



Proposal Document

MOBILE-OPTIMIZED IMMERSIVE E-COMMERCE in META

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EXECUTIVE SUMMARY

OBJECTIVE:

The objective of this proposal is to **democratize access to immersive shopping experiences for small and medium-sized enterprises (SMEs) by leveraging Meta's AR/VR ecosystem, AI-powered tools, and social commerce infrastructure**. This initiative aims to empower businesses worldwide to embrace mobile-friendly, immersive technologies, ensuring accessibility, inclusivity, and scalability.

CORE IDEA:

This project introduces **a no-code, mobile-first platform, enabling SMEs to create interactive, AI-powered AR/VR shopping experiences directly within Meta's flagship applications Instagram and Facebook**. By integrating these immersive tools into Meta's ecosystem, SMEs can showcase their products in a way **that bridges the gap between physical and digital retail, providing users with a richer, more engaging shopping journey**.

KEY BENEFITS FOR META:

- Accelerating Metaverse Adoption.
- Strengthening Social Commerce Leadership.
- Unlocking Revenue Potential.

PROBLEM STATEMENT

CURRENT MARKET GAPS

1. Static E-Commerce:

- 71% of shoppers find static images inadequate (*Deloitte, 2023*).
- 30% average return rate due to mismatched expectations (*Narvar, 2023*).

2. AR/VR Accessibility:

- Only 15% own AR/VR headsets vs. 82% smartphone ownership (*Statista, 2024*).
- 68% of SMEs lack resources for complex AR/VR tools (*Forrester, 2023*).

META'S OPPORTUNITY

- Enhance user engagement across Meta platforms, **leading to higher retention.**
- Empower SMEs by offering cost-effective tools and fostering **inclusivity and growth.**
- **Boost Meta's revenue streams** through increased ad impressions, subscriptions, and transaction volumes.

IMPACT OF ADDRESSING THESE GAPS

By eliminating these barriers, Meta can position itself as the go-to platform for innovative, inclusive e-commerce solutions, driving both user engagement and business growth on a global scale.

MARKET OPPORTUNITY

commerce sector. With the rise of mobile shopping, there is a **growing demand for AR/VR features optimized for smartphones**, allowing users to engage in immersive commerce without the need for expensive hardware. The focus is on creating solutions accessible via standard smartphones, ensuring inclusivity and scalability.

META'S STRATEGIC ADVANTAGE:

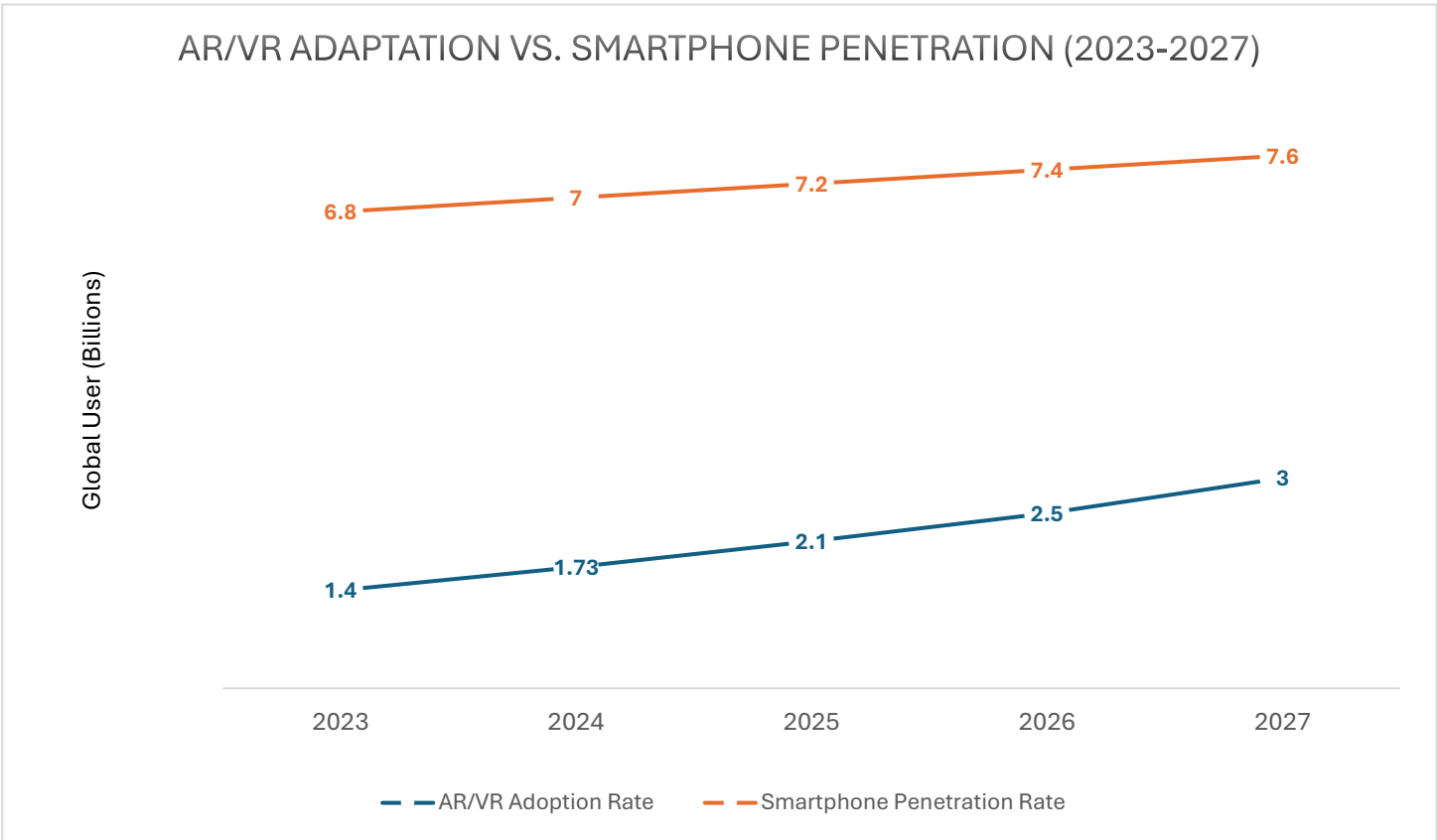
- **3.9B MAUs** across Facebook, Instagram, and WhatsApp.
- Existing tools: **Spark AR (1M+ creators)**, **Llama 3 (AI)**, **Reality Labs (R&D)**.

