

VIRTUEDU
COMPANY

LEARNSPHERE VR

Presented by Anatolia Team



DESCRIPTION

LearnVR is a VR based study platform for remote and hybrid learning, offering distraction-free virtual environments for students, educators, and professionals. It features customizable spaces like libraries, study rooms, and virtual labs for safe, resource-efficient experiments, along with interactive tools such as digital whiteboards, collaborative labs, and note-taking apps.



(Photo by DALL-E ChatGPT)

LEARNVR: REVOLUTIONIZING REMOTE AND HYBRID LEARNING

A virtual reality platform designed to provide distraction-free, customizable learning environments with advanced tools and features for enhanced productivity and engagement.

Core Features

- Simulated Study Environments
 - Interactive Tools
 - Customizable Settings
-

Key Benefits

- Enhanced Focus
 - Engaging Learning
 - Affordable Scalability
-

FUTURE INNOVATIONS

- AI Study Assistance
- Learning Analytics
- Platform Integration

COMPETITORS:

DIRECT COMPETITORS



Immersive
Educationa
l Platforms

Virtual
Reality
Study Apps

INDIRECT COMPETITORS



Learning
Manageme
nt Systems
(LMS)

Collaborati
on Tools

Conventional
Education
Platforms





CUSTOMERS

Primary Customers

Universities
&
Colleges

Educational
Organizations

Secondary Customers

Businesses

Event
Organizers

CUSTOMER CHARACTERISTICS

**aim to provide immersive learning
experiences**

**seeking to boost knowledge
retention and participant
involvement**

focused on remote training



LIFE CYCLE

LearnVR is in its early stages, focusing on early adopters in education and corporate training. The initial strategy is to offer the lowest possible prices to gain a large market share. Gradually as the market grows, prices will increase to retain a stronger position. In the long term, if competition intensifies, LearnVR plans to lower prices again to retain customers in a competitive market.

