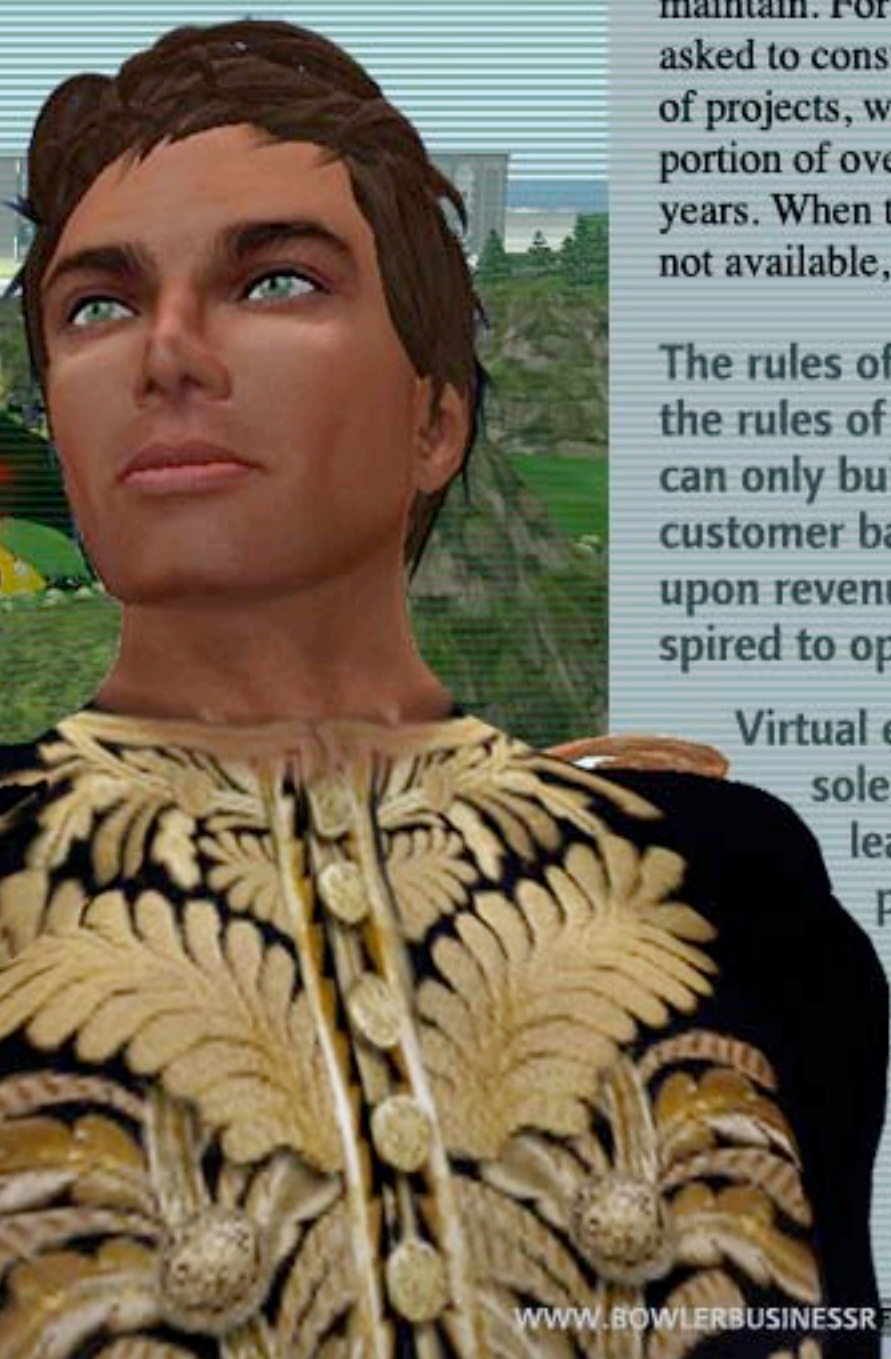
Rockcliffe is funded by me, or rather, from my Management Consulting firm, Knomaze Corporation. Since it is a one-person operation, I guess it's one and the same. :) But as an in-world group, we formally incorporated as Rockcliffe University Consortium in 2008.

We don't charge for classes, but do appreciate donations. Rockcliffe requires about \$30,000 USD to maintain. Fortunately, we are asked to consult on a number of projects, which paid for a good portion of overhead in the last few years. When these contracts are not available, we have to make-do.

The rules of business are still the rules of business. Business can only build up as far as the customer base will allow, and upon revenues from those inspired to open their wallets.

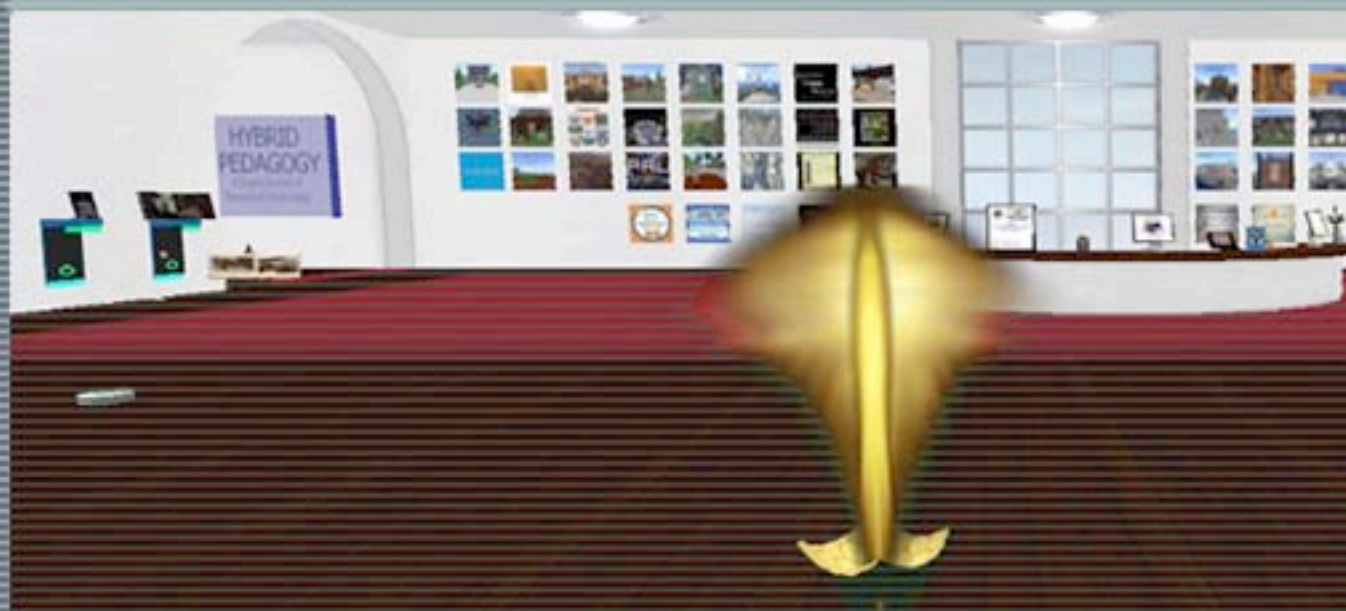
Virtual education marketed solely within SL is a loss-leader. The demographics are wrong.

The social culture is wrong. Many people expect everything to be available for free, or as close to free as possible.



For a virtual education business to work, don't just rely on people inside SL. Go outside the box. Compete on a level playing field with a common understanding of education's value. SL should be part of an organization's mix. This a tool the same as Sococo, Venuegen, Microsoft Office, Adobe Photopaint. There are

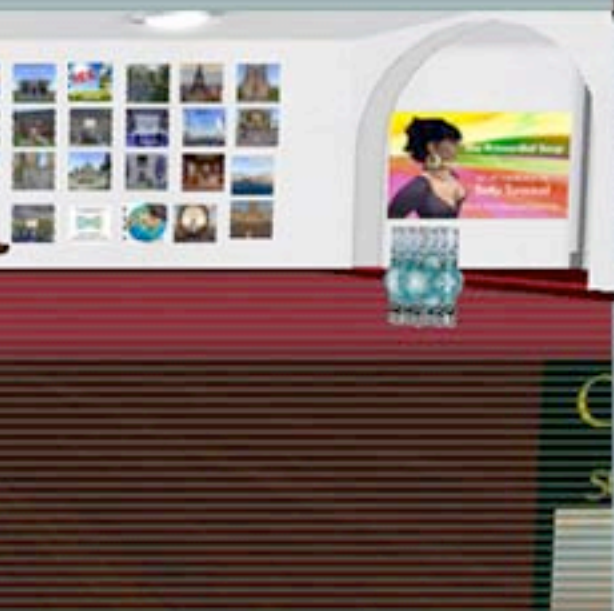
some business models that work well inside the box, but services like education aren't really one of them. To be successful, pull in real money to make a go of it. For example, there is a huge psychological difference between me asking for \$1500L versus \$5USD, even though they are roughly the same, after factoring



However, I would not be doing this if I did not believe in a larger picture. Rockcliffe isn't about SL. It is about tearing down barriers to success. Virtual worlds have enormous potential. We will see the real initial stages of that potential in the later part of this decade. SL is a technology whose time came too early, but whose implications are just now starting to be understood by some real entrepreneurs.

