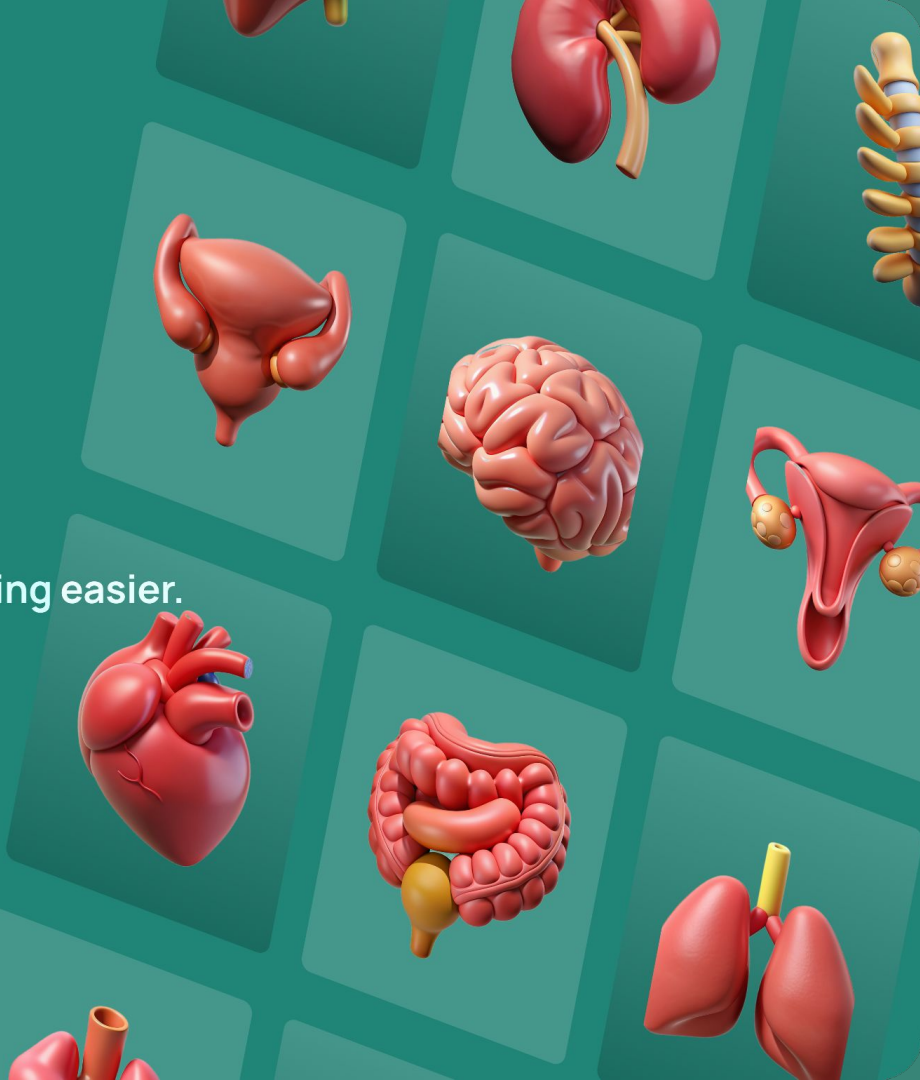


AR Software Platform



Meduverse

Making Medical Learning easier.



Meduverse Team



COO

Garifolla Kapezov



CMO

Kunal Pingale



CEO

Kourosh Alimohammadbeik



CTO

Radhika Deshmukh



CFO

Anvith Reddy Singireddy

Problem/Opportunity

Problem:

- **Complex Learning Challenges:** Medical students struggle with mastering anatomy and clinical procedures using traditional tools.
- **Limited Platform Capabilities:** Existing solutions lack immersive, interactive, and accessible features.
- **Technological Gaps:** Current educational methods fail to fully engage and retain learners.

Opportunities:

- **Large Target Market:** Over 12 million medical students and professionals globally.
- **EdTech Growth:** Technological advancements and rising demand for interactive training are fueling rapid growth in AR/VR EdTech.
- **Innovative Solution:** Address market gaps with a cutting-edge, immersive platform.

About Us

Vision:

“To revolutionize medical training as the global leader in Augmented Reality based education”

Mission:

“To empower education through innovative, immersive, and interactive learning technologies”

The Business Model Canvas

Key Partners

- Medical Schools and Universities
- Healthcare Institutions
- Medical Associations and Certifying Bodies
- Nursing Associations
- Medical Professionals
- 3D Modeling and VR Development Studios
- Apple Inc.