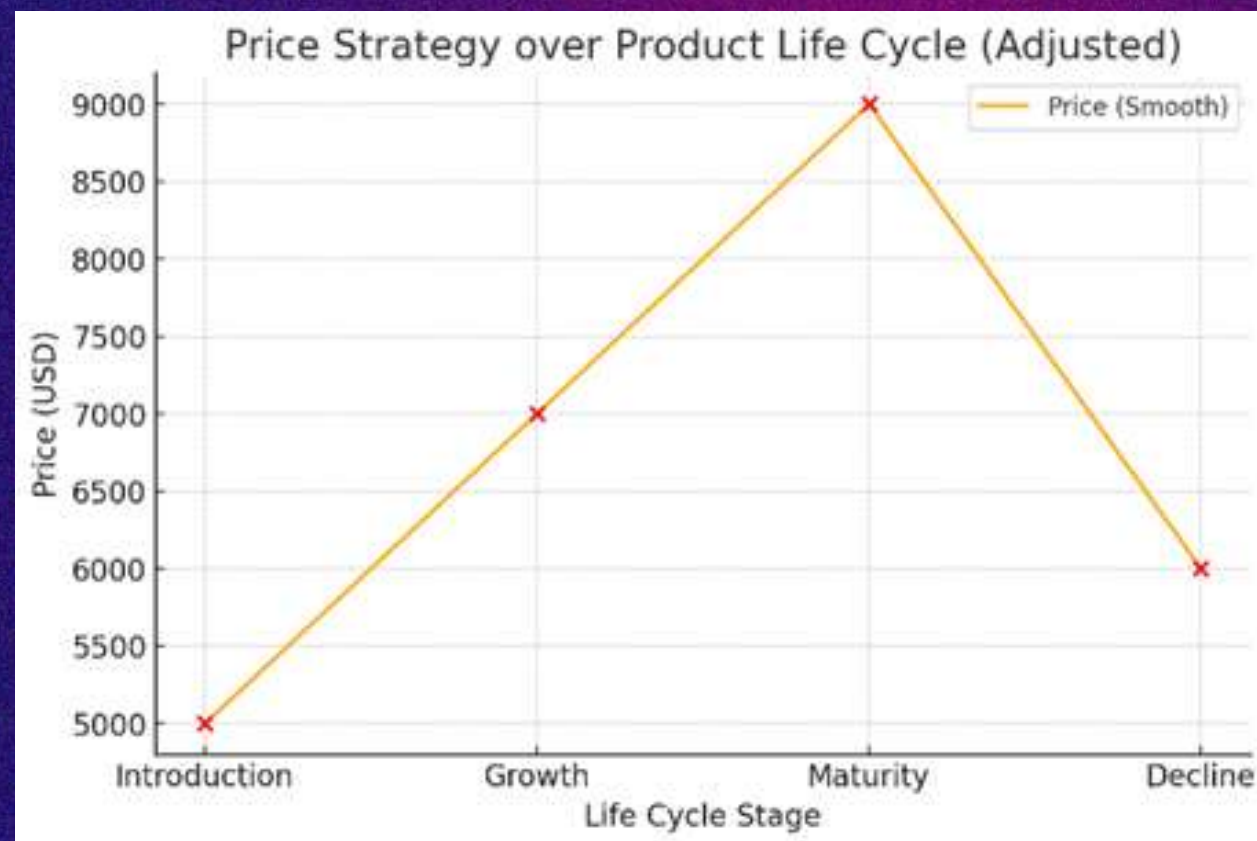


Chart by ChatGPT

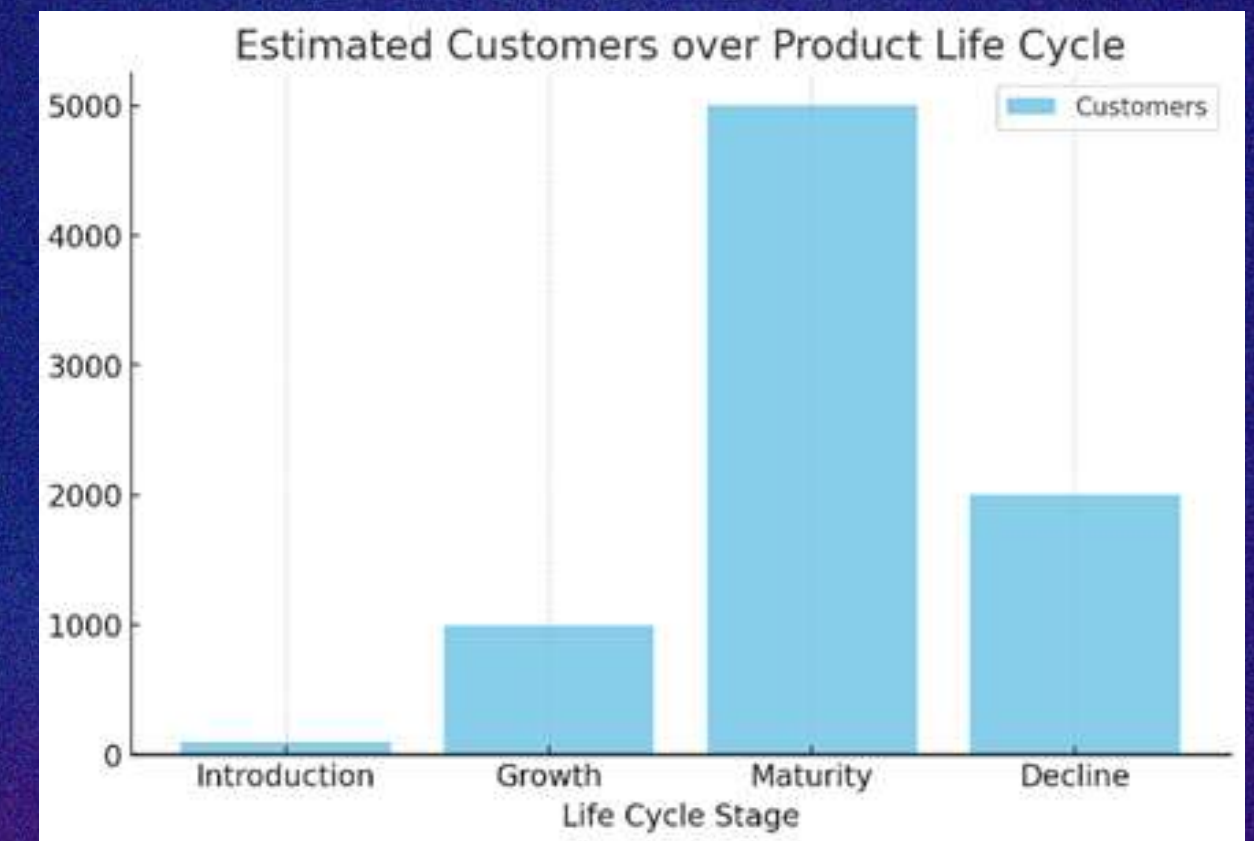


Chart by ChatGPT

PRODUCT VALUE ANALYSIS

- **DESIGNED FOR
EDUCATIONAL
NEEDS**

- **HIGH QUALITY
INTERACTIVE
EDUCATION**

- **COST-
EFFICIENT**

- **ELIMINATES
DISTRACTIONS**



Segmentation & Avatar

Segments

**Universities and Education
Institutions**

Avatar

**Merito Poznan University, wants to
offer education with new technology to
create immersive remote education
process and to decrease education costs**

COST STRUCTURE

DEVELOPMENT COSTS

Software development, including VR environment design, AI tools, and Server rentals.

