



V Tour – A venture Pitch

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Introduction

Problem

As we enter into the 23rd month of the global pandemic, in some parts of the world, life has largely returned to normal, but there are still major restrictions and roadblocks with traveling. There are people who are still fearful of flying and even for others who are not, they have to invest a lot more time and money with the mandatory quarantining. As a result, people are not able to travel for leisure. Our mission is to provide our customers with a platform where they can be connected with professional tour guides around the world to provide them an immersive traveling experience without ever leaving the comfort of their home.

Even before the pandemic, traveling could be very costly and time consuming, even stressful if traveling with younger kids.

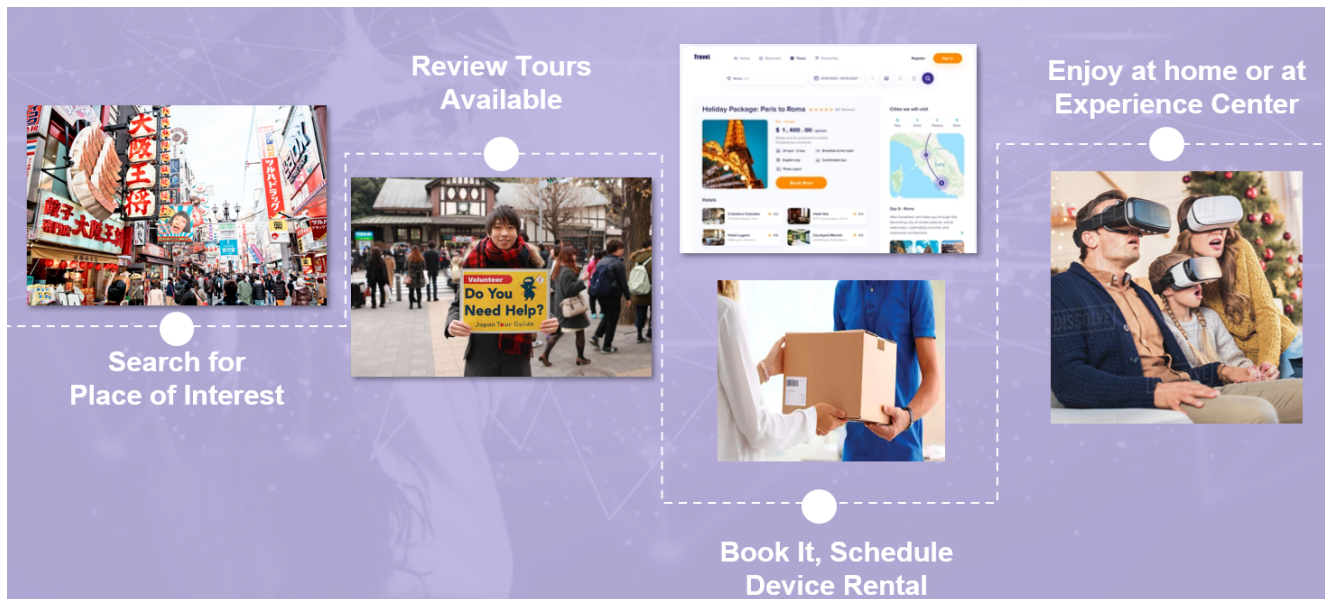


Solution

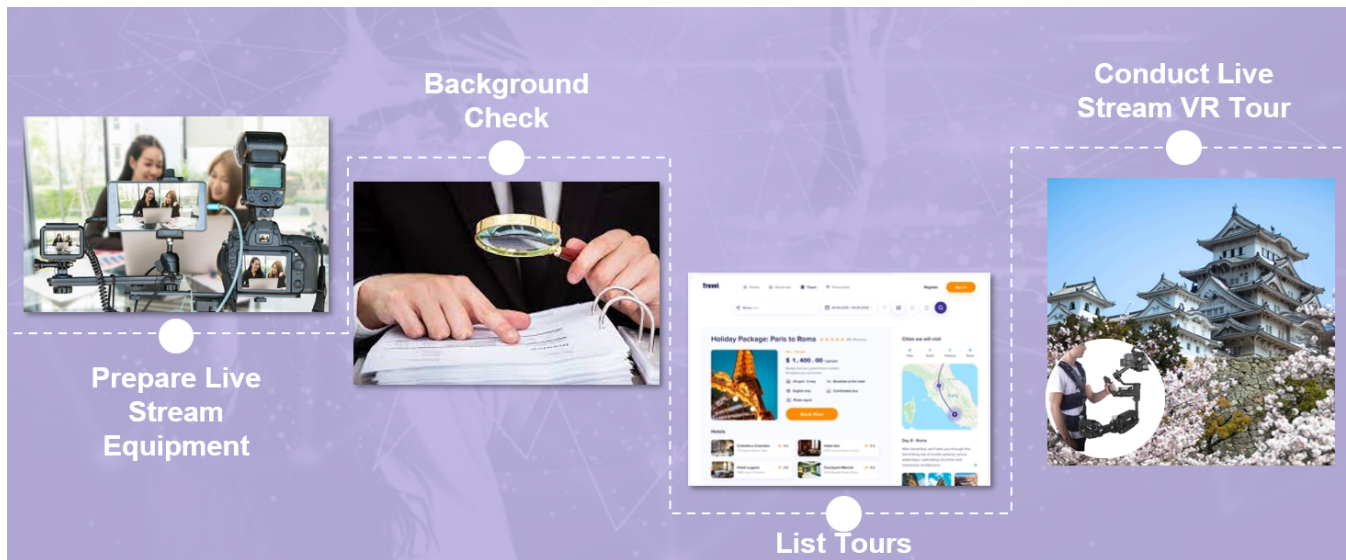
Our solution, **V Tour**, is a platform which allows local tour guides to be connected with virtual tourists who wish to enjoy tourism from the luxury of their homes. V Tour is like the Uber of virtual tours. Our platform will be the marketplace for tour guides to list their tours so our virtual travelers can book for their private virtual traveling. Customers will be equipped with

their own or Rental virtual reality gear to be used on their private tours so they can get an immersive experience as if they are touring in person.

Product: Tourist's Perspective



Product: Tour Guide



Go-to-market (GTM) strategy

Objectives

To quickly gain prominence and Sell our V-Tour with budget-friendly to “transport” people with local tour guides who can be connected with virtual tourists who wish to enjoy tourism from the luxury of their homes initially to **Singapore Market** and extend beyond to other regional countries in phase 3.

Key Metrics

- Online survey with targeted regions – US/Singapore/India
