VIRTUAL REMEDY CIC

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Connor Hale

training repair research rehabilitation medical virtual reality home therapy

Virtual Remedy is a non profit CIC company that will use virtual reality to help alleviate stress, anxiety and depression using in application simulations/experiences. Using experts in the field, we will create a variety of relaxing meditation experiences as a sort of self help/therapy application. The company will start with the app but we will soon expand to using VR in hospitals and using VR in a professional therapy environment. https://www.youtube.com/watch?v=egYIwU-eXIg&vl=en (This is an just one example of how it can be applied in the future.)

An example of one experience we can offer in our therapy app will be for people who have stage fright or want to practice a presentation in front of a large crowd. We will achieve this by using a 360 camera in a business conference or meeting setting and recording the audiences reaction to use as an interactive experience for the user. i.e. the user will be prompted to end their presentation or say "Thank You" so that the game knows to do the "clap" reaction at the end.

This would be just one of our experiences in the application. We will hope to expand with more different experiences in the future and help people with our home therapy app.

At Virtual Remedy our targeted market would to be those suffering with anxiety, depression and people who experience stress. This can cover any age or gender. However our market will primarily focus on students and business men and women who want to relax when they get home. To provide a relaxing and safe experience for the end user. This particular market will always be around and will always have some sort of person/ group to market towards.

But this is usable by anyone who wants a relaxing experience since everyone experiences stress in some form or another.

Anxious Alex
18
Student, with a part time job

Stressed Suzi
28
Works in Marketing 9-5

Discouraged Dave
45
Director, Executive at a large firm

Strategy

I would start by using Social Media (Facebook, Instagram) ads. Using the Facebook Business Manager, I can use the advanced targeting it offers to get the right people.

I would have multiple different ads all addressing the different customer profiles I have listed. They will be targeting that audience on top of the Business Manager side of Facebook. Hopefully this will reach the right customers with the right ad.

Another method to market the idea could be to have a unique spin on ads by having a 360 degree preview of one of our experiences.

I have seen other competitors use a similar method, a company called "Calm" previews their app, by just having a 15 second experience where it says "Do nothing for 15 seconds" with just rain noises in the background. People who actually stop for the full 15 seconds would be the people you want to download your app and anyone who actually felt relaxed would download the app.

The second Idea is to sell merchandise, related to relaxing. Neck pillow, stress balls, blankets, comfy jumpers etc. Using this method we can help people through our app, but also in tense stressful situations too.

The third idea I had is to host stress relief zones in a busy town centres, train stations, airports. A portable marketing tool that helps people coming home from work while also advertising our application. Offering free coffee, sound proof pods to just sit down or even nap and also free massages. The idea is try and promote the app while offering knowledge on meditation and self help. The catch could be, follow us on Facebook for a free coffee, or download the free app for a free massage. The pods would be open to the public, so anyone can come in and not just set exclusivity to people for our app.

CALM

https://www.calm.com/?

What they're missing

The difference between Calm and Virtual Remedy, will be the implementation of VR experiences. I also feel that they lack a good way for their customers to get in contact or give their own ideas on how to change the company.

I feel this will be key in having a good and happy fan base. Keeping watch on what the customers have to say and how they would improve it.

HEADSPACE

https://www.headspace.com/

What they're missing

What I learned from researching this company is that they don't have the personalisation that our application will offer. The price is also not cheap and is subscription based (paid monthly or annually).

HeadSpace is an app that is mostly advertised through word of mouth. Relying on how good their app is.

ANXIETY FREE (I CAN)

N/A (App Store)

What they're missing

The application makes money through ads. This may not help with panic attacks or anyone trying to escape and relief stress. This may have a negative impact on the audience.

The app is barely advertised anywhere, despite being a good application with good features. The lack of exposure on advertising may lead in lack of sales.

This app is almost entirely based on hypno-therapy to help people with anxiety. This is one way of helping but there are more interactive ways to help anxiety and can definitely be used on an easy phone application.

