RICOH THETA Sales Kit Prototype

Using theta360.guide Forum Data

Overview

- AI-Generated Sales Kit using actual current data from theta360.guide forum
- AI generated the following from spreadsheets
  - organized list of companies with size and location
    - AI using available data from LinkedIn
  - priority of sales target based on match with RICOH THETA capabilities
  - use case examples for each target
  - example emails for outreach

80

24

AI

9

Before AI, no companies on spreadsheet. We asked AI to search online for companies…

VIRTUANCE

PREVU3D

2% realty

PHOTOSTUDIO
Francesco Dell'Isola
fotografia & comunicazione

UCAF
ucafimmobiliare.com

kudan
SLAM

Task	AI Effectiveness Today
Company profile from company email	⭐⭐⭐⭐⭐
Prioritization of targets	⭐⭐⭐
Use case example per target	⭐⭐⭐
Example email per target category	⭐⭐⭐⭐⭐
Sales volume estimation	⭐⭐⭐⭐⭐
Detail use case, forecast	⭐⭐⭐⭐⭐

Task	AI Effectiveness Today
ROI calculation	⭐⭐⭐⭐
Pricing model	⭐⭐⭐
Number of developers	⭐⭐⭐
Identify who to contact	⭐⭐⭐⭐

One Slice of Data From the Current Forum Dataset
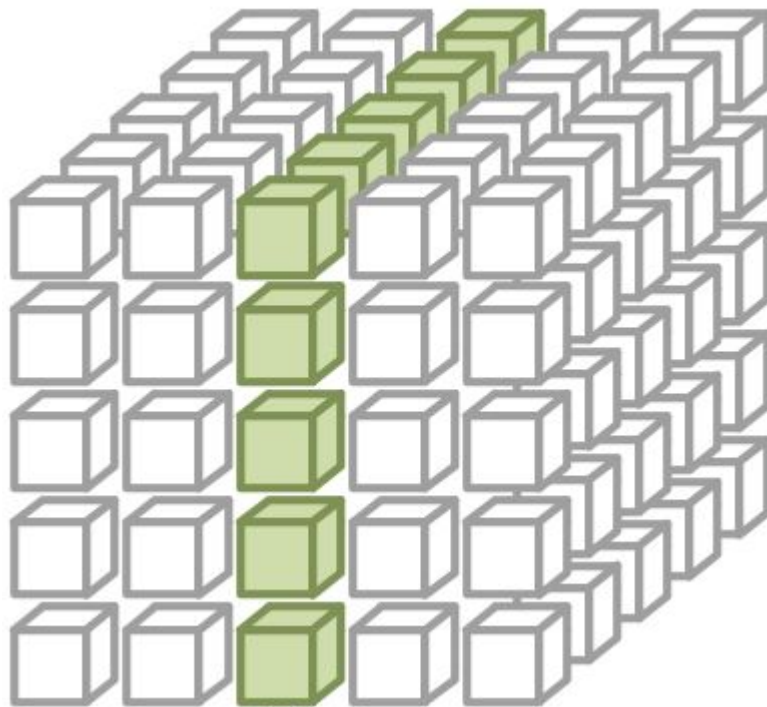
🔥 High Potential Organizations

➡️ **Total est. for High Potential orgs: ~27 to 64 units**

Organization	Est. Size	Industry	Est. Units
Virtuance	51–200	Real Estate Photography	5–15
Prevu3D	11–50	3D Visualization	3–5
Kudan	11–50	Robotics / SLAM	2–4
2 Percent Realty West Coast	11–50	Real Estate	3–5
Driverfotos	1–10	Photography	2–3
Photostudio Francesco Dell'Isola	1–10	Photography	2–3
NS Photo & Media	1–10	Photography	1–3
360spherical	1–10	Media / 360 Content	2–4
Ucaf Immobiliare	1–10	Real Estate	1–2

ROI for Virtuance

🥇 **1. Virtuance**

Industry: Real Estate Photography
Est. Units: 5–15
Use Case: Enhancing property listings with immersive 360° imagery
Revenue Impact Estimate:

- 360° tours can increase listing engagement by ~40%
- Adds premium offering, potentially $100–200 extra per shoot
- With 200+ properties annually, added revenue = $20,000–40,000/year

Camera Cost: ~$1,000 x 10 = $10,000
📈 **ROI:** *(Revenue – Cost) / Cost* =
→ **100%–300% in Year 1**

Number of Developers

From AI: Determining the exact number of software developers at each of these organizations can be challenging due to limited publicly available data. However, based on their industries, sizes, and typical operational structures, we can make informed estimates:

1. **Virtuance**
   - **Industry:** Real Estate Photography
   - **Estimated Total Employees:** 51–200
   - **Estimated Software Developers:** 5–15

     - *Rationale:* As a company specializing in real estate photography, Virtuance likely employs a team of software developers to manage their online platforms, image processing technologies, and client interfaces.

Contact Targets

Potential Decision-Maker: Kelsey Ryall, Partner Experience Manager

- **LinkedIn Profile:** Kelsey Ryall - LinkedIn

General Contact Information:

- **Phone:** 1-844-443-7325
- **Email:** info@virtuance.com
- **Address:** 1660 S Albion St, Denver, CO 80222
- **Website:** Virtuance