Key Activities

- Content Development
- Software Development
- Partnership Management
- Testing and Validation
- Customer Support and Community Engagement

Unique Value Proposition

- Augmented Reality Platform
- Detailed 3D Models
- Safe and Repetitive Practice
- Interactive Quizzes and Real-Time Feedback

Customer Relationships

- Personalized Support
- Community Building
- Self-Service
- Educational Partnerships

Customer Segments

- Medical Schools and Universities
- Nursing Schools
- Hospitals and Medical Centers

Key Resources

- Development Team
- Medical Experts
- 3D Filmmaking Infrastructure
- Content Creators
- Licensing for content

Your own immersive learning platform! Transform medical education with interactive 3D explorations.



Channels

- Direct Sales to Institutions
- Website and Online Platform
- Exhibitions and Conferences

Cost Structure

- Development Costs
- Platform Maintenance
- Partnership Management
- Licensing
- Marketing and Sales
- Hardware and Testing

Revenue Streams

- Subscription-Based Model
- Licensing
- Freemium Model with Paid Upgrades
- Custom Content Creation and Consulting

That's Meduverse!



Product Overview

"MEDUVERSE is an advanced medical education platform leveraging AR, 3D models, and real-time feedback to revolutionize skill acquisition and make high-quality training accessible to all."

Immersive 3D Models:

- High-fidelity, interactive 3D models of human anatomy and medical procedures, enabling hands-on learning.

Real-Time Feedback:

- Adaptive feedback systems that provide immediate guidance and insights to improve learning outcomes.

Self-Paced and Accessible Learning:

- Flexible modules tailored for individual learning styles, accessible anytime, anywhere, breaking geographical barriers.

Augmented Reality Integration:

- Cutting-edge AR technology delivering an immersive and scalable alternative to traditional simulation labs.

[Want to experience Meduverse?](#)

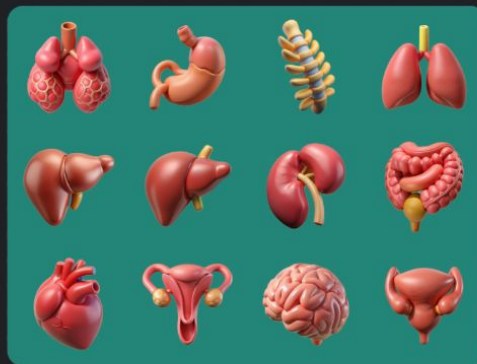




Organ Odyssey: A Meduverse Tutorial

Explore 3D anatomy and vital organ systems interactively.

Click the button below and start exploring!

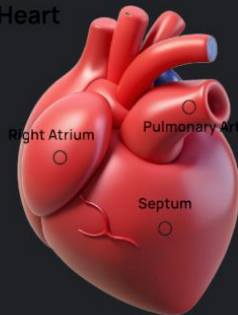


Heart

Right Atrium

Pulmonary Artery

Septum



Meduverse

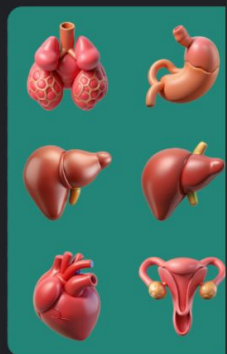
Start Exploring



Organ Odyssey: A Meduverse Tutorial

Explore 3D anatomy and vital organ systems interactively.

Click the button below and start exploring!



Work Breakdown Structure

MEDUVERSE Project

AR Interface

User Interface (UI) Design

- Wireframing and Prototyping
- Visual Design (Color Palette, Typography, Iconography)
- Accessibility Design (Contrast, Text Size, Font Choice)
- Prototype and Testing: Test layout, visuals, and accessibility features

User Experience (UX) Design

- User Research and Persona Development
- User Flow and Interaction Design
- Usability Testing and Iteration: Conduct user feedback sessions to refine design for intuitive flow

AR Integration

- AR SDK Integration
- Gesture and Eye-Tracking Controls
- Performance and Compatibility Testing: Verify controls, functionality, and AR performance across devices

3D Medical Model and Medical Learning Content Development

Medical Learning Content Development

- Curriculum Design
- Content Creation
- Content Testing: Test educational materials for clarity, accuracy, and goal alignment

3D Medical Model Development

- Model Creation
- Texturing and Lighting Setup
- Rigging and Animation
- Model Testing: Validate model quality, textures, and interactivity for lifelike and smooth user experience

Real-Time Feedback System

Feedback Engine Development

- Real-Time Performance Tracking
- Error Detection and Analysis
- Functional Testing: Ensure feedback is accurate and relevant to user actions

