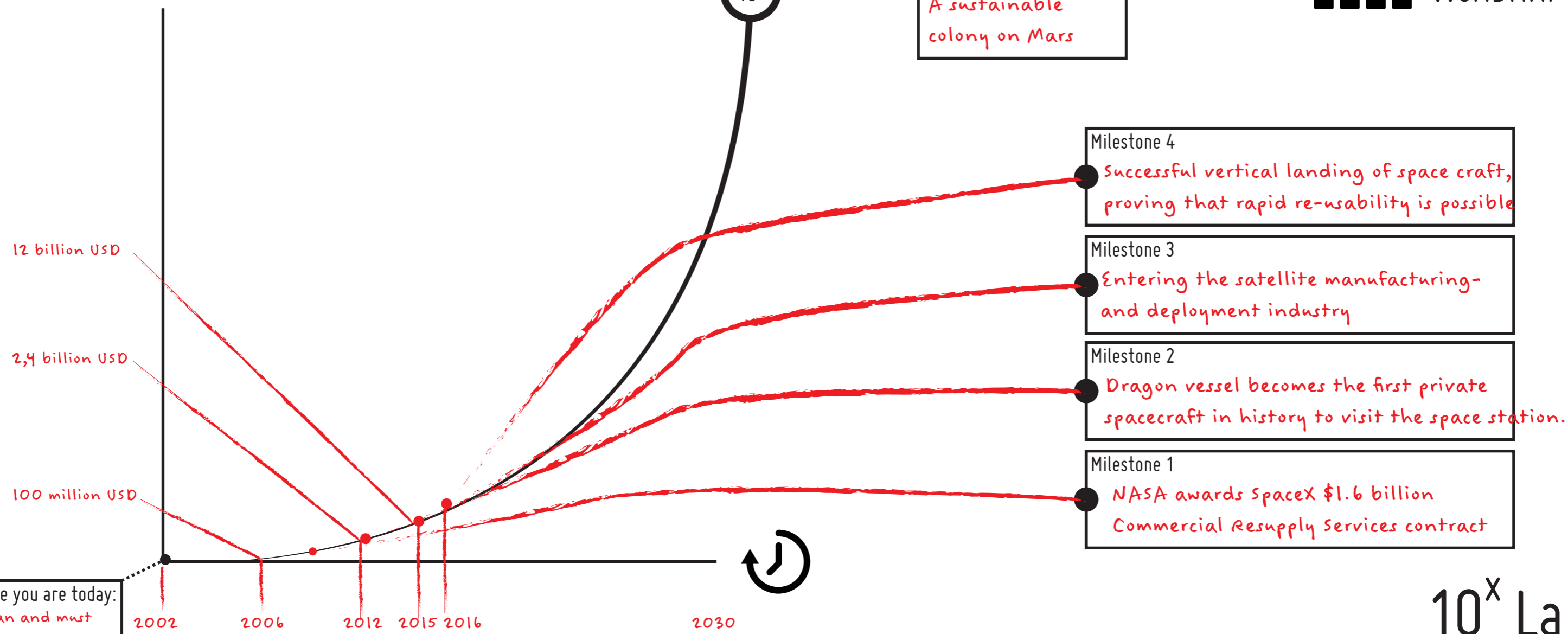


Company:
Space X



Your exponential endgame:
A sustainable colony on Mars

10^x



Where you are today:
We can and must build our own rockets

Milestone 4
Successful vertical landing of space craft, proving that rapid re-usability is possible

Milestone 3
Entering the satellite manufacturing- and deployment industry

Milestone 2
Dragon vessel becomes the first private spacecraft in history to visit the space station.

Milestone 1
NASA awards SpaceX \$1.6 billion Commercial Resupply Services contract

10^x Labs
PROTOTYPING

What exponential technologies will you leverage?

- * 3D Printing
- * Nano-satellites (riding on Moore's law)
- * Lithium-ion batteries & solar panels (for ground facilities)

Which additional skills do you require in your team?

- * Rocket scientists. Literally
- * Production managers, to build state-of-the art factories
- * Mechanical engineers
- * Astronauts

What strategic partnerships does your venture require?

- * NASA
- * Google (for the satellite business)
- * International Space Station

What is your next step? *in 2002*

- * Spend every minute and every dollar on bringing a rocket to space
- * Following that, get a contract from NASA



