

**ABC Foundation  
Business Plan  
June [ ]**

**ABC**

*Immersive Technology*

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# Executive Summary

## The ABC Foundation (“ABC”)

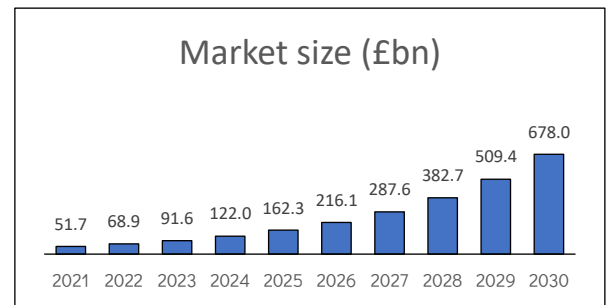
ABC is a [Country] based non-profit organization focused on bringing the AR (Augmented Reality) sector in the [Continent] market to the next level by promoting AR through various events, both virtually by setting up collaborations with universities and companies outside [Continent] and in-person by organizing AR related events, with the first event in [City], [Country].

## The problem we are solving

The AR community in [Continent] faces several challenges, including limited access to software and hardware, skills gaps, market unfamiliarity with AR technologies, poor infrastructure, and a lack of human resources. Another critical challenge is access to funding. Funding is crucial for AR startups and entrepreneurs as they look for means to turn their concepts into reality.

## Opportunities that arise from solving the problem

ABC will collaborate with venture capital firms and angel investors to connect the [Continent] AR community with potential funding sources. Through guidance and resource facilitation, ABC will help [Continent] AR ventures navigate the funding landscape, access the necessary financial resources. In turn, companies/investors who invest in the [Continent] AR market can benefit from the great potential the continent has to offer in the coming years.



## What ABC will do

We aim to unlock the potential of the [Continent] market by introducing and promoting AR technologies. What makes ABC unique is its focus on bringing cohesiveness to the scattered AR community in [Continent], bridging the gender gap within the industry, providing access to the latest knowledge from the [Country], and actively involving global corporates to shine a spotlight on the [Continent] AR community, attracting resources for the development of AR technology in [Continent]. ABC acts as a catalyst for change and innovation, connecting stakeholders and creating opportunities for growth and collaboration within the [Continent] AR ecosystem, which is something that is currently not present anywhere on the continent.

## Target Market

ABC targets all AR related companies, startups, big tech, and hot tech actively involved in VR (Virtual reality), AR (Augmented reality), MR (Mix reality) and organizations such as universities, who can either collaborate or invest in [Continent] AR initiatives.

## Why ABC?

ABC is committed to creating a cohesive AR community in [Continent] by addressing the challenges faced by AR enthusiasts and professionals. The event in Q[ ] of [ ] will be the first of many large events aimed towards getting the [Continent] community together. To create awareness for the first main event, there will be a series of run-up events. Through the runup events and main event, ABC aims to shed light on the vast potential [Continent] has to offer with regards to AR. This will allow the foundation to perform its role as a bridge between corporates around the world and the people (end-users) and AR entrepreneurs in [Continent]. [Person A]'s goal is to establish a thriving AR ecosystem in [Continent] that drives innovation, economic growth, and societal transformation.

## Meet the Founder – [Person A]

The [ ] technology event aims to be a pioneering event in the realm of Augmented Reality (AR), spearheaded by [Person A], an astute entrepreneur with a passion for health and sustainability experienced in different fields. As a business consultant, [Person A] conducted market research on sustainable refrigeration in [Continent] for [Company], one of the most innovative startups in the refrigerator industry for tropical countries based in [Country]. By conducting an in-depth market analysis, he identified niche markets within the [ ] and [ ] sectors and prepared seminars with the intent of purchasing.

Moreover, [Person A]'s entrepreneurial spirit has led him to various companies. He went on and worked with organizations such as the [Company], and curating [ ] events in [Continent] collaborating with the [Company]. His talent for forging connections and establishing relationships led him to manage partnerships and sponsorships successfully in the past. Furthermore, his expertise in client management and business consultancy allowed him to build strong bonds with stakeholders, ensuring their engagement and support for his ventures. Driven by his commitment to driving change and innovation, [Person A] can be considered as a catalyst in a project or company where he is involved. His critical thinking skills serve as a guiding compass, enabling him to navigate complex challenges and come up with strategic solutions. Last year, [Person A]'s interest shifted towards AR technology (AR is an umbrella term for technologies such as VR (virtual reality), AR (augmented reality), MR (mixed reality), and all other forms of related technology). This interest allowed him to land a sales/partnership role at [Company], where he contributes to designing the biggest format events ever organized by party Z. "Tech Week" is now one of the lead AR events in [ ]. For one year, [Person A] studied the market surrounding various technologies and researched hardware, software providers, solution developers, system integrators, key players, startups, and research consortia. This deep understanding of the industry's landscape enabled [Person A] to identify emerging trends and potential collaborators. His contribution led to the success of the 'Tech Week [ ]' where he played an important role.

The experience at [Company] gave a spark to [Person A] to set up an AR event in [Continent]. With his experience, diverse skill set in management, leveraging his expertise in event organization, his deep understanding of the [Continent] market, and his well-established network [Person A] is well-suited to establish the inaugural international AR event in [Continent] kickstarting in [City], [Country].