Strategy

I feel that what makes our company better than the other market would be our direct link with professionals and our idea of a non profit company helps us do more than other companies. If we present ourselves as a non profit, people will start to understand that all our profits go back to making the application the best possible experience for our users. Making more applications, experiences and making them overall better quality.

The price is much cheaper than the other meditation app companies on the market, rather than subscription based apps we have a fixed price that gives the user loads of simulations to try out and enjoy. If they enjoy what we have to offer they can then buy the separate experience packs that offer another 30 simulations. This again giving loads to offer and lots of variety to suit anyone.

We also have a more user friendly format of online meditation. Offering the user (The ones that paid) to create, make and save playlists of their favourite experiences and also customise the backgrounds. This should offer incentive to pay for the full version and it also lets people make their own space within our app, so they can be more comfortable and relax.

Our app will eventually have a smart A.I that will give the user a experience depending on what kind of day they had ("Answering questions the A.I. will ask). Using the data the A.I. will grab a selection of experiences and put them in a new playlist. Giving the user even less stress if they are having trouble picking something that is good for them.

NATHAN CHAPLIN

LEAD DESIGNER

Using information from the marketing team, the lead designer will build the application based on the information. The entire aesthetic of the application itself will go through the lead designer. He will also help the marketing team with creating advertisement based on our market.

JORDAN LEE

BUSINESS PLANNER & COMMUNICATIONS MANAGER

His main role is to keep the business on track by setting plans and goals to achieve throughout the year. Using his knowledge to make sure the business has its goals laid out in a plan that is achievable. his other role is to also be the person to organise and speak with professionals/ out sourcing jobs and building a network within our business.

MATT EVANS

FINANCIAL DIRECTOR

As the finance director it is his job to plan out our budgets and using financial data to create a strategy to increase profits. He must take into consideration all the factors in budgeting our business and make plans on what we can and cant spend monthly.

Passion

The goal is to one day be running my own business and the idea of having my own business excites me. I have some knowledge in running some sort of business myself but not enough to run a company. But I would love to learn how its done.

Resilience

When it comes to keeping on top of tasks, as long as I know that the task I am doing is important I am committed to finishing it until it is done. Especially when it comes to my own ideas or theories that I want to see come to light.

Communication

Possibly my most weakest skill, but I can communicate my idea enough so that the person on the other end understands what I am trying to say. It is much easier if I am more passionate about the topic I am talking about.

Planning

I do like to plan out large tasks and having them on a list ready so i know exactly what to do. The problem is trying to make sure that the tasks are done on the day they need to be done by. This is something I need to work on, but it is easier for me to get it done when I am in a team.

Network

From my own personal network, there isn't anyone in particular I know that can help and support me. But I will ask them if I am in need of something and they may know someone that can help.

Office Supplies

The office will need supplies, since we are running the business directly form the single space. This includes supplies for when we have meetings, need to organise the team or daily catch ups. These will be an essential every month.

Single office space, enough for four employees to work comfortably in.

We will need office space since our company will be run out of the single office space. We will conduct advertising/ marketing, Networking, creating the application and hosting our website.

Social Media

We will have Social Media of our company on platforms like Facebook, YouTube, Instagram and Twitter. Each one has its pros and cons, hopefully utilising each ones strengths to help each one.

Website

We will run and host a website form our office. This way we can easily manage our site and fix any problems, whether it be software or hardware.

Accountant

Prepare for audits and examine all financial records. Make sure the taxes are paid on time.

Electricity, Water, Gas, Internet

We will need utilities to keep the office running throughout the year. Especially if we want to host our website and keep the business up and running throughout the days of the year.

Equipment

Computers, Virtual Reality headsets, Laptops.

Insurance

We will need multiple types of insurance to make sure we are covered on all bases when we start a business. This includes General and Professional liability insurance to protect us against property and bodily injury claims.
Property insurance

Lawyer

Use to check that the work we conduct is legal. Make sure the company stays within guidelines.

