



Problem Statement

- Vizitech's V-Med Pro (VR EMS training) is market-ready, but optimal value proposition and messaging are unclear
- Validate Value Proposition (job readiness, pass rates, costs)
- Refine Product Positioning for targeted marketing & sales campaigns

Key Question

What marketing and sales messages will best drive V-Med Pro adoption across Higher Education Institutions?

Methodology



DATA SOURCES

- Market Review (4000+ emails)
- Survey Responses from HEIs
- Secondary Data (Research papers, Articles)
- Synthetic Data



PREPARATION

- Handling Missing values
- Encoding Likert Scale
- Normalize Data



ANALYTICS

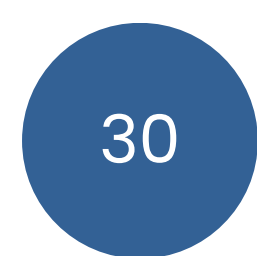
- Descriptive (Mean, Median, Mode)
- Outliers (Z-scores, boxplots)
- Correlations between variables
- Hypothesis Testing & Logistic Regression
- Sentiment Analysis (Python + LLMs)



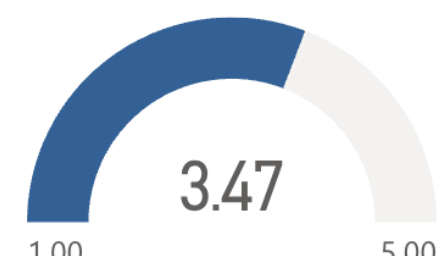
OUTPUTS

- Automated Analytics Pipeline (end-to-end)
- Power BI Dashboard (client-ready)
- Segmentation and Positioning
- Marketing and Sales Playbook

Delivered a Python-based '**Analytics Demo Pipeline**', automating the entire methodology, ensuring the strategy is built on a repeatable, scalable process.



