



VIRZOOM



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Objectives

**Product
Awareness**



**Subscription
Growth**



**Customer
Retention**



Industry **Analysis** - Fitness Industry



Totals \$94 Billion in revenue



A 8.7% global industry growth rate



Industry Analysis



2019

Market size:
VR=\$6.2 billion
AR=\$3.4 billion

2021

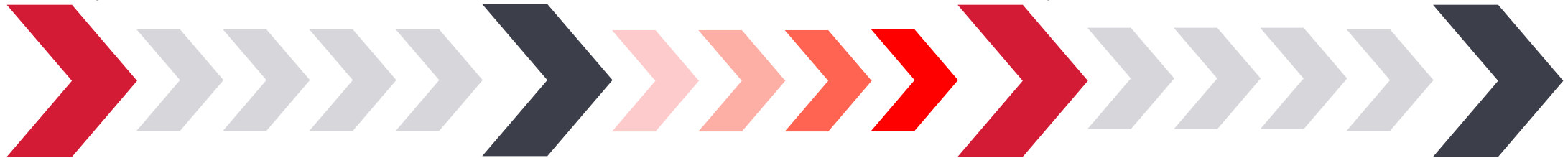
Market size:
VR=\$13.5 billion
AR=\$7.1 billion

2020

Market size:
VR=\$9.6 billion
AR=\$4.7 billion

2022

Market size:
VR=\$16.3 billion
AR=\$9.6 billion



Industry Analysis



54%

of Americans who work out at least once a month want an at home fitness machine.

43%

of VR software revenue is driven by games.



Industry **Analysis**



Wearable Fitness Device Boom Accelerates

- A new wave of **digital trends** being driven by technology and demographic changes.
- Forecasted to be worth more than **\$5.4 billion** by 2019, tripling its size in 2024.



SWOT Analysis

STRENGTHS

- Less competition
- Makes working out fun
- VR is new and exciting
- Easy to install
- Accessible and compact

WEAKNESSES

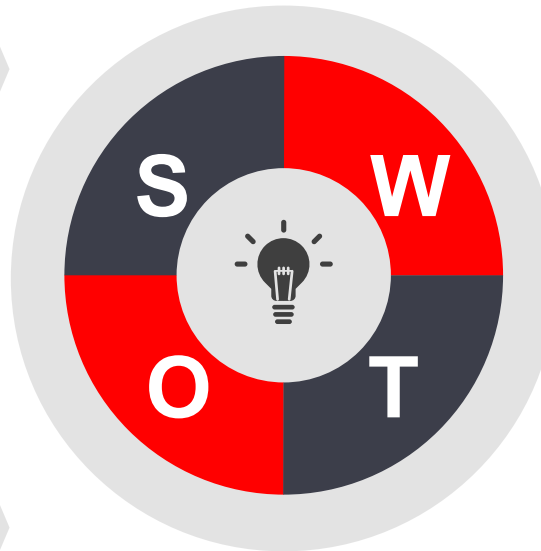
- Lack of resources
- Awareness
- Price
- Health hazards

OPPORTUNITIES

- Potential for e-sports
- Workout classes
- Developing software

THREATS

- Appeals to one niche
- Other technology is more accessible
- Keeping up with technology



Target **Persona: Carol**



Story

- The responsibilities of parenthood take up so much of Carol's time.
- She used to be outdoorsy and her dream is to travel around.
- Because of her kids, she does not have the time or resources to do so.

Characteristics

- 43 year old stay at home mother
- Annual Household Income: 140k
- 2 kids, 2 dogs, working husband

Goals

- Carol wants to stay active and unwind.
- She wants to exercise outside but to also be near her kids.

Challenges

- Price point and accessibility of exercise
- To be able to hear kids if something happens



Target Persona: James



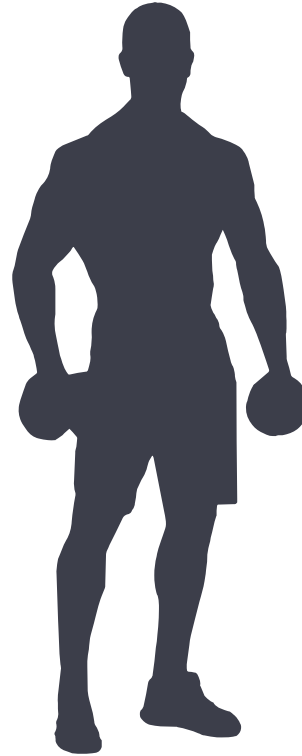
James's Story

- Name: James
 - Age: 25
- Marital Status: Single
 - Job: Office Job
- Household Income: \$80k/year
- Education: Bachelor's Degree



Challenges

- Has trouble finding the time and motivation to stay in shape.



