



MULTIMEDIA NUSANTARA UNIVERSITY
FINAL EXAM (EVEN SEMESTER 2022/2023)
HUMANITIES STUDIES PROGRAM

Student's Data :

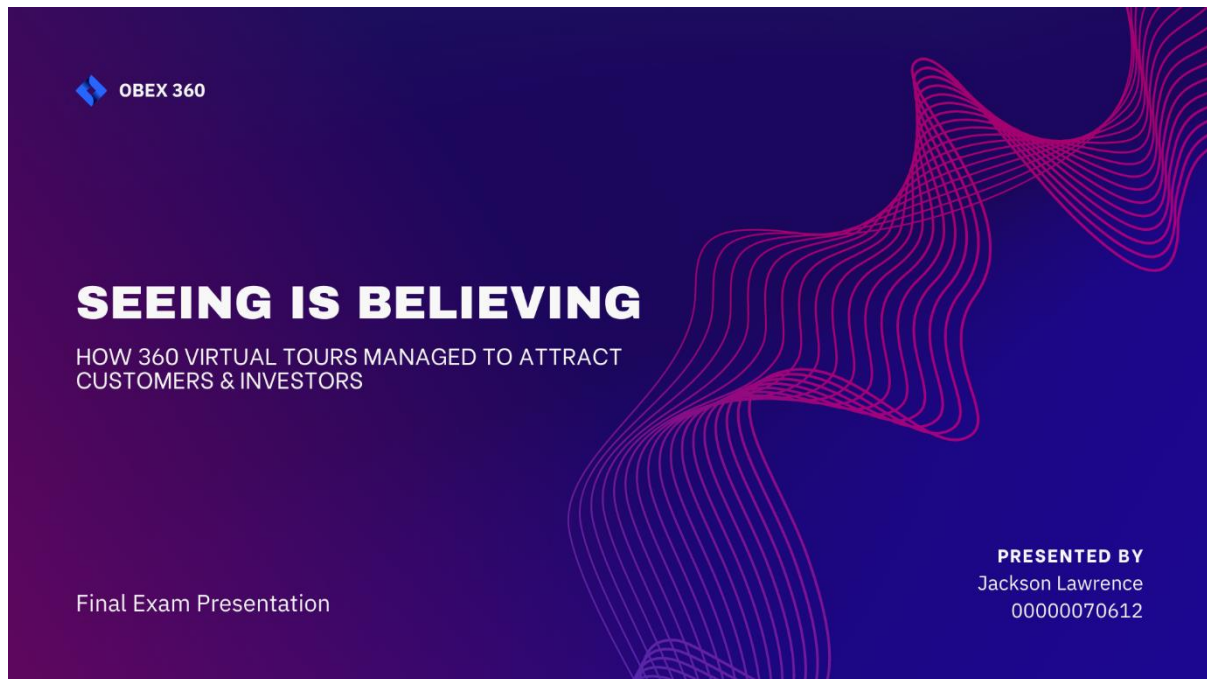
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- NIM : 00000070612
- Subject : English 2
- Major : Informatics
- Batch : 2022
- Class : UM 223 – J

The Story Message

The story message that I was presenting on the class is to talk about the major problem which people find it difficult to make or organize a birthday party, to find interior design reference, to view travel itinerary places, to buy real estates, and so on. The essential reason why people find those activities are difficult is because that they do not know the interior or the inside of the building. Therefore, they are not able to organize the event that they desire. Fortunately, my company provides those services and able to overcome the issues of majority people suffer. In addition, the below slides with their descriptions or scripts are the pitch decks that I usually presentate to investors or other company to implement our services. The pitch decks with its title and scripts are as follows. Please enjoy and happy reading. :)

Seeing is Believing : How 360 Virtual Tours Managed to Attract Customers & Investors

SLIDE 1



Good morning ladies and gentlemen..... Seeing is believing..... People nowadays believe something..... Believe everything..... Why??..... The major reason is that they see....., it has their existence. Now, before we continue to get into more detail, let's seat tight to comfy yourself so you will not be bored on this occasion. Without further ado, first, let me provide a little introduction of myself.

