

# Sentio VR

Learn like never before

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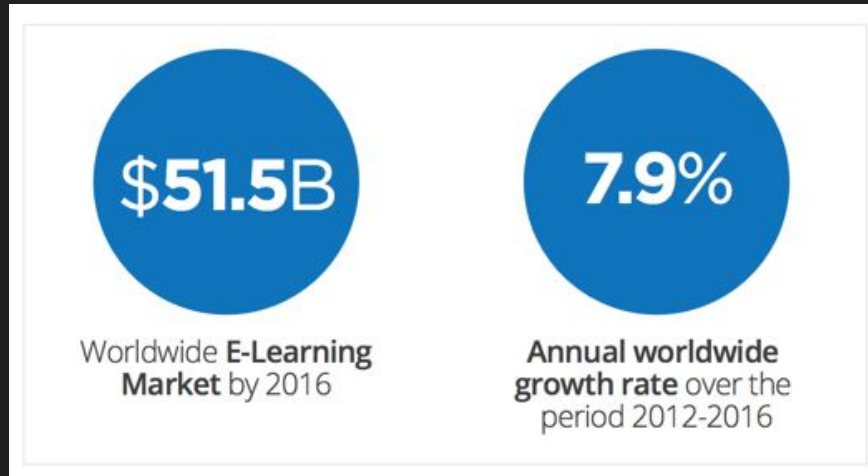
# Project Overview

## Value Prop

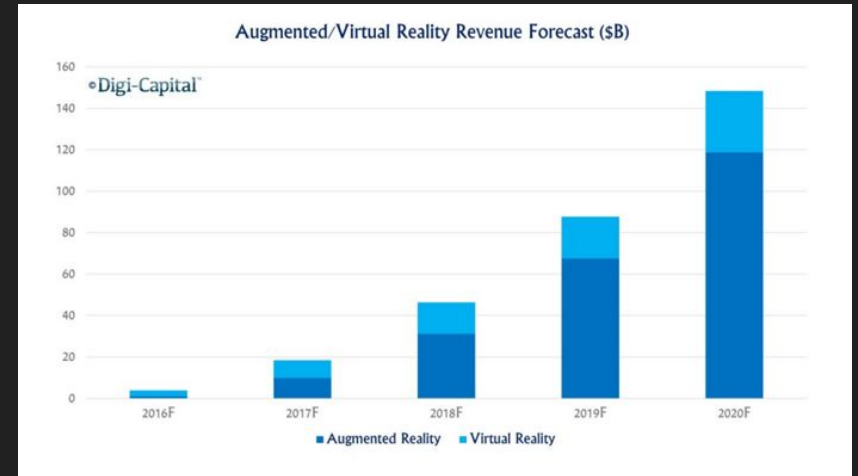
Provide anyone with a VR capable device the opportunity to participate in immersive virtual reality courses covering a variety of hands-on skills as if they are in the classroom.