# The ABC Foundation: becoming the linking pin between the [Continent] and the World

The ABC Foundation is a non-profit organization founded by [Person A], that prioritizes the promotion and advancement of AR technology in [Continent]. Kickstarting in [City], [Country], Q1 [ ] [ ], this ground-breaking event will be organized by the ABC Foundation, to champion AR advancements in [Continent]. With a deep understanding of the [Continent] market, the foundation recognizes the unique challenges and opportunities present in the region and would like to facilitate market entry for the benefit of both local businesses and international businesses. The Foundation will establish its headquarters in [City], [Country]. This central location provides strategic advantages, such as access to a vibrant AR ecosystem, a supportive business environment, and proximity to international partners and organizations.

The organization recognizes that creating awareness of AR technologies among [Continent] people is a crucial first step. By conducting a series of run-up events, including seminars both online and in-person, and facilitating connection projects between [Country] and [Country], ABC aims to generate interest and lay a solid foundation of understanding within the [Continent] population. These events will serve as platforms for education, exploration, and inspiration, showcasing the potential of AR technologies to transform various sectors.

In the second step, the ABC Foundation aims to foster connections between [Country] non-profit institutions, universities, and development aid organizations with the new generation of [Continent]. Recognizing that young [Continent] entrepreneurs hold the key to shaping the future utilization of AR technologies, the ABC Foundation aims to create opportunities for collaboration, knowledge exchange, and idea generation. By bringing together the expertise and resources of [ ] institutions with the innovative minds of [Continent] entrepreneurs, the ABC Foundation aims to nurture an ecosystem of creativity and entrepreneurship.

To further its mission, the ABC Foundation endeavors to market the [Continent] interest in AR tech to companies from around the world, including America, Europe, Asia, and the Middle East. By highlighting the immense potential of the [Continent] markets, the ABC Foundation aims to attract international AR companies and ensure they understand the opportunities that exist within [Continent]. This strategic positioning allows the ABC Foundation to serve as a bridge, connecting these companies with either the general public in [Continent], thereby enabling them to market their products in a rapidly growing market, or [Continent] startups involved in the development or utilization of AR technologies.

Figure [Removed ]: envisaged role of the ABC Foundation

Ultimately, as shown in Figure [ ], the ABC Foundation aims to become the central hub, the linking pin, that connects the world to [Continent] in the realm of AR technologies. By facilitating collaborations, partnerships, and knowledge exchange, ABC aims to unlock the vast potential of the [Continent] continent and position it as a global player in the AR industry. Through its comprehensive approach, the ABC Foundation seeks to empower [Continent] communities, foster economic growth, and drive innovation while promoting the values of inclusivity, diversity, and sustainable development.

## Motivation for launching ABC

[Person A]'s motivation for launching ABC stems from a deep-rooted desire to empower [Continent] and its communities by providing them with a platform to actively participate in the discussion and exploration of technological advancements in AR-related innovations and other. The [ ] Technology (ABC) is an upcoming event founded by [Person A]. [Person A] is experienced in event organization; he was part of the sales team at [Company]. His contribution led to the success of the "Tech Week [ ]". This achievement and network gained during that event has contributed to [Person A]'s ambition to set up the ground-breaking first international AR event in [Continent], kickstarting in [City], [Country].

By creating this inclusive platform, [Person A] envisions fostering innovation, knowledge sharing, and collaboration on a global scale. His primary objectives include:

1. **Giving [Continent] a Voice:** The ABC aims to provide [Continent] with an opportunity to contribute, share insights, and shape the AR industry's future. He believes in creating an environment where [Continent] communities can engage with AR technologies, fostering a sense of ownership and participation.
2. **Contribution to the improvement of Public and Private sector:** The topic of AR is not yet yielded to [Continent] businesses. [Continent] faces the dual challenge of achieving its developmental targets while adapting to climate change. To digitally transform all aspects of the country's economy, innovative solutions, and inclusive communication strategies are required. ABC aims to inspire organizations to embrace innovation and explore new ways of enhancing their services. Examples include having access to the most innovative software solution, and ongoing digital revolution across all sectors that are transforming economies worldwide, democratizing formal and informal businesses, connecting [Continent] entrepreneurs, and governments to international decision-makers.
3. **Inclusivity and Diversity:** Digital technologies have played an important role in reducing opportunity gaps, especially among members of underserved and disadvantaged communities. From assistive technologies that allow people with disabilities to live more independently to social networks that help isolated users discover new systems of support, to telehealth and e-learning platforms that

provide access to healthcare services and educational opportunities to underserved populations, these technologies have encouraged innovative solutions to inequity.

4. **Ensuring equal opportunities for individuals of all genders is a core principle of the ABC foundation.** ABC is committed to promoting diversity and inclusivity in the AR industry, creating an environment that reflects the richness of [Continent] culture. By valuing and amplifying diverse voices, ABC will facilitate a holistic and inclusive approach to AR development in [Continent].

## [Person A]'s Fit for Running the Business

[Person A]'s profile and expertise make him the ideal candidate to lead and manage the ABC event planning business. His unique qualifications and experiences include:

1. **Extensive Industry Knowledge:** With a strong background in the sustainable industry and a deep understanding of AR's potential, [Person A] possesses the knowledge and vision required to drive the ABC Foundation initiative. His experience in corporate policy and process efficiency equips him to ensure the highest standards are upheld throughout the planning and execution of events.
2. **Leadership and Bridge-Building Skills:** [Person A]'s aim to be a bridge between [Continent] and Western AR companies aligns with his expertise in fostering partnerships, collaborations, and knowledge exchange. His ability to cultivate relationships with key stakeholders, including tech companies, start-ups, universities, and various industries, will facilitate the growth and success of ABC.
3. **Commitment to [Continent] Business Community:** [Person A] recognizes the importance of strengthening the [Continent] business community. By showcasing the possibilities of AR technology, he aims to attract investment from tech companies, fueling economic growth and unlocking opportunities for [Continent] businesses.
4. **Passion for Empowering [Continent]:** [Person A]'s genuine passion for empowering [Continent]'s communities through AR is evident in his vision for ABC. He envisions leveraging AR as an umbrella term encompassing AR, VR, and related technologies, driving technological advancements, creating business opportunities, and forging stronger connections between [Continent] and the AR industry.