Adaptive Feedback Mechanisms

- Personalized Feedback
- Context-Aware Feedback
- Feedback Validation: Test personalized feedback for meaningful, timely delivery

Content Management System (CMS)

- Content Organization
- Structure for Modules
- Version Control

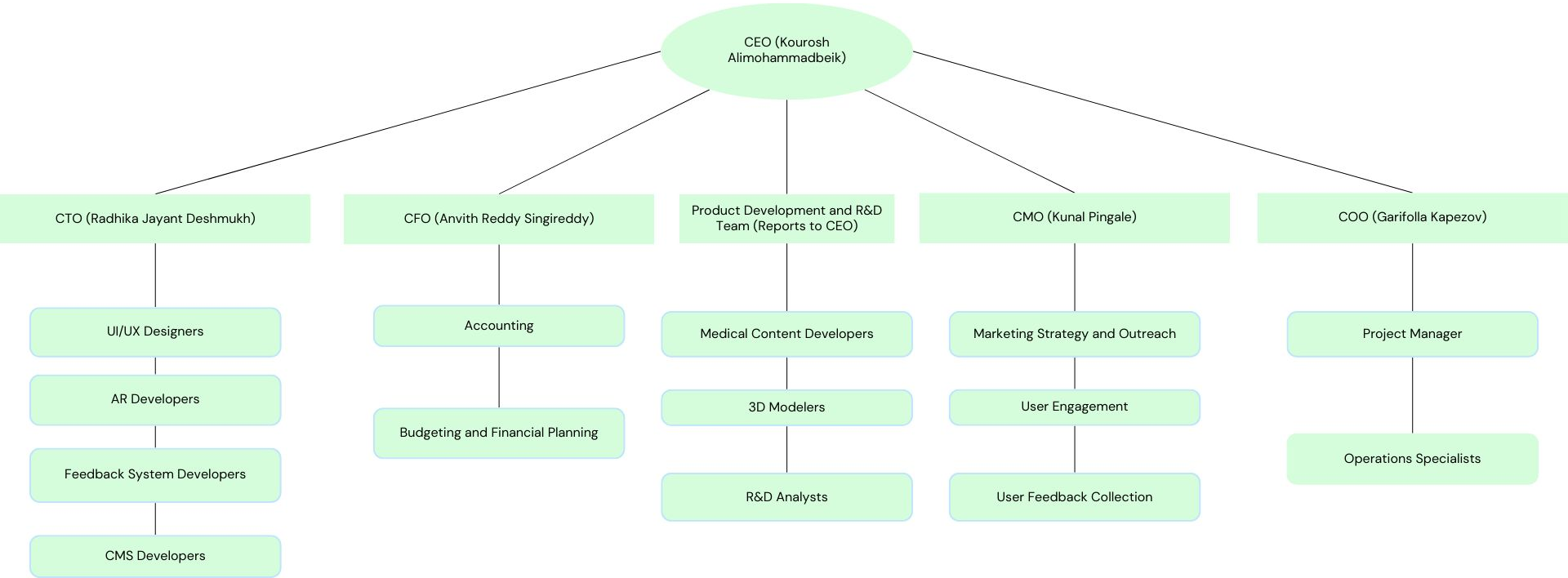
CMS Integration

- AR System Integration
- Performance Testing

Update and Publishing

- Educator Tools
- Automated Deployment

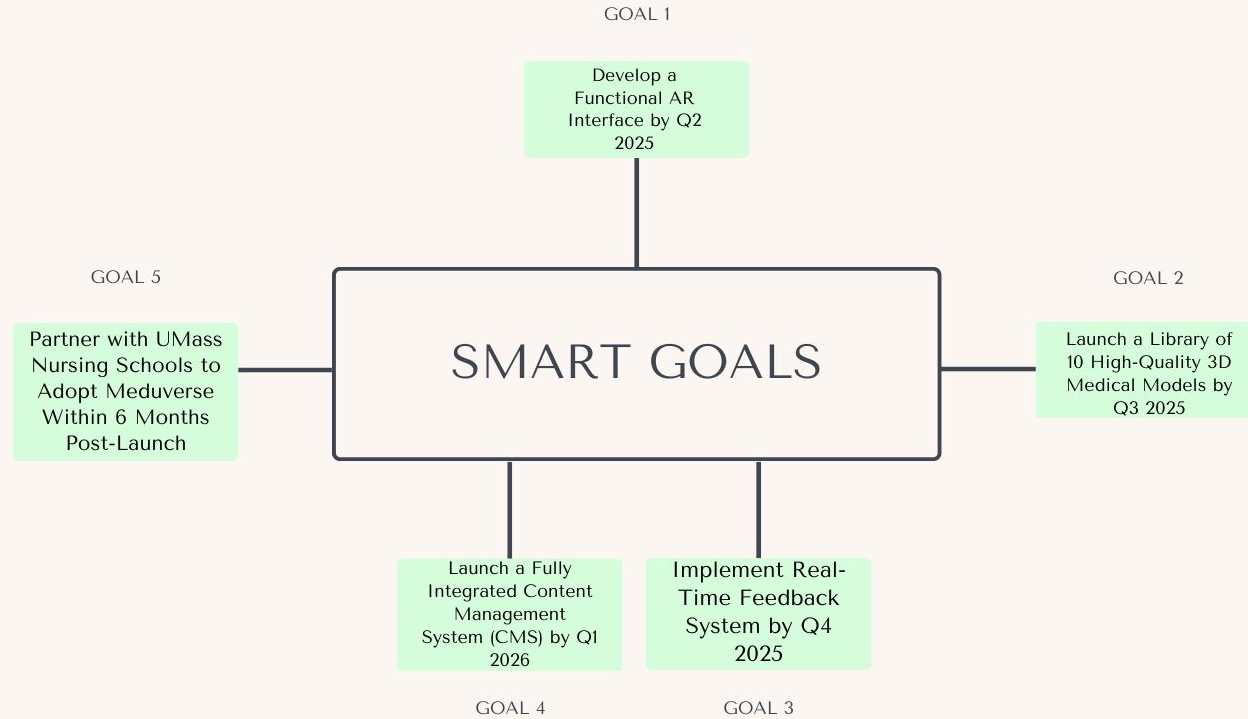
Organizational Breakdown Structure



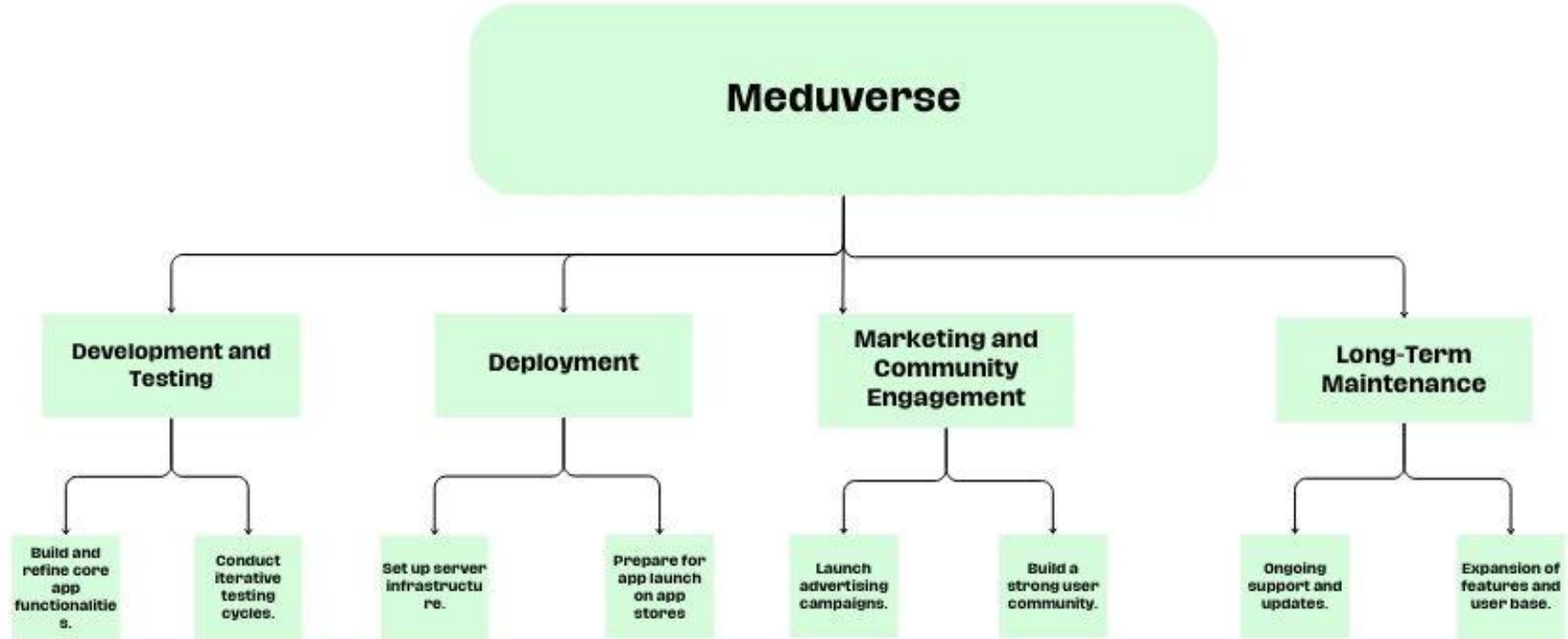
Customer Discovery Interviews

- **Medical Schools, Nursing Schools, and Hospitals are great target customers**
 - Use simulation labs for clinical training
 - Operate in environments needing flexible training solutions
 - Already invest in technologies like VR/AR for limited applications in medical education
- **Positive Feedback**
 - Enables real-time feedback for hands-on learning
 - Enhances accessibility through self-paced and modular features
 - Reduces reliance on instructor availability