One of the biggest things we are looking for is to develop a programming pool that can take Rockcliffe to the next stage of evolution. Funding can help, but so can volunteers interested in building something never seen before in education. We need six to ten programmers to create a social network site, along with associated mobile apps, and then help integrate them into various virtual worlds / gaming simulations. Parts of our plans involve very

the exchange rate. Most donations are in the \$100-500L range. People feel really good about donating that amount, even though it would take about 30,000 people donating \$250L each, to make Rockcliffe sustainable within SL without having to go outside for funding. Most groups just don't get that much traffic!



World of Teachcraft was an experimental project, conducted with Frontrange College, about two years ago. We learned that program needs dedicated WOW players to utilize it properly. To do activities with new players presents some disruptive elements that take away from the learning experience. Hopefully we will have another run at this, now that Mists of Panderia is out.

cutting-edge applications. Some are old school enterprise class back-end infrastructures that can use service-oriented architectures. It is a real mixed bag—not mixed bag—mixed *good*! This will be part of Rockcliffe's future, if we can get some of these initiatives off the ground. Definitely, we would like to talk to anyone interested in doing something unique in social networking and VW integration!



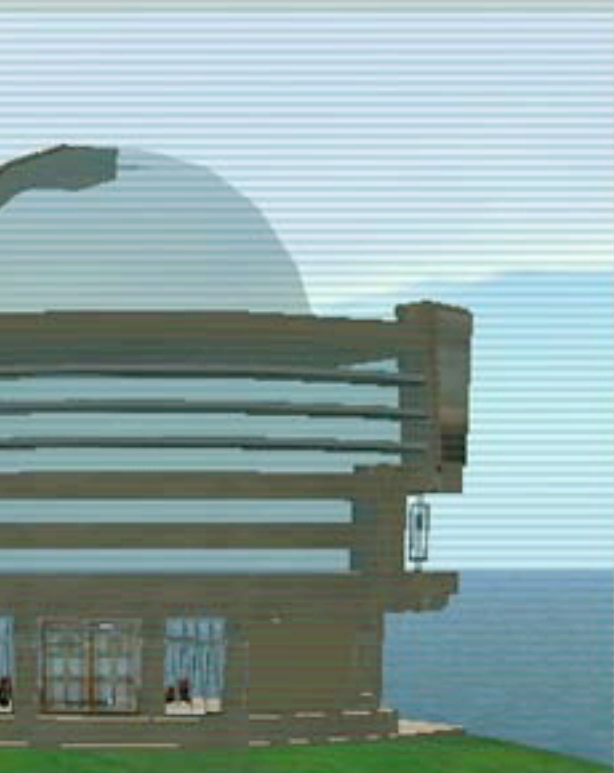
Inside the Avatars Studio is a vehicle for people to voice their views of the metaverse, and what it means to be an avatar. How do people see themselves, and how does an avatar address needs not fulfilled in any other way? This is a simple invitation to smart people for an hour chat with someone that isn't going to tell them what the questions will be in advance. :)

SL is like a Pub—a good place to meet some really great people. However, discussions and forums need to be taken beyond SL—sort of like TED Talks. Ideas are worth spreading, ideally, to more than just 10-20-or-30-some people. Consider SL to be IRC on steroids. Then it is up to those involved to take things to the next level.

As I tell most of the guests before we go to air: feel free to go down any tangents you want. We aren't being held to a script. Rather, hopefully, conversations lead the guest to realize new things, as do those listening. I generally get about 8-10 topics of conversation, and then just sit and talk to them, as if we were in a coffee shop and no one else was there.



Philip Rosendale was never given credit for the competitive advantage of SL. Not that it is a 3D-MMORPG, but it is a collection of diverse communication technologies that, on their own, are difficult to master. Philip brought these technologies together for anyone willing to spend a little time to master the basics, can create from their imaginations.



The simplification of, until then, very complex technologies, is really what SL best gives to people. It makes the complex almost simple to implement on any budget.

The biggest challenge to grow Rockcliffe is sustaining a balanced momentum of providing opportunities. While we have one or two people who can do just about anything on a limited scale to grow the organization, we need about a dozen people for marketing, student services, curriculum development, finance, community liaison, co-developers with other universities, etc. Many hands make light work. But, often it is the same 20-30 volunteers who do these activities all the time. And we need to expand in ways where it doesn't become lopsided.

For example, if we were to suddenly get 20 marketing people wanting to blog and write articles about Rockcliffe, all at once, we'd fall short in student services and educational content, etc. If we have too many faculty people, then we may not have the marketing folks to help promote those activities.

It becomes a very delicate balancing act to grow the organization and maintain momentum, but in a way that keeps the organization providing a decent level of service for the size that we are at.

We have very good experience with a few people that are core members of Rockcliffe. But by the same token, I've also had people flake out in agreeing to take on specific responsibilities and then, rather than asking for help, just disappeared. As a volunteer organization, you have

to expect that from time to time. But still it becomes a challenge as you don't really know someone until you've had a chance to work together constructively. And its not limited to SL. The more people are committed to the community, the more they are likely to complete their commitments.





Many groups, especially one like Virtual Abilities, go beyond SL and help people with real disabilities, giving them a sense of purpose. Essentially this means being part of the community rather than just looking out for the short term. 5-10 minutes of time, even every so often, goes a long way.

Education needs support from businesses and community. Whether NCI, Rockcliffe, Dreams, or any of many organizations, these are places who spend hundreds of real dollars each month to provide essentially a free service. Contributions, partnerships, anything that makes this job easier, is welcome to help these groups do one of the more difficult jobs in SL.

See www.urockcliffe.com





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Carlos Inc., Main Store, Nogojiri (52,63,57)

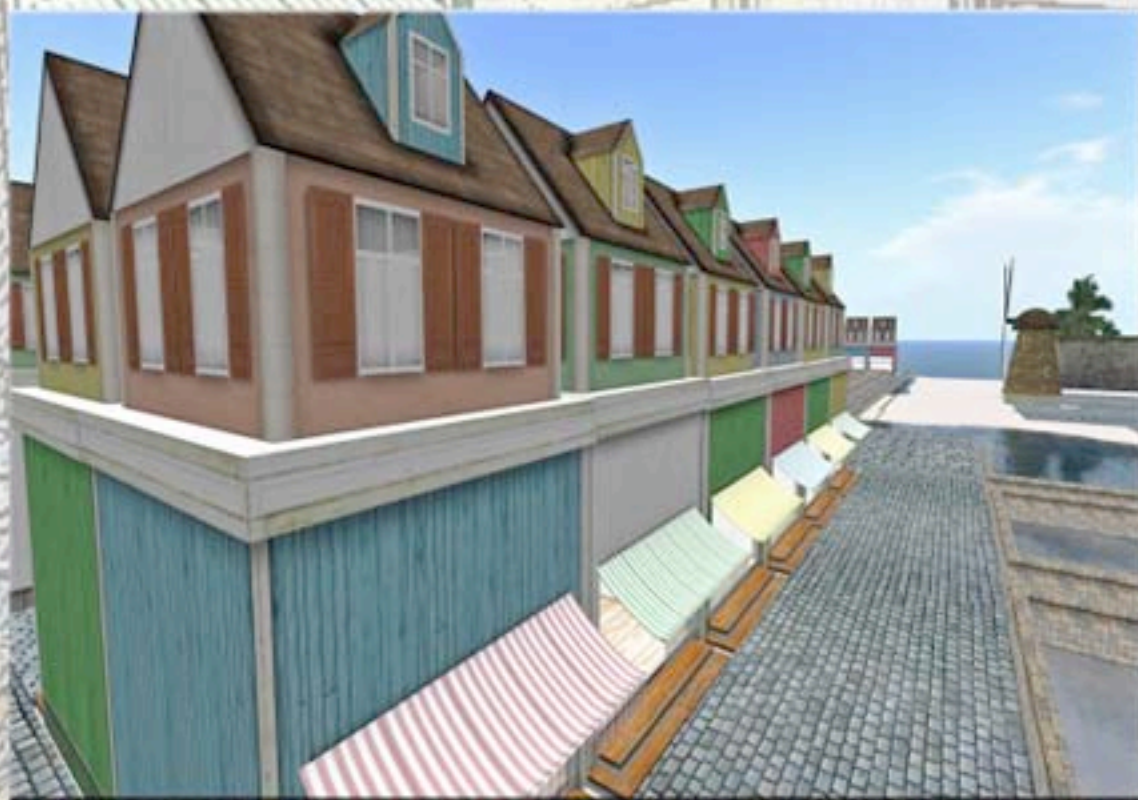


RENT

YOUR SHOP

AT

BOULEVARD



What cannot be taught in the virtual environment? Nothing. Imaginative education is ignited, enhancing the teaching and learning experience. For instance, I've sat with Nursing Instructors and teleported from venue to venue. There are amazing designs out there! Radiology, Psychology, Socialized Disease...and this is to just look at Nursing! Have you ever ventured into the Virtual Hallucination to experience the world of schizophrenia?!

One adjunct instructor at the college uses Second Life® as a course tool to show philosophy students the Mosque when studying religion. Her avatar demonstrates the dress, the prayer, and even kisses the black stone! This is something that could never be possible in the physical world.

My focus is on using the virtual world for business education. Where else can a business be created from ground-zero and allow all aspects of marketing to fall into place?



Eleanor Medier talks to Rah Rehula at her combination office, store, classroom, and headquarters sim.

TRENDS

EXPERIENTIAL EDUCATION

RAH REHULA

CSA 149, Virtual College

Patience and perseverance must come together if trying to use new ideas to potential. Although Second Life® is a natural platform for providing a deeper and more participatory form of education, trying to incorporate it as a tool for higher educational organizations reveals human complexities.



