VR BLOCKS

Marketing Plan

ABOUT TEAM / 왕규봉 김광선 최지영

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01
Introduction

Motivation

| Angel Industry | Babies and children between 0 to 14 are the target customers of the angel industry |
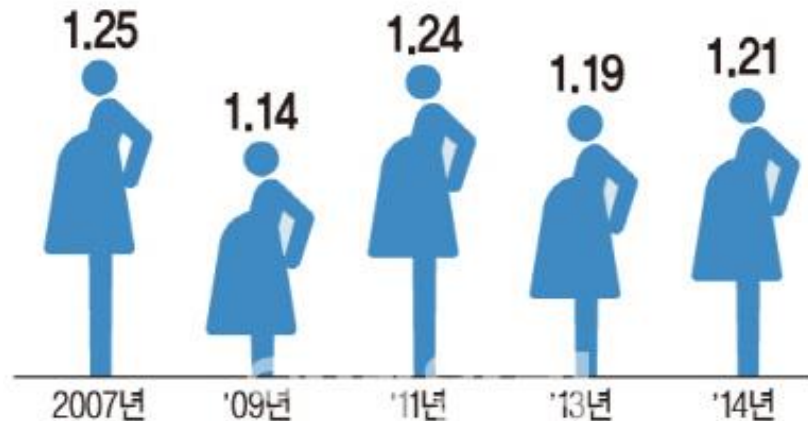
Social phenomenon in Korea
- A rapidly aging population and low birth rate
- Only 1 child : "A Gold kid" like a prince and princess
- Parents want to do the best for their children.

01
Introduction

Motivation

커버스토리 | 초등생 부모 되기 두렵다

한 세트가 200만 원 등골 휘는 수학 교구

생후 12개월부터 초등 4학년까지 수천만 원 쏟아붓는 학부모들

Playing with blocks can help improve a child's math skills.
Problems
- Price : expensive
- Size : have a limit

01
Introduction

VR + Stacking blocks

Playing with blocks for education
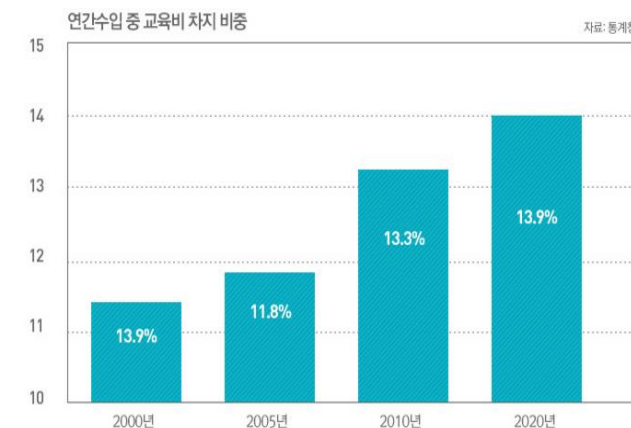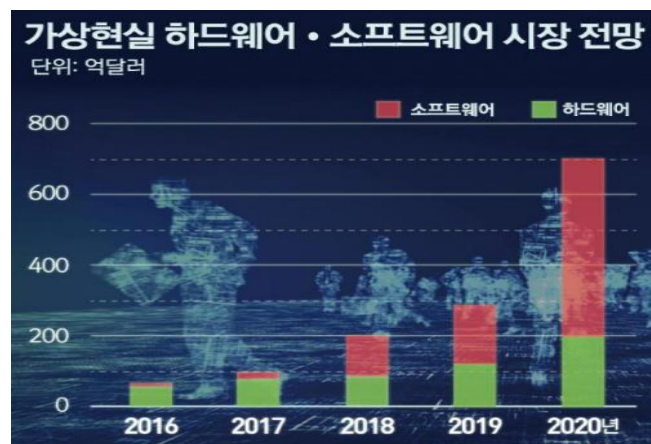
But , in reality Limited blocks and Limited space