In summary, [Person A]'s motivation to launch ABC centers around empowering [Continent] through AR technologies. His unique fit for running the business is attributed to his industry knowledge, leadership skills, commitment to the [Continent] business community, and drive for empowering [Continent]'s communities.

## Positioning of the ABC Foundation

[Person A]'s vision for the ABC Foundation lies in several core principles that will set this organization apart from the current competition. Figure [ ] shows the details of these core principles.

Figure [Removed]: The ABC Foundation's core principles

These core principles are based on [Person A]'s broader vision to propel [Continent] towards a situation where AR is not only known by the larger public, but that it is widely adopted in daily life, allowing [Continent] AR companies to thrive. To do this, [Person A] believes that the ABC Foundation needs to become the AR pioneer. By organising the main event in [City], ABC Foundation will be the first international AR tradeshow in [Region]. This status allows ABC to showcase the potential of [ ] technology in the region. By pioneering this event, ABC positions itself as a trailblazer, bringing the latest advancements in AR to [Continent] and creating opportunities for collaboration and growth. In this process, [Person A] wants to put strong emphasis on incorporating [Continent] culture and perspectives into AR experiences. By infusing local traditions, art forms, and narratives, ABC will provide a distinct flavor to the event. To celebrate the fusion of [Continent] culture and the AR Industry, ABC will also organize inclusive AR Awards. By organizing AR Awards that recognize and celebrate achievements in the AR field, ABC highlights the importance of diverse voices and perspectives. These awards foster an environment where underrepresented individuals and marginalized communities can gain recognition and propel their AR ventures forward. By strategically positioning itself with these unique selling points, ABC establishes its event as the go-to platform for [ ] technology in [Continent]. With its pioneering status, cultural emphasis, industry collaborations, and commitment to inclusivity, ABC sets the stage for a groundbreaking AR experience that showcases [Continent]'s potential and fosters global engagement.

## Market Size, Growth and Trends

### Macro overview

According to recent data, the economic growth in Sub-Saharan [Continent] slowed to [ ].[ ]% in [ ], with a further projected slowdown to [ ].[ ]% in [ ]. However, it is important to note that several countries in the region have shown remarkable resilience amidst multiple crises. For example, [Country], [Country], and [Country] experienced impressive growth rates of [ ].[ ]%, [ ].[ ]%, and [ ].[ ]% respectively in [ ]

Furthermore, while some of the largest economies in the region, such as [Country], [Country], and [Country], face significant challenges, non-resource-rich countries are projected to grow at a steady rate of [ ].[ ]% in [ ], with an expansion to [ ].[ ]% and [ ].[ ]% in [ ] and [ ] respectively. This highlights the potential for growth



beyond the traditional resource-dependent sectors. Looking at some of the longer-term trends in [Continent], starting with urbanization trends. The share of population living in the urban areas has increased from [ ].[ ]% in [ ] to [ ].[ ]% in [ ] and this is expected to grow to ~[ ]% by [ ], showing a steady increase annually.

[ ] connectivity is essential for the successful implementation of Augmented Reality (AR) technologies, providing faster streaming speeds, lower latency, and supporting a significantly larger number of devices per square kilometer than its predecessor, [ ]. This advanced network facilitates the use of AR technologies anywhere, anytime, shaping the future of work and paving the way for innovative AR applications.

As for [Continent]'s readiness for [ ] and AR, it varies significantly by region. While certain areas, like [Continent], have been proactive with [ ] trials and deployments, vast rural regions still lack reliable [ ]G or [ ]G coverage, and device affordability remains a challenge. However, future potential exists. Initiatives like the [Company] aim to transform [Continent] into a single digital market, promoting cross-border collaboration for improved digital infrastructure. Therefore, while there may be hurdles, [Continent]'s digital transformation is gaining momentum, with [ ] and AR possibly playing a pivotal role in its future development. Particularly, the projections for the metaverse's economic impact in [Continent] are promising. As the metaverse expands and AR technologies gain traction. Assuming a secular growth rate of [ ]% to [Country]'s GDP growth, it is expected that metaverse and related businesses would contribute £[ ] billion to [Country]'s GDP by [ ] indicating close to [ ].[ ]% of the total expected GDP in [ ], as projected by Analysis Group (source [ ]).

## The AR industry offers ample opportunities

The global Augmented Reality market, encompassing virtual reality (VR), augmented reality (AR), and mixed reality (MR), is experiencing significant growth. In [ ], the market size was valued at £ [ ].[ ] billion and is projected to reach around £ [ ].[ ] billion by [ ], with a compound annual growth rate (CAGR) of [ ].[ ]% during the forecast period<sup>[1]</sup>.

