LearnVR

Furkan Panayır 160477

Serhat Yiğit 156433

Talha Faruk Bekar 158807

Eldaniz Babayev 158871

Professor: Joanna Ziomek

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Contents

1-Product

Description:

The product is a learning platform application in Virtual Reality (VR) that would build experiences continuing to remove or add a learning travel factor. LearnVR empowers institutions and students by offering immersive, customizable virtual experiences, transforming traditional education into accessible, engaging, and cost-efficient learning opportunities. Designed with innovation and scalability in mind, LearnVR caters to a diverse range of educational needs, making it a vital tool for modern learning.

(Photo is from ChatGPT to describe our product better visually)

Logo:
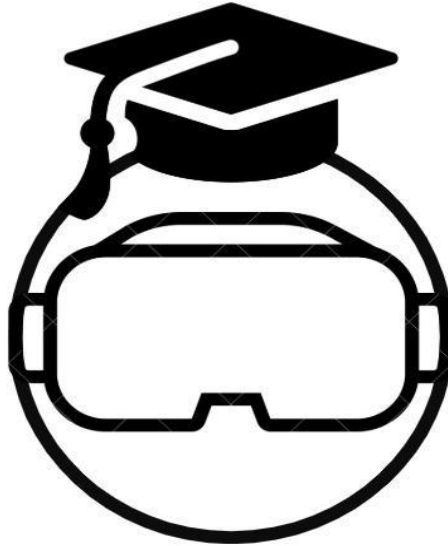
Company name: *VirtuEdu*

Brand: *LearnSphereVR*

Name of the product: *LearnVR*

Mission Statement

At VirtuEdu, our mission is to revolutionize education by providing Virtual Reality (VR) solutions that transform traditional learning environments into immersive, interactive, and accessible experiences.

Competition direct/indirect:

Since our sector (VR education) is expanding at an enormous level (expected to increase 30% annually between 2023 and 2030 according to Fortune Business Insights), We think there are lots of opportunities even though we have lots of strong competitors.

Direct Competitors

Virtual Reality Study Apps:

- "Engage VR" (pricing: 9.99 Euros billed monthly)

https://engagevr.io/

- "Spatial" (pricing: pro:10$ per space per month and business: 80$ per space per month)

https://www.spatial.io/

- "Uptale" (there are 3 tiers, free, 3600$ and 14400$ per year)

https://www.uptale.io/en/education/pricing/

- "ClassVR" (prices are not publicly listed)

https://www.classvr.com/

- "VR Campus" (prices are not publicly listed)

https://vrcampus.io/

Indirect Competitors

- Microsoft Teams

https://www.microsoft.com/en-us/microsoft-teams/group-chat-software

- Google Meet

https://apps.google.com/meet/

- Cisco Webex

https://www.webex.com/

- Coursera

https://www.coursera.org/

- Skillshare

https://www.skillshare.com/

- LinkedIn Learning

https://www.linkedin.com/learning/

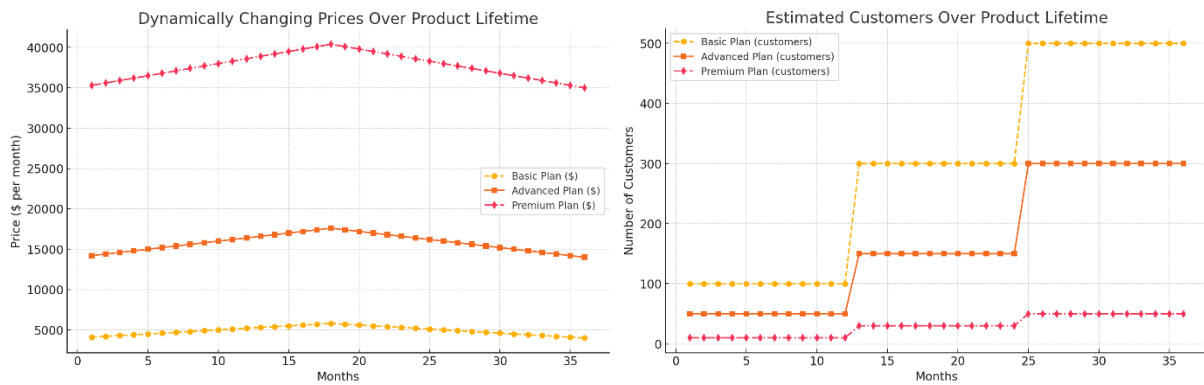## Complementary and Substitutive Goods:

Complementary:

VR devices since our product is an app for those platforms, learning management system platforms (e.g., Canvas, Google Classroom), e-learning tools, and projectors.

