



# **BUSINESS PLAN**

December 2022

# SUMMARY

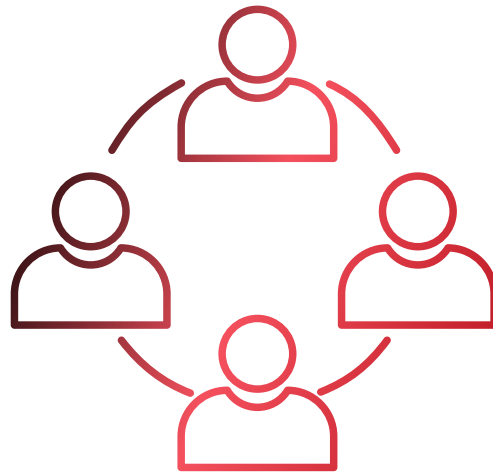
- TEAM PRESENTATION
- PROJECT/PRODUCT PRESENTATION
- MARKET ANALYSIS
- TOTAL COST
- TOTAL BENEFIT
- PREVISIONNAL BUDGET
- LINKS



# TEAM PRESENTATION

## VR TEAM

LILIAN  
PIERRE



SECU TEAM  
ANTOINE

IA TEAM  
AURELIEN  
LOUIS

## DIT/DATA TEAM

SITTI  
LUC



# PROJECT/PRODUCT PRESENTATION

## Medical software application

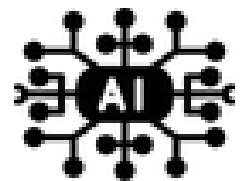
This Vr application was made to cure different phobia through an controlled virtual environment. This environment adapts to many pathologies to help a therapist create some useful situations. In fact, a user need around 3 month to beat his phobia. Our goal is to help people live their life without being scared about their phobia. Some of these phobia can have a big impact on people's life.



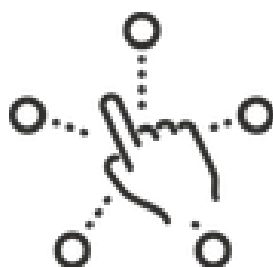
This environment had different difficulty level in each scene. Those difficulty are controlled by cardiac sensor technologies to maintain security. If the cardiac rythm of the client start to beat too much the profesionnal will see it and can act in consequence (Stop the session/Understand when the client is having big trouble).

Cardiac sensor send heartbeat information to our solution to be treated by an artificial intelligence.

This AI will predict how hard a level will be in order to inform the user on which level is the most suitable for his progress.



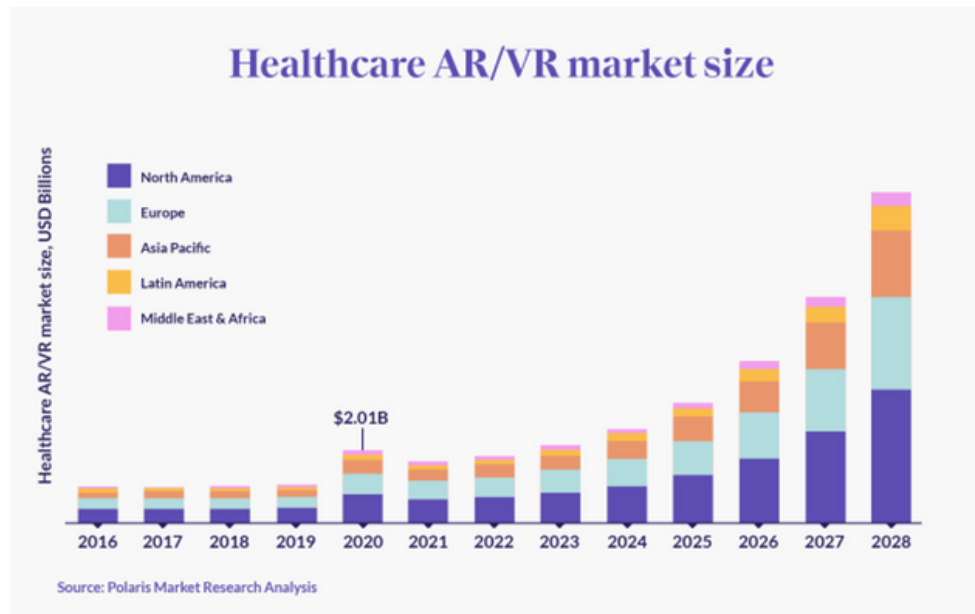
This app will provide graphs on the evolution of each user.and a lot of possibilities in a scene catalog to overcome your fears.