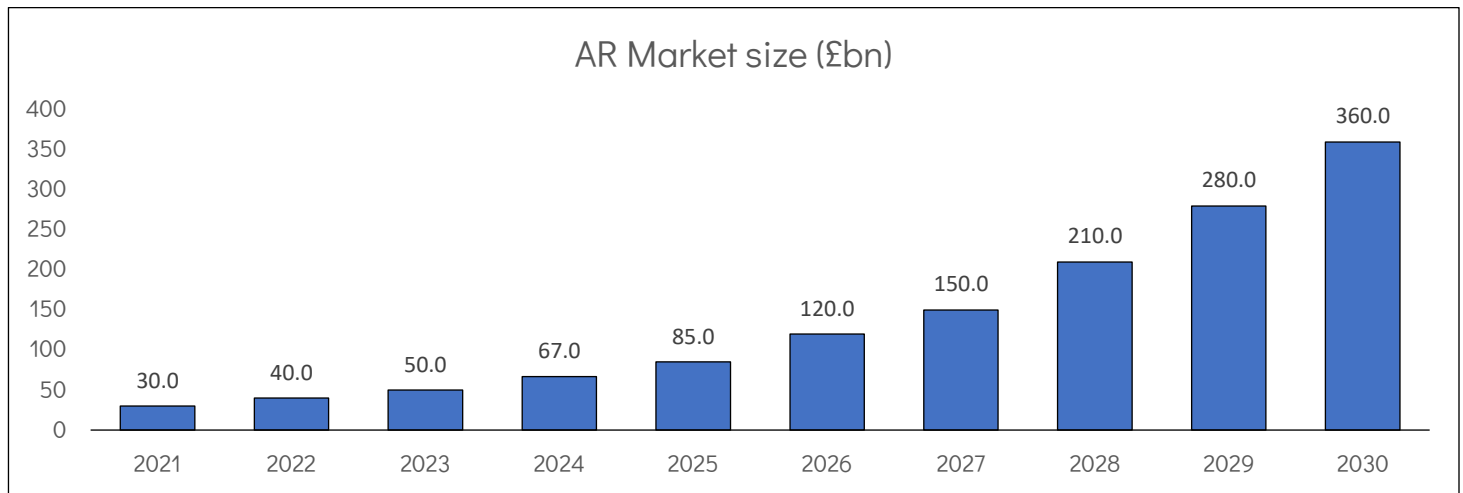


Figure [ ]: AR Market Size (source: removed)

Despite the current macroeconomic challenges faced by [Continent], our business plan recognizes the immense potential for growth and prosperity in the region. While the overall economic growth has been slowing down, we understand that there are pockets of resilience and opportunities for success. The expected growth can be attributed to various sectors like education, entertainment, and healthcare. When zooming into the education industry, Precedence Research expects extensive use of AR technology by schools and colleges as it makes collaborative studying easier and more convenient and it also significantly increases the ability to demonstrate certain educational items in a virtual environment. This is why AR in the education sector is expected to expand significantly in the near future.

With regards to entertainment, Precedence Research also expects a rapid rise. As the adoption of AR for remote viewing of live concerts and sporting contests on smartphones. Additionally, AR is used in contemporary imaging technologies including computed tomography (CT) scans and magnetic resonance imaging. This is having a beneficial impact on how AR is used in the healthcare sector, along with the increased occurrence of chronic illnesses and the growing need to increase diagnostic effectiveness. Additionally, it is projected that AR's use will increase globally in the defense, transportation, retail, travel, and tourist sectors as people become more aware of its advantages. Although Augmented Reality is becoming more and more popular on a global scale, the high prices of hardware may limit the expansion of the Augmented Reality (AR) industry within the study's allotted time.

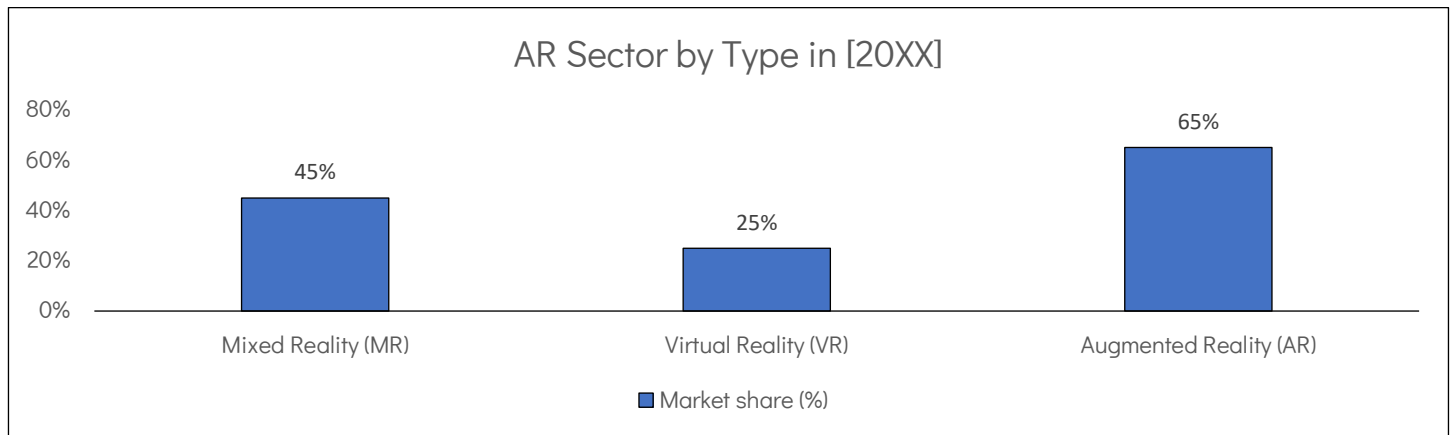


Figure [ ]: AR Market Size (source: removed)

Figure [ ] shows the AR market divided into types. AR has an overwhelming majority compared to VR and MR as the augmented reality (AR) market segment accounted for more than [ ]% in [ ]. During the projected time of the Precedence Research report ([ ]-[ ]), the virtual reality market is expected to expand and possible catch-up to the AR market and this will be mainly because of the video game industry, which has embraced virtual reality technologies. A new gaming age that offers gamers an [ ] first-person experience has been created through virtual reality (VR). In recent years, virtual reality has improved in both affordability and accessibility. For example, [Company] also announced the [product], a stand-alone wireless virtual reality headset. It is a standalone device that runs an Android-based operating system and can run wireless games and applications. With developments such as these, the AR market in general can count on a lot of interest from both end-users and corporates.

