



magic johnson's
planetmogul.com
the game where global businesses are built

Launching
10.30.11

From:



Our objective is **development.**
Our strategy is **innovation.**

PARTNERSHIP PACKAGE

Overview

Beyond social media ... Planet Mogul introduces the global game changer! What if today you could make an impact worldwide with your brands, your expertise and your innovation? What if you could take your brand(s) to a different level not really seen in social games today, where the gamer and your brand have a personal bonding relationship...beyond social media to connecting daily and teaching them about entrepreneurship? And... what if in the process, your partnership with Planet Mogul helped to mentor entrepreneurs, expand the global supply chain pipeline and build strong communities, wouldn't that make it even more enticing?

The **Magic Johnson's Planet Mogul Entrepreneur Online Game** introduces a new and innovative game designed to encourage business and community collaboration while stimulating the growth and innovation needed to tackle business challenges and opportunities worldwide.

There are over 250 million people (ages 18-64) actively engaged in starting or running new businesses in 59 worldwide economies. Of those, 63 million will hire at least 5 new employees and 27 million anticipate hiring 20 or more people. In the United States the overall earnings of entrepreneurs are estimated at \$951 billion per year. When entrepreneurs can operate, hire, and build businesses, economies improve and generational wealth is created.

The **Magic Johnson's Planet Mogul Entrepreneur Online Game** blends virtual and real-world life experiences to capture the imagination of gamers of all ages from nursery school to the nursing home. Online social games, with rewards-base applications, have been embraced as tools for communication, education and marketing and have become an integral part of our culture in the last several years. Social gaming increased 66% last year and close to 100 million people play daily.

The GAME

The game is played in multiple languages throughout North America, South America, Europe, Asia and Africa. Players progress through an industry by first starting a business at the most basic level of entry into market for that industry and continue to play until they become a global corporation.

Example

Advertising Industry: the gamer will start with Level 1 and will perform tasks and earn points/Mogul Money throughout the game and continue to develop to become a world leader in marketing communications and become a global holding company.

- | | | | |
|-------------------|---------------------|------------------------|--------------------|
| 1. Graphic Design | 4. Media Buying | 7. Print Production | 10. Global Holding |
| 2. Photography | 5. Marketing Firm | 8. Digital/Tech Design | Agency |
| 3. Event Planning | 6. Public Relations | 9. Boutique Ad Agency | |

Industries that will be included to launch the game 10.30.11:

- Advertising
- Aerospace & Defense
- Automobile
- Hi Tech
- Food & Beverage
- Health Care
- Sports and Entertainment
- Mini Moguls [under 15]

Industries that will be included January-March 2012:

- Sustainability / Energy
- Financial
- Political
- Consumer Packaging
- Retail

Brief explanation on how the game works:

Start Up Tasks

From anywhere in the world, the player signs onto the game, picks an industry and begins simulated entrepreneurial business building experiences in a virtual world with hundreds of business opportunities and varying levels of business development. As part of the game play, a player will have an opportunity to earn Mogul Mentor Experiences and interact with industry specific business experts from around the globe to refine, execute and grow their business model.

The player must complete the necessary steps in the *Start Up* phase in order to progress to the next level. This level includes:

- Determining their location (anywhere in the world)
 - Research and development
 - Building a Business/Strategic Plan
 - Certification/Licenses
 - Industry facts and information
 - Competition within the industry/Market Research
 - Pricing models
 - Distribution/delivery scenarios
 - Interviews and articles from people within the industry
 - Finding office space; getting office supplies; hiring personnel, setting up computer tools/networks, etc.
 - And more
-



The **GAME**

Next Level[s] Tasks – Selling & Managing Operations

At this level, the player begins to actually manage and operate their business. They learn the secrets of unlocking contracts, managing growth and employing people.

- Advertising solutions
- Selling methods
- Unlocking major contract opportunities
- Winning contracts virtually (that help build their business)
- Access to capital for growth
- Buying products for growth – expanded phone systems, company vehicles, human resources staffing, health benefits, purchasing real estate, etc.
- Joining various community and industry organizations for networking
- Networking with friends and other players

Next Level[s] Tasks

Throughout these levels the player continues to learn and grow their business (and/or businesses) into national and global locations until they understand the requirements and processes to reach a global empire.

