

About You b1) Why are you entering this competition? *I am very experienced as a sysadmin, having worked with a number of large companies (Booz Allen, Verizon Business, AOL), and have worked quite a bit in virtualization, and have quite a bit of experience in programming as well (PHP, BASH, C, Perl). I have a strong passion for this field, and wouldn't be doing this just to make a penny, but because I'd love it.* b2) What experience do you have in the industry? *At Verizon Business, I worked a lot with their Terremark cloud products (Xen-based), as well as VMware. At AOL, I work a lot with Xen. I have never been on the sales side, but certainly have the technical capabilities in line, and am sure I'll be able to manage the business side without issue.* b3) If you have worked previously for other providers please list them? *Verizon Business/Terremark* 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? *My vision is to provide highly-reliable quality VPS hosting. My reputation will be built around quality and expertise, and will strive to never have negative responses from any single customer.* c2) What specifically will make your provider unique to existing providers? *Although I'll be an unmanaged provider, I'd be willing to lend a hand to users needing help with their issues. Additionally, I'll set up a wiki with tutorials and links to tutorials for common situations/installs/issues. As the company grows, I will offer redundant services from a SAN-like clustered filesystem.* c3) What qualities/skills do you possess that are advantageous to your vision? *Sysadmin skills, debugging abilities, programming proficiencies, excellent command of English, and thorough customer service skills.* c4) What qualities/skills do you believe are required for the long-term viability and sustainability of your vision? *Business, technical, communication, and customer service skills are critical in this line of work, and for my vision.* c5) If you have these great ideas why aren't you executing these ideas now? *Why is your vision not already a provider? I execute*

many of these things all day, every day for my employer, but hadn't taken fully-considered becoming a host until coming across this competition.

Building Your Vision d1) What is your target market? *Businesses and individuals who seek high-quality and reliable services, and not necessarily those looking to save \$0.50 per month.* d2) How will you connect with this market? *I will offer "freebies" with VPS packages such as data and mail migration services (I am also the founder of [[red]] which is currently undergoing a major redesign).* d3) Are you confident that this market can sustain you? *Very. The business-level/quality-focused market is less prone to abuse, and are willing to pay a premium for quality (not that I'm planning to charge a lot).* d4) Are you willing to make financial self-investment to build your vision? *Certainly.*

Your Capabilities To Serve Your Vision? e1) What is your level of technical experience? *I am a senior Linux systems administrator, and have thorough knowledge of the OS, services (e.g. Apache, nginx, MySQL, etc.), networking, and tons of related technologies. I am also completing my master's degree in telecommunications at Johns Hopkins University, which is very relevant to the industry.* e2) What is your level of problem-solving capabilities? *Advanced.* e3) How much time can you assign to make your vision of a provider become a reality? *My job is quite flexible, and I can balance the two throughout the day.* e4) How much time can you assign over the long-term to ensure it's viability and sustainability in to the future? *I will allot as much time as is necessary to make this venture successful.*

Plans and Projections f1) What virtualisation technology will you be working with? *Initially, solely OpenVZ.* f2) How many plans would you start with? *See below.* f3) Please list those plans in detail (CPU, RAM, HDD..etc) and assign a dollar value in USD or converted to USD.

2vCPU, 1GB RAM + 1GB vSwap, 40GB HDD, Disk IO
Priority 4, 1000 CPU Units -- \$5

2vCPU, 2GB RAM + 2GB vSwap, 80GB HDD, Disk IO
Priority 5, 2000 CPU Units -- \$10

4vCPU, 4GB RAM + 4GB vSwap, 160GB HDD, Disk IO
Priority 6, 4000 CPU Units -- \$20

Users will be able to add/remove certain parameters for
+/- money.

There will be a 7-day money-back guarantee.

There will be a 20% discount on yearly payments.

Promotions will be offered to attract new clients.

f4) What is your 3 month milestone? *At least 50% of the node full.* f5) What is your 6 month milestone? *The node should be at or near capacity; will be scouting out next node.* f6) What is your 1 year milestone? *Have at least three nodes at capacity, and high-availability solutions in place (at least filesystem clustering, live migrations, load balancers, and CDN).* f7) What is your 2 year milestone? *A consistent expansion into the various regional markets of the US to attract domestic and international customers.*

Margins & Profits After the 6 months has passed your lease on the servers will be \$200/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 \$250. g1) What profit margin are you aiming for in percentage? *Assuming a traditional 2:1 overselling rate (will have to monitor this aggressively prior), I will sell 64GBs worth of RAM at a maximum of \$5/GB. That yields $64 \times \$5 - \$250 = \$320 - \$250 = \$70/\text{month}$ (28% profit). This will likely be lower, in reality, due to promotions and other fees (payment processing, marketing, etc.).* g2) How many customers do you assume you can fit on your server? *This is difficult to estimate due to the variations in plan size.* g3) What is the minimum amount you expect to extract from your

server per month excluding costs? *I hope to at least break even while getting myself started.* g4) What is the minimum amount you expect to extract from your server per month including costs? *I hope to at least break even while getting myself started.* g5) What is the maximum amount you expect to extract from your server per month excluding costs? *\$320/month* g6) What is the maximum amount you expect to extract from your server per month including costs? *\$70/month*

PS: Thanks for entering! h1) Anything else you want to add for us to consider as part of your entry? I'm passionate about technology and the industry, and currently have over 20 VPSes from LEB/LET doing various things. I look forward to becoming a provider that makes a dent in the industry by offering quality packages that can be relied on, while at reasonable prices.