I often mention to people...
about the future of education...
step on board or
get out of the way!

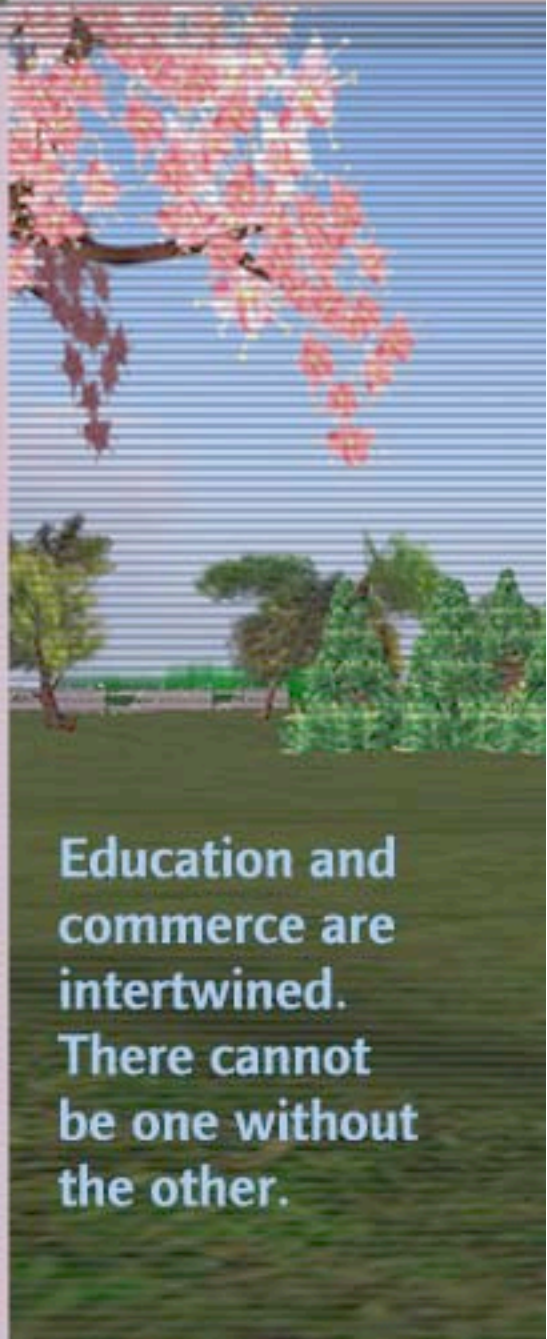


I have grown in leaps and bounds as an educator. The teaching/learning process never stops. I love to share ideas and new technologies. In my full-time position as an Instructional Designer, my experiences have greatly assisted Faculty and Staff.

Voyage of Discovery

As a product of distance education, I want to know where this road will venture. So in 2007, off I went to an EduComm (now UBTech) conference and sat in on a “Future of Education” session. The presenter introduced Second Life® and revealed what could be done in this environment. At first, I was not interested in this process. I am not a gamer nor have I found them useful. Then, several co-workers asked me about this SL after I had written a summary. We decided to try it out.

Whoa! I experienced visual overload that first log-in! Back then, the welcome islands did not assist with learning. I was on my own to discover by accident. At that time, I taught an online Adobe Illustrator class and could see possibilities for incorporating this environment into the class...I was off on a run, so to speak, for I could not even walk—to this day, I still fall off buildings and stairs!



Education and commerce are intertwined. There cannot be one without the other.

Teaching via Second Life has opened the door to finding new ways to “get the point across.” When I stand with students, we are all equal as avatars. Some know a bit more than others, and this is where we share knowledge. There no longer is one, almighty Keeper of the Knowledge!

Online teaching is an art form in itself. The challenge with online is to present material in exciting “chunks” —short bursts with power. The talking head has to go! I call that our Sesame Street Generation style of Learning.

I am who I am, whether I am teaching, building, or having fun in Second Life. I am open and honest to anyone who asks. Balance comes from always being myself, no matter if I am teaching or playing.





Applied Teaching

Having a business myself is a new experience. In SL, I started **The Happy Hat** to introduce and demonstrate SL as a business teaching tool. As a full time Instructional Designer, I like to provide faculty with options on how to present material; this business prospect just seemed to fit the scope.

Although I did not plan to initially, I've kept my business going since that presentation day in 2009. It challenges me, I like it, and it is a very good complement to the class. Although not a big money-turner, as many other businesses in-world, The Happy Hat can hold its own! The hats themselves are another story!

When I first came into SL, I met a lady who supplied me with great learning tools. She wore a hat, which I asked her about. She told me that most users feel that hats are not needed in SL, so she wears one in spite. Being one to test the rules, I learned to build hats. Today I actually give more away than I sell—probably not a good business approach!

I'd like to see The Happy Hat grow. What is currently sold through the shop helps to support my costs for teaching Second Life Virtual World. The items sold are at a very low cost to help new users. This latter point is important. The low Lindens make purchasing an item affordable to the "newbies"—it makes them feel comfortable trying this new experience—to first spend \$L10 instead of \$L250.

SL's greatest limitation for most is not being user-friendly—even to those who are “gamers,” and I have had a few in the class. Though they may be quicker to pick up on things, there is still that learning curve to fully understand how to function in the environment. I help to make that transition smoother.



Potential and People

Hurdles for reaching the potential of virtual world education include:

1. Negative real life press causes hesitation for newcomers—the gaming and more frivolous activities—form a reputation. It does take adjusting to the freedoms and behaviors present within the virtual environments

2. SL is hard for administrators to understand. A virtual world is a place where many cannot fathom; they cannot let go of the physical world and use imagination. Yet this would be the most beneficial in educating.



3. Instructors have to pay themselves. Lack of funding limits how much can be accomplished. To make it more difficult, many institutions have lost funding due to state reduction in costs to educational institutions. Those who “ran” some of the first virtual institutions have since lost their employment.

4. Policies of Linden Labs. Though I do not follow who is CEO or who does what, I believe there *was* a Linden advocate for Education in the past. Today on their web site (<http://lindenlab.com/about>), there is no one assigned to education. Someone needs to help existing and incoming educators to thrive. We, in turn, increase the SL population. It makes sense to me!



For me to teach in this environment, I had to first break down the “security walls.” The college has ports closed for access to many areas outside of its security. I had to get IT to open these ports and allow me to observe the virtual environment. They found no threats after testing, and then I was on to the next step. I approached my supervisor and explained what I wished to show the faculty for use in their courses. She was very hesitant. After viewing a video I sent to her on what could be done with education in SL, she allowed me to pursue the option further. Next came the administration, whom I call “The Suits.”

The suits had no idea of what was going on, or how this tool could be used in education. I provided a demonstration to the President’s Leadership Team and wowed most, but not all. There’s always that one ...



Beyond this, today, the effort to receive support is stalled. Because the college does not assist with finances, SL is all me. I pay for the parcel and uploads, Lindens shared with students, and other finances related to the class. We do have new leadership at the college, so I may be able to present the request again.

I am so convinced that the “The Future of Education is Virtual,” I started presenting a SL curriculum to the college.

It did not help that at the time, Rah was homeless. For this to be a positive experience, Rah needed property to provide classes on. I was able to move forward on my own “but” still, the college would not back me financially. How could they justify spending money on pixelated property?

I started providing training sessions on Second Life and Education. I fought for four years to get the class accepted in the course catalog. What finally got the committee to vote ‘yes’ on this, was a professor who mentioned Harvard in SL.



Working with the platform

The most popular course I teach is coming up this Spring Semester—the Video Game Development Certification/Degree Program—and involves a glimpse at Unity. The Second Life class, CSA 149, is an elective course. It fits nowhere (yet) into a degree or transferrable curriculum. This Spring Spring will be my fifth year to teach the class. Each

Through all of this, my views have not changed. Every day, I see so many topics that could enhance student retention via the environment! The potential for more and more education to use virtual worlds will happen. It may not be SL, but something similar. It may be an educational network. We are at the beginning of a new way of teaching and learning, so I investigate progress in other virtual environments too.



semester, it just gets better. Of course, SL is my baby. What a tool to use! It is so different than the usual teaching styles. Many are afraid to step out of the brick and mortar world and try something new. They miss out on this powerful opportunity. I am developing a new Second Life Advanced

Skills Class, as we speak. I hope to integrate the creation of skins, clothes, textures, animations, scripting, and sculpt map creations. Many students need to show their talents and build relationships. I will continue to struggle with the administration. Yet, I can understand the walls that appear in front of them. We all hit them when using something new.





Progress is Progress

For education to grow in-world involves personalities as well as educational politics. If a teacher wishes to use SL in a course, many walls must be removed to even consider the possibilities. I fought for years to get SL into the college. I was only able to persuade, shall we say, a small number of instructors to use the environment.

SL would need to really look at the costs to those in the Educational field. Yes, there were (are???) reduced prices for educators. Are these really affordable on my teaching salary? No. Trust me. I'd love to have a whole Sim to play around on with the students!

However, efforts *are* evolving. The class gets enrollment quicker as the years go by. I was able to reach some of the students one year in the residence halls, and they have spread the word. Some have used the environment to demonstrate projects in other classes. My class cap size is 15, and it easily fills each year. I had to show rationale to have the backing of my school for the 15v number. I had to explain about building and how too many students at once rezzing would crash a sim. So the class size is a restriction that limits the numbers to mirror real life. My greatest challenges for growing are Time and Money, as well as the misinformed. The Administrators are still wondering what this Second Life is all about. In fact, one of the "big wigs" asked me if I was teaching a metaphysics class on the afterlife!



