

3D TRAINING SIMULATOR: BUSINESS PROPOSAL

**Why to develop a 3d training simulator tool is a
good idea**

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3D TRAINING SIMULATOR: WHAT IS THAT??

In short, it is to use videogames technology but applied to training simulations.

Why simulators?

- Give to students the ability to practise the topics of study, anytime, and as many times as needed.
- Reduce costs and risks of expensive (and risky) training environments.
- Increase number of users of existing real training environments, through balancing real and virtual training (optimize resources)
- Reach newer markets, where distance and lackness of real instalations had been a limitation.

TRAINING SIMULATORS: NOTHING NEW.

- This is not a new idea. It already had been exploited by lot of organizations and companies.

- Despite the existence of offer, 3d simulators are used in a very low percentage of training activities.

- Some reasons for that:

- organizations who have internal developers of contents (instead of buying solutions or doing outsourcing) have no personal with 3d and computer graphics skills.

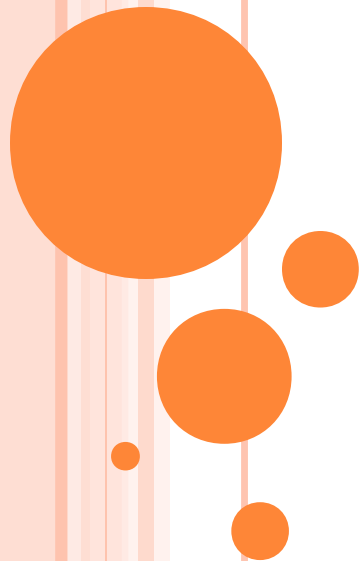
- decisions makers does not like or don't understand the idea, due mainly to generational issues (not used to 3D technologies)

3D TRAINING SIMULATORS: VERY EXPENSIVE.

-But the main reason who limit 3d training simulation solutions, is that develop 3d software IS EXPENSIVE.

-So, most potential clients look for cheap and well known solutions, like flash animations, video and so on.

-IF DEVELOP A 3D TRAINING SIMULATOR IS EXPENSIVE FOR A CLIENT, WHY IT IS A GOOD BUSINESS IDEA ?



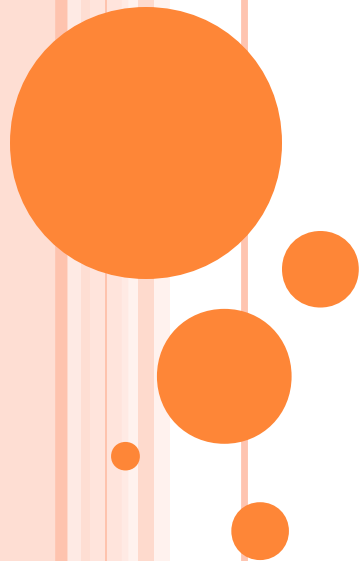
FINANCIAL LEVERAGE: KEY TO CREATION OF VALUE

From a financial point of view, develop a expensive solution for solve only once a problem does not has sense.

