



Team:

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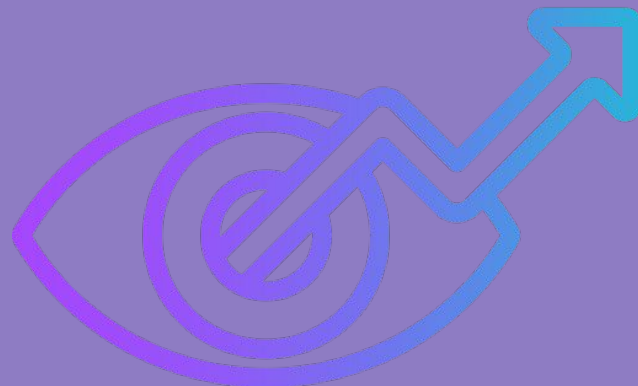
Where Technology Meets Connection and Memories Are
Made

Vision

Where Technology Meets Connection and Memories Are Made

Kalmar's first VR center

Become the obvious destination for VR
experiences in southern Sweden.



Customer Problem and Needs

People crave fun, social, and safe ways to connect.

Lack of engaging entertainment for groups in Kalmar

Limited access to innovative tech experiences for families and teams

Few social gaming alternatives that are active and collaborative



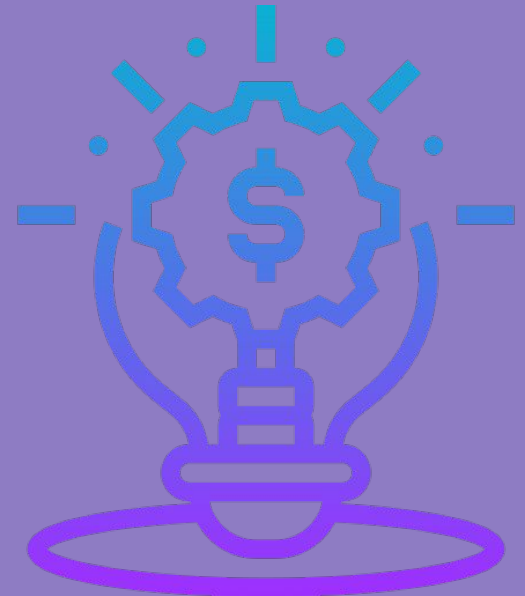
Solution

VRG Arena offers a fully immersive, social VR experience for all ages.

Multiplayer VR games that encourage teamwork

Safe, high-tech, and easy-to-use environment

Customizable events for families, schools, and businesses



Marketing

Opening event

Social Media Ads & Influencers (TikTok, Instagram).

Outdoor Ads at schools, bus stops.

Focus on group bookings & memberships



Kalmar VR Arena för alla åldrar!

Upplev Virtual Reality tillsammans
med vänner, familj eller kollegor

Öppettider:

Måndag – Fredag: 14.00-20.00

Lördag – Söndag: 11.00-20.00

Priser

30 minuter – 100 kr per person

60 minuter – 180 kr per person

90 minuter – 250 kr per person

Boka nu:

vrgarena@gmail.com

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Business Model

Simple. Flexible. Scalable. Profitable.

Pay-per-session pricing (30, 60, 90 min)

