VIRTUAL REPAIR

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Matthew Evans

CONCEPT

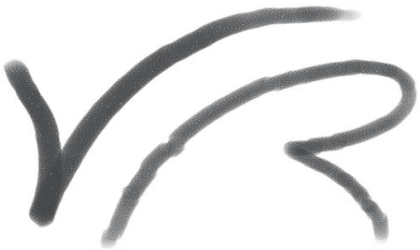
vr · virtual reality · rehabilitation · recover · anxiety · hospitals · homes

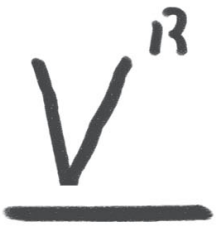
We discussed a few ideas that involved VR and helping people. We started to think about developing controllers for disabled people but landed on the idea of using Virtual reality (VR) to help people with anxiety and depression.

The Idea is that people who suffer with anxiety or depression can escape to VR and it will help them relax and calm down. The user would put on the VR headset and a neurotransmitter (EKG reader). This could be narrowed down to a VR headset with a build in EKG reader. The reader will detect when the person is getting anxious or upset and adjust the environment being projected inside the headset to change. This can then be adjusted to help the person suffering with anxiety to feel better and to relax. This can then exercise their anxiety to help them find ways to feel better when an attack occurs.

This treatment method can then be used either in hospitals, special help centers or even at home. As VR is becoming more readily available, it can be used at home by the people who need it.

Virtual Repair.





CUSTOMERS

My target market are students living with anxiety, depression or stress. A lot of students find it stressful working on assignments in collage and university. There are also students that suffer from anxiety and depression, my company aims to target these people because they are the ones that require the help. My company aim to provide an escape for them to get away from the real world and relax in a comfortable and relaxing environment specifically tailored towards their needs, weather it be tackling anxiety or depression, to de-stressing after a buy day at the office or university.

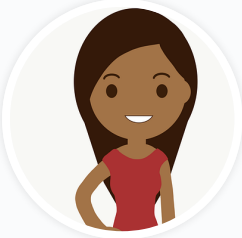
JOHN

RETAIL/ STUDENT

19 years old

Enjoys reading

Playing video games



ABBY

WAITRESS/ STUDENT

21 years old

Long walks

Enjoys studying

ALEX

NHS NURSE

30 years old

Enjoys spending time with family

Reading

Strategy

The main ways to market this product will be through social media as it is the easiest way to get this product across as this is one of the main forms of communication and almost everyone used their phone just for social media alone. It is also a known way that some people with anxiety use to escape form the real world, if they see this product there then they could potentially purchase it to help them escape.

Another method for marketing is to sponsor a local sports team. This would help spread awareness for mental health and help people understand that there are ways in which people use to escape and feel better. This would also give the company a good image.

Billboards would also be a good way us as a company could spread awareness and advertise ourselves.

COMPETITORS

GAMES DESIGNERS

www.gamesdesign.org

What they're missing

The initial idea of helping those with depression, anxiety and stress. The connection to hospitals and professionals who specialise with people with these mental disorders.

MEDICATION

www.medication.co.uk

What they're missing

Quick relief (The often take a while to kick in)

Have to be taken daily or hourly

Have to go to a doctor to get them, possibly have to be diagnosed with a mental illness to get the treatment/ prescription.

ELUDE

http://gambit.mit.edu/loadgame/elude.php

What they're missing

Exclusively for depression, doesn't help people with anxiety or stress.

Its not set in virtual reality, so it doesn't fully immerse the user into the space.

Strategy

Experiences are specially designed for people suffering from different mental illnesses or disabilities such as depression, anxiety and stress.

We will be in contact with mental health experts to help us design our experiences and tailor them to different mental illnesses.

Each experience is customised to suit the users needs.

The experiences will be set in VR so the user can be fully immersed into the setting. They can forget about their problems and relax in another world. This then can be used as a form of meditation or relaxation as well as an experience tailored to a mental illness.

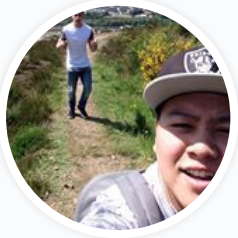
COMPATIBILITY

CONNOR HALE

HEAD OF MARKETING

Skills and Experience: Works with the unreal engine 4 to make games. Has an artistic background and has a very artistic mindset when it comes to his work. Worked as a web developer, designer and a waiter. This broad set of jobs have given him a lot of useful skills when it comes to making a business. Also has done a in depth course of marketing.

Role and Responsibilities: Establishing the target market (Who they are? Age? etc). To gather information on the target market and relaying that information to the designers of the app so it can be tailored to the audience.

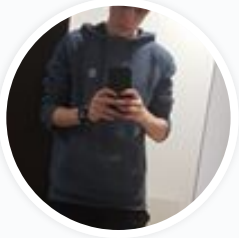


JORDAN LEE

BUSINESS PLANNER & COMMUNICATIONS MANAGER

Skills and Experience: Animator and rigger for assets and characters within the game. Has a background in engineering and has a good technical mind. Has connections to mental health nursing which is a great help. Works in a take away part time so has great communication and problem solving skills.