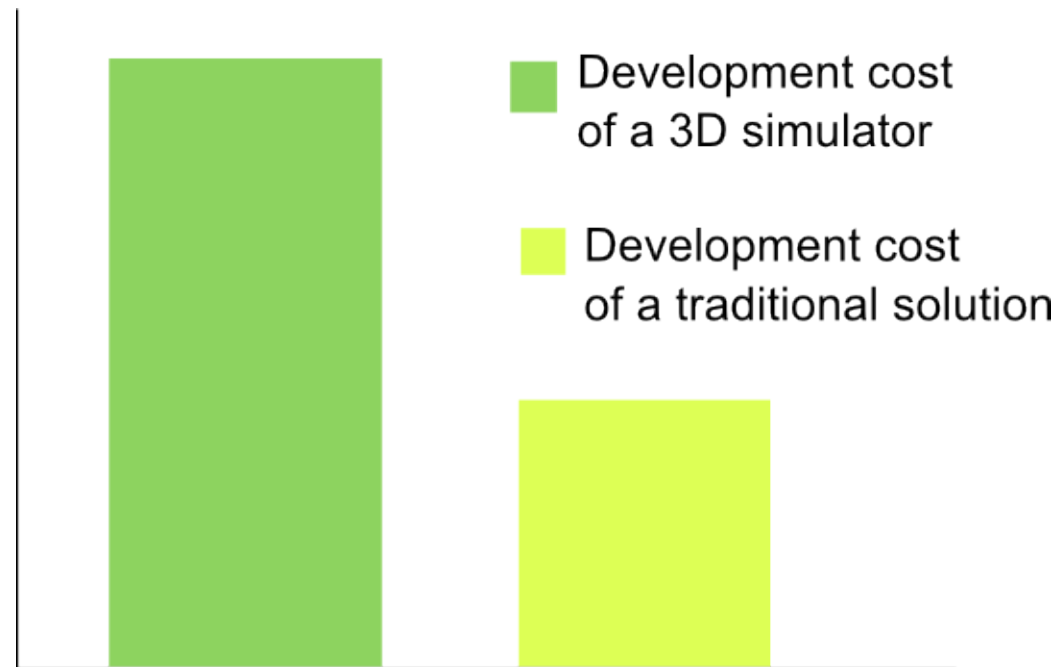
But, what if the same solution can be applied with few additional effort to MANY problems?

Then, the cost by project will be leveraged between all the clients! (scale economy, sparce production costs)

And yet better, we will have a product with a real value, not tied to a specific project or client.

