



XR PROPOSAL OUTLINE



Table of Contents

- 1 Introduction
- 2 Executive Summary
- 3 Market Research
- 4 Strategy
- 5 Production Pipeline
- 6 Return On Investment
- 7 Summary/Net Investment
- 8 Presentation

Introduction

- What the document is
- Who it is being presented to
- Recent relevant info
- Next steps

Executive Summary

Welcome inside

- What we do for them and why they care
- Key performance indicators
- timeline
- Return on net investment

What to display

- User story
- market research
- tech involved

Market Research

- Quantitative proof of adoption, interest and application
- How utilized in industry, and the benefits they are gaining

[Quotes] [Graphs] [Table]



Strategy

Objective

*What we're doing and why, and setting up for a numerical explanation on **how** we do it*

Execution Strategy:

Introduction, including time sensetivity/

- ① Research
- ② Design
- ③ Development
- ④ Deployment
- ⑤ Manager
- ⑥ Analyze KPIs
- ⑦ Evolve

Sales Strategy

- ① Awareness
- ② interest
- ③ Action
- ④ Commitment
- ⑤ Share
- ⑥ Measure (quantifying the key performance indicators) KPIs
- ⑦ Expand (evolve)

Evolution of Development

- Year 1, what we will do for them and why they care (prototype/MVP)
- Year 2, what we will do for them and why they care (Full application)

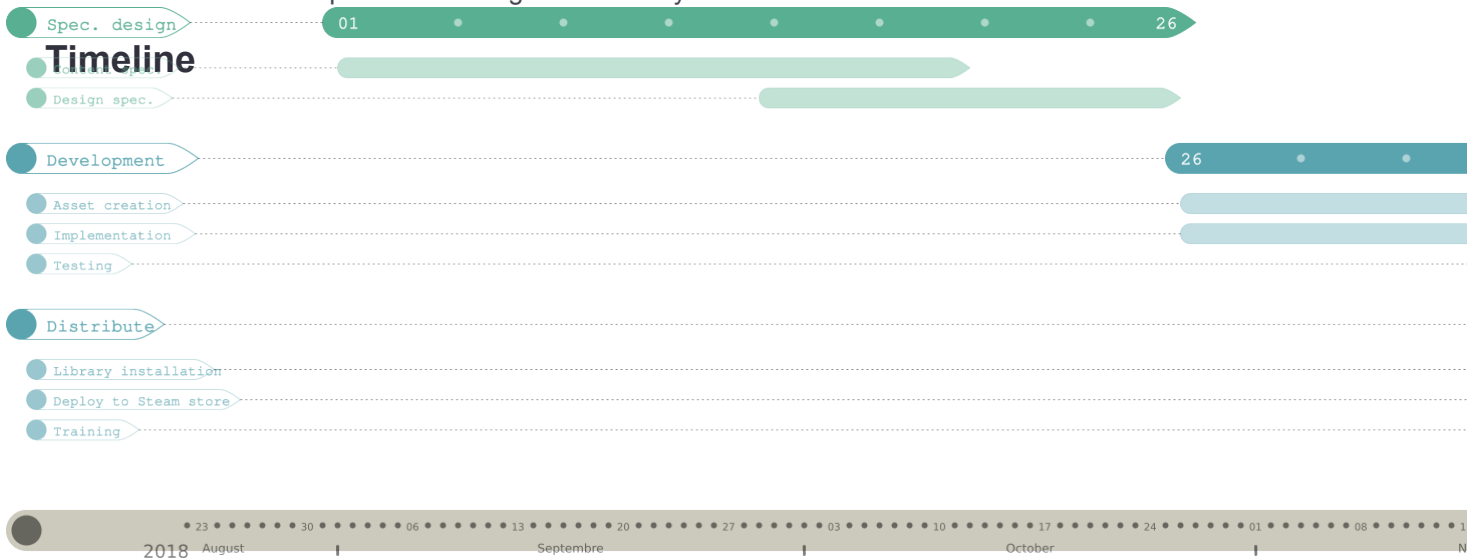
- Year 3, what we will do for them and why they care (AR)
- Consider platform deployment

