

Our goal is to visualize your learning experience.

Virtual EdTech

How Virtual Reality has influenced the education?

Problem



- In 660 large and medium-sized cities in China, **75%** of children have a **concentration deficit**.
- Chinese children **ranked first** in numeracy but were **at the bottom** of **creativity and imagination**.

Customer Segments

Whom are we serving for?



STUDENTS (PARENTS)

People in formal education across Grade 1 to Grade 12.



EDUCATORS

Teachers, administration staff, and social educators need to improve the quality of teaching.



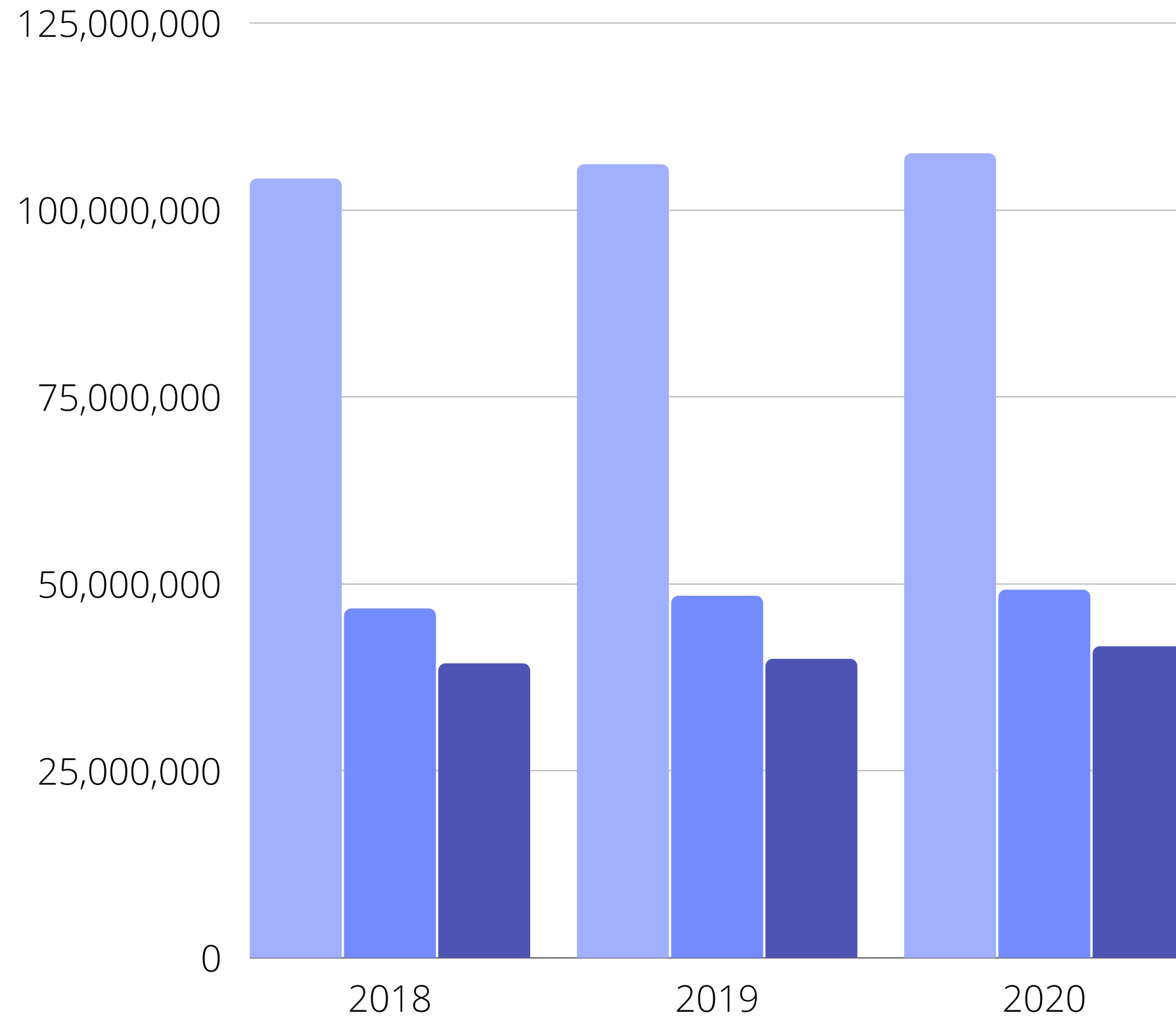
SCHOOLS

Any school which lacks STEAM resources but intends to explore more possibilities for students.