SLIDE 2



OBEX 360

ABOUT ME

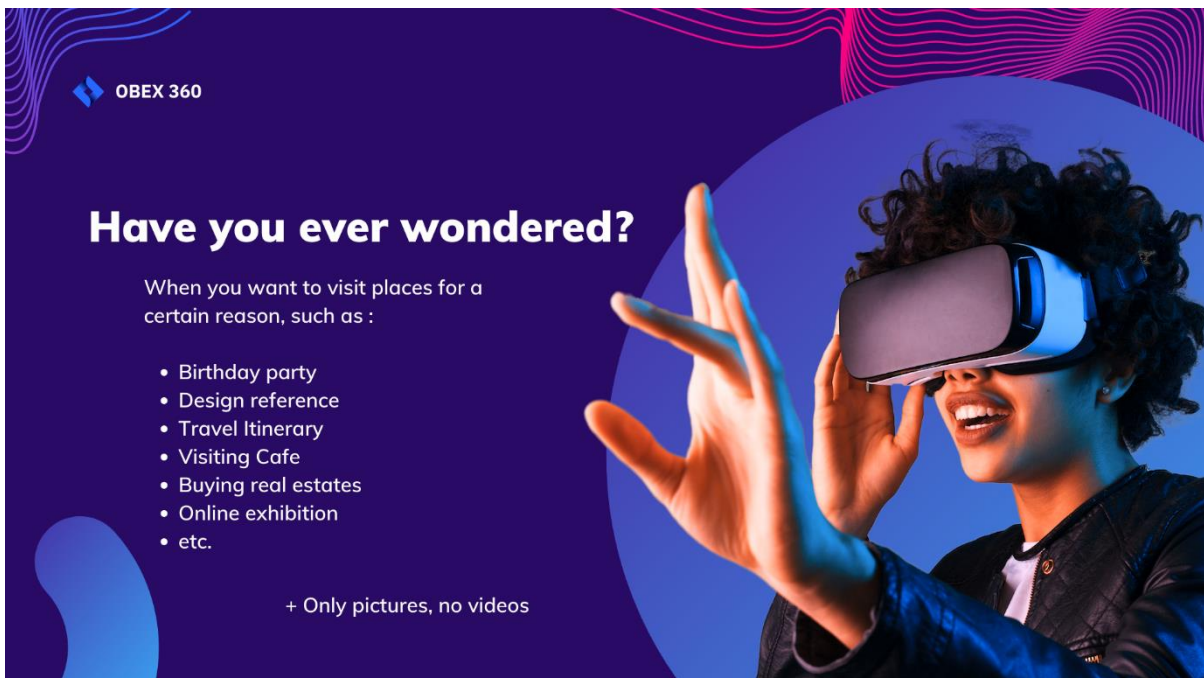
ABOUT ME

JACKSON LAWRENCE

- Photographer
- Videographer
- Calculus Expert
- IT Consultant
- Web Developer
- Full Stack Programmer

Hello, my name is Jackson Lawrence, it is an honour to meet all of you in this room.... This is a sneakpeek about myself. I am a photographer and videographer based in Medan, I am also a calculus expert, an IT consultant, a web developer, and a full stack programmer. So, what are we going to discuss today?

SLIDE 3



OBEX 360

Have you ever wondered?

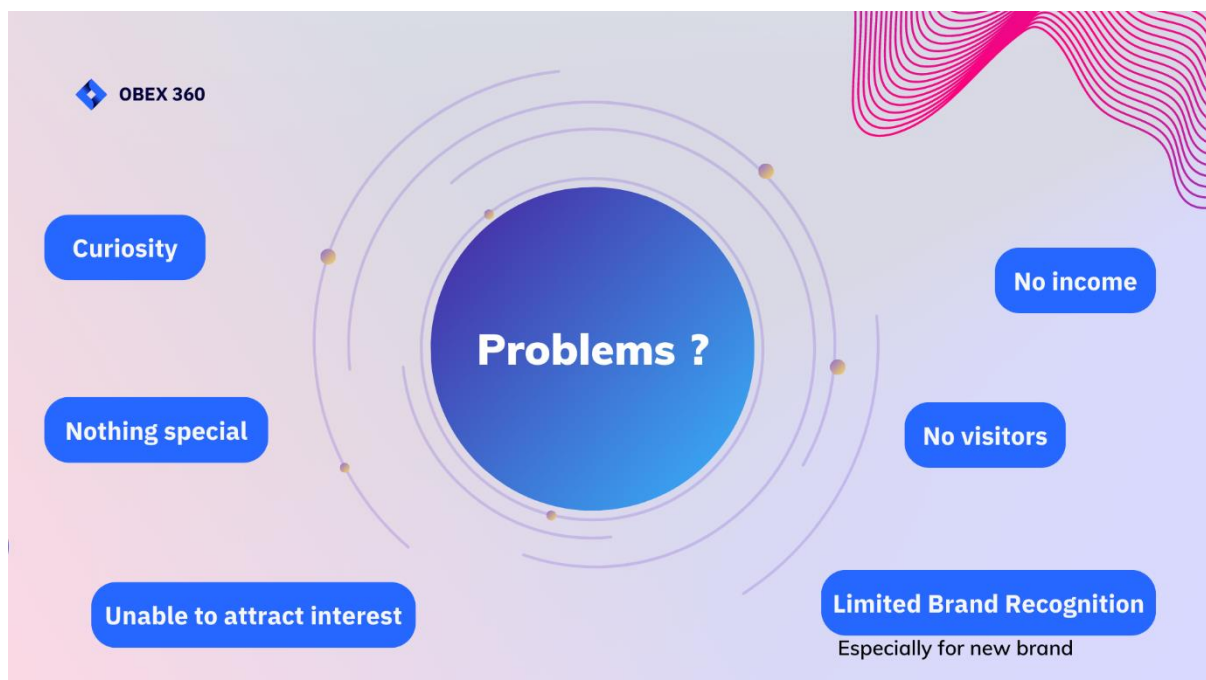
When you want to visit places for a certain reason, such as :

