CS213
Creating Great VR: From Ideation to Monetization
Aaron Davies
Assignment Review

Identify an experience based in synthetic reality which you would be excited about, but is not yet possible

In 1,000 words or less:

1. Outline the experience
2. Identify blocking factors
   a. When/how might these be resolved?
3. Identify a similarly themed area of research/experience/app which exists today (if possible)
4. Describe how the availability of this type of experience would impact:
   a. Technology Adoption
   b. Societal factors
   c. Other factors

This assignment is to be submitted as a physical piece(s) of paper in class Tuesday, May 23rd.
Week 4:

*Project Commitment Strategy*

Goal: Learn how to identify the right opportunities, perform competitive analysis, and ultimately make the best project commitment. Assessment of market strategies including first to market vs. fast follower. Navigate potential pitfalls of overlapping core platform value propositions. Factor for evolving marketplaces and anticipate unexpected factors/competitors.
Distinct Company Growth Strategies

• Market Penetration (share of market)
• Market Expansion (new market)
• Product Expansion (new product, existing market)
• Diversification (new product, new market)
• Acquisition
First Mover Advantages

• Technological leadership
  • R&D/Patents/Proprietary tech
  • Steep learning curves
• Human capital
• Scarce resource access
• Customer switching costs
First Mover Disadvantages (Follower Advantages)

• Follower draft (imitation vs innovation)
• Tech/market risk burden
• Shift agility/adaptability demands
E. Jerome McCarthy’s 4 Ps

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition/Explanation</th>
<th>Typical Marketing Decisions</th>
</tr>
</thead>
</table>
| Product        | A product refers to an item that satisfies the consumer’s needs or wants. Products may be tangible (goods) or intangible (services, ideas or experiences).                                                                 | • Product design - features, quality  
• Product assortment - product range, product mix, product lines  
• Branding  
• Packaging and labeling  
• Services (complementary service, after-sales service, service level)  
• Guarantees and warranties  
• Returns  
• Managing products through the life-cycle [9]                                                                                       |
| Price          | Price refers to the amount a customer pays for a product. Price may also refer to the sacrifice consumers are prepared to make to acquire a product.  
(e.g. time or effort)  
Price is the only variable that has implications for revenue. Price also includes considerations of customer perceived value. | • Price strategy  
• Price tactics  
• Price-setting  
• Allowances - e.g. rebates for distributors  
• Discounts - for customers  
• Payment terms - credit, payment methods                                                                                              |
| Promotion      | Promotion refers to marketing communications  
May comprise elements such as: advertising, PR, direct marketing and sales promotion.                                                                                                                               | • Promotional mix - appropriate balance of advertising, PR, direct marketing and sales promotion  
• Message strategy - what is to be communicated  
• Channel/ media strategy - how to reach the target audience  
• Message Frequency - how often to communicate                                                                                       |
| Distribution   | Refers to providing customer access  
Considers providing convenience for consumer.                                                                                                                                                                                   | • Strategies such as intensive distribution, selective distribution, exclusive distribution  
• Franchising;[21]  
• Market coverage  
• Channel member selection and channel member relationships  
• Assortment  
• Location decisions  
• Inventory  
• Transport, warehousing and logistics                                                                                                     |
Some Key Metrics for VR Apps

• How much time do users spend in the app?
• Does the app retain its users?
• What kind of adoption does the app drive?
• How much revenue does the app drive?
VR Headset boom of 2014
Example: Zeiss VR One

**LEADING-EDGE OPTICAL DESIGN AND ZEISS PRECISION LENSES**

- **NO LIMITS FOR YOUR VR EXPERIENCE**
  - Sharp picture from the center to the edge

- **MADE FOR EVERYONE**
  - No lens adjustment necessary for different interpupillary distance

- **WEAR YOUR GLASSES**
  - during operation with your VR ONE!

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**Limitless Possibilities**

With the VR ONE, the smartphone you carry in your pocket can take you to worlds of virtual and augmented reality. Currently compatible with any smartphone with display size 4.7'' - 5.5'' (including iPhone 6S and iPhone 6 Plus), plus hundreds of apps available on Google Play and Apple App Store made for mobile Cardboard VR devices. Experience VR games, videos, and amazing experiences that were never before possible.

Explore VR and AR apps on

[Google Play](https://play.google.com)  [App Store](https://appsto.re)
Oculus Rift developer kit now open source

Oculus VR announced the open-sourcing of its head-mounted display DK1 at the Oculus Connect virtual reality developer conference in Hollywood. Anyone would be able to download Oculus VR’s full list of workings on the device and use all the information in ways that they see fit.

The Oculus Rift is a low-cost, HD virtual reality headset that is designed by the company to penetrate the VR mainstream. The product is aimed to change the way users relate to the games they play by making them completely immersed in the device’s game world.

It should be noted that the fully open-source Oculus Rift DK1 does not include those pieces that are no longer in production. One of these would include the display.

“We don’t want everyone to have the same risks we took. We just want to share the things we learned so you don’t have to do that. We’re all in this to build virtual reality together,” said Niroil Patel of Oculus Rift.

“We found just about the roughest and quickest contract manufacturer we could find in China. We were a ragtag group of 10 people nobody had ever heard of trying to create a product nobody thought was possible.”