Private group bookings & event packages

Extra: snacks, merchandise, photos

Future: monthly passes & VR memberships

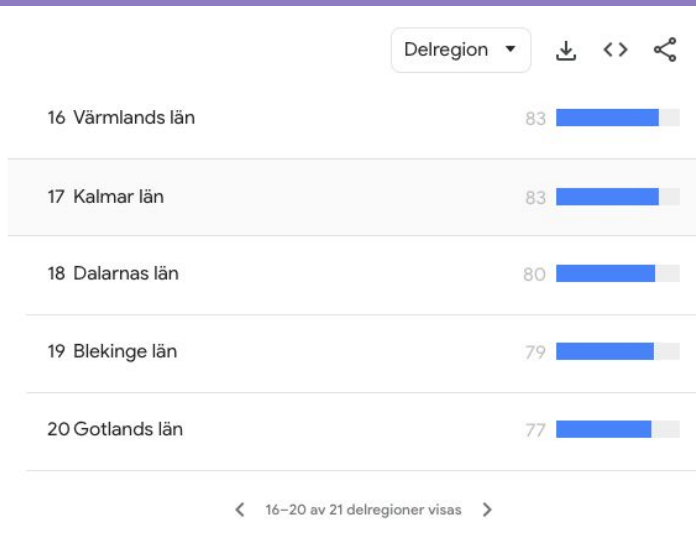
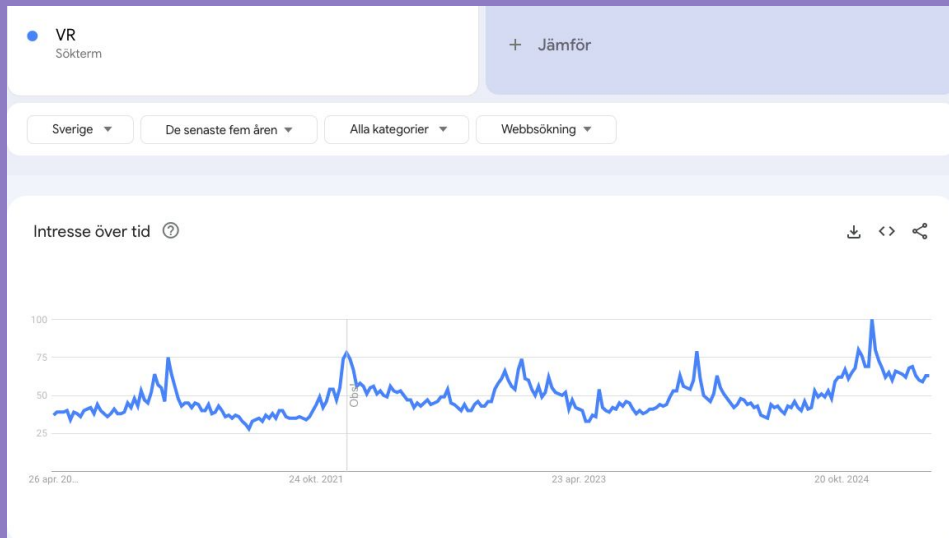


Development and Validation

- **People need in Kalmar** → Personal experience
- **Price points (100–250 SEK)** → Market comparisons with Malmö and Stockholm VR centers

Google Trends shows increasing interest in VR in Sweden.

Kalmar ranks in the top 20 regions for VR interest



Capital Need and Use

Total Capital Needed:

500,000 SEK

Startup Costs (One-Time) – 307,000 SEK

- **VR Equipment** – 212,000 SEK
(Headsets, gaming PCs, controllers, safety mats)
- **Furniture & Setup** – 70,000 SEK
(Lounge, reception, lighting, decor)
- **Software & Licenses** – 18,000 SEK
(Games, booking, and admin systems)
- **Initial Marketing Campaign** – 7,000 SEK
(Ads, social media, school promos)

Time to Break-even ≈ 3-4 months



VRG_Arena Budget

Category	Item	Qty	Unit Cost (SEK)	Total (SEK)
VR Equipment	VR Headsets (Meta Quest or HTC)	8	7500	60000
VR Equipment	Gaming PCs	8	15000	120000
VR Equipment	Controlllers + Sensors	8	3000	24000
VR Equipment	Safety Mats	1	8000	8000
	Subtotal			212000
Furniture & Setup	Lounge Furniture	-	-	30000
Furniture & Setup	Reception & Lockers	-	-	15000
Furniture & Setup	Lighting & Decor	-	-	25000
	Subtotal			70000
Software & Licenses	VR Game Licenses (Commercial)	-	-	10000
Software & Licenses	Booking System	-	-	5000
Software & Licenses	Admin/Accounting Tools	-	-	3000
	Subtotal			18000
Marketing	Ads (Meta, TikTok, IG, Google)	-	-	5000
Marketing	Posters & School Promos	-	-	2000
	Subtotal			7000
TOTAL STARTUP COSTS				307 000

Exit Strategy

SCALABLE PATHS TO INVESTOR RETURNS

Strategic Acquisition

- Targeted by large VR companies, gaming studios, or entertainment chains looking to expand physical experiences.

