# 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

|  |  |
| --- | --- |
| 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

|  |  |
| --- | --- |
| 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

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT. You can use our [profit and loss statement template](https://business.gov.au/finance/accounting/how-to-set-up-a-profit-and-loss-statement) if you need help with the data.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$** | **$** | **$** | **$** |
| **Profit** | **$** | **$** | **$** | **$** |
| Expected sources of revenue | [Examples: shopfront coffee sales, online sales, wholesale distribution] | | | | |
| Fee structure | [Examples: Hourly rate and/or fixed priced services] | | | | |
| Expected expenses | [Examples: production costs, travel, rent, advertising] | | | | |

## Key people

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT - List up to 3 key staff members or people supporting your business. Describe their experience and the value they add.]

|  |  |
| --- | --- |
| Name |  |
| Position | [Examples: Business owner, Business adviser] |
| Skills/value |  |
| Name |  |
| Role |  |
| 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 |