# MARKET ANALYSIS

## Principal competitors



We can see on this chart that the VR & AR applications are increasing in market share regarding healthcare topic. This analysis shows that for the 5-6 years incoming, VR will be very used in this domain.

In 2020 alone, the market represents \$2.01B around the world and will be multiply by 5 the following years.

Concerning Europe activity, we are hoping to reach 3 times more uses of VR & AR applications. The market is really promising. Besides our solution is more specific & realistic.

### **C2Care**

2000 patients / year & 22000 patients treated  
World leader since 2015  
Claustrophobia application (includes elevator)  
1000+ patients treated  
HADS certification



### **Amelia VirtualCare**

1500 patients / year & 20000 patients treated  
Tight Space application (includes elevator)  
HIPAA Compliant & GDPR





# TOTAL COST

TYPE	COST (€/MONTH)	QUANTITY
COMPANY PREMISES	2000	1
EMPLOYEES	2530 TTC (1875 BRUT) (1500 NET)	7
MATERIAL	500	~
ELECTRICITY	300	~
TOTAL	23 040	/

We are going to rent a small office space to start our company so the estimate is around 2300€ a month counting electricity. We will also need computers for all employees and vr headset for developpement purposes.

In addition to the seven of us, a commercial agent will be hired for communication purpruses.



# TOTAL BENEFIT

We are planning to rent our solution with this standard formula:

TYPE	COST (€/MONTH)	QUANTITY
ELEVATOR SCENE	50	1
HEADSET LOCATION	25	1
BPM APPLICATION	50	1
BPM MATERIAL	25	1
TOTAL	150	1

Our solutions will be sold for 150 €/Month. With this solution they have an unlimited access to our VR Application.

We aim around 10% of the 15.000 psychiatrist in France. In the future our goal is to sell our application internationally.

This represent a benefit of 225.000€ monthly.

Our solution will also be available for the individuals, however they won't have access to the BPM formula, because that requires an psychiatrist expertise.

Our concurrents have their prices between \$50 & \$180.

We are not cheaper as well, but the more realistic it is, the more we need ressources to propose quality content.

