**A) Core Values**

The core values of Somnium can be summarized by the acronym **D. R. E. A. M.**

* **D**iversity
* **R**esponsibility
* **E**mbrace Change
* **A**dventurous
* **M**eticulous

Somnium prides itself on inclusivity and the diverse backgrounds of its many employees and staff members. We also are focusing our efforts on the disabled, handicapped, and neuro minorities. Somnium is responsible for bringing to our users the best comfort at the lowest price possible in order to satisfy their needs. Somnium is a pioneer in embracing the changes of the ever-shifting industry. We strive to adapt and overcome modern challenges and incorporate trends so long as they do not compromise our core values. Somnium is adventurous in terms of experimentation to find the right fit for the right person, making sure each customer’s product is perfect for them. Somnium is meticulous in assuring our products are simple and easy to use for each customer with rigorous product testing and peer reviewing.

**B) Motivation**

Our team loves playing video games and exploring video game products. Our team is always having discussions about the latest gaming products. For example, new headsets, keyboards, mice, controllers, and more and how they are compared to previous models and other brands. This is the bedrock foundation of our product and business plan. No matter how different, Somnium prides itself on bridging the ableist gaming gap for disabled people worldwide. We believe it is important for our core values of inclusivity and hard work to make for a positive and resilient workplace. We are afraid of not being able to deliver for our customers and provide them with the best gaming experience.

**C) Summary**

1. Accessibility
2. Ingenuity
3. Creativity
4. Quality Assurance
5. Empowerment
6. Entertainment