Human Nature Prevails

In the beginning of each class, I mention to students that I have no control over others — of their behavior or ideas of humor. To protect the college, I have them agree that they understand this. I explain my best on what can happen...and it has! My first class had a sex-starved female avatar appear and run around asking to be f-----! My next class had griefers bully new students. It happens. I can only remove the persons from the property.

Greed and crime are here as they are everywhere. But there is far more good than not here in SL. I am not easily offended, which is an advantage in this world. I just smile and get that trigger finger working!

CSA 149

by Rah Rehula



Business Benefits

Most businesses are great with new users. I ask that all proprietors remember their first experience in-world and provide free components and/or instructions on how to get their product. We are *all* in the education business, in one form or another. We all can help the new resident grow in proficiency.

If any businesses have friends and family who want to join or contribute to SL and wish to learn basic skills, send them my way. I could use the enrollment, or FTSE as the college puts it.

I have only had one business share its work with the class; the students loved being on the receiving end of a free gift to use in the class assignment! This gift was a full perm animation from Dyer Maker Animation & Poses, created by webmistress Xue. Her only stipulation was to explain the License Agreement that is associated with full perm items. And this opened up new areas of discussion from students, and may stem into a new final class project.

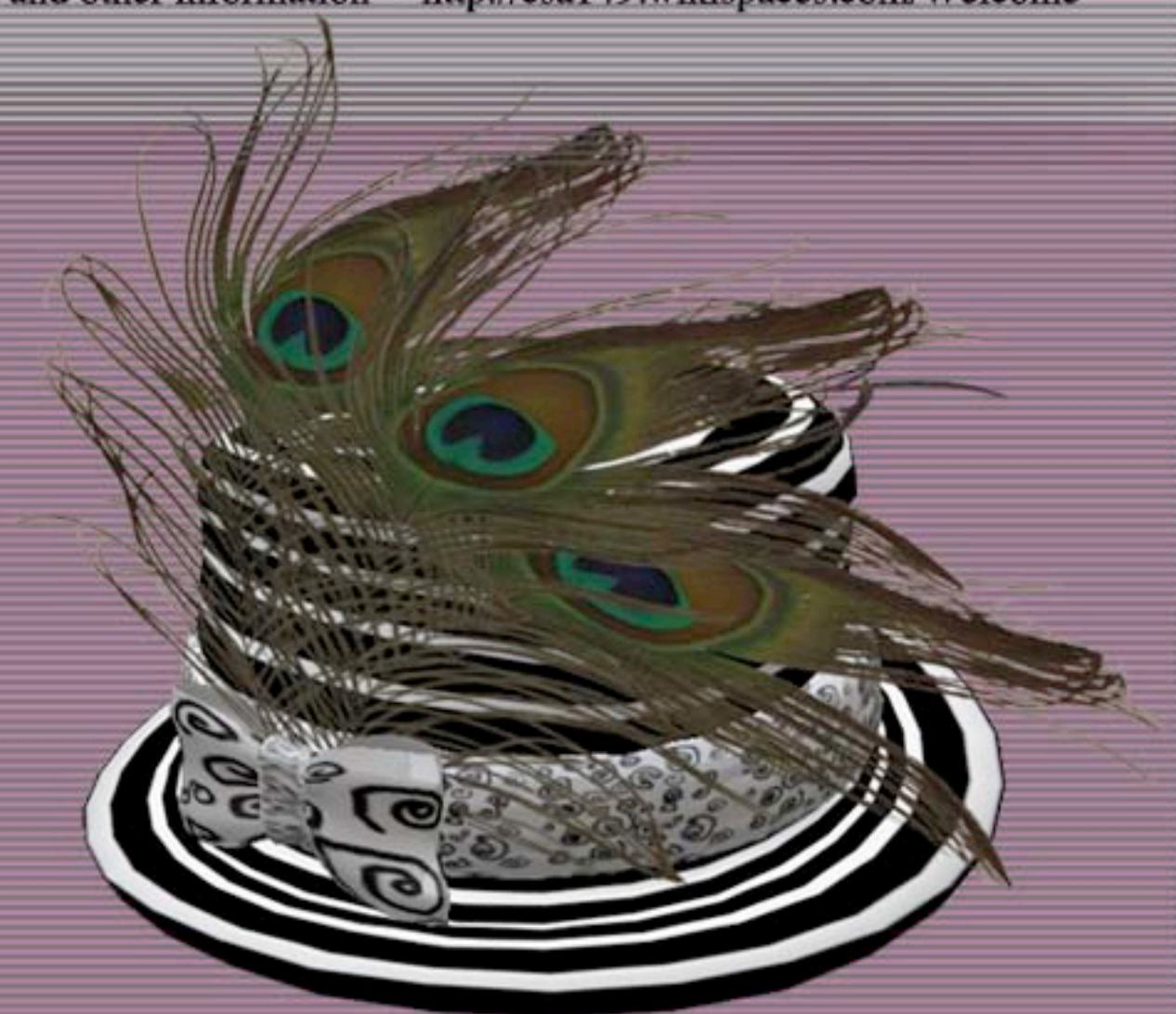
Because my avatar and my physical self are female, I am limited on male items. I tried developing skins, shapes, and clothing for the students, and have come up with some antiquated looks. If there is a business out there who specializes in male avatars, I could use some items to share with students.

Educational effectiveness is about active learning and fun. Many educators forget that last component. Without it, the class becomes boring. I have fun sharing what I know with students. I also enjoy learning from them.

The Happy Hat— <http://rahsplacehappyhat.blogspot.com/>

Marketplace— <https://marketplace.secondlife.com/stores/41842>

The class is conducted mostly in a Learning Management Software (Blackboard)— wiki (created the third year) with tutorial videos, links and other information— <http://csa149.wikispaces.com/Welcome>





LET'S HEAR
IT FOR
THE BABIES

EVERY 6 SECONDS DIES UNNECESSARILY A BABY.
PIERCE BACK BABY MORTALITY



PIERCE BACK BABY MORTALITY

3FM Serious Request asking this year attention for toddlers: millions of babies who need help to stay alive. A silent disaster that annually 5.5 million victims worldwide.

What's DXclub going to do?

DXclub will do what Radio 3FM will do in a real glass house, namely: from Saturday December 15, 3 am sft. raise as many as we can. This week's 24 / 7 spin music through a DJ and there are artists and surprise guests. There are also smaller events, auctions and charity concerts. We are powered by DX exchange official partner off linden who helps our very long way. For each request has to be paid, this is done by donating to the real mailbox of the glass house in DXclub

the action in the club closes Friday, 21/12 at 00:00 noon (3 pm sft)

the total amount will be put into euros

and the entire amount will be paid immediately

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and this year we go for it again!

US\$ 1.247.116
€ 3.633.75

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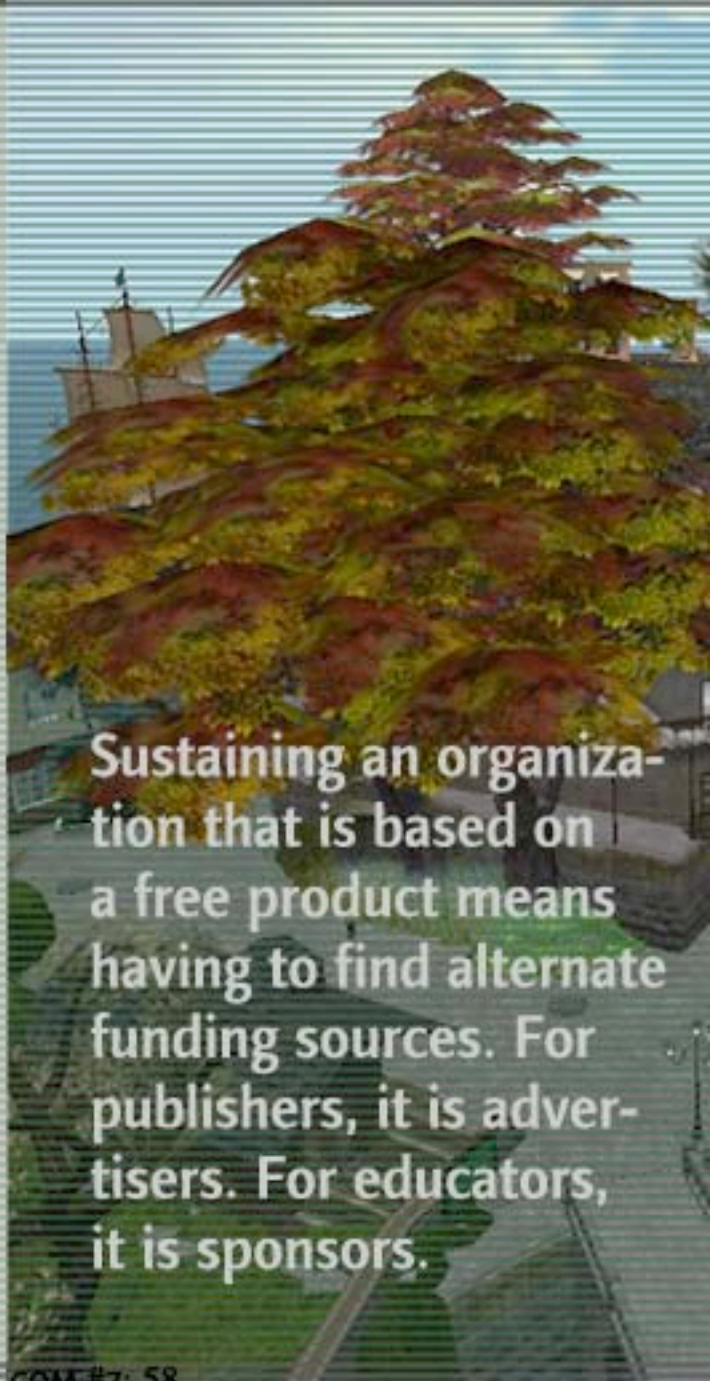
SECTORS

PLANTING CYBER SEEDS

ELEANOR MEDIER
Editor-in-Chief

Virtual worlds separate the skeptics from the optimists along very clear lines. They also inspire some optimists to become skeptics. For those residents who are younger than two years, there is no memory of the drama that poured concrete along the line of sand between the two attitudes.