Open-Source Education

A **VR software** to visualize **STEAM knowledge** into a virtual reality learning community where children learn through hands-on experience.





2018-2020 The Number of Primary, Secondary and High School Students

Data source: Ministry of Education of the People's Republic of China

Market Size

200 Million

TOTAL AVAILABLE MARKET

160 Million

SERVICEABLE AVAILABLE

10 Million

ESTIMATED MARKET SHARE



Market

Environment

What are the objective advantages we can use?

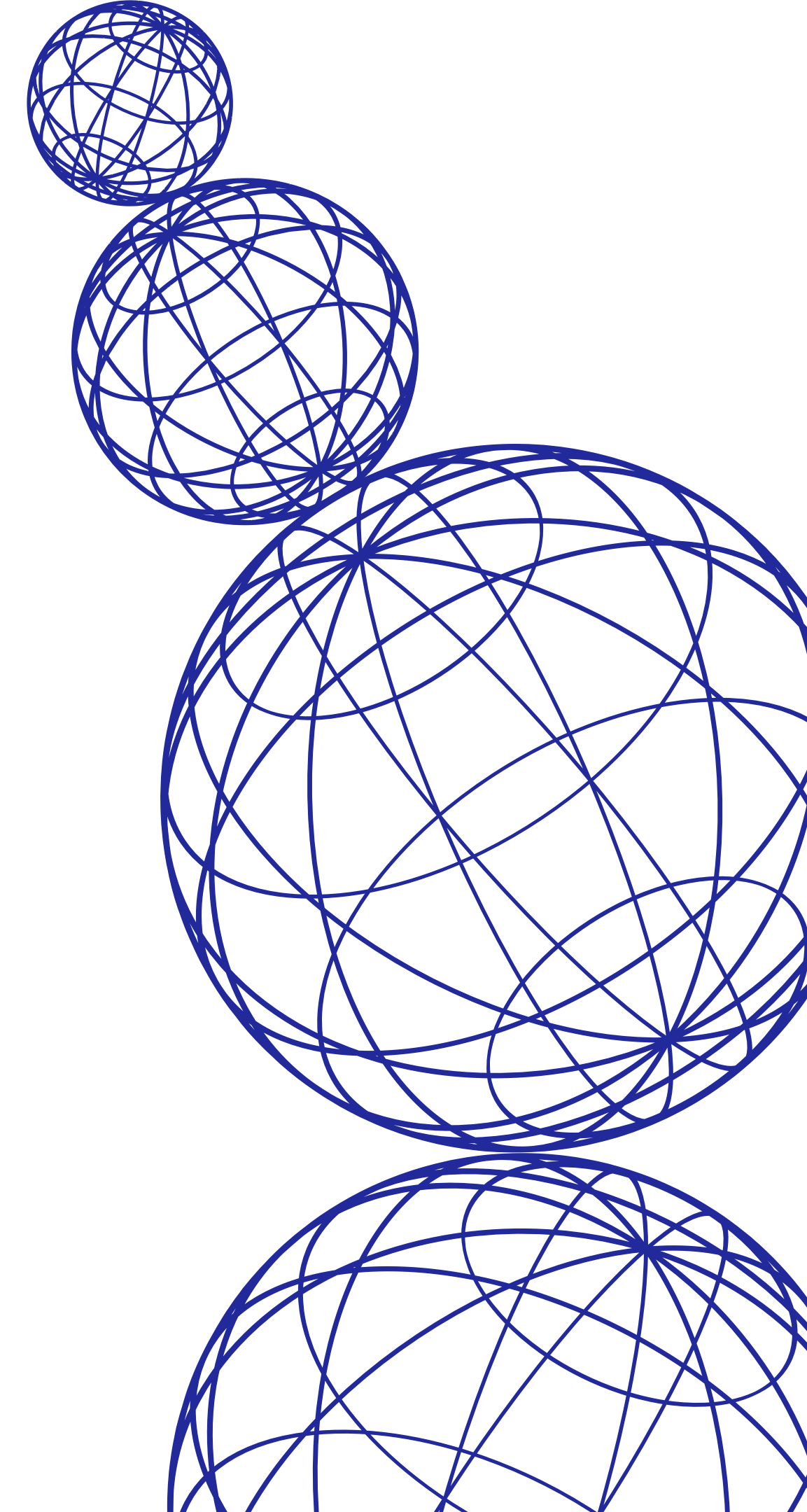
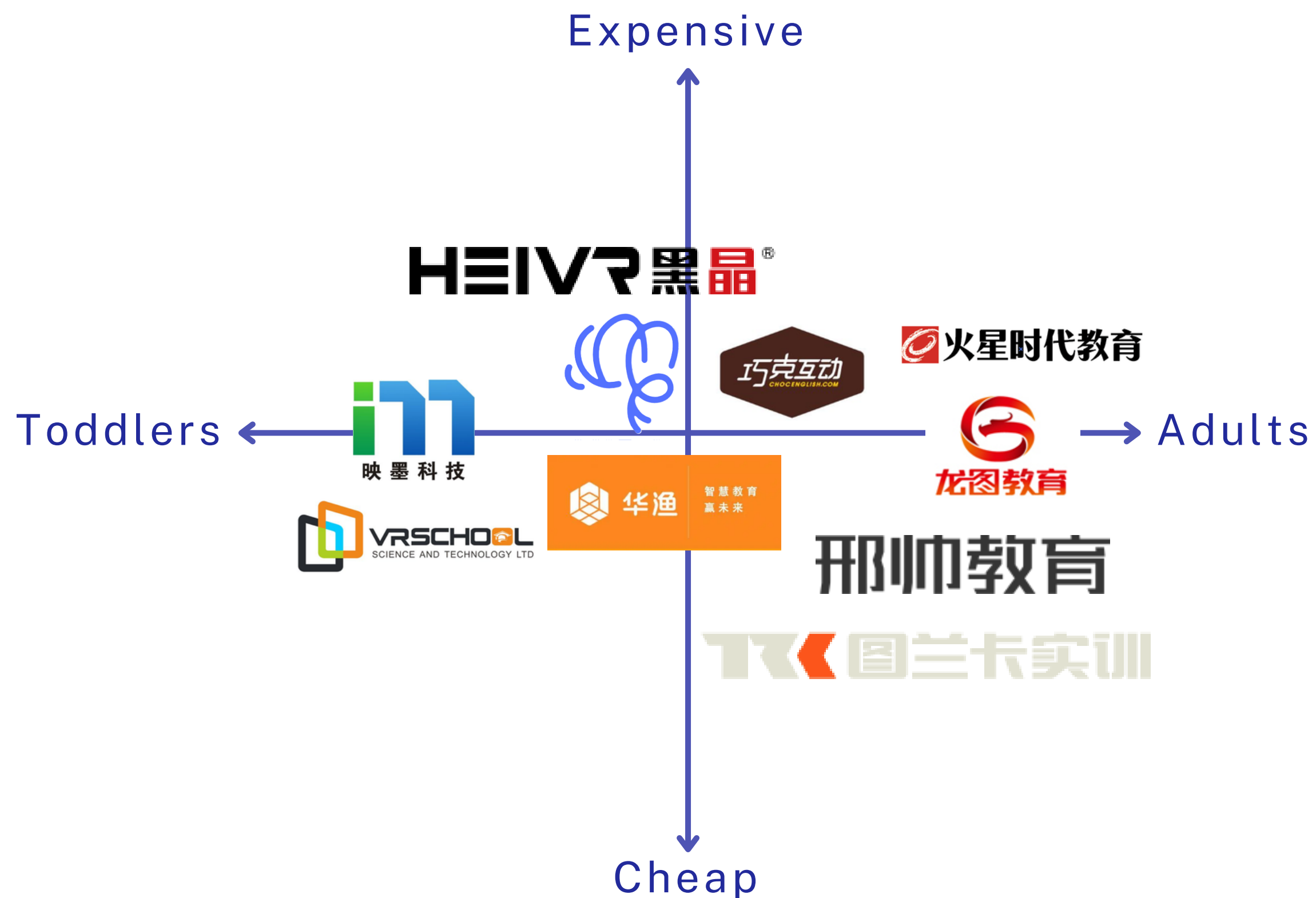
- **China has the largest education market worldwide**

China will grow to be a significant global VR market, with its VR market size expected to reach **\$79.02 billion** in 2021.