# Opportunities & Differentiation

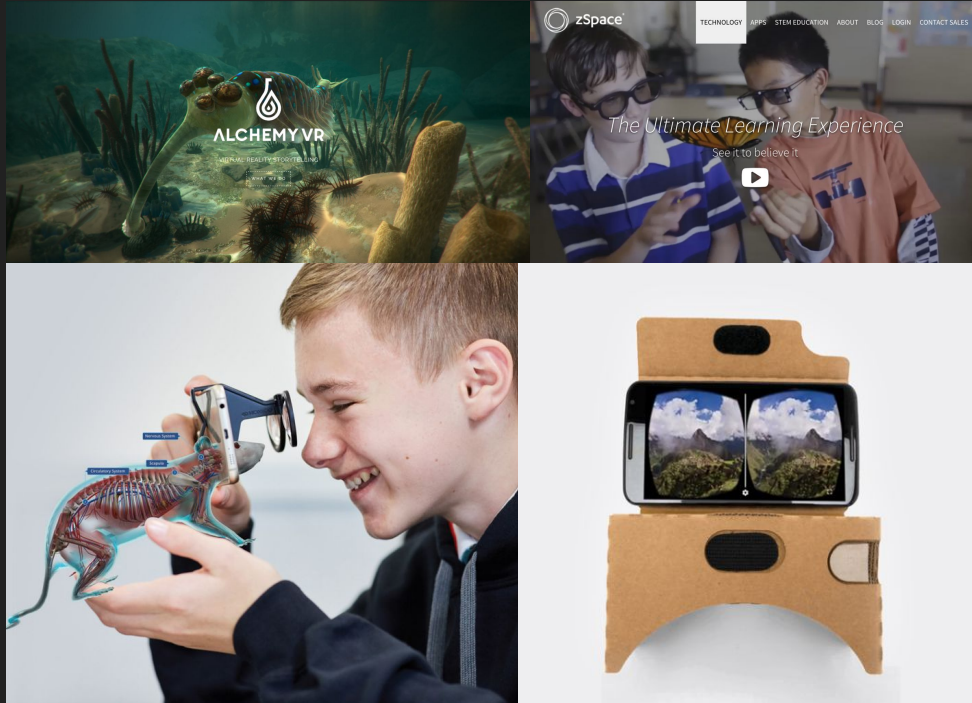
Fast growing E-Learning market



AR/VR Revenue Forecast



# Opportunities & Differentiation

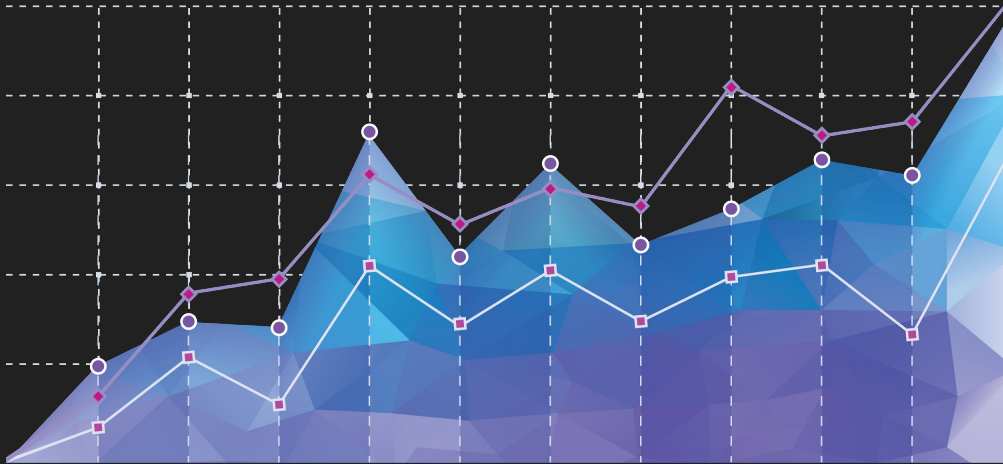


Competitors' FOCUS



Learning  
Experience

# Opportunities & Differentiation



Our FOCUS



Learning Experience  
+  
Learning Outcome

# Opportunities & Differentiation

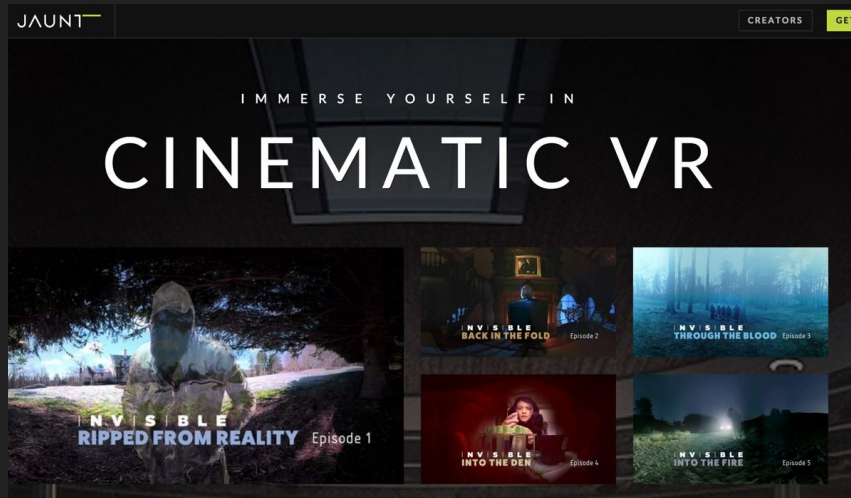


Our FOCUS



Learning Experience  
+  
Learning Outcome

# Sentio Evolution



## The Beginning

- Found *very* similar product
- What now?
- Virtual reality education!

