

**INFORMATION TECHNOLOGY AND INFORMATION SYSTEMS  
DEPARTMENT**

**TECHNOPRENEURSHIP**

**BUSINESS PLAN**

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**Lec: TTH - 7:00 - 8:00 P.M. Lab: Wed - 6:00 - 9:00 P.M.**

*Submitted to:*

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## **I. Name of Business**

Striatum Zone (VR Health Care Tool)

## **II. Ownership of Business**

The frame of business owners could be a corporation that's a trade-allowed legitimate status with rights, benefits, and liabilities, particularly from those who work for the company. Because we are five individuals who will actualize our trade, VR health care devices that can offer assistance to others and make it helpful for those who utilize it.

## **III. Information of the Business**

### **A. Type of Business and Products and Services**

Striatum Zone is a Partnership type of business. There are more than two persons that handle the Striatum Zone. Striatum Zone has 400+ full stack developers, innovators, and designers. These are the Core Services and Products that Striatum Zone offers.

#### **Core Services:**

- VR for Healthcare
- VR App Development
- VR Game Development
- VR Sensor Apps
- VR App Development for Game Console
- Photorealistic Designs for VR Apps
- VR for Education
- VR for Retail
- VR for Travel & Tourism
- VR for Manufacturing
- VR for Engineering

#### **Products:**

- Oculus Rift
- Vive
- Meta Quest 2
- HP Reverb G2
- Valve Index
- Samsung Gear VR
- HTC Vive Pro 2 Headset

## **B. Mission Statement**

Our mission is to help people that experience headache, nausea, and also providing assistance to help people or patients in physical therapy and mental therapy and inspire learning through Virtual Reality Health Care Tool. To help assist the mission, our business provides the services below.

- VR for Healthcare
- VR App Development
- VR Game Development
- VR Sensor Apps
- VR App Development for Game Console
- Photorealistic Designs for VR Apps
- VR for Education
- VR for Retail
- VR for Travel & Tourism
- VR for Manufacturing
- VR for Engineering

## **C. History of Business/Background**

Striatum VR Zone has been the leader of innovative technology, improving people's health through Virtual Reality health. Striatum VR Zone is a pioneer in immersive and virtual reality technologies.

In order to offer innovative technical solutions to clinical practice, we collaborate with research teams. We use cutting edge R&D to provide unique solutions for a range of behavioral healthcare technology products. Our goods are made specifically with clinicians in mind. We provide licensed healthcare professionals with empirically supported solutions.

## **D. Location and Hours of Operation**

Striatum Zone has three locations in ASIA. Philippines, Japan, and India. The hours of operation are Monday-Saturday: 8:00 A.M - 10:00 P.M. You can email or message Striatum Zone in their email: [sales@striatumzone.com](mailto:sales@striatumzone.com). You can also check their social media accounts on Facebook, Twitter, Instagram, and LinkedIn: Striatum Zone. If you want to ask questions through a call you can call these numbers. PH: (034) 433-1687, India: +91-85720-00123, and Japan: +81 75 966 7768.

## **E. Inventory and Supplies**

A complete VR equipment set that is completely integrated with the Striatum Zone platform, including:

- A headset that fits each user comfortably and easily synchronizes with the Striatum Zone platform.
- An electrodermal response sensor that fits comfortably on the patient's fingers and measures the patient's sweat reaction (i.e., galvanic skin response) throughout sessions.

## **F. Current Proposal**

### **Using Virtual Reality as Health Care Tool**

#### **Summary:**

The purpose of Using Virtual Reality as a Health Care Tool is a technology that can help anyone experiencing a serious illness. It can determine the condition of a person if the feelings are profound. It will also help to check the health condition, because of the various features that the VR health care tool can do, they can better maintain their shape if it is a serious illness and if their condition is still normal.

#### **Needs/Problems:**

- Lack of knowledge in using Virtual Reality is one of the problems that has been addressed before. Because some people only know VR as a device used in gaming or for other entertainment, not knowing this can be used as a health care tool.
- Negative perception about Virtual Reality. People usually have a negative thought about VR because it is commonly used in gaming and there are numerous reports about eye strain or eye problems with excessive use of the device.
- High Cost for VR Development, organizations will encounter high cost with VR training, this cost higher including the headset cost and whether the training uses 360° VR or full VR.

#### **Goals/Objectives:**

- Provide Proper Training and walkthrough using the VR health care tool
- Provide Safety Measures and cautions using the VR health care tool
- Implementing DevOps to identify what is needed to the project and enable to balance the software development cycle.
- Prioritize features of the project for MVP to save time and money by knowing what are the target users needed in the system. It allows software developers to make changes early on, avoiding major changes later on.

**Procedures/Scope of Work:**

The VR Health Care Tool should be considered by the health professionals to see if the VR will really help the patients to understand their situation. VR is already existing so we will just add features for the VR Health Care Tool.

