

EdVentureVR

Revolutionizing Education
through Technology



01. Meet the Team



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Lack of
MOTivation

Difficulty in
UNDERstanding

Anxiety and
Stress

Time
Management

Lack of
Resources

Language
Barriers

03.

Product Description

EdVentureVR is a unique edtech product that provides an immersive and interactive virtual reality experience for students of all ages, catering to different learning styles. With features such as historical reenactments and recitations of textbook chapters, the app aims to champion the differences of students and eradicate the "one-size-fits-all" approach to education. EdVenture not only benefits students and teachers, but can also be used for informative purposes in various environments.

04.

User Story

#1

Turner is a fourth grader who is sick of reading about Native Americans for his history class, and often finds himself talking to students around him instead of reading.

Turner hasn't assimilated most of the information he was instructed to learn, and has just wasted most of his school day talking to his friends.

04. User Story Solution #1

Turner uses EdVenture to open up his virtual classroom on a VR set, and his chatbot/AI for the day has been assigned to him. He has been assigned a list of questions for the day, and after that Turner has free rein to ask the chatbot whatever questions that pique his curiosity.

04.

User Story

#2

Caffery went on vacation to Paris, once he got there he realized he had forgotten to book a tour to visit the catacombs; all of the time slots for the week were filled up, and he wanted to learn about the rich history of the catacombs.

Unfortunately he spent the day above ground reading about the catacombs on his phone.

04. User Story Solution #2

Since Caffery was still unable to get an appointment while he was in Paris, the catacombs offered the service of EdVenture ; this enabled him to get visuals of the catacombs and have his own personal guide who could answer any questions he had regarding the tour.

05. Product Features

1) Collaborative learning

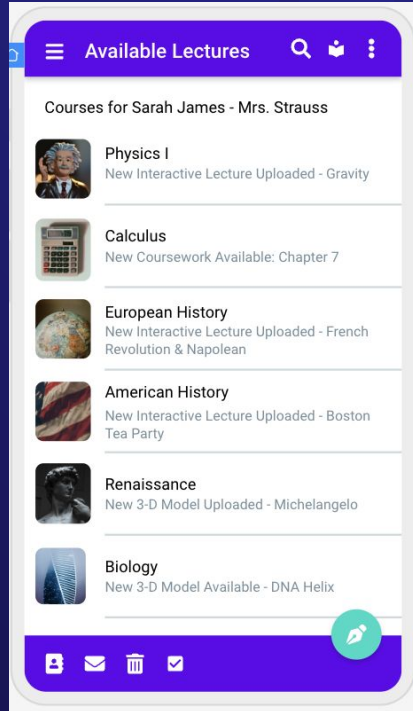
Students can interact with each other and their teachers in a virtual environment.

2) Restrictive Feature

Limit the outflow of information depending on the environment that the product is being utilized in.

3) Language

Available in all the common languages. i.e. English, Spanish, mandarin.



4) Analytics

Teachers would have data and insights into students' learning progress, enabling them to identify areas that need improvement and personalize instruction accordingly.

5) Accessibility

Provide access to educational content to students who may not have the resources.

6) Interactive AI

I.E., Abraham Lincoln's interactive 'hologram' that would replicate his opinions and knowledge.



06. Target Market

Key Points from Market Research

The global virtual reality in the education market is growing, up from \$6.37 billion in 2021 to \$8.66 billion in 2022.

93% of teachers feel that using virtual reality technology in the classroom would excite their students.

Product Target Audience:

- **Students:** Can learn better through interaction with the technology rather than rote memorization
- **Professionals:** Can be utilized to train or provide professional development in specific fields

7 out of 10 teachers want to utilize virtual reality technology to simulate experiences relevant to the coursework that they are teaching.

97% of students are keen to take a virtual reality course, The App Solutions reports.