- Analysis on Planner data for “virtual tour” on google hits.
- Analysis on Number of visitor’s pre- post pandemic for major tourism sites (Seven wonders of world, UNESICO heritage sites, Popular tourist spots...)
- Analysis on sales of VR devices on an average in Singapore.
- Numbers on Virtual tour guides across various geographical regions.
- Analysis on number of VR rentals in Singapore.
- Analysis on Travel based retail advertisements.
- Analysis on Reach for number of people thru Virtual platforms.

Initial Market Penetration

- TRY Me
- Sign Up @Kiosk – Major Malls
- MRT stations
- Edu. Institutions for Tutors
- Corporate giveaways
- Referral

Ideal Customer Profile:

- Individuals, who are Homophiles with limited budget affordability for Travel with friends and families.
- Individuals with family /friends living across the various geographical regions.
- Corporates with limited budgets for employee entertainments.
- Corporates for employee gifts and Awards.
- Elderly population with limited access for Travel and affordability.
- partners who wish to advertise on our platforms, as part of the tours.
- Local souvenir stores for advertise their merchandise on our platform for virtual tourists

Unique Value Proposition

A budget friendly, globally affordable with a delightful and reliable alternative with virtual reality technology to “transport” people with local tour guides who can be connected with virtual tourists and enhance their experience as close to real life as possible

Pricing

- Regions and trip type. (General Group tours, Customized)
- We forecast this to be an average of \$25 per person@ 2hr Tour with an average tour duration of 2 hours.
- Advertisements will be priced at \$25 for a 1-min placement in Phase 2
-

Marketing & Sales Channels

- V Tour Platform
- Mobile Apps: iOS & Android
- VR device Rentals
- Social Media (Instagram/Facebook)
- Organic Search (SEO)

Launch Team

- Marketing email for Sign up mails.
- Social media
- Organic Search
- YouTube adv, Digital OTTG

