



START UP

01

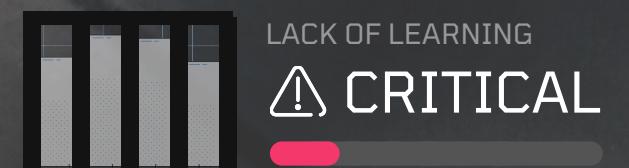
DATE 22/2/2565
ITCS335 E-BUSINESS PRESENTATION

SECTION

It breaks my heart, Mung

Improve with

VR Workshop

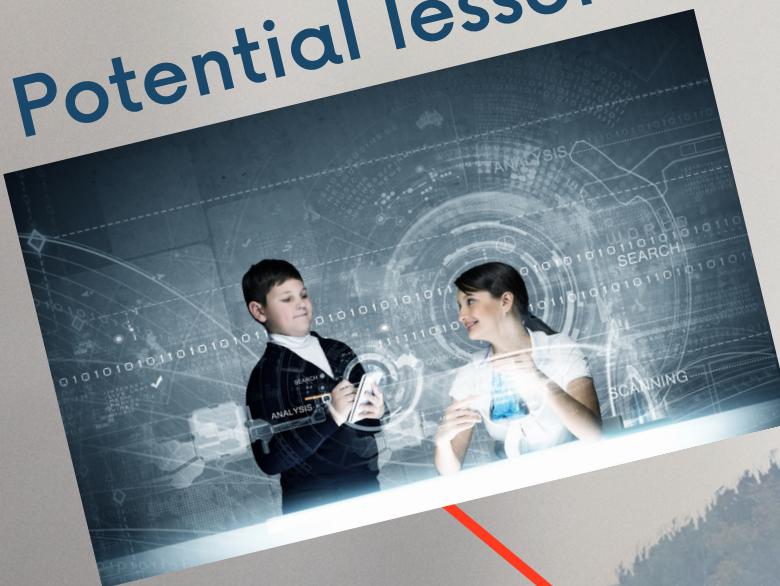


Nowadays Situation

Our business is looking to improve education by using VR and making the workshop world more contemporary.



Potential lessons



Join from everywhere



Improve your employees



Easier work with more vision



More commu - Make fun





At first, Lets us
focus on

Pain

01

Not actually but it is
another choice that
improve your experience

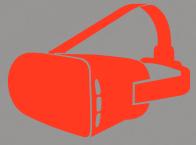


Pain point

People are looking to develop themselves for many skills, and workshops become the activities but they need to travel to the place to access the activity

Why is VR : At this time, we have to follow technology trend. Many institutions appear to modify their research or teaching methods in education by using more technology to compose it better

We can generate anything around users like magic. VR can adapt with education for better learning. It can demonstrate the impossible in your visions and also show something different