HARDWARE COMPATIBILITY

Licensing or partnerships with VR headset manufacturers.

MAINTENANCE COSTS

Regular updates, bug fixes, and customer support.

MARKETING AND DISTRIBUTION

Costs for promoting the product and onboarding users.

Basic Plan:

Includes branded logos and basic environment customization (e.g., color schemes).

Price: \$2,000 per month for up to 1,000 users, with an additional \$1/user/year.

Advanced Plan:

Fully customized VR environments and tools tailored to the institution's needs. Includes integration with LMS (Canvas, Moodle, Blackboard) and analytics tools.

Price: \$5,000 per month for up to 3,000 users, with an additional \$10 user/year.

Premium Enterprise Plan:

10,000 users, fully branded and customizable immersive VR experiences, including unique environment designs and third-party integrations. Dedicated account manager and priority 24/7 support.

Price: \$15,000 per month (one-time setup fee: \$3,000).

Pricing Tiers

For Universities,
Colleges, and
Educational
Institutions:

Implementation Examples

Poznan University of Technology (PUT) - 16,000 students

Plan: Premium Enterprise Plan Cost: \$15,000

Additional users: 6000 * 1: 6000

Custom Environment Creation: Campus + Labs
Cost: \$2,000

One-Time Setup Fee: \$3,000

Total monthly Subscription: \$24,000

Total (Including Setup): \$26,000

AGH University of Science and Technology - 30,000 students

Plan: Premium Enterprise Plan Cost: \$15,000

Additional users: 20000 * 1: 20000

Custom Environment: Campus + Specialized Facilities
Cost: \$2,000

One-Time Setup fee: \$3,000

Total monthly Subscription: \$37,000

Total (Including Setup): \$40,000

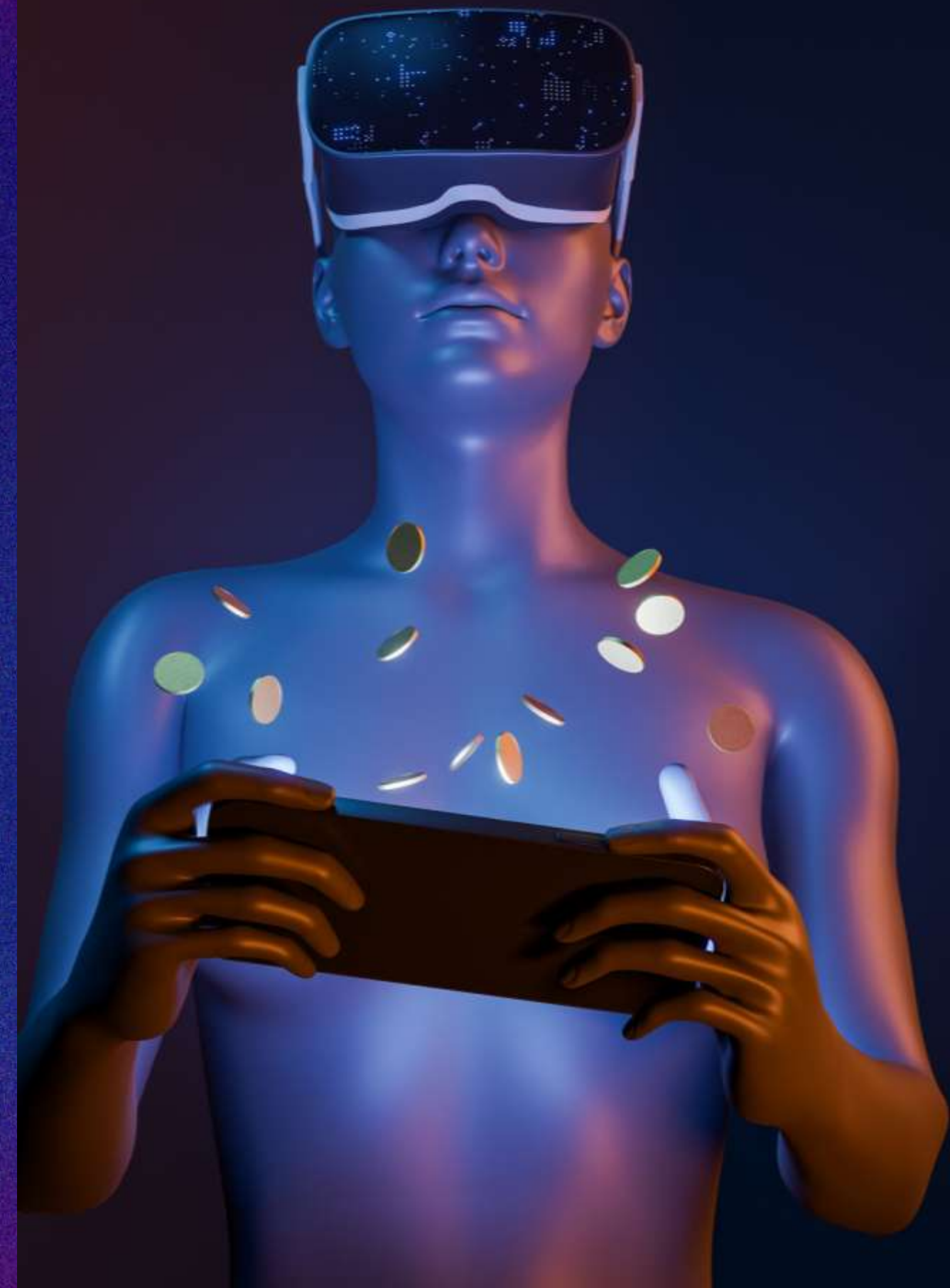
PRICING STRATEGY

WHICH METHOD:

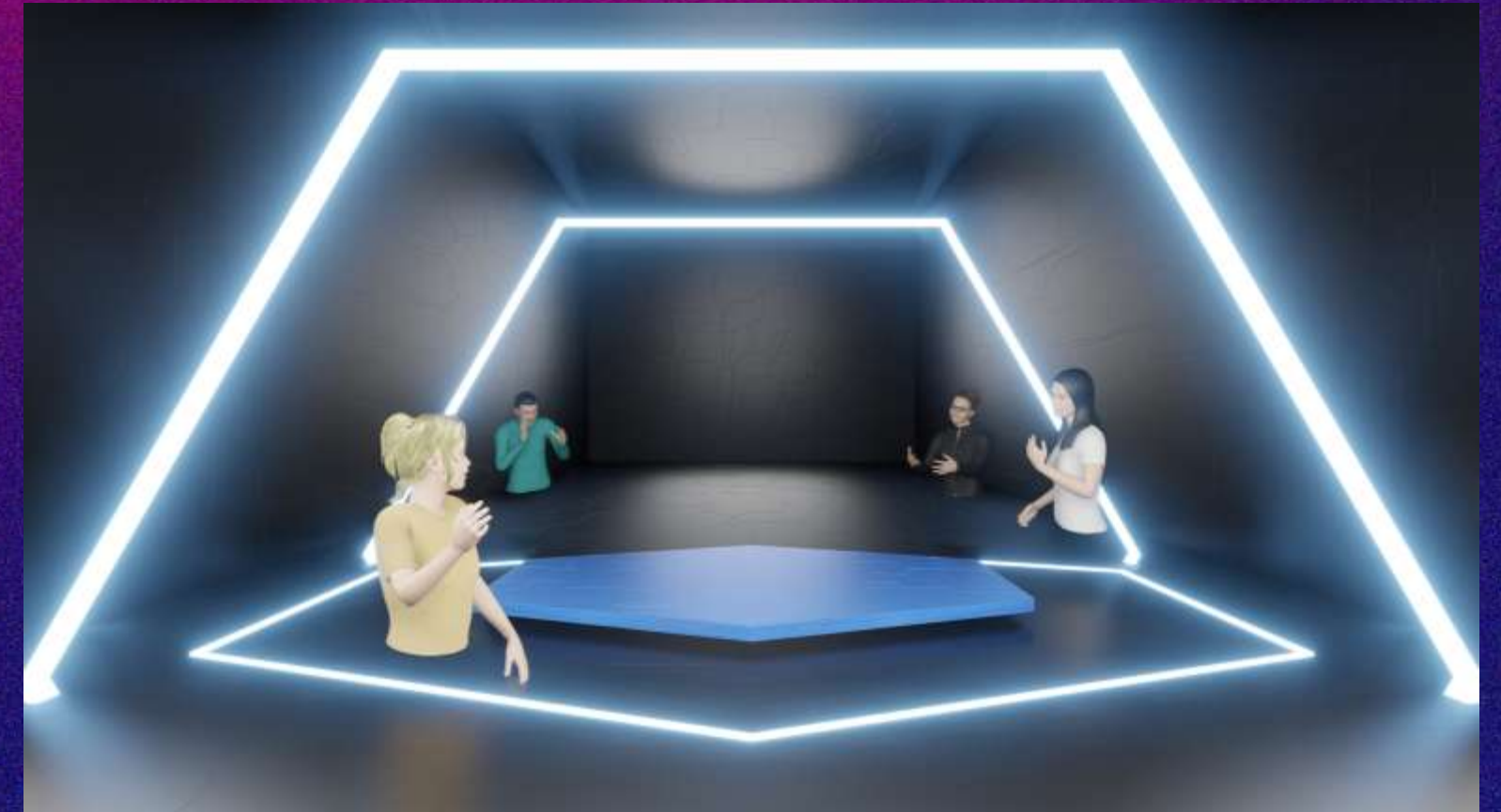
We use value-based pricing and offer differentiated plans, from basic options for smaller institutions to premium packages for larger institutions, ensuring accessibility.

