

Suggested Business Development, Market Expansion, Strategic Planning to

The Glimpse Group

2019 NYC Emerging Case Competition - FAcTS

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Executive Summary

- **Background**

- The Glimpse Group, founded in 2016, is a Virtual and Augmented Reality Platform Company, comprised of multiple VR/AR software and services companies.

- **Opportunity**

- Currently owns and operates 10 subsidiary VR/AR companies in NYC. With \$5 million funding and other essential resources, the Glimpse Group is ready to take the business to the next level.

- **Question**

- Which city should Glimpse select for a new hub and What would the cost be?
- How should Glimpse allocate the capital to the existing subsidiary ten companies?
- How could Glimpse attract new potential portfolio companies?
- What's the next industry or technology Glimpse should focus on?



A New Hub: Which city should be selected?

Collected data to gain insights...

eventbrite
meetup



Web Scraping

- **Locations for VR Events**
 - Number of Attendances
- **Locations for VR communities**
 - Number of Futurists

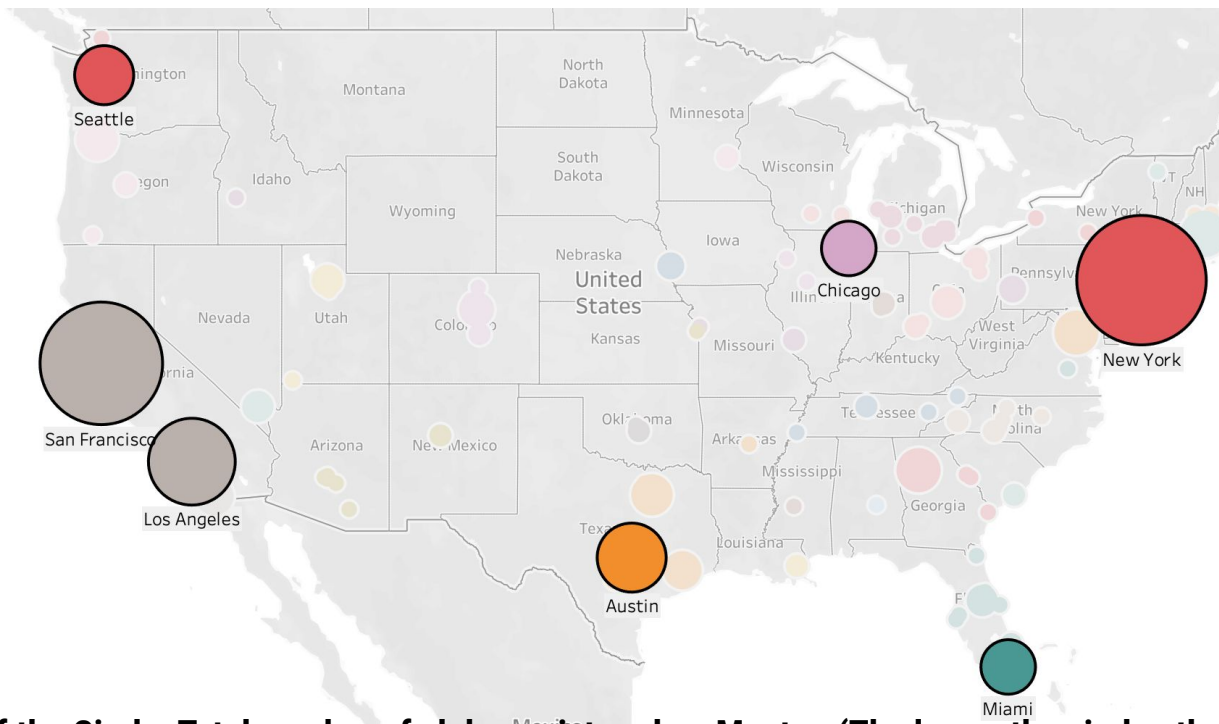
Data Analysis - Meetup (People count)

Ranking: (Starting from the highest)

- **433,183 Seattle, WA**
- **349,390 San Francisco, CA**
- **67,998 New York City, NY**
- **24,551 Los Angeles, CA**
- **15,077 Cambridge, MA**
- **14,670 Washington, DC**
- **10,772 Austin, TX**
- 8,273 Miami, FL
- 7,520 Chicago, IL
- 3,472 Houston, TX
- 3,467 Orlando, FL
- 3,133 Columbus, OH
- 2,971 Phoenix, AZ
- 2,953 Atlanta, GA
- 2,635 Salt Lake City, UT