VR Workshop

Priority Goal and Targets

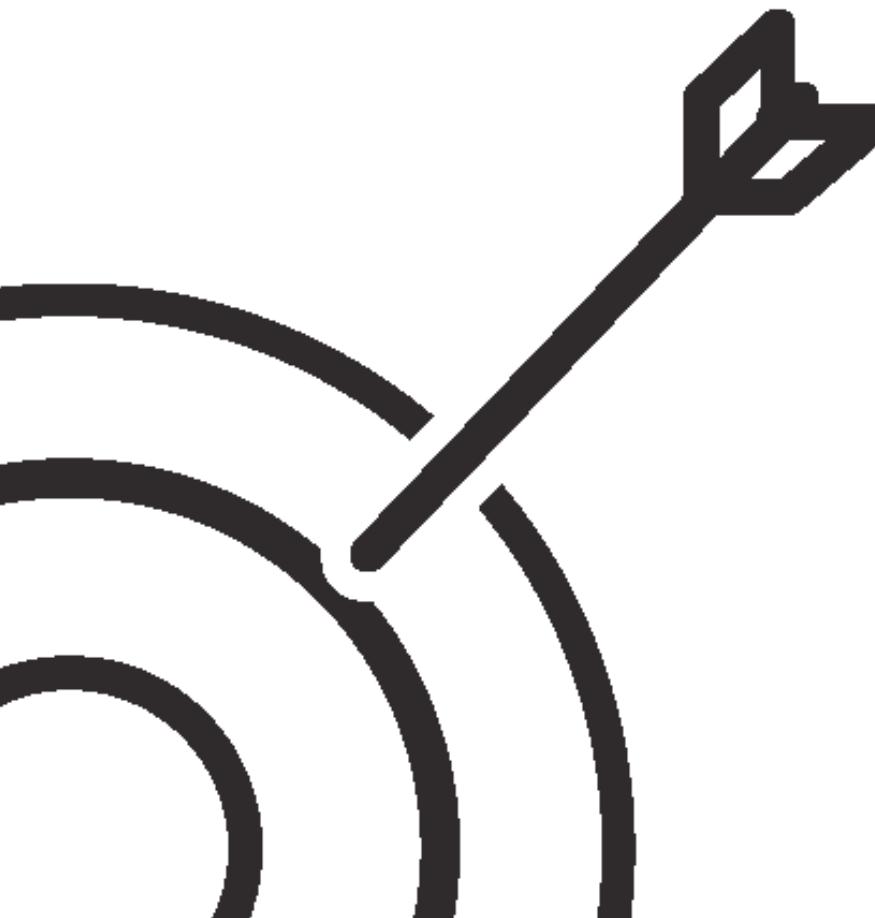
The target group of users and customers



"The New Era of
education"



Targets



1 Education

University and education region

2 Co-partner

- VR organization
- Developer, someone like a mod creator of many games

3 Wanna try this?

A group of students who want to open up new experiences about the virtual world through the use of a VR workshop

4 Decrease unemployed

- A person who wants to sell or purchase a 3D performance.

5 Rich guy

A group of people who have the power to buy products to facilitate and enhance a new way of living.

6 Any organization

An organization that needs to workshop their employees or share the knowledge with people



VR Workshop

Our plan

Solution and features

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Solution

- The main feature is creating a workshop for participants via VR equipment
- We devided our business into 3 phases
 1. Education and research
 2. Expand and checkpoint
 3. Full experience





Phase 1

We need to **advertise our business and test area with education space** to let people know about this activity and agree with new experience education

Part 1: Education space

- We will create specific classes for the university requirement using engineer/interior to offer

Part 2: A branches

- We may have some branches for interested people. **(this part don't cure the traveling pain yet)**

Part 3: Concern part

- The method to create the 3D environment, and physic for workshop quite difficult and spend much time



