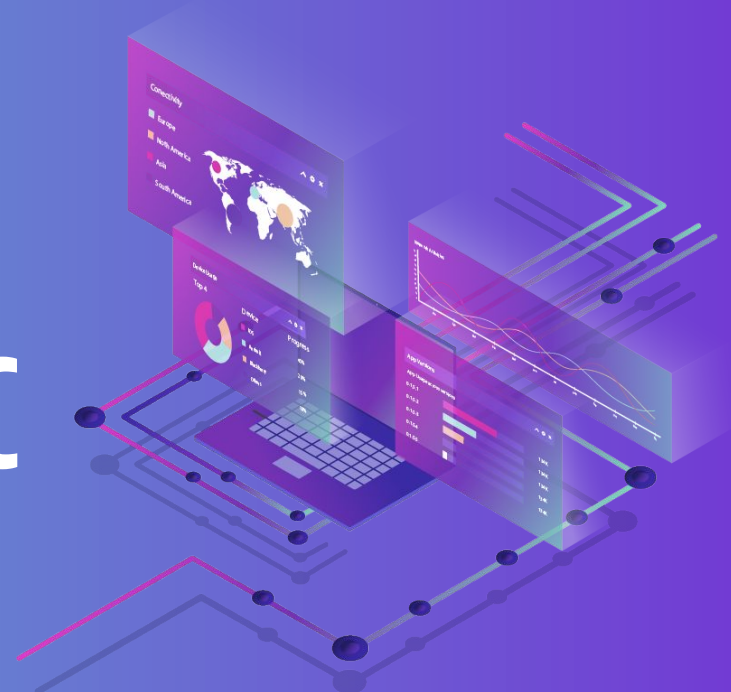


PROTOSPHERE: PROTONMEDIA, LLC

"It's like being there"



TEAM 4



PRERENA PRAHLAD



HAIHAN ZHAO



TONY TELEKY



JIANRU WANG



QI DAI

AGENDA

01
Market Analysis

Competitive Analysis

02

Go-To-Market Strategy

- Target Segment
- Value Proposition
- Promotion
- Pricing Model
- Complementary Recommendations