- Taking their business national/global
- Understanding other countries and their cultures
- Research and Development for additional products
- Travel
- Expanding and diversifying empire by creating additional companies

Rewards

At each level of the game the players have the opportunity to be rewarded with points, Mogul Money, virtual and/or actual products, real-world experiences and participate in live events. Planet Mogul will also highlight entrepreneurs daily through the leader board [think Nasdaq board] and weekly with profiles on Planet Mogul News and Events, the virtual newspaper and blog will be delivered to all gamers and partners on a weekly basis.

The gamers will have a strong connection with the brands and companies who help develop their business and achieve success in the virtual business world. This is an ever changing, daily experience where the sky truly is the limit in their growth, understanding and link to Planet Mogul partners.

Corporate Partnership Package

\$50,000 annual fee

(introductory offer)

The **Magic Johnson's Planet Mogul Entrepreneur Game** seeks corporate partners (not sponsorships or advertisers) to participate in the game. The game provides you the opportunity to build brand loyalty, showcase your products or services and engage customers in customized product promotions. Plus, you can help us teach current and future generations about global entrepreneurship – what it takes, where the opportunities exist and corporate partners who will help you along the way. Outlined below are the items included in the Corporate Partnership Package:

- A *click-thru* virtual corporate headquarters
- Fast facts about your company and industry
- Engagement ads
- Virtual billboard that can be changed quarterly
- Unlimited number of *Mogul Mentor Experiences* where a player wins the opportunity to meet and talk *live* with some of your team members
- Opportunities to highlight some of the brand's suppliers
- Customized promotions
- *Business Starter Kits* sent out to players with your logo prominently displayed
- Highlight supply chain best practices
- Sponsoring of *I Am Entrepreneur* candidates
- Planet Mogul News: an article in the virtual newspaper that will be delivered weekly to gamers and corporate partners
- An "Official" title of a product and/or service on Planet Mogul
- Magic Johnson's Planet Mogul Twitter campaign to promote most current partners and success stories

Additional Opportunities Available: [additional costs]

- **Mogul Meet-Ups** – where players meet up at one of your locations for discounted products or services. This drives traffic to various stores/site and is the rave of players in today's social gaming experience
- **Branded Virtual Goods** – where your products are tied directly into game play
- **Branded Industry Leader** – where you are the industry leader and prominently displayed throughout the game as the Official Industry Partner
- **Woman's World** – highlight a Woman of the Week in the virtual newspaper [52 weeks]
- **I am Entrepreneur Campaign** – highlight an entrepreneur in the virtual newspaper [52 weeks]
- **Magic's Mini Moguls** – customized promotions for the 15 year old and under
- **Health World** – campaign to promote good health for entrepreneurs

We have limited partnership opportunities that must be confirmed by September 1, 2011, so your brand can be included in the launching of Magic Johnson's Planet Mogul Entrepreneur Online Game 10.30.11

