



“VRVOYAGE”

Business Plan



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Business Overview

Imagine a revolutionary way to experience travel and tourism without leaving your home. The Virtual Reality (VR) Travel Concierge is a service that allows individuals to explore destinations, book vacations, and plan their entire travel experience in a fully immersive VR environment. This concept is tailored to meet the growing demand for remote experiences and personalized travel planning. We can invite you to a new era, welcome to “VRvoyage”.

Mission Statement

- At “**VRvoyage**”, our mission is to redefine the way people experience travel by bringing the world to their fingertips through immersive virtual reality. We aim to empower travellers to explore and plan their dream destinations with the highest level of personalization, convenience, and authenticity, all from the comfort of their own homes (Blackburn, Hart, and Wainwright, 2019).

Service Description

- We are the pioneering Virtual Reality Travel Concierge service that allows individuals to embark on virtual journeys, plan vacations, and book their entire travel experiences using state-of-the-art virtual reality technology. Our platform offers the following key features (Yung and Khoo-Lattimore, 2019):
 1. **Virtual Destination Exploration:** Users can step into the shoes of a local, virtually wandering through streets, experiencing the culture, and interacting with the environment. This provides a true-to-life sense of the destination.
 2. **Interactive Travel Planning:** Within the immersive VR environment, users have access to planning tools to create customized itineraries, select accommodations, and book activities and tours.
 3. **Live Assistance:** Our experienced travel experts are available for real-time consultations within the VR environment, providing advice, recommendations, and travel support.
 4. **Booking and Reservation:** Users can seamlessly book flights, accommodations, and activities directly through our VR platform, connecting to established travel booking systems.

Intellectual Property Considerations

The core intellectual property in our idea lies in the design and delivery of our virtual reality content and the innovative user experience we provide. Our VR content, including 360-degree videos, virtual tours, and interactive planning tools, will be developed in-house or in collaboration with VR content creators, ensuring exclusivity. We will also seek patents and copyrights for any proprietary technology or software we develop.

Ownership Structure and Legal Considerations

“VRvoyage” will operate as a privately held corporation. Legal considerations include:

- **Business Structure:** We will establish **“VRvoyage”** as a Limited Liability Company (LTD) to protect the personal assets of the founders and provide flexibility in management.
- **Licensing and Partnerships:** We will explore partnerships with VR headset manufacturers, travel agencies, and destination businesses, and legal agreements will be established to govern these relationships.
- **Trademarks and Patents:** We will pursue trademark registration for our brand and any proprietary technology, as well as patents for unique aspects of our VR content and platform.

Industry Analysis for “VRvoyage”

General Industry Description

- “VRvoyage” operates in the Travel and Tourism industry, a vast and dynamic sector that encompasses various services and products related to leisure travel, exploration, and vacations. The travel industry has traditionally been defined by physical travel and tourism, but it is increasingly expanding into the virtual realm (Renko et al., 2019).

Industry Size and Growth

- The global travel and tourism industry is significant, with a value estimated at over \$8 trillion annually.
- The industry has been experiencing steady growth, driven by increasing global disposable incomes, changing consumer preferences, and the growing desire for authentic and unique travel experiences.
- Virtual travel experiences, as a relatively new niche within the industry, are also experiencing rapid growth, driven by advancements in virtual reality technology and the need for remote experiences, especially during times of health or travel restrictions.

Sales Projections

Sales projections for our company is optimistic, with the potential to capture a share of the growing virtual travel market. Sales growth will be influenced by factors such as marketing efforts, user adoption, and strategic partnerships. Projections should be detailed in the financial section of the business plan (Drover et al., 2017).

VRIO Analysis

To understand the competitive advantage of “VRvoyage”, we can apply the VRIO framework:

Value	We offer immense value by providing a unique and immersive virtual travel experience, personalized travel planning, and real-time expert support, catering to the increasing demand for authentic remote travel.
Rarity	The use of virtual reality technology to create travel content and provide live assistance is still relatively rare in the industry, giving us a competitive edge.
Imitability	Developing high-quality VR content and building the platform may require a significant initial investment, which can act as a barrier to entry. Partnerships with VR headset manufacturers can also provide a level of exclusivity.
Organisation	We have a dedicated team with expertise in virtual reality, travel planning, and technology. The ability to integrate these elements effectively is a source of competitive advantage.

Porter's Five Forces Analysis

Bargaining Power of Suppliers	VR content creators, VR headset manufacturers, and travel booking systems are potential suppliers. Bargaining power is moderate, and we can negotiate favourable agreements.
Bargaining Power of Buyers	Customers have options, but our unique offering can mitigate buyer bargaining power to some extent.
Threat of New Entrants	Developing high-quality VR content and a user-friendly platform requires substantial investment and expertise, serving as a barrier to new entrants.
Threat of Substitutes	Traditional travel is a substitute, but our immersive experience differentiates it.
Competitive Rivalry	Competitors include traditional travel agencies and emerging virtual travel start-ups. “VRvoyage” distinguishes itself through its immersive VR experience, live assistance, and personalization.