- Birthday party
- Design reference
- Travel Itinerary
- Visiting Cafe
- Buying real estates
- Online exhibition
- etc.

+ Only pictures, no videos

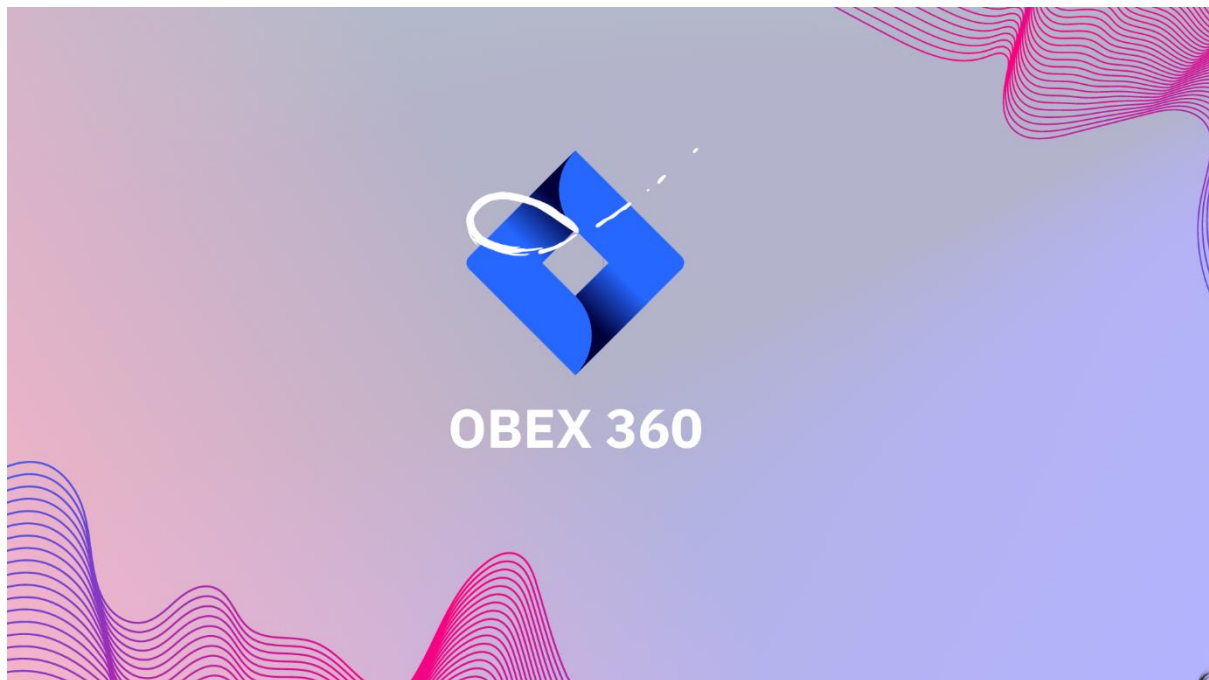
Now, as I have mentioned before, people believe something because they see, it happens in their eyes. Suppose that there are other people who want to visit places for a certain reason, such as birthday party. If there is a people who want to make a birthday party, certainly he or she wants to visit that place in order to make sure the place is comfy enough to conduct for his or her guest, where to put the balloons, the birthday cake, and so on. However, suppose that the person is not able to visit the place onsite which makes it hard to organize the party. Other reasons such as for design reference, travel itinerary, or visiting a café for a WFC or Work From Café person like me, or online exhibition, or even you want to buy a real estate. Perhaps you are a whealthy man and you want to buy a house in Maldives. However, you are not in that place or currently in Indonesia and very busy.... There is definitely a curiosity on the house's environment, house interior, etc. All of those problems I collected and sum up into small pieces as such in the next slide.

