

THE VIRTUALE CAFE

Presented by Team ENTHU





THE VIRTUALITE CAF'E ?

EXPERIENCE THE
EXTRAORDINARY
, RIGHT AT YOUR
FINGERTIPS

VR CAF'E >

Team Enthusiastic



BHUMI SHARMA



PRIYAM RAJ



ASHWINI MISHRA

OVERVIEW

01

About Us

02

Challenges

03

Features

04

Market Analysis

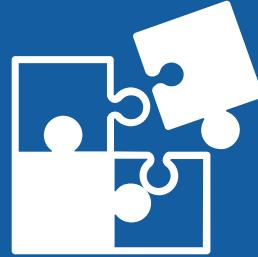
05

Finances

06

Future Goals





ABOUT US

“ The provision of an economic and technologically advanced platform for enthusiasts to socialize and collectively enjoy their unbounded passion for Virtual Reality – the fascinating, emerging technology. ”



BUSINESS PLAN

Our aim is to bring VR closer to the general public, by making it more accessible, both physically and financially.



VIRTUAL REALITY

THE FUTURE IS HERE



STUDIO SHODWE



Who hasn't heard of Virtual Reality? What used to be a mere fantasy has now transformed into one of the biggest technological innovations. Virtual Reality (VR) is a booming market, with renowned companies such as Facebook, HTC and Intel among the biggest investors.

The VR market is forecasted to double every year in the next 3-year period. Wearing a VR Headset can teleport you to a completely new world or give you an experience you can only dream of undergoing in real life.



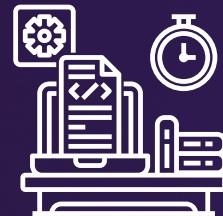
MAJOR CHALLENGES



- *Firstly, the technology is still young, so it is not yet as widely accessible as it will be in the long-term future.*
- *Secondly, since the market has not yet matured, prices of products are high, product cycles are short, and the shadow of obsolescence can sometimes be felt around the corner.*

About Us

So what exactly
do we offer



FIND THE GAME FOR YOU

ACTION

Fighting games and shooter games



SPORTS

Mystery games and puzzle games



ADVENTURE

Storytelling games and exploration games



SURVIVAL

Horror games and jump scare games



VR ESCAPE ROOM

Mystery games and puzzle games



SHORT FILM

Animated films and create your own narrative





ALL ABOUT OUR FACILITIES

01. PRIME LOCATION

Find a suitable venue to the segmented market. Ideally, a two floors locale in Powai with strong transport links.

02. LOW PRICES

The VR Cafe's strongest entry point will be providing the lowest price among competitors set.

03. LONG HOURS OF OPERATION

VR Cafe will be open from 12 noon to 2 am. The lower floor will be dedicated to the reception and Cafe' whereas the upper floor will be structured in co-op, individual and simulator VR rooms.



