

# 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.

**Food**

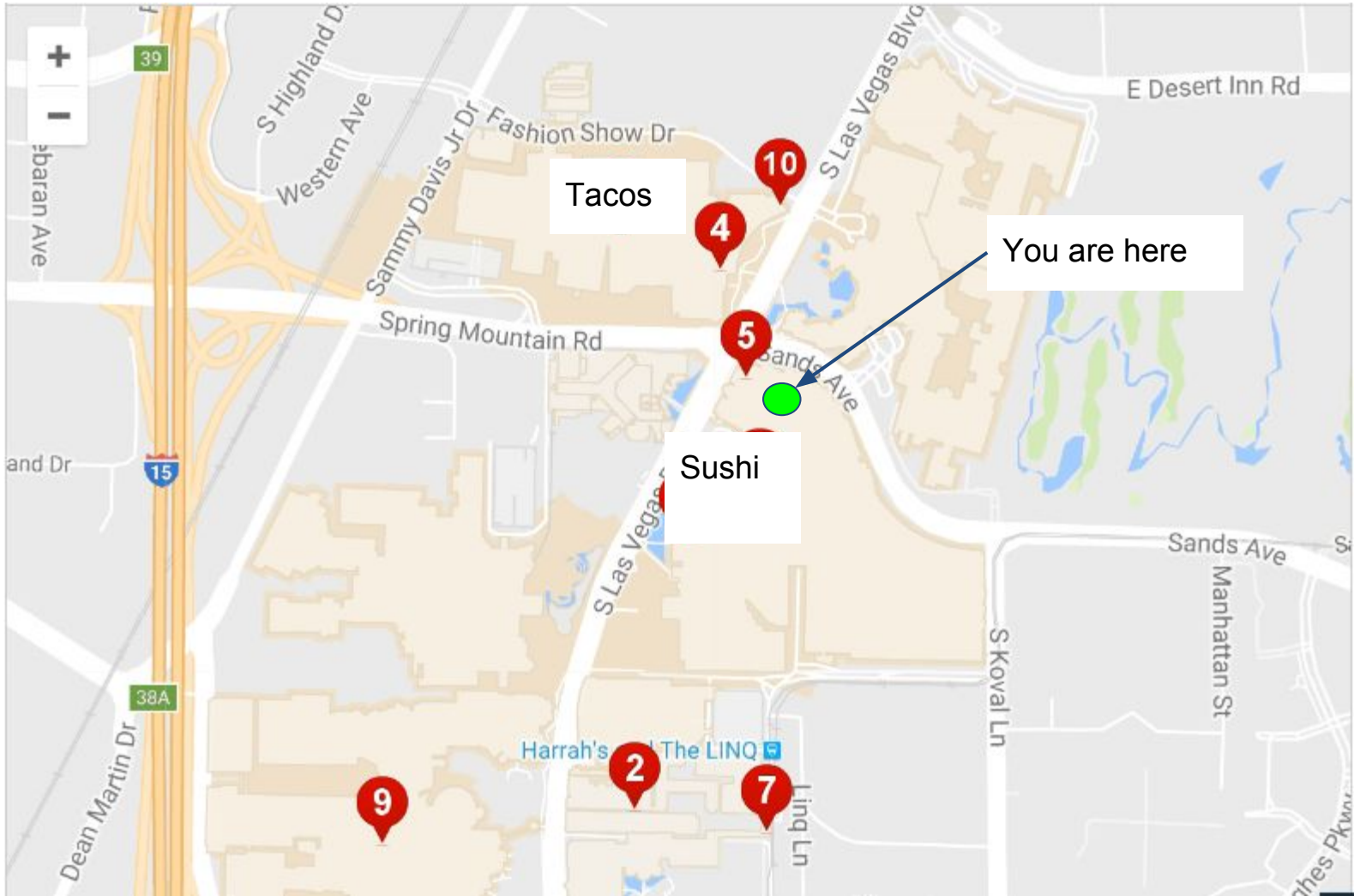
**Entertainment**

**Gambling**

**Food**

**Entertainment**

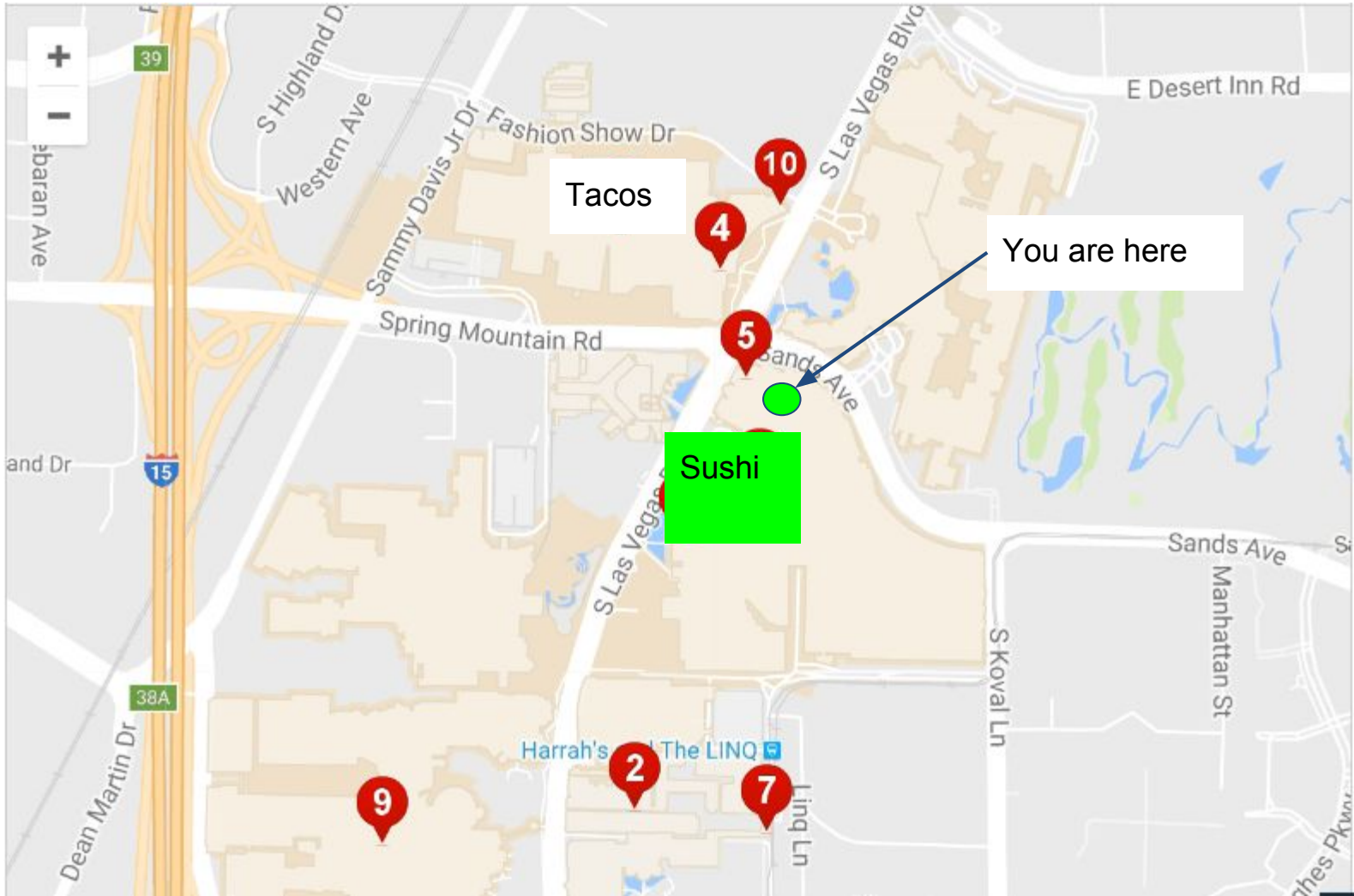
**Gambling**



Tacos

You are here

Sushi



Tacos

You are here

Sushi



Experience the Restaurant!

# Reserve?



# Reserve?



A photograph of a restaurant interior with a brick wall, a bar, and people seated at tables. The image is overlaid with a grid of text boxes.

Time

Seats

7:00

1

8:00

2

9:00

3

# Prototype Demo

# 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