Distribution Channels

- Mobile Apps: iOS & Android
- Corporate gift franchises.
- Retail stores

Support Plan

- 24/7 Online Customer Support with video tutorials and help articles
- 24/7 Partner Centre & Hotline

Business Model

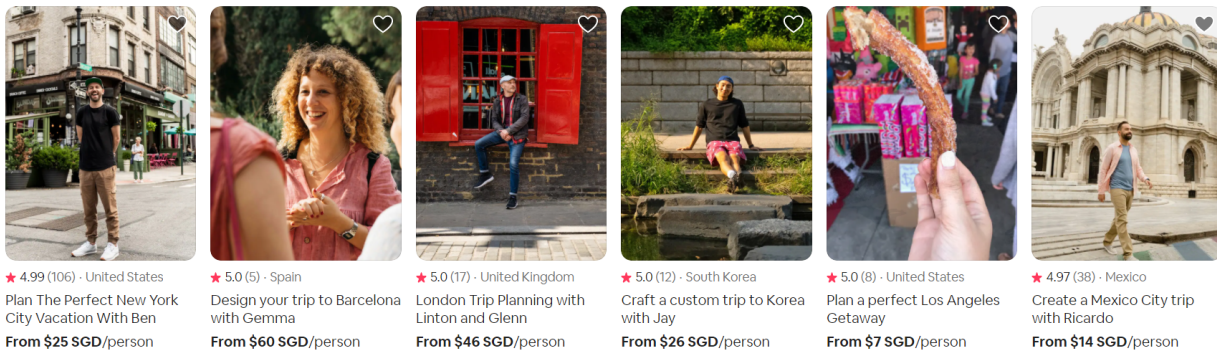
V-Tour is a platform which allows local tour guides to connect with virtual tourists who wish to

enjoy tourism from the luxury of their homes.

In Phase 1, our business will be focused on enabling the technology and payment platform needed to connect tour guides to virtual tourists. Tour guides price their tours by the hour. We forecast this to be an average of \$25 per hour per person with an average tour duration of 2 hours. Virtual tourists will make payment through the platform, and the platform will take a 30% cut. In comparison, Airbnb has a competitive offering priced at \$30 per pax on average. However, Airbnb's service is delivered through Zoom. We believe that our platform based on virtual reality technology offers a more immersive experience which enables our tour guides to capture higher pricing.

Plan a trip with help from local Hosts around the world

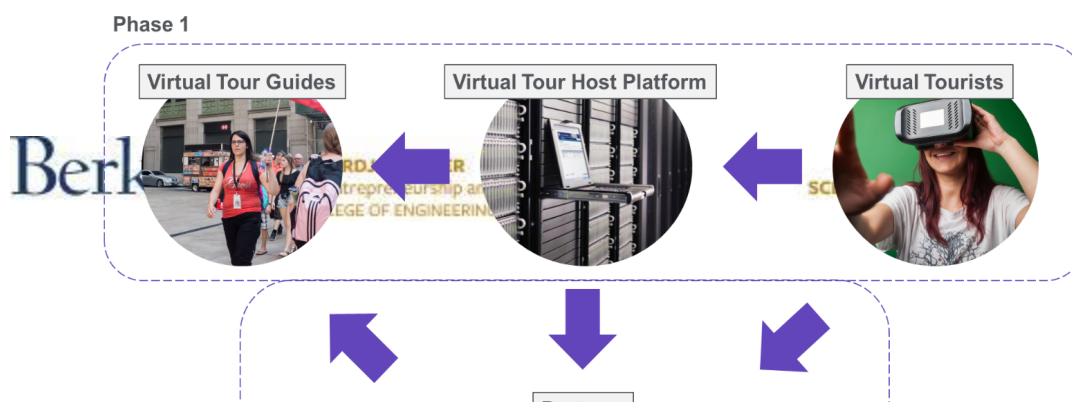
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Source: Airbnb <https://www.airbnb.com.sg/s/experiences/online> accessed on 11/13/2021

In Phase 2, V-Tour will be extended to partners who wish to advertise on our platforms, as part of the tours. Local souvenir stores can advertise their merchandise on our platform for virtual tourists to make purchases via common e-commerce platforms such as Amazon, Shopee, etc. Tour guides will be given a 30% cut of the advertisement revenue which will help boost their earnings. We will extend the Business model in phase 2 to partner with retail partners with Advertisements and will be priced at \$50 for a 1-min placement. We estimate a total of 30 mins of ads placed throughout a 2-hour tour, which translates into \$1,500 of total ad revenue and \$450 additional income for the virtual tour guides.