Substitutive:

Our competitors are our most significant subsitutives, but we think our app has some competitive advantages that stand out among others. There are also other subsitutive standard online meeting tools like Zoom, Microsoft Teams, or traditional study methods.

Life Cycle

LearnVR is in the beginning stage, targeting early adopters in the education and corporate training sectors. We also planned to keep our prices lowest possible in order to achieve largest audience we achieve. We are planning to increase our prices through process that gaining some market share. Since we believe this is a new and growing sector, we believe that we will have lots of time until our product lose its market share and we are planned to decrease our prices to maintain our customers in a high competetive sector.

Dynamically Changing Prices Over Product Lifetime

Estimated Customers Over Product Lifetime

Product Value Analysis

Functional Value:

- You can transform a traditional learning place to futuristic place. Offering its deep VR environments that designed for educational needs.

- These are designed to focus on participation through interactive experiences that replace real world scenarios. You can access to advanced tools like virtual labs, improving practical skills and deeper understanding in the way of classrooms cannot reach.

- With LearnVR you can create an engaging and supportive learning atmosphere and reducing distraction. Students are tend to feel more connected to the material when they are actively interact with it.

- Improves Focus: Creates users a productive study atmosphere to prevent distractions. According to the PwC's research, VR learners are 1.5 times less distracted compared to the normal learning process.

- Enhances Engagement: Makes remote learning easier through innovative and fun methods. (Some research shows that VR learning has remarkably high effectiveness, 76% more than conventional learning (Finance Online)).

Economic Value:

- VR teaching is significantly more cost-efficient compared to other education styles. A study by PwC shows that at 375 trainees, R training achieves cost parity with classroom instruction. VR training is 52% more

cost-effective than classroom training when there are 3,000 learners. VR instruction is equal to the price of e-learning, with 1,950 learners.(PwC)

Emotional Value:

- Creates an engaging and supportive learning atmosphere that motivates students to explore and excel.

- Gives personalized experiences that make learners feel valued and understood.

- Reduces stress associated with traditional classroom settings by offering flexible and self-paced learning options.
- Builds confidence in skills practice, as feedback can be received within a v irtual, risk-free environment.

Social Value:

- It breaks the geographical barrier in that students and tutors from different parts of the world can work together in real time.

- This model is more inclusive because quality education reaches those living in under-served or remote communities.

- It facilitates virtual collaborative projects among students worldwide, hence cultural exchange and und erstanding across borders.

- Shared virtual spaces allow interaction and teamwork, fostering a sense of community among learners.

(from ChatGPT)

Segmentation and Avatar:

Segmentations:

Our segmentations are universities, both private and public (B2B AND B2G), seeking innovative tools to enhance hybrid or online learning. Our segmentation also includes our secondary customers like educational institutions and corporate training departments.

Geographic variables: Mainly in metropolitan areas or large cities where educational organizations are concentrated.

Psychographic Variables: Our customers should be visionary to implement that kind of new technology in their educational offerings.

Demographic Variables: Our customers are generally education institutions and not individuals. However, our product will be mostly used by students who are 15-30, especially college students who are between 18-25.

Behavioral Variables:Customers seek improved focus, enhanced engagement, and cost-effective solutions.

Avatar:

- Our avatar is a private university known for providing modern and innovative learning. Offering a variety of programs from engineering to business.
- This University prioritizes staying ahead in education technology to enhance both quality of teaching and student engagement with its hybrid or online formats.

- Goals: Enhance hybrid and online education quality, increase satisfaction and retention rates, and optimize operational costs.

- Challenges: Limited access to immersive and interactive technologies, along with budget constraints for implementing large-scale solutions.