### Key Market Drivers

There are several drivers that will drive the expansion of the sector:

- **Wider acceptance by various industries:** As mentioned, education, entertainment and the gaming industry have all made strides and even conservative industries such as the healthcare industry is moving towards AR. Think of the possibilities that arise without endangering patients' lives. By using Augmented Reality in the healthcare industry costs can be lowered and patient outcomes can be improved
- **Corporate development:** corporates realize the opportunities that arise with wider adoption, further fuelling innovation in the sector. A good example is [Company]'s commitment to invest £ [ ]m to engage with organizations to sustainably build the so-called Metaverse, a virtual environment in which people can move about and interact using a variety of gadgets. The company has made significant investments in augmented reality and virtual reality, producing [Company] VR headsets and developing AR glasses and wristbands.

## Key Market Challenges

The market does face several challenges, which need to be addressed adequately

- **Macroeconomic uncertainty:** the growth of the worldwide Augmented Reality (AR) industry is anticipated to be temporarily impacted by the extreme levels of inflation and the ongoing war in the Ukraine. High level of inflation calls for higher interest rates, making it more difficult for innovative AR companies to borrow and develop their products. The ongoing war in the Ukraine causes further uncertainty on a global level, which might affect consumer confidence and spending. These macro-events cannot be influenced by one or more AR companies, but they do influence the speed with which the sector can develop.
- **Health concerns:** While Augmented Reality (AR) technologies offer exciting possibilities and [ ] experiences, there are certain health concerns that need to be considered. A few common health concerns associated with AR are motion sickness, eye strain, physical disorientation, and tripping hazards. To address these health concerns, it is essential to follow best practices and guidelines provided by manufacturers, prioritize user safety and well-being in AR design, and encourage users to take breaks, use devices responsibly, and maintain a balanced approach to AR usage.

## Real-life adoption is becoming a reality



The adoption of AR technologies in real life has been gaining traction, with notable examples showcasing its potential in various domains. One such instance was the groundbreaking concert held in the Metaverse. This virtual concert allowed fans from around the world to immerse themselves in a lifelike, interactive concert experience, blurring the boundaries between physical and virtual spaces. It served as a testament to the transformative power of AR, providing a glimpse into the future of live events and entertainment.

In addition, the launch of Apple Vision Pro further highlighted the growing adoption of AR. Apple's foray into augmented reality with the Vision Pro glasses introduced a new way for users to interact with digital information seamlessly integrated into their physical environment. This development showcased the practical applications of AR beyond entertainment, with potential uses ranging from productivity enhancements to [ ] educational experiences. The



convergence of AR with rapidly advancing technologies such as artificial intelligence (AI) has the potential to further accelerate adoption. AI-powered algorithms and machine learning techniques can enhance AR experiences by enabling realistic simulations, intelligent object recognition, and personalized interactions. This synergy between AR and AI opens exciting possibilities across sectors such as healthcare, education, manufacturing, and more. As AR continues to evolve and intertwine with AI, its adoption is poised to transform industries and reshape our daily lives. The ability to create [ ], interactive experiences that seamlessly blend digital and physical elements offers unprecedented opportunities for innovation and problem-solving. With the growing interest and investments in AR, coupled with advancements in AI, we can expect an accelerated pace of adoption and an exciting crossover between these technologies, leading us into a future where AR becomes an integral part of our reality.

## [Continent] AR market potential

### Growth Potential

[Continent] represents a fast-growing market with enormous untapped potential for business growth. However, the continent's potential is often underestimated, and there is a need for greater innovation and investment to meet the region's demand for goods, services, infrastructure, job creation, and poverty reduction. The popularity and adoption of Augmented Reality technologies can increase globally, offering significant opportunities to engage [Continent] audiences in new and exciting ways. The growth potential is also clearly present in the [Continent] AR Market as it is projected to experience substantial growth in the coming years. According to a report by [Company], the [Continent] AR market was valued at around £[ ] million in [ ], and it is expected to reach approximately £[ ].[ ]bn by [ ], with a compound annual growth rate (CAGR) of around [ ]% during the forecast period. For now, it seems that [Company] is poised to have the largest impact on [Continent] when it comes to AR. According to Analysis Group, a company hired by [Company] to perform AR related market research, indicates that the metaverse will pump an additional £[ ]bn into [Continent]'s gross domestic product (GDP) in a decade's time. There is one major caveat though according to the report: the need for metaverse growth and adoption to be similar to that of mobile technology. If the metaverse were to be adopted and grow in a similar way as mobile technology, then we would expect it to be associated with a [ ].[ ]% contribution to global GDP after [ ] years. The research does show a couple of hurdles that need to be overcome.

