

Linden Lab (HBS 5-815-053)

- 1. What factors fueled Second Life's growth through 2008? What factors constrained growth?**
- 2. Is rapid growth a strategic imperative for Second Life?**
- 3. How does Second Life monetize? Should it change this strategy?**
- 4. Is Second Life a good platform for "real life organizations"? What can Second Life do to become more appealing to such organizations? Should it?**
- 5. What does it mean to "Cross the Chasm"? Does it apply to Second Life?**
- 6. What strategy and target markets should Second Life pursue in order to sustain growth?**