INTRODUCING MINDTOWORLD: A VR STARTUP

"Expand your mind into the world."

DAEUN KIM - JUHYUN SUNG - COACH IZZY - COACH LUCAS

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HS Sophomore
Branksome Hall Asia
Interested in Computer
Science and Robotics

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HS Junior
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Interested in Computer
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COACH IZZY

Teacher at ACF for 5 years,
Teaches computer science,
and game development

COACH LUCAS

First-year college student
Business dev. and facilitation
Prospective computer
science/design major

Growing Elderly Population

As healthcare has developed, it has increased the average lifespan. By 2030, people 65+ will make up over 20% of society. However, it is inevitable to encounter illness and aging.

Limited Experience

As people age, it is natural that their physical abilities decrease. This can hinder them from experiencing various activities.

Loneliness

The limitations in physical abilities often lead them to stay at home, making it difficult to communicate clearly with others, which in turn causes loneliness.

Create Virtual Reality Service

"Expand your mind into the world"

create an application that provide experience to people with physical limitations

Game   Interactive

MyndVR™

- Provides experiences that do not require physical movement
    - Videos (Theater, Musical Performance)
    - Contents about Nature
- Utilizing Unity to develop programs
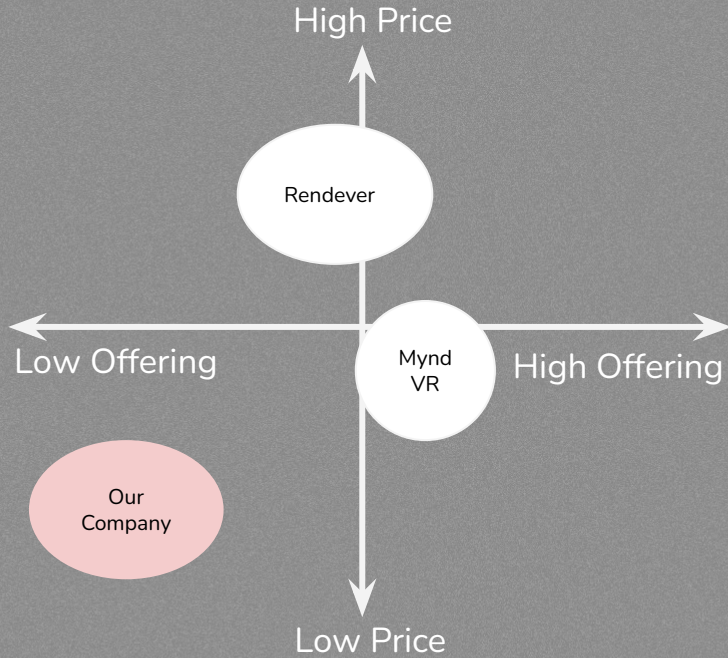
MyndVR

RENDEVER
expanding worlds.