03

Future Vision & Action Plans

- Plan of Action
- Estimated Financial Projections

04

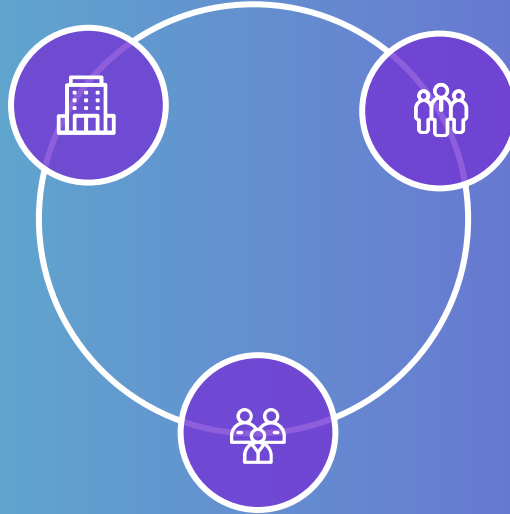


MARKET ANALYSIS

01

CUSTOMER SEGMENTS

GLOBAL COMPANIES

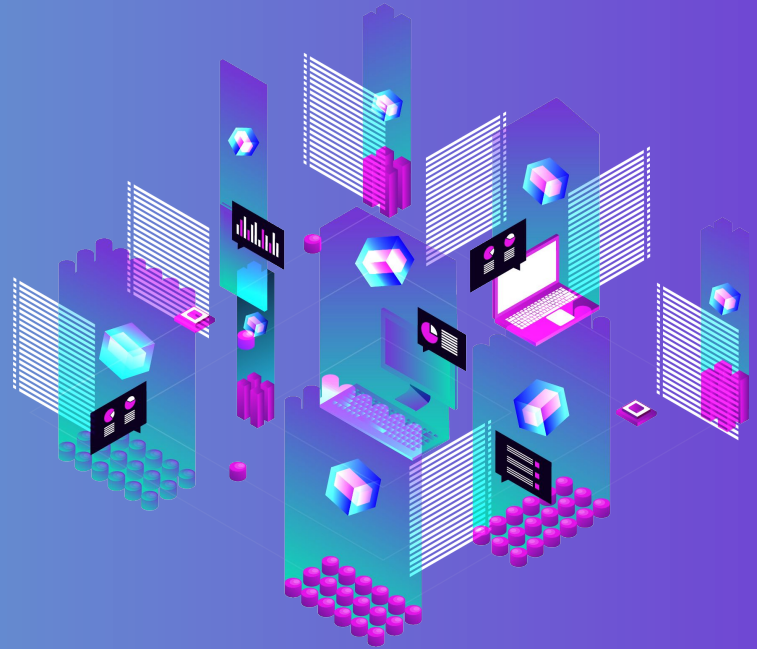


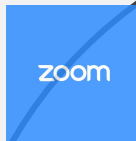
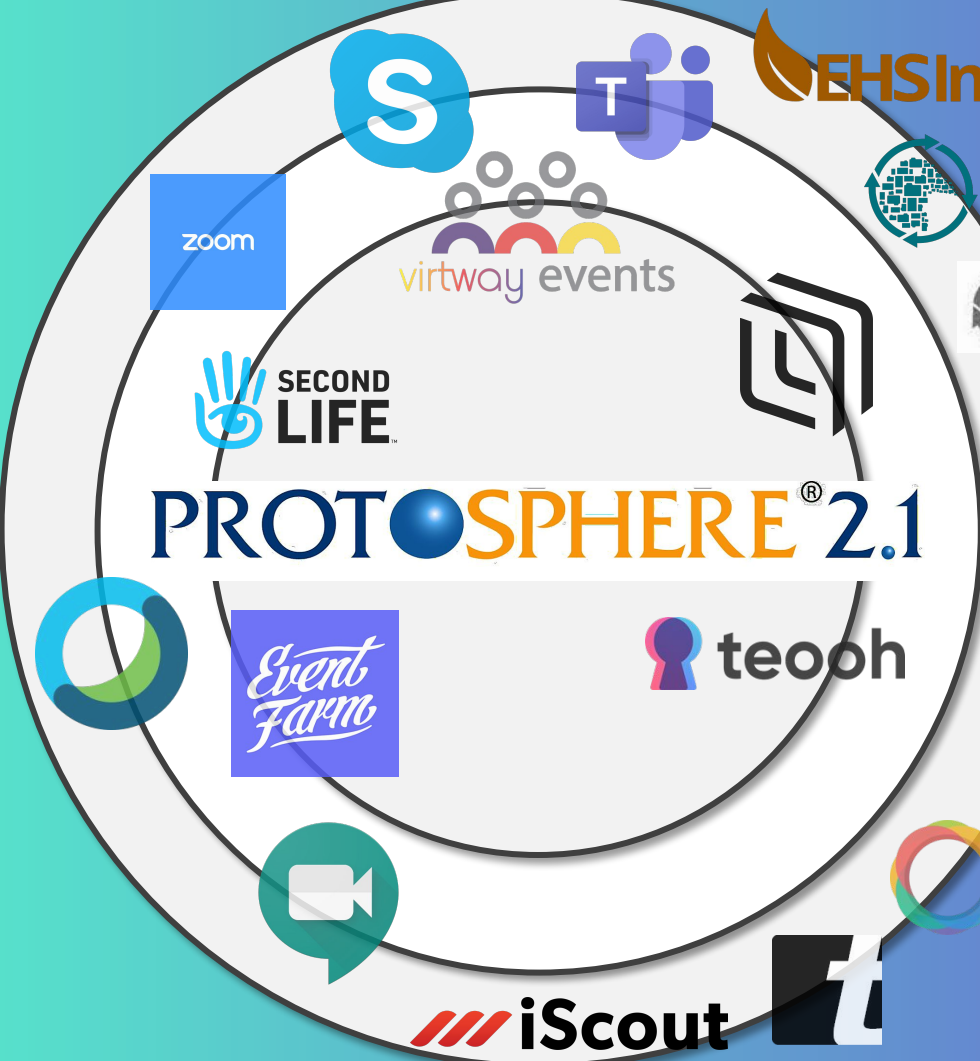
K-12 EDUCATIONAL
INSTITUTIONS