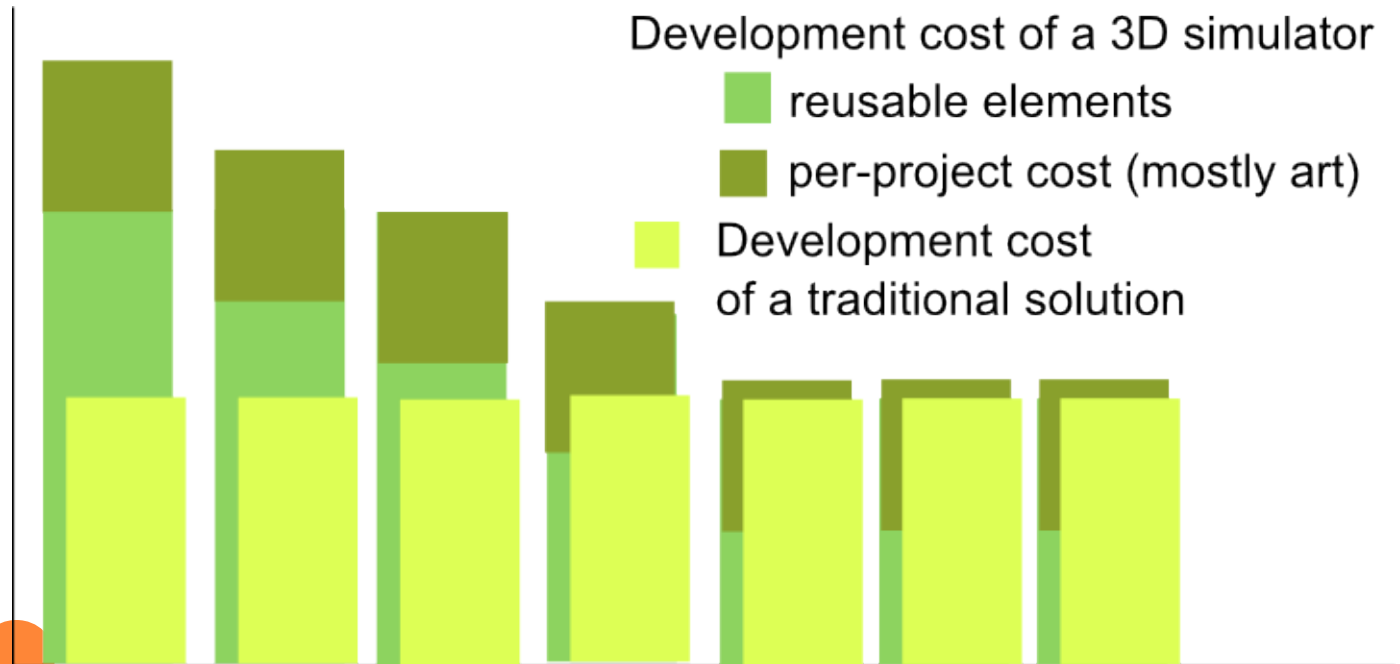


SOME NUMBERS IN A NAPKIN



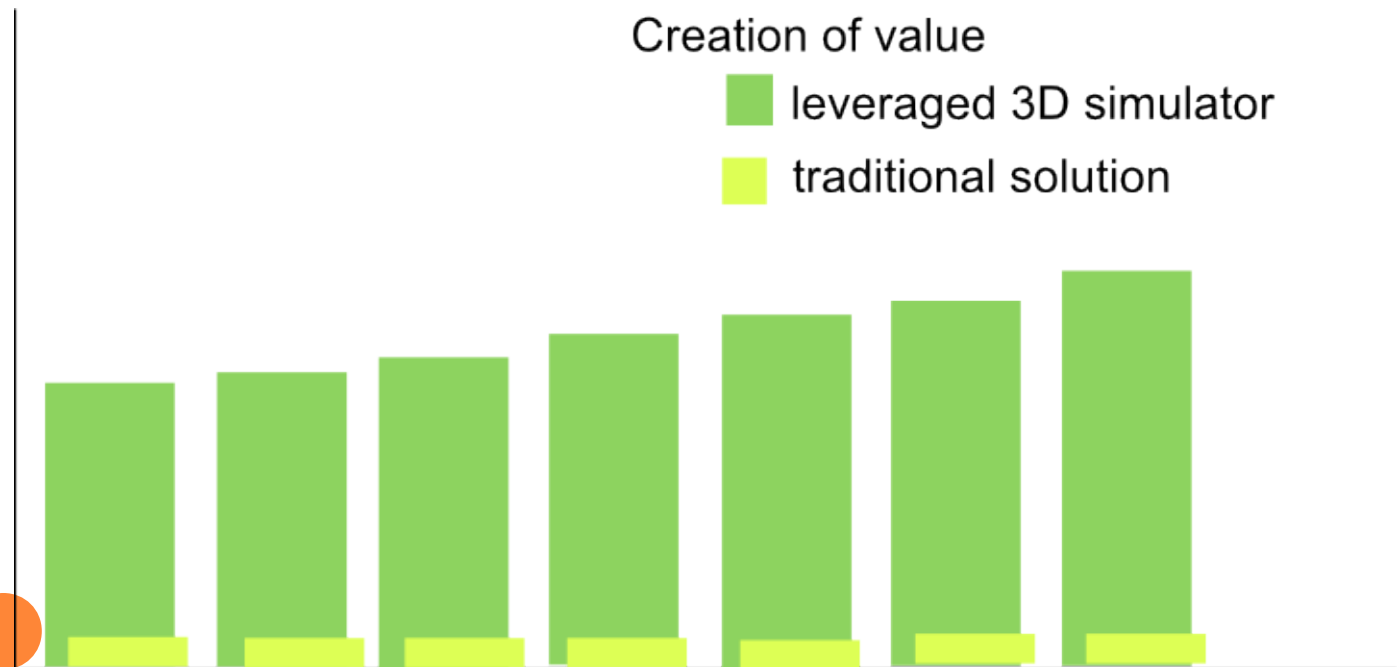
It is clear why, for most potential clients, traditional solutions are better than a 3D simulator. The same difference also applies to the time required.. 3D simulator needs a lot more time than a traditional solution.