2-Price

The pricing strategy for our product is designed to balance affordability, scalability, and profitability. The starting point of our pricing is based on cost analysis, which includes:

- **Development Costs:**

    1. **Initial Software Development:** $350,000 to build the LearnVR platform, including advanced VR features and integrations with LMS systems.

    2. **Prototyping and Testing:** $150,000 for multiple testing phases to refine functionality and ensure user-friendliness.

- **Operational Costs:**

    1. **Customer Support:** $80,000 annually for a dedicated team to handle customer inquiries, troubleshooting, and onboarding.

    2. **Marketing and Sales:** $120,000 annually to promote the platform through digital campaigns, conferences, and influencer partnerships.

    3. **Hardware Compatibility:** $50,000 Licensing or partnerships with VR headset manufacturers.

    4. **Maintenance Costs:** $20,000 Regular updates, bug fixes, and customer support. Marketing and Distribution: Costs for promoting the product and onboarding users.

    5. **Server costs:** $100,000 annually for ensuring consistent high-speed performance and secure data handling for all users. Key parts include:
        1. Cloud hosting services ($70,000)
        2. Data Security Investments ($20,000)
        3. Bandwith Scaling ($10,000)

Setting The Prices:

Pricing Tiers

For Universities, Colleges, and Educational Institutions:

Basic Plan:

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

Price: $5,000 per month for up to 1,000 users, with an additional $5/user/month.

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: $15,000 per month for up to 3,000 users, with an additional $10 user/month.

Premium Enterprise Plan:

10,000 users with an additional $10 user/month, fully branded and customizable immersive VR experiences, including unique environment designs and third-party integrations.

Dedicated account manager and priority 24/7 support.

Price: $40,000 per month (one-time setup fee: $20,000).

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

1. **Our path to profitability:**

Calculating Revenue at Different Pricing Tiers:

Scenario 1: *Basic Plan Only*

- **Assumption:** We sell our product to 20 institutions in the first year, each with an average of 1,200 users.

- **Monthly Revenue:**

    o   Base price: $5,000 per institution x 20 institutions = $100,000.

    o   Additional users (200 extra per institution): $5 x 200 x 20 = $20,000.

    o   *Total Monthly Revenue (Basic Plan): $120,000.*

- **Annual Revenue (Basic Plan): $120,000 x 12 = $1,440,000.**

Scenario 2: *Advanced Plan Only*

- **Assumption:** We acquire 10 institutions, each with an average of 3,500 users.

- **Monthly Revenue:**

    o   Base price: $15,000 per institution x 10 institutions = $150,000.

    o   Additional users (500 extra per institution): $10 x 500 x 10 = $50,000.

    o   *Total Monthly Revenue (Advanced Plan): $200,000.*

- **Annual Revenue (Advanced Plan): $200,000 x 12 = $2,400,000.**

Scenario 3: *Premium Plan*

- **Assumption:** We acquire 5 enterprises, each with an average of 12,000 users.

- **Monthly Revenue:**

    o   Base price: $40,000 per enterprise x 5 enterprises = $200,000.

    o   Additional users (2,000 extra per enterprise): $10 x 2,000 x 5 = $100,000.

    o   *Total Monthly Revenue (Premium Plan): $300,000.*

- **Annual Revenue (Premium Plan): $300,000 x 12 = $3,600,000.**

Year 1 Total Revenue Across All Tiers:
$1,440,000 (Basic) + $2,400,000 (Advanced) + $3,600,000 (Premium) = *$7,440,000.*

2. Breaking Down Costs:

Yearly Costs:

1. **Initial Development:** $500,000 (one-time).

2. **Server Costs:** $100,000 annually.

3. **Customer Support:** $80,000 annually.

4. **Marketing and Sales:** $120,000 annually.

5. **Operational Hardware Partnerships:** $50,000 annually.

6. **Maintenance Costs:** $20,000 annually

Total Annual Costs (Year 1):
$500,000 (fixed costs) + $370,000 (operational) = $870,000.

3. Profit Margin Analysis:

Year 1 Profit (Before Expansion):

- Revenue: $7,440,000.

- Costs: $1,200,000.

