**Company Description**  
  
  
**Company Name**  
  
JamDome  
  
  
**Business Structure**  
  
limited liability corporation

**Mission**To promote education, leisure and communal creativity through immersive dome experience and live production.

**Products or Services**

1. Immersive dome-based video display experiences featuring documentaries, films, animation and background ambient visuals.
2. Theatrical environments for musicals and local and cultural performances

**Target Market**The target market has the advantage of being broad. Since the company promotes education especially through documentaries and films, students, parents, schools and documentary enthusiasts (science, astronomy, etc.) are included in our target.  
  
We also aim to appeal to tourists and visitors who seek to engage in local film and performance culture.  
  
**Competitive Advantages**

What separates us is that JamDome is the only one of its kind so far. Traditional cinema doesn’t provide the experience that immersive domes do. We are proud to be the introductory company offering this experience. As such, the possibilities are endless.  
  
Our customers will want to engage with our service because not only is it novel, it is also putting their expectations on the forefront. Imagine seeing locally developed animated media on the dome screen! That speaks to our customer base and lets them know they are included in the product.  
  
This business will be a success as it provides an innovative and novel service that naturally produces demand generation both locally and internationally. The location does not only offers a tropical climate that attracts tourists but also can offer a product for said tourists to engaged with as it relates to urban tourism. **Objectives**

* Onboard investors, legal experts and board members
* Secure operating, legal and business contracts in the location country
* Acquire real property to house JamDome’s operations

**Vision Statement**JamDome’s future is bright and innovative. Due to the market being ripe for such an endeavor, we have the opportunity to steer the company’s fate to new heights. We vision JamDome being a source of education for our customers especially our youngest as they can engage with awe-inspiring and uplifting content that immersive domes offer. We see JamDome being the hangout spot for knowledge enthusiasts, creatives, anime and cartoon lovers and partygoers and event planners who want to enhance their live experience.  
  
We aim to be a truly innovative third space and to weave ourselves into the cultural fabric of the country.  
  
A child can learn about the vastness of the universe with our astronomy documentaries screened on our dome. Nature enthusiasts can view, in an immersive way, how the natural world functions. And tourists and residents alike will be able to experience the historical events as if they were there.

Market Assessment

Customer segmentation  
  
Demographic  
  
**Age:**

JamDome’s immersive experience will cater to customers of all ages because education is for all. Nonetheless, below is a brief overview of how age plays a role.  
  
5- 17: This age group captures students form early childhood to high school. During this stage children and teens are learning about the natural, social and cultural world around them. Science, social and historical education is paramount for understanding and becoming acclimated to society. As previously stated, one of JamDome’s services is to revolutionize education by making it more immersive, fun and interactive.

18- 30: This group included post-secondary students, young adults and parents, young creatives and influencers. Degree seeking students again can benefit from our educational product especially in relation to majors in natural and physical sciences, history and technology. The immersive product promises to promote a more interactive and creative approach which is proven to increase recall and learning.

Young adults especially parents are target customers since they themselves are looking educational entertainment and a space to bring their children to be inspired, intrigued and immersed. This allows for a third space—another entertainment spot—to bring children to have fun and learn at the same time.

30+: Parents, adults, creatives, and enthusiasts are all seeking new enterprises where they can spend leisure time. They are also looking to be educated and entertained. Additionally, edutainment is not the only product JamDome will offer. Space rentals for social and creative events and use of our 3d, interactive and surround sound environments also attract partygoers, socialites and creatives who are interested in enhancing their events.

**Interests**

**Edutainment**

JamDome aims to provide an immersive service for enthusiasts of learning. Immersive domes are largely used for educational content like atronomy documentaries. Consequently, we target consumers and enthusiasts with interests in science, history, film, documentary and animated media.  
  
**Animation and live event  
  
Mul**