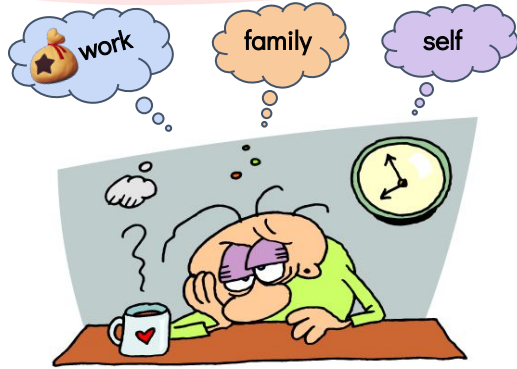




WorkGround

A one stop platform for the future
of remote working

The Problem



Young Working Professionals

FATIGUED but ADVENTUROUS



Obligated to reply emails and messages around the clock



Detests zoom meetings, especially turning on the camera



Never fully accustomed to work from home

1

Inability to unplug from work & Accumulation of Zoom fatigue

2

Social Isolation, Lack of spontaneous communication & collaboration



61%

of employees WFH felt increase in stress [Straits Times, Aug 2020]



Market Validation and Opportunity

72%



Firms in SG are adopting
hybrid work models

> 50%



Singaporean employees
want **remote** working
arrangements

Ease of collaboration & management:

90%



In Office

67%



At Home

This is why we have **WorkGround !**
WorkGround provides a **solution**
for firms who want to **improve** the
remote working experience for their
employees.



Feasibility

Why users will embrace this idea:

- facilitates better collaboration and communication among individuals in a virtual workplace environment
- provides a platform for users to still be able to interact with others such that they simulate life at their workplace pre-pandemic

Why will user use it?

- Simulate real-life meeting environment
- Simulate spontaneous interaction with colleagues
- More fun yet productive workspace

Existing Concept:

- Many big companies like Facebook and Microsoft are positioning themselves towards Metaverse
- Interactive games like Animal Crossing is said to promote social interaction and offer an escape from stress during the covid-19 pandemic

VR and AR Technology



VR Technology helps simulate the workplace environment and includes other users in the environment



AR Technology allows users to interact with the objects in their environment

The Solution: Work From Home meets



View our product demo here: <https://youtu.be/nLQyA82tqeU>



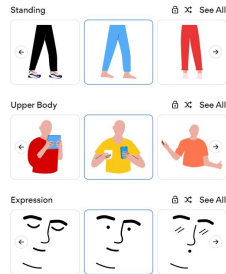
Key Value Propositions

1

Virtual Environment

Customisable & interactive 3D virtual working experience

Hi Eunice,



Good to go

Enables spontaneous encounters and communication

Facilitates teamwork & collaboration

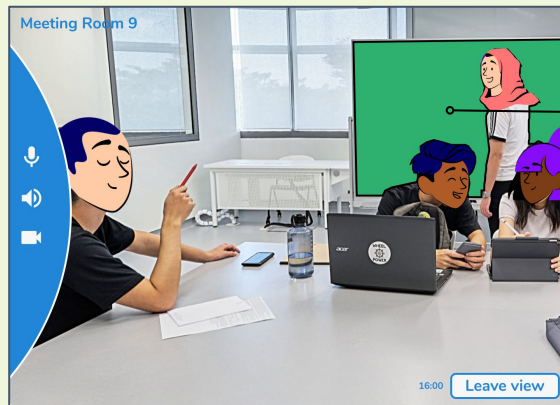
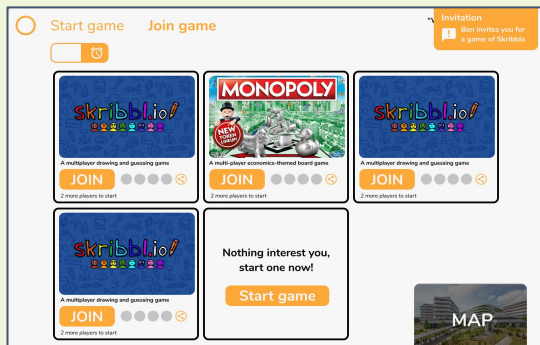