GLOBAL E-COMMERCE MARKET GROWTH (2023-2027)



AR/VR ADAPTATION VS. SMARTPHONE PENETRATION

(2023-2027)



SOLUTION OVERVIEW

DESCRIPTION:

Meta's mobile-friendly immersive commerce platform aims to democratize AR/VR technologies, making them accessible to businesses and users via smartphones.

KEY FEATURES

- **AI-Powered 3D Model Creation:** Businesses can convert 2D product images into interactive 3D models with minimal effort.
- **AR Product Visualization:** Users can virtually try products (e.g., clothing, furniture) in their environment using their phone cameras.
- **Mobile-Optimized 3D Shopping Interfaces:** Seamless, intuitive interfaces for browsing and interacting with products on mobile devices.
- **Integrated Business Analytics Dashboard:** Real-time insights on customer behaviours within immersive environments.
- **Scalable Monetization Options:** Tiered subscription plans and immersive advertising opportunities for businesses.

USER FLOW:

1. A business **uploads 2D product images** to Meta's platform.
2. AI converts these **images into 3D models**.
3. Users **access** these models **via Meta platforms** (e.g., Facebook Shops, Instagram Shopping) on their smartphones, enabling virtual interaction with products.

MARKET POTENTIAL

Target Audience:

1. Tech-Savvy Consumers
2. Online Shoppers
3. SMEs (Small and Medium-sized Enterprises)

Revenue Potential:

1. Ads
2. Subscriptions
3. Transaction Fees

Meta's Edge:

1. Comprehensive Ecosystem
2. Mobile-Friendly AR/VR
3. Social Commerce Integration
4. User Data Insights

Innovation:

1. AI-Driven 3D Model Generation
2. Affordability and Accessibility
3. Mobile-First Approach
4. Seamless Integration with Existing Tools

Opportunity to Capitalize:

1. Dominate the SME Market
2. Enhance User Engagement
3. Partner with Advertisers
4. Expand in Emerging Markets

COMPETITIVE ADVANTAGE

- **Amazon:** Focused on static e-commerce with limited AR integration.
- **Google:** Advanced AR tools but minimal focus on e-commerce.
- **Snapchat:** Strong AR/VR filters but lacks a robust e-commerce ecosystem.
- **Meta's Edge:** A comprehensive ecosystem (Facebook, Instagram, WhatsApp) paired with mobile-friendly AR/VR tools.

TECHNICAL FEASIBILITY

TECH STACK:

- **Meta's Existing Resources**

Spark AR: Scale tools for SME use cases.

SAM (AI): Power 2D-to-3D conversion.

AWS/Azure Cloud: Scalable rendering infrastructure.