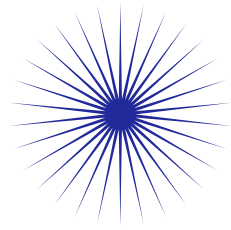
- **The maturing process of education informatization**

In 2020, the Internet access rate in primary and secondary schools had reached **100%**, and **98.35%** have multimedia classrooms.

Competitive Analysis

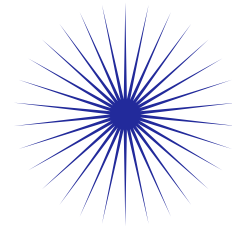


Unique Value Proposition



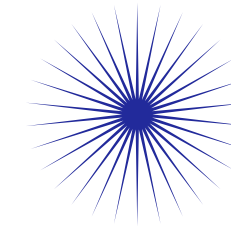
Specific

Providing solutions for specific subjects, not just general education.



Targeted

Our content is focused on the real-life needs of teachers and students.



Interactive

Students make friends with the subject and learners in a fun and interactive way.

Business Model



Vira Era



Mentors



Families



Retailers

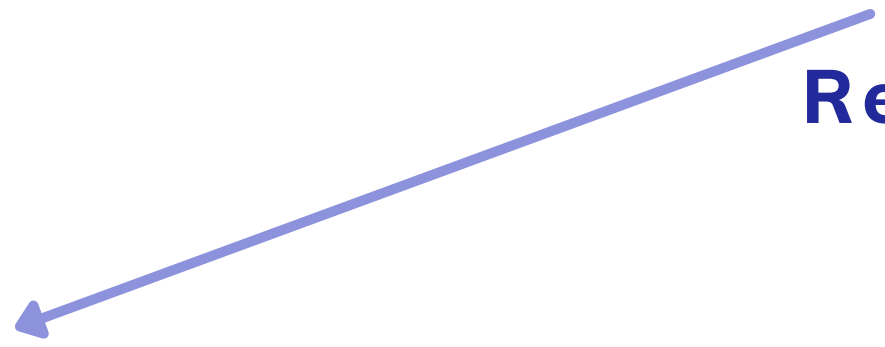
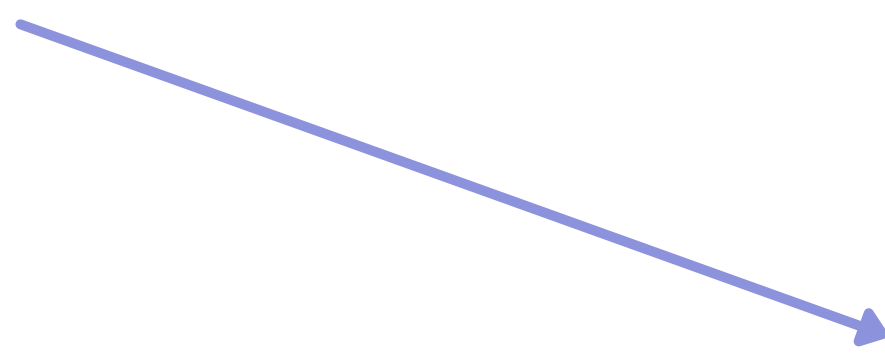
Cooperate