Keys



We don't allow anyone to host yet in the first phase

This is a significant investment because we offer the demo to the university

Participants don't need to buy equipment yet



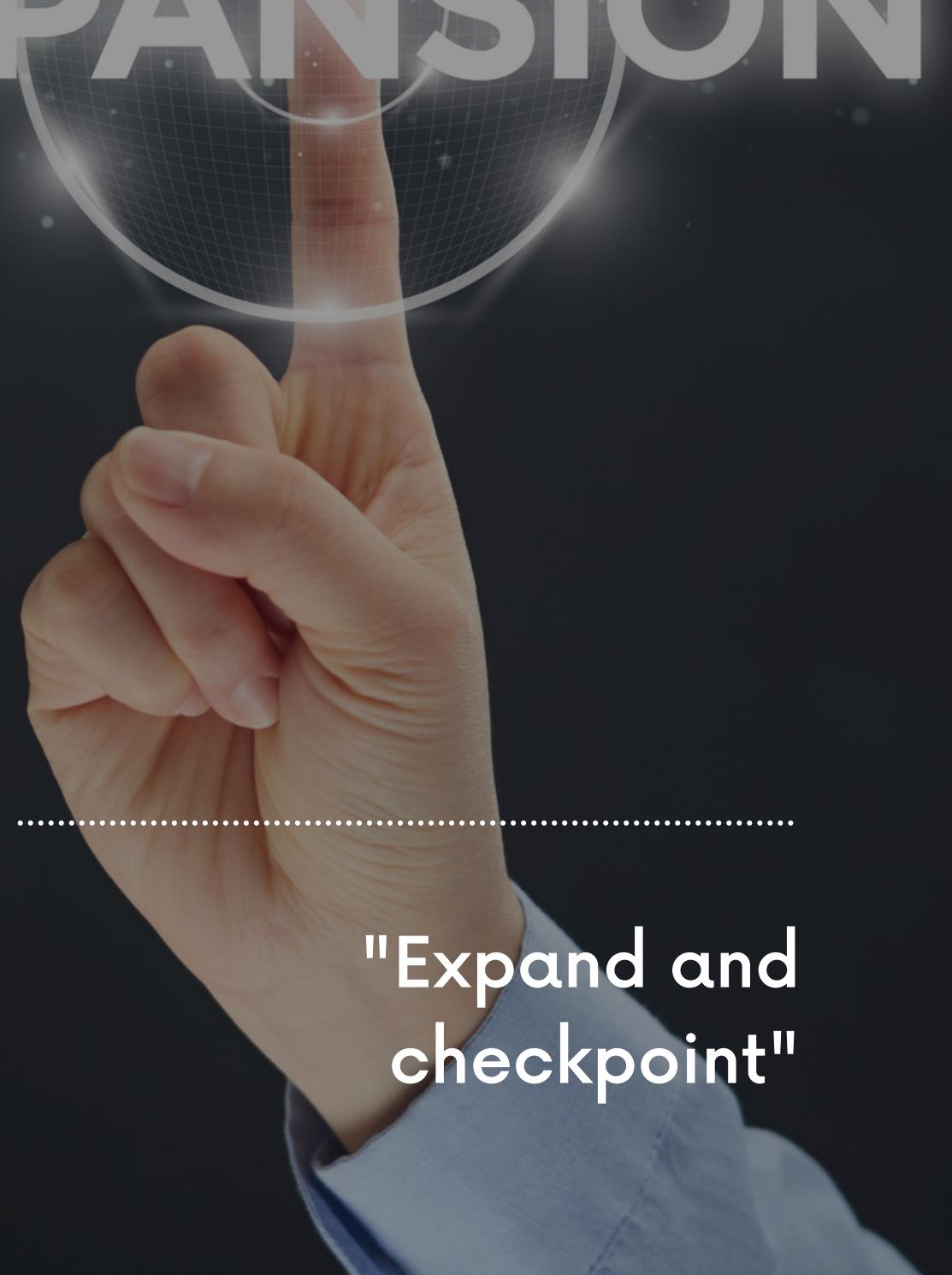
VR Workshop

Phase 2

Anyone can join via the application and add more contents

Whoever wants to create a workshop needs to contact our organization, and we will design both physic and environment for you

EXPANSION



"Expand and checkpoint"



