



**The office of the future**

*Bring us closer together wherever we are  
make you enjoy with our activities*





# BACKGROUND INFORMATION

Since coronavirus began spreading worldwide last year, many countries have addressed some rules that people need to follow to reduce infection. In addition, the Covid-19 is continuing to spread around the world, and the situations where risks of this infection and transmission are likely to be higher even if many people have got vaccinated, so we need to learn how to live with it.

For the past few years before the pandemic, virtual reality platforms were not used as much as now due to expensive headsets, and people still thought that we could see each other in person or make a phone call. However, the trends of using this technology have changed a lot after the pandemic occurred. A virtual learning platform has become a necessary tool for studying.

Many enterprises have also adapted technologies into their work during the pandemic, such as Zoom or MS Teams for their meeting. Nonetheless, as human beings, people still need social interaction, and the 2D online tools that we use every day cannot replace meeting in person yet.

In terms of workforce management in the workplaces, many businesses need to find alternative ways to prevent their employees from the Covid-19 pandemic, which continues. So, the demand for virtual workspace platforms has been rapidly growing up since last year. There are more and more workspace platforms then we need to find out outstanding features of our product to compete in this market.

”

## OUR PARTNERS



# NETFLIX

- Netflix -

To provide a lot of movies for our users



- Microsoft Teams -

To let customers use the effective tools for working on our platform

# S-T-P

## Segmentation

Demographic segmentation based on age will be used in this project. Also, we will focus on people who are age range between 30–50-year-old, followed by income and occupation.

We will divide age groups into 2 groups: Millennials and Generation X with high income and their occupation is involved in technology.

## Positioning

VSPACE is in a virtual reality workspace platform market that has been on the rise since last year.

High quality and a reasonable price with more features are our position on this market.

## Targeting

We will use differentiated Marketing to target the customers by focusing on those interested in new technology like VR technology.

## Our competitors

MeetinVR



Spatial



Glue



Immersed



## More features

Low  
Price



High  
Price



VSPACE



MeetinVR

less features

# PRODUCT

## Product name: VSPACE

**Product definition:** VSPACE is a digital platform for meetups, working, training, and social activities, which provides virtual reality office environments while you are anywhere. You can feel true presence through the VR headset when interact with your colleagues remotely, such as handshakes or waves. VSPACE can also reflect your movements while you talk through 3D avatars. In addition, to achieve Sustainable Development Goals, our platform helps businesses lessen the need for travel and reduce their carbon footprint. In other words, our product can save your money and time.

## Benefits received:

- The users who use our virtual office platform will feel more connected via virtual social interaction – like in a real physical office, which will be a solution to solve the problem of social interaction when working remotely.
- We can help you customize your training session or your campus area environment, depending on what you want.
- Introvert people tend to get comfortable with avatar characters.

## Product Classification:

VSPACE is a product between hedonic and utilitarian categories, as the purpose of our product is to be functional with more effective corporate functionality, such as virtual training sessions. On the other hand, it can bring pleasure to users; for example, a movie room where you can watch a movie with your friends or a ping pong room where you can enjoy this time with your colleagues even if you are not in the same place.



# PRODUCT PRODUCT



## Features

- Create your avatar
- Use your hand to control or draw anything (hands as a mouse)
- Virtual workspaces
- Activate all of the widgets in MS TEAMS, such as whiteboard, screen sharing, PDFs, and media sharing
- PowerPoint presentation mode
- Private workspaces which can change 3D backgrounds
- Multiple virtual monitors in private workspaces
- Activity spaces, such as movie room, yoga room, ping pong room, fishing spot
- Go for a walk in the campus by 3D spatial environment
- Training sessions that can customize to suit your business
- Import photos, videos and 3D content
- Record meetings and sessions



## Rooms

- Campus areas
- Brainstorming workspaces
- Collaborative workspaces
- Movie rooms
- Private workspaces
- Office workspaces
- Yoga rooms
- Ping pong rooms
- Fishing spots
- Conference rooms
- Training sessions



# CUSTOMER PERSONAS



**Mayer Collin (CTO)**

Age: 49

Generation: Generation X

Gender: Male

Income: £150,000 per year

Location: California

Hobbies: Reading books, travelling with his family

Status: Married

Personality: Introvert



#### Wants:

- Create new innovations.
- Try new technologies.
- Spend more time with his family.
- Looking for an adaptable technology solution that saves his time to travel to his workplace.

#### Pain:

- Fear of no time spending with his son
- Fear of Covid-19 infection

#### Community:

Website: Bloomberg

Publications: The Economist

Brands: Microsoft, Apple



**Keywords:** new technologies, family, save time, no need to travel



**Jade Potter  
(Software Engineer)**

Age: 29

Generation: Millennials

Gender: Female

Income: £50,000 per year

Location: Washington, D.C.

Hobbies: Reading books, baking cake,

Travelling, playing games

Status: Single

Personality: Introvert



#### Wants:

- Write a new software programme
- read a book named reprogramming The American Dream: From Rural America to Silicon Valley
- Improve my communication skills.
- Buy a new VR game.
- Work from home.
- Watch Netflix.