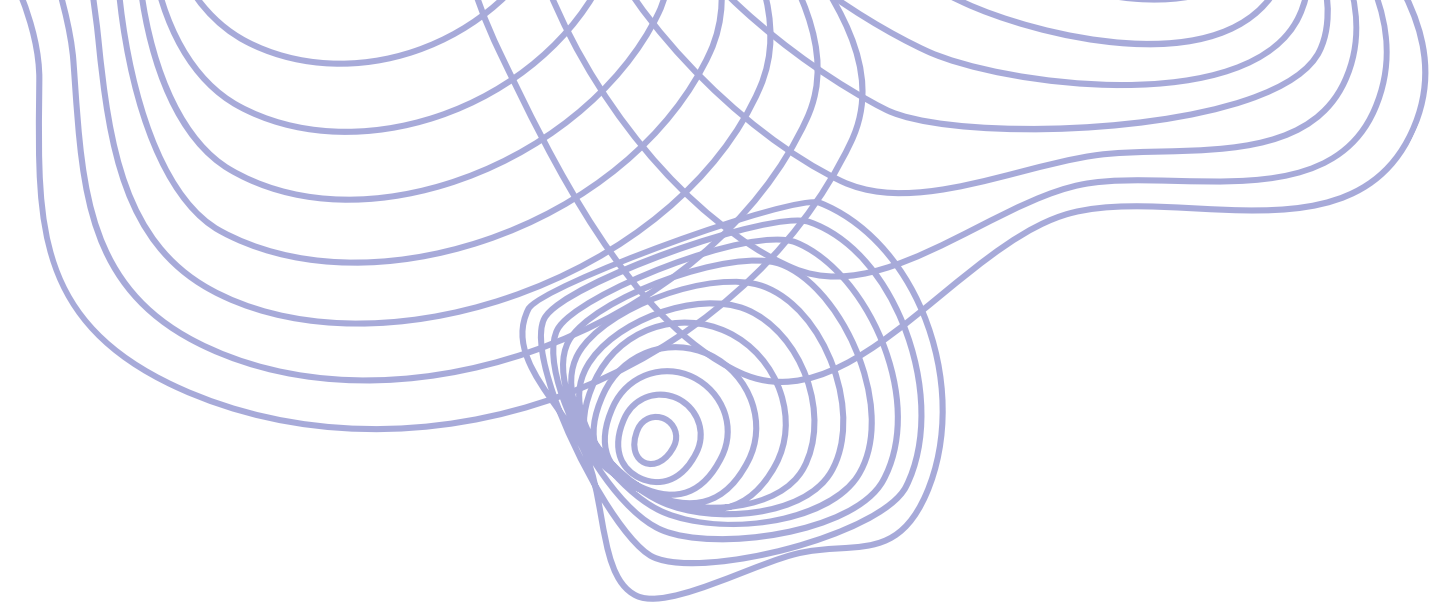
Schools

Train

Referral



Cost Structure



Fixed Costs

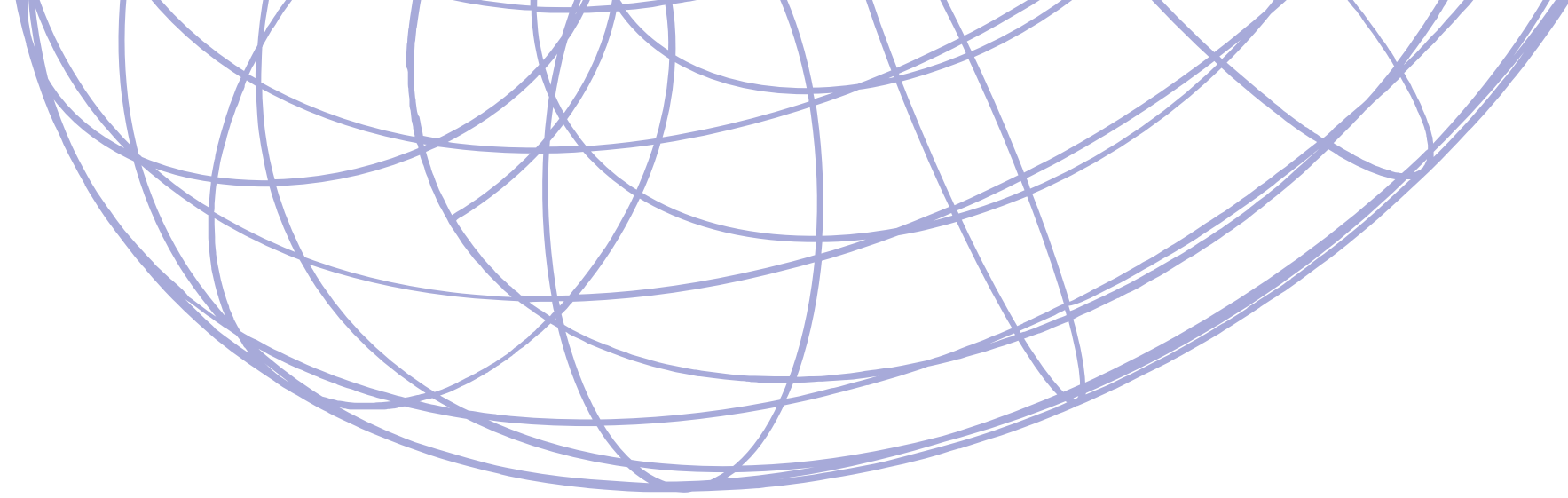
Office rent	\$1200
Personnel	\$5000
Certification	\$50
Website and email domain	\$30

Variable Costs

Project operations	\$500
Service commission	\$80
Social media marketing	\$100
Customer Research and surveys	\$300
Software design and development	\$1000

Total Amount

\$8260



Channels



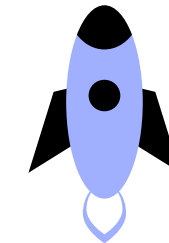
COLD CALLING

We will contact some target schools to ask for more information.



