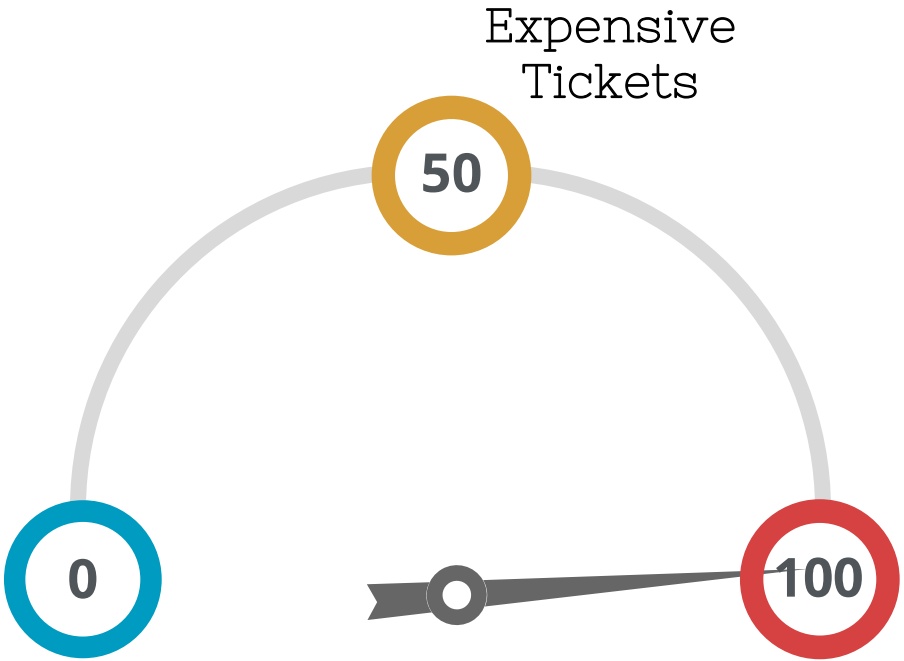
VReality

"The eyes you have never imagined."

Meet the Team

HAI QI	JOSEPH	AFIQAH	MADELINE
Chief Executive Officer	Product Engineer	Director of Business Development	Human Resource Strategist

Big Pain


Expensive Tickets
50
Geographical Restrictions
0
100
Sold Out Tickets

Customer: Helena

- Age: 19
- Female
- Huge fan of Bruno Mars
- Strong resolution to attend concerts
- Loves music
- FOMO

Worried that tickets will be sold out fast!

ALL 22,000 TICKETS SOLD OUT!!!

Original price: $348

Reselling price: ?????

$1,500

“The eyes you
have never
imagined.”

VReality!