EXPAND

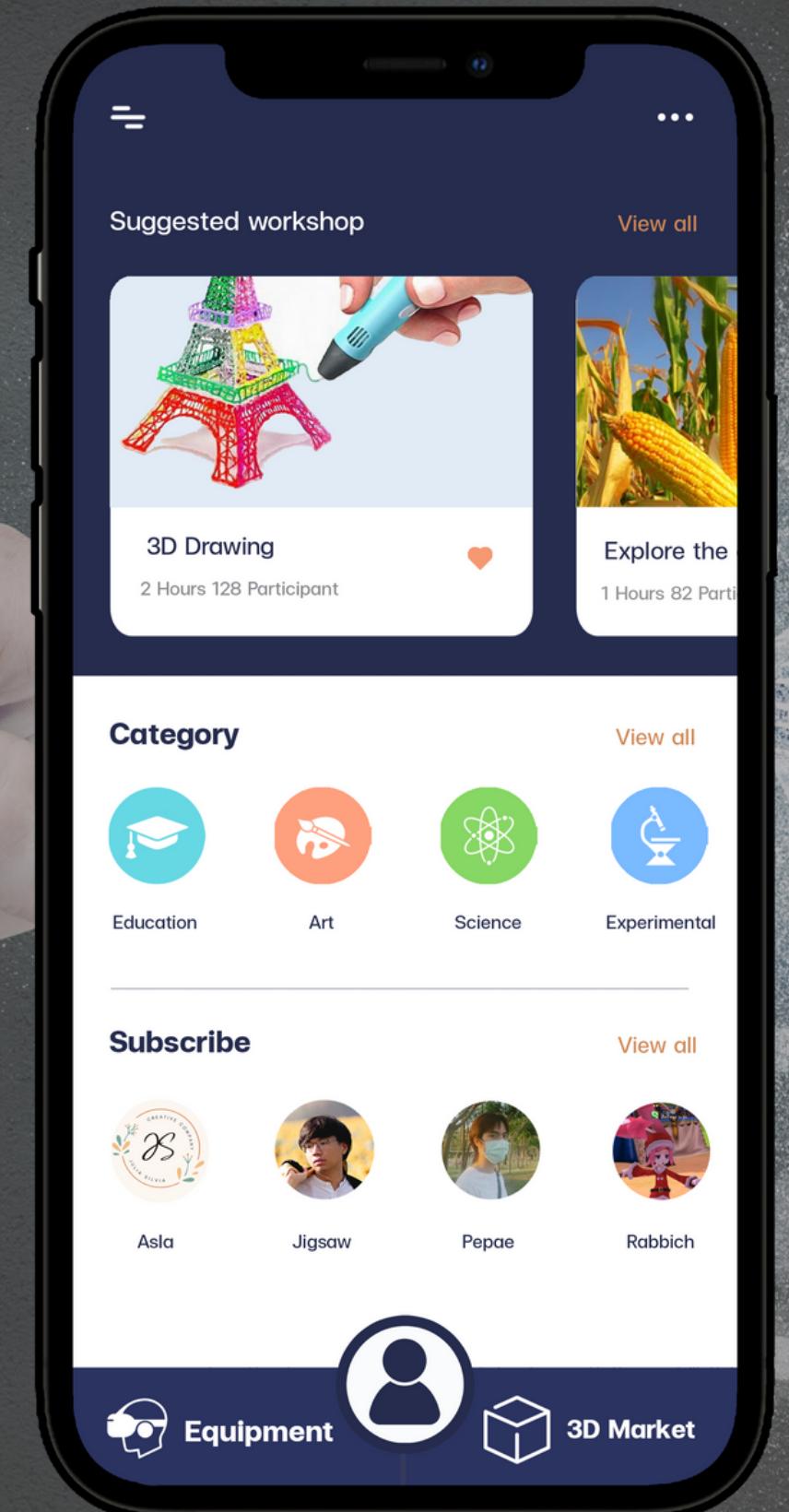
● STATUS HIGH INCOME



CHECKPOINT

● STATUS PREPARE FOR NEXT PHASE

- Hosting workshop
- Join your interested workshop
- Advertising
- 3D Market
- Agriculturist/Accessory workshop/3D Drawing/Crafting/Jewellery design are things we focus on created content.



- Selling your 3D art both environment(workshop room) and objects

- Selling Ideas
(If you don't know how to created VR world but you have an ideas)

