

# Future Delivery

Productive Gaming for Students and Young Professionals



## Press Kit

<http://FDvirtualworld.com>



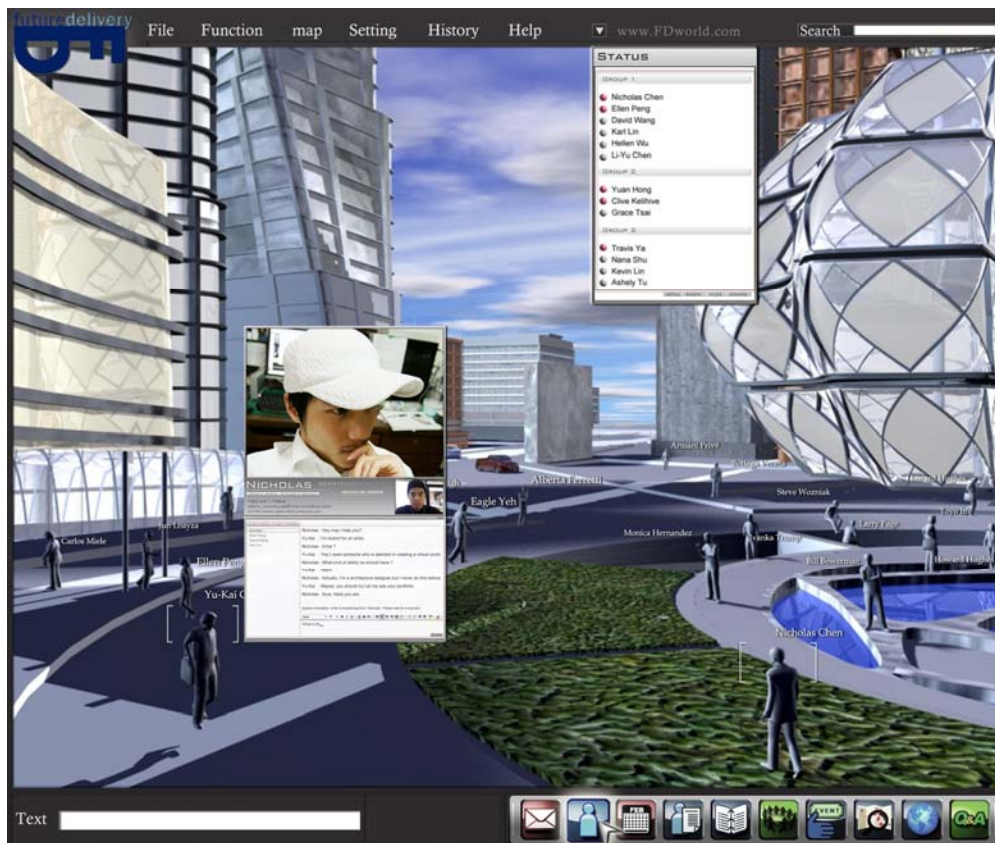
## I. Who We Are

[Future Delivery](#) is a Los Angeles based company that seeks to make career and personal development fun. We are developing a virtual world, called FD World, which enhances the professional and social lives of students and young professionals. Our goal is to enhance the lives of people by creating the virtual world platform for networking, business, recruitment, and productivity.

## II. FD World

FD World is a virtual world that compliments the professional and social lives of students and young professionals. Think of it as the fusion between Second Life, Facebook, and LinkedIn. Current virtual worlds are fantasy based where the user can create a male or female avatar with a fake name. In contrast, every user in FD World will represent his or her true self. FD World will be populated by students and young professionals; therefore, every user will feel confident that every connection made in FD World will translate into a connection made in real life. Companies will establish buildings in FD World to brand their company, recruit users, and develop their business.

Users will be able to network, organize teams, meet with investors, interview with companies, and conduct research. All of these productive elements will be fun and interactive because of the nature of virtual world environments. Time spent on FD World will enhance the user's real life experience and increase his or her opportunities, while maintaining the attractiveness of self-expression, control, and connectivity of virtual worlds.