Role and Responsibilities: Set reachable objectives within the business and carry out risk assessments. Talking with professional doctors to get guidance on what can be used within the app experiences to help the people suffering from the mental illnesses. Then passing this information to the design team to implement it into the app. Take the finished experiences and then testing them with the doctors.

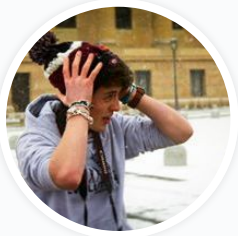


NATHAN CHAPLIN

LEAD DESIGNER

Skills and Experience: Works within unreal engine 4, knows how to code and make video games. In university studying games design and currently working on a racing game. Had previous experience modelling assets for game and implementing them inside of the game engine. Working part time in screwfix as a sales assistance so has got good communication skills.

Role and Responsibilities: Has to take the information from the marketing team and use the information on the target market to create the app around them. The app needs to tailor to the target market's needs. Taking the information from the doctors and implementing them into the app experiences.



MATTHEW EVANS (ME)

FINANCIAL DIRECTOR

Skills and Experience: In university studying games design. Currently working on a racing game for he course. Has experience with creating and texturing assets for the unreal engine to make games. Currently works as a sales assistant at screwfix and has had a previous jobs in retail so has a lot of experience with difficult customers and problem solving.

Role and Responsibilities: Work out the costs of the business over the first year and then project sales and financial costs for the years to come. Also calculate spending on advertisements for events and predict sales around event times.

9	9	8	9	7
Passion	**Resilience**	**Communication**	**Planning**	**Network**

WE'RE 84% COMPATIBLE WITH THIS IDEA

CONTENTS

Twitter, facebook and instagram

Advertise the app

Game designers

Making the experiences

Buisness insurance

Insurance for the company

Legal

Works with any legal implications with company

Studio

Game studio to make app

Utilities for office

Power and water for office

Videos

Advertising media

VR headsets

For game testing

PC's & Server

Dedicated server to store experiences

Website

Information on app and downloadable

Accountant

Does all accounts for the company

Social media, flyers, billboards, Facebook

Adverts discribing the app and what it does

Who

Games designers (Designing each of the experiences)

Accountant for finance (Controlling money and salaries)

App developers (Develop the app for the app store)

Researchers (Researching what experiences help with people)

Doctors and professionals to work with the researchers ti get a professional input on the experiences made.

Training, done with professionals, training with new software and updates.

What

Website for displaying information on the app and the company.

Server space (Storing all of the experiences)

Computers (For designing the experiences)

Marketing team

Where

Studio space, where the company is based. One building/ floor where the development team design, create and upload the experiences.

The office space will store all of the computers and development assets needed to create the app and experiences. It will also host the server where all of the experiences will be stored.

Events will also be used as marketing. Insomnia is a gaming event in England where developers and companies go to share their games. It is also a great place to spread the company and give people a taste of what we offer. The event is a great place to advertise our app.

CASH

Making money

There will be two versions of the app, a free version and a paid version. The free version will have 3 experiences on a 3 day rotation, so every 3 days there will be new experiences, this will give people a taste of what we offer. The paid version will cost around £15 and will allow the user to experience all of the experiences at all times.

Spending money

All of the money raised will go back in to the company, a cut will go towards salaries. As we are a CIC company all the profit will go back into the game or donated to a charity. The profit will also help fund the creation of new experiences for people to use within the app.

A lot of the money made will be going towards paying back the business loan we plan to take out to help start the business along side the possibility of getting a government grant and or a 'gofundme' campaign.

We will also be spending money on rend for the office, Office supplies. The software we will require to develop the app will cost a yearly subscription. The utilities of the company such as water and electricity will have to be paid.

Other things such as Legal, insurance and accounting will all be things that will be paid for by the income of the company.

One Year Cash Flow Forecast

Number of sales	January	February	March	April	May	June	July	August	September	October	November	Decemb
Free trial	0	0	0	12000	3000	2500	1000	6000	4000	5000	1500	3000
Standard	0	0	0	4200	1000	600	300	2100	1600	1200	400	1000
Premium	0	0	0	1200	300	200	150	600	800	550	200	400
Oculus	0	0	0	1600	500	400	350	800	1000	750	400	800
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	4,000
£4 App DLC Sales	0	0	0	4,800	1,200	800	600	2,400	3,200	2,200	800	1,600
£12 Oculus "Interactive" Sales	0	0	0	19,200	6,000	4,800	4,200	9,600	12,000	9,000	4,800	9,600
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
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	5,000
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	2,000
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	336
Utilities (Water and electric)	340	340	340	340	340	340	340	340	340	340	340	340
Advertising & Promotion	0	1,200	1,200	5,000	1,200	1,200	1,200	5,000	5,000	5,000	1,200	1,200
Accounting	200	200	200	200	200	200	200	200	200	200	200	2,200
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	250
Repairs/Maintenance	100	100	100	100	100	100	100	100	100	100	100	100
Office supplies	250	50	50	50	50	50	50	50	50	50	50	50

Funding

We hope to get grants off the government and sponsorship from companies once we have pitched our ideas to them.

We also have been thinking about a possible 'gofundme' page, directing the people who would be interested in having an app with experiences to help them with either meditation, or to help then relieve them from their mental illness.

This idea was created using Simply Do