HEALTHCARE INDUSTRY AND MEDICAL SCHOOLS

02

COMPETITIVE ANALYSIS





zoom



SECOND LIFE



virtway events



teooh



iScout



EHS Insight



Raven360



Qualtrax



BRIDGE



imagen



Symbol

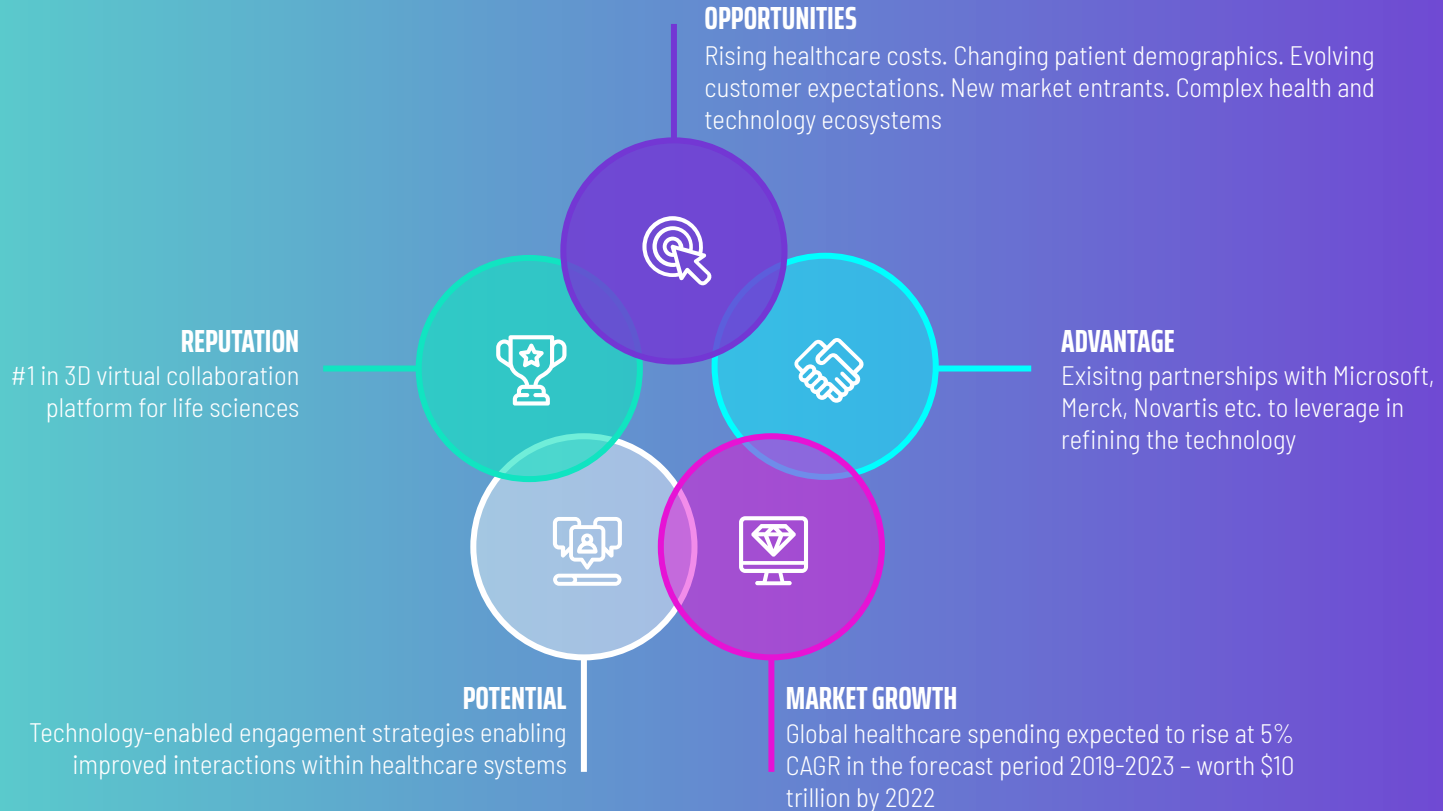
COMPETITIVE RADAR



GO-TO-MARKET STRATEGY

03

TARGET: HEALTHCARE INDUSTRY



VALUE PROPOSITION



“Our 3D virtual immersive platform *helps* **healthcare professionals** who want to learn, train, research, and connect with global experts in the field by providing a service that is publicly safe and cost-effective for domestic and international collaborations, and paving the way for the creation of life-saving solutions and breakthroughs that could save the world.”