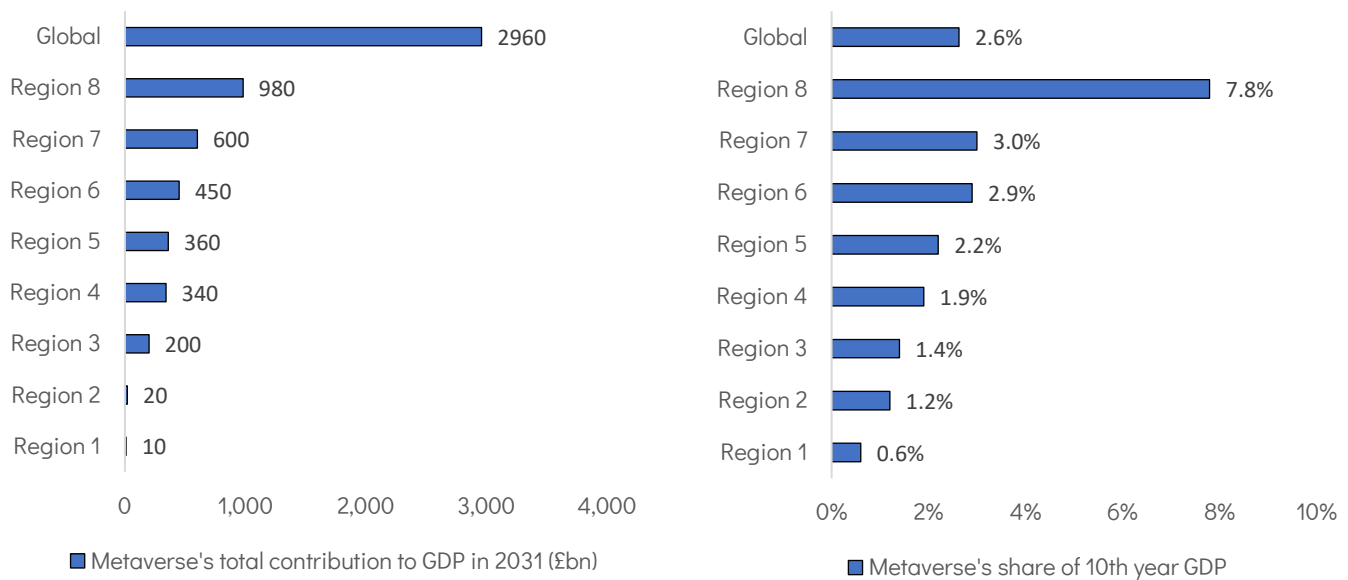


Figure 5: Metaverse's potential impact (source: removed)

## AR History in [Continent]

Although the AR market in [Continent] might be small compared to other parts of the world, the continent is no stranger to the sector. In the [Continent] AR Report, which was published in [ ], different countries have contributed to the foundation of the sector. Figure [ ] shows the timeline since [ ] and what steps have been taken since then.

Figure [Removed]: Important events in the [Continent] AR world (source: removed)

As Figure [ ] shows, the AR community in [Continent] has taken steps to activate and inspire people from the continent to focus on this sector as the AR movement can provide benefits to many countries in various sectors. ABC Foundation aims to further propel the level of engagement by bringing attention to [Continent] from other parts of the world, starting with the [Country]. By linking the AR community in the [Country] with the upcoming AR community in [Continent] through most probably AR itself, ABC Foundation aims to spark much more interest amongst AR professionals across [Continent].

## AR Community in [Continent]

The [Continent] AR Report provides in-depth insights into the [Continent] AR community. Based on the comprehensive report, it becomes clear that the [Continent] AR community is relatively small, but the engagement is present, and it is increasing. Based on the survey in the [Continent] AR Report there are some countries showing strong levels of engagement. For example, with a [ ]% response rate, [Country] shows the highest level of engagement, with a significant percentage of respondents indicating interest or involvement in AR-related activities. [Country] is followed by [Continent], which has [ ]%. [Continent] closely follows [Country] in terms of engagement, with a substantial percentage of respondents showing interest in AR technologies. [Country] comes in third with [ ]% and [Country] ranks fourth with [ ]%. This does not mean that other countries did not show interest, it could be that the survey did not reach all the parties that it should have reached.

80% identifies as male

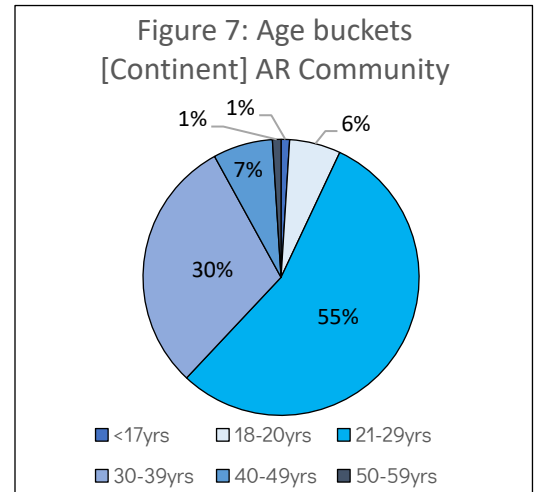


20% identifies as female

When we look at the community in term of gender and age, we see that the community is skewed towards people who identify as male, who make up about [ ]% of the community. AR [Continent] expects this number to decrease as infrastructural, technical, and cultural barriers to these technologies are addressed. With only [ ]% of the respondents identifying as women, the percentage closely resembles women' s

participation rates ([ ]%) in continent-wide AR events like the [ ] AR/VR [Continent] Hackathon. This proves that the AR community is falling behind the [ ]% rate of women in tech in [Continent]. In short, the ABC Foundation has a lot of room to achieve one of its goals, involving all genders in the community.

