

**Tech for Good: VR White Paper Research Project  
Transition & Handoff Document**

**Date: 26/07/2025**

**Prepared by: Block 2**

## **Our Mission & What We Learned**

Our mission was to explore how virtual reality (VR) can create meaningful, real-world impact across diverse populations, from seniors to youth, from those facing cognitive or physical challenges to those seeking enhanced mental well-being. Through this journey, we aimed to uncover how VR could be more than just entertainment, and how it could promote health, connection, and personal growth. As a team, we learned how to conduct targeted research, identify credible sources, and synthesize information into actionable insights. We also grew in our ability to communicate complex ideas creatively through white papers and marketing materials. Most importantly, we realized the power of VR to not only address real societal issues, but also inspire innovation and empathy in those who design it.

## **Summary of Final Deliverables**

The following materials have been finalized and uploaded to the shared Google Drive folder:

- Four polished white papers (APA formatted, 2,000–2,500 words each).
- Reference lists (5–8 scholarly/credible sources each).
- Login credentials for social platforms and research tools.
- This transition/handoff document.

## **White Research Paper links Google Doc**

 White research paper links: Block 2

Each student selected a unique focus area related to VR wellness. Inside, you'll find:

- **Aysha Bilai – VR for Seniors**  
Focus: Memory stimulation, fall prevention, loneliness, tech accessibility.
- **Sidrah Hashmi – VR for Autism**  
Focus: Social-emotional learning, communication training, sensory regulation.
- **Dale Malapitan – VR for Mental Health**  
Focus: Anxiety, PTSD, emotional regulation, neuroscience of VR.

- **Asad Gohar – VR for the Body**  
Focus: Fitness, rehab, physiotherapy, gamified training.

Each Google Doc contains:

- Research summaries
- Suggested search terms
- Potential case studies and programs
- Structured outline for writing/expanding the white paper

#### **Use This To:**

Continue writing or polishing the papers, publish on campus blogs, or extract content for marketing/education use.

## **Block 2 VR Marketing**

### Block 2 Vr Marketing

From Metahus Marketing & XR Fitness LA

#### **What's Included:**

- **TikTok Strategy Decks (PDFs)**
  - Hook ideas for VR fitness content
  - Outreach templates (for athletes, creators, influencers)
  - Suggested captions and visual themes
- **Event Email Templates**
  - Outreach email for local youth sports teams to join VR challenges
  - Editable subject lines and follow-up messages

- **List of Durham Region Sports Teams**
  - Verified contacts for partnership and event promotion

**Use This To:**

Continue building community partnerships, run VR demo events, or manage social media for awareness campaigns.

## Metahus Marketing

 Metahus Marketing

- Suggested TikTok video formats
- Themes like "How I work out vs. How others work out"
- Calls-to-action for student engagement
- Sample video angles and narratives (e.g., "VR vs Gym," "Get Ready With Me" in VR)

**Use This To:**

Create your own video content using Meta Quest headsets. Great for engagement, events, and pitching to partners.