- *Net Profit: $7,440,000 - $870,000 = **$6,570,000.***

4. Scalability and Growth Strategy:

- **Year 2 Target:** Expand to an additional 40 institutions globally with an average uptake of Advanced Plans.

  - Expected additional revenue: 40 x $200,000 x 12 = $9,600,000.

  - Total Revenue (Year 2): $7,440,000 (Year 1) + $9,600,000 = **$17,040,000.**

- **Year 3 Target:** Introduce white-label solutions and reach premium enterprises in new markets (Asia and Europe). We plan to set our higher

prices for that tier of priced product. Thus, we believe that we will achieve increased profitability while our costs are stayying same or with a small increment.

5. Investment Reinvestment Plan:

- Reallocate 50-60% of profits to R&D for next-gen VR solutions, ensuring product innovation and market leadership.

- Expand marketing campaigns globally to tap into emerging markets, targeting an additional 40-50% user base yearly.

Which Method:

We use value based tier pricing because the price is set according to the perceived value of LearnVR by our customers. The more they see it as beneficial, the more they are willing to pay. Additionally, differentiated pricing allows us to offer various plans for different customer groups and needs, such as basic plans for small schools and premium plans for larger institutions or corporate clients. This makes our product accessible while still offering flexibility.

Why:

Our pricing strategy is based on LearnVR's advanced features, like its immersive VR settings and AI-powered tools. It helps to keep the product affordable for schools and companies while meeting their specific needs. The different level pricing also makes it easier to grow with the customers, as they can start small and scale up as they see it is useful.

To sum up why our pricing model would work properly:

1. Aligns Pricing with Institutional Needs

2. Reflects Perceived Value

3. Encourages Scalability

4. Supports Customer Retention

5. Promotes Upselling Opportunities

6. Market Differentiation

3-Place

Distribution Channel:

LearnVR will be sold through online stores of the VR devices such as Oculus Store, Oculus Store, Viveport, PlayStation Store and from general app stores like Goople Play and App store(Apple). We will also provide costs and registering solutions from our website, also we will provide some links to download our app to different devices without structural problems.

Exclusive Distribution for LearnVR

Having an **exclusive distribution** strategy for LearnVR could help solidify its image as a premium, cutting-edge solution in the education and corporate training market. This approach would involve partnering with select distributors and institutions to ensure the product's availability is tightly controlled and aligns with the brand's high-quality standards.

Key Elements of Exclusive Distribution for LearnVR:

1. **Strategic Partnerships with VR Hardware Providers:**

   o Collaborate with leading VR manufacturers like Oculus or HTC to bundle LearnVR with their devices.

   o Offer exclusive licenses for specific headset models, ensuring LearnVR becomes a preferred solution for new VR users.

2. **Exclusive Contracts with Prestigious Institutions:**

   o Work with top-tier universities, colleges, and corporate training centers to roll out LearnVR as an exclusive offering for their students or employees.

- Highlight these partnerships in marketing campaigns to boost brand credibility and attract other premium clients.

3. **Limited Platform Availability:**

- Restrict LearnVR to only a few platforms like the Oculus Store and the LearnVR website to maintain tight control over user experience and support.

- Avoid making the product widely available on generic app stores to protect its exclusivity.

4. **Customized Packages for Elite Clients:**

- Create tailored solutions, such as institution-specific virtual environments, that cater exclusively to high-value clients.

- Offer premium customer support and advanced features to differentiate the exclusive offering further.

Intensity:

We will focus on specific customers, like schools and companies, that are open to using new technology. This helps us to offer more personalized and higher quality product.

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 it is beneficial. There are lots of international events we can take part in such as CES (Consumer Electronics Show), Gamescom, AWE (Augmented World Expo), GDC (Game Developers Conference), VR/AR Global Summit.

Purchase: Customers can select from different plans that suit their requirements and spending limits. Setup: We help with the installation and then remotely help them get started. We don't need a lot of fancy stuff for installation since we use only the app, but we do have supports-both software and hardware-should anything occur.

Growing beyond borders step-by-step:

Local Market :

The first step is to establish LearnVR within our home city, in Poznan which we already had one of the example customers on our avatar, WSB Merito Poznan University. We will be focusing on institutions that are early adopters of technology. Create a-resounding basis with phases of real-time feedback for determining a finish on the product.

