



**Vision
Raft**

Emad Ameri
CEO

J U N E 2 0 2 1

CURRENT PROBLEMS

DEPRIVATION OF CHILDREN AND ADOLESCENT YOUTH FROM **SOCIAL INTERACTIONS** DUE TO **COVID-19 SOCIAL DISTANCING**.

ISSUES FOR **THE DEVELOPMENT** OF THEIR **SOCIAL, MENTAL, EMOTIONAL,** AND **COGNITIVE SKILLS** AS WELL AS THEIR **PHYSICAL ABILITIES**.

CHILDREN WITH **SPECIAL NEEDS** (DISABILITIES, DEPRESSION, ETC) SHOULD HAVE ACCESS TO **NEWER FORMS OF EDUCATION/ENTERTAINMENT**. VIRTUAL REALITY (**VR**) HAS PROVEN TO BE USEFUL FOR NEW AND INNOVATIVE WAYS OF EDUCATION BY MANY RECENT STUDIES IN THE FIELD.

VR IS DOMINATING ENTERTAINMENT SECTION, SO **WITH MORE HOUSEHOLDS OWNING A VR HEADSET**, THERE'S MORE CHANCE OF USING THE TECHNOLOGY FOR EDUCATION FOR A BROAD RANGE OF CUSTOMERS.



DESIRED PROBLEMS TEAM

CHILDREN SHOULD **CONTINUE THEIR SOCIAL, COGNITIVE AND MENTAL DEVELOPEMENT** AS IF THE SCHOOLS ARE OPEN.

CHILDREN WITH SPECIAL NEEDS SHOULD HAVE NEWER, MORE VERSATILE WAYS OF **COMMUNICATING/LEARNING** WITH OTHER CHILDREN

PARENTS SHOULD BE ABLE TO **WORK FROM HOME** WITHOUT WORRYING ABOUT CHILDREN **NOT GETTING ENOUGH ATTENTION.**



SOLUTION

VR-POWERED ONLINE WORLD

EDUCATION/ENTERTAINMENT IN ONE SINGLE PLATFORM / Consisting of **different hubs**
Dedicated to children / Different **system roles** for children, parents, teachers, etc.