 - Leverages detailed 3D models for better understanding of anatomy and procedures
- **Negative Feedback**
 - Concerns over the high cost of AR devices and software licensing
 - Potential resistance from educators unfamiliar with AR-based tools
 - Limited budgets in smaller institutions might restrict adoption
- **Big Takeaway**
 - Focus should be on large medical schools and hospitals with existing investments in technology, as they are likely to adopt MEDUVERSE as an immersive learning platform.

Working towards Smart Goals



Resources and Organizational Plan



Resources and Organizational Plan

Role	Key Responsibilities	Skills/Experience	Number of Hires
SW Developers	Develop app features, ensure functionality	React, Python, app development	4
Testers	Manual and automated testing for quality assurance	Testing frameworks, debugging, attention to detail	3
Accountants & Legal	Finance and legal compliance	Accounting, legal knowledge, regulations	2
Release Team	Handle updates, deploy to app stores	App store deployment, troubleshooting	2
Server Specialists	Maintain cloud infrastructure, data security	AWS/Azure, server optimization, cybersecurity	2
Marketing Specialist	Plan and execute marketing campaigns	Digital marketing, social media strategy	2
Customer Support	Address user queries, provide assistance	Customer service, CRM tools, troubleshooting	3

Scalability Strategy

01

User Growth

Meduverse will start with local partnerships with universities and medical institutions to establish its value as an educational tool. It will then expand regionally through targeted campaigns and referrals, ultimately reaching global markets with multilingual and culturally localized features.

02

Revenue Growth

Meduverse will generate revenue through tiered subscriptions, AR hardware partnerships, and institutional licensing for scalable access.

03

Feature Expansion

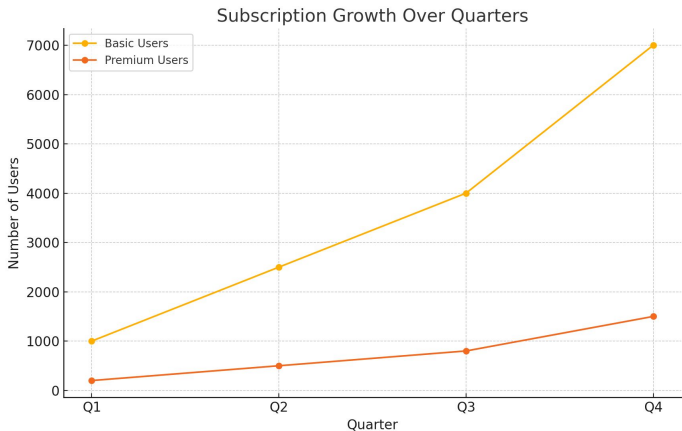
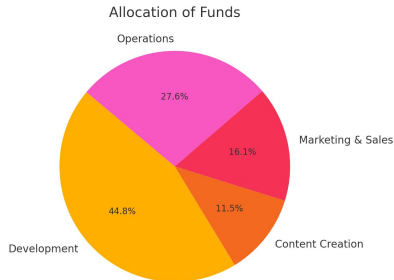
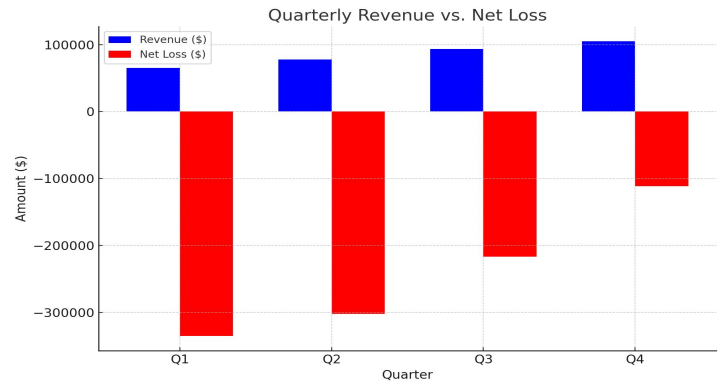
Meduverse will offer collaborative learning, virtual mentoring, and AI-driven analytics, alongside role-specific features for students, educators, and administrators to enhance learning and management.