# Sentio Evolution

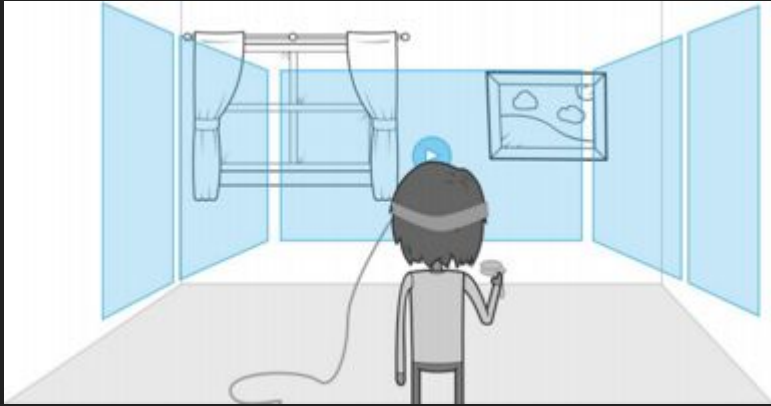


## Refinement

- Using true VR tech?
- Which devices?
- How do we make money?



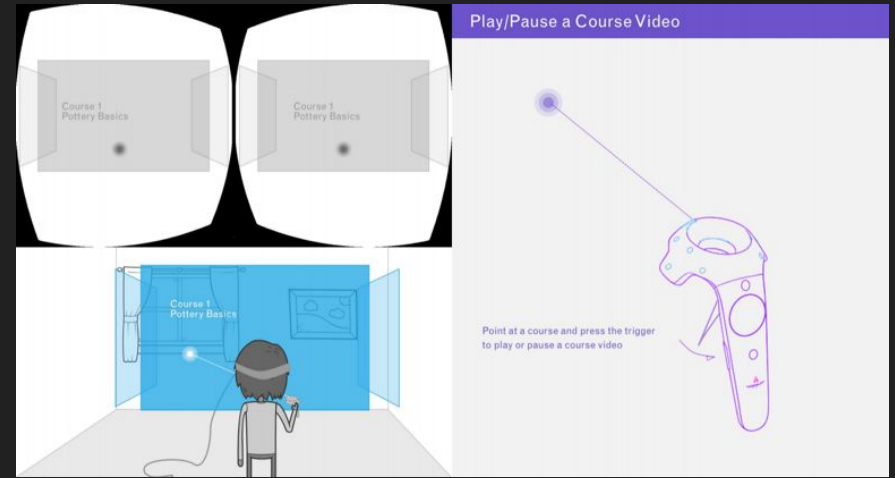
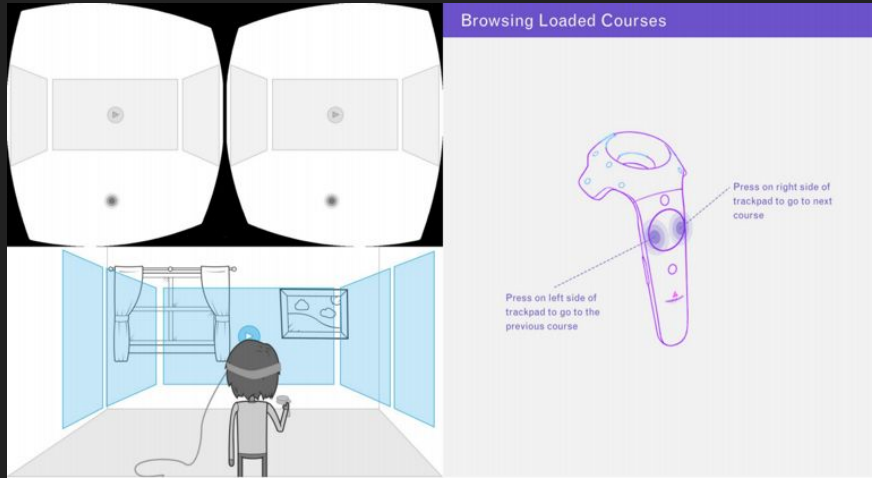
# Sentio Evolution



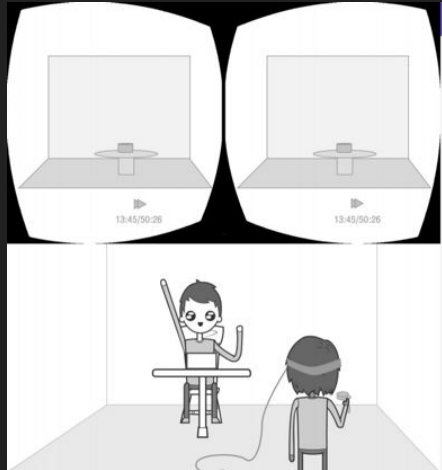
## VLearning by Sentio

- Website with companion app
- Tactile focus but not AR
- Fixed price and profit sharing
- Outsource!