Competitors Rivalry

Key competitors include traditional travel agencies like Expedia and emerging virtual travel start-ups such as "VR Trip." We differentiate ourselves by offering a more immersive and authentic virtual travel experience, personalized planning, and access to live travel experts, setting it apart in a growing market segment.

Operations and Management Team Plan for “VRvoyage”

Business Process

1. **Content Creation:** We will begin by creating and curating virtual reality content for various travel destinations. This will include 360-degree videos, virtual tours, and interactive planning tools (Bocken and Geradts, 2019).
2. **VR Headset Procurement:** We will source VR headsets from reputable manufacturers to provide for rental or subscription services.
3. **Virtual Destination Exploration:** Users can access and explore destinations, hotels, attractions, and activities in a fully immersive VR environment.
4. **Interactive Travel Planning:** The platform offers interactive tools within the VR environment for users to create and customize their travel itineraries.

Supplies and Equipment

- VR Headsets: Sourced from leading VR headset manufacturers.
- VR Content: Developed in-house or in collaboration with VR content creators.
- Server Infrastructure: Required to host and stream VR content.
- Office Equipment: Computers, VR development stations, and customer support tools.

Supply Chain

- VR Headsets: Procured from leading VR headset manufacturers.
- VR Content: Developed in-house or in collaboration with content creators.

Transport

- VR Headsets: Shipped or delivered directly from manufacturers to our facility.
- VR Content: Transferred digitally to our server infrastructure.

Production Site

The production site will consist of a dedicated facility housing server infrastructure, content development stations, and customer support teams. This facility will be equipped to develop and host VR content and provide customer support.

Team

- Founder/Owner: Responsible for overall business management, strategy, and financial decisions.
- VR Content Developers: Expertise in creating 360-degree videos and interactive VR content.
- Customer Support Team: Handling customer inquiries, live assistance, and ensuring a positive user experience.
- IT and Tech Team: Managing server infrastructure, platform development, and VR technology support.

Collaborations

- **VR Headset Manufacturers:** Establish partnerships to procure VR headsets.
- **VR Content Creators:** Collaborate with VR content creators to enhance the content library.

Revenue generation and Losses prevention

Generating revenue and preventing the loss of revenue are crucial aspects of any business. Here's our strategy that encompasses revenue generation and loss prevention.

Revenue Generation:

1. **Subscription Model:** Offer different subscription tiers to access our platform. Higher-tier subscriptions can provide additional features, such as more destinations, personalized travel planning, or exclusive access to live travel experts (Fehrer, Woratschek, and Brodie, 2018).
2. **Content Sales:** Sell virtual reality content for specific destinations or experiences as standalone purchases. Users can buy access to locations or activities without subscribing to the entire platform.
3. **Commission from Booking:** Earn commissions from travel-related bookings made through the platform. Partner with airlines, hotels, tour operators, and other travel businesses, and receive a percentage of each booking made by our users.

Loss Prevention:

1. **Content Security:** Implement robust content protection measures to prevent unauthorized access and distribution of paid virtual reality content.
2. **Data Security:** Safeguard user data and payment information through encryption and secure servers to prevent data breaches.
3. **Customer Retention:** Focus on providing exceptional customer service and user experience to retain subscribers and maintain long-term relationships with customers (Lemon and Verhoef, 2019).

Operational Activity: Top Management Team Profile

Founder: Daniela

- **Background Profile:** I am an experienced entrepreneur with a strong background in both the technology and travel industries. I hold a bachelor's degree in computer science and have over a decade of experience in software development and product management, having previously worked with renowned tech companies such as Microsoft and Google.
- **Industry Experience:** I possess a deep understanding of the virtual reality space, having previously worked on VR projects and applications. Their passion for travel and technology fusion led to the inception of "VRvoyage".
- **Achievements:** My entrepreneurial journey includes launching virtual stores and achieving 1M pounds in revenue milestones. I am recognised best for my leadership, innovation, and commitment to delivering high-quality products.

Head of VR Content Development: Ivan

- **Background Profile:** Ivan holds a master's degree in Virtual Reality Design and has 8 years of experience in creating immersive VR content. He has previously worked with leading VR content production companies and have a proven track record of delivering compelling virtual experiences.
- **Industry Experience:** Ivan is an industry expert in VR content creation and has a deep understanding of the technology and storytelling aspects required to create immersive virtual travel experiences.
- **Achievements:** He has received recognition for their VR content creations, including best VR creator of the year 2023 award, showcasing their expertise in the field.