Advertising

We will have adverting using social media, like Facebook, Twitter, Instagram and YouTube

Video Production

We will use video production in our advertising.

Refreshments

This includes any meals we will have in the office and any drinks to have on hand. Good for our team to have breaks and relax in the work days.

Property Insurance
Worker compensation
We will probably try and fit a business owners policy (BOP) package around the type of insurance we need. we may need some third party help to ensure we have to right kind of insurance for our business.

Gaming Events, Posters, Business Cards, Roller Banners, Flag Banners

These will be needed to sort out our booth when it comes to gaming events. To hand out business cards and have roller banner adverts around our stall/pitch.

Expert Advice

We may pay for experts to review or consult our work, or get students to help with our project. this way we can make sure our companies product is as good a quality as possible for the user.

Software licenses

We will need licences for the software we will be using to create our app. This includes Unreal, Maya, Zbrush and Substance Painter.

Who

We will need an accountant and a lawyer. Since our team either won't have time to take on their work or we don't know enough about the subject to do it ourselves properly. We may need to hire a freelance accountant and lawyer. We would only need the lawyer at the start to go over what we have, what we need, patents, copyright information and also to help in the future if we are sued. The accountant will be needed monthly. We have budgeted for both on our finance plan.

https://www.peopleperhour.com/hire-freelancers/lawyer

https://www.peopleperhour.com/hire-freelancers/business-support/business-finances/accountants

We may need to get expert opinions in therapy, human psychology and doctors on our product or give us any advice when it comes to creating an excellent experience for our customers. We can go online and find anyone who can link us to experts.

We may even get students to help in the matter, only if it helps with their course work. This way we don't pay the students and help each other by giving each other something that we want. Which we can also advertise on our social media and even advertise if needed.

What

Our companies equipment is the first thing we need.

This includes computers,

https://www.pcgamer.com/uk/game-development-pc/

So we can create the gaming experience we want, since the game is also VR compatible, we will need to consider some high spec computer rigs to work off of.

The VR Headsets

Oculus

https://www.amazon.co.uk/dp/B073X8N1YW/ref=asc_df_B073X8N1YW57216116/?tag=googshopuk-21&creative=22110&creativeASIN=B073X8N1YW&linkCode=df0&hvadid=226500799598&hvpos=1o2&hvnetw=g&hvrand541346611872&th=1&psc=1

Vive

https://www.scan.co.uk/products/htc-vive-virtual-reality-headset-with-2-wireless-controllers-plus-movement-sensors-the-ultimate-vr-g?gclid=EAIaIQobChMIyJTOm4j_3gIVReh3Ch0A9ACSEAQYBCABEgJNh_D_BwE

Samsung Gear - Phone VR

https://tech.trade/samsung-gear-vr-virtual-reality-headset?gclid=EAIaIQobChMIle-Ys4j_3gIVVYjVCh3KOAHxEAQYAiABEgLqsPD_BwE

We will need multiple VR headsets so we can test out our experiences on a much broader audience of VR. Instead of focusing on the single device we plan on having it on as many VR platforms as possible.

We may have one of each or multiple depending on whether we need it.

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the laptops

https://www.pcspecialist.co.uk/laptops/

Depending on the budget, since the laptops are not high priority we will configure our laptop/s based on what the budget has left over. It will have to be at least VR ready to play off of. This way we could take this more portable set-up to gaming cons or business cons to showcase our work.

These will be essential for creating our game.

We will need to rent office space, to set up the company.

We will have a website that we will host in our office space. We will also create and manage it from our office. The website will also have a regular updated blog, to show our users exactly what we are up to and our future plans.

The company will also need software licenses to create and sell our product.

We also plan on having our social media to advertise our

Where

The location we will have for our business will be an office space to work out of. We will rent out the space, since we may either expand within the year and start employing more people. We may need to rent space at gaming cons and business cons to send word out of our company and our product.

https://www.bp2property.com/properties?propertyType=0&propertyCategory=0&propertyQuery=swanse

We want a property that can hold our equipment and give us enough space to test VR.