When it comes to age, the [ ]-[ ]-year-old bucket is leading, as [ ]% of the AR community falls within this age bracket. This is closely followed by the [ ]-[ ]-year-old category. In short, it is clear that the younger generation is taking on the AR technology, and it is essential for the ABC Foundation to establish a link with this community as they can further spread the word on ABC's goals, while benefitting from the foundation's infrastructure and setup. For example, sharing knowledge with [ ] universities or other [ ] AR related organizations will open a new world of experience and knowledge to the [Continent] AR Community.



The AR [Continent] report further notes that the AR Community in [Continent] is strongly represented by

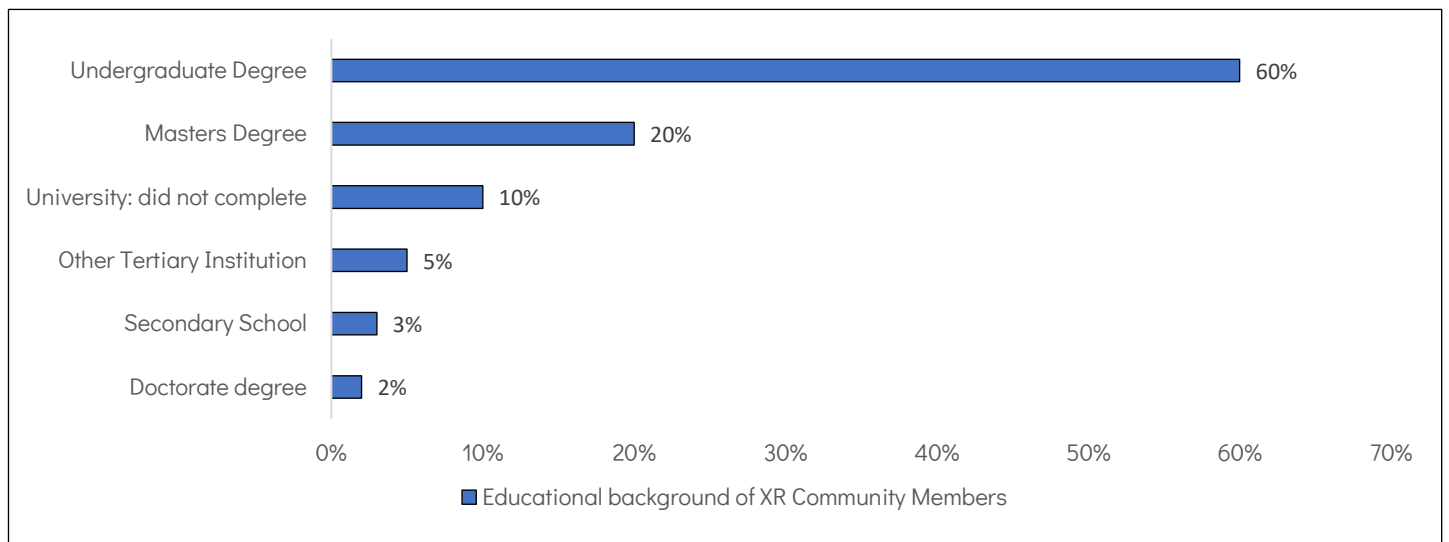


Figure 8: Educational background (Source: Removed)

individuals who have a university degree. Given the complexity of the technology, this trend is not strange, but it might form a barrier for others to participate. The ABC Foundation is therefore keen to engage with people who might not have a higher educational degree but have genuine interest in AR as the foundation envisages a situation where on the one hand, there is a thriving AR community in [Continent] with startups producing innovative solutions and on the other hand, there is acceptance and usage of these technologies by the wider population.



## Challenges faced by [Continent] AR community

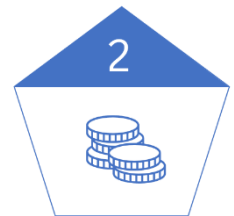
The AR community in [Continent] faces several challenges that can impact its growth and development. Addressing these challenges requires collaborative efforts between various stakeholders, including government institutions, industry players, educational institutions, and international organizations. By addressing issues such as access to software and hardware, funding opportunities, skills development, market education, infrastructure development, and talent cultivation, the [Continent] AR community can overcome these challenges and unlock the vast potential of AR technologies in the continent.

Here are some key challenges that the AR community encounters:



**Limited Access to Software and Hardware:** Access to AR software and hardware can be a significant hurdle for the [Continent] AR community. High costs, limited availability, and distribution challenges make it difficult for AR practitioners and enthusiasts to obtain the necessary tools and technologies. This limitation restricts the ability to experiment, develop, and deploy AR solutions effectively.

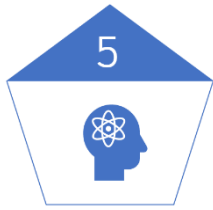
**Access to Funding:** Securing adequate funding for AR projects and initiatives remains a challenge in [Continent]. The lack of venture capital and investment opportunities specific to AR, combined with limited access to grants and funding programs, hampers the growth of AR startups and entrepreneurial ventures. Without sufficient financial resources, it becomes challenging to develop and scale AR technologies.



**Poor Market Familiarity with the Technology:** AR technologies, such as virtual reality (VR) and augmented reality (AR), are still relatively new and unfamiliar to many markets in [Continent]. The lack of awareness and understanding of the potential applications and benefits of AR can hinder market adoption. Educating businesses, industries, and the general public about AR's capabilities and value proposition is essential for fostering demand and creating opportunities within the local market.