- The VR health care tool detects if the person who used the VR has a headache, nausea, and etc.
- The VR health care tool can help people that need medical assistance in physical therapy and mental therapy.
- The VR health care tool has realistic scenarios, interactivity elements, immersion, and tracking system.
- The VR health care tool also has information on how to minimize the settings of the VR to avoid headache, nausea, and etc.

**Time Frame:**

Provide detailed information on the expected timetable for the project. Break the project into phases, and provide a schedule for each phase.

	Description of Work	Start and End Dates
Phase 1	Planning and Brainstorming of the Title and Topic	October 12, 2022 - October 26, 2022
Phase 2	Project Title Proposal	November 9, 2022 - November 16, 2022
Phase 3	Business Plan Part 1	November 17, 2022 - November 24, 2022
Phase 4	Business Plan Part 2 Business Plan Part 3	November 25, 2022 - December 9, 2022

Phase 5	5 Minutes Pitch Video Prototype Output	December 10, 2022 - December 11, 2022
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#### **IV. Market Analysis**

Of course there is competition in other companies on VR Devices like The NineHertz, HQSoftware, iTechArt, and many more. But our VR Device will focus on our customers which need our services. In this way our company can focus more on people that need it and to make sure that our services can help them.

#### **V. Marketing Strategy**

##### **A. Advertising**

In this generation, technology is expanding. Both millennials and generation z are into technology now. The Striatum Zone is going to advertise our company and our latest project to YouTube Advertising, Social Media, and Email to reach our target audience. Lastly, we are also going to advertise it in Flyers, Radio, Newspaper, and Television Ads. Older people usually see these kinds of products in these advertisements.

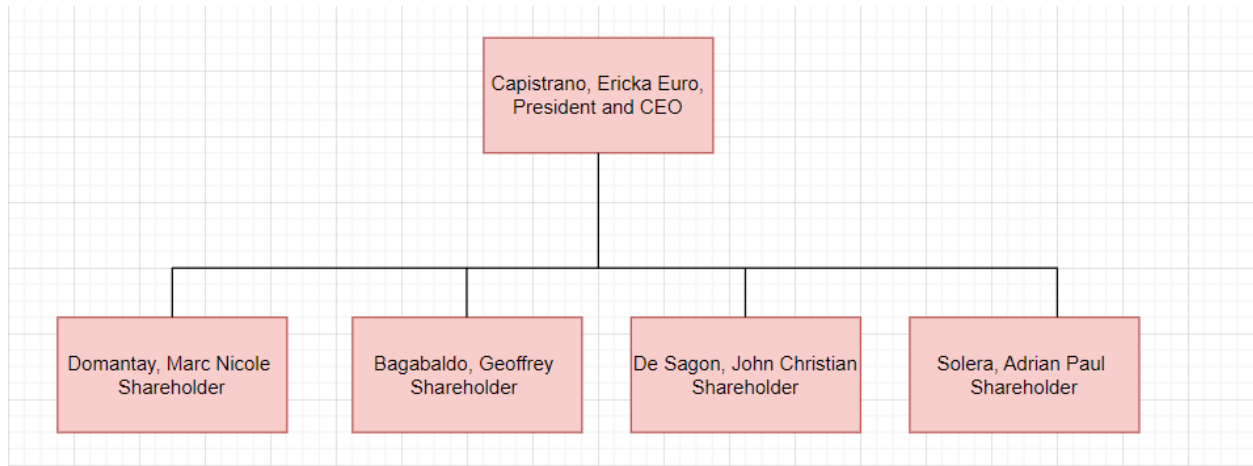
##### **B. Promotion**

The Striatum Zone is eyeing for its promotion through social media marketing. Today, social media platforms are where the customers or users are. Thus, making it easier to promote our product by using social media to our advantage. Social media platforms such as Facebook, Instagram, and Tiktok are a great place to advertise and promote the product. In addition, keeping quality in our products is a high priority because customers are attracted to high quality products. Lastly, collaborating with famous influencers is also a way of promotion since people trust brands that influencers advertise through their contents.

##### **C. Sales Strategy**

Striatum Zone competence in the industry will have a huge impact on the sales strategy of the project, Striatum Zone will be using simulation to catch the consumers attention and will be having to interact with the health care tool. By the use of social media, Striatum Zone will be showcasing the health care features in Online Platform and posting winning content of the tool.

## VI. Management Plan



### A. Management

The Management will collect the insights of the customer and employees on how to improve the VR health care tool and the other services of the Striatum Zone. Striatum Zone is also looking for partners and investors that can improve their services so that it can be more effective and helpful to professionals and the patients.

### B. Employees

The employees will do their duty to maintain the VR health care tool to improve and make it greater for the customers who need the application so that the customer will be satisfied with its use, and at some point, they will enjoy using the VR health care tool.

