VR - VIRTUAL REPAIR

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Nathan Chaplin

CONCEPT

vr repair

Helping people who suffer with anxiety or depression though VR. This will be done by having a oculus or htc vive in a doctors and they will be able to set up brain wave detectors (ekg reader) this will allow the doctor to examine how that person feels with in certain situation and the doctor and turn the situation up or down. This will then allow the doctor to be able to see what triggers the anxiety and then give them programs to use in the house in able to get use to and better for there anxiety. Then the treat meant can be that people can have a phone vr and keep replaying the videos in vr which will get them use to it.

The ekg reader is a big part as the patient can come back every week or month and the doctor can up the simulation if the person is fine with the simulation which is going on.

this item will then also be able to be expanded to help doctors learn about operations, and firefights. Then can train them to stay carm in situations.

We have talk about where is can go but mainly fixed on the point about helping people with anxiety and depression so when they are in the real world they feel comfortable and relaxed.

Requirements - VR equipment, EKG reader, Doctor, Programs to be run on VR and for the doctor to see.

Virtual Repair.

CUSTOMERS

Our customers are people who are surrounded by anxiety stress and depression in the everyday lives. That aims towards people with or without out of these symptoms. This then allows us to expand out to loads of different types of customers and we can show how it can help people with anxiety, stress or depression.

ANXIOUS ANN

N/A

16 years old

Don't have Many friends. Very Quite but is a down to earth person who is kind

Struggles to get thoughs day cause of here anxiousness

Loves walks and physical activitys and like to game.

STRESSED STUDENT

SCREWFIX

19 years old

Lot of stress cause has work and has a job.

Aniexty get triggered by overloading also by a fear.

Loves to go out and explore loves to game and spend time with friends

WORRIED PARENT

NO JOB

30 years old

Stressed mom looking after 2. Husband passed away

Has anxiety cause worried all the time.

Loves reading and watching tv and spending time with family and friends

Strategy

Our app will be about anxiety, stress and depression and reducing the felling of them. But out app targets the different type of anxiety, stress and depression. So if two people who have anxiety have a different trigger then our app will be able to help each person as it will have multiple roots and situation in which deal with different type of anxiety. So when marketing out product will with show a time laps of different ways that our app can help.

This allows us to target a wide audience because we not only specify one type of person or one type of anxiety we would focus them all making sure that everyone using out app can reduce or remove the feeling of anxiety, stress or depression in that moment.

COMPETITORS

GAMES COMPANYS

What they're missing

They are missing the knowledge on how anxiety effects people and how they can help them. They will be missing experts in these sections

CALM

https://www.calm.com/

What they're missing

They are missing the VR and the knowledge to build a game in a engine.

This means that this company will have to pay for experts to come and build there app for them.

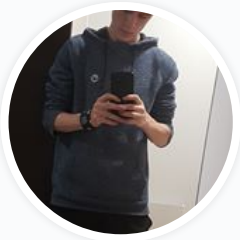
Strategy

The key thing about our company what makes us better than the rest is that you will be able to go into our situations and go into another world. This world is designed to carm you down and release your anxiety, stress and depression.

All this is done by using Virtual Reality in order for the person to be able to go into 360 app and see the world and interact with it. This makes us better as people will stop taking tablet or going to consoles as this can all be done at your own time anyplace in which our buyers feel comfortable with.

So there would be no need on relying on medication and can be done at any time you like.

COMPATIBILITY



NATHAN CHAPLIN

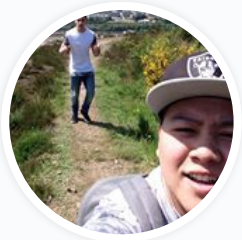
LEAD DESIGNER

My Job as the lead designer would be to design the product that we are selling by testing different design and seeing which one works well. My job will also will include taking information from the Connor who is the Head of Marketing and designing the game to suit the audience that we are trying to sell too. I will also have to take information from experts like doctors and implement that information into our game to make sure that our product has the necessary things in order to help out audience.

MATT EVANS

FINACIAL DIRECTOR

Matt's job will be to be able to calaculae the income and the outcome of the business. So he will calculate what we are spending in the first year also put how much we are getting in a loan and then calculating how many games we will sell and how much income that will give us. This will also include hiring people and events to help out product.



JORDAN LEE

BUSNIESS PLANNER & COMUNICATIONS MANGER

Jordan's job in this business is to be able to take our product to the experts and be able to explain our product and get feedback from the experts. He will also have to be able to go to meetings and events and be able to talk in depth about our overall goal and product.

Jordan will also have to set goals for the company and make sure that those goals are achieved by that time or if they need to be more forward cause of a problem.

CONNOR HALE

HEAD OF MARKETING

Connor's job in this business will be to do research on the market on firstly the best way to sell the game, what types of apps are best selling at the moment and research the people that we want to target. He will have to research what those type of people like and what they would get drown too in order to buy the app that we are producing.