SLIDE 4



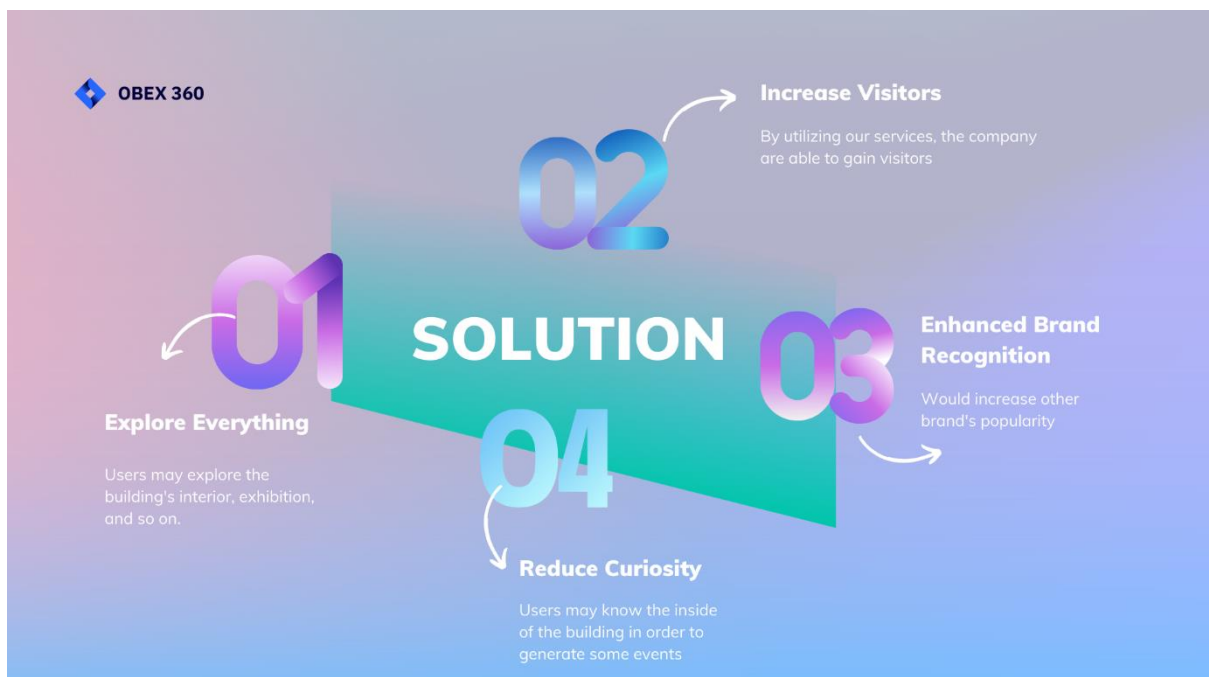
These problems which I gathered before, such as curiosity, of course someone will curious on some places that they need to see, there will be no visitors that end up will lead to no income in your company. Moreover, there will be a limited brand recognition especially for a new brand that just launched. Without the services aspects to promote your company, your corporation will be unable to attract interest and there is no special on it. Therefore, what is the solution to overcome these issues?

SLIDE 5



Ladies and Gentlemen, introduce OBEX three sixty (360). OBEX stands for Observe Exhibition in order to solve all of your issues, so all of the people can see the interior or the inside of the building. Indeed, our company gives a various types of services and it is a website generator company for virtual tours.