0.94 +0.02

S&P 500 1,322.22 +3.17

T4R.F0.94 +0.02

S&P 500 1,322.32 +3.17

T4R.F0.94 +0.02

Play

Chamber of Commerce

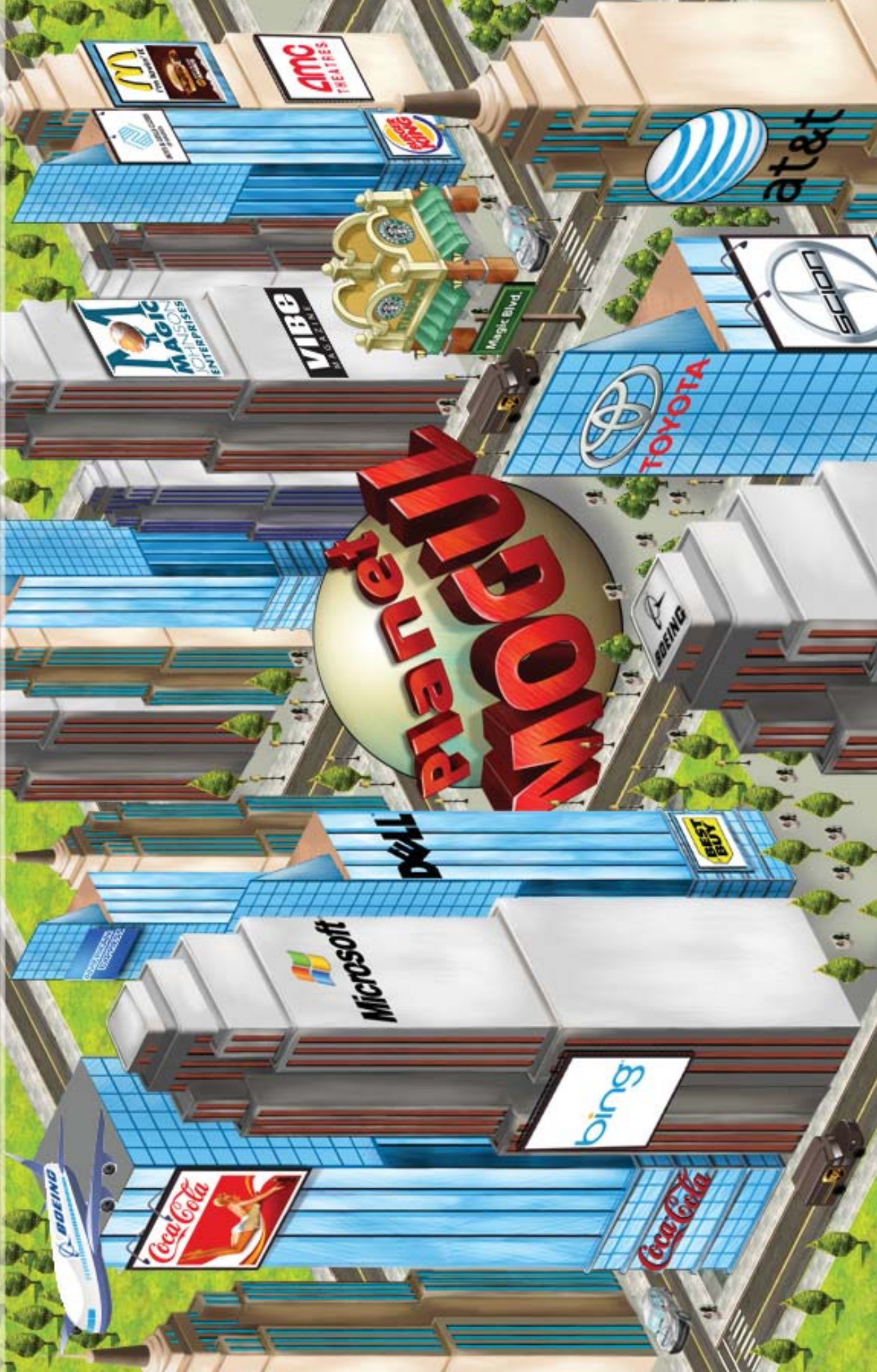
Invite Friends

Promotions

Mogul Mentor Experiences

Help

Fans





The PlanetMogul TEAM

Farad Ali | Sr. VP | North Carolina Institute of Minority Economic Development
Junior Bridgeman | Manna, Inc.
Warrick Dunn | Minority Owner | Atlanta Falcons and former NFL Great
Antwone Fisher | Indigo Fish
Dr. George French | President | Miles College
Heide Gardner | Chief Diversity Officer | Interpublic Group of Companies
Archie Giles | Entrepreneur and Management Consultant
Dr. Mel Gravely | President | The Institute for Entrepreneurial Thinking
Louis Green | President | Michigan Minority Supplier Development Council
Andrea Harris | President | North Carolina Institute of Minority Economic Development
Fernando Hernandez | Microsoft Corporation
Eric Holoman | Magic Johnson Enterprises
Terrence Holt | Holt Brothers Enterprises
Torry Holt | Holt Brothers Enterprises
Tracey Jeter | President | Virginia Minority Supplier Development Council
Dr. James Johnson | Distinguished Professor Entrepreneurship & Strategy
University of North Carolina Chapel Hill
Tom Joyner, Jr | President | Tom Joyner Foundation
Stacey Key | President | Georgia Minority Supplier Development Council
Reginald K. Layton | Director Supplier Diversity | Johnson Controls, Inc.
Andy Lee | President | Alorica
James Marshall | Marshall Wealth Management
Ying McGuire | Dell
Rohena Miller | Niche Marketing, Inc
Ralph Moore | President | RGMA
Sharon Patterson | President | Billion Dollar Roundtable Companies
Terri Quinton | Alliance Diversity Printers, LLC
Avis Yates Rivers | President and CEO | TCGI
Professor Lee Stith | Professor of Mathematics | North Carolina State University
Joan Robinson Berry | The Boeing Company
Adrienne Trimble | Director Supplier Diversity | Toyota Motor Manufacturer
Keshia Walker | President | Insights Marketing
Mark Wilson | Founder | Ryla
Curtis Wynn | President | Roanoke Online, Inc.