Size of the Circle: Total number of people joined VR communities (The larger the circle , the more the people in that state who expressed interests in VR on Meetup)

Data Analysis - Meetup (Club count)

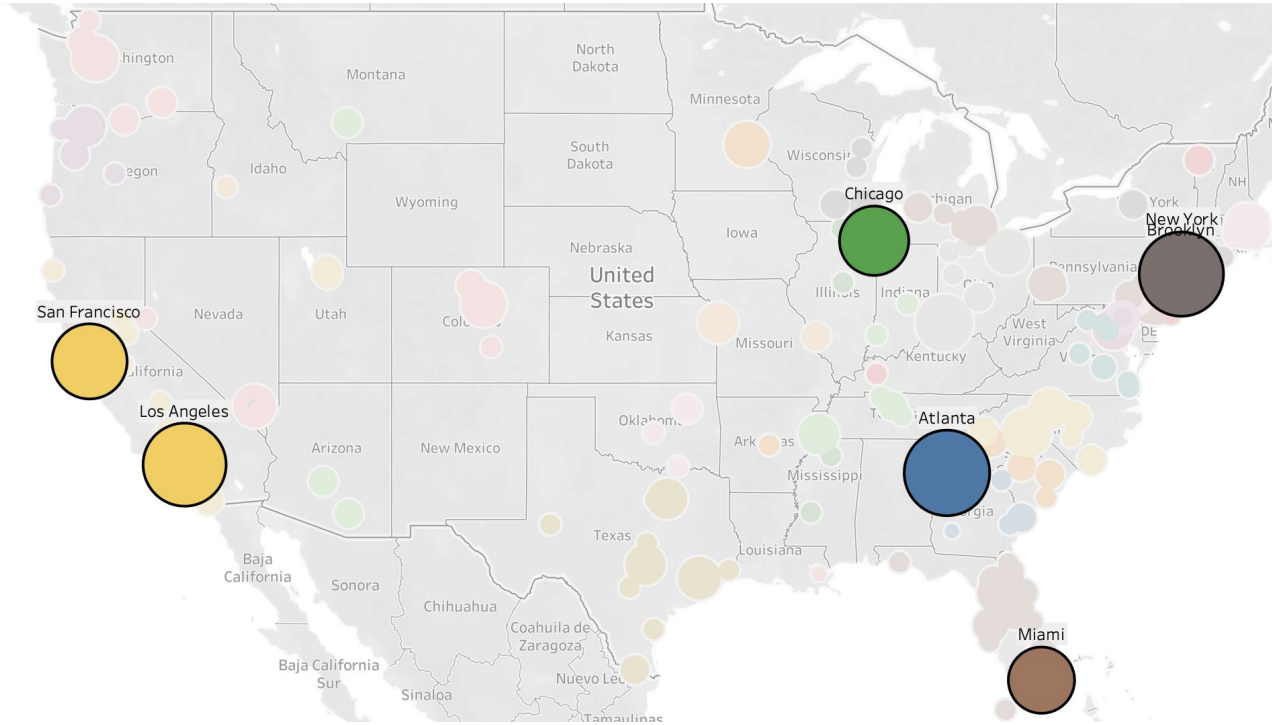


Ranking: (Starting from the highest)

- 66 New York City, NY
- 59 San Francisco, CA
- 29 Los Angeles, CA
- 18 Austin, TX
- 13 Seattle, WA
- 11 Chicago, IL
- 11 Miami, FL

Size of the Circle: Total number of clubs registered on Meetup (The larger the circle , the more the clubs)

Data Analysis - Eventbrite (Event count)