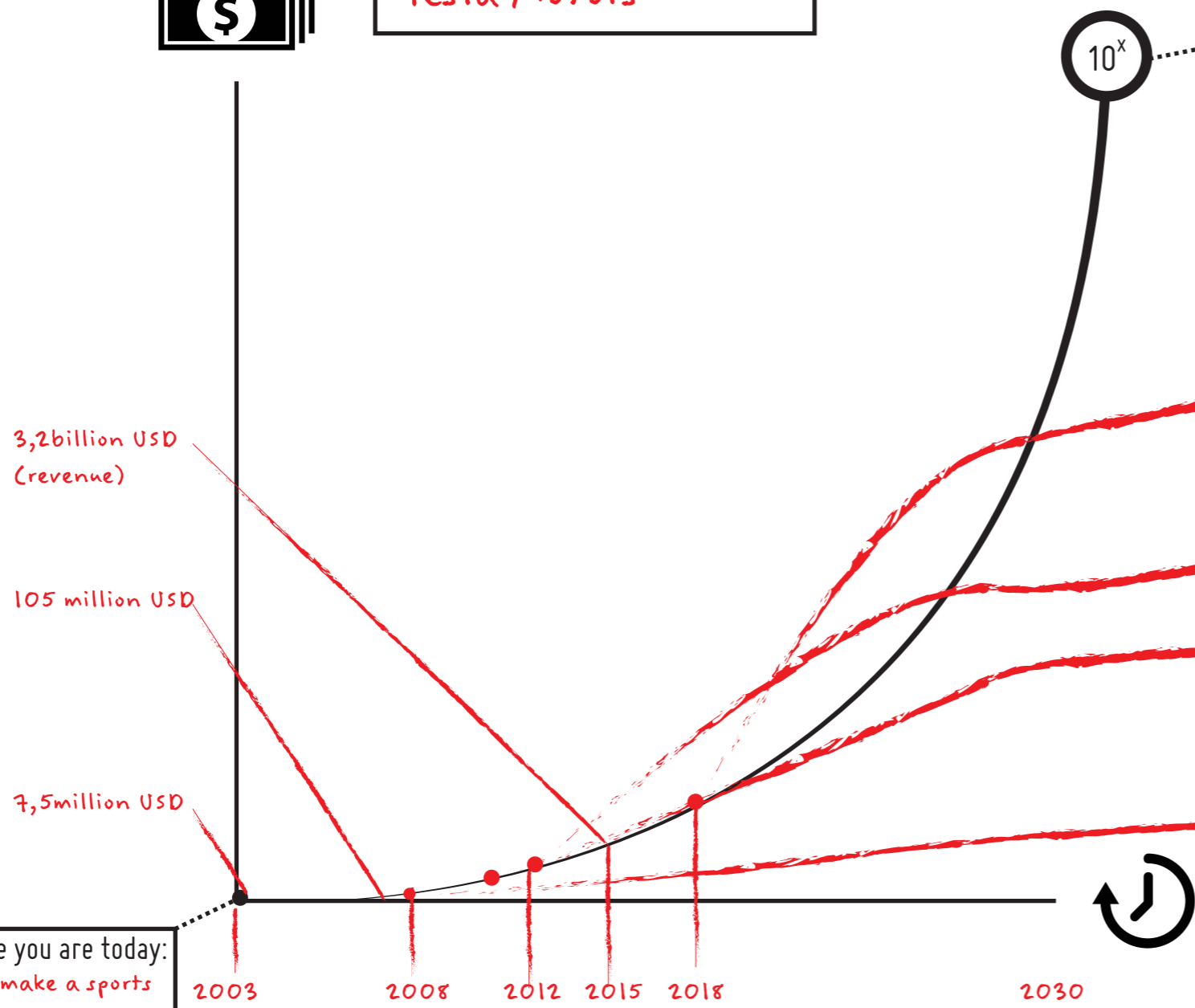


EXPONENTIAL ROADMAP

Company:
Tesla Motors



Your exponential endgame:
50% of all new cars,
from all manufacturers,
are electric



- Milestone 4**
Launch of Giga Factory I as well as the third vehicle, Model III. Base price: \$35 000
- Milestone 3**
Launch of the second Tesla vehicle, the Model S. Base price: \$57 400
- Milestone 2**
Initial Public Offering! The first car company in America to go public since Ford in 1956
- Milestone 1**
The first Tesla vehicle, the Roadster, is launched! Base price: \$109 000

Where you are today:
Let's make a sports car that is fast, great & all electric

10^x Labs
PROTOTYPING

What exponential technologies will you leverage?

- * Lithium-ion batteries
- * Over-the-air software updates to vehicles (IoT)
- * Vehicle performance optimizations made possible through disruptive (electric) design

Which additional skills do you require in your team?

- * Electrical engineers
- * Mechanical engineers
- * The best car designers
- * Battery chemists
- * Production managers to build and scale complex coordination manufacturing

What strategic partnerships does your venture require?

- * Panasonic (to scale battery production)
- * Mercedes
- * Government regulators, national and federal
- * Utility companies (for the battery storage business)

What is your next step? *in 2003*

- * Buy a garage, a Lotus chassis, and get AC powertrain motor (first patented by Nikola Tesla in 1888!) to work
- * Sell a few cars to celebrities, prove the concept and get more funding





EXPONENTIAL ROADMAP

Company:
Dropbox



Your exponential endgame:
Backing up the world's information

10^x

- Milestone 4: Initial Public Offering, any day now...
- Milestone 3: Partnership with Microsoft. Integrated Dropbox support in Office 360
- Milestone 2: 100 million users!
- Milestone 1: Launch of service, version 1.0, at TechCrunch conference

5+ billion USD valuation (speculated)

240 million USD (revenue)

1+ billion USD valuation

Seed funding from Y Combinator

Where you are today:
USB keys always get lost.
Let's make a fake demo that shows how easy online backup could be!

2007 2008 2012 2014 2015 ...

10^x Labs
PROTOTYPING

What exponential technologies will you leverage?

- * Cloud-computing, such as Amazon Web Services
- * Hard-drive storage
- * Mobile devices

Which additional skills do you require in your team?

- * Cloud computing engineers
- * Python developers
- * iOS & Android developers
- * UI designers

What strategic partnerships does your venture require?

- * Sony Ericsson
- * Samsung
- * Microsoft

What is your next step?

- * We have a functional backend, so now we'll make a fake video that shows the intended front end experience. With that, we will get accepted into the Y Combinator Accelerator.
- * From there, we launch the product and trust in TechCrunch!