High quality products

Enhance customer experience

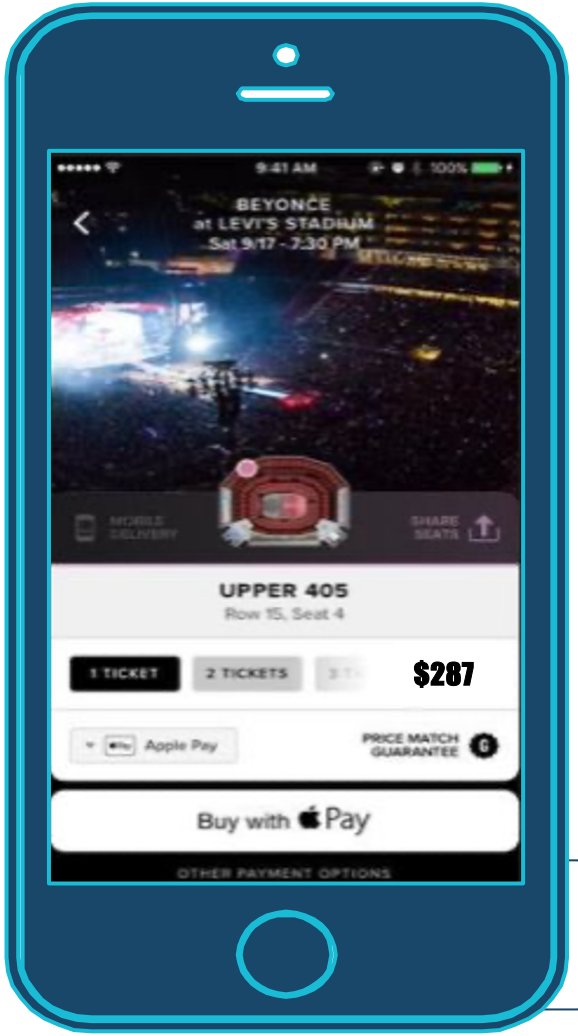
Affordability

Service

Download App & buy tickets

Delivery of headsets

ENJOY THE CONCERT!



