

Executive Summary

Business Opportunity

VReality is an application designed mainly to address problems encountered by spectators of concerts worldwide. The big issue that these spectators face is the difficulty of acquiring scarce concert tickets to attend concerts of their favourite pop-stars and idols. These problems may have risen due to either: popular tickets being sold out, or, due to geographical restrictions. For example, spectators in Singapore being unable to attend concerts held by Katy Perry in U.S.A, G-Dragon in Korea or even Adele in Britain.

Value Proposition

VReality has designed solutions to eliminate these issues by introducing an application for spectators to view these concerts in the comforts of their homes, but at the same time, being able to enjoy the live concert experience. The customer only has to download the application on their mobile devices, which is readily available on the Google Play Store, or the Apple App Store, purchase the concert tickets through the application and order a rental service or purchase of the virtual reality (VR) headsets in order to immerse themselves in the 360-degree live streamed concert experience without facing the problems further explained in Section 1.1.

Market Positioning

VReality would be positioning its market in the Asia-Pacific market while it remains untapped. The market segmentation focuses on the initial target market in Singapore. The market is segmented to concert fans who are unable to purchase tickets from sold out concerts in Singapore. These fans demographically are within the age of 18-34, who psychologically has a lifestyle towards celebrity fandom or 'worship'. The size of the segment is approximately calculated in Section 2.1.1, and generates a revenue of \$0.6 million. However, the total market, which consists of all music fans who have a strong resolution to attend concerts, could estimate up to a number of 228 million fans worldwide and thus, summing up to a whopping amount of \$16.8 billion. as revenue.

Revenue

VReality is not only packed with fulfilling benefits to the customers but also packed with many revenue avenues for the company and its investors. Firstly, ticket sales will be the main revenue stream to the company, although the company will not be acquiring the full sum of the ticket sales as part of the sales needs to be redirected to the concert artiste's managerial company as well as copyright fees. Secondly, advertisements will also be included in the live stream of concerts, which will be another large aspect of company's profits. Lastly, the company will be looking to sell and rent newly developed headsets to customers which guarantees a better VR concert experience. When the profits and revenues of the company increase, investors will stand to gain more in the long run.

Required Funding/ Return on Investment (ROI)

VReality aims to raise \$150,000 in the first round of funding, for which investors can expect to receive 10% of the company's shares. From the fourth operating year, investors can expect a ROI of 78.44% and this figure is estimated to increase in subsequent years.