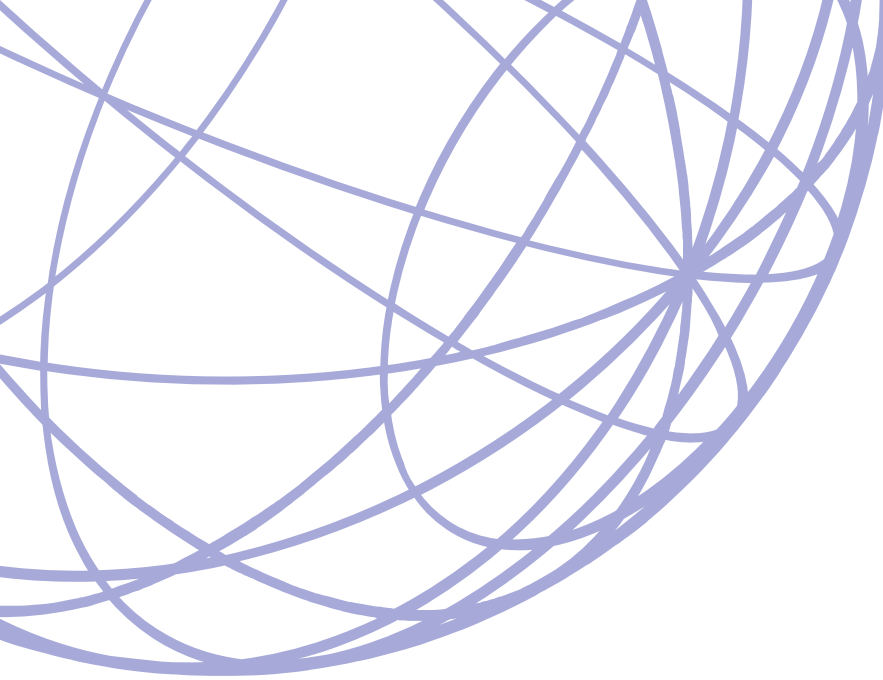
IN-PERSON VISIT

Showcase our solutions and products in person to attract more clients.



PARTNERSHIP

Make good use of our partner network to expand the market.



Revenue Streams

Membership

Tier 1 – STEM Education	\$10/month
Tier 2 – STEAM Premium	\$15/month

Merchandise Sales

Vira Era (A Virtual Reality Headset + A Mentor)	\$315
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Public Projects

Education-related Programs/Workshops	\$1500
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Key Metrics

How do we measure impact?

Sales Growth Year-to-date

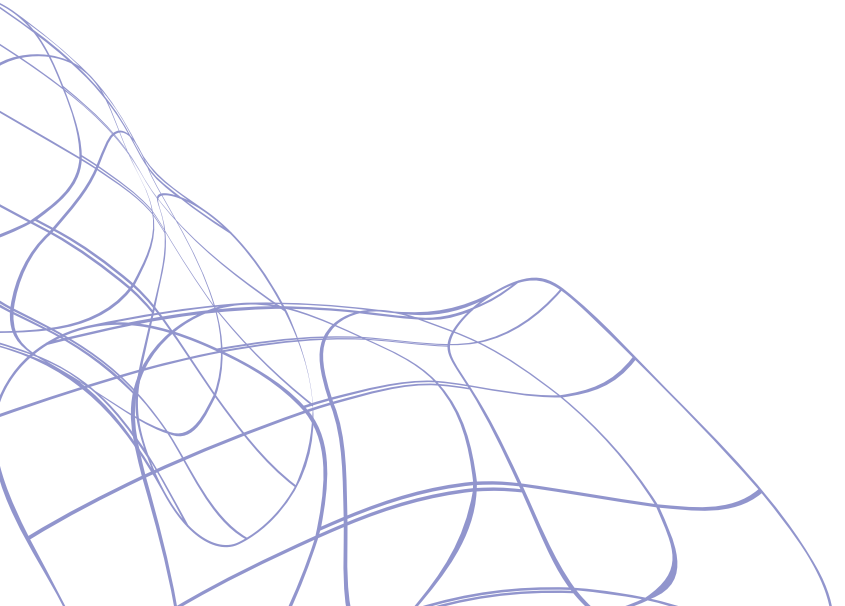
Keep checking the monthly sales revenue and the number of new deals.