= VR educational game

01 Introduction

A VR and Education business

가상현실 하드웨어 · 소프트웨어 시장 전망
단위: 억달러
■ 소프트웨어 ■ 하드웨어

연간수입 중 교육비 차지 비중
자료: 통계청

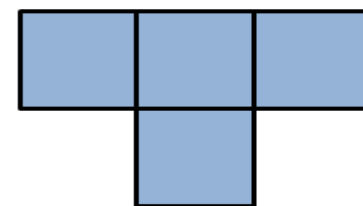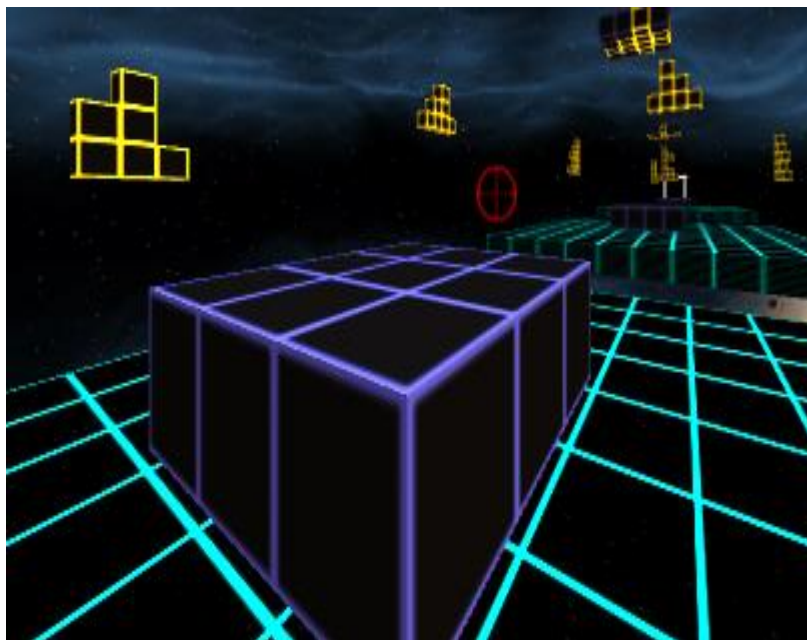**And prospect of VR and Education business is very positive !**

Infinite blocks,
Unlimited space,
Much more Fun !
It is very worth challenging !
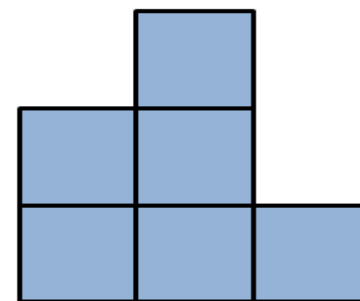
Education Block stacking
VR Game