Locations of Concerts

$278.50

Per concert ticket

7,200

Customers

$751,680

Revenue

Market Size

Total Market

Addressable

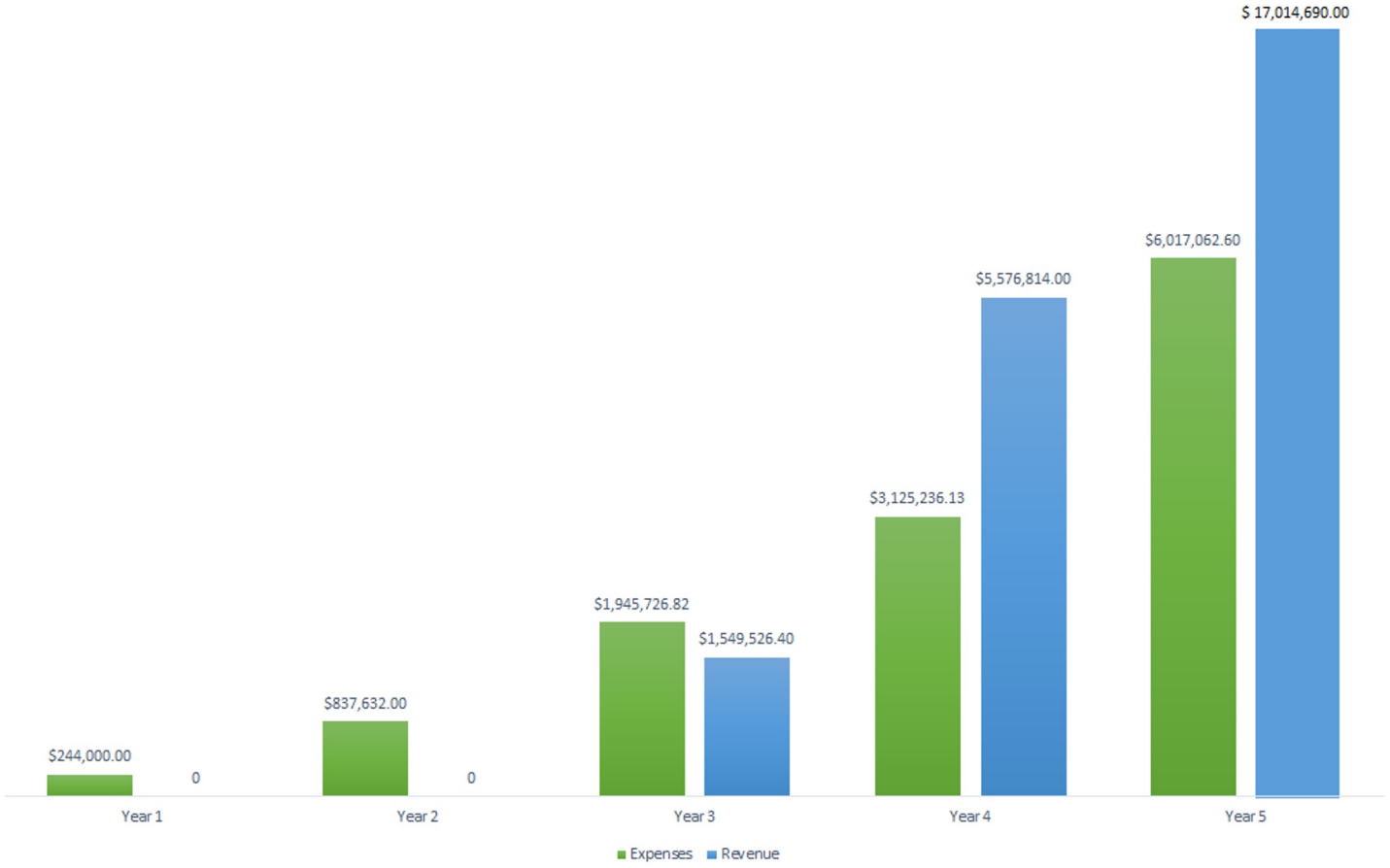
Initial

$16.8b profit
288m users

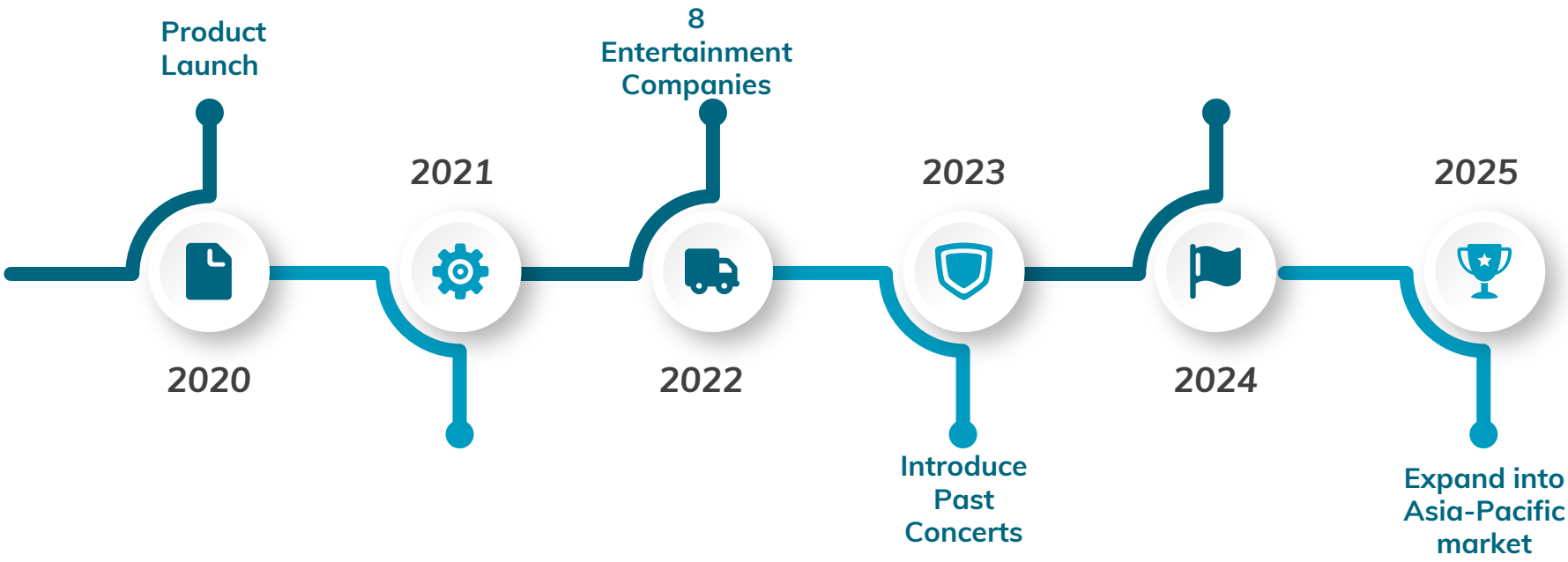
$0.4b profit
5.4m users

$0.6m profit
9K users

Financial


$ 17,014,690.00
$6,017,062.60
$5,576,814.00
$3,125,236.13
$1,945,726.82
$1,549,526.40
$837,632.00
$244,000.00
0
0
Year 1
Year 2
Year 3
Year 4
Year 5
Expenses
Revenue

Expansion Plan



Competitive Advantage

1

Good Positioning

First in the market; Potential to monopolise Asia-Pacific market

2

IP Strategy

Making it hard for competitors to duplicate the product

3

Impressive R&D

High-end Quality; Increased Value to Product

FUNDING

$150,000

SHARE

10%

Business Model Canvas

Key Partners

* Entertainment companies
* Concert venue companies
* Content partners

Key Activities

* Research & development of headsets and application
* Advertisements
* Customer service

Key Resources

* Application infrastructure
* Application software
* Application headset

Value Proposition

* Low cost tickets
* Good quality
* Live broadcast
* Pay-per-view
* Fast headset delivery

Customer Relationships

* Customized profile
* Customized application for each user
* Loyalty program

Channels

* VReality Application
* VReality Headsets Delivery
* Email promotion blasts
* Newsletters

Customer Segments

* Concert fans
* Customers that could not get tickets due to geographical restrictions
* Customers that could not get sold-out tickets
* Customers that cannot afford expensive ticket prices

Cost Structure

* Headsets development
* Copyright pay to entertainment companies
* License cost for filming on private grounds
* Advertising cost

Revenue Streams

* Concert tickets
* VReality headset
* Advertising revenue

Shortfalls: Network Failure

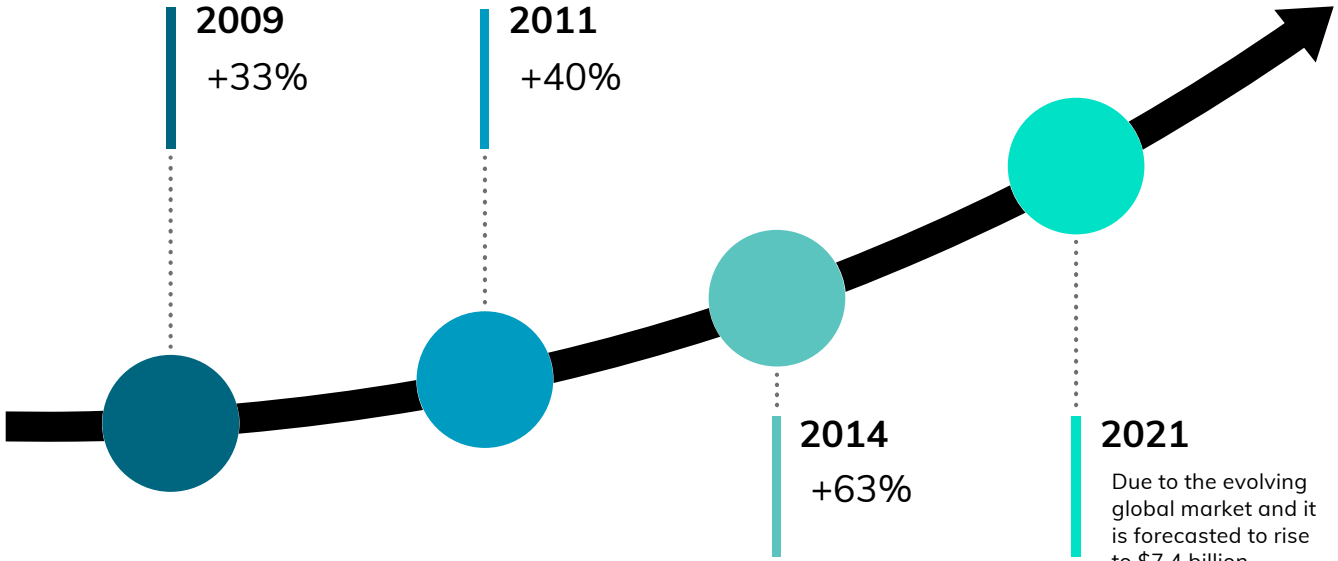
Playback Feature

Users can continue to watch the concert from where it stopped during the network failure using this feature

Terms and Condition

Before the concert, users will have to agree with the T&C that network failure may occur.