04

Platform Performance

Meduverse will leverage cloud infrastructure for scalability and offer APIs for seamless integration with medical education platforms.

Startup Funding Plan

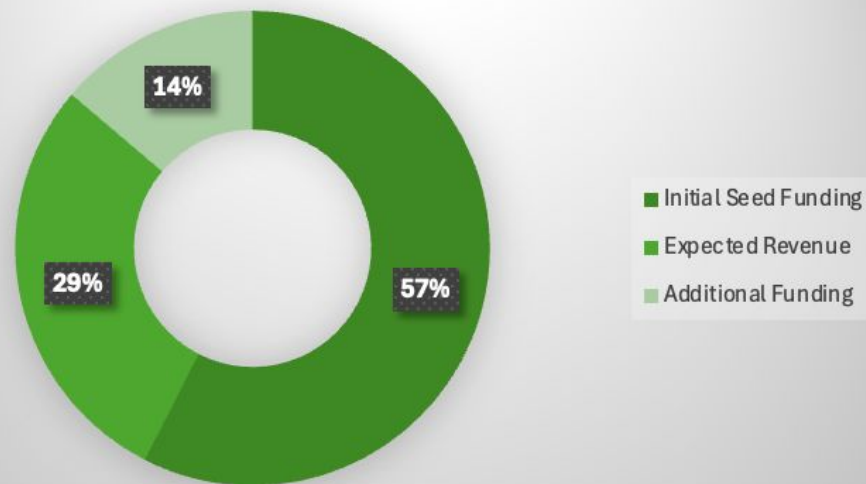


The largest portion goes to **Development** (44.8%), which makes sense as building our product is a priority. **Operations** (27.6%) comes next, covering essential services like cloud hosting and legal compliance. **Marketing & Sales** (16.2%) and **Content Creation** (11.5%) take smaller but significant shares, reflecting the importance of customer acquisition and quality content.

Basic users start small but grow significantly, reaching 7,000 by Q4, showing steady adoption. **Premium users** also grow, albeit at a slower rate, reaching 1,500 by Q4. This indicates a healthy balance of customer acquisition across different tiers, with potential for higher revenue from premium users.

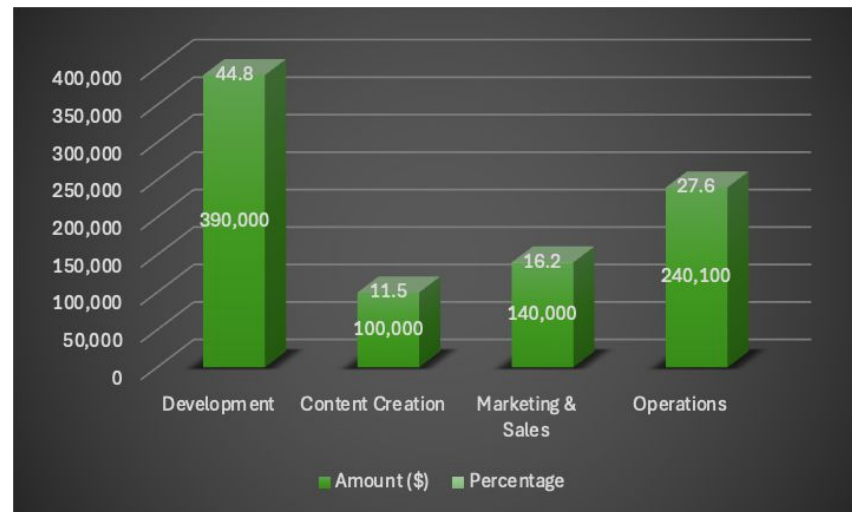
Our **revenue** and **net loss** across the first year. While revenue increases steadily from \$65,000 in Q1 to \$105,000 in Q4, the net loss also shrinks considerably—from -\$335,000 in Q1 to -\$111,400 in Q4. It suggests that as your customer base grows, you're moving closer to breaking even, which is a strong sign of progress.

