

VIRTUAL GAMING

Executive Summary

Product

Our product is offered in the field of entertainment and technology. Our main product is a combination of a virtual reality game and a Kinect, which allows the player to experience three-dimensional simulation of a game environment and enables the player to control and interact in the simulation provided in a Virtual Reality gear without using handheld game controllers. Our aim is to provide a more immersive and interactive game experience to end-users, both gamers and non-gamers alike.

Market Size

Our aim is to sell our product to game-developing companies, arcade shops, business companies that provide entertainment just like in malls and amusement parks, and for private individuals to be used on their own homes for entertainment.

Competitive Advantage

Our product's main advantages are its cost, availability and its growing fame. We use Gear VR and Microsoft Kinect sensors that lessen its price. The availability of the materials used by other companies are limited, making our product a high-priority choice among the said companies. Moreover, the virtual gaming industry is young and

ever-growing, and is starting to take over other gaming industries; opening the gates to virtual gaming development, reproduction, and sale.

Cost

Since game development with Kinect is free of charge, the cost of our product will solely depend on the price of the device. The cost of the games, however, will depend on the developers.

Payoff

Profit gained from sales and advertisements.

Management Team

Caballes, Efren – Marketing and Sales Manager

Lebumfacil, Christian Mae – Hardware Manager

Diores, Kyle Nomar – Software Manager