Market Growth

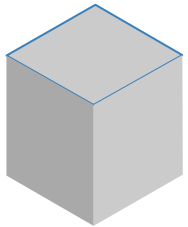


Market Segmentation

Sold out concerts

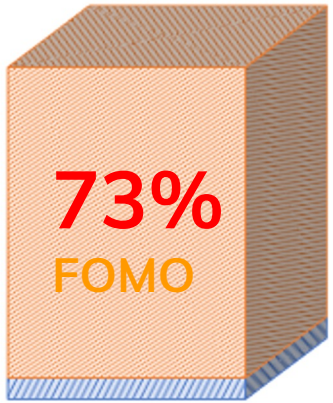
Age 18-34, celebrity worship lifestyle.

Size of segment is approx 9000.
Revenue: $0.6 million

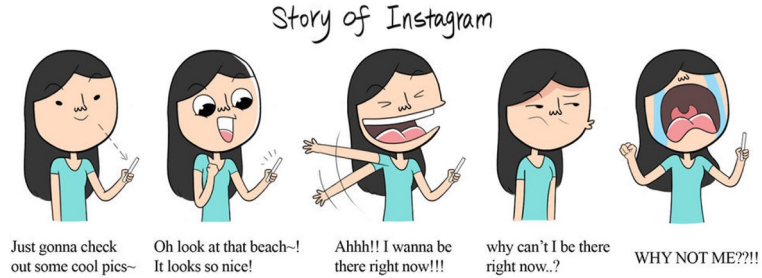


VReality's Motivation

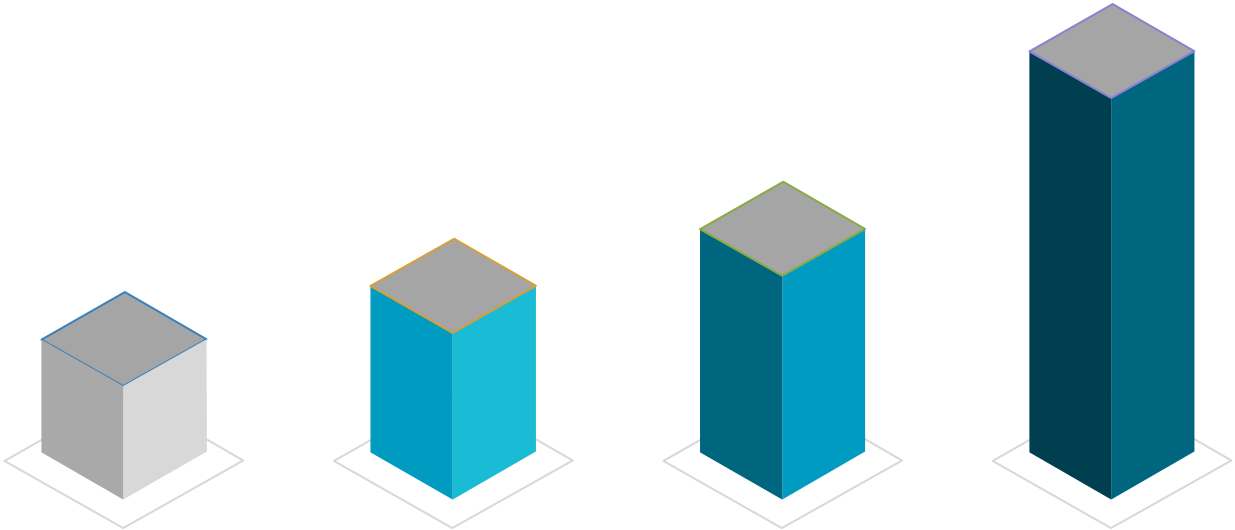
SAY NO TO
#FOMO



78% of millennials value experience more than physical possession



Trends



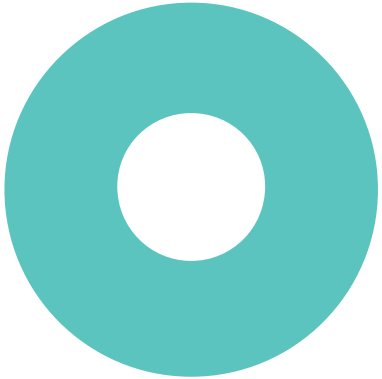
Regulatorical
IMDA pushing VR technology boundaries