Investment Structure



Initial Seed Funding	\$500,000
Expected Revenue	\$250,000
Additional Funding	\$120,100
Total	\$870,100

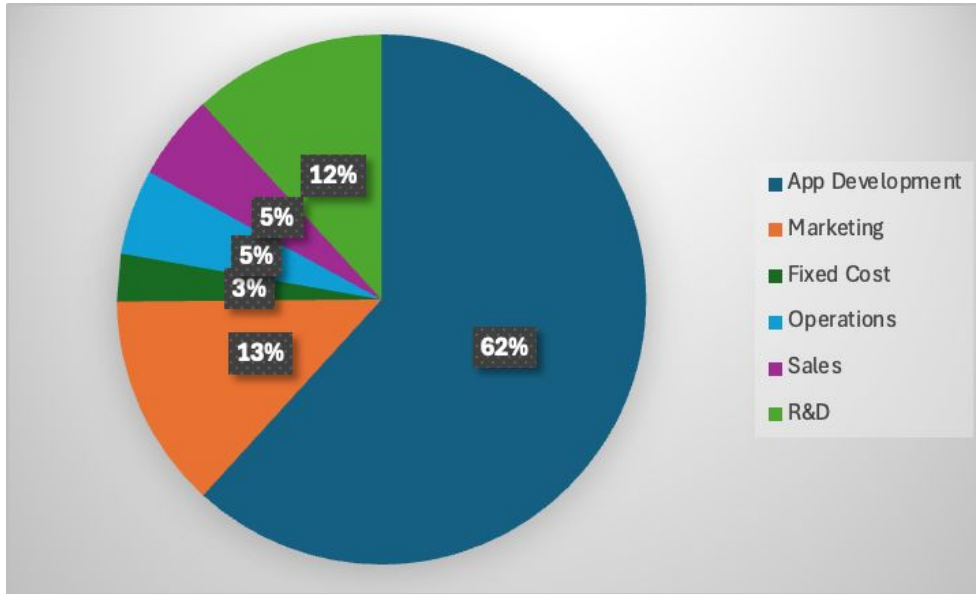
Cost Allocation



Key Investment Metrics

Development Phase	Break-even target
12 Months	30 Months

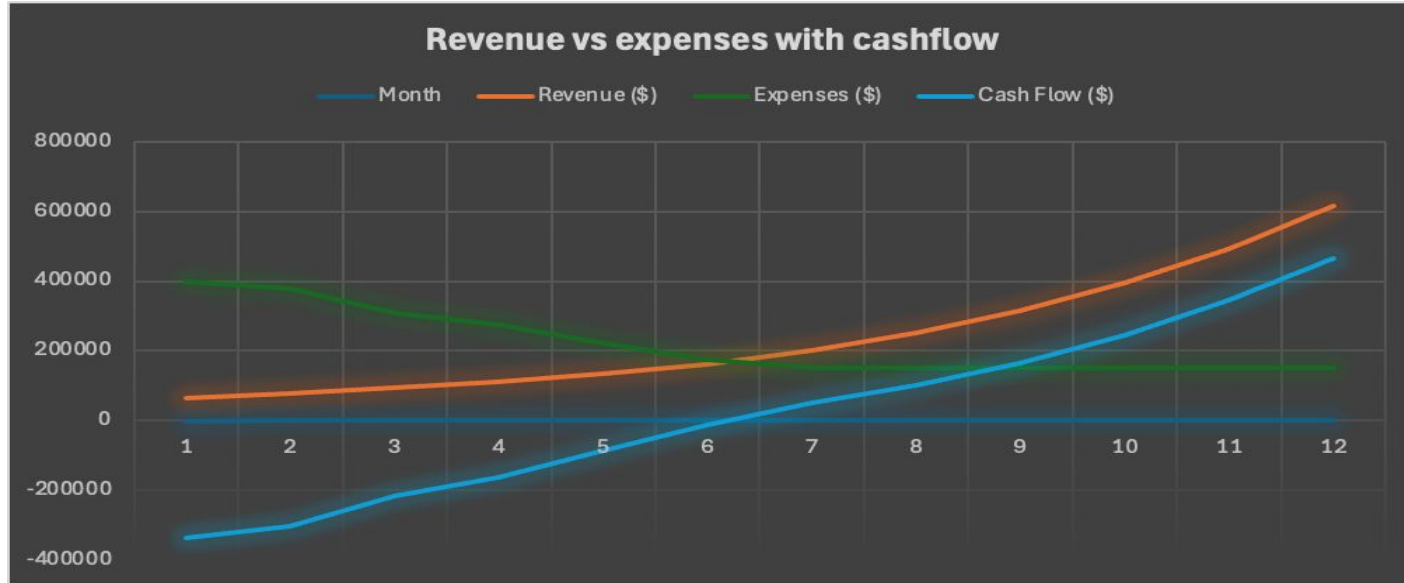
Expense Distribution



Cost Breakdown Structure

Development costs (monthly)	Monthly Fixed (\$)	Monthly Variable (\$)	Annual Total (\$)
Development Tools	5,000	7,500	150,000
Developers	5,000	-	60,000
Infrastructure & Tools	1,500	-	18,000
Security Consultant	1,000	-	12,000
R & D	Monthly Cost (\$)	Fixed Cost/Year (\$)	Annual Total (\$)
Market Research	1,500	1,000	19,000
Prototyping	2,000	-	24,000
User Testing	1,000	-	12,000
Sales & marketing	Monthly Cost (\$)	Fixed Annual (\$)	Annual Total (\$)
Digital Campaigns	15,000	3,000	183,000
Branding	-	2,000	2,000
Events/Partnerships	-	5,000	5,000
Operations	Monthly Cost (\$)	Fixed Annual (\$)	Annual Total (\$)
Admin Salaries	1,000	-	12,000
Office & Utilities	1,000	3,000	15,000

REVENUE



Institutional Packages

Basic plan	Premium plan	Enterprise plan
\$2000/year	\$5000/year	Custom

Key metrics

Target	Avg contract value	Break-even point