Head of Customer Experience: Bella

- **Background Profile:** Bella has a bachelor's degree in hospitality management and 12 years of experience in the travel and tourism industry, having previously worked with "Expedia" travel agency as a customer service manager.
- **Industry Experience:** She has a deep understanding of customer service in the travel sector and provides exceptional user experiences.

Marketing Plan and Strategy

Designed to position the company as a leader in the emerging virtual travel market. The Four Ps of marketing will be the foundation of our strategy to achieve these goals.

Product

We offer an innovative virtual reality travel experience, allowing users to explore and plan their dream destinations through immersive VR content.

Points of Differentiation: Our key differentiators are the authenticity and personalization of the virtual travel experience, live travel advisors, and a continually expanding library of virtual destinations.

Price

Our pricing strategy will include tiered subscription plans, such as Basic, Premium, and Exclusive, with corresponding pricing levels.

Pricing will be competitive within the emerging virtual travel market, ensuring affordability and value for our customers.

Promotion

Marketing Strategy: We will implement a multi-faceted promotional strategy, including online and offline channels. Our focus will be on digital marketing, social media advertising, influencer partnerships, and content marketing to target a broad audience (Tuten and Solomon, 2020).

Positioning: Our positions itself as the future of travel, offering an immersive, convenient, and pandemic-resilient alternative to traditional tourism. We will communicate this positioning through advertising campaigns and content that highlight the authenticity and personalization of our VR experiences.

Place (Distribution)

Our virtual travel experiences will be accessible through our dedicated online platform, available on various VR headsets and devices.

The distribution strategy will focus on making us easily accessible to users through intuitive platform design and partnerships with online VR marketplaces.

Financial Plan

Funds Needed: We are seeking an initial investment of £2 million from the Dragon's Den investors to support the development and launch of the platform.

Sources of Funds:

- Dragon's Den Investment: £2 million.
- Personal capital £300,000

Uses of Funds:

1. **Platform Development:** £1 million will be allocated for the development of the “VRvoyage” platform, including VR content creation, user interface design, and technology infrastructure.
2. **Marketing and Promotion:** £500,000 will be used for marketing campaigns, digital advertising, influencer partnerships, and content creation to promote us.
3. **Operating Costs:** £300,000 will cover initial operating expenses, including salaries, utilities, and rent.
4. **Legal and Compliance:** £100,000 will be reserved for legal and compliance costs, such as intellectual property protection and regulatory compliance.
5. **Contingency Fund:** £100,000 will be set aside for unforeseen expenses and as a financial safety net.

First 6 months prediction

Month	Total Revenue	Expenses (Platform Development, Marketing, Operating Costs, Legal, Contingency)	Net Cashflow
1	£35,000	£40,000	£-5,000
2	£45,000	£25,000	£20,000
3	£55,000	£27,000	£28,000
4	£65,000	£30,000	£35,000
5	£75,000	£33,000	£42,000
6	£100,000	£40,000	£60,000

Sales and Financial Sustainability:

- “VRvoyage” begins with £35,000 in monthly revenue, covering expenses of £40,000. While there's a small initial deficit, the platform gains traction.
- By Month 2, increased user adoption results in £45,000 in revenue, surpassing expenses, leading to a positive net cash flow.
- Revenue steadily climbs each month, with Month 6 reaching £100,000, while expenses remain consistent at £25,000.
- Achieving consistent profitability from Month 2 onwards, demonstrates strong financial sustainability by generating substantial monthly profits and maintaining a disciplined approach to expenses (Stubbs and Cocklin, 2018).

Closing Summary

In the world of travel and technology, we stand as a pioneering and potentially game-changing business concept. It's not just a journey to destinations, but a journey into the future of travel itself. Our business plan is a roadmap to financial success, and we invite investors to join us on this exciting venture.

Innovative Concept: We offer a ground-breaking solution for modern travellers seeking authentic and personalized virtual travel experiences. It bridges the gap between traditional tourism and the limitless possibilities of virtual reality (Sigala, 2018).

Revenue Growth: Our financial plan shows a clear path to profitability. Starting conservatively in Month 1, we steadily increase monthly revenue, reaching an impressive \$100,000 by Month 6, while carefully managing expenses.

Investment Appeal: Our potential for rapid growth, profitability, and disruption in the travel industry makes it an exciting proposition for investors. With a strong financial plan and a clear path to success, we welcome investors to join us on this journey to redefine how the world travels.

We invite investors to be part of this extraordinary journey and contribute to the transformation of the travel industry. It's a movement, and we invite you to be part of it.

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