A LONG TERM VIEW



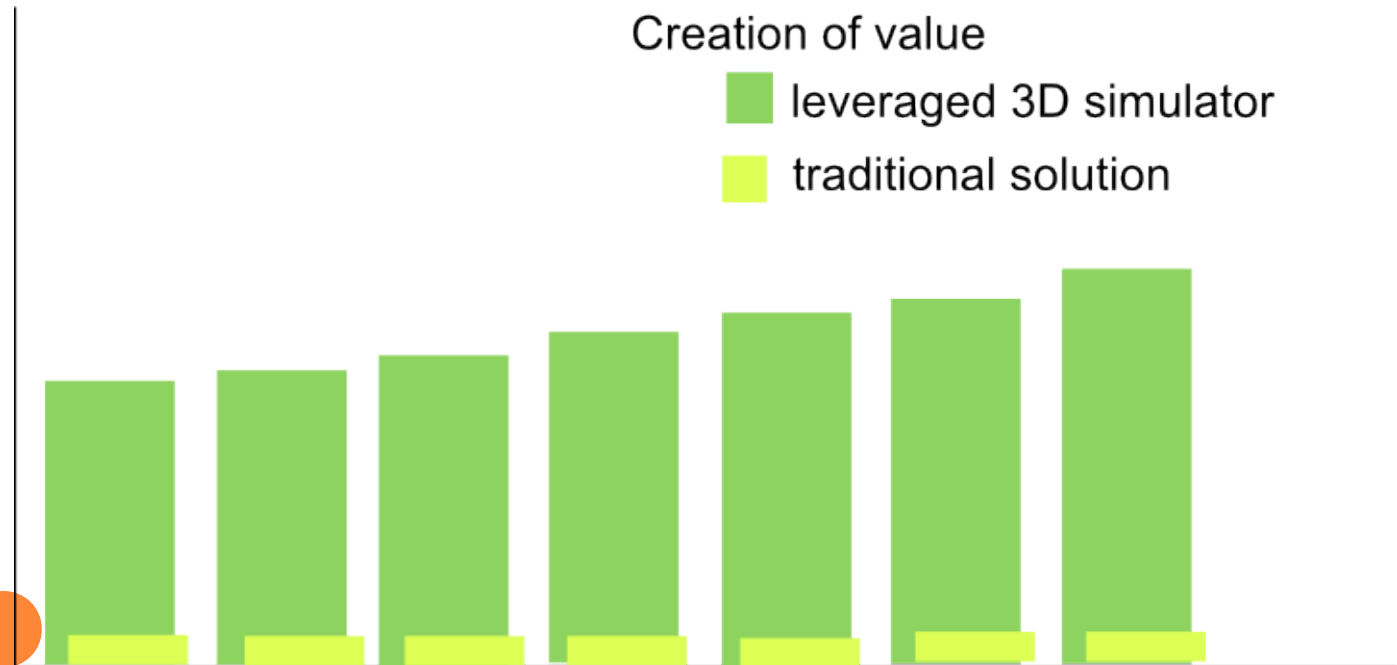
The strategy is clear: distribute cost over many clients will make in a long – term view the project viable and competitive against traditional solutions. . And that is not all..

CREATION OF VALUE (1)



While traditional solutions have the advantage in term of costs, they pay the price of be users of authoring tools like Macromedia Studio, and in the long term, the only value they create is the intangible one of their expertise...

CREATION OF VALUE (2)



In the other hand, the development of the 3D simulator is a product by itself, and the invest over the time can be showed as capitalization of the company actives.

TECHNOLOGICAL STRATEGY

From the technology point of view, the success for the project rest in these principles:

- **REUSING:** make use of public available libraries and projects, under LGPL licences, which means “no problem for use for commercial projects”, like the java language and tools.

- **KEEP SIMPLE:** we don't try to make the next best seller videogame. We try to avoid high-tech features that would require expensive hardware, thus lowering developing costs and also being able to reach a wider market, where users will not have high-end graphical cards, like many corporate clients.

WHY THIS IDEA EMERGED?

- The reason why this idea appeared was that it there have been many potential clients that we have lost due to not having our own 3d simulator platform ready for them.
- Even interested in 3d simulators, they are not disposed to pay the high cost of develop the whole platfrom just for one project (that is not their business).
- Without economical resources, we can only offer traditional low cost – zero value creation services, even having the knowledge to build our own product.