#### Pain:

- Communicate with people in-person
- Fear of Covid-19 infection

#### Community:

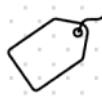
Website: YouTube, Reddit

Publications: PC Gamer, The Guardian

Brands: Apple, Starbucks

**Keywords:** games, uncomfortable talking with other people in-person





# PRICING

Penetration Pricing using a competitor-based method will be applied in this product. We will start at a lower price than the competitor with quite the same features as our product. New features will be added later at the growth stage then we can raise our product's price in this stage.

## There are 3 packages



Features	Free (a 30-day free trial)	Premium <b>£29</b> /user/month 5-10 users to login simultaneously	Enterprise <b>£159</b> /user/month Custom offers 11-80 users to login simultaneously
Create full body avatar	/	/	/
Private workspaces – virtual monitor	Use 1 additional virtual monitor	5 virtual monitors	5 virtual monitors
Private workspaces – 3D BG custom	X	/	/
Private workspaces – do not disturb mode	X	/	/
Office workspaces mode	Max 3 people	Max 5 people	/
Brainstorming workspaces	Max 5 people	Max 10 people	Max 12 people
Use widgets in MS teams, such as whiteboards, screen sharing, PDFs, and media sharing	/	/	/

# PRICING



Features	Free (a 30-day free trial)	Premium £29  /user/month 5-10 users to login simultaneously	Enterprise £159  /user/month Custom offers 11-80 users to login simultaneously
Power point Presentation	/	/	/
Collaborative workspaces	X	Max 3 people	Max 5 people
Schedule meetings	X	/	/
Yoga rooms	X	Max 10 people	Max 10 people
Ping pong rooms	X	Max 8 people	Max 8 people
Conference rooms	X	X	Max 20 people
Training sessions	X	X	/ (Contact us to customize your training sessions)
Campus	X	/ (No private campus areas and buildings)	/ (Contact us to customize your campus area and your building)
Movie rooms (Max 10 people)	X	/ (Limit movies)	/ (No limit movies)
Single sign-on	X	X	/
24/7 customer support	X	/	/
Premium onboarding	X	X	/
Import photos, videos and 3D content	X	/	/
Record meetings and sessions	X	/	/
		Be able to use activity rooms with other people not only from your group  Create only one room at the time	Customize your own building, campus, and logo  Be able to create many rooms simultaneously

\*\*\* Guesses can be invited to workspaces without licensed.

# PROMOTION

## The product life cycle and promoting our product

### Introduction

- Pre-Launch Announcement (coming soon) - a video to introduce our product to raise awareness and build excitement to the audience by publishing an announcement on our social media channels and relevant online forums, such as email, website, Twitter, Instagram, and link them to our email form. Also, promoting our social media posts with ads can help us to target the right audience.
- On launch day, the event will be based online and offline. On this day, we will show the whole product and explain more about each feature. Q&A session will be on after that.
- Send a promotion code, such as 10% discount for the first month to the participants.
- Consumer testing by sending a demo of our product to some companies or influencers and letting them review our product through their social media platforms, such as YouTube, or blogs.
- Create a blog for use cases on our website.
- Free 30-day trial version.

### Promotional Mix element



40%



10%



30%



20%

# PROMOTION

The product life cycle and promoting our product

## Growth

- New ads for new features via social media platforms.
- New features will be added, such as the 3D room to support training sessions, Customize VR locations, more play spaces.
- Available on IOS and Android.
- Improve our software via user experience.
- After adding new features, we will collaborate with some organizations related to architecture and engineering areas to let them try our new things and to help us improve our platform in the meantime.
- Host the event to show how to use new features in our platform, such as Sketchup, Revit, and BIM 360.

## Promotional Mix element



30%



0%



50%



20%

## Maturity

- Send promotion codes for loyal customers such as a discount code for next month payment.
- For word-of-mouth marketing, we will give a discount code to use our product for users who are invited by our customers.
- A video to introduce our new product on our social media channels and relevant online forums, such as email, website, Twitter, Instagram.
- Extend the product to another line which is for education.
- New advertisements via social media platforms for new product.
- Host an event for promoting the new product.

## Promotional Mix element



40%



40%



0%



20%

# PROMOTION

The product life cycle and promoting your product

## Decline

- Lower prices.
- For old customers who change to another product, we will use ads by using the text like 'WE MISS YOU' in the ads to remind your customers of our product.

## Promotional Mix element



50%



50%



0%



0%



# DISTRIBUTION

VSPACE is a digital VR software that requires digital platform to distribute the product.

You can download VSPACE directly via the following digital platforms:

1. Our website
2. Oculus store

\*\*\* Now there are 2 versions for laptops only  
Window PCs (desktop mode), MacOS (desktop mode for mac) \*\*\*

Also, there are some review websites or platforms that link to our website to download indirectly. For example, [www.xr4work.com](http://www.xr4work.com), [www.g2.com](http://www.g2.com), YouTube channels, or Blogs.

In the future, we plan to extend VSPACE to the app store and Google play store to bring more convenience to our customers.

We hope that you will be looking forward to VSPACE in the application platform. ”



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