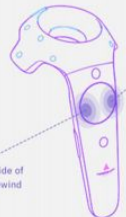
# VLearning - Interface



# VLearning - Interface

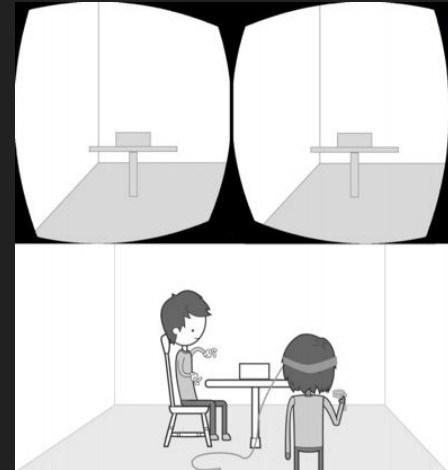


### Adjust Progress of a Course Video



Hold on left side of trackpad to rewind


Hold on right side of trackpad to fastforward



### Adjust Viewpoint

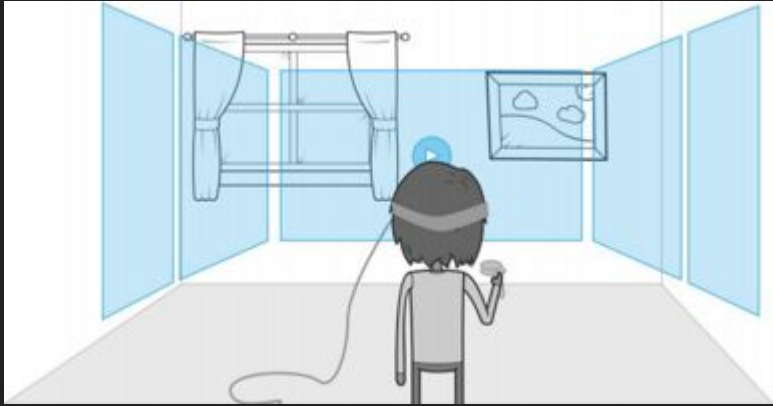
Users can walk around to see instructor and the work from different angles

Instead of walking by themselves, users can choose to use controller to adjust the view.



1. Hold the trigger and turn the controller to change angle
2. Release the trigger till you're satisfied with the angle

# Sentio Evolution - Future



## The Future

- Available on all VR platforms
- Real-time interactions
- AR learning modules within videos - "Now you try!"

Thanks!

# Revenue Model

## Transactional Revenue

1/3 Payroll  
(direct cost)

20% to Production  
(direct cost)

20% Overhead  
(indirect costs)

8-10% University  
Profit Share

16.7-18.7%  
Gross Profit

During development the gross profit will disappear. We will go into the red as we build the website and application.

Everytime we add more compatibility with other VR platforms we will most likely lose gross profit as we spend on development .

Class pricing will be determined in part by overhead and enrollment. Current pricing is example is only using production costs as a metric and estimations for overhead.

For example, If A Course Cost \$750

\$250  
payroll

\$150  
production

\$150  
overhead

\$60-\$75  
to univeristy

\$125-\$140  
gross profit

### How Much Enrollment is needed to support a team of 5 in Seattle?

5 employees @ \$80k per yr = \$400k  
\$7k monthly rent = \$84k per year  
7k misc monthly expenses = \$84k per year

= **\$568k**  
per yr

Payroll & Overhead % from  
\$750 Course  
\$250 + \$150 = \$400

568k/400 = **1,420 course enrollment needed annually**

↓  
20 course offerings every month with 10 students in each = **2,400 openings for course enrollment a year**

# Business Model Canvas

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Master Artisans</li><li>• Colleges &amp; Universities</li><li>• VR Recording System Manufacturer EON</li><li>• Online learning websites</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Develop VR recording technology &amp; platform</li><li>• Recording courses</li><li>• Marketing</li><li>• Designing learning plans</li></ul>	<b>Value Proposition</b> <p><b>We will provide students and learners with an immersive VR experience that allows them to learn new skills by allowing them to see the instructor working from any angle.</b></p>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Customer service (tech support)</li><li>• Relationship managers (content generators)</li><li>• Website/Social Media</li></ul>	<b>Customer Segments</b> <p>Multi-sided platform:</p> <ul style="list-style-type: none"><li>• Students and learners (viewers)</li><li>• Instructors and Universities (content generators)</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• VR Recording (Hardware purchasing &amp; software development)</li><li>• Marketing</li><li>• People</li><li>• Video Resource storage</li></ul>	<b>Key Resources</b> <ul style="list-style-type: none"><li>• VR Recording System</li><li>• Instructor-generated content</li><li>• Recording and software development team</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>• App stores of VR platforms</li><li>• Website(Partner &amp; VLearn)</li></ul>	