We have budgeted £2,000 per month £24,000 p.a

company. We can also showcase our current work and get the community involved with our projects.

These are all the basic things we need to start our company.

Making money

Our product will have two versions of the app on both IOS and Android play stores as well as the Oculus and Steam marketplace. The apps free version will have 3 experiences from our initial 30, that will rotate every three days. This is all to build our relationship with customers and give them a chance to try out our application and maybe end in having more customers.

The paid version will start out at £4 for 30 experiences, with added custom playlists and favourites of the simulations you like. As well as a custom background and start screen, to give the user the ability to make their own space in the game. The paid version will also have the A.I functionality that will help choose the players next experience based on questions the A.I will ask.

The game will also feature another 30 experiences for £4, to add to their collection. The option for the full 60 for £8 will also be available.
This is just the mobile market.

The game will also release on Oculus and Vive VR on the Steam and Oculus market. It will have a free version and the full game for £12. The reasoning for the higher price is based off market research that people are less likely to pay full price for a game on a mobile.

Spending money

This includes

Our Loan

Employee costs

Rent

Hardware

Software

Utilities

Advertising

Accounting

Lawyer/Legal

Insurance

Repairs/maintenance

Office supplies

and also training.

All are factored into the Cash flow chart

January	February	March	April	May	June	July	August	September	October	November	December	T Y
Income	£	£	£	£	£	£	£	£	£	£	£	£
Free Trial Sales	0	0	0	0	0	0	0	0	0	0	0	0
£4 App Sales	0	0	0	16,800	4,000	2,400	1,200	8,400	6,400	4,800	1,600	4
£4 App DLC Sales	0	0	0	4,800	1,200	800	600	2,400	3,200	2,200	800	1
£12 Oculus "Interactive" Sales	0	0	0	19,200	6,000	4,800	4,200	9,600	12,000	9,000	4,800	9
Business bank loan	50,000	0	0	0	0	0	0	0	0	0	0	0
Start-Up grant	20,000	0	0	0	0	0	0	0	0	0	0	0
Capital Invested	8,000	0	0	0	0	0	0	0	0	0	0	0
Total Income	78,000	0	0	40,800	11,200	8,000	6,000	20,400	21,600	16,000	7,200	1
Costs												
Staff & Director Costs	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5
Rent and Rates	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2
Fixtures & Fittings	2,500	0	0	0	0	0	0	0	0	0	0	0
Capital Exp. (Hardware)	15,650	0	0	0	0	0	0	0	0	0	0	0
Software/subscriptions/Licenses	336	336	336	336	336	336	336	336	336	336	336	3
Utilities (Water and electric)	340	340	340	340	340	340	340	340	340	340	340	3
Advertising & Promotion	0	1,200	1,200	5,000	1,200	1,200	1,200	5,000	5,000	5,000	1,200	1

Accounting	200	200	200	200	200	200	200	200	200	200	200	1
Legal	1,000	0	0	0	0	0	0	0	0	0	0	0
Insurance	250	250	250	250	250	250	250	250	250	250	250	2
Repairs/Maintenance	100	100	100	100	100	100	100	100	100	100	100	1
Office supplies	250	50	50	50	50	50	50	50	50	50	50	5
Bank interest	79	79	79	50	50	50	50	36	19	19	19	1
Loan repayment	0	0	0	20,000	0	0	0	10,000	10,000	0	0	5
Training & Development	1,600	1,600	1,600	800	800	800	800	800	800	800	800	8
Other	100	100	100	100	100	100	100	100	100	100	100	1
Total Expenditure	29,405	11,255	11,255	34,226	10,426	10,426	10,426	24,212	24,195	14,195	10,395	1

Funding

Our startup funding will need to come from an initial investment from ourselves, the bank loan and any start up grants we apply for, for our business.

Another method for a startup, is to get crowd funding for our game. Which will have to involve advertising before the game had come out, but if our startup grant and bank loan fail we have a back up plan.

SIMPLY DO IDEAS

This idea was created using Simply Do