Team Introduction

Project Name: VR Enhanced Vacation Planning
Team Members and Roles:
• Brandon Hjelstrom, SculptVR, VR Developer
• Scott Livingston
• Ammar Kothari, 1st Year PhD student, Oregon State University
Problem Statement

Travelling to a new place. Like Las Vegas for CES.
Discover new things.
- Go on yelp or tripadvisor, look at reviews and images
- Hotel Concierge recommendations
- Brochures

Long, slow, multiple apps. None of these are a very satisfying experience.
**Solution**

**What we want instead**
- Faster than a smartphone.
- Create a more physical and geographic sense when searching for new places.
  More informative than other services.
- Visiting a new city can be daunting. Creating a more immersive experience will allow users to better plan and enjoy their visits.

Provide an immersive VR experience in the room to enable improved trip planning and guest experience.
Solution

• Customers are the hotel
  ○ Sell software and infrastructure.

• Generate Revenue
  ○ Additional avenue for advertising
  ○ Increased utilization of services
  ○ Entice travellers to hotel

• Bringing the search process back into the hotel instead of people doing it on their own on their phone.
  ○ A reason to engage with the hotel = opportunity

• How is this a consumer robot?
  ○ This is not a consumer robot.
  ○ Potential synergies with consumer robotics in hotels.
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<thead>
<tr>
<th>Food</th>
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<tbody>
<tr>
<td>Entertainment</td>
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<td>Gambling</td>
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Experience the Restaurant!
Reserve?
Reserve?
<table>
<thead>
<tr>
<th>Time</th>
<th>Seats</th>
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<td>8:00</td>
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Business Model

- Pricing Model
  - One time setup fee
  - Sell site license based on hotel size
- Revenue per Hotel
  - Setup fee covers upfront cost
  - License provides revenue every year
Execution Plan

- Marketing Strategy:
  - Approaching larger hotels with high end clientele on an individual basis
- Finance Projection:
  - Upfront development cost is large
    - Leverage existing open development platforms to quickly develop prototype
    - Trend of lower VR cost and expanded VR market will lead to lower future development costs
  - Profit begins after yearly license fees offset maintenance costs for accounts plus additional development
    - Potential for minimal monthly resource allocation for maintenance
    - 50 hotels at $10,000/yr fee. ($200/year for 500 VR sets)
  - How big can you grow?
    - Entire hospitality industry is within scope
    - The same way people have come to expect TVs in every room, they will expect VR sets in every room to enhance their experience.
Execution Plan

• Plan and Timelines
  • 3 Months - Working prototype for a single customer.
  • 6 Months - Beta release to 10 customers
  • 12 Months - Production release
  • 18 Months - 25 Hotels paying yearly fee ( >500 deployed units)
**Additional Opportunities**

- Technologies to ensure cleanliness of headset
- Inductive charging on nightstand
- Increased data on guests opens avenues for hotels
- Compliments other experiences like in-room experiences (entertainment, games, gambling)
Summary and Thank You

• Particular Winter School talks and workshops used
  ○ Seth Shor - The room is an underutilized space in hotels.
  ○ Tessa Lau - Technology in hotels can create unexpected benefits and draws
  ○ HTC Vive Workshop and example code
• Information and/or inspiration from CES
  ○ Massive interest in VR by everyone from hospitality to car companies and beyond