SLIDE 6



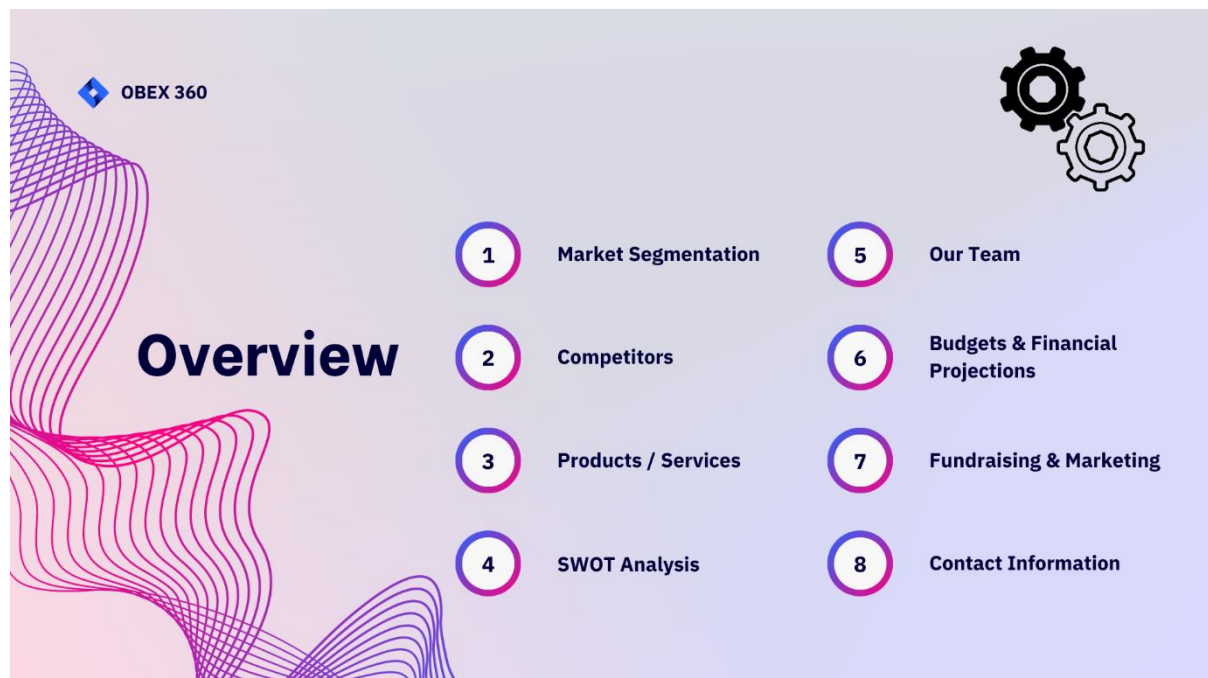
Now, in this company, what services can we give to bring the solution for your company? The first solution is explore everything, which makes users may explore the building's interior, exhibition, and so on, via online. For instance, there is a famous place and he or she is like "Oh wow there is an aesthetic place. I want to go there and I want to take a picture to post it on instagram." Moreover, other solution is increasing visitors where by utilizing our services, the company are able to gain visitors. With many visitors, the company can enhance their brand recognition that will increase their brand's popularity because majority of people will immediately know your brand. Lastly, the last solution that a company utilize our company services can make visitors to reduce curiosity that may make them to know the inside of the building in order to generate some events.... Now, most of you must be wondering, how I can come up to implement this idea and make it as a company. Let's start the history of our company first.

SLIDE 7



Our company starts from two thousand and twenty (2020) where it is a pandemic era of COVID-nineteen (19) and at that time I have zero income. In twenty twenty one (2021), I, myself, had an idea to bring together a group of remarkable people, to see if we could become something more, that other never could. Thus, in twenty twenty two (2022), we discussed and developed huge extraordinary project which is OBEX three sixty (360). Lastly, in twenty twenty three (2023) until present, this company's had its grand opening on March seventh (7th), two thousand and twenty three (2023). All of these slides are the first step or introduction to get close with our company. Now let's talk about our main specific topic of our company.

SLIDE 8



On our central or body topic of our company, we will be talking about market segmentation, competitors, products / services, SWOT analysis, our company team, budgets and financial projections, fundraising and marketing, and last but not least, our contact information. Without further ado, let's jump to the first topic which is market segmentation.

SLIDE 9




In general, people used to know four types of market segmentation which are consist of geographic, psychographic, behavioral, and demographic. All these four types of market segmentation are implemented by our company to let people know what actual sector this company runs at. The first one, geographic, our company's field can be carried out at everywhere, except restricted such as Area fifty one (51) or governments' offices. The second one, psychographic, our company aims at people who are likely to have a business lifestyle and owners from company that have interest on persuading the customers. The third one, behavioral, which puts our company's customers to feel various benefits, high quality brand services, and internet users. Last but not least, the last one which is demographic that makes our company to focus on finding prospective customers with such criterias, including people with their age between nineteen (19) until eighty (80) or retired, or categorized as businessmen, or even speople who have upper-middle income. Well, all of you must be wondered..... We know we are not alone. This market segmentation is probably the same as other company which leads to our competitors. However, is it really that there are competitors which have the same sector with our company out there? Let's see.

SLIDE 10

OBEX 360


Competitors



CYARK

World's largest library of virtual historic sites and monuments.

&



SMARTEYE.ID

Offers the best Virtual Reality and Augmented Reality creation services

02

Fortunately, there is only two competitors around the world which have a similar sector with our corporation. The first one, Syark, is a world's largest library of virtual historic sites and monuments. The second one, Smarteye.id, is a company which offers the best VR (Virtual Reality) and AR (Augmented Reality) creation services. These makes the challenge that our business face is far more easier. Moreover, all of our services that we have are mostly different from those competitors. Well...., what's our services then?