Oculus decided it is time to bring the DK1 to the community now that the DK2 is out. The company hopes that the community will work together to come up with easy 3D printable files and more. Several of such files needed high-end equipment, which most people don’t have access to.
EOY 2016 Mobile Consumer Platforms of Consequence

- $15 ~88.4M units?
- $30 ~1M units?
- $79 ~261k units?
- $129 ~2.3M units?
EOY 2016 High-End Consumer Platforms of Consequence

- PlayStation VR
  - $499
  - ~745k units?

- Oculus Rift
  - $598
  - ~355k units?

- HTC Vive
  - $799
  - ~420k units?
Worst Handheld Ports
Worst Console Ports
Top 30 VR Titles (VIVE)
Top 30 VR Titles (VIVE)
TiltBrush
Virtual Desktop
Audioshield

You may now put on your headset.
Top 30 VR Titles (Rift)
Top 30 VR Titles (Rift)
Rock Band VR
Everest VR
Guided Meditation
The Climb
Medium
Top 10 VR Titles (PSVR)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Job Simulator</td>
</tr>
<tr>
<td>2</td>
<td>Fruit Ninja VR</td>
</tr>
<tr>
<td>3</td>
<td>Batman: Arkham VR</td>
</tr>
<tr>
<td>4</td>
<td>Unearthing Mars</td>
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<td>5</td>
<td>I Expect You To Die</td>
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<td>6</td>
<td>PlayStation VR Worlds</td>
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<td>7</td>
<td>Until Dawn: Rush of Blood</td>
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<td>8</td>
<td>Keep Talking and Nobody Explodes</td>
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<tr>
<td>9</td>
<td>Surgeon Simulator: Experience Reality</td>
</tr>
<tr>
<td>10</td>
<td>Sports Bar VR</td>
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</tbody>
</table>
EOY 2016 Top Apps (Daydream)

Launch apps (November 10th):

- Hunters Gate, from Climax Studios ($8.99) – 5,000 – 10,000
- Danger Coat, from nDreams ($5.99) – 1,000 – 5,000
- EarthShape, from Bithell Games ($4.99) – 1,000 – 5,000
- YouTube VR, from Google (Free) – 100,000 – 500,000

Released later in November:

- DRIFT, from SharpSense ($10.99) – 1,000 – 5,000
- The Arclinger, from Big Red Button Entertainment ($4.99) – 5,000 – 10,000
- Frostbound, from Schell Games ($4.99) – 1,000 – 5,000
- The Turning Forest, from BBC (Free) – 10,000 – 50,000

Released in December:

- Need for Speed: No Limits VR, from Electronic Arts ($14.99) – 1,000 – 5,000
- Gunjack 2: End of Shift, from CCP Games ($12.99) – 1,000 – 5,000
- Layers of Fear: Solitude, from Aspyr ($9.99) – 500 – 1,000
- Untethered, from Numinous Games ($4.99) – 100 – 500
- Netflix VR, from Netflix (Free) – 10,000 – 50,000
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The Turning Forest
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<th>Price</th>
<th>Installed/Purchased</th>
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<tbody>
<tr>
<td>1</td>
<td>Coaster</td>
<td>$1.99</td>
<td>Purchased</td>
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<tr>
<td>2</td>
<td>Paint VR</td>
<td>$4.99</td>
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<tr>
<td>3</td>
<td>End Space</td>
<td>Free</td>
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<td>Land’s End</td>
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<td>$5.99</td>
<td>Purchased</td>
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<td>The Hospital: Allison’s Diary</td>
<td>$4.99</td>
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<td>Micro Machines VR Racing</td>
<td>$4.99</td>
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<td>Affected - The Manor</td>
<td>$3.99</td>
<td>Purchased</td>
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<td>Minecraft Gear VR</td>
<td>$5.99</td>
<td>Purchased</td>
</tr>
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<td>11</td>
<td>Gunjack</td>
<td>$1.99</td>
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Top 20 Free (Gear VR)
Disney Movies VR
Face Your Fears
Don’t Let Go

SIT UP STRAIGHT!
PRESS ANY KEY TO START

SIT UP STRAIGHT!
PRESS ANY KEY TO START
Oculus Prologue
Temple Run VR
vTime
Spaces
VISO Places

THE BEST WAY TO SEE THE WORLD WITHOUT A PLANE TICKET
NOW AVAILABLE FOR GEAR VR. COMING SOON TO THE OCULUS RIFT AND
HTC VIVE

Through the power of Google's massive collection of mapped locations you can see everything
from your childhood home to your next planned vacation destination

NO NEED TO TRAVEL ALONE

VISO Places' social features allow you to show your friends the
places you've been. Point things out, lead a group, and speak to
each other through voice chat.
Google Earth

Your world awaits
Come experience the wonder of Google Earth VR in Virtual Reality.

Go anywhere
Google Earth VR puts the whole world within your reach. Take a peek at some of the incredible sights you’ll experience along the way in the preview gallery below.

- Hong Kong Stadium, Hong Kong
- Hoover Dam, Nevada, Arizona
- Space Needle, Seattle
- Colosseum, Rome
- Matterhorn, Switzerland
- Florence Cathedral, Florence
StreetView

Available now

on

GET EARTH VR FOR HTC VIVE

Learn more about HTC Vive

GET EARTH VR FOR OCELAN Rift

Learn more about Oculus Rift
Google Earth
Google Earth
Sprawly Internet Beta

Browse and Search
Gear VR: Oculus Home
End