Characteristics

- Loves technology
- Used to be a student athlete
- Hard-working



Goals

- Wants an outlet for his stress and a way to unwind from his day.
- Needs a way to get back into shape and reignite his passion for working out



Target Business: Recreational



Goals:

- Offer customers a good experience
- Increase brand recognition

Needs:

- Customers from different age groups
- Encourage repeat customers

Problem:

- Struggle to gauge consistency in customers



Target Business: Professional



Goals:

- Reach customers from other businesses consumer base
- Develop mutually beneficial partnerships with other organizations

Needs:

- Communication channels with other businesses

Problems:

- Barriers to entry due to low brand recognition
- Sharing costs





Business to Consumer



B2C Tactics



Geoguesser



Outdoor Installation



Immersive Exhibition

**Community
Engagement**



Tactic #1 - Geoguesser

Description

People wear the Oculus goggles and are dropped off to bike in places around the world and they have to guess the place.

Time/Place

- Under Armor in the Prudential Center
- Weekend 2-6 PM (4 hours)

Impressions

- 100-150 people/hr
- 400-600 impressions

Challenges

- Request from the city of Boston/BPL legal issues
- Awareness for the event

Costs

- 1 Oculus Quest - \$399
- 1 bike - \$200



Tactic #2 - Immersive Cube Room



Description



- Immersive cycling experience in an interactive exhibit
- Stationary bike activity in a box projecting surroundings

When/Where



- Museums after hours or on weekends
- Science Museum

Impressions



- Museum
 - 60/hr
 - High foot traffic

Challenges/Costs



- Liability and safety
- Rent - \$
- Creating exhibition



Tactic #3 - Outdoor Installation



Description

Statue of pegasus with VZ Fit logo on the side placed at Harvard Square

Time/Place

- Harvard Square
- Weekend from 10AM to 4PM (6 hours))

Impressions

- 7,000-8,000 people per hour
- 42,000-48,000 impressions a day
- Social Media presence: 100-200 posts

Challenges

- Weather
- Legal Permission from the city of Boston needed

Costs

- Commission to create statue
- Could ask CFA/massart/emerson to create one



Tactic #4 - Community Engagement



Description



- Competition asking community members to design or pitch ideas for VirZoom's development