Facts About **SOCIAL MEDIA**

Social gaming marketing will reach

\$3 billion

in 2011

25-45

Average age of gamers

Social network gameplay increased

66%

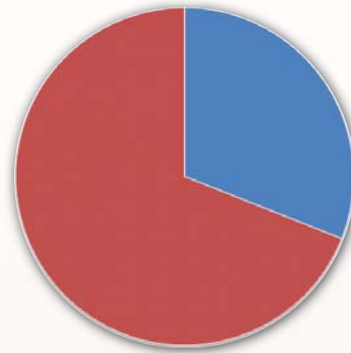
in 2010

53%
of Facebook users play games out of
500+ million members



69%

of Facebook gamers are women



290 million

people play monthly
[nearly as many people live in
the United States]

20%

have paid cash for in-game benefits

56 million

people play daily
[more than the entire population
of England]

Facts on ENTREPRENEURSHIP

250 million

people between 18-64 years old are actively engaged in starting or running new businesses in 59 economies

63 million

of these early-stage entrepreneurs expect to hire at least five employees over the next five years

27 million

anticipate hiring twenty or more people in newly created jobs

Entrepreneurship does not impact an economy simply through higher numbers of entrepreneurs. It is important to consider the impact small businesses have on economic growth, innovation, and internationalization.

View full report: http://www3.babson.edu/ESHIP/research-publications/upload/GEM_2010_Global_Report.pdf

Global Entrepreneurship Monitor 2010 Report: Released 1/20/2011

55-64

The age group showing the highest rate of entrepreneurial activity. Surprisingly, the 20-34 age bracket has the lowest rate.

Dane Stangler, Sr. Analyst, The Kauffman Foundation

8 percent

of American entrepreneurs added employees over the past year.

Carl Schramm, President & CEO, Ewing Marion Kauffman Foundation

“More than half...”

of the largest and fastest-growing companies in the country were formed during economic tough times.”

Dane Stangler, Sr. Analyst, The Kauffman Foundation

69 percent

more unemployed American workers started a business in 2009 than in 2008.

Challenger Job Market Index 2009, Challenger, Gray & Christmas

New and young firms have been the primary source of new jobs in the United States over the past

three decades

Carl Schramm, President & CEO, Ewing Marion Kauffman Foundation

2,356 Daily

people move to entrepreneurship and even though not all of them succeed, the report puts entrepreneurship efforts of such people at 78% of US Small Businesses, whereby the overall earnings are estimated at a whopping \$951 billion per year

2008 US Census

25 percent

of entrepreneurs say they will commit more resources to social media

Ad-ology 2009 Survey

92 percent

of Americans say entrepreneurs are critically important to job creation

75 percent

think the United States cannot have a sustained economic recovery without another burst of entrepreneurial activity

Kauffman Foundation Survey of Entrepreneurs, September 2009

Excluding startups, young firms – defined as one to five years of age – accounted for nearly

Two-thirds

of job creation in 2007

Where Will the Jobs Come From?, November 2009

70 percent

of U.S. registered voters think the health of the economy depends on the success of entrepreneurs

Luntz, Maslansky Strategic Research Survey (sample size: 816), September

Of new firms

9 percent

are African-American-owned

The Kauffman Firm Survey, March 2008

Let's hear it for the next generation.