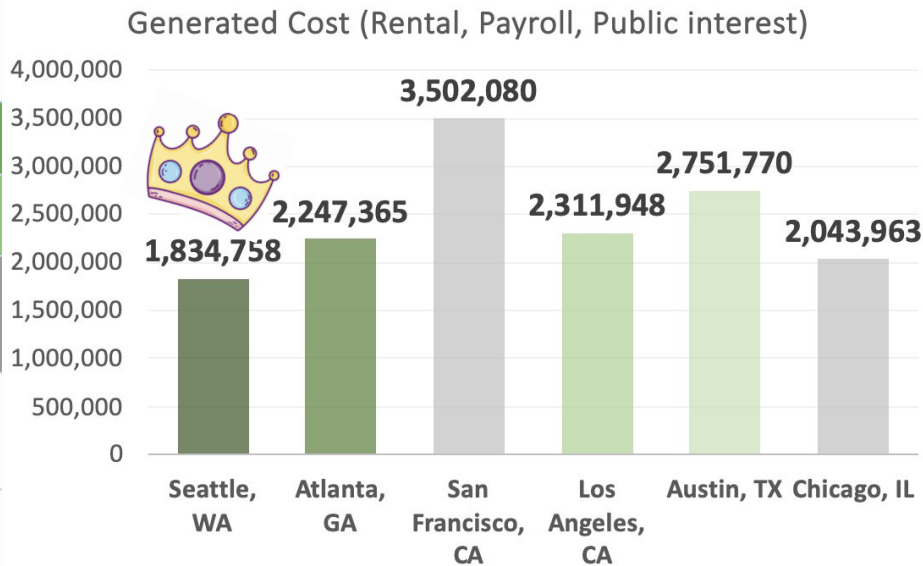
Ranking: (Starting from the highest)

- **34 Atlanta, GA**
- **33 New York City, NY**
- **32 Los Angeles, CA**
- **26 San Francisco, CA**
- **22 Brooklyn, NY**
- **22 Chicago, IL**
- **20 Miami, FL**

Size of the Circle: Total number of events posted on Eventbrite (The larger the circle , the more the events)

Costs and Comparison

| City Name | Office Space Cost Per sqft | Payroll Cost Per Person | Estimated cost | Interest Factor |
|-------------------|----------------------------|-------------------------|----------------|-----------------|
| Seattle, WA | \$32.1 | \$126,822 | \$4,077,240 | 0.45 |
| Atlanta, GA | \$20.97 | \$97,597 | \$2,957,060 | 0.76 |
| San Francisco, CA | \$65.16 | \$150,816 | \$6,144,000 | 0.57 |
| Los Angeles, CA | \$33.51 | \$100,197 | \$3,612,420 | 0.64 |
| Austin, TX | \$37 | \$107,755 | \$3,931,100 | 0.70 |
| Chicago, IL | \$35 | \$95,295 | \$3,585,900 | 0.57 |





A New Hub and the Associated Cost

#1



Seattle, WA

Total Cost: \$4,087,240

Highlights:

- High public interest
- Relative low rental cost

Atlanta, GA

Total Cost: \$2,967,060





Capital Allocation: How to allocate the capital to existing 10 subsidiary companies?

Focusing Areas



Other Areas:

- Social Media
- Sports
- Scientific Research
- Retail
- Real Estate
- Events
- Security



Capital Allocation - Reinvestment

Suggested Investment Percentage to each Subsidiary Company



Step 1

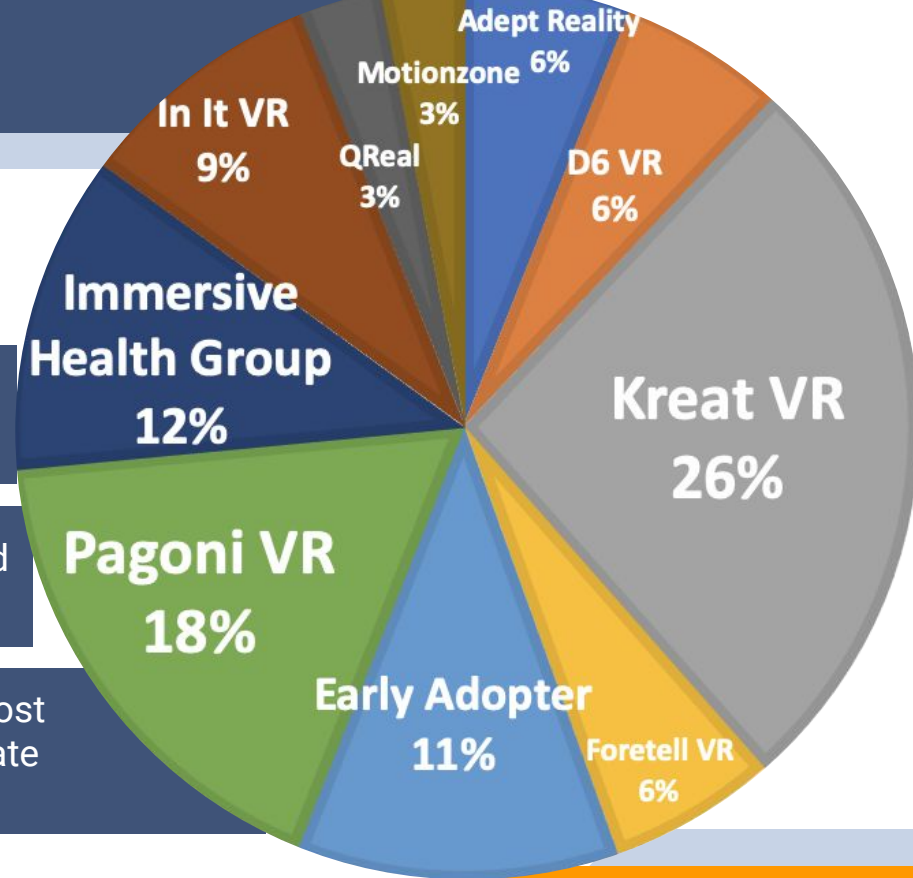
For each company, add 3% to each area it focuses on.