Apparently, early in 2009, Linden Labs woke up to certain realities present in human nature that most prefer to ignore. Greedy people stole money from investors and disappeared. Nonprofits were formed that were less than honest. Grievers gained reputations. Possibilities of mischief were explored. The casual and evangelistic days were over. Because SL is like a city, anything can happen. And it does.



Sustaining an organization that is based on a free product means having to find alternate funding sources. For publishers, it is advertisers. For educators, it is sponsors.



So today, some sims are like ghost towns—elaborately developed but clearly abandoned. Education seems particularly struck by the ripple effect of the changes made in 2009. Nonprofits suddenly had to pay for tiers, which caused many of them to drop out. Those who survived either became more determined and active (it seems the minority) or retreated back to traditional roles.

In the end, a nonprofit is a business like any other. But those who can afford to volunteer and donate time and talents are also its very limitation. In continually exploring the concept that people will pay for what they value, it seems that education is one sector where that is not true. So much is given away, that the public expects it to be free.

(Above left) Infolit iSchool, (left) DePaul University, and (above) Marshall School of Business.



This inevitably means the quality of education within SL (or really within any community) falls onto the shoulders of businesses and managers, because that is where money is generated, and that is who needs progressively more skilled workers.

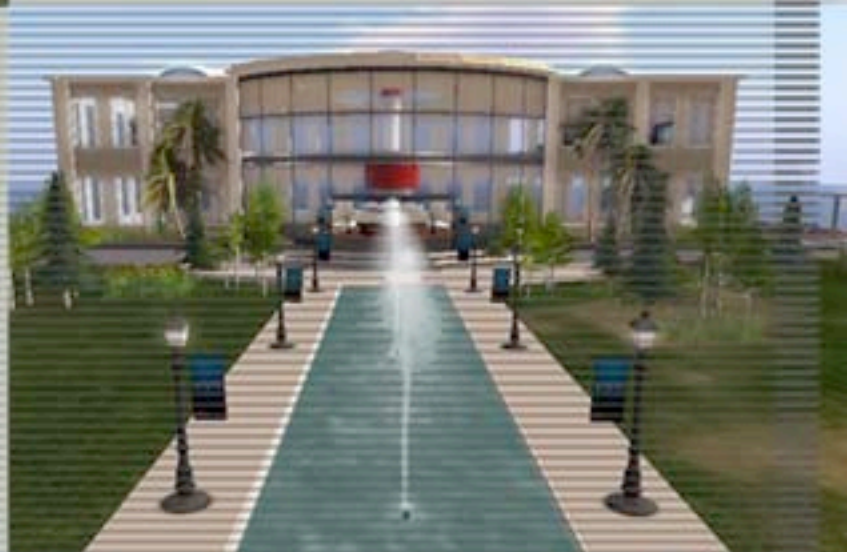
In a tough economy where every charity suffers and desperately needs contributors, education lines up as one on a list to the average business owner. Yet, investing in employee advancement is a major concern; sponsoring courses may actually be a better target for funds.





However, a virtual world gives an opportunity to collaborate in new ways. Within the city of SL, there is enough population to draw from. There are those who come to improve language, software skills, and expand creatively. Capturing their attention, linking them to courses, employment options, and giving them a community, is better served with the input and funding from business, than it is from allowing neglect to determine education.

The collaboration between business and education directly affects the abilities of potential employees. Although just as critical, this relationship doesn't work too well in real life, either. There is a legendary friction between the two sectors.

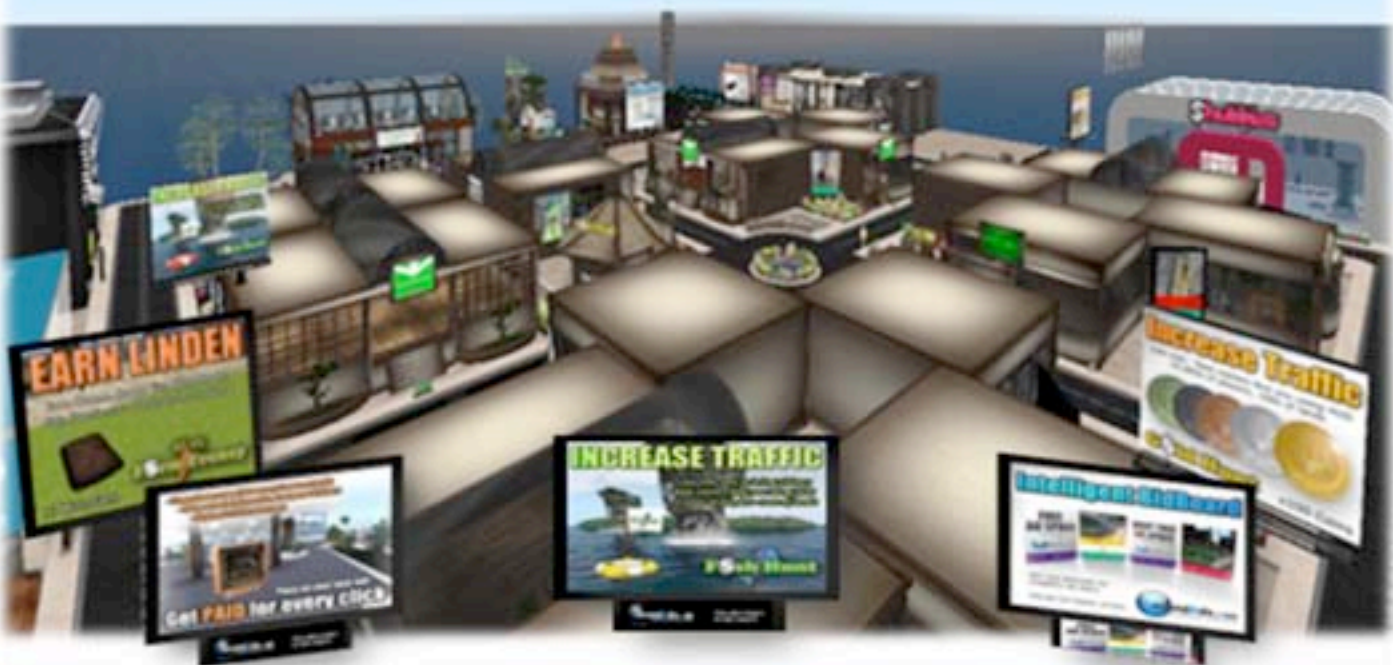


Educational organizations have sifted through a filter of economic tightening and a roller-coaster of developments. Where some sites seem abandoned, others jump in to fill the void.

Pictured here are the extremes: (Above left, Northern Illinois University that recreates its historic building but offers little information, (Above) vTSTC that has a campus and curriculum adapted to SL, and (Left), Rockcliffe University with an active student body, and profiled on page 18 of this issue.



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CHOICE

THE ELEGANT ALLURE OF SNOWPAWS

BY NETERA LANDAR
Senior Contributor



Carrie Snowpaw translates her vision into a glamorous wardrobe for all women. The deep plums, ivories, and scarlet reds—the seductive necklines and the flowing fabrics—are observed and appreciated.

Settling back on plump, white, armchairs, a promotional texture for a gorgeous new earth-tone gown looms behind us. Of course, the devoted fashion creator looks beautiful, as always. Carrie is dressed in this latest masterpiece. The dark, delicate bodice is sleeveless with a narrow lace extension from the neckline to the waist. In cranberry, the gown is a work of art with raised layers, creating a feminine look graced by an autumn wing-like array, fanning like a cloud behind.

She first learned about the creative haven of Second Life® through a newspaper article and came in-world with a spark of curiosity. For a while, she simply wandered about and explored. But those first expeditions didn't capture her interest. A few months later she noticed the software icon on her computer desktop and, on a whim, logged in again.

"This time I got hooked, I then noticed the trees, flowers, and buildings...everything! I talked to people and realized that the grid was bigger than I had imagined, and there are those here from all over the world. I was impressed with the scope of the environment and the possibilities."

Through her explorations she became inspired by the work of the fashion content creators. But it was not an immediate reaction. She found that there were just items to interact with, and her freebie clothing only covered her form. The items did not make her feel anything more than clothed.

“When researching virtual worlds, and SL in particular, I stumbled across ‘Its Only Fashion’ by Cajsa Lilliehook and Gidge Uriza. The blog posts the amazing fashions they find all over the grid. Through them, I saw the amazing possibilities. The dresses they featured were, and still are, stunning!”



Reading blogs, with these two special writers, Carrie learned about SL's most popular fashion designers. Her newly acquired knowledge led to her first virtual job as a stylist. In her real life, she is a graphic designer and artist, so the ideas were already forming. But she needed to learn the actual

process of fashion creation so she could make clothing herself. She began by taking lessons at the New Citizens Academy and reading instruction blogs. Carrie admits to a slow learning process. Yet her showroom behind us bursts with her now extensive collection. She leans back further in her feathered cloud as she recalls those early days.



