



**SECOND<sup>®</sup>**  
**LIFE**

**Business in Second Life**

**Glenn Fisher**

**Director, Business Programs**



# Who is Linden Lab?



## Company

Founded in San Francisco in 1999 by Philip Rosedale

## Mission

To connect everyone to an online world that advances the human condition

## Software

Second Life & the Second Life Grid

## Growth

3 year compound annual growth of nearly 400%

## Employees

200+ Employees in 5 distributed offices

## Financial

Raised \$30m in 5 rounds, self for the last 12 months

## Investors

Mitch Kapor, Benchmark, Catamount, Globespan, Pierre Omidyar, Jeff Bezos, Ray Ozzie



# Second Life is a Digital World

created and imagined by its inhabitants



## Community

Millions of Users  
Globally



## Content

Over 500M  
objects



## Economy

\$20 million USD  
traded per quarter

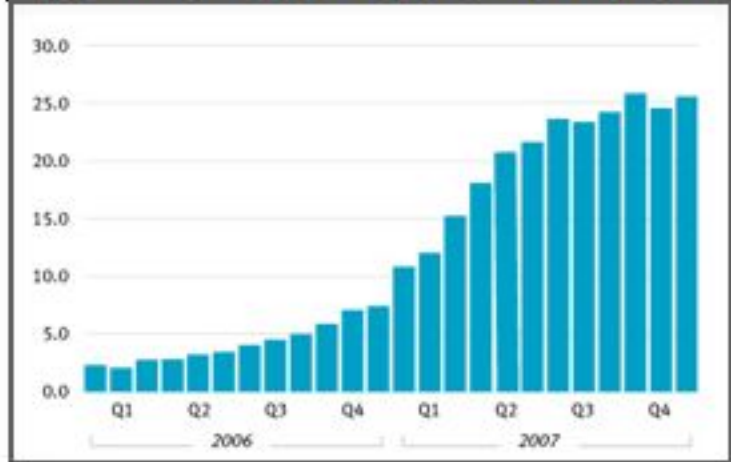


## Marketplace

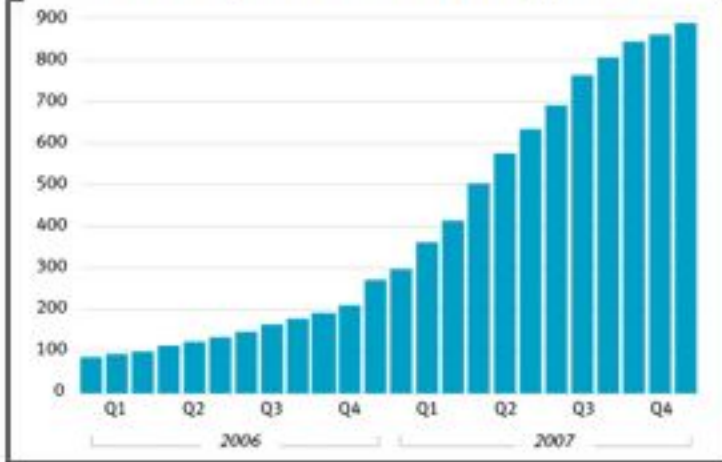
45,000 profitable  
in-world businesses

# By the Numbers

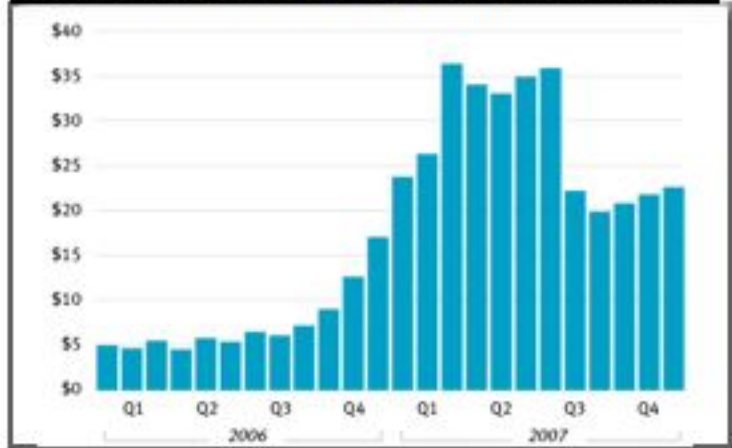
### 30 Million User Hours Per Month



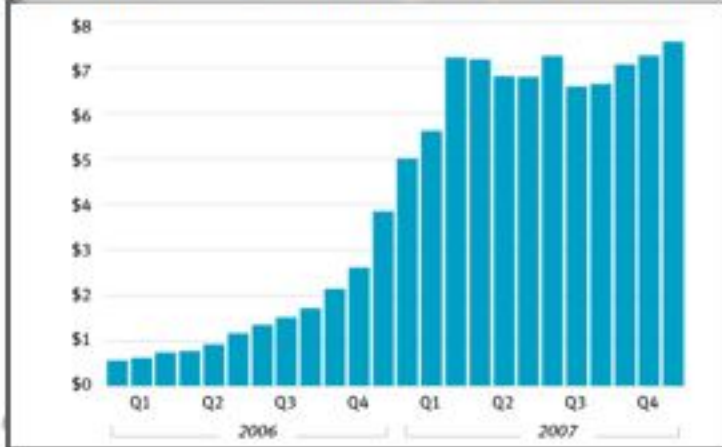
### 347 Square Miles of Space



### \$20 Million US\$ Spent per Month



### \$8m US\$ Exchanged per Month





# Second Life Principles

- Accessible tools
- User-owned IP
- Economy



## LSL

```
default
{
    touch_start(integer total_number)
    {
        if (FALSE)
        {
            if (test())
            {
                // Will never get here.
            }
        }
    }
}
```

## Drawing Tools



## Linden Exchange



## OpenSource Registration API

Select an Avatar



## Viewer

Releases and Release Candidates

Date	Branch (see <a href="#">Branches and releases</a> )	Source	Libs
2008 Feb 28	branch_1_10-0-viewer (10100)	Viewer	<ul style="list-style-type: none"> <li>Windows #</li> <li>Mac #</li> <li>Linux #</li> </ul>

## Mono Scripting

2004

2005

2006

2007

2008



# Opening up the Grid - future

HTML  
In SL

Web  
Services

IBM  
Hosting

Open Grid  
Protocols