SLIDE 11

OBEX 360

Our services

01 Capturing

- Interior
- Exterior

02 Designing

- Generate Professional Website
- UI / UX Implementation

03 Coding & Hosting

- Utilizing high-level languages
- Applying web to connect with users

04 Expert technical services

- Stand-by IT Support
- Debugger
- IT Assisstants

03

Our corporation provides services that can make your company's recognition ultimately increasing. The first service that we have is capturing. It is the important part which we have to capture all of your interior or exterior building. After we capture all of your building sides, we ask our team to design by using professional softwares like Adobe Photoshop, Adobe Illustrator, AutoCAD, Blender, and so on. We also provide facilities to assist all of you to generate profesional website with UI / UX implementation. As a matter of course, in order to generate those website we need to program the code and host it by utilizing high-level languages such as HTML, CSS, React JS, Javascript, and Tailwind CSS to connect with users. Furthermore, we have some expert technical services which include stand-by IT support, debugger, or even IT assisstants in case if there is an error on your website and it needs to be fixed immediately. Some of my statements before can bring about the SWOT analyses on our company. What is the content of that analysis on our company?

SLIDE 12




Actually, before we build this company with my other friends, we also made some analyses on the company that categorized as a SWOT analysis. The first aspect, which is S stands for Strengths gives our company, a strong brand with unique technology in which it can enhanced performance. Also, this is a brand NEW business sector around the world, especially in Indonesia. The second aspect, Weaknesses, companies that have already using our services and if there is any under construction or build new places, then we must to alter the website that had already been generated. Our company utterly depends on technology and capturing devices such as high quality camera, drone, and so on. The third aspect, Opportunities, what opportunities that other business will utilize our company's services? Well, it is a growing market demand, integration with other company. In other word, we also open for people who want to collaborate with us, and of course, our company is hard to compete since it is a brand new business sector. And the last aspect, Threats, the data that we stored might corrupt frequently, hard to capture narrow places, and perhaps we want to make sure our company is still in its excellent quality, just in case whether there is other company that want to compete with us. Now, most of you have heard before and wondered about the people behind this company. Who are they?


SLIDE 13

OBEX 360


OUR TEAM



JACKSON LAWRENCE
CEO & Founder of OBEX 360



SUM TING WONG
COO of OBEX 360

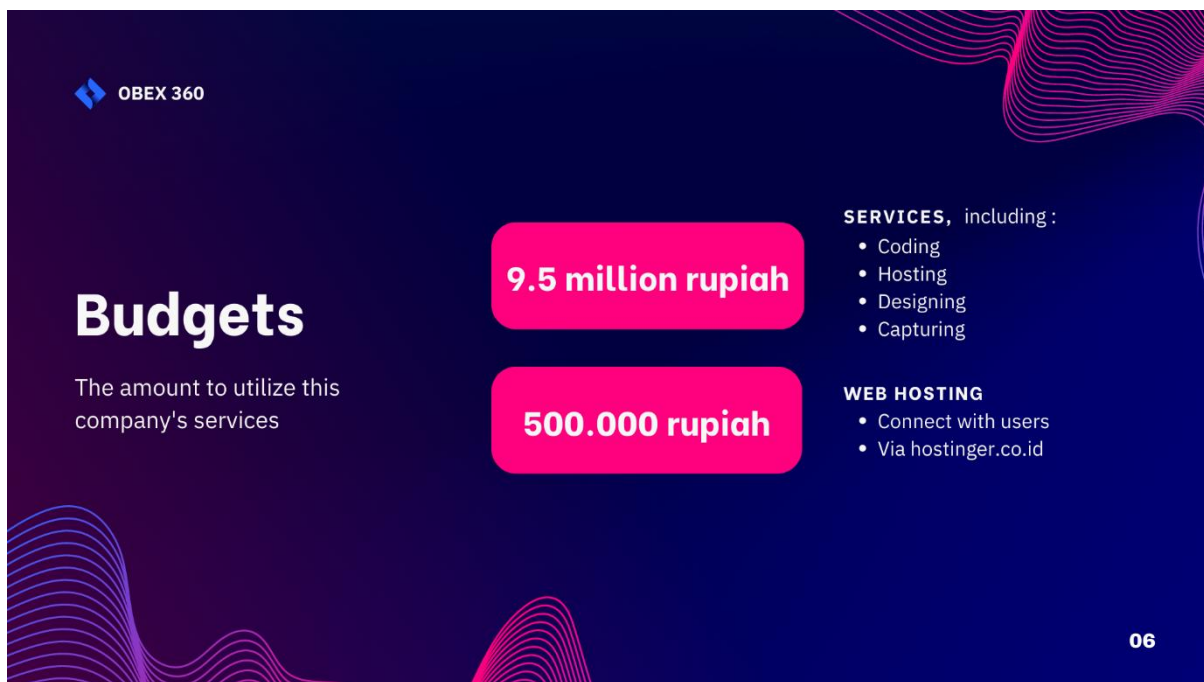


CHING CHONG DING DONG
CFO of OBEX 360

05

At first, we have three people on this company. There is myself, Jackson Lawrence, as a CEO / Chief Executive Officer and founder of OBEX three sixty (360). My closest friend, Sum Ting Wong, as a COO / Chief Operating Officer of OBEX three sixty (360), and my genius friend, Ching Chong Ding Dong as a CFO / Chief Financial Officer of OBEX three sixty (360). At this time, how much budgets do it takes to apply our company's services?

