# **CoReach Business Plan**

# **Team Galaxora**

## **Project Overview**

CoReach is a decision-making tool using VR experience providing accurate data about the corals regarding bleaching probability and recommended solutions using AI powered insights.

This tool provides scientists, environmental NGOs and policymakers to visualize bleaching corals in VR while recommending pro-active or re-active measures for each situation.

## **Problem statement**

Coral reefs, one of the most biodiverse ecosystems on Earth are facing unprecedented decline due to climate change, ocean acidification, and pollution. A central threat is coral bleaching, where stressed corals expel a critical alga for their survival.

As such, bleaching leads to major environmental problems like losing biodiversity, unbalanced eco system and multiple economic losses.

## **Market analysis**

**Target markets:**

· Environmental agencies & government bodies.

· Marine research organizations & universities.

· NGOs and reef conservation initiatives.

· Tourism boards and VR-based education programs.

**Market need:**

The need for CoReach is increasing day by day due to the current global environmental state, regarding multiple factors like global warming and carbon emissions, where both, are the main factors for coral bleaching. In addition, the market lacks effective decision-making tools that combine real-time data, immersive visualization, and actionable insights.

**Key drivers of market need:**

- *Escalating Coral Bleaching Events:*about 14% of coral has been lost since 2009, and by 2050, over 90% of reefs may bleach annually.

- *Growing Demand for Immersive Environmental Tools*

- *Economic and Societal Importance of Coral Reefs*

- *Alignment with Global Priorities*

**Competitors analysis:**

| **Product / Platform** | **Provider / Organization** | **Offering** | **Limitations** |
| --- | --- | --- | --- |
| **Reef Check** | Reef Check Foundation | Citizen science reef monitoring and health data collection. | Data is static, lacks immersive visualization and AI-based predictive capabilities. |
| **GCRMN Reports & Maps** | Global Coral Reef Monitoring Network | Global coral reef health reports and mapping using satellite and field data. | Limited interactivity; lacks immersive VR and scenario simulation; not decision oriented. |
| **Coral Vita** | Coral Vita | Coral restoration via selective breeding and genetic inoculation. | Focus on restoration, not integrated monitoring or decision support. |
| **NOAA Coral Watch** | National Oceanic and Atmospheric Administration (NOAA) | Coral health monitoring and citizen science data submission. | Lacks immersive VR experience and tailored AI bleaching predictions. |
| **Kalliope VR** | Kalliope VR | Immersive VR environmental simulations. | Not focused on coral bleaching; lacks integration of real-time reef data and decision support. |
| **OceanMind** | OceanMind | Satellite-based monitoring and analytics for ocean conservation. | Data-focused, lacks immersive VR and intuitive decision-making interfaces. |

**Competitive Edge:**

First platform combining VR immersion with AI predictive analytics for coral reef bleaching to bridge the gap between scientific data and actionable policy-making.

## 

## **Business Model**

**Cost categories:**

· Data acquisition

· Hardware

· Testing and Validation

· Marketing and outreach

· Operations

· Maintenance & Technical support

· Contingency

**Revenue streams:**

· Licensing fees for government agencies and NGOs.

· Subscription model for researchers and educational institutions.

· Custom analytics services for specific projects or reef sites.

· Partnerships with tourism boards for immersive educational experiences.

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