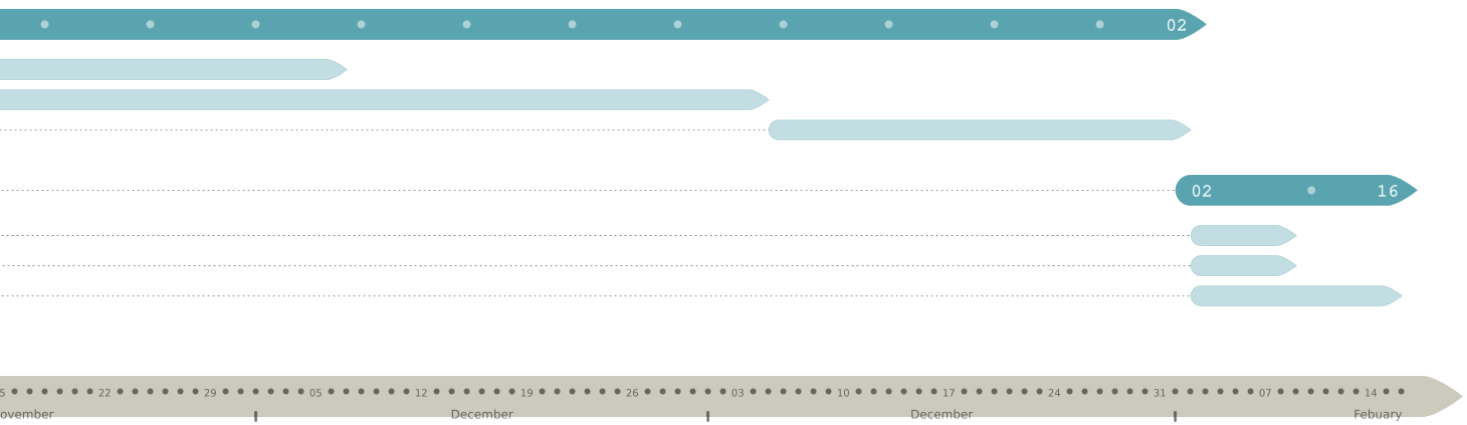
Production Pipeline

Introduction

In written words we introduce the Design, Develop, and Deployment

- Who we will need to hire (their contact info and website/portfolio) and the budgets needed
- The deliverables and a time line
- How the three below phases work together and rely on each other





Design

This process begins with collaboration between client and us. Outlining the project from start to finish, thinking through all details and components.

Player Story

Act 1

- Setting, Scene, Characters
- where the XR is played (distribution)

Act 2,

- Rising Action, Character Development, Climax
- What the XR is (hardware, software used and types of content [photogram? CG models])
- how they learn

Act 3

- Resolution
- KPIs, ROI (what was learned)

Render

- Visual of user story
- Interface, World, Story communicated
- Form and function are clear
- Used for the printed doc and for the website
- 300 pixels/inch
- PNG or JPEG
- 2x width of a letter page & the 1x height of a letter page

Tech Architecture

- Why we're making this tech arch choice



- How it is suited to what we want
- graphic explaining how things work together
- hardware needed
- workflow
- labels
- links
- Studios
- Deliverables
- Budget
- Timing

• **Graphic Design (Visuals)**

- Information needed from the client (Creative form)
- Initial ideas for the world, interface and story

Design Flow

- User experience
- What do they see and feel at each click of the controller?
- This can be communicated in a flow chart so reader understands progression of UX

Design Process

- The process of creating 3D assets, animations
- reviewing against the objective of the project
- beginning to work with development team for integration
- Pricing

• **Development (Phase 2)**

- Description of how the application will be developed
 - Hardware
 - Software

- Integration of assets
- Timeline of development
- testing completed by dev team during development
- working in sprints
- play tested by gamers
- resolving detected bugs and consumer ready

Testing

This section describes what needs to be done once the application design is finished.

- Why we test
- What it consists of
- How long it will take
- Process
- Testers
- Costs/time/deliverables

Deployment

- How deployment will take place
- Why this deployment method is most appropriate
- time / price of deployment

Distribute

How will people will know about it? Who are they? How is this going to reach them? You can make the greatest game in the world, it wont be shit if no one plays it.

Timing of events and basic strategy

Determine

- publishing platform, cost, timing, who to hire
- promotion channels, cost, timing, who to hire



- made media, cost, timing, who to hire

Audience

[list]: bullet points. Snapshot of the audience, education, income, interests, family details, professional standing, tendencies [photo]: companies are able to understand their audience in part from a photo

Deliverables

Incremental Investments

Return On Investment

Break Even Analysis

[graph]

Measuring Success

The metric of KPIs

Summary/Net Investment

The decision maker could look at this paragraph and understand the campaign. The entire document distilled into one/two paragraph with a signature line and light legal.

This includes a list of what will be delivered. What we provide and what they provide.

Features

Benefits

- key performance indicators
- return on net investment

Presentation

Acts

- To warm up (prep em)
- Run of Show and why
- XR to present and why
- cool down (follow up)

Emotions

- Here we need to entertain, delight, surprise and reward them.
- Assign value to us and our time
- Encourage them we got this all under control
- Instill FOMO
- Earn their commitment



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