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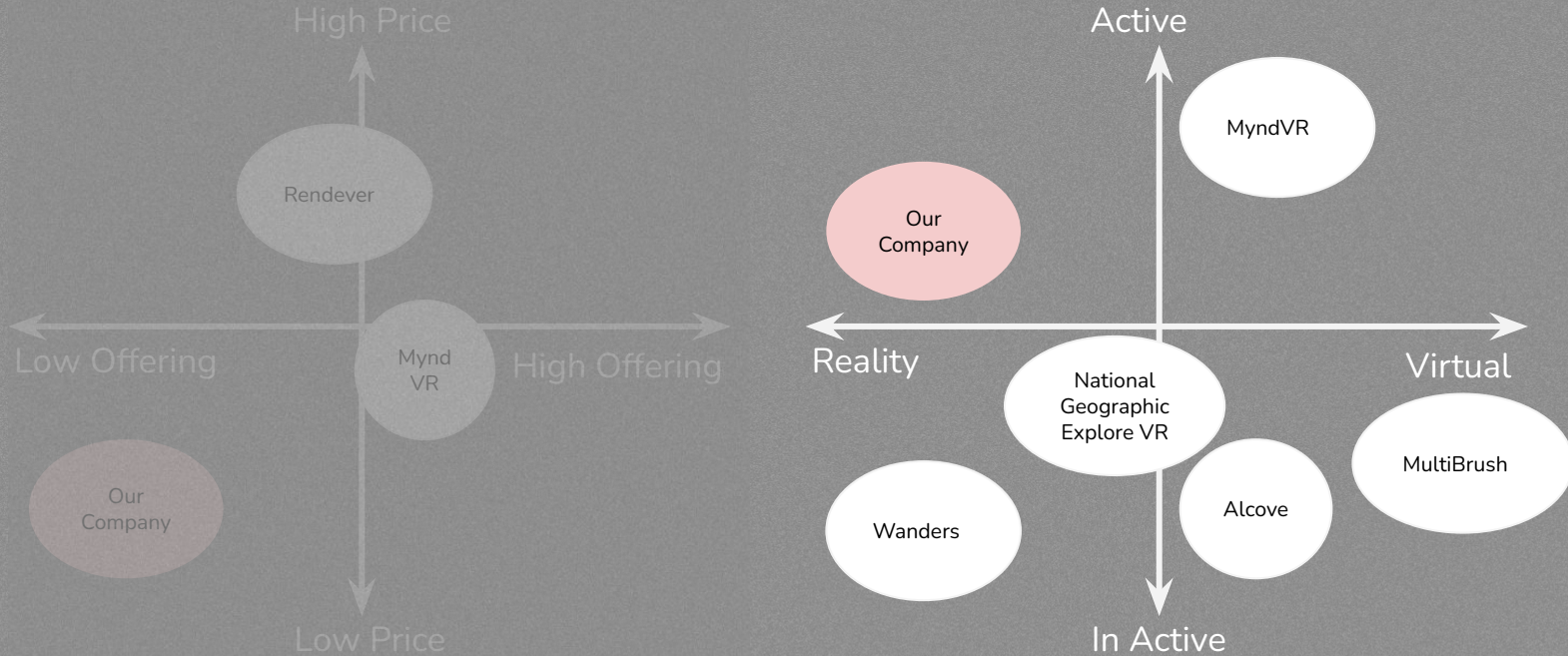 - Contents about Nature
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- Provides physical therapy clinics
  - Physical exercise
  - cognitive stimulation
  - social engagement
- Focus on social interaction between elders
- Provide training sessions

Product Competitor Analysis

High Price

High Offering

Low Offering

Low Price

Rendever

Mynd VR

Our Company

Product Competitor Analysis

High Price

Low Offering

High Offering

Rendever

Mynd VR

Our Company

Low Price

Active

MyndVR

Our Company

Reality

Virtual

National Geographic Explore VR

Alcove

MultiBrush

Wanders

In Active

SWOT Analysis

Strength	Weaknesses
- Clear unique selling point → Mitigating problems for people with physical limitations - Potential for growth → 80% of seniors responded that they enjoy VR experiences - Not too much initial cost required → building an online program	
Opportunities	**Threats**

SWOT Analysis

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Opportunities
- Increase in elderly population→ increase in demand for our product due to the rising demographic of elderly individuals.
- Collaboration with the health industry → possible to collaborate with an industry that requires technological assistance.

Threats

SWOT Analysis

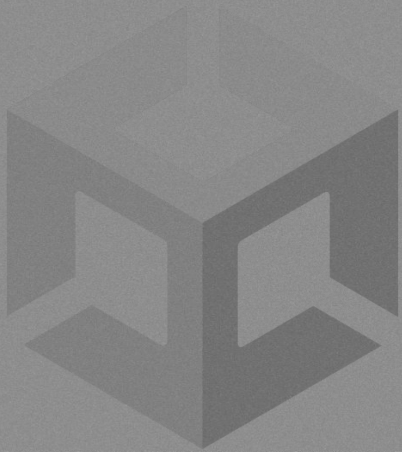|	
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Opportunities - Increase in elderly population→ increase in demand for our product due to the rising demographic of elderly individuals. - Collaboration with the health industry: possible to collaborate with an industry that requires technological assistance.	**Threats** - Increase Competition → Lots of successful rivals since this is an emerging industry - Fast-changing industry → The service may not be suitable for near future technology - Regulation for health devices → There are stricter regulations for devices directly related to human health.
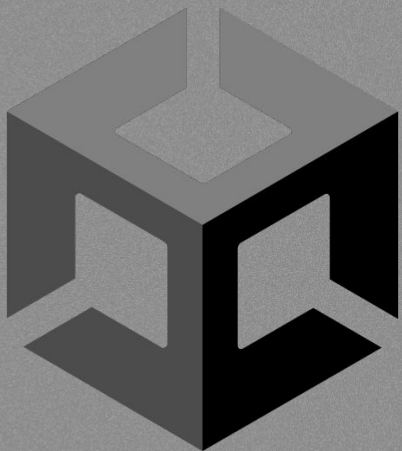
VR/AR (Unity)