- Data analysis

Improve with



HEART RATE



TEMPERATURE

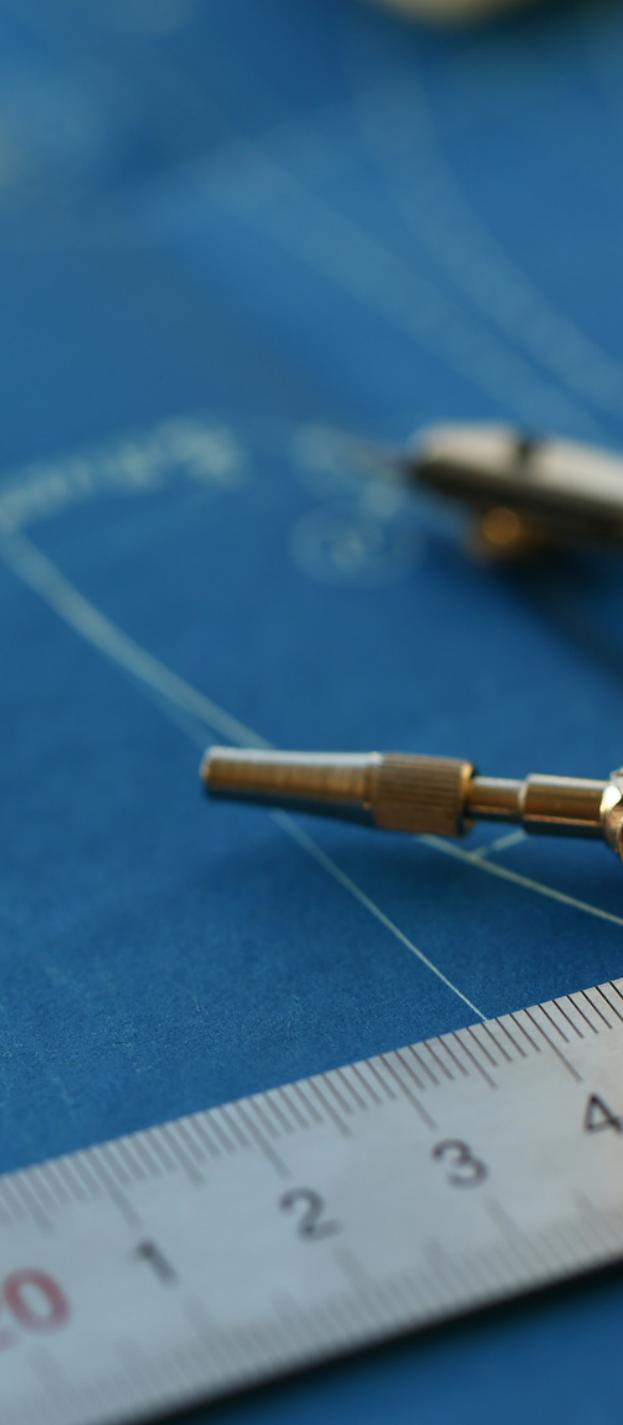
VR Workshop



VR Workshop

Phase 3

Full experience of the workshop, now our place may not only have a workshop





Final Step

1 Create your own

- We will let people add up and adjust their workshop
- Anyone can host/ join

3 Discoverer

We also have discoverer to looking for new quality content

5 Subscription

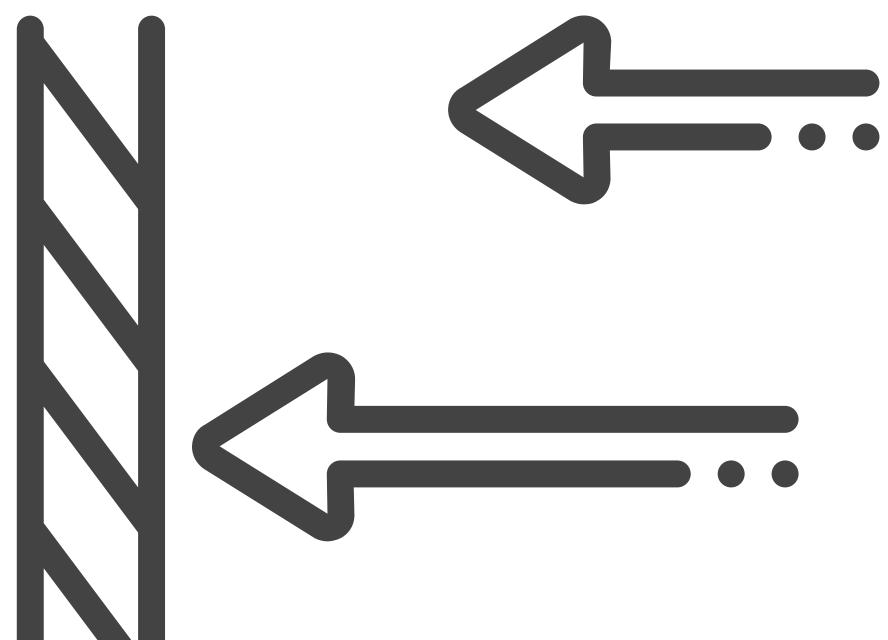
Maybe add golden subscription for more feature for example a cool medal above of your avatar
(JUST AN EXAMPLE)

2 Modding

Any developer can create like people create a mod for a game

4 Catch up the modern finance

Cryptocurrencies are allowed to trade via our marketplace





Equipment

Oculus rift is a company owned by Facebook. Oculus VR Company was founded in 2012 founded by Palmer Luckey

The functionality of the Oculus Rift glasses is stereoscopic 3D, with sensors that detect the player's movements and the joystick that the player is using. To send a signal to the analysis program to create an image to see in the glasses





Its over 9000!!!!

If this model success - our business will more interesting



Haptic Gloves is a VR glove developed in Meta Reality Labs with Sean Keller as Director of Research. To complement life in the Metaverse and this glove is the property of Meta (Facebook) and is still in the development stage





Final part

SWOT Analysis



VR Workshop



What we you do well?
What do others see as our
strengths?



Strength

- **Interactive**

Increase the cooperation between users and VR workshop

- **Improve knowledge retention**

To spend less time for each study and learning by this way may be more effective

- **Improve student interest**

Increase career and student interest more clearly

- **Reduce dependence on field visits**

Reduce risk from some careers for example are firefighter and engineer.

Matches life style of GEN-Z



Weakness

- High cost
- Motion sickness
- Immature technology

There are many limitations for example is required equipment to use it

- Not suitable for all instructors

Something not suitable to use VR to teach or learn.

- The substantial time commitment in the development stage

It uses a lot of time to create workshops.





VR Workshop

Business
opportunities



What trends we take advantage of?
How can you turn your strengths into opportunities?

Opportunities

- **Encourage Active Learning**

Something can be easy to understand by picture imagine.

- **Technology is becoming cheaper and more affordable**

- **Suitable in both education and training**



Threats

- **Less sustainable**

Technology has changed every time

- **Not suitable in a traditional classroom**

It is not accepted by many studies around the world.





Revenue Model

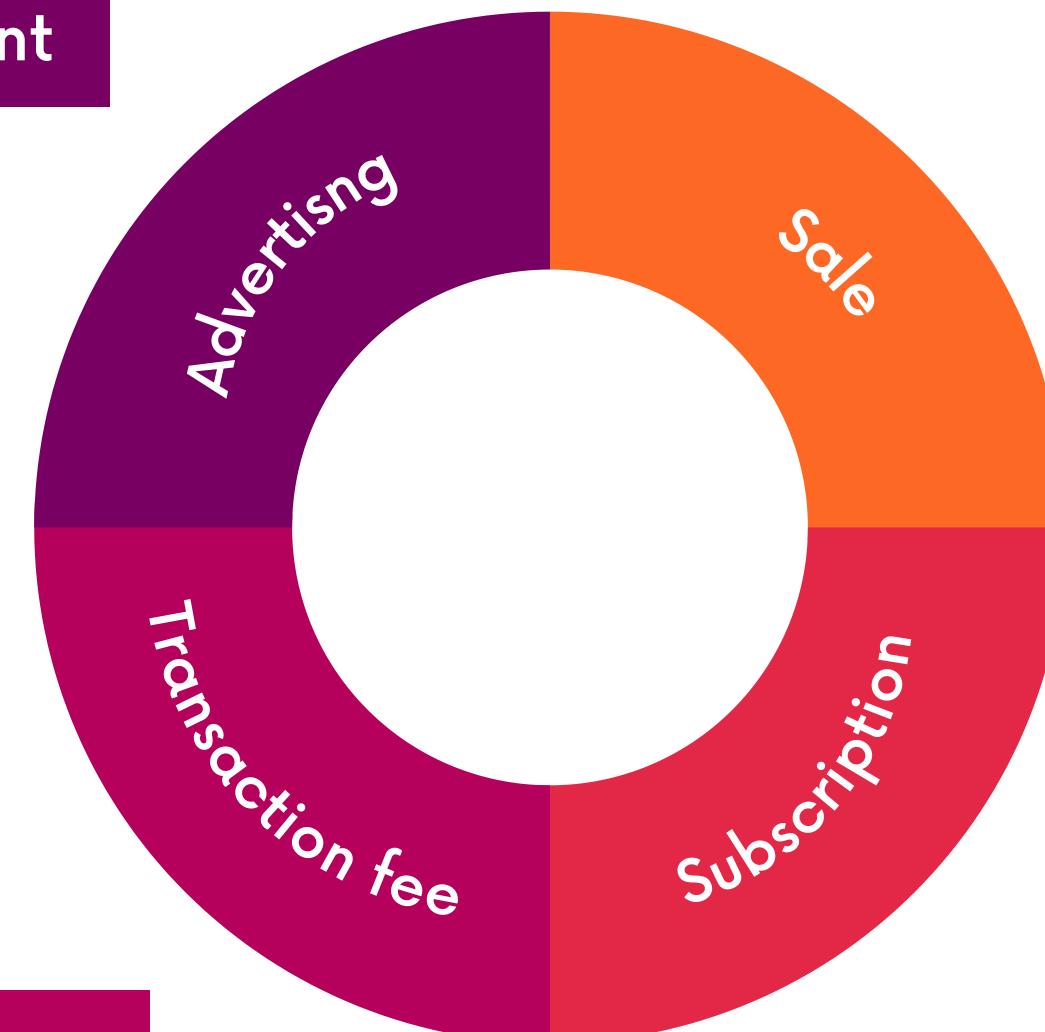
Other brand advertisement

Workshop advertisement

Idea sharing and selling

B2B offer

3D Marketplace



Equipment

3D performance

Special user subscription



VR Workshop

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Key partners

- Oculus rift
- VR Equipment selling company
- University
- Education company
- Any organization who interest on new experience workshop
- Delivery company

Key activities

- Workshop via virtual reality method
- Develop our future
- Let people hosting
- VR Research
- System Development
- Branch Service
- Middle man like E-commerce for 3D marketplace
- Discover for new content
- Selling 3D performance
- Selling and develop VR equipment
- Develop an application service

Key resources

- System Infrastructure
- Development team
- Researcher
- Content discoverer
- Cloud service
- Building
- Internet sevice provider
- 3D creator

Value propositions

- Time management
- Time & cost-effective
- Social Service
- Brand
- Safety
- Channel to advertise and increasing users
- Reach more users
- Performance
- New experience workshop
- Good marketplace
- Extra Income
- More subscription
- VR Education

Customer relationships

- Call center
- Marketplace special offer
- Online workshop
- Automated services
- Assistance
- Co-creation
- Middleman

Channels

- Online application
- E-commerce
- Social media
- Influencers
- Website
- Distributors

Customer segments

- People who have the power to buy products
- New generation guys
- University
- Student
- Person who want to sell 3D art
- VR Organization
- An organization who want to improve their employee skill
- An organization who want to share skill
- Developer

Cost structure

- Platform and application development
- Feature development
- Salary
- General & Administrative
- Complaint Management
- Hosting server
- Software maintenance
- Delivery man
- Transaction fee from co-company

Revenue streams

- Advertising
- Selling equipment
- Selling 3D performance
- Special Subscription
- Transaction fee



Value

- Drive digital transformation with emerging technologies to redefine human interactions for a creative and inclusive world including data analytics, AR / VR / MR



Target

- Digital companies and the educational companies, communications, and digital device manufacturing industries.

Competitor



VIRTUAL UMBRELLA



Value

Innovation, ambition, and the intense enthusiasm of Virtual Umbrella trying to develop into an internationally recognized business with global customers.



Target

Same target as ours, because they focus on everyone who is interested in VR, AR



บริษัท สุขสันต์ กรุ๊ป จำกัด
Suksan Group Co.,Ltd.



Value

- Suksan Group Co., Ltd. develops both in Game AR VR MR 3D Animation Multimedia design work, internet online work, IT system work. There are products and services that are able to meet the needs of customers related to computers in all aspects



Target

- Transportation and communication companies and educational organizations.



Competitor



Solution

- Making VR/AR accessible to everyone, including being a partnership with VR/AR production companies.



Unfair

- Their clients are a large company, so they can make more profit than ours.



Solution

- Both their customers and our customers can use the Workshop to study and experiment with things that cannot be experienced in the real world.



Unfair

Their clients are a large company, so they can make more profit than ours.



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Suksan Group Co.,Ltd.



Solution

- SuksanGroup and our group have the VR/AR activity and workshop for those who are interested to join.



Unfair

- Their clients are a large company, so they can make more profit than ours.



VR Workshop

Thank you

Q&A