## VII. Financial Analysis

Cost Benefit Analysis: VR Health Care tool				
Costs				
Category	Item	Quantity	Price	Total
Hardware & Devices	Software Licenses	300	₱10,000	₱3,000,000
	VR Devices	300	₱25,000	₱ 7,500,000



	Server System	1	₱30,000	₱30,000
	Work Station	10	₱25,000	₱ 250,000
System Training	Device Overview	10	₱5,000	₱ 50,000
	Device Training	10	₱5,000	₱ 50,000
<b>TOTAL COST: ₱10,880,000</b>				

<b>Benefits</b>	
<b>Effective Promotion Campaigns on Social Media and campaigns</b>	<b>₱ 50,000</b>
<b>Improved lead conversion</b>	<b>₱10,000</b>
<b>Better customer retention and loyalty</b>	<b>₱20,000</b>
<b>Enhance Productivity</b>	<b>₱40,000</b>
<b>Workflow Efficiencies</b>	<b>₱30,000</b>
<b>Higher Quality Database</b>	<b>₱60,000</b>
<b>TOTAL BENEFITS:</b>	<b>₱ 210,000</b>

### VIII. Business Requirements

The VR device will be the main tool when using the health care device, it is required to have the device intact within the person who is using it. The device functionality should have the following features:

- Target patient or person to identify the ill.
- Wide space environment
- Enable to detect and locate patient's specific illness
- Detailed information about the certain sickness.
- Provide specific solutions to the illness.

## **IX. Business Value**

We expect that our company's VR device will increase sales by promoting our devices services which can help them and by reaching new customers who are interested or who are in need of our services and we hope that our services will help our customers.

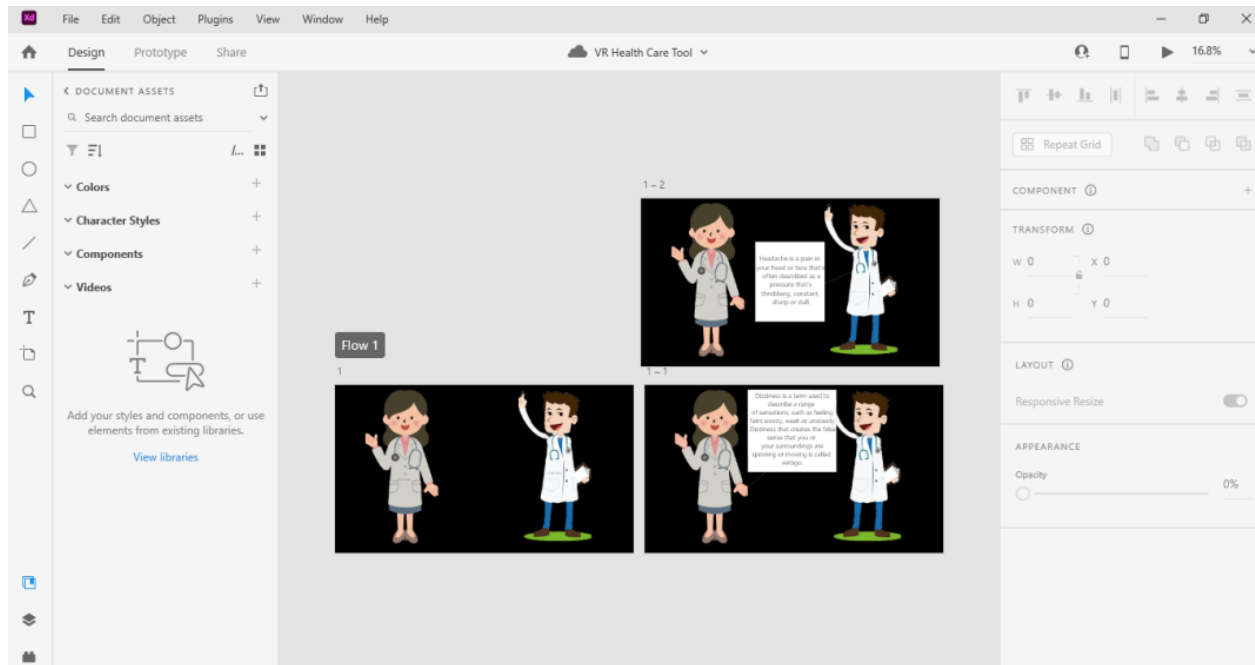
Conservative Estimates of tangible value to the company include the following:

- ₱500,000 in sales from individual use of our VR
- ₱300,000 in sales from customers who uses our VR services

## **X. Special Issues and Constraints**

- The marketing strategy that we have is the same with other competitors so it's really hard to compete with other companies because we have the same devices but different applications in the VR device.
- Because of the high cost of VR Training, many customers will switch to another company that has a low cost of VR Training. VR Training is really important so that they know how to use the VR health care tool.
- Technical Issues in VR are very common. So, it's really important to check and maintain the VR Health Care Tool before launching it in the public.
- Cybersecurity issues raised in VR.

## PROTOTYPE OUTPUT





**Link of the prototype:**

<https://app.draftxr.com/vr/MmiL9Y>