Client loyalty and retention

Mentor will collect feedback and ask for reviews from our customers.

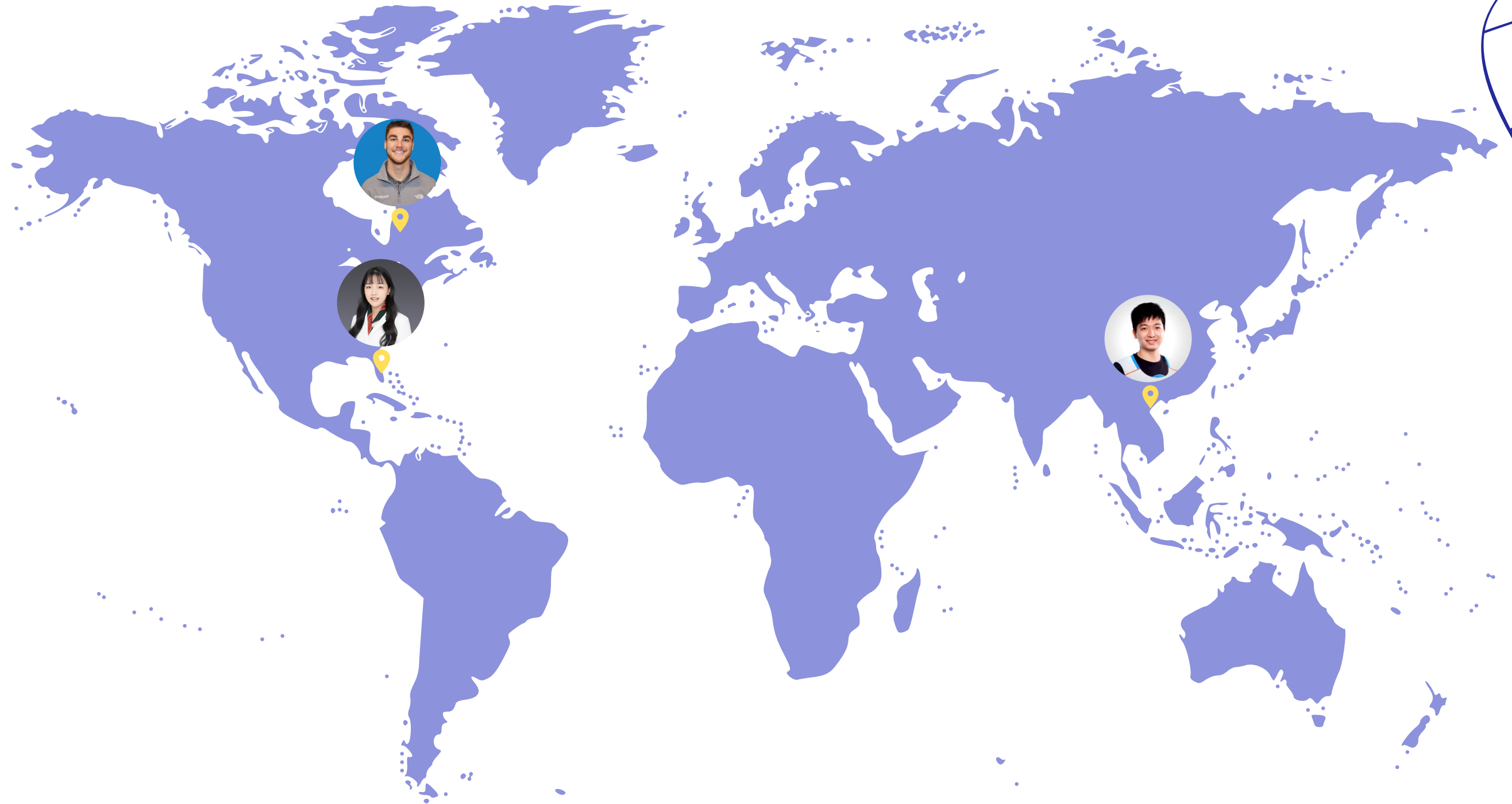
Employee Happiness

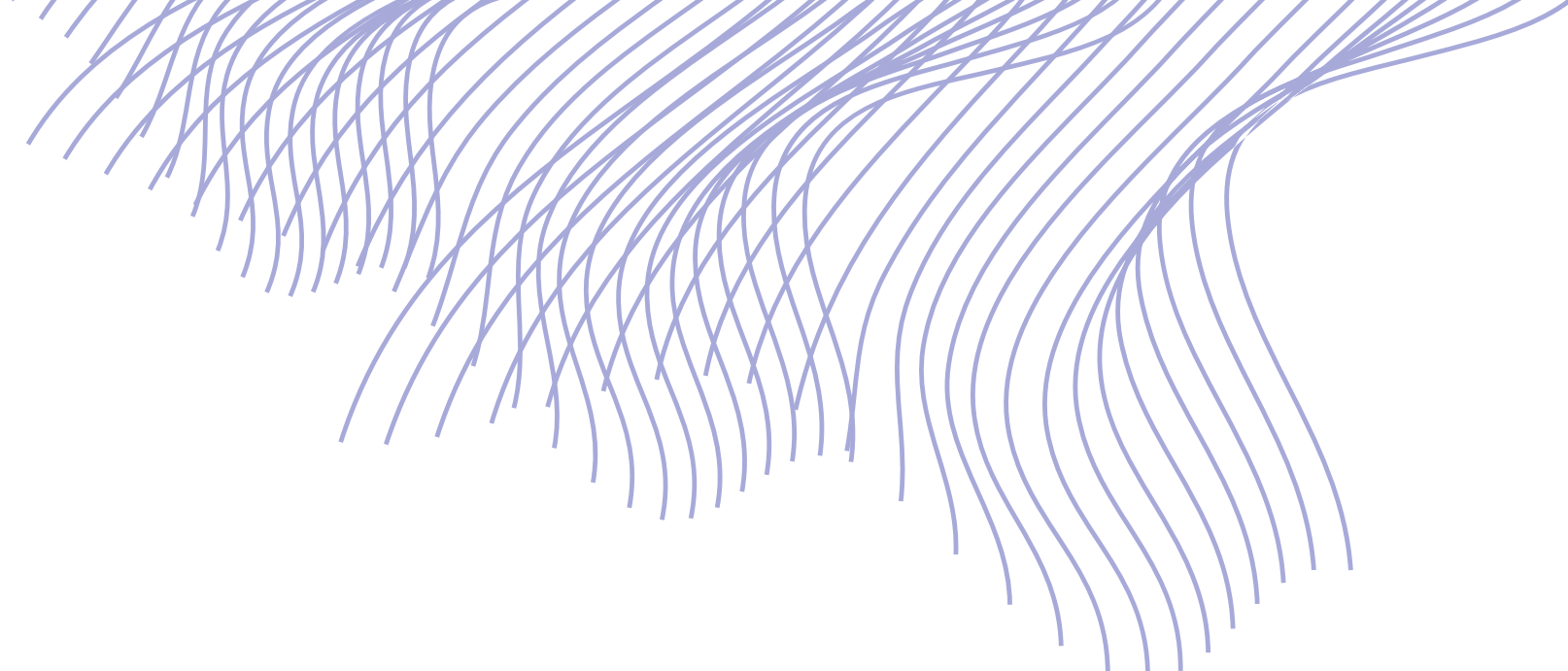
HR Director regularly conducts check-ins with departments and individuals to gather feedback on their work.



Our Team = Why Vira?

- Diversified first-hand experience.
- Technology and engineering background.
- We are creators and learners, and consumers.





Milestones

2021.7	2022.10	2021.11	2021.12	2022.1
Official registration	Invention Convention	UN Global Network	3D Pitching Exhibition	Gather Sponsorship
We were one of the city partners to cooperate with B Corps CN BBB Workshop.	We became the business partner of the China Alliance of the ICW.	Vira was certified as the official member of the UN Global Compact.	We made our first 3D pitching happen on campus in the United States.	Vira got selected into the Gather Sponsorship Program.

Future Map

What is our next step?

Business
assessment
Present



Q1 2022

Product
planning



Research and
development
Q2 2022



Q3 2022

Design and
production



Design and
production
Q4 2022



Q1 2023

MVP testing
and soft launch



Partnership



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Information



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