# Virtual Immerse business plan

Virtual Immerse aims to create VR experiences that are uniform across all platforms regardless of what controllers are being used by utilising simple controls that are universal on all platforms.

## Our market opportunity

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | Virtual reality games where the controllers you use, you dictate the experience you have. For example, playing Boneworks on HTC Vive controllers will be completely different to playing with Valve Index. There is lack of games that offer identical experiences no matter what controller you own. |
| Our solution  How we solve this problem for our customers. | Creating a VR boxing experience in a simulated ring where all leg / walking movement is done for you and all you need to do as the player is use your fists punch and block and body to dodge the opponent. |

## Our target market

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| --- | --- |
| The customers we aim to sell to | * VR users * All ages * People who own the basic level VR controllers * People who earn enough to safely purchase a VR system (Mid to High Income) * People who have the physical room space for a VR setup * People who are looking in the market to buy a VR setup * People who think they might not have the space for a VR setup |

## Our channels

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

## Our competition

|  |  |
| --- | --- |
| Competitor name | Gorn – Developer Digital |
| What they do well | Easier than most other VR games to simultaneously use fists and move |
| What we do differently | The controls are extremely simple, more than most VR games. |
| Competitor name | Superhot VR – SUPERHOT TEAM |
| What they do well | No movement input required as all enemies run towards you |
| What we do differently | Simulated movement rather than no movement. |
| Competitor name | Boneworks – Stress Level Zero |
| What they do well | Incredible physics engine and finger tacking compatibility. |
| What we do differently | No grabbing / finger tracking simulation. Only hand movement. |

## Yearly financial plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$77426** | **$77776** | **$77426** | **$77526** |
| **Profit** | **$26574** | **$25224** | **$4574** | **$6474** |
| Expected sources of revenue | * Sales * In app purchases * Contract work | | | | |
| Fee structure | Wages are calculated by the hour. | | | | |
| Expected expenses | * Marketing * Utilities * Telephone * Insurance * Superannuation * Wages | | | | |

## Key people

|  |  |
| --- | --- |
| Name | *Graham Jarhermes* |
| Position | Programmer |
| Skills/value | Writes scripts for inhouse projects and contract work |
| Name | *Jeff Recluse* |
| Role | Business Owner / CEO |
| Skills/value | Oversees and manages the other employees |
| Name | *Humphrey Stratos* |
| Role | Designer / Artist |
| Skills/value | Develops models and designs aesthetics for inhouse projects. Also develops models for contract work |

## Goals and Action Plans

| Goal | Earn at least 30000 each month in sales next year |
| --- | --- |
| Actions  To achieve goal | * Hire contract working for marketing material * Expand social media presence on 4 more platforms * Add more content to existing projects |
| Deadline | End of financial year |
| Goal | Attain 1 more source of income |
| Actions  To achieve goal | * Develop additional project * Offer additional ways in game to spend money * Develop tools to sell to other studios |
| Deadline | End of next month |
| Goal | Increase Publicity |
| Actions  To achieve goal | * Making at least 1 post a week on all active social media platforms * Hiring a social media manager * Interact more with people online |
| Deadline | 2 weeks |