



Virtual interactive Showrooms & Spaces

Interactive Unreality

<https://www.virtual-showroom.ru/eng/>

Pitch and business development plan Interactive virtual showrooms & spaces project

to be considered together with:

<https://www.virtual-showroom.ru/eng/>

Stage: **Achieving Sales**

Short Summary

Effective marketing through virtual interactive showrooms & spaces. We provide companies the ability to create their own 3D interactive "worlds" for the best virtual presentations of their products and services with sophisticated design and deep interaction with customers, like in a first-person game.

Highlights

- Fully developed and launched project
- Extremely low production cost
- The product is more functional and sophisticated than most competitors
- No need to invest in computers, software and equipment
- Highly qualified team of designers and developers
- Wide market of potential clients



The main idea of the project



The idea of the project arose due to the Covid-19 pandemic.

In the autumn of 2020, the Moscow City government was forced to cancel 2 international exhibitions "Made in Moscow", which are held annually in Dubai and Jakarta.

More than 1500 international exhibitions canceled worldwide in 2020-21



We suggested not to refuse to hold events, but to move them into virtual format and develop interactive virtual exhibitions "Made in Moscow". The idea obtained the support of the "Moscow International Exhibition Center" and we received an order for the development of 2 projects, which were successfully completed in December'20



While working on the "Made in Moscow" project, we looked at the project more broadly and caught the idea that this technology can be applied not only for virtual exhibitions, but also for almost any business that has something to show and tell its clients. We have created a department for the development of virtual interactive showrooms and spaces and started developing the concept.



It is important to note that the proposed project is not traditional 3D tours. These are interactive worlds with elements of gamification that involve visitors in game interaction with the company and its products.

Our answer to the global trend of digitalization of business and life

Business model



Sales activity in Europe performing sales and marketing functions. At the same time, production is localized in Russia, which reduces the development cost by at least 3 times compared to production in Europe. In addition, development and production have no operating costs and are paid only upon receipt of the orders.

Why did we decide to promote this project in Europe?

Two reasons:

- 1 The European market is much larger and the cost of the product for customers is higher than the local Russian one.
- 2 The development department is located in Russia gives an extremely low production cost.

This gives us the opportunity to offer European customers a product at a good price, while receiving a high added value.

Our marketing view

Any business has something to show and tell its customers.

Every year companies and their services move more online. This is a global and obvious trend.

The pandemic has only further dispersed this process.

Accordingly, various techniques will progress to ensure the development of business virtualization.

We did not find any special surveys of the virtual showroom market about its capacity and other parameters.

The market is too young to be appreciated

In our confidence in the viability of the project, we are based on 2 principles:

- 1 Confirmed demand in Russia:

ACCOMPLISHED

Made in Moscow (Dubai)
Made in Moscow (Jakarta)
Dogness
Silitter
Secret for pets
KZVS
eDom Online

IN PROGRESS

LLAMMA
Victory Guide

PRE-ORDERS

Karela
Wall-Street
Art-space Vmeste

- 2 Availability of competitive offers:

<https://expo-ip.com/>
<https://expo3d.online/>
<https://online-expo.com/ru/events/build-Interior>
https://trimbleshowru.vfairs.com/en/#about_show
<https://www.3dvista.com/>

Difference from competitors

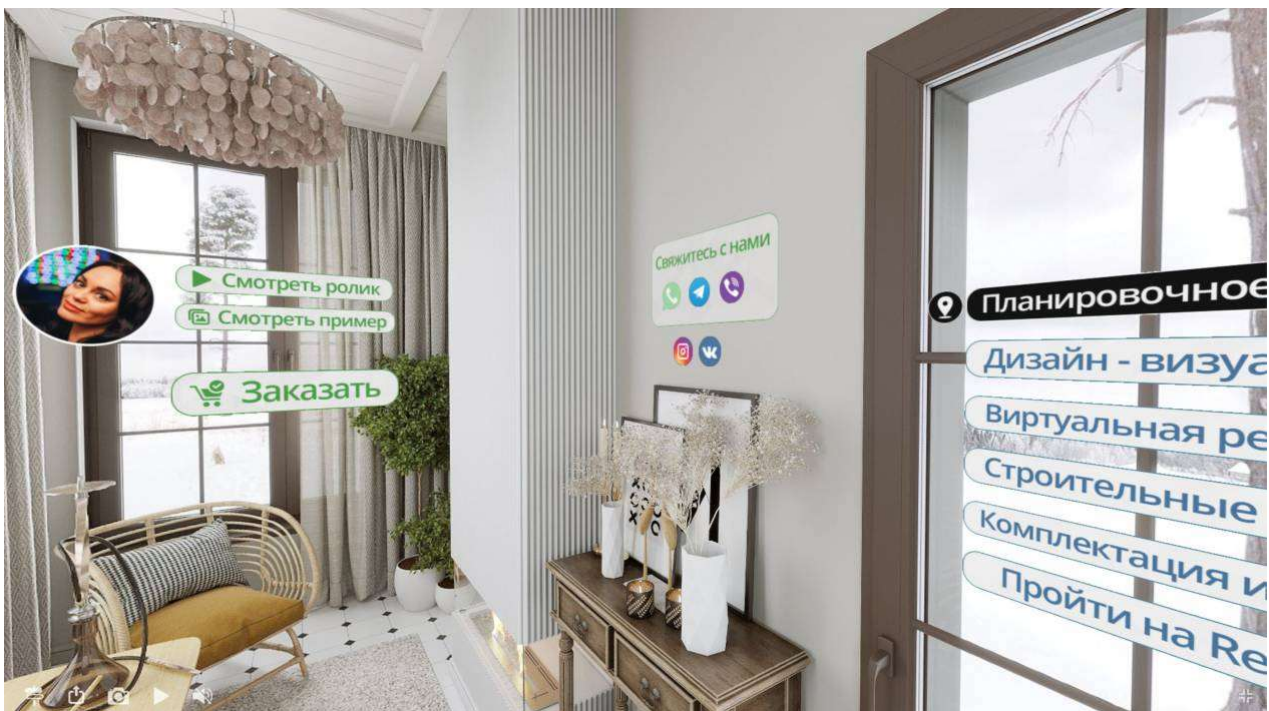
In addition to the low cost of manufacturing, our spaces are distinguished by the magnificent interiors, because the main direction of our activity is the interior design studio. Also, our projects have more interactivity and functionality. So we work at the intersection of design and IT.