SLIDE 14



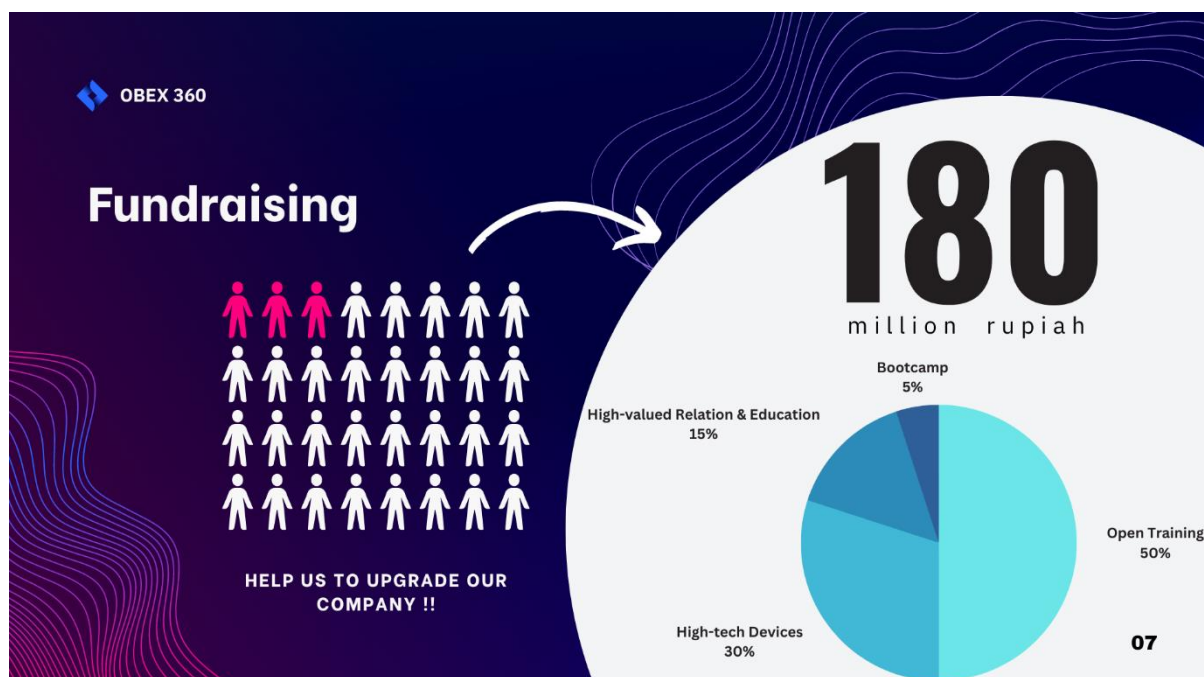
Ladies and gentlemen, let me tell you something, it only takes nine point five million rupiah (Rp 9.500.000,00) with our services, including coding, hosting, designing, and capturing. Plus, five hundred thousand rupiah (Rp 500.000,00) for web hosting via hostinger.co.id in order to connect with users. Combine these two and you will get package deal for ten million rupiah. We know our company already started from the beginning of March, with this, we are able to gather all of the cashflow that will be present on our company's financial projections.

SLIDE 15



From the data that I have calculated precisely for these past few months, we can see that our revenue with all of our income subtracts with the total of our expenses. We were successfully obtained eleven million rupiah (Rp 11.000.000,00). However, for a fresh new company, eleven million rupiah (Rp 11.000.000,00) is still a low amount of money for a corporate to run. Hence, how do we overcome this problem?

SLIDE 16



The answer is fundraising. Ladies and gentlemen, with all of your help, we will be able to upgrade our company. Our company will be asking around one hundred and eighty million rupiah with thirty percent will be invested to high-tech devices that we use, fifteen percent on high-valued relation and education related to website and other stuffs, five percent for bootcamp, and the other fifty percent is for open training for those who want to work and study in our company as a fresh graduate. Well...I know there is only a few of you here in this room and all of you must be confused on how to collect this large amount of money??