WHY

Our pricing strategy highlights LearnVR's advanced features, offering affordable, adjustable plans that let customers start small and increase the scale of our service as needed.



DISTRIBUTION CHANNEL



LearnVR will be available on VR device stores like Oculus Store, Viveport, and PlayStation Store, as well as general app stores like Google Play and the Apple App Store. Users can also access pricing, registration, and download links directly from our website.



DISTRIBUTION PROCESS

REACH OUT

We contact schools, universities, and companies through emails and social media advertisements.

SHOWCASE

We provide virtual demos to show how LearnVR works and its benefits. There are lots of international events we can take part in such as CES (Consumer Electronics Show), Gamescom, AWE (Augmented World Expo), VR/AR Global Summit.

PURCHASE

Customers can pick the plan that fits their needs and budget.

SETUP

We help with installation and offer support remotely to get them started. We have supports for software and hardware both for any case can occur.

PROMOTION

TARGET GROUP OF THE PROMOTIONAL MESSAGE

- The promotional message targets schools, universities, companies needing training tools or remote meetings.

PURPOSE OF THE PROMOTION

- The Purpose is to position LearnVR as the top choice for enhancing learning and training with VR technology.

PROMOTION TOOLS

- Promotion tools include free trials for schools and companies, discounts for early customers, partnerships with universities and schools, email campaigns highlighting key features.

Advertisement

Where: We will reach out the educational organizations by mail/ call or special meetings and we wil advertise our product.

Events: We will join education and technology events to meet school leaders, company managers and show our product to our target audience.

Collaborations: We are plannig to make agreements with schools to use our product through their educations.



Advertisement Slogan

**LearnSphere
VR**

“Learning From the Future”

PROMOTION TOOLS

**OFFER FREE TRIALS TO LET SCHOOLS
AND COMPANIES TEST LEARNVR**

**Making agreements with
universities and schools.**

**Give discounts to the first
customers who sign up.**

**SEND EMAILS TO HIGHLIGHT THE
UNIQUE AND USEFUL POINTS OF
LEARNVR.**

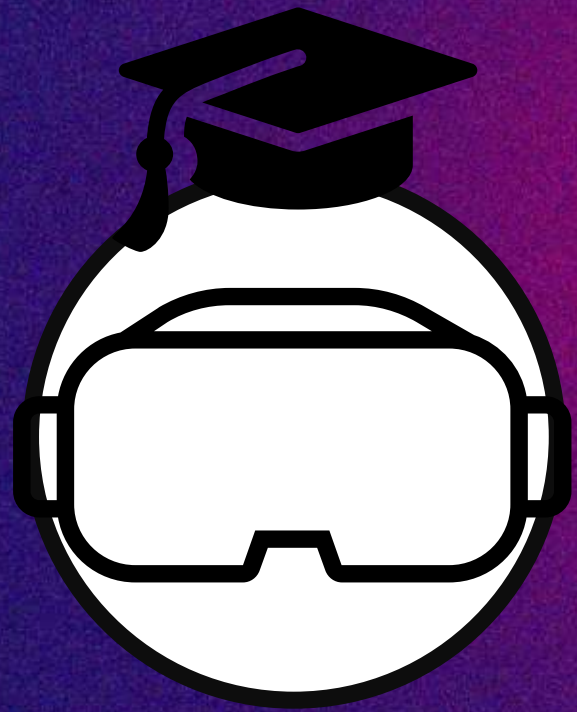


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VIRTUEDU

THANK YOU FOR
YOUR ATTENTION



- **ELDANIZ BABAYEV**
- **FURKAN PANAYIR**
 - **SERHAT YIĞIT**
- **TALHA FARUK BEKAR**