### III. FD Career

FD Career is the platform that makes career development fun and easy for students and young professionals. We accomplish this by turning the lives of our users into a real life role playing game. Every time you gain an internship, get a high GPA, or become the leader of an organization, you gain experience points and level-up on the site. As you level-up, you gain new abilities and features, gain prestige, and eventually the ability to interview with prestigious firms.

FD Career has four main functions:

#### 1. FD Cache

**FD Cache** is where users can research company information and profiles. Every comment and bit of information listed on the FD Cache is contributed by the community. We break down companies into **5 core categories: Work, Culture, Compensation, Growth, and Competitiveness**. FD Cache has a See-Saw function that demonstrates a physical representation of what people think about the company. If the See-Saw is tipped to the right (due to user contributions), then people feel that the company is positive. If the See-Saw is tipped to the left, then people feel that the company is negative. Our goal is to provide accurate, unbiased information to users about companies so that they can make educated decisions about where they want to work.

**Here is an example of the Future Delivery See-Saw in the FD Cache:**

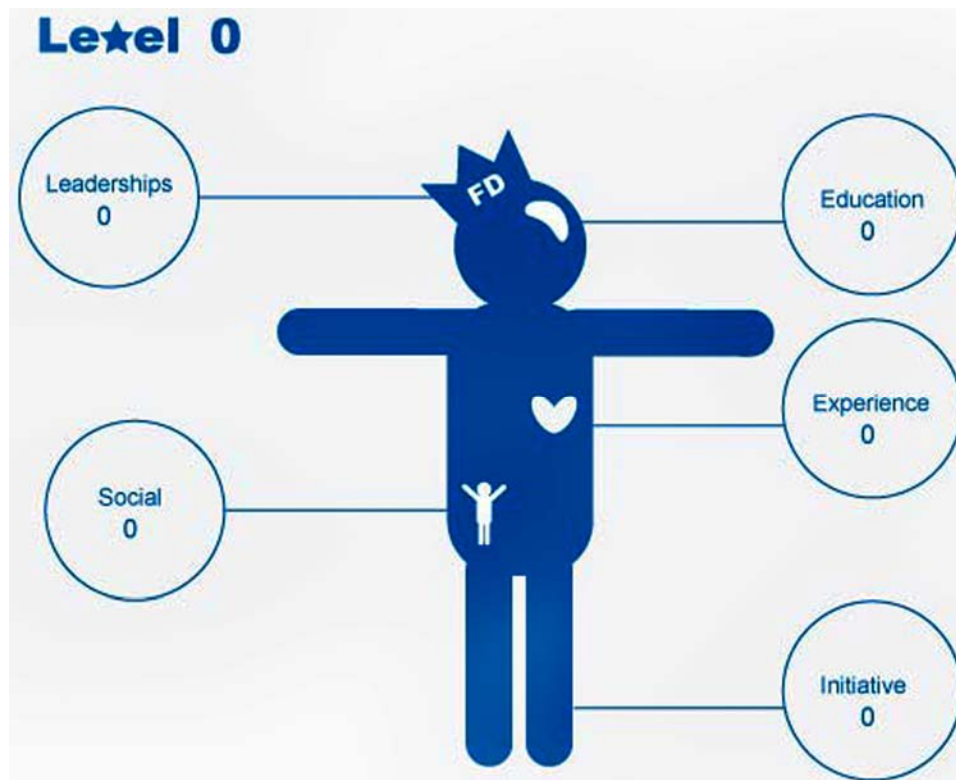


## 2. FD RPG

FD RPG is a game where everything you do in real life compliments your online persona. When you gain an internship, become a leader in an organization, or get good grades, you gain experience in the game and level-up. As you level-up and become a stronger player in FD RPG, you gain access to more prestigious areas of the website, your profile changes to represent your high ability, you are able to see job postings that require high levels, and you're able to contribute to the community with greater authority. This is a game that rewards productive people and encourages others to become productive with their lives.