We are confident that this product can be applied in the following business areas:

business area	what are we selling them
Arrangers of the exhibitions	Bring offline events online cover-to-cover reality imitation
Remote business events	Transfer conferences, trainings and presentations online
Manufacturers and distributors of goods	Virtual showroom with interactive response to goods
Service supplier	Virtual office of services with interactive presentations
Hotels and restaurants	Client's virtual walk around the hotel. Show service and infrastructure
Museums and exhibition centers	Stay relevant! Digitize expositions. Create virtual tours
Local landmarks and tourism	Interactive excursion programs and local landmarks
Urban environment and infrastructure	Interactive presentations of urban systems development and architecture
Auto dealers	Showrooms with interactive car presentations
Property Development and Construction Companies	Make reality while it hasn't been made yet
Online business and e-commerce (Educational platforms, online banks, consulting, online stores)	Complement your services with a virtual component with interactive
Entertainment business (parks, clubs)	
Beauty and health (GYMs, sports centers, beauty salons and SPA)	



And these are thousands of companies. We definitely have someone to negotiate with and to whom to sell



SWOT-analysis

Strenghts	Weakness
Extremely low production cost	The hypothesis was tested only in Russia
Wide market of potential clients	Not for all categories of customers their "must have" need for the product was found
The product is more functional and sophisticated than most competitors	The financial model for European clients was created based on the prices of competitors, but has not been confirmed by the market
Low entry cost	
Opportunities	Threats
The pandemic gave a trend to global digitalization (all online content & activity will grow)	We assume that the low-cost manufacturing model can be used by other companies, which will create competition.
No boundaries - we can sell your product all over the world	Dependence on the platforms hosting the project. In the future, it is necessary to develop our own platform
The company easily multiplies for a large production volume	

Stages of project development

Stage:		
1	concept development	✓ done
2	product development	✓ done
3	website with description, examples and advantages	✓ done
4	hypothesis testing and customer feedback	✓ done
5	creation of a team of executors	✓ done
6	first independent orders	✓ done
7	presentations and pre-orders in Europe	✗ looking for a partner in EU

Vision of the future of the project

We consider the project as "must have" multifunctional interactive platform for business presentations of companies, solving issues that cannot be performed on a regular website. We plan to set a trend in the development of the business virtualization industry, developing both the quality and functionality of the project, and increasing the number of companies that have our product in their marketing portfolio.

The project is already available in the VR format, but we will add things like:

integration of the cloud game engine so that the content of the spaces has even more functionality

algorithms that change the "space" for the needs of a particular user

algorithms that create scripts depending on the type of clients

templates that allow quickly change the "spaces" and its content without developing from scratch



Combined with a website --> Instead of a website --> Better than a website

Who are we looking for



We are looking for a partner - who will breathe life into the project in Europe and around the world. The ideal business partner who helps with business development - as sales assistance, joint strategic planning and consulting. We are open for discussing different ways of colobotation.

Briefly about us and contact details

We are not the first day in business and have good experience in launching projects. Our main business is a virtual online design studio for residential interiors "Interior Solutions Online" (www.e-domonline.com), which we launched in 2018. Today it is a conveyor that aggregates orders across the country and executes them online. Our team is a "factory" of 25 specialists - designers, 3D-modelers, visualizers and architects.

Management



Alexey Veselov Founder & CEO

General management, product development, sales

History: sales manager & saes direcor in large B2B companies (18 years of experience in sales).

Since 2018 - owner and CEO of "Interior Solutions Online" LLC

Education: higher technical

MBA- GENERAL

English -B2



Nadya Veselova Project manager

Project management

In the interior design industry since 2002 (designer, atchitect, visualizer, project manager).

Education: Higher "Architecture"

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Alexey's contacts:

