



Entropia Planet-Postmoderna Sponsorship Info

This project is designed to build a new planet for the online MMO game of Entropia. Mindark, the owners of Entropia, recently launched a program called the Planet Partners. It was created to promote diversity in the game and give entrepreneurs a business avenue within the Entropia Universe. Further info about this program can be found at <http://mindark.com/partners/get-your-own-virtual-world/>.

Background

The Real Cash Economy in Entropia Universe

The Entropia Universe Platform utilizes a Real Cash Economy (RCE), meaning that the virtual currency used within Entropia Universe, the PED, has a fixed exchange rate of 10:1 with the USD.

The virtual PED currency is used as means to facilitate transactions with virtual objects, as well as for the purchase and sale of real items, activities and services inside the Entropia Universe.

PED is acquired by depositing local currency into a personal Entropia Universe user account. A user may at any time convert their PED to real currency by initiating a withdrawal request through Mindark PE AB.

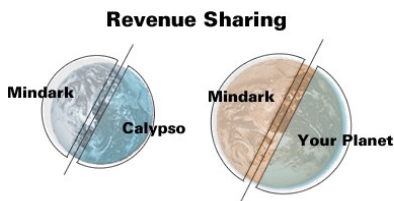
The Entropia Universe Platform contains a subset of systems including a fully integrated auction system, a user-generated event system, a commercial advertising system and more which are at a Partner's complete disposal when composing their planet constitution.

This is the model that Planet Postmoderna will use to build strong relationships with sponsors and advertisers.

Entropia Partner Planet Business Model

Revenue is generated through micro-payments for products and services on a virtual planet(s). This model results in an average income of \$1 per hour of activity, per user, which is shared between Mindark and the Planet Partner.

Entropia's Real Cash Economy means that the virtual currency used for payments, the PED, has a fixed exchange rate of 10:1 with the US dollar. The PED currency may be obtained by depositing local currency into a personal Entropia Universe user account.



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Investing in Experience

The Entropia Universe Platform has been developed for over 10 years at a cost of over \$40m.

Commercially launched in 2003, Mindark's planet Calypso has been generating profit since 2004 and has served as a vehicle for fine tuning the platform's business model and functionality. During 2007, the Entropia Universe Platform provided a secure and stable means for \$400m of user-to-user transactions.

The track record of the Entropia Universe Platform allows organizations to invest in Mindark's proven experience.

Sponsorship

Every member of the Planet Postmoderna Team volunteers their time and monies toward the development of this planet. The design team is made up of concept artists and modelers that come from all over the world and range for high school students to professionals. The leadership and marketing teams are no different. All are involved to not only say that we are part of this great project but also to invest our time for the eventual payoff from the profits of the final planet.

We want to harvest and nurture relationships with organizations and people that can help make this happen by becoming a sponsor of Planet Postmoderna. They do that by providing valuable monetary and tool resources such as software and hardware and other products and services that will help this project during development and growth. These sponsorships will also assist in the further educational growth of our student members, encouraging their further interest in the expansion of visual and performing arts and its associated industries: entertainment, travel, technology, and architecture and computer sciences.

In return, Planet Postmoderna Project will help to promote its sponsor companies by displaying their company names, contact info and logos on the project website, forums, print and electronic media and in the game via streaming video applications, our credits boards and more.

We plan to promote special contests, programs, events and more within the storyline and the game and offer the opportunity for our sponsors and advertisers to donate products and services that can be provided as awards and prizes during these promotions.

Based on the design of this project, success would not be possible without the generous contributions of our sponsors. **Sponsorship is key** to the development and success of this project. As a result, sponsorship is not temporary and mention of our sponsors will continue until that company or person no longer exists unless requested otherwise (eg as in a trust or foundation). Contact us if you would be interested in being a sponsor.





Advertising

Advertising is another key element that will help fund this project going forward. It will mostly be used after the planet goes live but opportunities still exist during development. We will give our advertisers access to our media channels to promote their products and services as long as they meet the guidelines and philosophy of the planet: Education, Arts, Travel and Science. Remember, this is a Postmodern Planet and is based mostly on postmodernism. Knowledge and the expansion and the enjoyment of learning are key.

Ask us about our advertising program.

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