GAME ON

VR CAFE

FOOD IN

FOOD MENU PROPOSAL



OUR MENU



BURGER

Rs. 65

FRENCH FRIES

Rs. 70

NOODLES

Rs. 150

MOMOS

Rs. 120



Cold Coffee
Rs. 95



Tea
Rs. 20

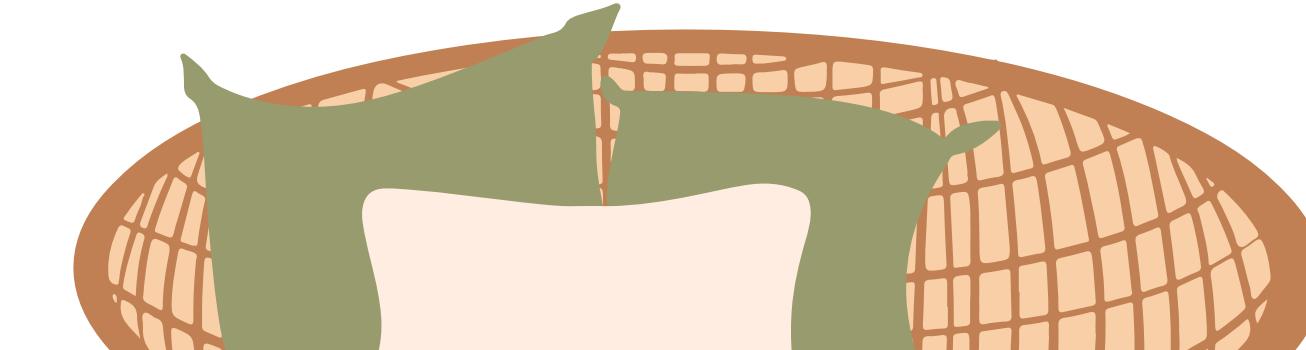


Juice
Rs. 30



Milk Shakes
Rs. 100

BEVERAGES





MARKET ANALYSIS



MARKETING STRATEGY



Instagram



Youtube



VR Gaming
Competitions



Gift Vouchers



University Societies

Value Chain

Inbound Logistics

Equipment Acquisition

- VR Headsets
- Computers

Purchase of goods

- Food
- Drinks
- Entertainment software

Operations

Game testing

Age restriction
Categorization

Food quality control

Equipment testing

Outbound Logistics

For groups

Table and slot bookings

For individuals

Free slot allocation

Services

Reception service

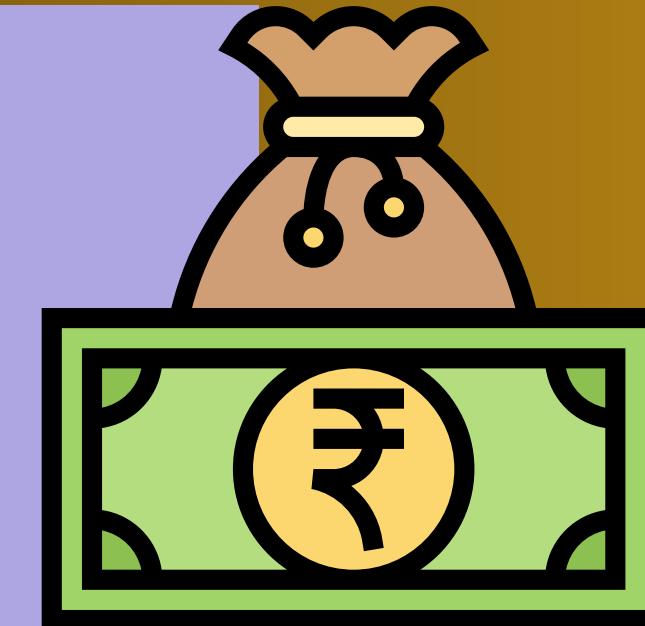
Monitoring

Event Organizations

Birthday parties

Special celebrations

FINANCES



The wholesome process of deciding the expenses of this project were carried out by taking into account the incumbent pricings and various market surveys conducted on our potential customer segments, i.e. young adults including high school and college students. Moreover we attempt to deliver our services at a price just a bit higher than half of what our competitors are charging .That too with 45 sets of latest machines and 5 units of 4D VR simulator.

Days of the Week	15 Minutes	30 Minutes	60 Minutes
Monday to Friday(Except Public Holidays)	VR:599 4D VR:799	VR:1099 4D VR:1299	VR:1999 4D VR:2349
Weekends and Public Holidays	VR:699 4D VR:849	VR:1249 4D VR:1449	VR:2299 4D VR:2549

The various gaming equipment set up @our VR station along with their expenses are tabulated below

Components	Model	Price(in INR)
CPU	AMD Ryzen 7 7700X 8 Core	33,999
Video Card(GPU)	GIGABYTE GeForce RTX 3060	39,999
RAM	Teamgroup T-Force Delta RGB	8,499
SSD	Samsung 870 EVO	5,999
VR Headsets	Samsung Gear VR With Controller	10,999
Operating System	Windows 11	11,999
Aggregate Total: 1,12,000		

The chosen hardware and software models are well-renowned in the gaming communities and provide sufficient space for expansion . This is most important for VR Cafe than getting best budget equipments because of more scalability and also ensures competitiveness in our 2 year horizon.