07. Minimum Viable Product

**Virtual
Classroom**

Simulated
classroom with
interactivity

Modules

Ready-made learning
content, that can be
filtered as needed

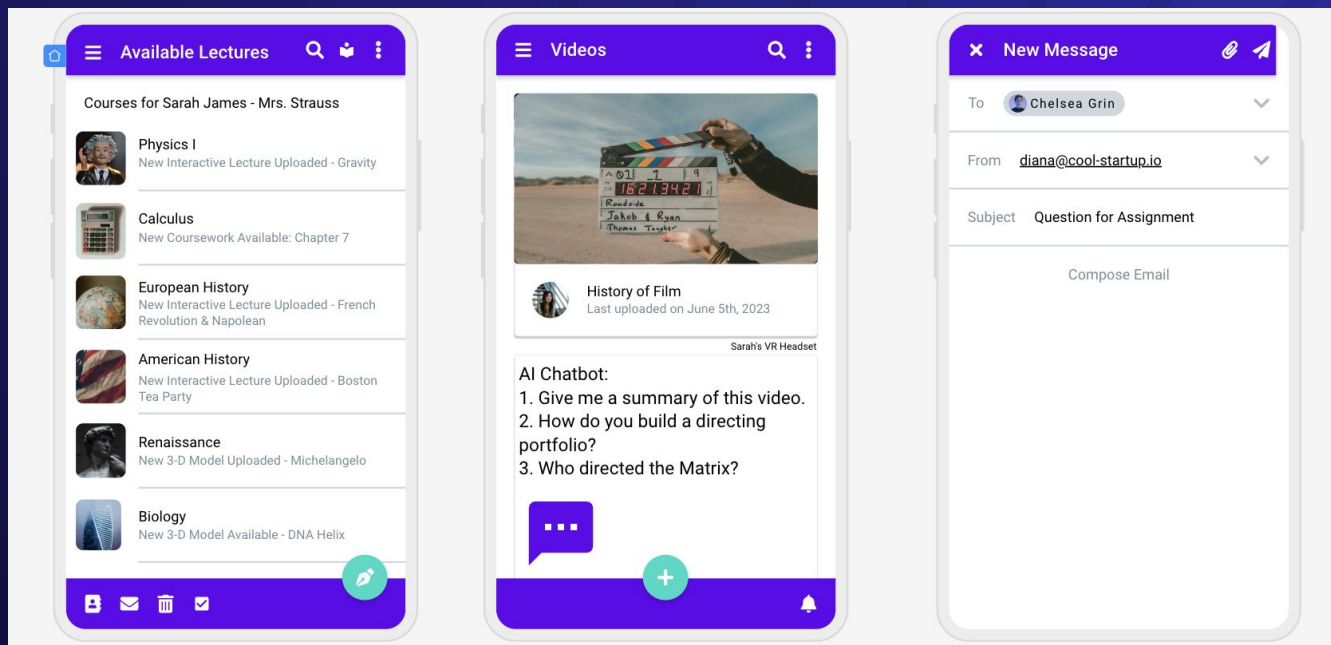
**Collaboration
Tool**

Students are able
to work together in
a virtual
environment

**Analytic
tool**

Instant
performance
feedback for
instructors

08. Product Mockup



09. Product Roadmap

01

Vision

- The mission is to use smart technology to make it easy and fun for students to access the information in the classroom in a more interactive way

02

Strategy

- Collaborate with different schools and Universities
- Give some rewards and incentives
- Offer free trials or demos

03

Initiatives

- Improve customer satisfaction
- Upsell new services
- Add customer delight
- Sustain product features
- Increase mobile adoption

10.

OKRs & KPIs

Objectives: Increase user engagement by making our product interactive

Increase the average time spent on the product by 20%

Increase the number of daily active users by 15-20%

Improve user retention rate by 10%

Objective: Expand the product's market reach by collaborating with different schools/districts

Increase the collaborating with number of districts by 15%

Improve the active users rate by 15%

Increase revenue from the new regions by 25% within the first year

Objective: Making our product more efficient

Getting feedback by at least 10% of end users, use that to improve

Improve glitches in the app (optimize images to reduce loading time, AI failing to start, etc)

Analyze customer behavior in order to tailor the features of the app to customer needs

KPI's

- 1) Achieving conversion rate 10-15% in one year.
- 2) People are spending 2-3 hours on our product in a week
- 3) Our aim is to generate revenue up to \$50k in year one.

11. Competitor Analysis

Companies/ Features	use in Education	Remote Accessibility	VR compatible	Can use in Museums	Quality content	Available in multiple language
USC Shoah Foundation	×	×	✓	✓	✓	×
Unimersiv	✓	✓	✓	×	×	×
EdVentureVR	✓	✓	✓	✓	✓	✓