- **AI Algorithms:** For 2D-to-3D model conversion.
- **AR Frameworks:** Utilizing Meta's Spark AR Studio.
- **Cloud Infrastructure:** To handle real-time rendering and model storage.

SCALABILITY AND TIMELINE

The proposed mobile-friendly immersive e-commerce platform is designed with scalability in mind, ensuring its growth aligns with Meta's long-term objectives.

Beyond 10-year projection:

Global Expansion

- Emerging Markets

Feature Enhancements

- Generative AI
- Advanced AR Features

Ecosystem Integration

- Strengthen ties with Meta's existing tools (e.g., Facebook Shops, Instagram Shopping, Spark AR Studio).
- Expand use cases to non-commerce verticals.

Scalability Metrics

- Projected growth

Milestones for Each Phase in the Roadmap

Phase 1: Research and Development (0-6 Months)

Phase 2: Beta Testing (6-12 Months)

Phase 3: Global Rollout (12-18 Months)

Phase 4: Continuous Improvement (18+ Months)

FINANCIAL PROJECTIONS

1. TRANSACTION FEES:

- A 2% transaction fee on Meta's share of the global e-commerce market:
 - Global e-commerce market by 2027: \$7 trillion.
 - Meta's projected share (10%): \$700 billion.
 - Revenue: **$\$700\text{B} \times 2\% = \$14 \text{ billion annually}$** .

2. SUBSCRIPTIONS:

- Premium subscriptions for businesses (e.g., AR/VR tools, advanced analytics):
 - **5 million businesses** subscribing at \$100/month:
 $\$100 \times 12 \text{ months} \times 5\text{M businesses} = \textbf{\$6 billion annually}$.

3. ADS:

- Revenue from immersive 3D/AR ads:
 - If **1% of Meta's active users (30M)** engage with immersive ads, with an average ad spend of **\$10/user**:
 $30\text{M users} \times \$10 = \textbf{\$300 million annually}$.

ADDING THESE STREAMS TOGETHER:

- Transaction Fees: **\$14 billion**.
- Subscriptions: **\$6 billion**.
- Ads: **\$300 million**.
- Total Revenue: **\$20.3 billion annually**.

CUMULATIVE REVENUE OVER 10 YEARS (2025–2035):

- 10-Year Total Revenue: \$20.3 billion × 10 = **\$203 billion**.

FINAL REVENUE STATEMENT:

The platform's **annual revenue** is projected to reach **\$20.3 billion by 2027**, with the following breakdown:

- Transaction Fees: **69% (\$14 billion)**.
- Subscriptions: **30% (\$6 billion)**.
- Ads: **1% (\$300 million)**.

Over a **10-year** period, the platform is expected to generate a cumulative revenue of **\$203 billion**, driven by transaction fees and subscription growth.

COST ANALYSIS AND INVESTMENT REQUIREMENTS

1. TOTAL INVESTMENT OVERVIEW

The total estimated cost of this project is **\$55M**, distributed across key categories to ensure efficient execution and scalability. This investment is structured to achieve sustainable growth, rapid adoption, and long-term profitability.

Category	Cost (in USD)
Research and Development	\$9.5M
Infrastructure and Technology	\$9.5M
Marketing and SME Onboarding	\$9.5M
Operational Costs	\$19.5M
Miscellaneous and Contingency	\$7M
Grand Total	\$55M

3. PHASED INVESTMENT APPROACH

To reduce upfront risk and ensure efficient allocation of resources, the project investment is divided into three phases:

Phase	Activities	Investment (USD)
Phase 1 (Year 1)	R&D, initial infrastructure setup, and pilot testing.	\$15M
Phase 2 (Year 2)	Marketing campaigns, SME onboarding, and scaling cloud infrastructure.	\$25M
Phase 3 (Year 3)	Operational scaling, advanced feature rollouts, and global expansion.	\$15M
Total		\$55M

4. REVENUE VS. COSTS ANALYSIS

A. Annual Revenue Projection (By 2027)

- **Transaction Fees (69%):** \$14 billion.
- **Subscriptions (30%):** \$6 billion.
- **Ads (1%):** \$300 million.
- **Total Revenue: \$20.3 billion annually.**

B. ROI Timeline

- **ROI in Year 1:** Projected revenue of **\$20.3 billion**, achieving full ROI within the first year of full-scale deployment.
- **Cumulative Revenue (10 Years): \$203 billion**, with scaling driven by SME adoption, user engagement, and emerging markets.