Demographical
Rapid increase in the number of millennial concert goers

Technological
VR is the latest technology trends in the tech market

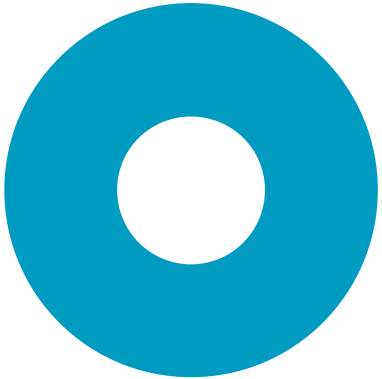
Social
High influence from celebrities on social media

Competitors



Direct:
LIVENation

VReality can still dominate the Asia Pacific market as it is untapped



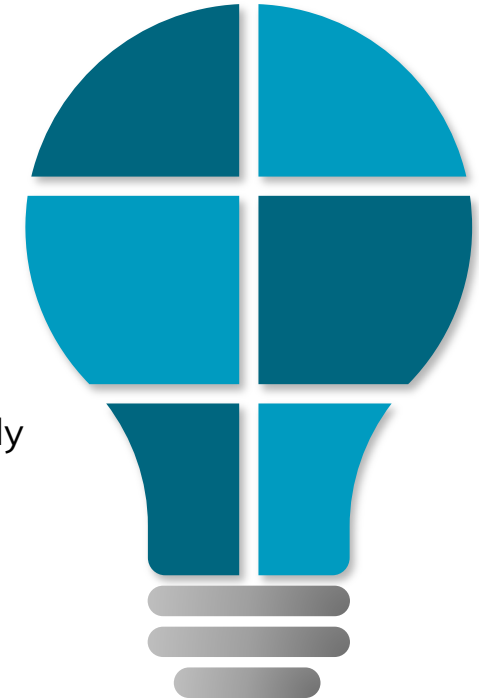
Indirect:
NextVR

Streaming sports market player

Design Considerations

360 -degree immersive , high quality video

Lightweight



Good audio quality

Interaction tools

Aesthetically pleasing

Comfortable wear

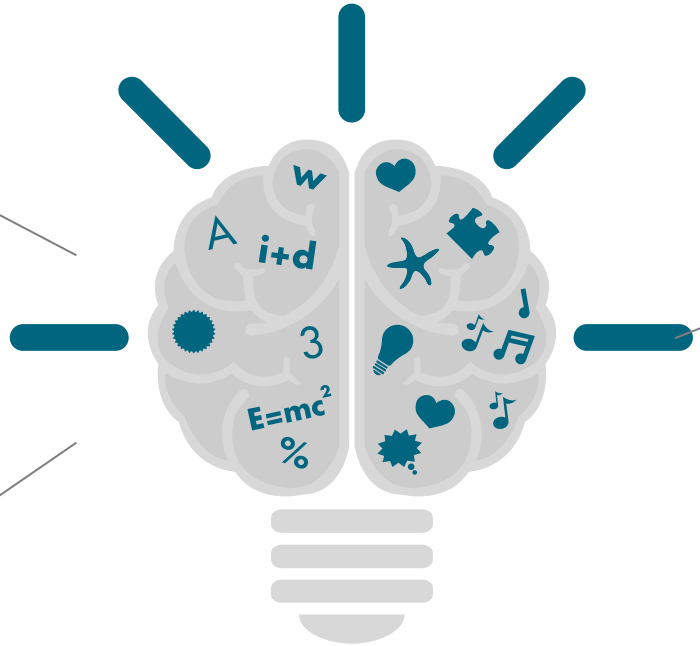
Critical Success Factors

Strong R&D

Users value the quality of the product

Establishing a Reputable Brand

Maintaining strong customer relationships and loyalty



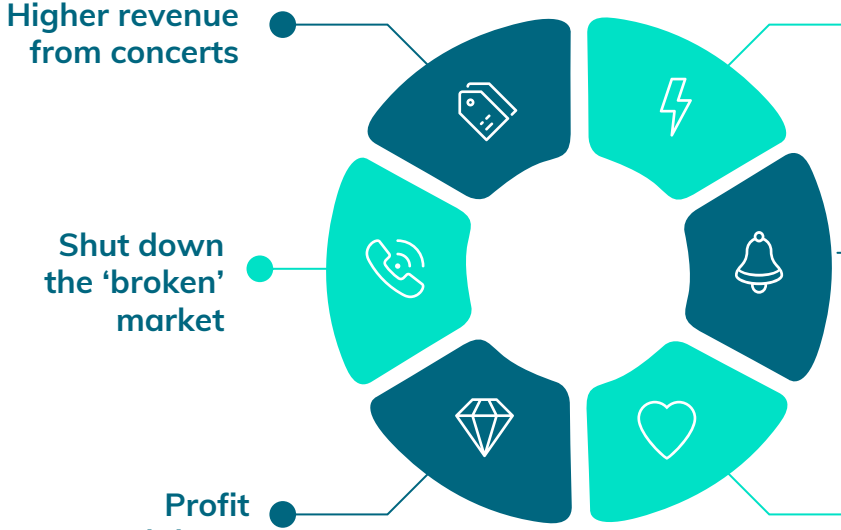
Building a Strong Team

Maintaining efficient output and growth of company

Milestones

