

## **CONTESTANT #1**

**## About You** b1) Why are you entering this competition?

It's a golden opportunity to see if I can do what it takes to manage a hosting company, and continue the business if it succeeds. I'd been holding off because of the huge initial cost of investment.

b2) What experience do you have in the industry?

I havent actually operated a business yet. But I have fairly intermediate-advanced knowledge in Linux, an intermediate understanding in server technologies, and experience operating VPSes and hosting sites for my company and friends.

b3) If you have worked previously for other providers please list them?

No

b4) Have you ever worked for or been associated with a deadpool provider?

No

**## About Your Vision** c1) What is your vision for your provider?

To provide reliable hosting services at a reasonable cost to startup firms in my country, and abroad, and enable them to transition from free to affordable paid hosting.

c2) What specifically will make your provider unique to existing providers?

Cost, and reliability.

c3) What qualities/skills do you possess that are advantageous to your vision?

Advanced knowledge of Linux, experience with apache, nginx, wordpress

Intermediate skills in perl, php, javascript

Experience working in a managerial capacity at my job

c4) What qualities/skills do you believe are required for the long-term viability and sustainability of your vision?

More knowledge of security technologies

Reliable business model.

c5) If you have these great ideas why aren't you executing these ideas now? Why is your vision not already a provider?

High projected startup costs, a fear of failure and holding off from high investment costs, and the lack of good service providers in proximity with my location. Given that this offer is from Colocrossing a market leader in this business, I thought I could take a chance.

**## Building Your Vision** d1) What is your target market?

Hosting services for businesses in India and abroad.

d2) How will you connect with this market?

Website and social marketing. Also word of mouth through existing contacts at my work.

d3) Are you confident that this market can sustain you?

To be honest, I am not. I will have to get into the nitty gritty, and actually do the work. I have the will to succeed, but it is a new avenue. I am hopeful.

d4) Are you willing to make financial self-investment to build your vision?

Yes

**## Your Capabilities To Serve Your Vision?** e1) What is your level of technical experience?

Advanced knowledge of Linux, experience with apache, nginx, wordpress

Intermiate skills in perl, php, javascript

e2) What is your level of problem-solving capabilities?

Extensive. I am the go-to guy for technical issues at my institution, and in our neighbourhood. I also keep abreast of latest technologies, and developments.

e3) How much time can you assign to make your vision of a provider become a reality?

6 hours a day, and to support it after work.

e4) How much time can you assign over the long-term to ensure it's viability and sustainability in to the future?

As much as it takes.

**## Plans and Projections** f1) What virtualisation technology will you be working with?

OpenVZ

f2) How many plans would you start with?

I'd like to start off with pure hosting plans. Providing containers and limiting RAM usage per site to 64 MB php limit, I think 512 customers could be fit in. Factoring in the fact that most of these will not be resource extensive usage, I estimate that around 2 times that amount should run without discomfort (at least). Of course intially, there would not be a load hike, and I can keep tabs on the situation, and add additional infrastructure if I need it

f3) Please list those plans in detail (CPU, RAM, HDD..etc)

and assign a dollar value in USD or converted to USD.

I'd split the 32 GB RAM into OpenVZ containers of 2 GB each, and add reseller packages in each. Setting php.ini RAM limits of 64 MB.

Per 64 MB plan, I'd like to charge at \$3 a month with shared hosting on 2GB RAM, with around 512 MB - 1GB disk space, charging more for more specs.

f4) What is your 3 month milestone?

150 customers at least

f5) What is your 6 month milestone?

400 customers

f6) What is your 1 year milestone?

1000 customers

f7) What is your 2 year milestone?

Sustain these customers

**## Margins & Profits** After the 6 months has passed your lease on the server will be \$150/Month, an additional \$16/Month for WHMCS and then an approximate of \$10/Month depending on your Virtualisation Panel choice. Lets give you a buffer and associate your total monthly cost for the operation at \$180.

g1) What profit margin are you aiming for in percentage?

Initially, I will try to balance the costs involved in marketing, and site design, and keep a low margin percent of 25% of sales.

g2) How many customers do you assume you can fit on your server?

For shared hosting, around 1000 customers

g3) What is the minimum amount you expect to extract from your server per month excluding costs?

\$300

g4) What is the minimum amount you expect to extract from your server per month including costs?

\$500

g5) What is the maximum amount you expect to extract from your server per month excluding costs?

\$800

g6) What is the maximum amount you expect to extract from your server per month including costs?

\$1200

h1) Anything else you want to add for us to consider as part of your entry?

Whether I win or not, I'd like to appreciate the efforts of LET and LEB staff, in promoting the low cost server market. A big Thank you to you guys.