Step 2

Add 5.5% to companies that focus on advantaged sectors: Healthcare, Education

Step 3

Add 3% to companies that focus on one of the most profitable sectors: Healthcare, Education, Corporate Training





Portfolio Companies: How to attract new portfolio companies?

Create Company Profile

Step One

- Intellectual team
- Substantial revenue
- Advanced AR/VR technology
- Unique business model and ecosystem

Expand the Market

Step Two

- Carry out integrated and comprehensive advertising campaigns
- PR: Corporate presentations at networking events/conferences

Pick the Right Investor

Step Three

- Reach out to investors that have had success in the common sectors
- Find a good investment consultant to aid the process



Next Move:
Which new industry or technology to focus on?

Healthcare



Global Market projected to reach **\$3.8 billion**
by 2020!

Technology Advancements in Healthcare IT
Expanding Applications into Diverse Medical Disciplines
Increasing Patients' Demands
Political Hot Spot
Washington State Ranked Top 4 in National Healthcare



Operating Room

AR Navigation System

(minimally-invasive surgical procedure)

Achieve **85%** Accuracy vs **64%** traditional techniques

Annual cost saving **\$288 million**



International Collaboration

Virtual Interactive Presence and Augmented Reality (VIPAR)

Set up cost **\$2,500**

Save **\$12,500** traveling costs for experts

Innovative

Pain Management

VR Therapy/Rehabilitation

Reduce pain by **52%**

Less harmful alternative pain management technique

Save economic cost of opioid crisis which reached **\$504 billion** in 2015

VR
AR



Engaging

Training Room

VR-based training tools

Increase retention level to **80%**

Reduce training costs by **\$2,600** per employee

Immersive Health Group

OssO VR

Medical Augmented Intelligence

Immersive Touch

Service Areas

Clinician - centered training solution
Digital health/wellness
Patient experience/education

Surgical skill training

VR anatomical system
Acupuncture simulation/training
Healthcare treatment plan

3D drawing
Surgical planning
Training

Strength

Care for customer experience
/cost saving

Experienced team/Multi-user
platform/Loyal customers

Innovation/Strong academic
Support/Multi-user platform

Cost saving for medical
field/Improve patient clinical
experience

Similarities

Both provide digital clinical
simulation training platform

Both provide VR healthcare training
system

Both provide medical training and
aim to increase user satisfaction

Differences

OssO: Training focused
IHG: Customer experience focused

MAI: Strongly focus on medical
simulation and training
IHG: more general

IT: Digital surgical focused
IHG: Simulation training focused

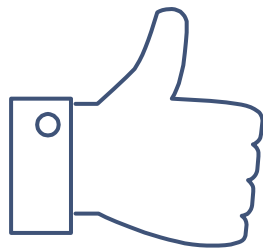
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**Breakthrough
Points for Future
VR Industry**

**High Resolution, Accuracy, and
Precision**

Portable and Affordable Devices

Raise Awareness and Utilization



THANKS!

Q&A