01
Introduction

Way to play game

\<Starting Screen\>
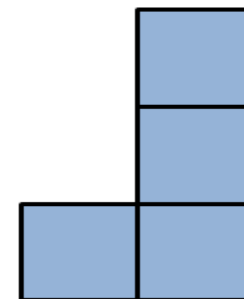

\<위에서 본 모양\>

\<옆에서 본 모양\>

\<앞에서 본 모양\>
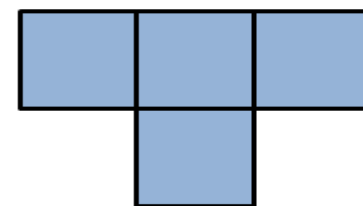
01
Introduction

Way to play game

<Starting Screen>

<위에서 본 모양>

<옆에서 본 모양>

<앞에서 본 모양>

A **Play Game**

\<Starting Screen\>
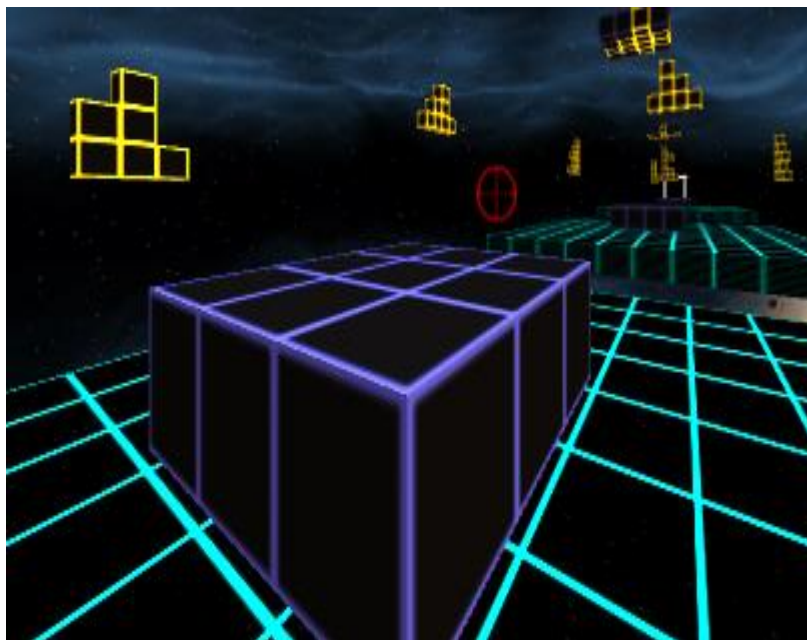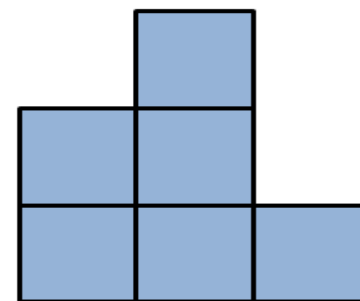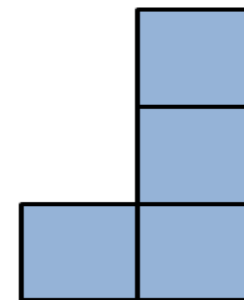
\<위에서 본 모양\>

\<옆에서 본 모양\>

\<앞에서 본 모양\>

01
Introduction

Play Game

Play Game

<Stacking Blocks>
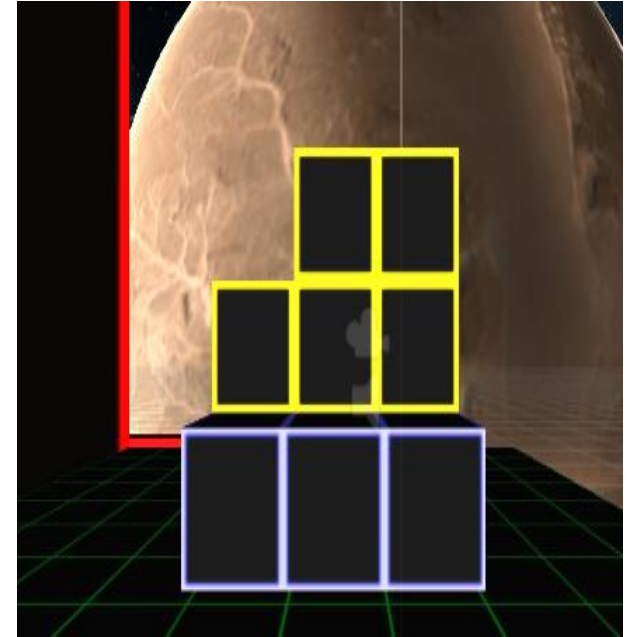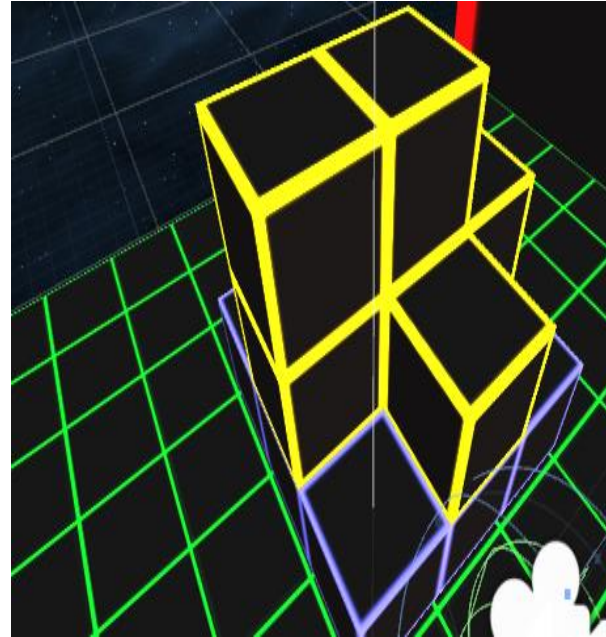
This game has **3 steps** according to its level of **difficulty**
If player solves the problem, player can move on to the next step