Each user is measured according to their five attributes:

1. **Education:** GPA, SATs, GMATs, self-study
2. **Experience:** Full-time, Part-time, internships, research
3. **Leadership:** Organizations, clubs, extra-curricular activities
4. **Social:** Social influence measured by your blog, twitter, Facebook, and other social media outlets
5. **Initiative:** How much do you contribute on the site and how proactive are you with your productivity and self-development



### Quests

Users can engage in Quests that teach them new skills, abilities, and that prepare them for the career that they choose. For example, a user who wants to become a management consultant can engage in a business analysis case where he or she is asked to break down a business

problem and develop a solution. Similarly, a user who is interested in software engineering can engage in a programming quest that will teach them a new language. Once they successfully complete a quest, they earn a badge which they can display on their profile that demonstrates their skills in that area.

Companies that have established an official partnership with us will be able to create their own company challenges and competitions. As an example, let's use Bain & Co. They are one of the top three management consulting firms in the nation, and they get A LOT of job applications from eager students looking for a job. Bain can create a Business Analysis Quest as a pre-first round interview. Before Bain decides to move you to a 1<sup>st</sup> round interview, you must complete a Business Analysis Quest that tests you on your ability to analyze a business problem and develop a solution. Those who pass with the highest score can be given the highest consideration for a first round interview. This immediately weeds out the people with low ability and efficiently shows you who the best potential candidates are.

### **3. FD Answers**

FD Answers is a question and answer community specifically for career and personal development. Users will be able to post their question (similar to Yahoo Answers) and receive feedback from everyone in the FD community.

What makes FD Answer unique is that we will allow companies to create their own official company profiles. Once a company has an official company profile, they are able to answer questions asked by the community. How does this benefit a company? Well, let's say someone asks a question about Virtual World programming. Disney Internet Group can answer the question and instantly brand themselves as a thought leader in the programming and virtual world space. Most people think of Disney as the cute, lovable corporation responsible for Disneyland. Now the FD community knows that Disney Internet Group is a branch that focuses on creating innovative, fun, and exciting virtual worlds that are challenging for programmers to develop.

### **4. FD Community Blog**

FD Blog is a community blog where users can showcase their personal blogs. Users will enter a script on their blog that will allow us to track their visitors, subscribers, and comments. Once we collect their data, we will display a Blog Leaderboard that shows which users have the highest ranked blogs. Websites such as Technorati are a hub for blogs; however, they take into account any type of blogs including company blogs. We will only allow personal blogs in the FD Community which allows users to see who has the greatest individual social influence.

The FD Community Blog provides hardcore bloggers with the platform to earn prestige for all of their hard work with blogging. More importantly, it helps users who are just starting to blog because they can reach out to the best bloggers and ask them how they were able to reach such a high readership. Beginner bloggers can learn from what the top bloggers are doing, and in turn, become more encouraged to write and share their ideas.

## IV. Management Team

### **Yu-kai Chou, Chief Executive Officer**

Yu-kai has been an entrepreneur and innovator since he was 18. Yu-kai has a BA in International Economics from UCLA. He is the founder/cofounder of multiple small businesses and organizations including a professional networking service, an online retail business selling electronic products, a failed importing business, a small business consulting firm, and a Green think tank. Yu-kai loves everything business and entrepreneurial, and spends over 90 hours a week learning and enjoying the life of an entrepreneur. Growing up in a diplomatic family, Yu-kai has succeeded against uncertainty in struggling environments because of his ever-changing environment. Facebook fanatic and ex-hardcore gamer, Yu-kai is the epitome of FD's target market, hence understanding how to satisfy and strategize towards that market. Yu-kai values integrity, and is very optimistic, passionate, and persistent with high emotional intelligence. Yu-kai lives his life like a game he wants to excel in, and has a passion to bring that philosophy to others.