PROMOTION



FIRM-CONTROLLED MEDIA

Revamped company website, social media channels such as LinkedIn, online advertisements, campaign emails



CONSUMER- CONTROLLED MEDIA (SELL-TO)

Trade, research, professional conferences, healthcare conference catalogs



SELL-THROUGH

Computer / technology manufacturers by pre-installing software in the equipment

MARKET & MISSION

- Healthcare Industry
- Provide a platform for safe and interactive collaborations by side-lining 2D restrictions in global interactions

MESSAGE & MEDIA

- New Tagline coming up!
- Sell-to, Sell-through, Firm-Controlled Media

PRICING MODEL



BASIC

FREE

Limited features



LARGE ENTERPRISES & ORGANIZATIONS

Provide feature palettes
for hyper personalization
and customization (based
on number of users and
features)



PREMIUM

\$9.95-\$19.99

per month per user
based on number of
features

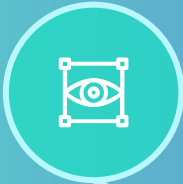
COMPLEMENTARY RECOMMENDATIONS

Customer Service

24/7 Sales Representatives

Graphics

Graphics Improvement



Website

Company Website Redesign



Leverage Existing Partnerships

Microsoft, Novartis etc.



Recruitment

Tech Professionals

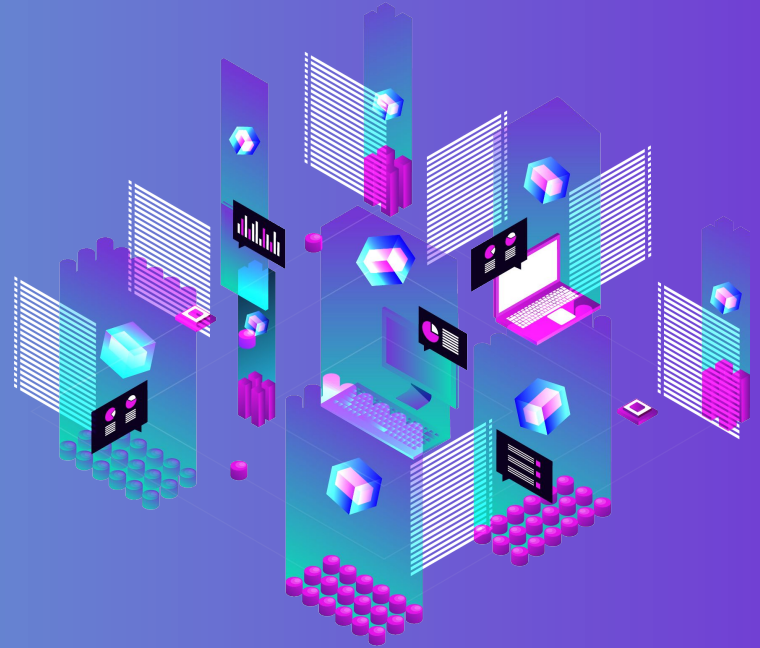


Integrations

Easy integration with 3rd party applications

04

FUTURE VISION & ACTION PLANS



PLAN OF ACTION

VALUE



HORIZON 1

Present - 6 months

Improve graphics, revamp company website and other social media platforms such as LinkedIn, recruit top talent to help with support activities



HORIZON 2

6 month - 2 years

Leverage existing partnerships with Microsoft (by potentially bundling Microsoft Life Sciences with ProtoSphere) and with existing healthcare client base for pilot tests and potential sales.

Expand 3rd party application integrations to stay competitive



HORIZON 3

2 - 5 years

Expand to other customer segments: educational institutions, multinational companies etc.

TIME

ESTIMATED FINANCIAL PROJECTIONS

ASSUMPTIONS:

- 16.2 million people in Global Healthcare Industry
- Estimated ProtoSphere customer base - 20% of Global Healthcare workers
- 5% increase in ProtoSphere's customers per year
- Large Enterprise & Organizations Pricing - \$19.99 per month per user (50% of ProtoSphere's consumer base)
- Premium Pricing - \$14.97 per month per user (20% of ProtoSphere's consumer base)
- Basic Pricing - \$12 per user per year (from advertisement revenue), (30% of ProtoSphere's consumer base)

Year	2020	2021	2022	2023	2024
Number of users (in millions)	3.24	3.40	3.57	3.75	3.94
Revenue (\$ millions)	516.68	542.51	569.64	598.12	628.02

PROTOSPHERE: PROTONMEDIA, LLC

"ProtoSphere - we're in this together, wherever you are"



APPENDIX

APPENDIX – 5C'S



Context:

Opportunities	Treats
"Working from Home" norm	Growing competitors
Hardware & software support	Software technology race
Global warming	Unemployment & oppositions
No political restrictions	User privacy & Bugs
Temporary pivot to online working	Reopen after the pandemic

Customer:

1. healthcare industry
2. medical schools
3. educational institutions
4. multinational companies

Company:

 Strength <ul style="list-style-type: none">• 3D virtual representation• User interaction	 Weakness <ul style="list-style-type: none">• Graphic design• Server support• Market strategies (Ex: segment)
 Opportunity <ul style="list-style-type: none">• 3D virtual platform• Global pandemic<ul style="list-style-type: none">• Virtual conferencing• Online learning	 Threat <ul style="list-style-type: none">• Competition in platform industry (Ex: Virtway)• VR/AR technologies

Competition:

1. 2D video conferencing platforms
 2. other 3D virtual platforms
 3. online learning/training application
- Such as: Zoom, Cisco Webex, Skype, Microsoft Teams, and Google Meets, etc.

APPENDIX – STP

Segment:

1. Medical Schools & Health Care Industry.
2. Educational Institutions.
3. Multinational Companies.

We choose healthcare industry & medical schools as the most effective segment.

Target:

Health Care Industry & More integration for research capabilities.

The support truth: The global health industry was worth \$8.45 trillion in 2018 and should continue to reach over \$10 trillion by 2022 according to analysts from Deloitte. The global healthcare market is expected to grow at a compound annual growth rate of 8.9% to nearly \$11,908.9 billion by 2022.

Position / Value proposition:

1. Provide training/learning for health care professionals.
2. provide research application support for health care professionals.
3. provide integrated office working applications for all 'work at home' workers.

VP: immersive, cost-effective, safe, comprehensive collaboration platform.

APPENDIX – BMC

Business Model Canvas

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> -Productivity software companies such as Microsoft, Apple, Google, Slack, ect -UX designers -Graphics/Animation companies -Computer manufacturers for pre-installed software -Existing partners: MERCK, NOVARTIS -Companies and organizations in healthcare industry 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> -Support software development -Provide real-life like experience for customers -Improve process interaction, UX design, graphics -Ensure existing customers are happy 	<p>VALUE PROPOSITION</p> <p>Our 3D virtual immersive platform helps pharmaceutical companies and everyone in the healthcare industry who want to collaborate in the most dire times by providing a means for experts and professionals to interact with each other like in real-life and create life-saving solutions and breakthroughs that could save the world</p>	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> -Dedicated technical support team provide 24/7 customer service -Sales representative explain product features to customers and answer their questions about the product -Online promotions (ads, referrals) to attract potential customers -Offer system updates based on customer feedback (ask them if they are happy about the product and how can we approve their UX) 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> -Medical schools -Pharmaceutical/Chemical/Biotech/ Biomedical companies -Research institutes/organizations
	<p>KEY RESOURCES</p> <p>UI/UX design team, software maintenance, and development team, relationship with tech companies like Microsoft, relationship with advertisement companies.</p>		<p>CHANNELS</p> <p>Social media like Youtube, official websites, well-known professional publications, Social relationship, Sales expansion by the company representatives, shows in medical schools, international and domestic professional conference.</p>	
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> -Free for individuals who want to have a brief experience of ProtoSphere -\$9.95 - \$19.99 per month per user and upgrade to pro account with features they would like to include -For large enterprises and organizations, ProtoSphere charges based on the number of participants and degree of customizations 		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> -Charge by size for number of attendees; charge by features for additional rooms etc -Customization based on the basic model (more features - additional charges based on number and complexity of additional features) 		

TARGETED CUSTOMER SEGMENT

We recommend targeting the Healthcare Industry

Professionals in need now
Low-cost alternative to in-person meetings requiring global travel



Global Health Industry
Worth \$8.45 Trillion in 2018
Should reach over \$10 trillion by 2022

2D/3D Communication Sweet Spot
Low-cost alternative to in-person meetings requiring global travel

COMPLEMENTARY RECOMMENDATIONS

- Partnership with productivity software companies such as Microsoft and Google
- Partnership with professional UI/UX design team for graphics design improvement
- Recruit more tech professionals for server support and software development
- Offer 24/7 sales representatives for customer service
- Redesign company website to include more resources related to product features and user benefits
- Redesign pricing model for customized monthly subscription model based on amount of features and user type