We plan to roll out Phase 1 in the first year and add on advertisement capability from the third year onwards.



Future:

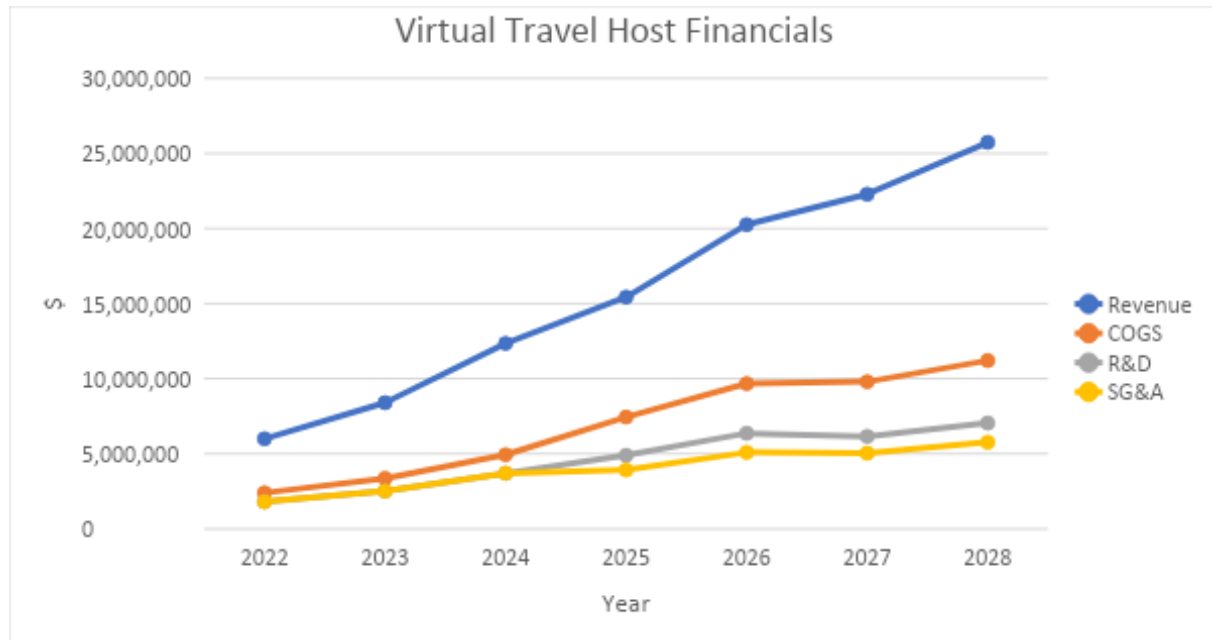


V-Tour Financials

We forecast around 400,000 virtual tourists using our platform in Year 0, growing by 40% in the first 2 years, then 25% in the next 2 and 10%. Prices will increase at a rate of 5% every 2 years. And ad revenue will start from the third year onwards, assuming 30 min ads per tour. COGS is modeled at 40% of revenue for the first 3 yrs then 38% for the next 2 and 35% thereafter, as we become more efficient in capturing and delivering content. R&D is assumed at 30% of revenue for the first 3 yrs, then 25% for the next 2 yrs and 22% thereafter as the platform software infrastructure matures from the 4th year onwards. There is also an initial outlay of \$5M of SW development costs which we capitalize and amortize over 5 yrs. SG&A is assumed at 30% of revenue for the first 3 yrs, then 20% for the next 2 and 18% thereafter.

This reduction of SG&A comes with the successful branding and marketing of our platform to international virtual travel hosts and virtual tourists.

This results in the financials below. We estimate a 7-year NPV of \$8.1M, an IRR of 34% and a payback period of ~3 years.