Franchise Licensing

- Scale by licensing the VR Arena concept to other cities and countries.

Merger Opportunities

- Combine with complementary tech (e.g., AR/VR platforms).

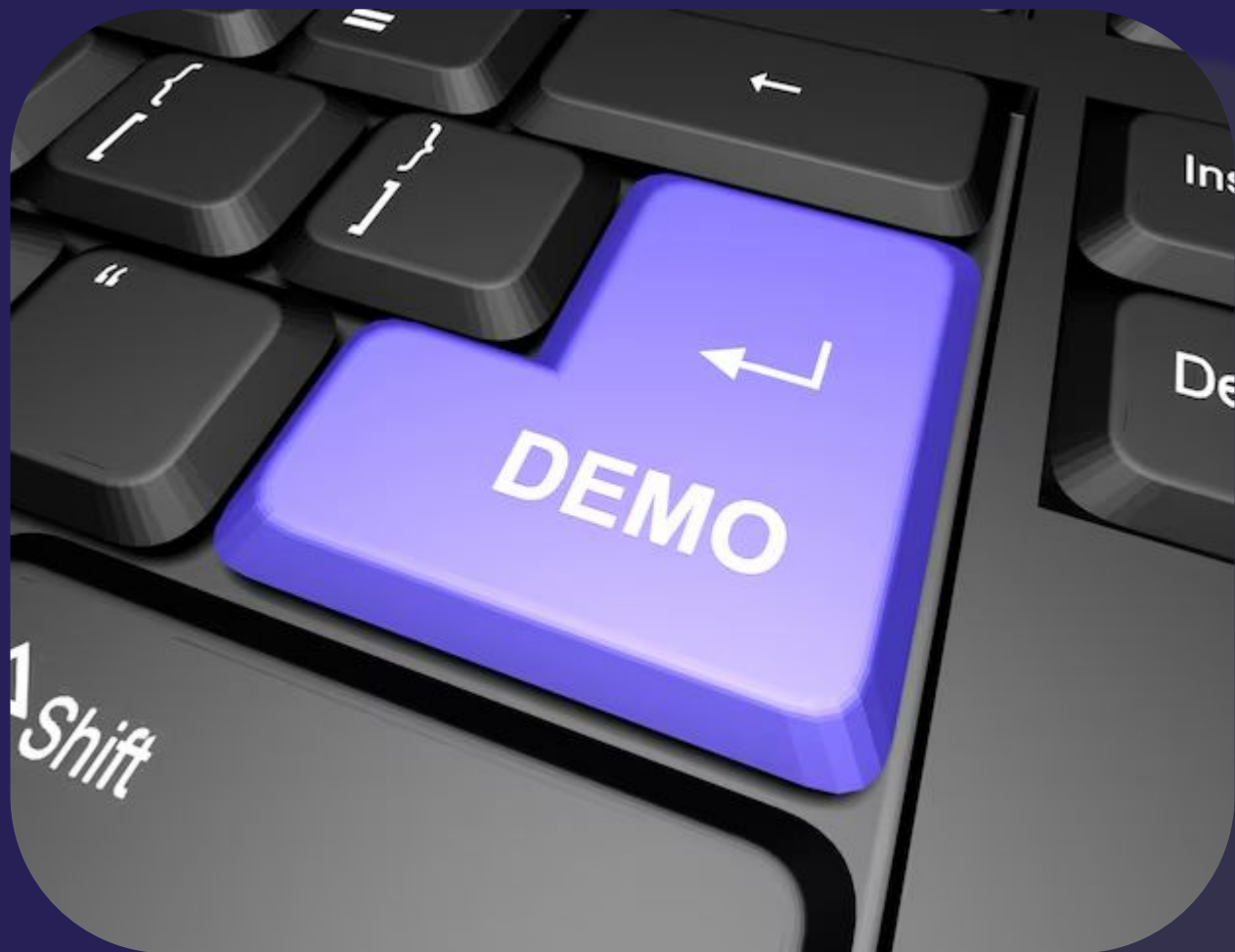
Buyback or MBO

- Founders or management may buy back shares once profitable.

Target Buyers: Meta, HTC, Sony, gaming studios, event/arcade franchises.