"I found the learning-curve to be pretty steep and my first creations were not as good as the freebies I already owned, which was frustrating. So it took months to make something that I thought was unique and nice enough to try to sell."

Carrie uses Adobe Illustrator, Photoshop CS6 Extended, AC3D, and Blender for her clothing line. Her first attempt at construction was a t-shirt, which she didn't feel was very good, but friends offered support and purchased it. She sincerely values the encouragement of her SL family, as they have motivated her throughout her content creation experiences.

Though she did not have mentors to show her the way, the classes, and her friends showed her the basics of building. And they explained general business practices.

Carrie opened her first store in December of 2009. She wanted to specialize in women's clothing, so she did. Her line began and continually expands.

"The first item for sale was a jacket that is still available today. I made it in three different colors."

Three easels in the courtyard of Sunrise Dream mall promoted Snowpaws Fashions. As she created new items, one wall became filled on the side of a store. She eventually relocated to a shop.

"The shop continued to grow. As the collection increases, there is a steady progression for over three years. Today Snowpaws has its own sim. One rule for creating is that I make something I love and that I enjoy myself. Success comes from doing what you love. Plus isn't that a guiding principle for SL? It should be about what you want it to be!"

Carrie credits her general manager for her store's growth, success, to be self-sustaining through proceeds, and to try new things.

Her ideas are inspired by the real life clothing people wear. When she started, she set a goal to make one outfit each week. Now that she's more advanced, she doesn't need to push that fast. She takes time and focuses on the details to create a fabulous dress. Her adoration of flowing gowns and cocktail dresses with rich layered color are her signature.



“My favorite dress is the Sadire Dress in Sable, which contradicts what I just said about loving rich layered color. This dress is black. But I love its hand drawn floral lace detailing, and its echo in the silk skirt. This sensitivity is beautiful”

Carrie regularly sponsors events and fundraisers, or contributes to the community. Her designs appear in many fashion shows, most recently “A Date with Destiny” by Trinity Graves. Carrie combined petites and full size clothing, declaring it was one of her best productions. Her evolutionary momentum itself is inspirational, one idea always leading to the next.



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INVESTMENT

A CAUTIONARY TALE SKYRANGER HAMMERER

Veteran Investor

In coming back to Second Life® after being gone several years, I face some controversy. The circumstances that led to my exit from the virtual markets, left a lot unexplained. Rumors that proclaimed improper deeds took place were spread around.

Today, with positive changes in the market, and new directions at SLCapEx, I return as myself, not an alt, because I had built my name and my brand. I wish to share what I have learned in the hopes to prevent this from happening again. Though I benefited my investors and did everything in my power to avert a disaster, I fought, and lost, the battle. There is much to be learned from my experience and mistakes. As the market grows, and I seek to be more active, I also am more careful.



As the virtual stock market reflects the real one, it carries the same need for caution, checks and balances, and a ruthless investigation of those who are to be trusted. No one knows these issues better than Sky who has experienced the highs and the lows of trading.



When I joined Second Life in 2007, I already was a real life investor. Discovering the markets here (WSE, ISE, ICE, and other smaller ones), I began investing for myself, and did quite well day-trading on the WSE. My returns the first three months were 21, 18 and 31% respectively.

Around this time, Linden Labs banned the casinos, causing many investors and owners to suffer. I took advantage of the opportunity by purchasing land from a casino, and flipped it the following month, netting me a 56% return when most people were losing money.

Shortly after, I was hired to become an Officer for the WSE, when it was the largest and only relevant exchange in SL. I solved issues and provided independent trading guidance, while attracting new business.

Then the VAT tax occurred, and European companies now had to report and pay tax on sales. European stocks tanked, along with investors' portfolios. CEOs needed emergency funds. Again I saw an opportunity and made two loans out, then profitted when paid back several weeks later. By this time, I was making money in the stock market, through lending activities, and real estate. While most portfolios were losing 30-40% of their value.

While giving advice to friends and helping them to profit, I was asked to manage the funds themselves. I pondered and accepted; the word quickly spread. **Sky Hedge Fund** was born to minimize risk, while spreading investments in different asset classes to capitalize on opportunities.

The fund consistently outperformed the competition and shot to stardom. CEOs would not fool me around and the hard questioning behind closed doors generally yielded good results, as they respected my straightforward approach. My investors profited, and my advice was generally accurate.

When SLCapEx formed, I was recruited from the WSE as the Corporate Compliance Officer. My job was to ensure that CEOs posted accurate financials, I reviewed IPO prospectuses, and prevented audit issues. Also, I brought in an array of new funds and investors from WSE, which helped to quickly grow SLCapEx into the largest SL exchange in volume and deposits. But the investment fund needed more attention. When it could become a conflict, we parted ways and I focused solely on my firm.



Next, I set my eyes on a struggling publicly listed fund, which I renamed POW. The stock was trading at .46 per share with no activity and nobody home. I agreed to purchase the company through an asset transfer-bankruptcy program, essentially eliminating the debt and liabilities while taking over the assets through Sky Investment Funds, the holding company.

When I acquired PSG, the stock was nearly bankrupt. I turned it around from trading at L.46 to L1.12. There was a dire need for direction and management. I spotted the opportunity, identified my ability in portfolio management, and worked to establish a talented board of directors.

To find opportunity in adversity means first, and foremost, identify a need and find solutions to fill it in areas that you are versed in. Surround yourself with the best talent to help.

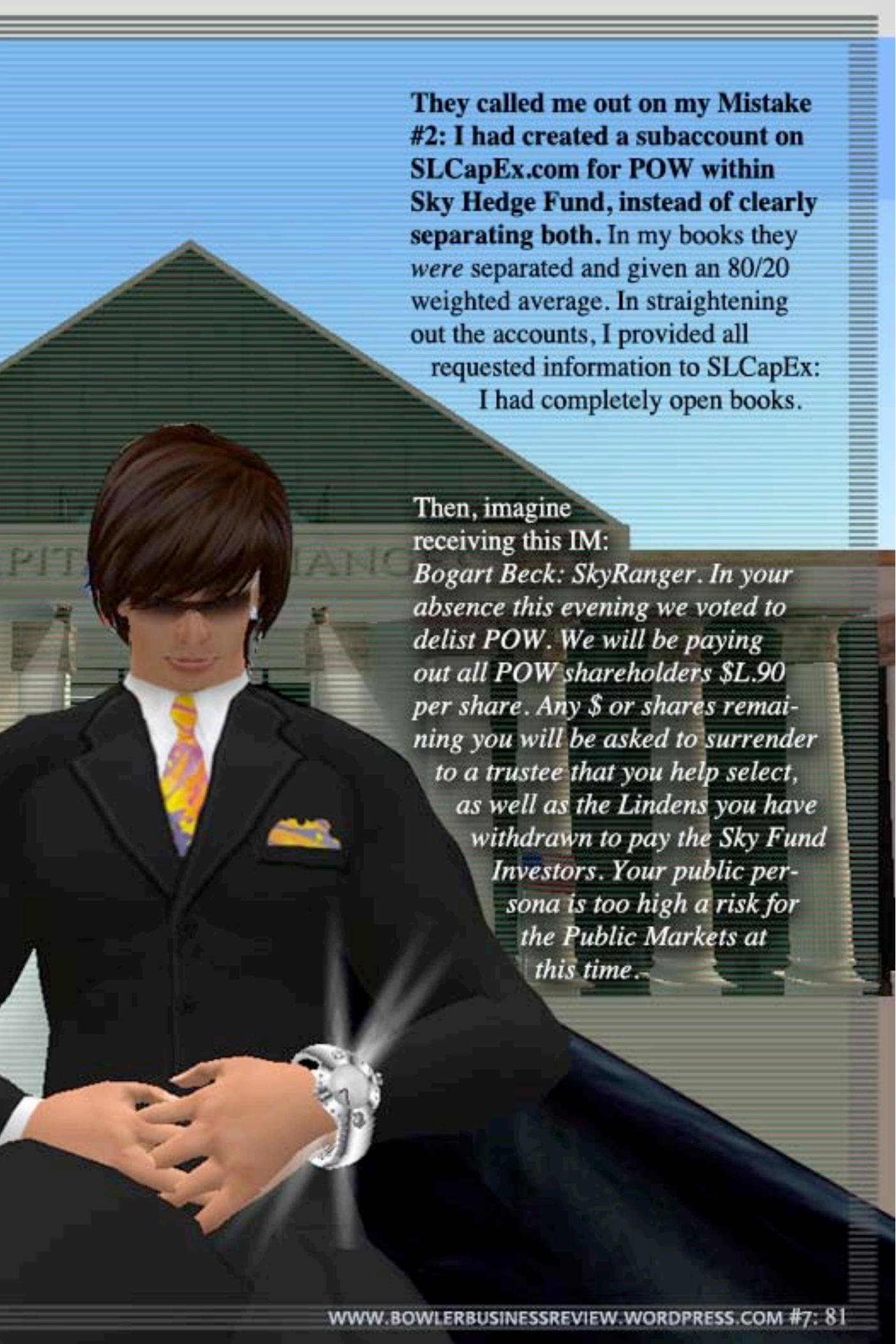


After three months of positive returns with POW, I did not like the direction SLCapEx was headed, and began reducing my exposure. Having been an Officer for it, I had information about Arbitrage Wise's (then Chairman) betting of depositor funds into off-world sports gambling and did not agree. I started withdrawing funds to reduce my exposure, at the daily allowed limit, and returned it to investors. But it was too late.