SOLUTION



ROADMAP



CONCEPT DESIGN



VALUE PROPOSITION

**CHILDREN, PARENTS,
TEACHERS AND SOCIAL WORKERS**

***PRODUCT-MARKET FIT IS VALIDATED THROUGH INTERVIEWING
PSYCHOLOGISTS AND PARENTS.**

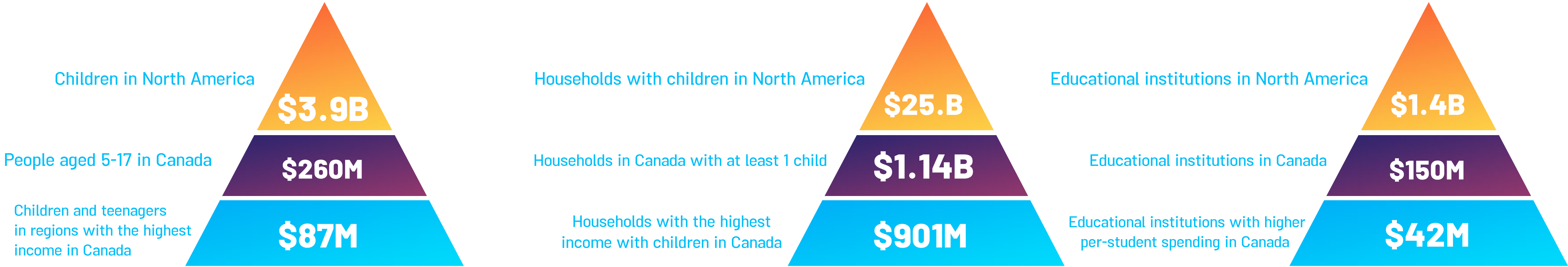


CUSTOMERS

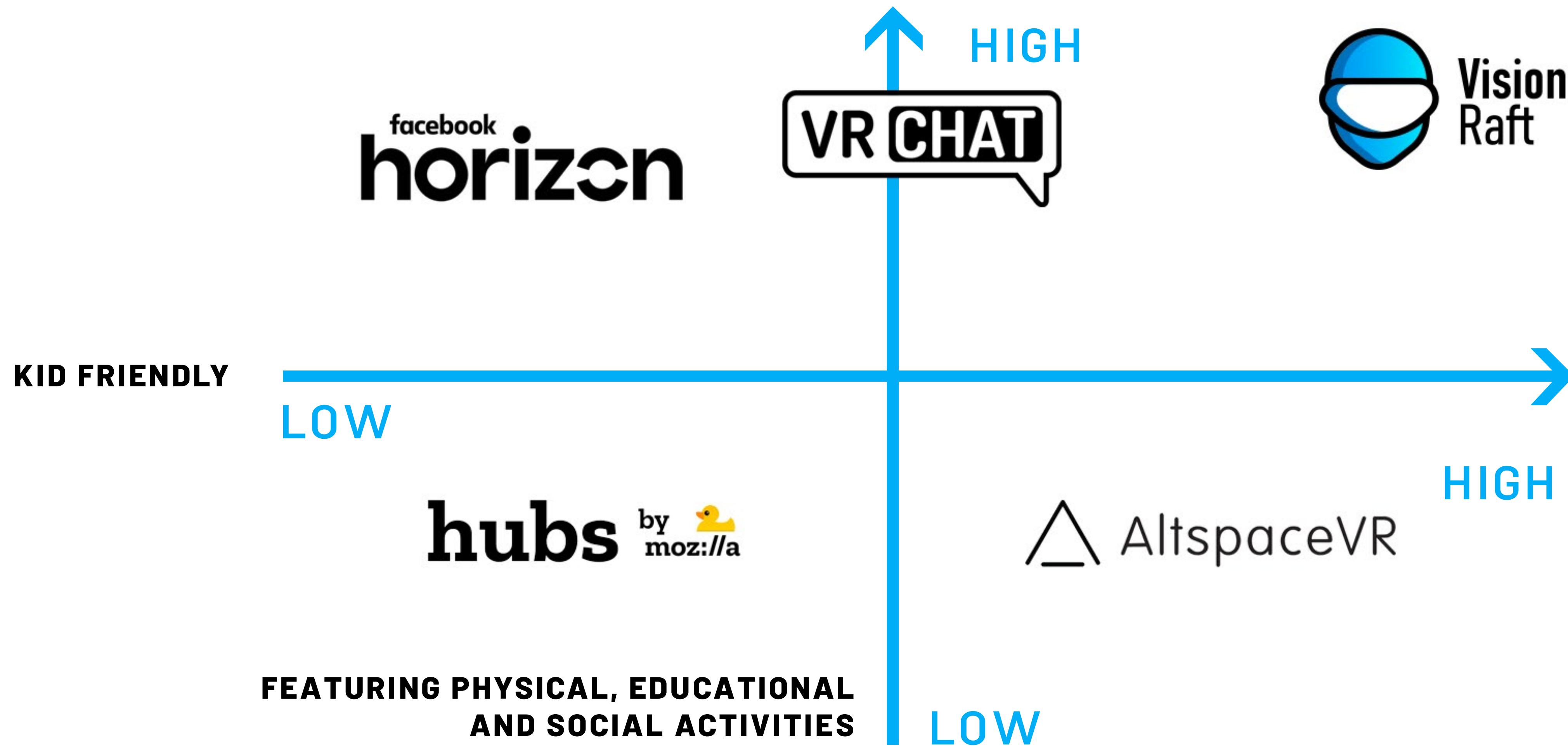
LET'S TALK BUSINESS



CUSTOMERS



MAJOR COMPETITIVE LANDSCAPE



MARKETING STRATEGY

SOCIAL MEDIA AND INFLUENCER MARKETING



SALES STRATEGY

PLAN		MONTHLY PACKAGE	YEARLY PACKAGE
FREEMIUM	SINGLE USER	\$4.99	\$49.99
	FAMILY	\$17.99	\$193.99
	INSTITUTION	\$900.00	\$9,700.00



PRODUCT STRATEGY

MVP	RELEASE #1	RELEASE #2	LATER
WORKING DEMO	MORE FEATURES	PAID FEATURES	SOCIAL WORKER ROLE
FREE FEATURES	PARENTS ROLE	FAMILY PACKAGE WITH PERSONALIZATION	MORE PAID FEATURES
CHILDREN ROLE	5 HUBS	TEACHERS ROLE	10 HUBS
SINGLE USER		INSTITUTION PACKAGE	AI-POWERED ABUSE/BULLY DETECTION



TEAM



EMAD AMERI

CEO/APT DIRECTOR



MAHDI KHORRAMDEL

CONTENT MANAGER



FINANCIAL FORECASTS

	YEAR 1	YEAR 2	YEAR 3
REVENUE	\$538,715	\$1,140,578	\$3,622,089
COST OF SALES	\$129,989	\$419,869	\$1,074,366
GROSS MARGIN	\$408,726	\$720,709	\$2,547,723
GROSS MARGIN %	75.9%	63.2%	70.3%
OPERATING COSTS	\$198,472	\$493,017	\$879,328
NET PROFIT	\$188,422	\$173,459	\$1,571,669

YEAR 1 REVENUE
\$538,715





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