

360 Camera Sales Kit Prototype

Using 2018
DeveloperWeek
New York Data

DEVELOPERWEEK.



Overview

- AI-Generated Sales Kit using actual data from DeveloperWeek New York, 2018. People that went to RICOH THETA booth
- Second example slice of current data from theta360.guide forum
- AI generated the following from a spreadsheet
 - 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



AI

24







7

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



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	

Company

Reason for High Potential

Blink Fitness

Gym virtual tours, trainer demo videos, facility walkthroughs for marketing.

Marble.com

Showroom/factory tours, product showcases (360 views of countertops/slabs).

Prosper Digital TV

360° content creation for media/TV production.

Wowza Media Systems

Demo of streaming technologies using immersive content, potential tech partner.

Thorlabs

Facility demos, lab setup visualization, technical training.

GeoPhy

Real estate and property tech – strong match for virtual walkthroughs of buildings.

Sun Life Financial

Client experience centers, onboarding/training, hybrid work enablement.

Company

Reason for Medium Potential

ADP

HR training simulations, virtual office tours, remote hiring experiences.

Nomura Holdings

Executive meeting room setups, digital client presentations.

InterSystems

Product demo environments, trade show setups, virtual tech lab tours.

Throput

Remote facility oversight, logistics visualization (if industrial focus).

Techoryze

Could explore if focused on immersive tech or creative agency work.

Kuvio Creative

Creative agency use (360 product shoots or web integration).

Gabelli Funds

Executive presentation environments, marketing.

Benjamin N. Cardozo School of Law

Same as other academic institutions – virtual tours & training.

Linode *(now part of Akamai)*

Data center visualization, developer marketing.

Task	Example output for Blink Fitness
Company profile from company email	Gym virtual tours, trainer demo videos, facility walkthroughs for marketing. oleg.latypov@blinkfitness.com
Prioritization of targets	High potential - Approximately 1,000 to 5,000 employees - Blink Fitness is a chain of fitness centers offering affordable gym memberships across the United States.
Use case example per target	Blink Fitness (blinkfitness.com) – Virtual Gym Tours & Training Content <ul style="list-style-type: none"> • 360 cameras can be used for virtual walkthroughs of gyms, helping potential members explore facilities online. • Can be used for immersive fitness classes, allowing trainers to record workouts from multiple angles.
Example email per target category	See slide 9
Sales volume estimation	Estimated Units: 50-100; Reasoning: Multiple gyms across the U.S.; 1-2 units per location for virtual tours & fitness content.
Detail use case, forecast	See slide 10
ROI calculation	See slides 11-13



Fitness / Wellness (e.g., Blink Fitness)

Subject: Showcase Your Gyms & Trainers with Immersive 360° Content

Hi [First Name],

Ever thought about showcasing your gym spaces and training programs in **360° video or virtual walkthroughs**?

Our easy-to-use 360 camera solution helps fitness brands like yours:

- Bring **gym tours online** to boost memberships
- Film **360° trainer-led workouts**
- Create **immersive content for social and digital ads**





It's a great way to stand out, engage potential customers, and highlight the energy of your fitness spaces—without needing a full video production crew.

Let me know if you'd be open to a quick call or demo!

Thank you,
Becky

Becky Norton
National Account Sales Manager
RICOH IMAGING AMERICAS CORPORATION

Use Case - Blink Fitness

1.  **Virtual Gym Walkthroughs (Membership Growth)**
 - Allow potential members to **tour the facility online** before visiting.
 - 360° videos showcase **equipment, locker rooms, and amenities**.
 - Helps in **differentiating Blink from competitors** in online searches.
2.  **Fitness Class & Trainer Content (YouTube & App Integration)**
 - Trainers can **record 360° guided workouts** for mobile apps & virtual fitness.
 - Members can **replay immersive fitness sessions** at home.
 - Creates **VR-compatible workout programs** for a futuristic gym experience.
3.  **Social Media Engagement & Brand Building**
 - 360° workout challenges for **Instagram, TikTok & Facebook**.
 - Interactive **member spotlights & gym culture videos**.
 - Livestream fitness events using **RICOH THETA 360 cameras**.
4.  **Member Gamification & Interactive Experiences**
 - In-app challenges where members **explore the gym in 360°**.
 - **Augmented reality (AR) workouts** integrated with Blink's training programs.

Why 50-100 Units?

- **Multiple gym locations** (1-2 cameras per site).
- **Content creation across digital channels**.
- **Marketing expansion into immersive fitness tech**.

Blink Fitness – ROI Analysis

Assumptions:

- **Units Purchased:** 50-100
- **Cost Per Unit:** \$1,049
- **Total Investment:** \$52,450 - \$104,900
- **Revenue Streams:**
 1. **New Gym Memberships from Virtual Tours**
 - Expected **5% increase in conversions** via online 360° tours.
 - Average membership fee: **\$25/month**.
 - Lifetime Value (LTV) per member: **\$300 (1-year retention)**.
 2. **Online Content Engagement & Brand Growth**
 - **Social media reach boost** → **10-20% more engagement**.
 - Sponsored content or partnerships increase gym visibility.
 3. **Corporate Partnerships & VR Gym Tech Expansion**

Blink Fitness – ROI Analysis

Revenue Source	Estimated Impact	Annual Revenue Growth
Virtual Gym Tours → New Members	5% increase	\$125,000 - \$250,000 (5,000-10,000 new members)
Content Creation for Social & Digital	Brand expansion	\$50,000+ (sponsorships, ads, partnerships)
Live Streaming & Gamified Workouts	Increased engagement	\$25,000+
Total Revenue Impact (Year 1)	\$200,000 - \$325,000	
Investment Payback Period	2-6 months	

Blink Fitness – ROI Analysis - Summary

ROI Calculation for Blink Fitness

- **Total Investment: \$52,450 - \$104,900**
- **Annual Revenue Increase: \$200,000 - \$325,000**
- **ROI = (Revenue Gain - Investment) / Investment**
- **ROI Estimate: 290% - 510% in Year 1**

 **Break-even in 2-6 months, high-value long-term investment.**

Bulk Discounting Strategy for Blink Fitness

- ◆ **Estimated Units: 50-100**
- ◆ **Ideal Discount Tier: 20% off per unit (\$839 each)**
- ◆ **Total Investment:**
 - **50 units: \$41,950 (instead of \$52,450, saving \$10,490)**
 - **100 units: \$83,900 (instead of \$104,900, saving \$20,980)**
 - ◆ **Added Value Proposition:**
 - **Bundle cameras with a 360° content training package** for their marketing team.
 - Offer **subscription-based support** for updates & optimization.
- ◆ **Alternative:**
 - **Offer a lease-to-own model** (\$200/month per unit for 6 months).