10	8	5	7	9
Passion	**Resilience**	**Communication**	**Planning**	**Network**

WE'RE 78% COMPATIBLE WITH THIS IDEA

CONTENTS

Vitual Remedy Bussiness office

This is the places where would business would be situated and where all of testing will be taking place. Out business will be run from this building.

App Advertisment

We will need advertisment in order to be able to but the product that we are selling out to the public. Letting people know about our app and spreading the word.

Electric, Water, heating

We will need Electric to be able to power out equipment in the building.
We would need water for sanitary and drinking
Heating will be needed as in the office building if its too cold then efficiency is not going to be at it highest and staff member will get ill.

co-founders

We will need the co-founder as there is 4 and we will be able to building a base

App Development and program training

We will need training as if we want to learn new softwares or hire people who need to learn then we will need this training to be able to understand the software that we are using.

Insurance

We will need insurcace as if anything happend to the building and all the equipment then we will be cover.

Accountant

Accountant will be needed as they can sort out our finacl side and make sure that all of our informtion is correct and that the income and outcome is correct also.

Website

We will need a website to people can be able to search for us and allow people to get in contact with us .

Facebook, Twitter, Youtube

We will need social media as we can put up information about our product and also give updates of our product for people to find out

Computers, Vr Headset, ekg reader

computers will be needed to work on. The VR headset will be used for the testing and a ekg reading which is a heart monitor so we will be able see if our product is working and what effect it having on the person.

Internet, Phone

We will need internet as we will need to contact company. also when we sell and update the app we need to publish it though the internet.

Stationery, Printers, Chairs, Tables

We need these as they will help in our work by wrting things down sitting and putting equipment on.

Who

Doctors / Experts -

We will need to get in contact with doctors and experts in these fields and have a talk with them as they will be able to tell us about anxiety, stress and depression. These will tell us what type of things trigger different feeling and what is help to help though people. This means that we will be able to take that information and apply it to out app.

Training -

We will need training as we need to know about the ekg readers so we understand what we are looking at when they are active. We will also need training if any new software come out that we do not understand.

Skills -

The skill set we already have in order to make a basic vr app. But skills would be needed about the ekg reader and what we will need in order to add this to the testing app to read people heart rate when they are playing the game.

What

Equipment - Desktops, Monitors, Mouse Keyboard , Vr headset, phone,

These items will be needed as without them we will not be able to make the app that we want to create. With these items we can test develop and then product that we want to produce.

Website / Social Media -

We will need a website and social media accounts as we would like to advertise out product on Facebook, twitter or Instagram so people would be able to see what we are producing. We will also need these so people will be able to quickly find information to be able to get in contact with us if there is any query's or concerns.

Where

Office -

We plan on taking Virtual Remedy to a office. As we will then allow to bring people to the location in able to find out information for the app but also allow people to come and test the app so we can improve it. But also it more efficient as people when they are at home are not so efficient so in a office people will be more efficent to do work as they are in work in a different location than home.

CASH

Making money

Our idea will make money as people will see our app as a way of helping the anxiety stress and depression without going and using medication. This will allow the person to be able to do the situations that we provide in there own time or when they are having anxiety, Stress or depression.

Our app will be sold on app store and we will be selling this app for £4 this will be our income.

Spending money

We will have to spend out money on -

Equipment, Office building, Office Supplies, staff, accountants, social media, advertising, Training, insurance, internet.

One Year Cash Flow Forecast

Number of sales	January	February	March	April	May	June	July	August	September	October	November
Free trial	0	0	0	12000	3000	2500	1000	6000	4000	5000	1500

Standard	0	0	0	4200	1000	600	300	2100	1600	1200	400
Premium	0	0	0	1200	300	200	150	600	800	550	200
Oculus	0	0	0	1600	500	400	350	800	1000	750	400

January	February	March	April	May	June	July	August	September	October	November	December
Income	£	£	£	£	£	£	£	£	£	£	£
Free Trial Sales	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 App DLC Sales	0	0	0	4,800	1,200	800	600	2,400	3,200	2,200	800
£12 Oculus "Interactive" Sales	0	0	0	19,200	6,000	4,800	4,200	9,600	12,000	9,000	4,800
Business bank loan	50,000	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
Capital Invested	8,000	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
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
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
Fixtures & Fittings	2,500	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
Software/subscriptions/Licenses	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
Advertising & Promotion	0	1,200	1,200	5,000	1,200	1,200	1,200	5,000	5,000	5,000	1,200
Accounting	200	200	200	200	200	200	200	200	200	200	200
Legal	1,000	0	0	0	0	0	0	0	0	0	0

SIMPLY DO IDEAS

This idea was created using Simply Do