

ITEM 1: BUSINESS PROPOSAL

- **A. Company Name:** Antivirus Co.

- **B. Long-term Vision Statement:**

1. The goal of this company is to educate society on health awareness through the concept of gaming. Antivirus Co. is an advanced gaming company that utilizes simulation, in which gamers experience distinct journeys to discover different vaccinations for its respective virus. Through trials and tribulations, the gamers are placed in various scenarios, where they use their knowledge to make the appropriate decisions in finding the vaccination. In addition to this, the videogame provides hints on how to contain the virus and avoid becoming ill. Gamers will then be capable of utilizing the comprehension they acquired from the game to prevent the spread of deadly viruses in real life situations.
2. This idea was inspired by the expanding of the Coronavirus, as this event has exemplified the lethal results that can transpire from the spreading of a single infected individual.
3. The purpose of this startup organization is to inform society on the effective actions that can prevent the spread of future contagious viruses through the means of entertainment. Through the amusing scenarios that gamers will be experiencing via simulation, they will be capable of broadening their knowledge to be prepared for real life events. The mission of this company is to ensure that consumers apprehend the various techniques that can be utilized to terminate a deadly virus. Key questions that will guide this company's choices: How will the concept of virtual reality simulation create an optimistic impact on preparing consumers for real life scenarios? What valuable information will be provided to consumers, in order for them to be completely prepared for a virus outbreak?
4. The compelling values that Antivirus Co. will offer to society is knowledge and awareness. Once gamers have discovered all of the vaccinations in each game mode, they will obtain a great abundance of knowledge and awareness that will have them properly prepared for real life scenarios. This newly acquired knowledge will decrease rate of fatality in regard to lethal viruses, as society will be skilled in maintaining these viruses.

- **C. External Opportunities that Exist:** An external opportunity that exists for Antivirus Co. is the recent trends that portray a skyrocket in the virtual reality market. The virtual reality market is a billion-dollar global market that is expected to increase drastically over the future years, as there are enormous advances being presented in the technology industry. Additionally, the videogame market is also a billion-dollar global market, which exemplifies a high demand will require an equal amount of supply. Because the demand is insanely high for virtual reality videogames, Antivirus Co. requires a chain of stores that are located throughout the United States.
- **D. Teams:**
 1. Devjeet Sekhon is a student at CSU East Bay, who is pursuing a bachelor's degree in Computer Science. He holds an associate degree in Kinesiology, as well as a Certificate of Proficiency in Real Estate from Chabot College. Devjeet is moderately experienced in the coding language C++ and is fairly fluent in Spanish and Punjabi. He is skilled in problem-solving, able to adapt to distinct work environments, and capable of working well under pressure.
 2. Samantha Bustamante is a student at CSU East Bay, who is pursuing a bachelor's degree in Computer Science. She holds a certification in Network Fundamentals. Samantha is adept in the coding language Python and has a background in the coding language C++. Additionally, she is fluent in Spanish. Samantha is team oriented, takes initiative when conflicts arise, and easily identifies potential threats.
 3. Luis Guerrero is a student at CSU East Bay, who is pursuing a bachelor's degree in Computer Science. He has expert knowledge on coding languages C++, Swift, and Assembly language. Luis is articulate in Spanish. He acquires the ability to multitask, learns new material very quickly, communicates his ideas effectively, and plans his time accordingly.
- **E. Strategy:**
 1. Objectives and Key Results: One objective of Antivirus Co. is to achieve record second quarter revenue, considering that this company typically releases their videogames in the beginning of April. This objective will be monitored frequently by generating the number of videogames that are sold weekly at base price. In

addition to this, Antivirus Co. will utilize effective forms of advertisements that will captivate the attention of individuals throughout society. One key result for this particular objective is to generate \$300,000 in new revenue during the second quarter. Another objective for this organization is to improve customer satisfaction. As a startup company, Antivirus Co. will do its best to appeal to the consumers, as they will determine if the virtual reality simulations are both entertaining and informative. A key result for the given objective is to receive 1,200 survey responses annually, regarding the adjustments that can be made to make the quality of the videogames better.

2. Case Study of potential competitor: In order to intrigue busy holiday shoppers, GameStop's media agency advised the company to utilize a mobile-first advertisement unit through Facebook to promote multiple game products. This particular ad format features a main photo or video ad, along with four product images directly underneath, which allowed GameStop to showcase several offers at once in Facebook News Feed. For instance, one of the creative advertisements for their games and consoles had an effective sale message stating: "Get 50% off the biggest game titles of the year." GameStop targeted the ads to a custom audience of GameStop PowerUp Rewards members, as well as people with characteristics similar to rewards program members. Because of the efficiency of these advertisements, GameStop attained a 4% incremental lift in people making a purchase and a 6% incremental lift in sales. This case study exemplifies the significance of utilizing popular forms of social media to gain more exposure to society.
3. Antivirus Co. defines success as the amount of revenue that is generated annually. A higher number of revenues depicts that the company is successfully selling videogames and engaging the public. Antivirus Co. can be declared conspicuous as it is combining the concept of virtual reality experience with the idea of health awareness. This company will produce games that are both amusing and educational.

- **F. Slogan:** Antivirus. We Build Immunity.

ITEM 2: CULTURAL POLICIES

- **A. Core Values:**

1. Customer Satisfaction: We work vigorously to earn and keep customer trust through quality products, efficient services, and innovate solutions.
2. Quality: We take pride in providing outstanding products that deliver premium value to our customers.
3. Teamwork: We are committed to a teamwork environment where each person is a valued member, who is recognized and rewarded for his/her efforts.
4. Integrity: We are honest, transparent, and committed to do what is best for our customers and company, as we openly collaborate in the pursuit of trust.
5. Continuous Growth: We are focused upon the persistent improvement of ourselves and the processes for which we are accountable.
6. Dependability: We are reliable through the relationships that are built on consistency and trust, as well as the commitment we dedicate to our consumers.

- **B. Motivation:** We love professional individuals who are capable of communicating their ideas and solutions effectively. Additionally, we love rewarding our employees for their hard work, ambitious attitudes, and the outstanding results they offer. Ironically, we fear the pessimistic impact that fear may attain on our employees. Considering that our employees rely on their job for income and other financial benefits, economic factors and job security may cause financial stress. However, we ensure that these issues don't affect our ability to maintain a safe and productive work environment.
- **C. Summary:** Innovative, rewarding, collaborative, inclusive, progressive, respectful.