SLIDE 17



The answer is by marketing. It is also a bridge on how we can connect to all people around the world. Most of our earnings we spent it to marketing sectors in order to obtain more followers or customers. Our marketing strategy is by promoting our brand on television, radio, billboards, newspapers, and the most important part is social media platforms such as LinkedIn, TikTok, Instagram, and Youtube. Moreover, it is opened up to potential investor who want to join this company by contacting us.

SLIDE 18



OBEX 360

Contact Us

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- www.obex360.com
- Dormitory of Multimedia Nusantara University

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To contact with us, you can directly message us on our email, obex360@gmail.com, or you can visit our website www.obex360.com, and our phone number +123-456-7890. For those who want to visit our main office, it is located on dormitory of Multimedia Nusantara University in Gading Serpong. We will look forward to all of your responses and interests.

SLIDE 19



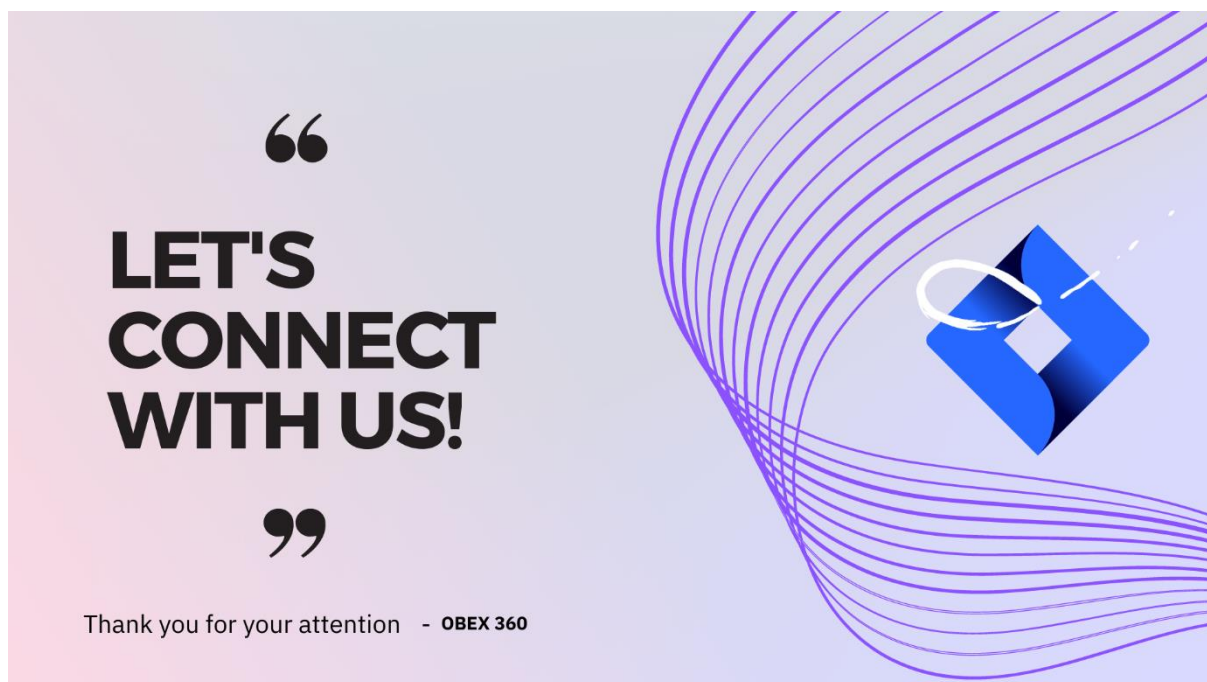
OBEX 360

Conclusion

Fundraising Gain more benefits & Explore everywhere	Competitor Analysis Less than 10 around the world
Experienced Team Extensive & Remarkable experience	Market Segmentation High Quality Brand Services
SWOT Analysis Ensure Success	Budgets & Financial Projections Stable Cashflow

Before I continue to this topic, I have to say thank you to all of you for hearing this presentation because we have come up to our last topic which I summarize the crucial aspects about our business. With your help on fundraising, both of us, indeed, will gain more benefits and are able to explore everywhere together....., and luckily, our competitors are less than ten around the world. In addition, our company also ensure success which has been proven on the SWOT analysis, our market segmentation that also show this company is a high quality brand services, and... for these past few months we are able to maintain a stable cashflow. Lastly, of course, our corporation consists of experienced team with extensive and remarkable experience.

SLIDE 20



So, what are you waiting for? Let's join and connect with us !! Ladies & Gentlemen....., OBEX three sixty (360). Good morning and thank you for your attention.