Actions:

• Exclusive trial programs in selected schools and universities.

• Local events to showcase LearnVR.

• Partner with education-dedicated organizations to promote the platform.

• Goal: Creating the image of a reliable, innovative solution within the local market.

National Expansion:

From local dominance now, we open the portal to other major cities around the country focusing on institutions that appreciate innovative educational solutions.

Actions:

• Collaborate with the regional educational distributors for wider access (as we did in one of our implementation examples-like AGH Krakow).

• Advertise at national educational forums and online portals.

• Conduct orientations and training workshops for new regions on staff.

• Focus: Attract mid-sized institutions with high-quality service delivery.

International Growth:

This really is the last phase of LearnVR when LearnVR would join global markets, mainly concentrating on those with populations showing an exponential demand for virtual education in regions like Europe, Asia, and North America.

Actions planned in summary:

- Build partnerships with international VR device manufacturers to bundle LearnVR with hardware.

- Attend global education technology exhibitions like BETT or CES to showcase the platform.
- Develop localized marketing campaigns with multilingual support for broader appeal.
- Goal: Establish LearnVR as a leading global name in virtual education technology.

Market Coverage Strategy

- **Initial Focus:**
  Begin with a targeted market in urban areas with a high concentration of tech-savvy institutions. Use selective distribution channels to keep operations manageable and efficient.

- **Expansion:**
  As the market demand grows, upgrade the distribution system:

  - Collaborate with more intermediaries like VR resellers and educational technology distributors.

  - Ensure regional representation to reduce transaction complexities and improve local market penetration.

- **Scalability:**
  With increasing size and international expansion:

  - Use advanced software tools to manage distributor relationships and streamline logistics.

  - Introduce automated support systems for scalability without compromising quality.

4-Promotion

The Target Group of the Promotional Message:

- Schools and universities that want to improve remote and online learning.

- Educational organizations are looking for tools to make learning easier, more fun and more focused.

- Corporate training departments seeking innovative, cost-effective solutions for employee skill development.

Purpose of the Promotion:

Our purpose for promotion is to make LearnVR as the priority solution for revolutionized education and training through VR technology. We are planning to show how LearnVR improves focus, engagement, and productivity for students and educators. Our goal is to show universities and educational institutions the long term value for getting VR into their teaching methods, providing cost efficient alternative to traditional learning methods.

To Sum Up our Purpose of the Promotion:

1. To position LearnVR as the leading solution for transforming education and training through immersive Virtual Reality technology.

2. To highlight the long-term value of integrating LearnVR into teaching practices, including improved focus, engagement, and cost efficiency.

3. To demonstrate the potential of LearnVR to revolutionize traditional learning methods by offering an innovative and interactive alternative.

Advertisement:

Our strategy here focuses on reaching universities through targeted and professional channels. We plan to participate technology conferences like European Association for International Education (EAIE) and EduTech Europe, where we can show LearnVR to universities decision makers like deans and IT administrators. We will also work on specialized workshops and webinars for University stakeholders, providing live demonstrations of LearnVR's potential to transform hybrid and online education.

To Sum Up our Plan of Advertisement :

1. **Targeted Channels:**

- o Participate in global education technology events like EduTech Europe and EAIE to connect with decision-makers.

- o Run online ads tailored for educators and training professionals on LinkedIn, Facebook, and Google.

2. **Live Demonstrations:**

- o Host webinars and workshops showcasing LearnVR's ability to transform learning experiences.

- o Conduct free trials and live virtual demos for institutions to experience the platform firsthand.

3. **Partnerships:**

- o Collaborate with influential educators, VR hardware providers, and tech organizations to expand credibility and reach.

Advertising Slogan:

"Learning From the Future"

Promotion Tools:

- o **Email Campaigns:**

  Send personalized emails highlighting LearnVR's key features and benefits for institutions and businesses.

- o **Social Media Marketing:**

  Share success stories, testimonials, and interactive demos on platforms like LinkedIn, Twitter, and Instagram.

