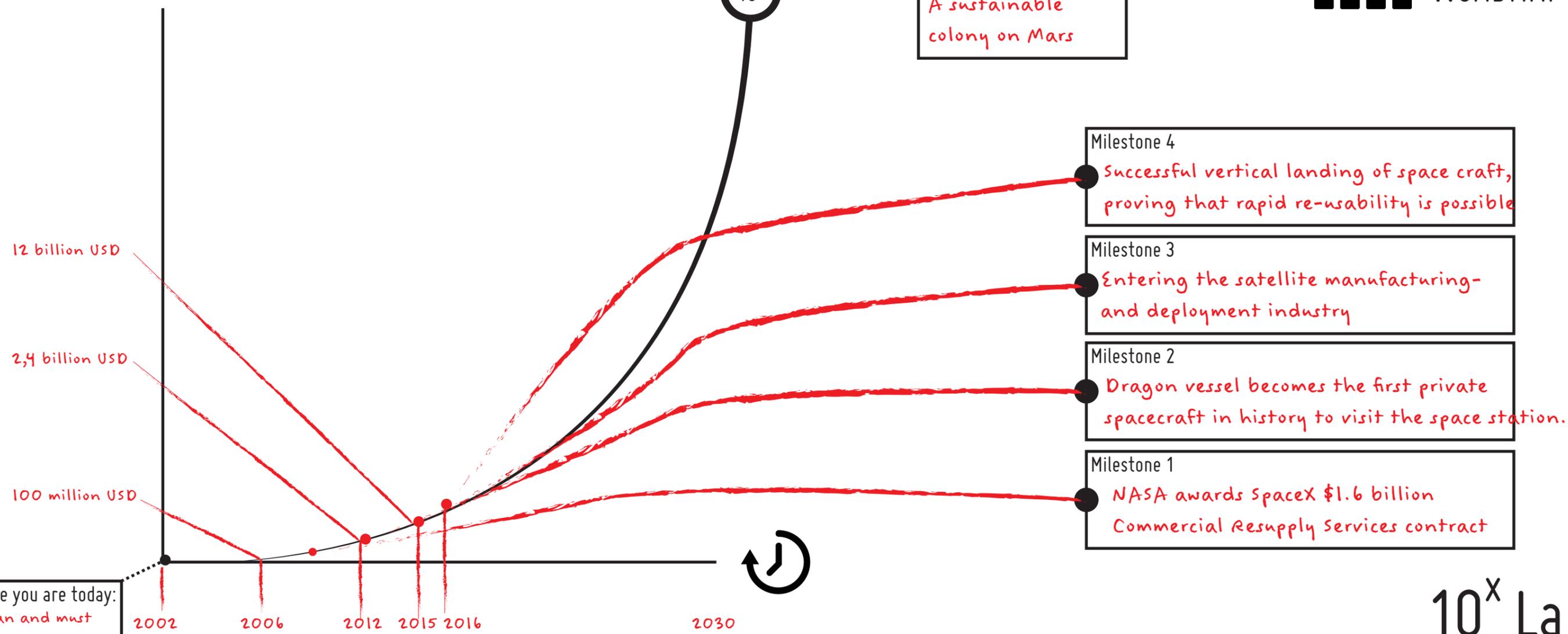


Company:  
*Space X*



Your exponential endgame:  
*A sustainable colony on Mars*

10<sup>x</sup>



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

10<sup>x</sup> 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



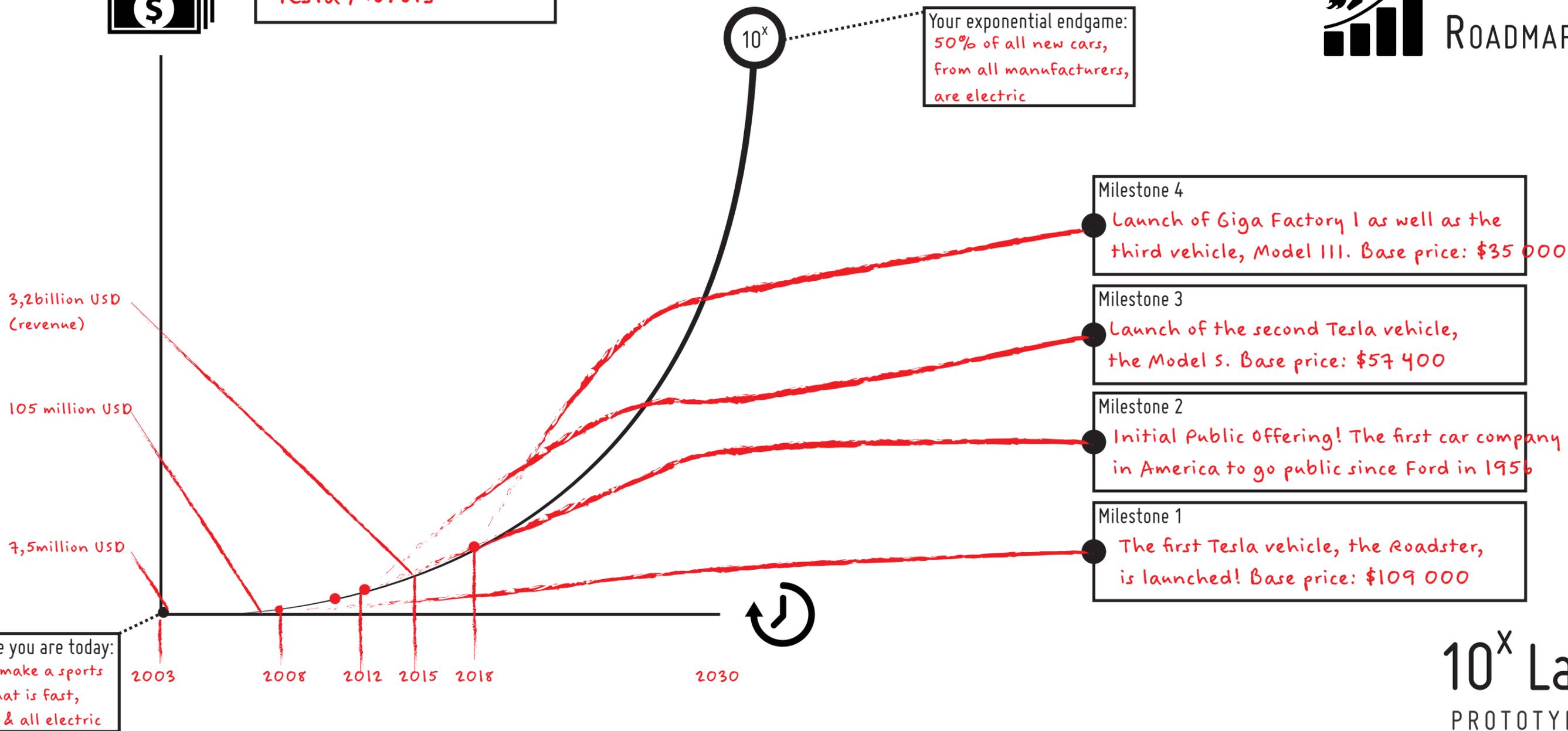


# EXPONENTIAL ROADMAP

Company:  
**Tesla Motors**



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



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<sup>x</sup>

- 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<sup>x</sup> 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? *in 2007*

- \* 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!