Total Respondents



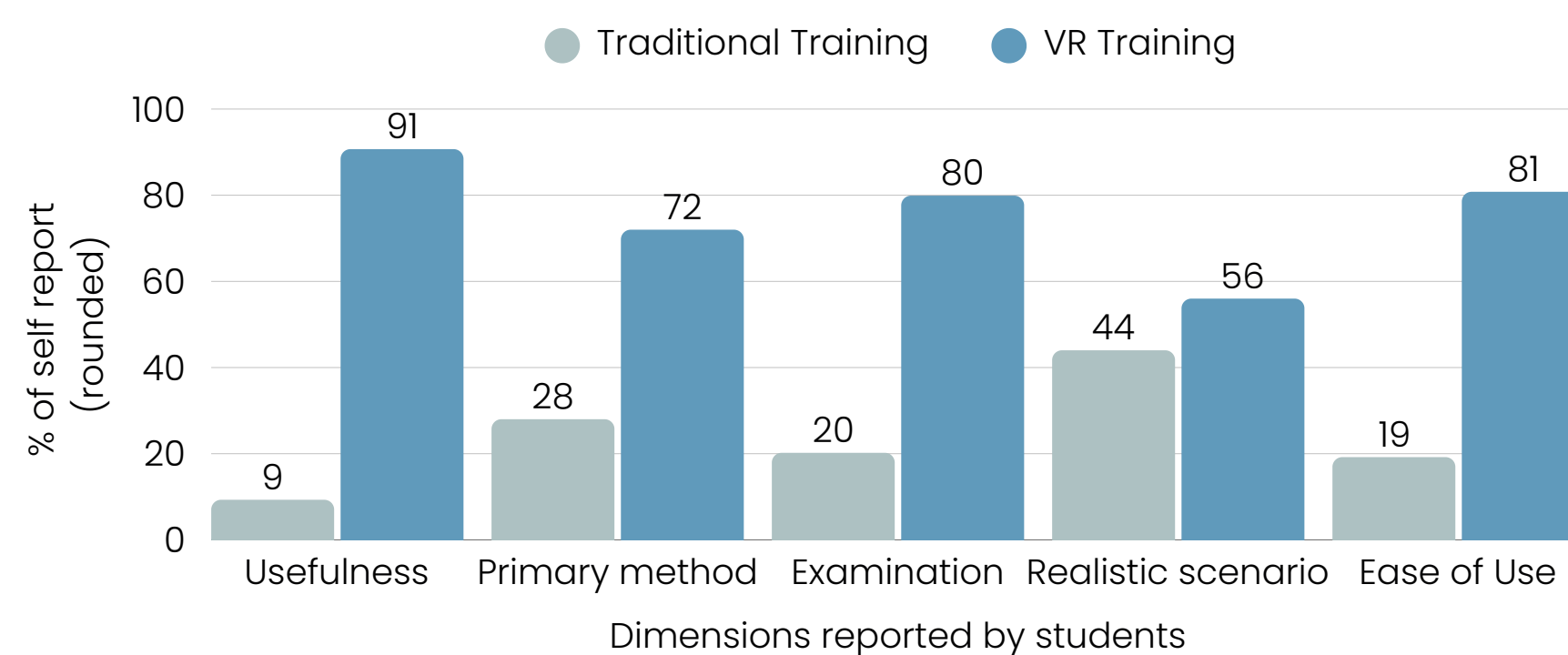
Avg, Adoption Likelihood

Secondary Data Findings

Low Response Rates from 4000+ initial surveys

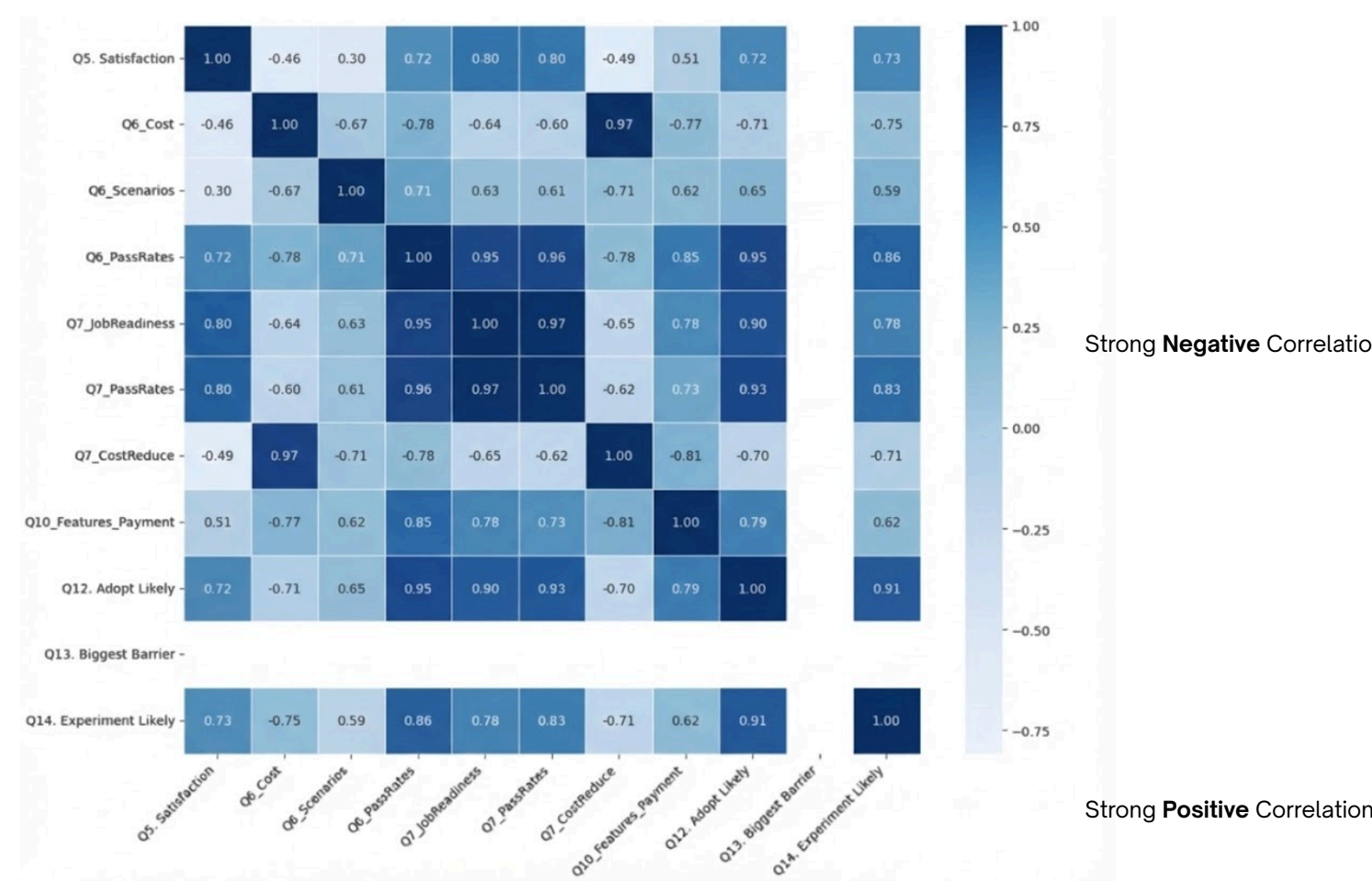
Strategic Pivot to Systematic Secondary Research : Analyzed 16+ academic sources