25 institutions by month 12	\$3,500	Month 12

REVENUE



Investment Returns

Initial Investment

\$870.1K

Target multiple

6.5X

Expected exit value

\$5.7M

Timeline

30 Months

Value Creation Milestones

Platform Launch (**Month 6**)

\$2M

Market Validation (**Month 12**)

\$5M

Regional Expansion (**Month 24**)

\$10M

Exit Target (**Month 30**)

\$20M

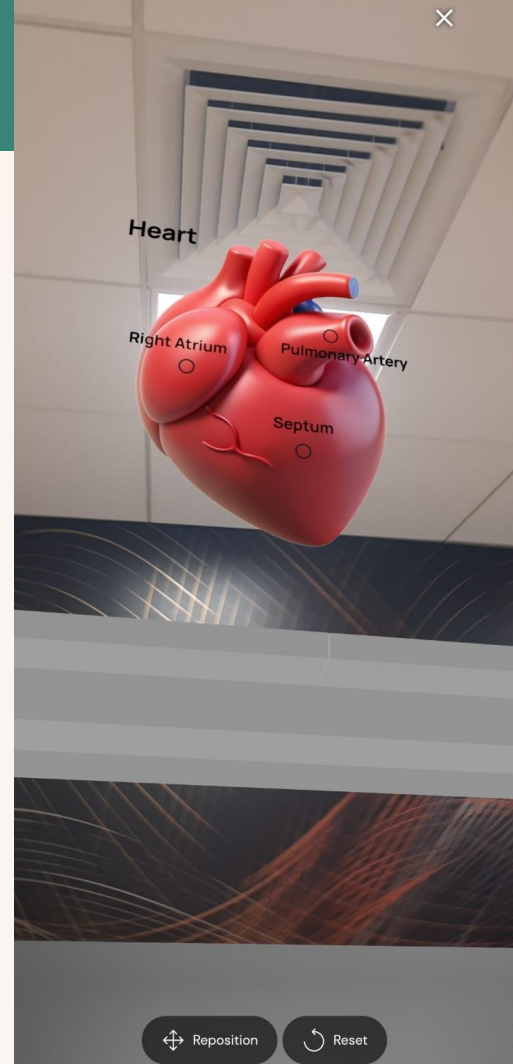
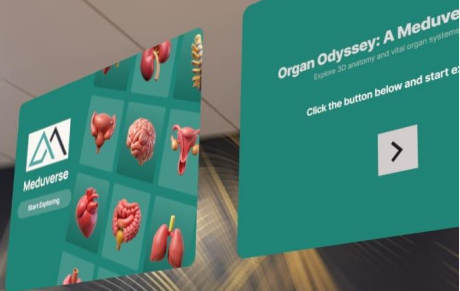
Conclusion

- **Transformative Vision:** Meduverse addresses critical gaps in medical education by providing practical and interactive learning solutions.
- **Empowering Learners:** Leverages AR technology to deliver immersive tools that enhance understanding and build confidence in mastering complex medical concepts.
- **Customer-Focused Solutions:** Tailored to meet the needs of students, educators, and institutions with innovative and accessible features.
- **Scalable Impact:** Equipped with a robust plan for growth, Meduverse aims to revolutionize healthcare education and prepare a competent workforce for the future.

Backup

[Link to Budget Sheet.xlsx](#)

← Demo Images →



↕ Reposition

↻ Reset

↕ Reposition

↻ Reset