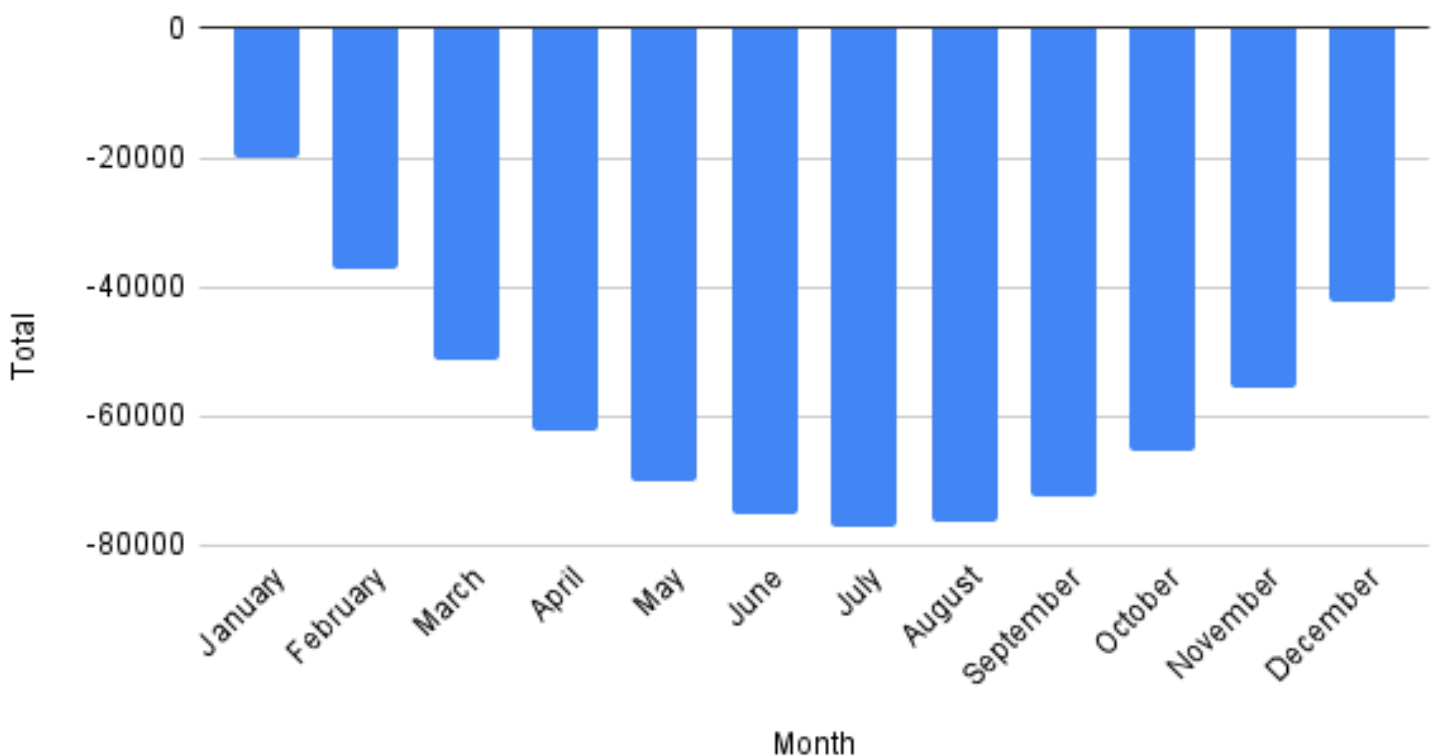


# PREVISIONNAL BUDGET

We are assuming 20 new clients a month , we estimate that we will be profitable when we get to around 130 clients.

In the future we will hire a sales person to increase the number of new clients.

## Total benefits of the first year



This is a low estimate of the previsionnal so we will probably sell more application than this estimation.

We will start with a credit of almost 150.000 € for the first year.





# LINKS

**C2Care website:**

<https://www.c2.care/fr/>

**Amelia VirtualCare website:**

[https://ameliavirtualcare.com/?](https://ameliavirtualcare.com/?utm_term=amelia%20virtual%20care&utm_campaign=%2A%2A%5ESearch%5EBrand%5E%5EINT%5EFR-BE-LU%5E%5EEN%5E%5E&utm_source=adwords&utm_medium=ppc&hsa_net=adwords&hsa_grp=148894916824&hsa_mt=e&hsa_tgt=kwd-1619271496715&hsa_kw=amelia%20virtual%20care&hsa_src=g&hsa_acc=1005045953&hsa_cam=18520665030&hsa_ver=3&hsa_ad=626606773910&gad=1&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB213BDJuuyJHkquUP_SonCHih0FHDplFP_a2Q8el_T7xT-TLHda9MoaAoeREALw_wcB)

[utm\\_term=amelia%20virtual%20care&utm\\_campaign=%2A%2A%5ESearch%5EBrand%5E%5EINT%5EFR-BE-LU%5E%5EEN%5E%5E&utm\\_source=adwords&utm\\_medium=ppc&hsa\\_net=adwords&hsa\\_grp=148894916824&hsa\\_mt=e&hsa\\_tgt=kwd-1619271496715&hsa\\_kw=amelia%20virtual%20care&hsa\\_src=g&hsa\\_acc=1005045953&hsa\\_cam=18520665030&hsa\\_ver=3&hsa\\_ad=626606773910&gad=1&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB213BDJuuyJHkquUP\\_SonCHih0FHDplFP\\_a2Q8el\\_T7xT-TLHda9MoaAoeREALw\\_wcB](https://ameliavirtualcare.com/?utm_term=amelia%20virtual%20care&utm_campaign=%2A%2A%5ESearch%5EBrand%5E%5EINT%5EFR-BE-LU%5E%5EEN%5E%5E&utm_source=adwords&utm_medium=ppc&hsa_net=adwords&hsa_grp=148894916824&hsa_mt=e&hsa_tgt=kwd-1619271496715&hsa_kw=amelia%20virtual%20care&hsa_src=g&hsa_acc=1005045953&hsa_cam=18520665030&hsa_ver=3&hsa_ad=626606773910&gad=1&gclid=Cj0KCQjw3a2iBhCFARIsAD4jQB213BDJuuyJHkquUP_SonCHih0FHDplFP_a2Q8el_T7xT-TLHda9MoaAoeREALw_wcB)

**Number of psychiatrists in France:**

<https://www.profilmedecin.fr/contenu/chiffres-cles-medecin-psychiatre/>