Student Preferences for VR Training



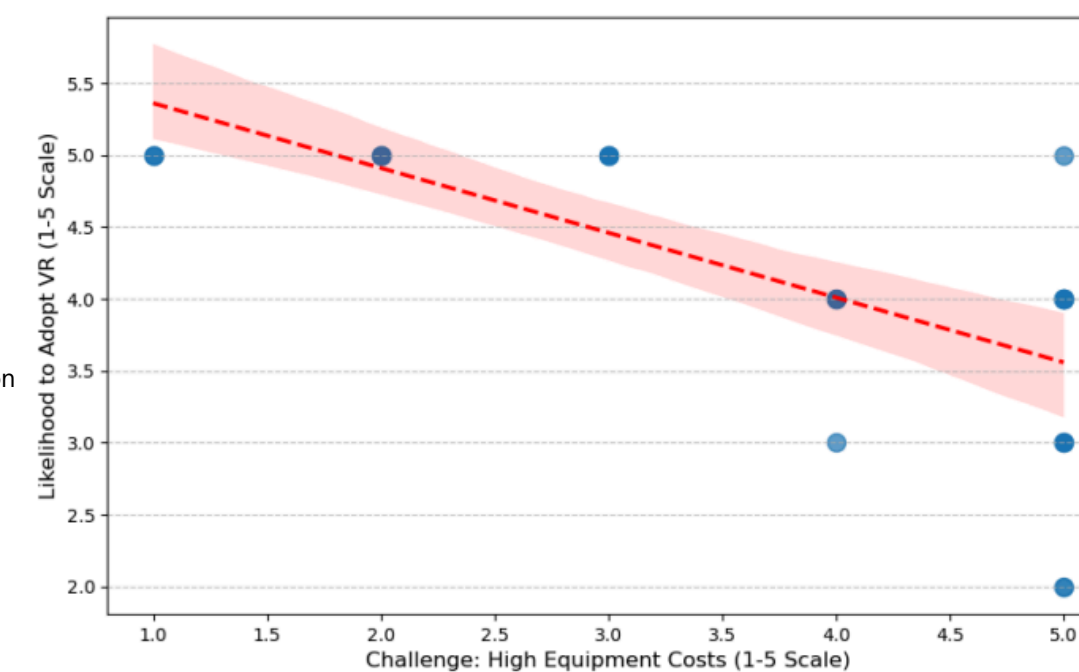
Statistics and Analysis

Correlation Heatmap

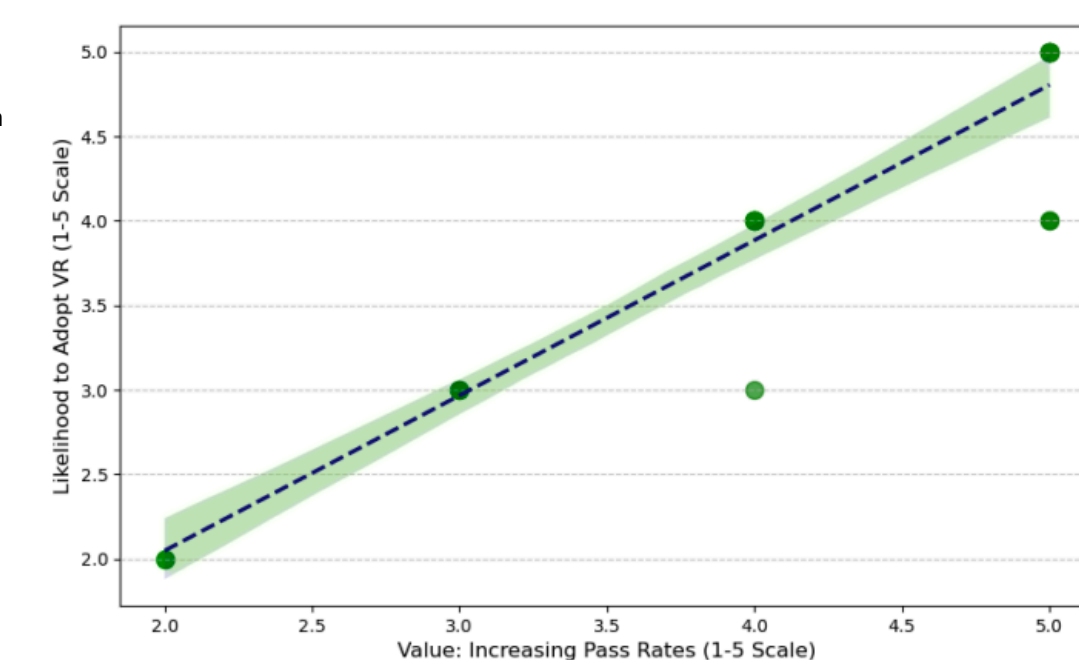


Adoption Likelihood

Finding 1: As Cost Concerns Increase, Adoption Likelihood Decreases

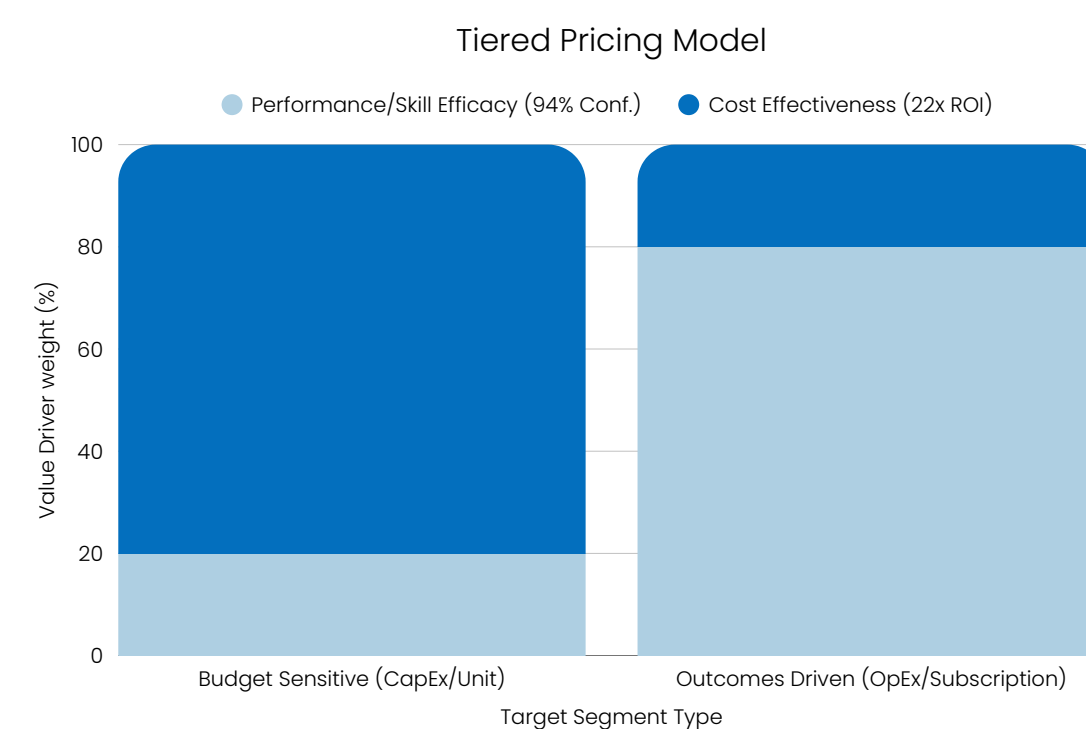


Finding 2: As Value for Pass Rates Increases, Adoption Likelihood Increases



- Budget-Sensitive segment: **Downward** trend proves Cost is the primary sales barrier
- Outcomes-Driven segment: **Upward** trend proves ideal customers are who value performance

Segment Value Drivers



Tiered market strategy - two segments have opposite priorities.

- The '**Budget Sensitive**' segment is primarily motivated by **Cost Effectiveness (80% weight)**
- The '**Outcomes Driven**' segment prioritizes **Performance/Skill Efficacy (80% weight)**.

This data dictates that we must use distinct messaging and pricing models for each group rather than a 'one-size-fits-all' approach.