01
Introduction

Tool & Architecture

A **Tool & Architecture**

Unity

C#
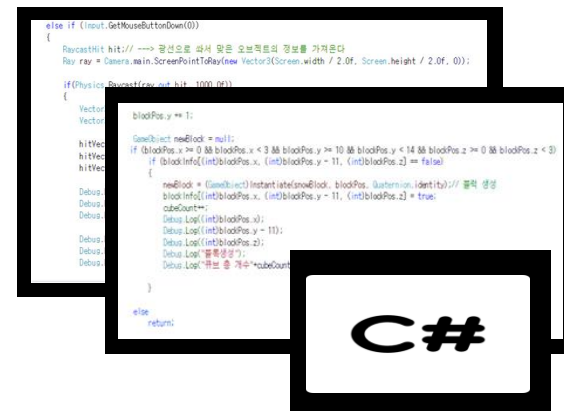
Oculus SDK

Gear VR

02
Objective

Business objective

사진 제공 : 비상 교육 센터

Our company "VR blocks" helps children
to grow their creative ability power and to learn mathematics
through playing games.

03
SWOT

Situation Analysis
- Risk analysis

A # Strengths

- The specialized targets

- VR game

- The appearance of lower-priced VR equipment

B # Weaknesses

- A variety of game industry and frequently changing trend

- The VR equipment is an essential part of playing game

03
SWOT

Situation Analysis
- Risk analysis

A Opportunities

- The educational industry is steadily growing

- The size of VR market is increasing

- The continuous development of game industry

B Threats

- The existing games are similar to ours

- Other brands release a new product

03
SWOT

Situation Analysis
- Critical success factors

A Critical success factors

- An accurate analysis of VR market

- Strong relationship with elementary schools and government

- Loan for initial advertisement to notify our company

03
SWOT

Market Research

Market Research

Step1
Define the objectives
And research needs

Identify Research Questions to Answer

When will we become profitable?
What will our revenue be?

Identify Information Required to Answer the Questions

Who will be the most important
Customer segments?

How will the business grow
over 3 years?

What services customers most
Want are?

How much customers will spend?

Step2
Design the
Research project

Determine the Type of Research

Secondary data
   Revenue of other VR game
   company in web site.
   Operation method of
   other competitors

Primary data
   Talk to customers what
   they consider when they
   play VR game

Estimate the Cost
   In-depth interviews with
   200 customers using other
   companies and Managers
   of competitors.
   (about 3$ snack and drink
    per interview)

Step3
Collect and record data

Phase 1

Visit public Institutions and
companies.

In-depth interviews

Phase 2
What do you think about
important factor of education
game?

Have you ever played VR
game (1, 2, 3 months … year)

Any special services you
need when you purchase
a VR game?

04 STP

Segmentation

Segmentation by Geographic and demographic

- A high educational areas (ex. Gangnam)
- Age (Age of elementary students)
- Preference

Segmentation by functions

- Elementary schools : each grade
- Government : related to education
- Corporation : for cooperation

Segmentation by benefits

- Appeal with children who want to learn through playing game
- Parents who have a interest in growing their children' creativity and mathematical power of a solid figure.

04 STP

Target

Target

- Consumers(especially parents) who have a child or more children

- Consumers who have higher interested in children' education

- A child who wants to learn through playing game and has difficulty in understanding about a solid figure

- Elementary schools

- Government related to educational department

04 STP

Positioning

A Positioning

- Provide a service that stacking blocks in VR

- Make it easier to play games with joystick

- In comparison with other stacking blocks such as mobile or web games , our company can increase the sense of reality

A Product / Place

Product

- The educational game of Stacking blocks in VR

- We have two versions
  : A free trial version and a charge version

Place

- Online sales through Oculus store

- Our company's headquarter is located In Pangyo

- Make a contract with Oculus Store or Google store

A Price / Promotion

Price

- A free trial version

- A charge version : 15000 ~ 20000
  (Updating version + extra fee)

Promotion

- To manage customer using membership service

- Support foundation for underprivileged children.

