# Space Pro business plan

We are a team of developers that are striving to innovate in the area of VR Locomotion. We specialise in custom made locomotion solutions for our customers.

## Our market opportunity

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | Explorable space in VR games are limited to the real-world space that the user can move around in. |
| Our solution  How we solve this problem for our customers. | We develop movement solutions to the space issue. We design tools such as teleportation in game, moving character using arm motion, overlapping areas to condense space, etc. |

## Our target market

|  |  |
| --- | --- |
| The customers we aim to sell to | The customers we aim to sell to are game companies or businesses that are looking at VR but have issues with space requirements.  May include companies that do VR escape rooms but don’t have enough space for their ideas. |

## Our channels

|  |  |
| --- | --- |
| We reach our customers through: | email  mail  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## Our competition

|  |  |
| --- | --- |
| Competitor name | Ekto VR |
| What they do well | Design and created a high-tech locomotion solution that uses robotic boots |
| What we do differently | We will design and create affordable solutions so that small companies can hire us without breaking the bank |
| Competitor name | Aldin |
| What they do well |  |
| What we do differently |  |
| Competitor name | Rovango Studio |
| What they do well | They have created a well design overlapping map that conserves space. |
| What we do differently |  |

## Yearly financial plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$119,946** | **$119,946** | **$119,946** | **$119,946** |
| **Profit** | **-$17,646** | **-$246** | **$5,254** | **$6,954** |
| Expected sources of revenue | Contract work  Sales of the games we make | | | | |
| Fee structure | Hourly rate and/or fixed priced services | | | | |
| Expected expenses | Licences for programming software  Wages for staff  Contracted work from artists | | | | |

## Key people

|  |  |
| --- | --- |
| Name |  |
| Position | Producer / Owner |
| Skills/value |  |
| Name |  |
| Role | Lead Programmer |
| Skills/value |  |
| Name |  |
| Role |  |
| Skills/value |  |

## Goals and Action Plans

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT - List 3 major business goals to complete over the next year. Aim for [goals that are SMART](https://business.gov.au/planning/business-plans/set-goals-for-your-business) – **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound.]

| Goal | [Example: Finalise 2 agreements with local coffee suppliers in 6 months’ time.] |
| --- | --- |
| Actions  To achieve goal | [Example:   * Make a list of local suppliers. * Prepare 6 proposals for potential suppliers over 4 weeks. * Finalise agreements with 2 suppliers in 6 months’ time. ] |
| Deadline | Select a date |
| Goal |  |
| Actions  To achieve goal | * [Action] * [Action] * [Action] |
| Deadline | Select a date |
| Goal |  |
| Actions  To achieve goal | * [Action] * [Action] * [Action] |
| Deadline | Select a date |