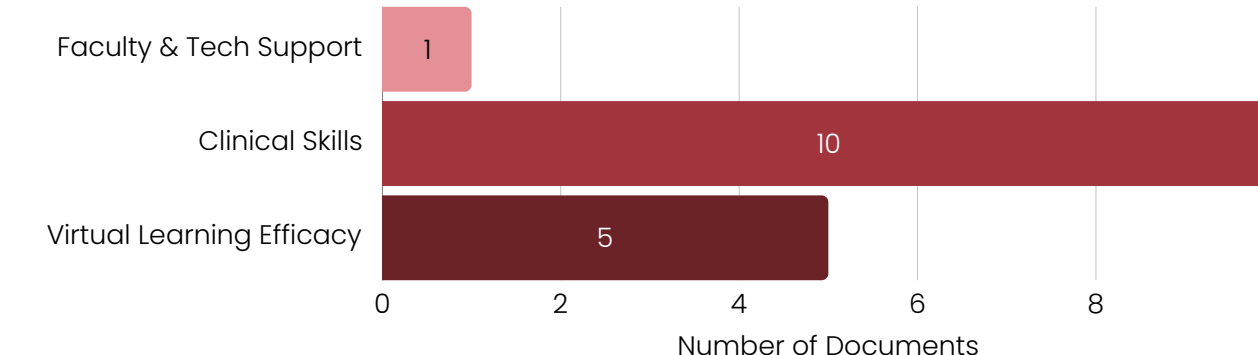
Sentiment Analysis and LLM Insights



This visualization highlights the most frequent terms found in industry discussions and survey responses.

The prominence of words like '**Simulation**,' '**Virtual**,' '**Education**,' '**Technology**' and '**Health**' confirms that the market focus is squarely on utilizing technology to enhance medical education.

Dominant Topic Frequency



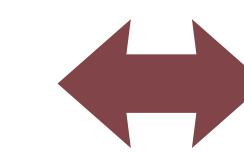
Using LLM-based topic modeling, we categorized qualitative data into dominant themes based on keyword frequency.

The data reveals that '**Clinical Skills**' is the most discussed topic (10 mentions), indicating that practical, hands-on skill application is the primary market priority, followed by proving '**Virtual Learning Efficacy**' against traditional methods.

Target Segmentation and Positioning

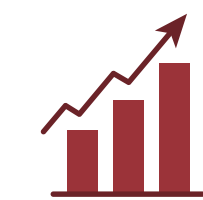
Segment (The Who)	Primary Value Driver (The Hook)	Key Metric	Recommended Pricing Model
BUDGET-CONSTRAINED (e.g., Community Colleges, smaller programs)	Financial ROI & Cost Savings	22x Cost Reduction per learner	CAPEX (One-Time Purchase/Capital Expenditure)
OUTCOME-FOCUSED (e.g., Major Universities, research hospitals)	Efficacy, Job Readiness & Pass Rates	94% Student Confidence Superior Performance Scores	OPEX (Subscription/Operating Expenditure)

Strategic Recommendations



SALES STRATEGY

- Qualify leads immediately (Cost vs. Outcome)
- Deploy segment-specific pitch decks instantly
- Abandon "one-size-fits-all" approach



DATA-DRIVEN SALES

- Centralize verified quantitative findings in collateral
- Highlight key metrics (94% confidence, 22x ROI)
- Build immediate credibility to overcome skepticism



DUAL PRICING

- Develop clear CAPEX packages (one-time purchase)
- Create tiered OPEX/SaaS models (subscription)
- Tailor packages to institution size & content needs

Marketing Message

Financial

"Shift money from running labs to preparing people"

With V-Med Pro, HEIs reduce manikins, lab hours, and setup time while training more students through reusable, high-impact VR scenarios.

"Break the physical limits of your training budget"

Stop limiting student access based on available equipment. V-Med Pro scales instantly, allowing you to train more students simultaneously without increasing physical lab space or faculty headcount.

Performance

"Tomorrow's medics should train like it's tomorrow"

V-Med Pro brings future-ready VR and AI-enhanced simulations into today's curriculum, helping programs boost confidence, pass rates, and program reputation without overhauling their entire infrastructure.

"The safest place for your students to make the hardest calls"

High-acuity, critical EMS scenarios are nearly impossible to replicate safely in a standard lab. V-Med Pro provides risk-free repetition on critical cases, ensuring graduates are field-tested before touching a real patient.