



OBEX 360

SEEING IS BELIEVING

HOW 360 VIRTUAL TOURS MANAGED TO ATTRACT
CUSTOMERS & INVESTORS

Final Exam Presentation



PRESENTED BY

Jackson Lawrence
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ABOUT ME

ABOUT ME



JACKSON
LAWRENCE

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



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



Problems ?

Curiosity

Nothing special

Unable to attract interest

No income

No visitors

Limited Brand Recognition
Especially for new brand



OBEX 360

01

Explore Everything

Users may explore the building's interior, exhibition, and so on.

SOLUTION

02

Reduce Curiosity

Users may know the inside of the building in order to generate some events

Increase Visitors

By utilizing our services, the company are able to gain visitors

03

Enhanced Brand Recognition

Would increase other brand's popularity

02



History



2020

COVID - 19 Era
No income

2021

I, myself, had an idea to
bring together a group of
remarkable people

2022

Discussing & Developing
Huge Extraordinary
Project (OBEX 360)

2023 - Present

Grand Opening on March
7th, 2023

Overview

- 1
- 2
- 3
- 4

Market Segmentation

Competitors

Products / Services

SWOT Analysis

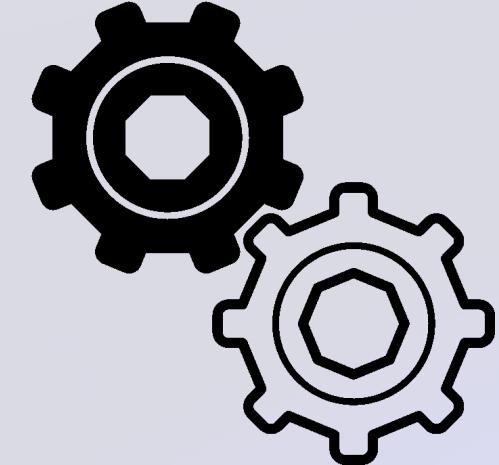
- 5
- 6
- 7
- 8

Our Team

Budgets & Financial Projections

Fundraising & Marketing

Contact Information





Everywhere

Except restricted area



Age 19 - 80

Businessman

Upper middle income



Business Lifestyle

**Interest on Persuading
Customers**



Various Benefits

Internet Users

High Quality Brand Services

Competitors



CYARK

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

&



SMART EYE.ID

Offers the best Virtual
Reality and Augmented
Reality creation
services

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



Weaknesses

- Alter every construction
- Dependency on Technology
- Dependency on Capturing Devices

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Strengths

- A strong brand
- Unique technology
- Enhanced Performance
- Brand NEW Business Sector

Threats

- Data might corrupt
- Hard to capture narrow places
- Competition

Opportunities

- Growing Market Demand
- Integration with Others
- New Systems
- Hard to Compete

OUR TEAM



JACKSON LAWRENCE
CEO & Founder of OBEX 360



SUM TING WONG
COO of OBEX 360



CHING CHONG DING DONG
CFO of OBEX 360

Budgets

The amount to utilize this company's services

9.5 million rupiah

500.000 rupiah

SERVICES, including :