Mistake #1 was having too much exposure to SLCapEx. At one point, 90% of the funds were parked there. This was due to trusting the old management team. I take doing so as a personal mistake.

Then the unthinkable happened. Linden Labs banned interest-paying instruments. Sky Hedge Fund was now at risk by paying a return on investments. So I announced that I would liquidate and return as many funds as possible to investors. This was foreseeing the impending crisis of both the banks collapsing and the exchanges imploding.

What I tried to prepare for the previous month then happened. SLCapEx froze ALL deposits and withdrawal requests. Then they proceeded to investigate the liquidation of Sky Hedge Funds, the return of money to investors. (How affected other people's funds were ultimately, I do not know as I was only concerned with my investors.)



They called me out on my Mistake #2: I had created a subaccount on SLCapEx.com for POW within Sky Hedge Fund, instead of clearly separating both. In my books they *were* separated and given an 80/20 weighted average. In straightening out the accounts, I provided all requested information to SLCapEx: I had completely open books.

Then, imagine receiving this IM:
Bogart Beck: SkyRanger. In your absence this evening we voted to delist POW. We will be paying out all POW shareholders \$L.90 per share. Any \$ or shares remaining you will be asked to surrender to a trustee that you help select, as well as the Lindens you have withdrawn to pay the Sky Fund Investors. Your public persona is too high a risk for the Public Markets at this time.

SLCapEx removed me, kept my investor funds, and claimed to assign a trustee (Sully O'Kelly) to handle paying my depositors back, and banned me from the sim. But during the coming months, they never returned any funds to my investors. But during the coming months, all assets were converted to POW and SLW shares, and eventually bought out by NIC.

I broke down the remaining funds, including my own, pooled them together, and returned the rest to investors. To this day, I have not moved a single Linden off-world; that is my personal mantra.

For a month, Bogart Beck, and two independent auditors, reviewed thousands of items. They absolved me of any wrongdoing, except for the two mistakes I have admitted.

At the end of the day, SLCapEx seizing my assets was the final straw on a difficult experience, and I needed a break. I only logged in periodically to post messages, speak with prior investors, and return money not compensated by SLCapEx. My last compensation was in December of 2011.





Now, under the leadership of Skip Oceanlane, SLCapEx has turned around. Although I haven't yet worked closely with him as an investor and business colleague, Skip seems to be very skilled and versed in the financial markets. On the flip side, I also see many mispricings and undervalued/overvalued securities, a need to capitalize, and to make it a balanced market.

The exchange itself cannot be regulated by any outside party except for Linden Labs, who steers clear of doing so. **One way to protect from shady practices is by asking questions. Don't just hope blindly that things are fine. This is not just for the exchange itself, but companies listed here. Inquire on profits, inquire on balances.** If a company shows a L\$500k profit, don't just sit quietly and receive the dividends. Ask for a screen shot of transaction history, ask to see more. When I left in 2008, I had shown evidence of every Linden penny through screenshots, Linden Labs letters, transaction history, and financial activity. I don't think it is excessive for investors to require that from CEOs.

Today I am savvier, wiser and more skeptical than I was ever before. You have to evolve and grow after learning from mistakes.

As an investor, I ask questions. The honest and capable CEOs have no problem showing details if asked. The ones who question why they need to show information, I would be concerned about.

Based on scouring through company financial statements, I advise: **Investors should understand the company's business model first and foremost. Answer the simple question: How do they make money? Depending on your financial ability, go further. Look at the revenue versus expenses. Understand their business.**

Once that investigation is complete, and you approach CEOs, they will be flattered that you took the time to know their business, and be happy to have a proactive and productive discussion.

To make sound investments, it is best to find companies that you like and have experience with first. Then answer the question of how they make money, and start there.

As you get acclimated, find out if they are paying dividends, and see how the stock performs. Is management accessible, and are they actively communicating their plans? If those questions can be answered positively, you may well have found a great company for your SL investment!



I enjoy working with numbers and financial statements. In SL you can go through 10 lines of items and have a general assumption whether the business is viable or not. In RL it takes the same amount of time *just* to find a 10-K or 10-Q! Here, it is simpler and easier to understand for the novice. Especially if you plan

on getting into the markets. The number one advice from any seasoned professional is: do not invest real money. Play with paper money first. SL provides a great simulation, and you can also begin to understand financials in a simple manner, if intending to increase your knowledge.

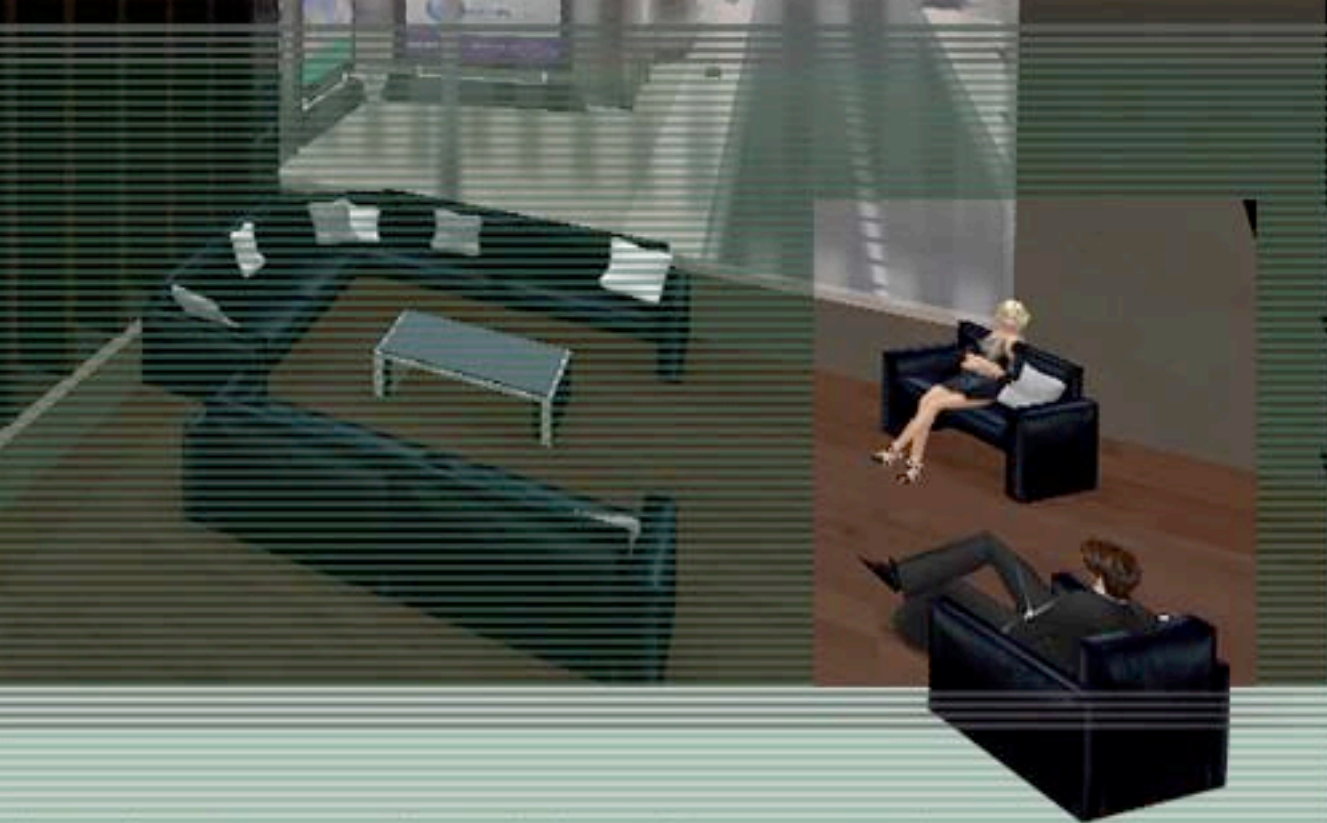




A company owner lists with an exchange to evolve business to the next level. One benefit is access to new capital—raising funds for expansion. If the company has potential for growth, it may be hindered by the need for further capital. They can provide a solid business plan to an exchange and have it reviewed. Once approved, they become an IPO and investors can now buy-in, and thus provide the funds needed for expansion. Shareholders look for a return on investment, so they require financial disclosures periodically. This requires management to keep the “new owners” abreast of decisions. Allow them the opportunity to vote and be a part of the company.

In addition to the growth the company can undertake, is the exposure to new clients. Shareholders may very well be new customers. The benefits of going public means being in the spotlight to attract new business. It becomes a marketing benefit in addition to financial.

Despite being a virtual world, business here can blossom and people have the same level of expectations similar to real life. Human collaboration and creativity here allow new heights, and the human brain's innovative power comes in full circle.



Some firms are created overnight, where they answer the basic “What do people need?” question. Real life principles and etiquette still must be respected, and people value that, but on the same token, you can still step outside and fly around.

Creativity and imagination are the forces behind every newbie that comes here and asks “why can’t I do this?” Well, here you can.

Long term, I want to participate in the growth of the markets here. Much has happened; I experienced a lot of it and learned from it. I wish to help prevent similar from happening again. If I can make virtual game profits along the way, great, but I have never been motivated by virtual income.

So, I want to take on a tutoring and mentorship role, to offer my experience on how to reach the next level. I believe the exchange can be an educational tool to assist others, and I want to actively be a part of a more transparent, interactive community, that people can count on. The future looks bright here.