- o **Website Optimization:**

  Include detailed product descriptions, user reviews, and virtual demos on the LearnVR website to attract leads.

- o **Print and Online Publications:**

Collaborate with educational magazines and newspapers to publish articles and reviews showcasing LearnVR's capabilities.

- **Incentives for Early Adopters:**

Offer discounts, loyalty programs, and customized solutions for institutions signing up during the initial launch phase.

Promotion Examples:

- Offer free trials to let schools and companies test LearnVR.
- Give discounts to the first customers who sign up.
- Making agreements with universities and schools.
- Share stories of successful customers to build trust and interest.
- Send emails to highlight the unique and useful points of LearnVR.
- Building a feedback platform through our website to improve our product.

Resources we used through preparing the report:

General Resources:

1- https://virtualspeech.com/blog/vr-stats-training-education
2- https://www.pwc.com/us/en/tech-effect/emerging-tech/virtual-reality-study.html
3- https://yordstudio.com/vr-ar-training-and-education-what-it-is-and-how-can-it-help-your-business/
4- https://www.fortunebusinessinsights.com/industry-reports/virtual-reality-in-education-market-101696
5- https://mostidea.com.tr/sanal-gerceklik-ve-egitim-sektoru/?utm_source=chatgpt.com
6- *https://yordstudio.com/vr-ar-training-and-education/*
7- https://www.researchgate.net/profile/Heng-Luo/publication/350106651_Virtual_reality_in_K-12_and_higher_education_A_systematic_review_of_the_literature_from_2000_to_2019/links/609b9dcb299bf10fbb08952f/Virtual-reality-in-K-12-and-higher-education-A-systematic-review-of-the-literature-from-2000-to-2019.pdf?utm_source=chatgpt.com
8- https://www.ft.com/content/bad75b74-a260-4306-8b9f-9281bc0ca85a?utm_source=chatgpt.com

9- https://www.thetimes.com/business-money/entrepreneurs/article/vr-schools-avantis-enterprise-network-5zh76g8pm?utm_source=chatgpt.com&region=global

10- https://www.insidehighered.com/news/tech-innovation/teaching-learning/2024/01/04/ai-vr-and-techy-classrooms-whats-next-ed-tech?utm_source=chatgpt.com

Recourses for pricing:

- https://support.spatial.io/hc/en-us/articles/29172487290516-Spatial-Subscription-Tiers-Free-Pro-Business-Enterprise
- https://app.engagevr.io/plus
- https://www.uptale.io/en/education/pricing/

GPT Prompts Used

For Product:
- "Create a detailed description for a VR-based learning platform, highlighting its features and target audience."
- "What functional, emotional, and social values does a VR product provide to its users?"
- "Identify the lifecycle phases for a VR product and explain strategies for each stage."
- "Who are the direct and indirect competitors for a VR learning tool? Describe their strengths and weaknesses."
- "List complementary and substitutive goods for a VR education product like LearnVR."

For Pricing:
- "Propose tiered pricing strategies for a VR education platform, focusing on scalability and accessibility."
- "Explain the advantages of value-based pricing for a tech product targeting institutions."
- "Using our costs and prices, show us our elaborated profitability analysis"
- "What are the benefits of using a direct website for customer engagement in tech product distribution?"
- "Describe the steps for managing distribution channel upgrades as the market size grows."

For Place:
- "Design a selective distribution strategy for an educational app, ensuring quality and customer satisfaction."
- "What are the benefits of combining direct and indirect channels for our product?"
- "What are the benefits of using a direct website for customer engagement in tech product distribution?"
- "Describe the steps for managing distribution channel upgrades as the market size grows."

For Promotion:
- "Develop a promotional campaign for a VR-based learning product, including tools, platforms, and key messages."

- "Suggest creative advertising strategies to target universities and training institutions effectively."
- "What tools and strategies are most effective for targeting educational decision-makers?"
- "Create a list of incentives for early adopters of a tech product like LearnVR."

For Generating Charts:

- "Generate visualizations to represent the price trends of a product over its lifecycle, showing how prices increase initially and decrease later according to given informations. Additionally, create a chart estimating the growth in customer numbers over the product's lifecycle, reflecting adoption patterns for different pricing tiers."