- Coding
- Hosting
- Designing
- Capturing

WEB HOSTING

- Connect with users
- Via hostinger.co.id



Financial Projections

*Amounts are in rupiah

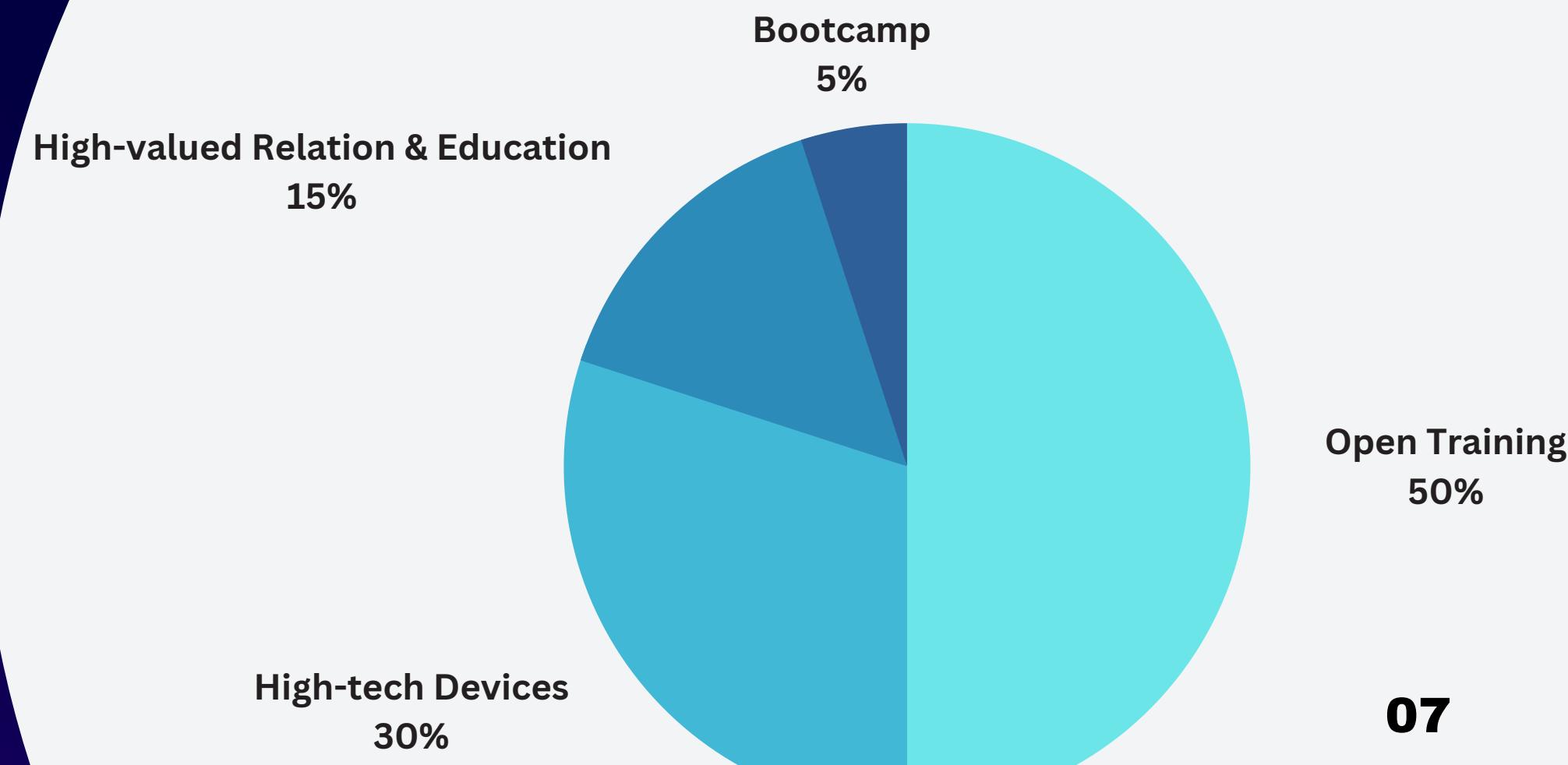
Details	Value (Rp)
Income per month	40.000.000
Expenses	20.000.000
Third party income (Sponsors)	18.000.000
Total Salary	19.000.000
Database Integration & System Testing	12.000.000
Marketing	20.000.000
Estimated Total Revenue	11.000.000

Fundraising



HELP US TO UPGRADE OUR
COMPANY !!

180
million rupiah



Marketing

- Television
- Radio
- Billboards
- Newspapers
- Social Media Platforms (Essential)





OBEX 360

Contact Us



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www.obex360.com



Dormitory of Multimedia Nusantara
University





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

“
**LET'S
CONNECT
WITH US!**
”



Thank you for your attention - OBEX 360