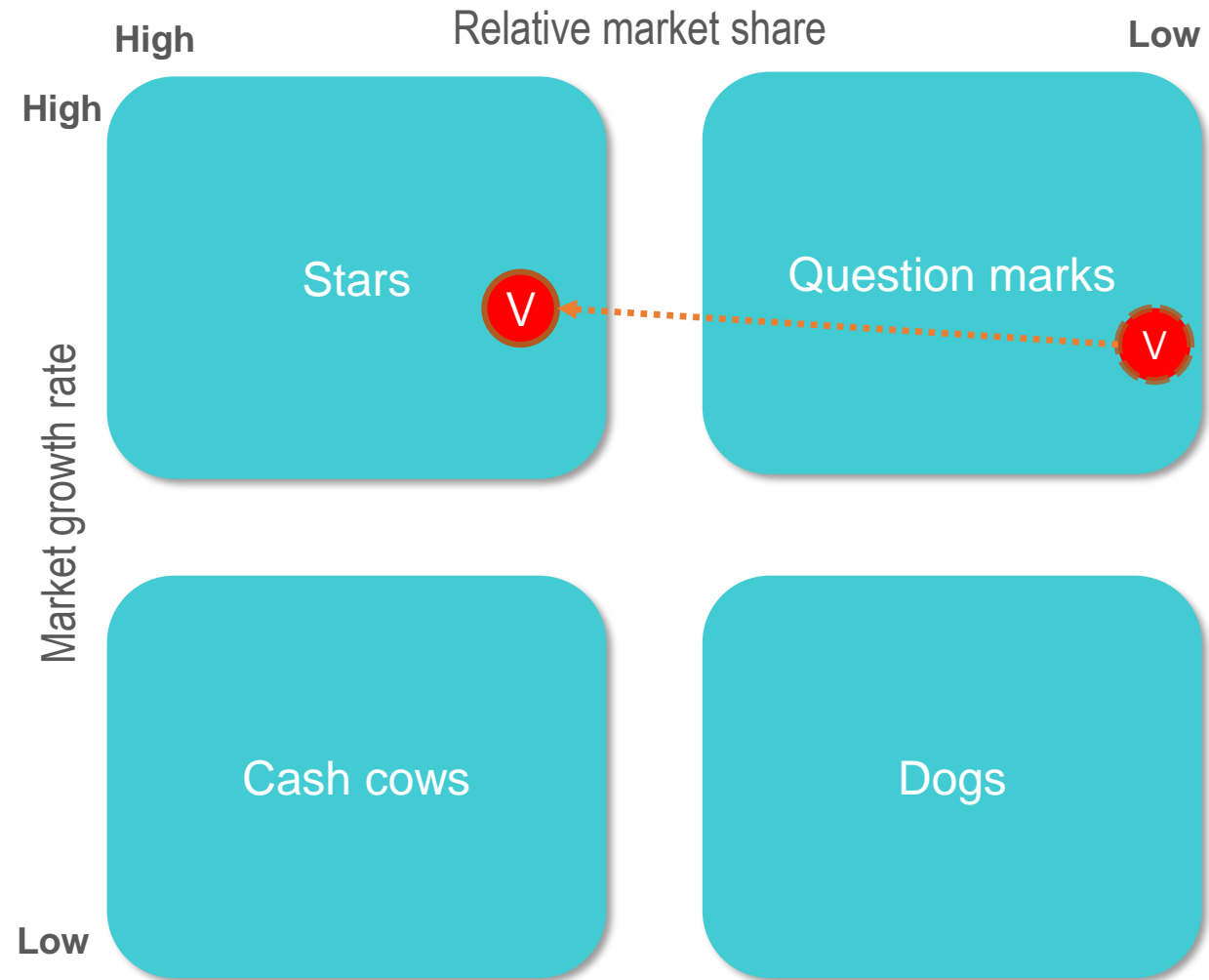- Provide a free membership point to use a charge version on a first purchased basis.

05
4P
Price / Promotion

05
Evaluation

05
Evaluation

A BCG Matrix

Evaluate Performance and Make Adjustments

Relative market share

High — Low

	Stars	Question marks

Market growth rate

High

	Cash cows	Dogs

Low

05
Evaluation

A BCG Matrix
Evaluate Performance and Make Adjustments

- Our company is currently in the state of Question mark

- We have to come in the state of Stars by following marketing plan

- We need to promote our company through advertisement

THANK _U