What happened really affected me personally for a long time, and I apologize for my mistakes to the people who counted on me. To come back and give of myself is a way to almost redeem myself—to give time, experience, and skills to the benefit of the community. Fact is, I am here for fun and friendships, not for Lindens. If anyone needs to speak with me, I am very accessible.



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better known as ACT 1 is a class act club
where you can come hang out and just
have fun. We have awesome tunes and great
single or couples dances. We want you all
to come and see what ACT 1 has to offer...
You might find just what you are looking for!
We hope to see you soon! —Ashleigh Klossovsky

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*Home Of The
Netera Landar Chat*





BOOK ISLAND

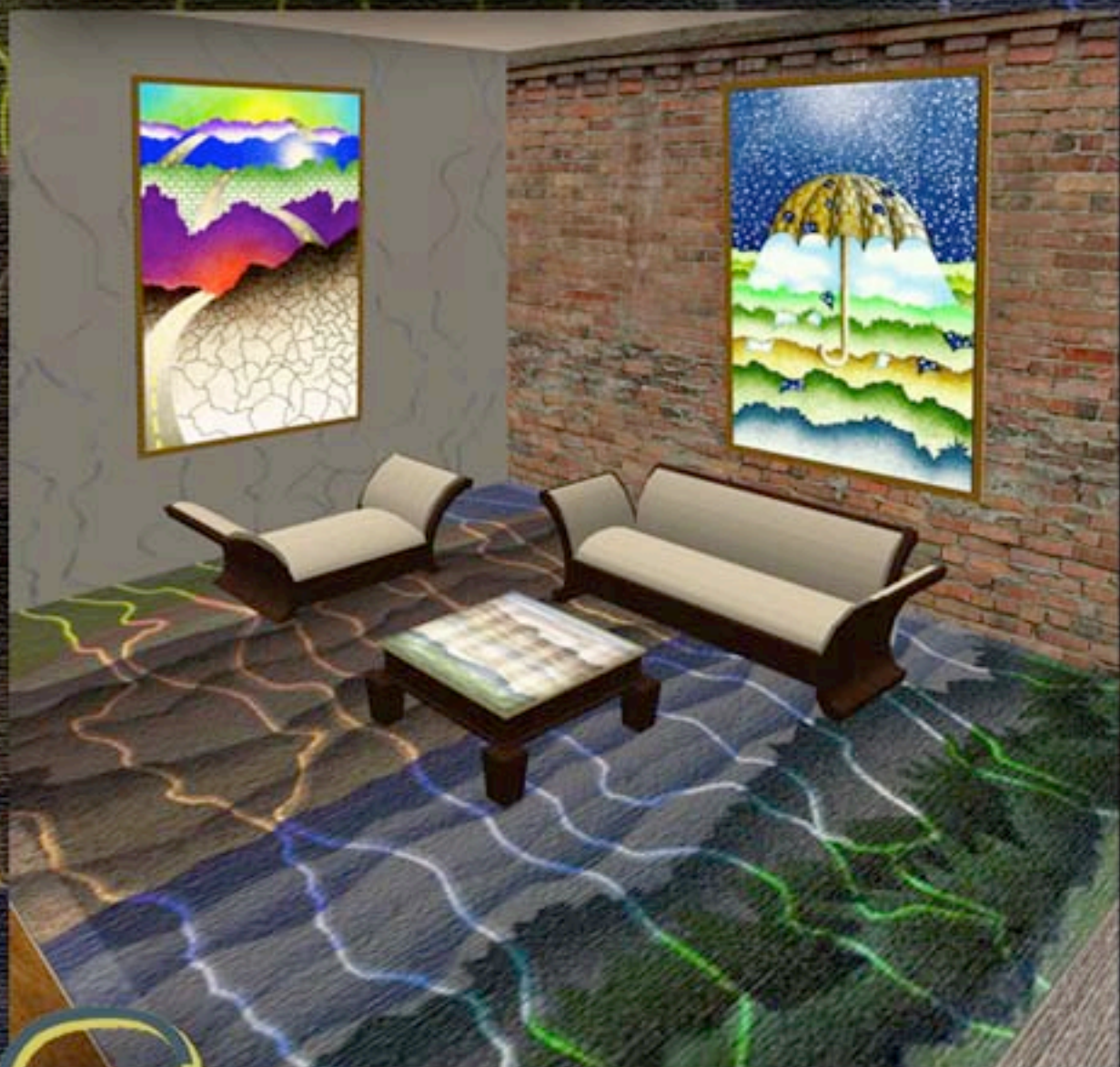
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EXPLORE THE POTENTIAL AND REALITY OF SL

Virtual Pioneers

PUBLICATION LAUNCH

With an emphasis on practical and useable ideas for entrepreneurs and investors, the first issue attracted 600 readers in the first month. The ads and the kiosks gain locations grid wide and there are more visitors online each day.

ISSUE #1

Discover insights from:

- **Skip Oceanlane**, Capital Exchange, who gives a stock market overview: profitability for investors, advantages to listed companies, impact on SL commerce.
- **Angel Damask**, Angel's Heaven Wedding Chapel, describes a business that supplies the perfect day.
- **Armany Thursday** and **Dyce Underwood** of DNA Fusion enrich the enjoyment of art interactively.
- **Rosie Zimmerman**, The Blue Oasis, knows the ins and outs of owning a music venue.

BOWLER BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
MAY 2012 #1



- **Eleanor Medier** examines the future of SL business, tracing its trends and potentials.

REALITY IN THE VIRTUAL

Refining the editorial direction with feedback gained from readers, the entrepreneurial focus continues. What works as viable in Second Life® has relevant applications and parallels to business both online and off.

ISSUE #2

Consider the experience:

- **Sarah Nerd**, virtual real estate legend, has survived SL's land market turbulence and shares her hard-won wisdom.
- **Kaddan Yue**, OMG! Inc. knows what it takes to thrive in the competitive world of fashion—finding both fun and profit.
- **Isoldel** Resident understands the personal nature of building an avatar identity.
- **Simulat Almendros**, Thothica, has beat the odds by sustaining a cultural center that continually grows.

Four ways receive:

- **inworld office at Bowler Publishing**
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BOWLER BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
JUNE 2012 #2



- **Eleanor Medier** explores how to create a gallery and visual products relevant to SL.

Virtual Pioneers

PRACTICAL FANTASY

Businesses flourishing in the virtual world mirror the real one when seeing a need or an opportunity and fulfilling it. This month's entrepreneurs all felt something missing that propelled their business concepts.

BOWLER BUSINESS REVIEW

PROFILING VIRTUAL COMMERCE AND INVESTMENT
JULY 2012 #3



MYSTIC HANDRICK

ISSUE #3

Explore ideas from experience:

- **Mister Mystic Handrick's** adventure in looking for a job led him to look for *all* jobs. He connects job seekers with employers in need.
- **Robin Lobo, Tronnix Tairov, and Envy Melody**, all leading boat designers shares what it takes to create them and run a profitable business.
- **Netera Landar** masters media both inworld and out as author, journalist, and host.
- **Lillith Siamendes and Eleanor Medier** debate the relevance of SL's affect on RL business.

EXAMINING AN INDUSTRY

Taking one sector, the home products industry, five entrepreneurs represent the range of business approaches that lead to profitability. All of them have built long-lasting design businesses with different methods and balances.

ISSUE #4

Consider the experience:

- **Arkad Baxton**, Arkad's Products, master marketer and salesman, reveals his techniques and talents.
- **Kaya Angel**, The Rose Theater, built a legendary art center upon a foundation of furniture design and sales.
- **Twirlin Merlin**, TM Designs, redefines what is classic by being eclectic.
- **Jillian Fairey**, Fairey Angel Designs, lists with Capital Exchange and is responsible to investors.
- **Lynne Lusch**, Fantastic Furniture, has transitioned a real life career into SL.

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Virtual Pioneers

BUILD, EVOLVE, SCALE

Each entrepreneurs profiled blend the advantages of a virtual world together. As they educated themselves, they did not see their opportunities immediately. Soon they reached out to include others and extend their influence.



ISSUE #5

Different businesses can use similar strategies.

Explore ideas from experience:

- **Stevie Cooperstone** Advanced Avatar Solutions and Galaxy, discusses forming a successful continuum.
- **Selina Greene**, Book Island, describes how to find the right formula to balance both business and artistic atmosphere.
- **Bones Writer** brings together musicians with those who them or listen to them.
- **Ashleigh Klossovsky**, Act1, shows how a dance club can grow to popularity and continue to please a crowd.
- **Eleanor Medier** contemplates the relationship between both culture and business—tied together and exemplified in SL.

PROPERTY PURSUITS

Every resident needs land. From one of the largest sectors in SL, several professionals share experience from different ends of the business. They define the business considerations that make virtual commerce so so rewarding.

ISSUE #6

Compare business approaches that are complementary:

- **Katya Dirval** lives in the fastland managing hundreds of properties.
- **Marishka Ixito** develops complete boutique homes She maintains both creativity and profitability.
- **Netera Landar** represents the renter at the base of the economic chain, residing at Azure Estates.
- **Kurz Socke** built his company on innovation. He responded to the market, and found a direction for his career, in both worlds.

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- **Eleanor Medier** examine patterns in how businesses grow within SL. Each profitable entrepreneur builds a community of like minded friends, customers, and contacts.

#7 November 2012

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BUSINESS REVIEW
PROFILES SL COMMERCE

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