# Mixed Reality for All's Strategy

**Goals**: tech companies are fiercely competing to see who will dominate the emerging industry of augmented reality and virtual reality (AR/VR). By leveraging this battle, low income communities can:

* Help shape the direction of this new industry, creating jobs, co-ops, small businesses, etc. and other forms of resources and ownership in their communities
* Develop a model to ensure all emerging technologies benefit these communities -- especially as robots/AI begin to automate many jobs in the coming years

The Key: Make AR/VR Development More Accessible

For the tech companies competing over AR/VR, accessibility is a key strategic advantage. If we can make it much easier for regular people from South Central to Harlan County to develop AR/VR projects, it'll also be easier for corporate developers, "power users," and other staff to do so. Here's how we'll do it:

**Smooth The Learning Curve**. Most new tech makes it easy to do a handful of tasks. But as soon as users need to go beyond the point-and-click basics, they hit a dauntingly steep learning curve. So, use user experience design (UX) to figure out how to redesign AR/VR development tools and frameworks to smooth out the learning curve from absolute beginner to seasoned pro.

**Create Trainings For a Broader Audience**. Make AR/VR development tools more accessible by creating trainings aimed at a wider range of adult audiences.

**Empower Users by Turning Them into Tool Makers**. Ensure that over time, more and more people in the community learn how to both use existing tools and create new ones -- and in doing so help to shape the industry's direction.

**Create a Community-Oriented Approach**. One-time trainings are a good place to start, but to gain fluency most people need ongoing technical and psychological support. So, develop an ecosystem of support, including strategies to plug into social institutions people already belong to.

**Develop A Model**. Use our experience to develop a model for changing emerging tech culture. The goal: all emerging technologies are designed from the ground up so it's easy for people in every community to get started and it's easy to "level up" their skills as needed. Also use this model to open up the debate over what it means to "democratize" technology.

Initial Partners

* **Community Groups**: members of marginalized/low income community groups, whose voice and needs will drive the project. Their goal: to create jobs and business/co-op opportunities in their communities, building ownership and ensuring they control a seat at the emerging tech table.
* **Tech Community**: a diverse group of tech designers, coders, and AR/VR experts who care passionately about working collaboratively with low-income communities and creating a diverse tech community. Their goal: help the community while learning new skills and building their resume
* **Tech Players**: a few individuals from the main AR/VR players, to provide informal technical support/expertise and to begin a dialogue about what it means to "democratize" their technology. Their goal: to make their tech more accessible and help their company win a piece of the AR/VR pie.