5. RISK MITIGATION

The project includes a \$7M contingency fund to address unexpected challenges, including:

- Delays in R&D or infrastructure deployment.
- Slower SME adoption in certain markets.
- Regulatory compliance adjustments.

Additionally, leveraging Meta's existing AR/VR tools (e.g., Spark AR Studio) minimizes risk by reducing development time and costs.

RISK MITIGATION

1. SLOW ADOPTION OF AR/VR BY SMES

Mitigation Strategies

- I. Education and Awareness Campaigns
- II. Affordable Pricing Models
- III. Localized Outreach

2. LIMITED USER ENGAGEMENT WITH IMMERSIVE ADS

Mitigation Strategies:

- I. User-Centric Ad Design
- II. Advertiser Incentives
- III. Integration with Familiar Tools

3. TECHNOLOGICAL BARRIERS IN EMERGING MARKETS

Mitigation Strategies:

- I. Mobile-First Design
- II. Infrastructure Partnerships
- III. Localized Training

4. COMPETITION FROM ESTABLISHED PLATFORMS

Mitigation Strategies:

- I. Highlight Unique Features
- II. Exclusive SME Benefits

5. PRIVACY AND DATA SECURITY CONCERNS

Mitigation Strategies:

- I. Transparent Privacy Policies
- II. Data Security Investments
- III. Regulatory Compliance

6. HIGH INITIAL DEVELOPMENT COSTS

Mitigation Strategies:

- I. Phased Rollout
- II. Leverage Existing Tools
- III. Third-Party Developers

7. SLOW ROI REALIZATION

Mitigation Strategies:

- I. Focus on Early Wins
- II. Diversified Revenue Streams

STRATEGIC ALIGNMENT

This project aligns closely with Meta's long-term strategic goals, driving the evolution of immersive commerce and enhancing Meta's ecosystem. By leveraging cutting-edge technologies and focusing on global accessibility, the platform supports Meta's overarching vision for advancing the metaverse, increasing global user engagement, and expanding AR/VR capabilities.

- 1. Advancing the Metaverse**
- 2. Increasing Global User Engagement**
- 3. Leveraging AR/VR for Broader Applications**
 - a. Education
 - b. Healthcare
 - c. Events
- 4. Emerging Markets**
- 5. Southeast Asia**
 - a. Latin
 - b. America
 - c. Africa
- 6. AR/VR Innovation**

CONCLUSION

The **Mobile-Friendly Immersive Commerce Platform** represents a transformative opportunity for Meta to revolutionize e-commerce by leveraging its existing ecosystem and innovative AR/VR technologies. This project aligns seamlessly with Meta's vision of empowering businesses and enhancing user experiences, creating a unique space in the rapidly growing global e-commerce market.

KEY HIGHLIGHTS:

1. Strategic Positioning
2. Revenue Potential
3. Scalability and Innovation
4. Risk Mitigation

WHY META SHOULD INVEST

This initiative not only strengthens Meta's presence in e-commerce but also positions the company as a global leader in immersive commerce. By empowering SMEs, engaging users, and leveraging innovative technologies, the platform delivers both financial returns and long-term strategic value.

With a bold vision, strategic execution, and Meta's unparalleled ecosystem, the Mobile-Friendly Immersive Commerce Platform has the potential to reshape the future of online shopping and elevate Meta's role as a leader in AR/VR innovation.

CALL TO ACTION

Meta has an incredible opportunity to lead the next wave of e-commerce innovation through mobile-friendly immersive experiences. This proposal outlines a clear roadmap to transform online shopping, empowering businesses and users while driving significant revenue growth.

I invite Meta to:

1. **Review this proposal** to explore its potential impact on Meta's platforms and e-commerce strategy.
2. **Schedule a meeting** to discuss the proposed solution in greater detail and evaluate its alignment with Meta's goals.

By embracing this initiative, Meta can unlock new opportunities, enhance user engagement, and strengthen its position as a global leader in AR/VR and e-commerce.

Next Steps: Please feel free to contact me at harithdevinda8@gmail.com or +94703359228 to arrange a follow-up discussion or presentation. I am confident this collaboration will pave the way for groundbreaking innovation.

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NOTES FOR REVIEWERS

- **Accessibility:** Many reports (e.g., Gartner, McKinsey) are available to subscribers or clients via the publishers' websites.
- **Meta-Specific Data:** Financial figures (e.g., Facebook Shops' \$45B revenue) are sourced from Meta's official Q2 2024 earnings report, accessible via [Meta Investor Relations](#).
- **Surveys:** Data from Snap Inc. and Retail Perceptions are derived from publicly shared highlights in press releases or industry presentations.

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