Impressions



- 18,000 students
- 600/day

When/Where

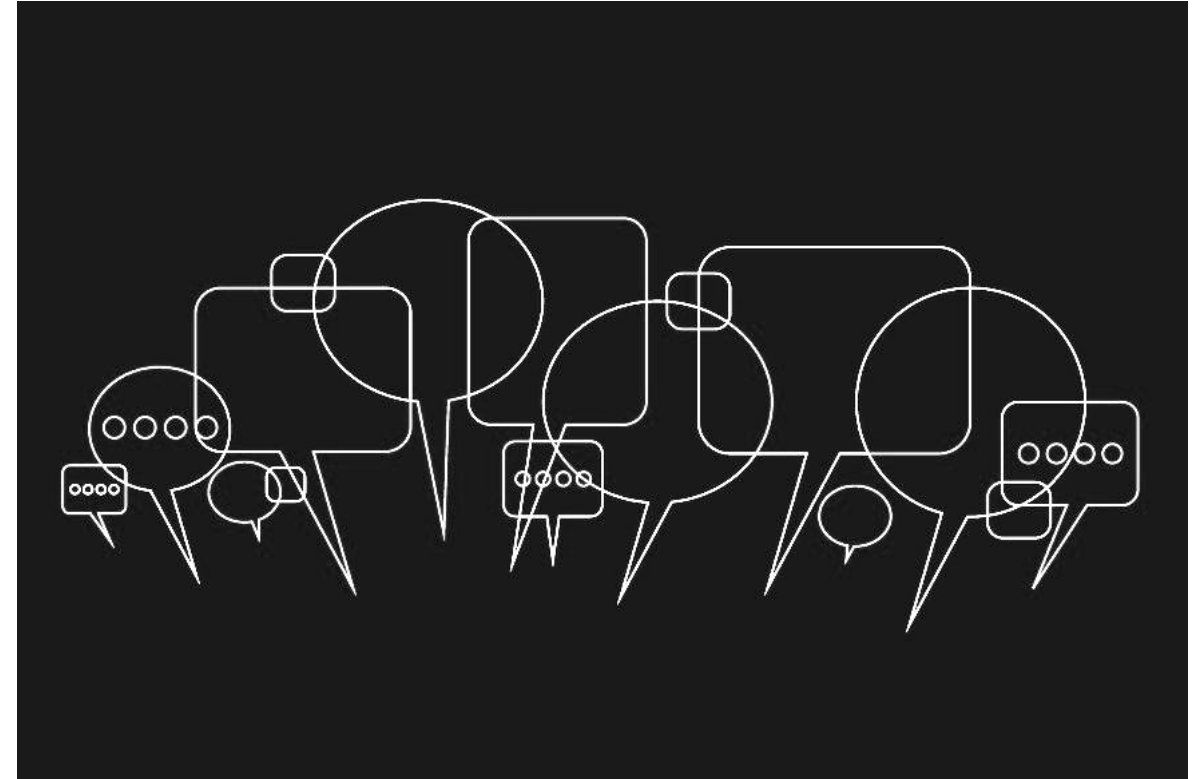


- Submissions open Dec. 1st and close midnight of January 1st
- Open to all undergraduate college students in MA

Challenges/Costs



- Gaining and maintaining traction
- Filtering through submissions



Business to Business





B2B

**Pizza Delivery
Challenge**

02

**01 Environmental
Partnership**

03 Gaming Cafes



Tactic **#1** - Environmental Partnership



Description

- Partner with Search Engine Ecosia or Patagonia foundation to create a tree-planting initiative based on miles biked. Patagonia pop-up at the same time

Time/Place

- Arnold Arboretum Pop-up
- Weekend 1-5 PM (4 hours)

Impressions

- High summer traffic
- Average age of visitors 35-50
- 100-180 visitors daily

Challenges

- Dependent on charities available
- Cost of tree planting may be shared

Costs

- Install 3 Bikes and headsets
- Hire attendant to be at site



Tactic #2 - Pizza Partnership

Description



- Partner with a pizza provider, and create a game that simulates delivering a pizza
- Drivers bike through a terrain that is designed to advertise the pizza company
- Bike a certain number of miles to redeem rewards
 - Discount coupons, free pizza, branded merchandise, etc

Impressions



- Available for anyone with a VirZoom subscription
- Advertise in the pizza shops to reach new clients
- Demographics: Wide range (18-65)

Challenges



- Finding a company that agrees to a reward program
- VirZoom and the pizza company having contrasting goals

Costs



- Professional game development costs: upward ~\$10,000
- Potential to share costs with pizza company



Tactic **#3** - Gaming Cafes

Description

- Install VzFit in local gaming cafes
- Partner with the cafes to give points per certain amount of hours spent on VzFit
- Exchange points for VzFit merchandise, discounts, or cafe merchandise and discounts

Impressions

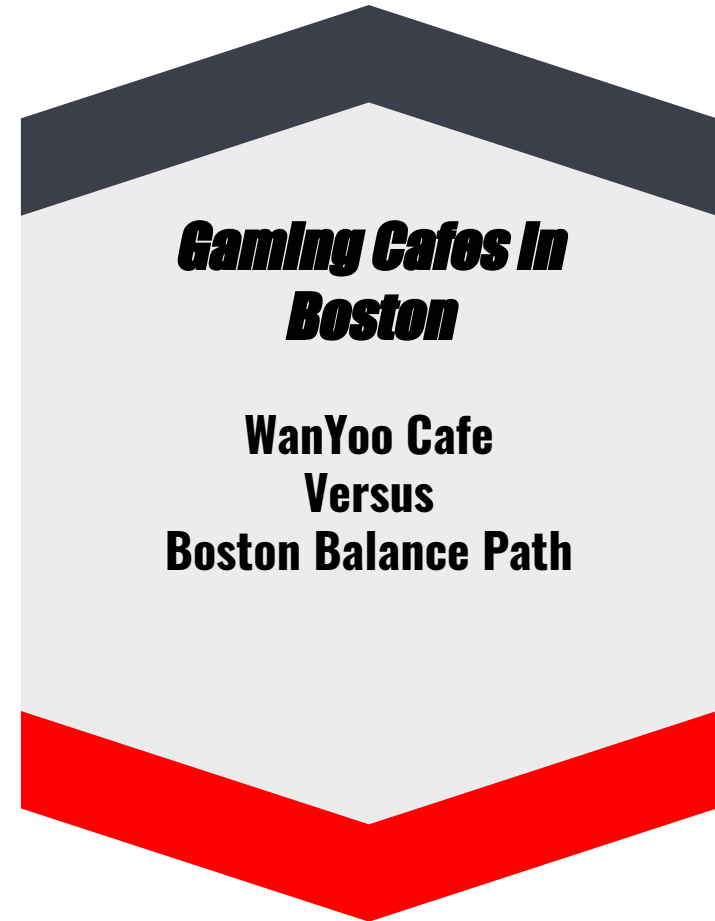
- 100-150 people per day visit gaming cafes
- Demographic: age range of 13-25 years old