Four in ten

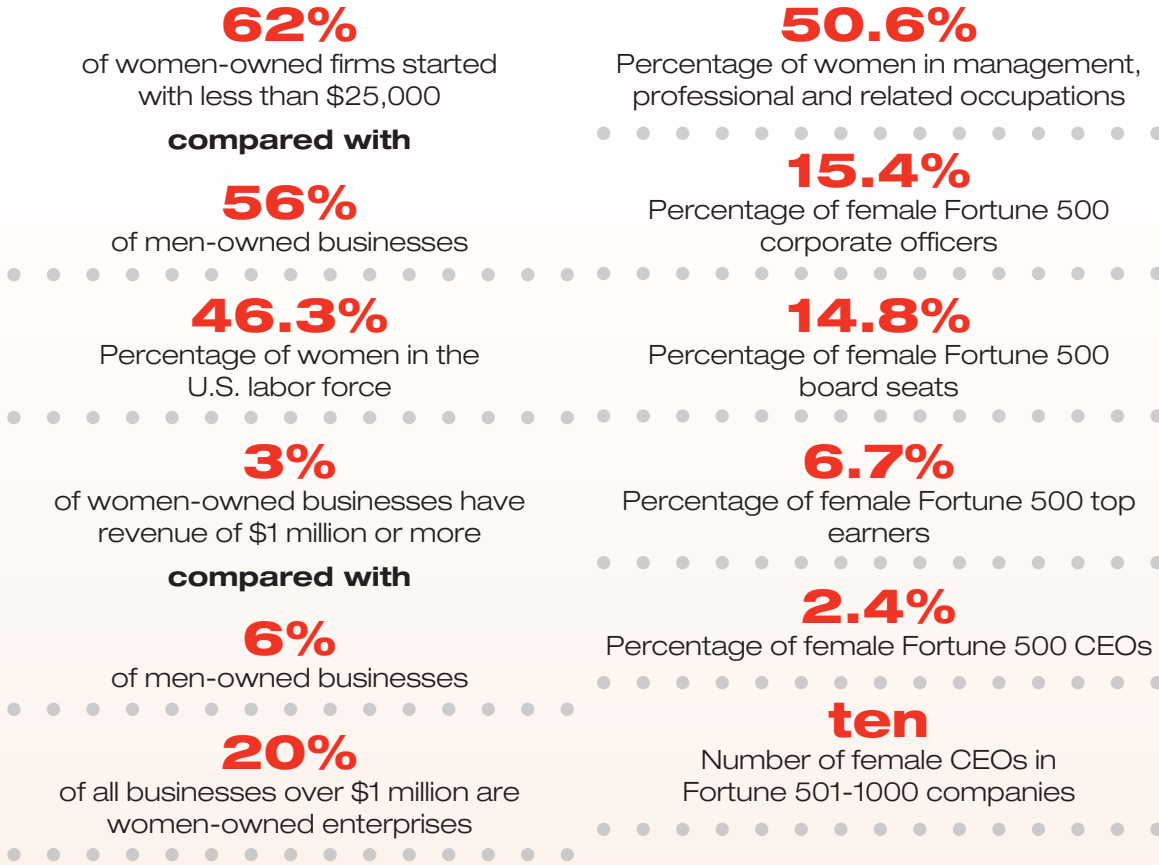
U.S. young people ages 8 to 21 have or would like to start their own business someday, and

63 percent

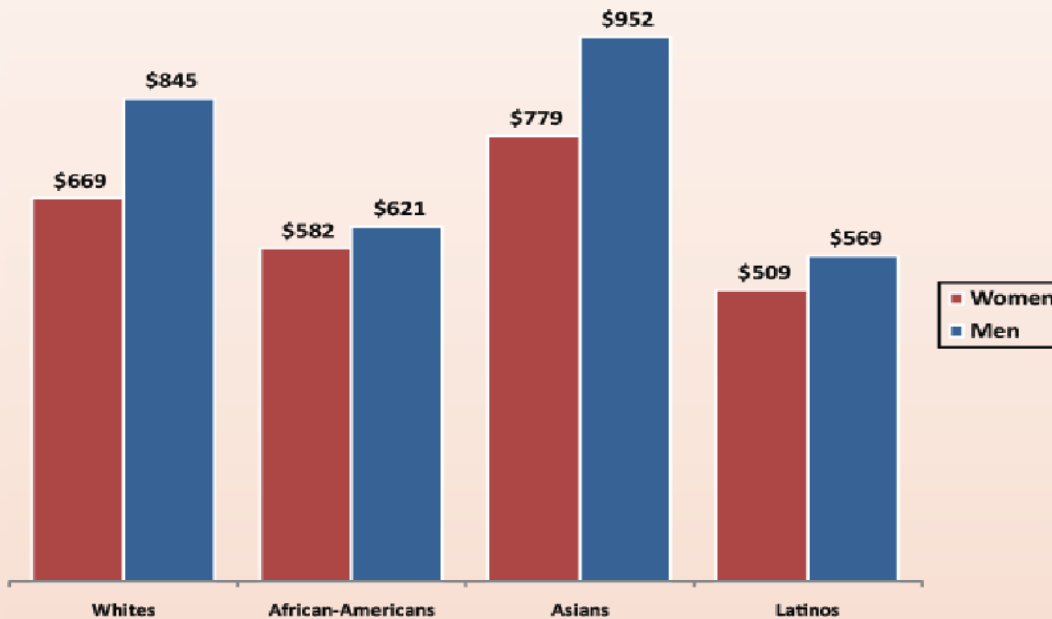
agree that they have the ability to successfully start their own business.

Harris Interactive® Survey (sample size: 2,438), July/August 2007

Facts on WOMEN ENTREPRENEURS



Women and Men's Median Weekly Earnings, by Sex and Race/Ethnicity



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