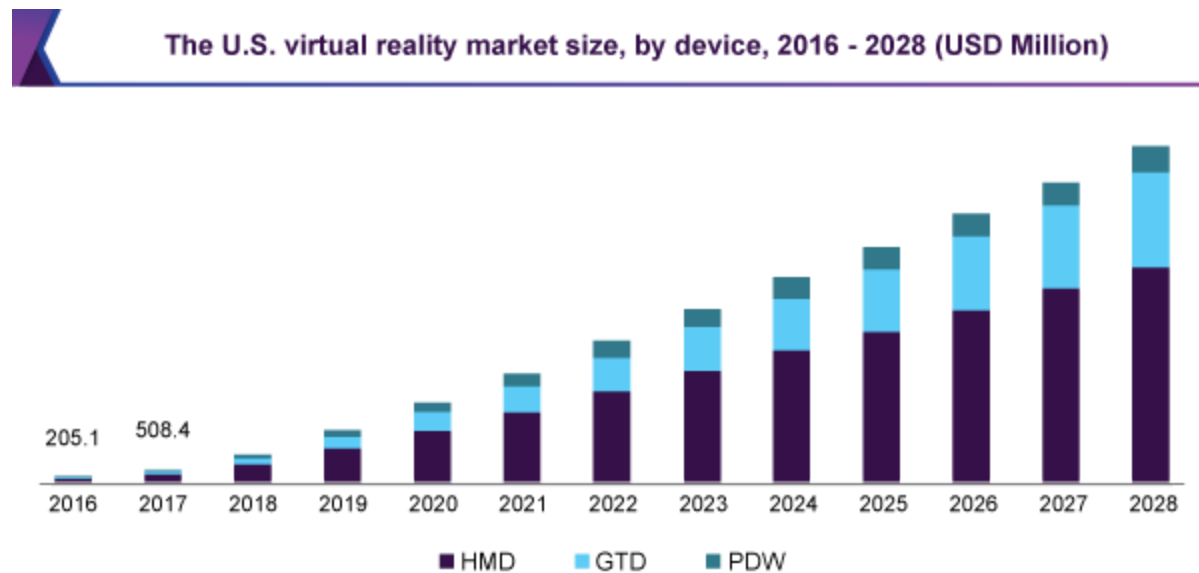


Competitive Landscape

Virtual Reality

Our primary scope of this paper focuses on Virtual reality tours where the real world tour is attended virtually by a user. This technology can transport any user in a matter of seconds to their desired destination. Google Keyword Planner data for “virtual tour” increased seven times from 1,300 in February to almost 10,000 in March 2020 when cities began to enter lockdowns, as reported by Forbes[2].

Market size was valued at USD 15.81 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 18.0% from 2021 to 2028[1].



Head-mounted display (HMD)
 Gesture-tracking Device (GTD)
 Projectors & Display Wall (PDW)

In 2018, China even invested around \$1.5 billion and opened a pure dedicated VR theme park called VR Star Theme Park. This lets the visitors try rides in an interactive way. A clear trend with fusion of ideas in this space and recognition of the market. This could be the future setup in your home[3].



Augmented Reality

Enhanced real world popularly known with the game Pokeman Go!

Applied to weather conditions by news studios, weather apps can be extended to make the reality richer. For example, the games can be seen as if the players are competing in your own house or backyard. Sample weather report screen below:



This technology can be applied to have the touring destinations projected right in your home like seeing Taj Mahal or Eiffel tower at the center of your living room.

Companies Already on This

Company	Strengths	Gaps
Facebook	Wide areas focussed with lot of search	Still under research
Tourhq	Early to the market	Recorded sessions
Disney World	Supported by Disney theme park	Only covers Disney World theme park
Google Arts Project: Street Art	Quality of work and scalable	Limited to graffiti art and artists
360virtualtour	Focused on growing businesses	Recorded sessions
Wedful	Mostly overlapping with V Tour	Focussed on conducting weddings virtually

The common gap across all these competitors is they are designed for specific areas that they own or are involved in. Our solution creates a platform that connects experience

providers to users which is a unique solution. This scales to new areas to explore and expand the business.

Future Scope

The successful deployment of this solution paves the way for many more domains we can apply the platform to, some examples given below however not limited to just these.

- Healthcare: Conduct specialized treatments or therapies assisted by devices by using tracking devices, data analysis devices, and provide real-time feedback to healthcare providers.
- Hotel and Airline Industry
- Training: Provide augmented real-world training that can be easily enhanced.

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