Challenges

- Installing bikes in cafes/having a tech if problems arise
- Finding cafes to partner with

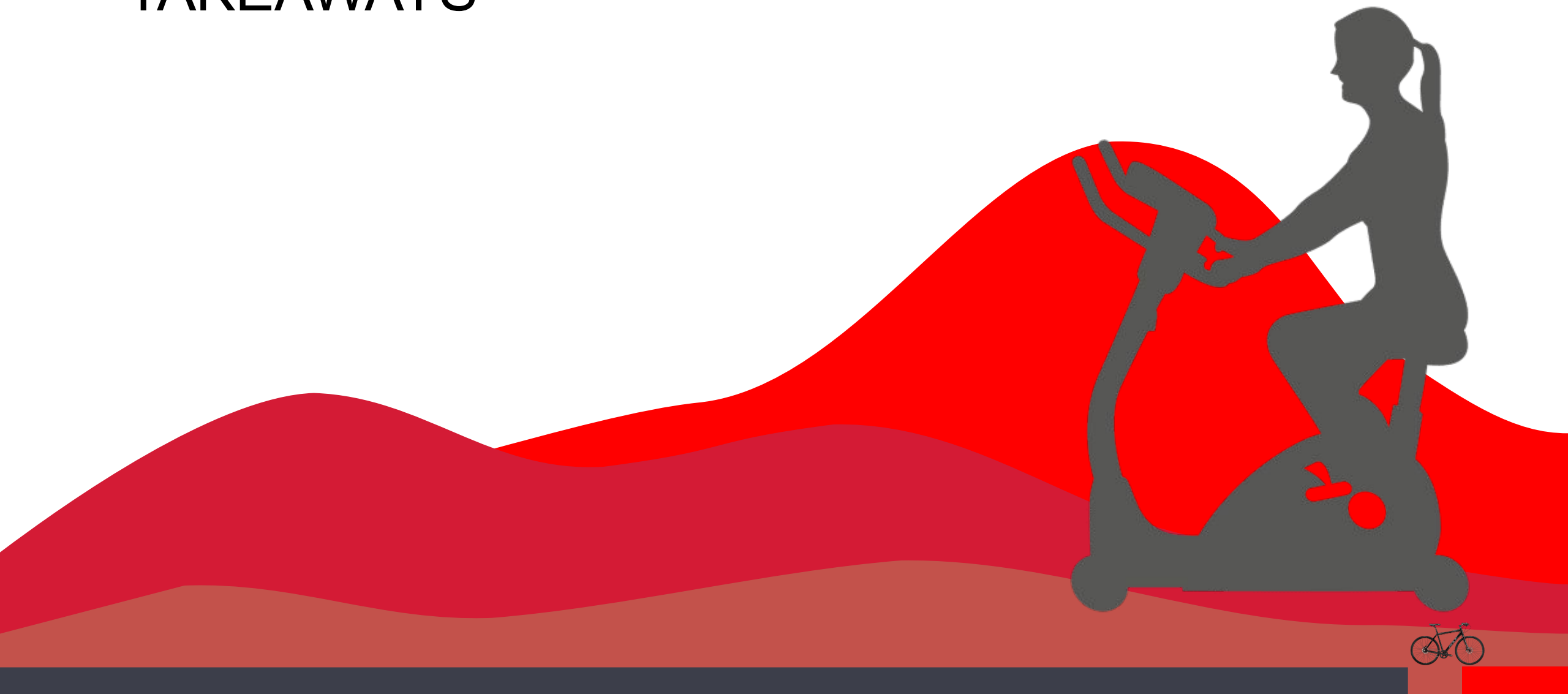
Costs

- install 5 VzFit sensors in the cafes ~\$500
- install bikes in cafes





TAKEAWAYS



Takeaways

Marketable to
Wide Variety of
Customers




B2B and B2C
Opportunities



Flourishing
Industry





Q&A



VIRZOOM