Month 0-2	Idea, Market Research
Month 2-4	Market Validation
Month 4-8	Application Prototype
Month 8-14	Seed Funding
Month 14-16	Company Setup
Month 16-18	Create MVP
Month 18-20	Raise Funds
Month 20-23	Beta Testing
Month 0-2	Idea, Market Research
Month 24	Product Launch

Why would entertainment companies choose us?



Higher revenue from concerts

More options to reach out to fans (no restrictions)

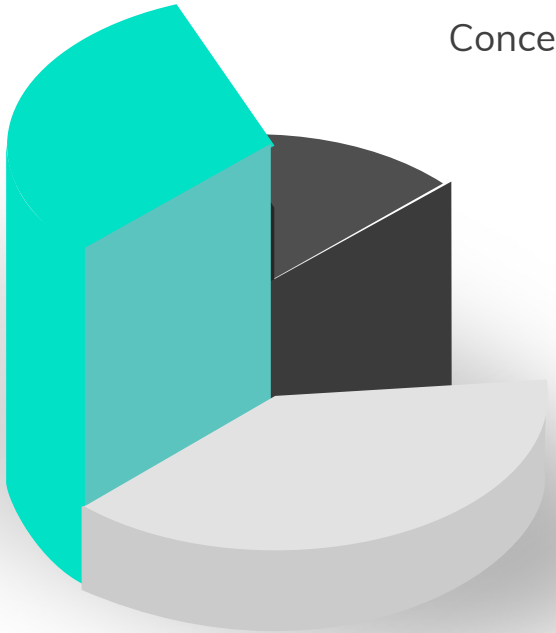
Shut down the ‘broken’ market

Increase number of fans watching concerts

Profit Breakdown

Increase fan base

Profit Breakdown



Concert Holder
3%

Investors & VReality
27%

Entertainment Company
50%

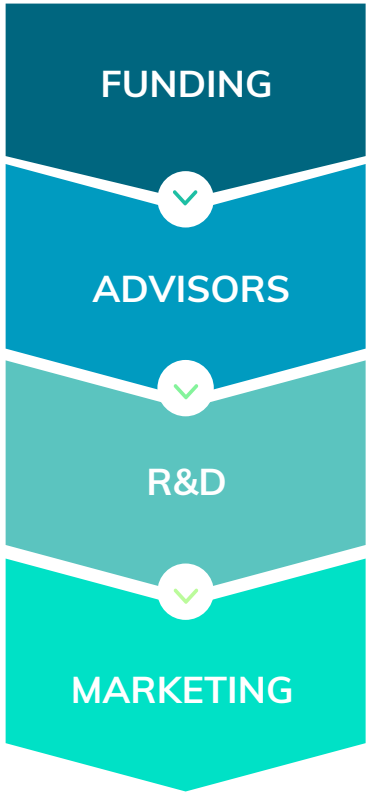
Call To Action

FUNDING

Seek funding from funding rounds.

R&D

Invest in equipment and have strong R&D in the making of product



SEEK ADVISORS

Seek advisors on equipment and video set up knowledge

MARKETING

Start marketing the product a few months before launch