Creating services that can be generated through VR headsets in order to provide a more realistic experience.
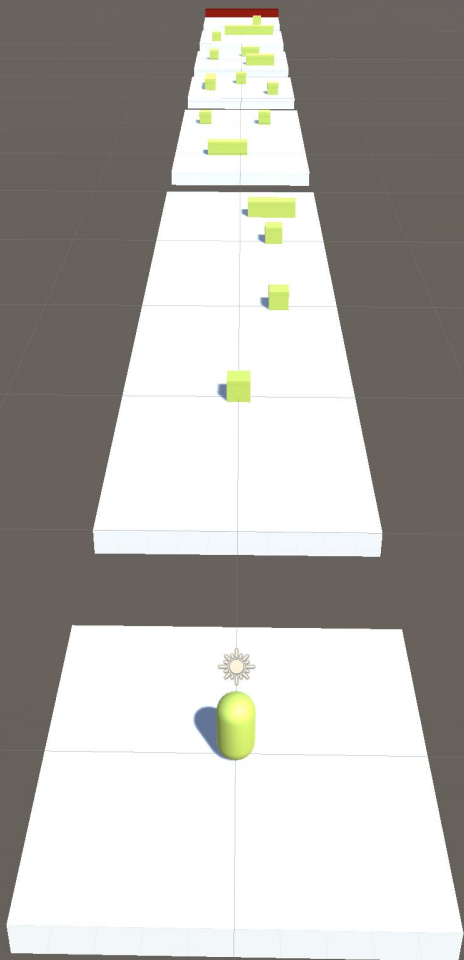
VR/AR (Unity)

3D Modelling (Blender)

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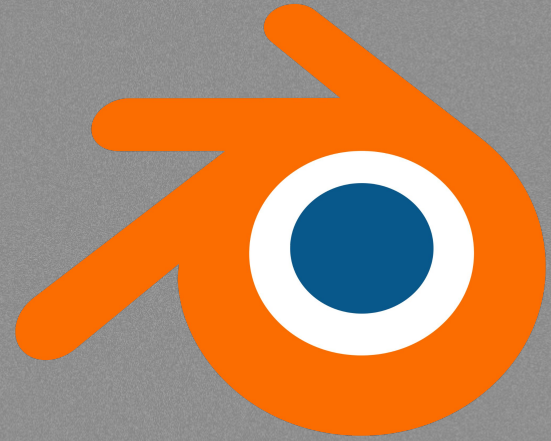
Using 3D modelling technologies when creating product in order to generate it through VR headsets.

Technical Progress

3D Game

Running Game

running game where the player has
to avoid or jump over obstacles while
moving forwards continuously

VIRTUAL REALITY - VIRTUAL REALITY - VIRTUAL REALITY

Our Mentor

Mr. V

- Developer in Meta
- Providing us with technological ideas and feedback

What's Next?

Getting Experience with VR

Experiencing and investigating how VR headsets and VR applications function.

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Brainstorming ideas and then sorting them out specifically, developing one final idea

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Branding

Advertising our product in an appropriate way to the correct user.

Key Aspects

Interaction

Users can interact with each other and mitigate loneliness

Experience

Users can gain new experiences that they normally can't due to certain limitations

Exercise

Users can exercise by making small movements while using the product