Key Value Propositions

2

Gamifying Work



Encourages social engagement

Promotes inclusiveness





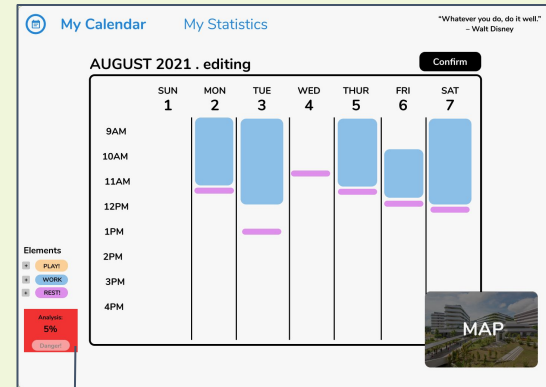
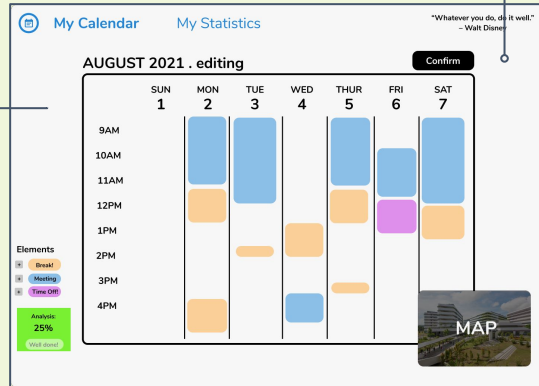
Key Value Propositions

3

AI powered systems

Work optimisation enabling greater flexibility

Boosts productivity, work-life harmony & mental wellness



Stress and burnout identification amongst employees

Individual Corner 1

"Whatever you do, do it well."
– Walt Disney

Self Check

On a scale of 1 to 10 how happy are you the past week?

On a scale of 1 to 10, how often did you socialise with your colleagues, for non-related issues?

What made you happy today?

TIPS OF THE DAY

Meditating can help improve your concentration and reduce stress.

[TRY IT NOW!](#)



Business Model

Free

For small groups

\$0 /user

Features

- Up to 5 participants
- Basic customization

Per Day

Ideal for conferences and conventions

\$2 /user

Features

- Up to 500 participants
- Full customization

Monthly

Perfect for remote working

\$5 /user

Features

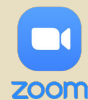
- Up to 500 participants
- Full customization
- Limited time events

\$3.7M

Projected revenue
at 1M users



Competition



3D Virtual Environment

Yes

No

No

No

Yes

Compatibility with 3rd party platforms (Google / Asana etc.)

Yes

No

No

No

No

Gamified working experience

Yes

Yes

No

No

No

AI powered systems for better work-life harmony

Yes

No

No

No

No

GTM Strategy

Beta Release (End 2021)

- Launch WorkGround for free amongst Universities & other local startups
- >1000 users within 3 months

Stable Release (Mid 2022)

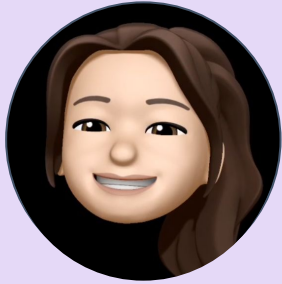
- Onboard WorkGround with 75% of SG firms
- Expanded suite of features
- Hosting & integration of 3rd party applications
- >1M users within 6 months

Going Global (2023)

- Foray into OS markets, starting with Asia-Pacific region
- >100M users by 2025



Our Team



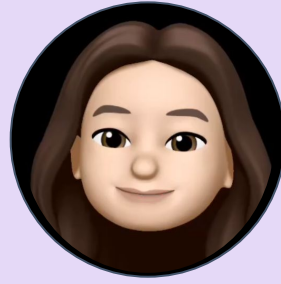
Sarah

"To solve mental health issue is not a matter of when, but how."



Nico

"Opportunities can only be found within the problem."



Eunice

"If not us, then who."



Corliss

"What is work to you?"