Company registration form

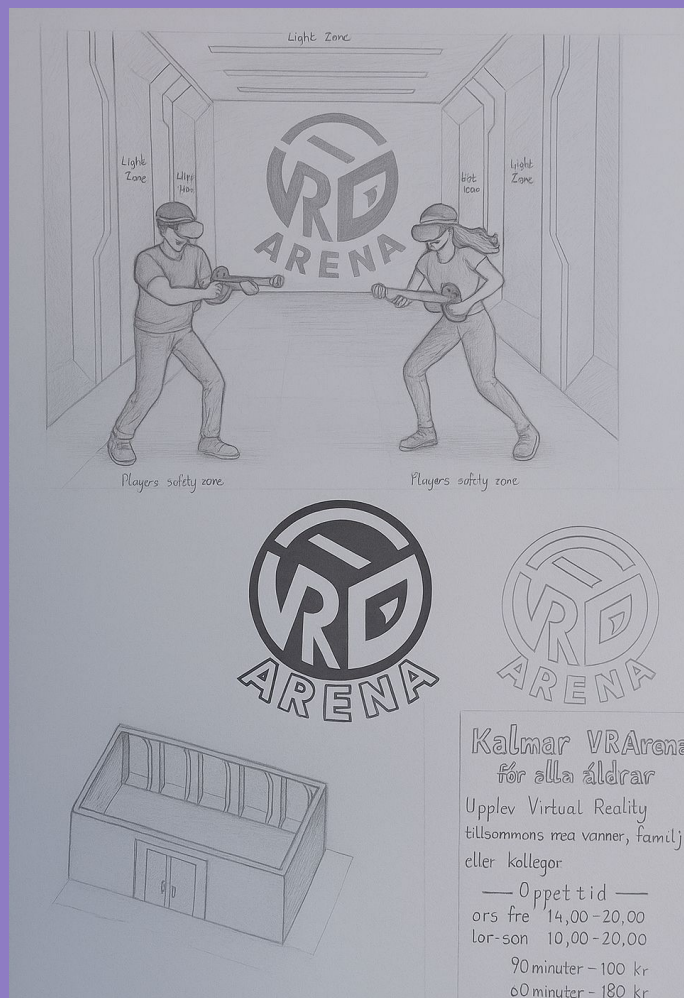
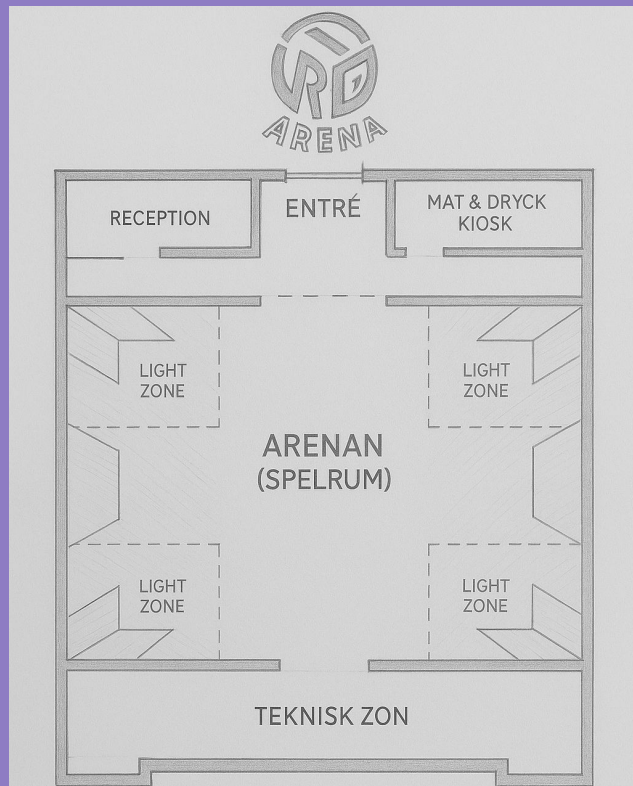




Trademark Logo



Arena Sketch





500,000 SEK for a 10% stake in VRG Arena

Let's become the obvious VR destination in southern Sweden.

