VCON

Welcome To The Virtual Era

The Target Market

The current market leaders include mainly Zoom, Microsoft Teams and Discord as well as certain streaming platforms. None of these products were not developed for the market we have identified. They are currently working as the next best alternatives thanks to their simple design which allows for a diversified use.

Our team has identified a niche within the virtual event market. Its made up of large scale event organisers who are faced with the task of transferring them into a virtual format. Very often the physical events rely heavily on social interaction, networking opportunities and cooperation between the presenters <-> attendees and the mid participants. According to our market research, the current services offer little to none networking opportunities to a sever extend limit the potential for those virtual events. Our service allows for comprehensive solutions and interaction occasions that grants for all form of co-operation and create never seen before in virtual format networking opportunities to all participants.

THE MARKET IS BIG AND IN DESIRE FOR A DEDICATED PRODUCT

The market we are focusing on currently is missing a dedicated product and thus is using alternatives such as Zoom. It is not a product which provides the attributes with a service our market requires. We believe that for this reason, the market is very vulnerable to getting new products that better suit it.

Such as our proposition.

BUSINESS SUCCESS PLAN
For VCON

Our team has developed a comprehensive Business success plan which can be found on github.

Our business plan takes a detailed look at many of the different sections of our business plan, discussing them and answering the questions they bring.

Company Brief: To provide service for the virtual event market. A service that allows event organisers to turn events such as conferences, conventions, classes, and other events into a virtual format that puts prime focus on giving the participants networking opportunities, never before seen in a virtual format.

Overview
- Basic Business Details
- Company Brief
- Mission
- Current Team

Marketing
- What market is our service entering?
- Who are the current marker leaders?
- Who are the potential clients?
- How is the market expected to change?

Execution
- Service development plan
- Team expansion
- Milestones
- Metric for success

NETWORKING

Allowing the virtual events to closely replicate the social interactions that are offered as part of the in person events.

MULTI-STAGE

Our application is going to allow for for multi stage setups where participants are given the chance to move between different presentations or lectures seamlessly, and to decide on how they will participate in the virtual events.

CROSS-PLAFORM OPORTUNTIES

Our business cards will offer opportunities in easily exchanging contacts with others. But the process of filling them in will be partly done for the user with the tanks of linking other media accounts such as Linkedin

PERSONALISATION

Although at its core simple in design so that different people with varying IT skills would be able to use it efficiently our service will allow for a a large amount of personalisation in both the way the event is experienced but also in the GUI layout to best fit participant needs

Functionalities

NETWORKING
In VCON

Rooms

Admin Organised

Public

Participant Interactions

Switching On Demand

Rooms make up for some of the most basic functionality on our app. They display interactive presentations, lectures or shows. Using integrated or linked live streaming services.

Groups

Participant Organised

Public/Private

Temporary

Simple

Groups area a the unique way that mid-participant networking takes place. They offer the opportunity to join small attendee managed group calls and text channels, where members can talk or just tune in and exchange business cards

Parties

Participant Organised

Private

Long Lasting

Agile

Parties allow participants to form long lasting groups with people, offers the option of video calling and chatting while being inside rooms, offering direct contact with each other for the group members

Business Cards

Basic Contact Info

Easy exchange

Linkable to media sites

Availiblity

Our virtual Business cards offer an instant way to exchange contact informations. Business card can be automaticly generated using linkedi accounts. They also offer simple in app meeting planning tools