The other required resources for the VR Cafe including their costing can be listed as

Non-Recurring Costs	Cost	Quantity	Aggregate Price(in INR)
Equipments			
VR Gaming Equipment	1,12,000	40	44,80,000
4D VR Simulator	5,59,000	5	27,95,000
Food			
Beverage(Tea and Coffee)Machine	15,900	2	32,000
Fridge	17,999	2	36,000
Cutlerys	19,999	1	20,000
Furniture	1,49,999	1	1,50,000
TOTAL NON-RECURRING COSTS(PER YEAR):75,13,000			

Recurring Costs	Price per month(in INR)	Price per year(in INR)	Quantity	Aggregate Price(in INR)
Rent@2250 sq ft	6,00,000	72,00,000	1	72,00,000
Gaming License@20 games		25,00,000	1	25,00,000
Labour Input				
Student Admin @INR 500/hr for full time	1,80,000	21,60,000	2	43,20,000
Skilled Worker(Engineer) for INR 750/hr for 12 hrs, once a week	39,750	4,77,000	2	9,54,000
Advertising	20,000	2,40,000	1	2,40,000
Insurance and Legal Fees	45,000	5,40,000	1	5,40,000

TOTAL OF RECURRING COSTS(PER YEAR):1,57,54,000

No. of people(Per day)	1st quarter	2nd quarter	3rd quarter	4th quarter	5th to 8th quarter	9th to 12th quarter
15 minutes(normal;4D)	15;5	18;8	20;10	25;13	30;16	40;20
30 minutes(normal;4D)	8;2	10;3	12;5	15;7	20;10	25;15
60 minutes(normal;4D)	2;1	3;1	5;3	7;4	8;6	10;10

Total(per quarter):

28,85,000

38,36,000

53,20,000

69,75,000

90,00,000

1,22,50,000

TOTAL

FIRST YEAR:1,90,16,000

SECOND YEAR:3,60,00,000

THIRD YEAR:4,90,00,000

Three Year Profit and Loss Projections

All figures in INR(in Lakhs)						
INCOME	Year 1		Year 2		Year 3	
	Credit	Debit	Credit	Debit	Credit	Debit
VR Gaming	190.16		360		490	
Food	21.90		41.06		54.75	
EXPENSES						
Non-Recurring Expenses		-75.13		-		-
Recurring Expenses		-157.54		-157.54		-157.54
Income Tax(30%)		-63.62		-120.32		-163.43
Net Profit/Loss		-84.26		38.94		262.73



TIMELINE



Launch of VR Cafe

Marketing and Advertising

VR Gaming competitions

Expansion of team and workplace.
Renew and expand the current VR games catalogue



BUSINESS EXPANSION

DELHI
MUMBAI
KOLKATA
CHENNAI

Business Model Canvas

Designed for:

Virtualite Cafe

Designed by:

Team Enthusiasts

Key Partners  <ul style="list-style-type: none">• VR equipment suppliers• Software developers• Marketing agencies• Event planners• Financial institutions• Catering service provider	Key Activities  <ul style="list-style-type: none">• VR Gaming competitions• Setting up stalls in college fests to increase the outreach• Website Development	Value Propositions  <ul style="list-style-type: none">• Rewards for users• Social harmony.• Enhance creativity	Customer Relationships  <ul style="list-style-type: none">• Feedback services• Great deals and offers.	Customer Segments  <ul style="list-style-type: none">• Content Creator• GenZ• Students
Key Resources  <ul style="list-style-type: none">• Capital• Human resources i.e., Staff, software developers etc.• Infrastructure• VR equipment• Raw ingredients			Channels  <ul style="list-style-type: none">• Marketing via social media ads, newspaper ads, influencer marketing, etc.• Word of mouth	
Cost Structure  <p>Recurring cost: 1,57,54,000 One time cost: 75,13,000 Profit after 3 years: 2,62,73,000</p>	Revenue Streams  <ul style="list-style-type: none">• Advertising• Sponsorship• Partnership• Fests			

thank You!

The Virtualite Caf'e