### **Jason Wei, Chief Technology Officer**

Jason has 7 years of high-tech startup experience in China (1996-2002) as founder and CTO. The startup had 30 employees and annual revenues of 3 Million RMB a year when he left. He is currently a Senior Engineer in Toshiba America where he is leading network, web service, and security teams. After getting his double major in Computer Science and Business Administration, he became the first employee Xerox R&D Center hired in China and developed the whole Xerox R&D division in that region. As of now, he holds multiple Microsoft certifications and an Oracle DBA certification. He has 18 U.S. Patent filings and is also a lecturer of three courses at The University of California at Irvine. By demonstrating high ability in creating unique value, Jason has received many offers from his corporate students, but his entrepreneurial spirit leads him to become part of the team and vision of FD. Jason is a strong balance between technical computer skills and an entrepreneurial business sense.

### **Jun Loayza, Chief Marketing Officer**

Jun Loayza is an entrepreneur, management consultant, writer, lover of animals, and a huge fan of Daft Punk. He graduated from UCLA with a BA in Economics with a focus in Accounting and Philosophy. Jun has worked at Navigant Consulting, founded a small business consulting firm, founded Bruin Consulting at UCLA, and founded the first Undergraduate Case Competition at UCLA. Jun has written numerous ebooks and created multiple podcasts about career and personal development. He has also been published on multiple Millennial and career websites such as [Brazen Careerist](#), [Twentyset](#), and [Jobing](#). Jun's expertise is online social media and how to leverage it to promote a brand or product. He is using Facebook, Twitter, YouTube, blogs, and numerous other types of social media to promote the Future Delivery brand and products. He is also well versed in SEO, HTML, CSS, and Wordpress.

## **Stephen Johnson, Lead Developer**

Stephen started programming when he entered middle school and quickly fell in love with being able to create. He graduated from UCLA with a BS in Computer Science and a BA in Economics. Stephen knows many different technologies and languages and enjoys trying to find the balance between function and form. His two primary areas of interest are gathering and interpreting statistics and machine learning - which led to the creation of a stock forecasting program as a side project. Stephen also loves learning new things from every field and trying to bring non-traditional solutions to old problems. Stephen believes that it's best to work hard at something you love than to work half-heartedly at something you like.

## **V. Board of Advisors**

### **Avi Bar-Zeev**

Avi is a **co-founder of Google Earth** (Earthviewer by Keyhole), and developed technologies for Second Life, including the procedural 3D object rendering code. He also helped develop Disney's Aladdin's Magic Carpet VR Ride, one of the first real-time (60 fps) first-person immersive entertainment applications.

### **Eytan Elbaz**

Eytan Elbaz is the **founder of Google AdSense** (acquired as Applied Semantics/Oingo). He also has served as Google's Head of Domain Channel. At Oingo, Eytan conceived the ideas for applying the company's meaning based technology towards domain name selection and monetization, and towards contextual targeting, launched as Oingo AdSense in 2000. Eytan has also held technical positions at Advanced Micro Devices and Telos Corporation. Eytan continues to live in Los Angeles where he graduated UCLA with a B.S. in Computer Science and Engineering in 1995.

### **Jake Jacobs**

Jonathan ("Jake") Jacobs is a senior partner at Rose, Snyder & Jacobs, a 30 person full service CPA and technology firm located in Encino dealing with middle market companies and high net worth individuals. He spent 20 years at KPMG Peat Marwick where he was partner-in-charge of the Los Angeles middle market practice and partner-in-charge of the first Big 5 office in the San Fernando Valley. Jake is a Board Advisor for the Harold and Pauline Price Center for Entrepreneurial Studies of the UCLA Anderson School. Jake received his B.S. in Economics from the Wharton School and an MBA with distinction from the Kellogg School at Northwestern.

### **Albert Asatoorian**

Albert is a partner at the high tech law firm Stubbs Alderton & Markiles, LLP specializing in acquisitions, financing and commercial transactions. He was also a senior attorney at the global law firm of Pillsbury Winthrop Shaw Pittman LLP. Albert has represented firms such as News Corporation in the Myspace transaction, Intel Corporation, Bank of America, Starbucks, Compaq and Motorola. Albert received his B.A., cum laude, from the University of California at Los Angeles in 1992 and his J.D., cum laude, from Pepperdine University School of Law in 1995.

## Contact

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