

01 BE A TRAILBLAZER FOREVER

Entropolis will become the pre-eminent virtual ecosystem for entrepreneurs. Here a movement of thinkers, innovators, designers, creators and producers will power the rise of the 'Entrepreneissance' and usher in a new business era. We are all about fostering the entrepreneurial spirit and enabling entrepreneurship to flourish.

So we implore you! Hold onto your trailblazing attitude, pioneering spirit, agility and risk taking and share your energy with our community every time you visit.

02 GET YOUR HANDS DIRTY

We are building Entropolis for you, not an empire for ourselves. So we're asking you to help us get things right. That means rolling up your sleeves, using all the features, trying new things, breaking others and then giving us candid feedback. Entropolis is being built by entrepreneurs who understand that we need you if we are to get it right. And we are determined to get it right!

03 STAY HEALTHY

Your profile will track your health via a meter.... And how much/how well you participate.

Well intentional advice and information THEN you are on the road to good health.

That way it is a win win. Entropolis citizens will learn from your knowledge and experience while you continue building your credibility.

04 SHARING IS CARING but not mandatory

We are creating a vast archive of high quality wisdom to share with entrepreneurs all around the world. We've made it easy for you to publish and build your body of advice. You can easily add your library of works, your decisions and wisdom. But at the end of the day, sharing is optional. And whatever you chose to do with your proprietary content, it always remains your intellectual property.

Ok. Now that we are done being really nice, we will be really honest! We hope you won't keep it all to yourself. Hopefully you all choose to be rock stars and share.

That way it is a win win. Entropolis citizens will learn from your knowledge and experience while you continue building your entrepreneurship 'cred'.

05 PLAY NICE

No-one minds constructive feedback and we all appreciate genuine input to help learn and get better. But an entrepreneur's journey is tough enough without people lobbing missiles from the sidelines. So please think before you 'speak' and make sure you always operate with good intent.

Remember, without tone and visual contact, words can be tougher than you originally intended. Run a self-critical filter across your comments before you post ... and be prepared to validate them if you show up on our radar!

Entropolis has a zero tolerance for trolling, bullying, harassment or other such negativity. This is a professional workplace where people respect and support each other as they strive to achieve marvellous things.

06 POLLUTION KILLS

To balance the health meter, you also have a pollution meter which will track any rubbish injected into the ecosystem. Pollution is caused by poor content, poor behaviour (see our point about playing nicely with others) and general inactivity.

Your score on the pollution meter will also be considered in assessing your journey from Seeker to Sage. So this is the double whammy! Stay healthy and don't pollute. Then you will enjoy a successful and financially rewarding experience within Entropolis.

07 YODA OR LUKE

Our ecosystem relies on both the high energy, ambition and eagerness of our Seekers and the skill, experience and calm consideration of our Sages. When you become a citizen you will be allocated a position in the ecosystem and given the chance to become a Master of

the Entropolis. Ultimately though, we are all learning and all have wisdom to share. So stay flexible and respect all citizens as both teachers and students. The success of Entropolis relies on a non-hierarchical structure which supports everyone.

08 DON'T BE SHY

We will always try hard to get things right and give you everything you need. Regardless, the law of averages says there will be times we misunderstand or simply stuff up and you will want us to lift our game.

It helps if you ask nicely, but either way we really want you to communicate with us. Let us know what you want, need and value most and we will do our absolute best for you.