Virtual Bhutan

Theory of Change (TOC)

IF we create a virtual reality platform by designing and curating Bhutan experiences to address the pandemic travel restrictions. **THEN** we will be able to partner with community based groups and others partners to create livelihood opportunities and relieve economic hardships. **THEN** we bring Bhutan to the our clients and audiences who may not be able to travel due to financial and health/physical hardships. **THEN** we are adding value and choices for experiencing Bhutan for tourism, learning, spiritual and other meaningful experiences virtually.

MEL: Monitoring Evaluation and Learning

Monitoring		Process Evaluation	Impaction Evaluation
Activity	**Output**	**Outcomes**	**Impact**
Creating VR Experiences	- No. of VR experiences created - No. of partnerships established - No. of tyoes of VR experiences	Meaningful and relevant VR experiences created that has mutual benefit to the community based local partners while meeting the aspirations of our clients global and local	VR for meaningful experiences for tourism, learning, research and spirituality that balances people, planet and prosperity while leveraging technology
Create Website Platform	- Website designed and VR experiences hosted	Robust website and variety of different VR experiences	
Marketing	- No. marketing content created - No. of speaking engagement on different platforms - No. of B2B or B2C connections established	Virtual Bhutan brand recognized and established with regular engagements from partners and clients	

Logical Framework

Project Objective (goal)				Project Impact	
To create VR experiences and platform to bring to Bhutan in partnership with community groups and partners				VR for meaningful experiences for tourism, learning, research and spirituality that balances people, planet and prosperity while leveraging technology	

Project Structure	Baseline	Unit of Measure	Target	Risks	Assumptions
Outcome 1: Meaningful and relevant VR experiences created that has mutual benefit to the community based local partners while meeting the aspirations of our clients global and local					
Output 1.1: No. of VR experiences created					
Activity 1.1.1: Relevant tech and equipments procured	Survey what is available in the local market	Number	To secure the right equipments and tech required	Lack of local and easy availability in the local market and has to be procured from abroad	The pandemic restrictions delaying equipments and tech required
Activity 1.1.2 Right talent recruited and trained	Talent scoping in videography and digital marketing	Number	To hire and onboard at least 2 team members	Retention esp. dependent on demand and continued work	We will be able to secure enough funding and demand to keep cash flow
Activity 1.1.3 Filming of experiences on sites	Start with	Number	Filmed, curated 3 VR experiences	Pandemic travel restrictions coupled with capturing the right kind of experiences	Partners will be onboard with the filming and clients will enjoy the experiences
Output 1.2: No. of partnerships established					

Activity 1.2.1: Establish variety of collaborations with different partners	Early adopters by local and community groups and organizations and other institutional/ business organizations	Number	To have secured at least 2 local/community groups/organizations and 1 international partner (business or otherwise)	Partners are actually aligned in values and willing to come on board and stay esp. given the pioneering nature of this initiative	Partners will be excited to be part of this pioneering initiative.
Output 1.3: No. of Types of VR experiences					
Activity 1.3.1: Designing and curating different types of VR experiences starting with tourism followed by Educational and Spirituality	None	Number	Tourism VR experiences first followed by Education and Spiritual VR experiences	People will be willing to buy and experience VR	The types of VR experiences will be what the market/clients want
Outcome 2: Robust website and variety of different VR experiences					
Output 2.1: Website designed and VR experiences hosted					
Activity 2.1.1: Interactive and dynamic website with VR experiences	No website	Number	Website created with 3 experiences hosted	The website attracts traffic and clients and partners	Our website will get in front of the right audience
Outcome 3: Virtual Bhutan brand recognized and established with regular engagements from partners and clients					

Output 3.1: No. marketing content created

Activity 3.1.1 Creating different content for digital marketing and paid promotion	None	Number	Three digital marketing content created with robust paid marketing on Instagram and Facebook	The paid marketing will translate into customers and monetize	Marketing content will reach the right audience

Output 3.2: No. of speaking engagement on different platforms

Activity 3.2.1 Get as many speaking engagement virtually or in person on different platforms	Professional network	Number	Engage with at least 3 different speaking or publicity engagements	The engagements will be the right kind that will add value	The audiences will be interested enough to collaborate or come board as clients

Output 3.3: No. of B2B or B2C connections established

Activity: 3.3.1 **Network and establish connection with other travel or related companies and communities**	Bhutan Tours and Travels current partners and clients	Number	Establish at least 1 B2B or B2C connection that monetizes or adds value for future expansion	The experiences and platform created will be the right fit	Potential clients and partners will actually collaborate or pay to consume such experiences