**Lack of Human Resources:** Building a strong ecosystem for AR development requires a pool of talented professionals, including developers, designers, content creators, and researchers. However, the scarcity of skilled human resources in AR limits the ability to innovate and create compelling AR experiences. Developing programs to attract and retain talent, fostering collaborations between academia and industry, and nurturing local talent through mentorship and training are vital to address this challenge.





**Skills Gap:** There is a shortage of skilled professionals with expertise in AR technologies in [Continent]. The AR field requires a combination of technical skills, creative abilities, and domain-specific knowledge. However, the availability of specialized training programs, academic courses, and AR-focused educational institutions is limited. Bridging the skills gap through training, workshops, and educational initiatives is crucial to building a skilled workforce within the [Continent] AR community.

**Poor Infrastructure:** Inadequate technological infrastructure, such as limited internet connectivity, unreliable power supply, and insufficient computing resources, can impede the effective utilization of AR technologies. AR experiences often require robust network connectivity, high-performance computing devices, and adequate power supply. The lack of reliable infrastructure can pose significant challenges for AR deployment and usage, particularly in remote areas or regions with underdeveloped infrastructure.



## How the ABC Foundation can help in overcoming these challenges

The challenges are exactly the reason for bringing the ABC Foundation to life. Given its roots in the [Country], combined with a founder who has a strong network in [Continent], the foundation is perfectly positioned to support the [Continent] AR Community to overcome these challenges.

	Challenge	How the ABC Foundation will help
[ ]	Limited Access to Software and Hardware:	Collaborate with technology providers, manufacturers, and AR industry partners to establish partnerships and distribution networks in [Continent]. By leveraging its connections and expertise in the [Country], ABC can help facilitate the availability of affordable and accessible AR software and hardware solutions within the [Continent] market. When the foundation becomes more mature, company from all over the world should enter the [Continent] market and the competition should lead to lower prices, making hardware and software purchases easier
[ ]	Access to Funding:	ABC can play a crucial role in connecting the [Continent] AR community with potential sources of funding. They can establish partnerships with venture capital firms, angel investors, and organizations that focus on supporting AR initiatives. [Continent] would generally be too far to reach without well-established and trusted connections. This is exactly what ABC will be able to provide. In addition, ABC can provide guidance,

		mentorship, and resources to help [Continent] AR startups and entrepreneurs navigate the funding landscape, prepare pitches, and access funding opportunities both locally and internationally
[ ]	Poor Market Familiarity with the Technology	Through its main event, ABC will organize AR conferences, exhibitions, and public demonstrations that will showcase the potential applications and benefits of AR. By collaborating with local organizations, ABC can provide educational materials, case studies, and resources tailored to specific industries and sectors, effectively demonstrating the value of AR in solving real-world challenges.
[ ]	Lack of Human Resources	ABC can facilitate knowledge exchange programs, internships, and collaborations between [Continent] AR professionals and international experts
[ ]	Skills Gap	Through [ ] universities, ABC can link experts and training providers to develop AR-focused training programs and workshops. By organizing skill development initiatives as runup events, ABC can help bridge the skills gap by providing hands-on training, mentorship, and access to resources.
[ ]	Poor Infrastructure	This challenge requires a long-term solution whereby the local government should see the added value of Internet for the community. For this challenge, ABC could involve initiatives such as supporting the expansion of reliable internet connectivity, promoting the use of AR technologies that can operate in low-resource settings.

## Region specific overview - [Country]

[Country] offers favorable market trends for doing business in [Continent]. The country possesses abundant agricultural and natural resources, and its governments have implemented comprehensive industrialization plans to add value to these resources. [Country]'s export position has strengthened, driven by strong performance in key commodities.

With a population of [ ] million, is a fast-growing, digitally connected country. The country's developing healthcare system, tourism sector, and infrastructure, including ports and transportation, present opportunities for many companies. As the host of the [Company], [Country] is at the forefront of [Continent]'s regional integration. [City], the capital city, and [City] are major population centers and commercial hubs.

The international airport of [City] possesses direct flights from [Country], some big cities in [Country] like [City], [City], and [Country] city like [City], [Country] serves as an excellent gateway for business operations in [Continent]. Despite fiscal tightening, [Country] maintains strong medium and long-term growth prospects. The country boasts a vibrant media landscape and a diverse ethnic population, with English as the official language. Peaceful transitions of government have been a hallmark of [Country]'s political stability for decades.

Kickstarting the ABC event in [City] has a significant market opportunity in [Country], a country with a fast-growing, young, and digitally connected population. The strong personal and business ties to the [Country], [Country], and [Country] along with a high affinity for brands and technology, create a favorable environment for the ABC event. [Country]'s digital, financial services, education, and franchising sectors are experiencing rapid growth, indicating a growing demand for [ ] technologies like AR. Additionally, the developing healthcare system, tourism sector, and infrastructure projects present opportunities for ABC to contribute with AR solutions. As the host to the [Company], [Country] holds a pivotal position in [Continent]'s regional integration. By establishing a presence in [Country], The ABC can leverage this strategic location to expand its business strategy throughout the [Continent] continent. [City], the capital city of [Country], and [City], a significant commercial center, provide vibrant urban environments where the event can showcase the new AR technologies and engage with a large population. The presence of international flights and established transportation services like Uber make it convenient for visitors and participants to attend the ABC event. The media landscape in [Country] is dynamic, with numerous radio stations, television operators, and print publications. This presents opportunities for the event to leverage local media channels and social media platforms to raise awareness about AR experiences. The rich diversity of ethnic groups in [Country] provides a unique cultural backdrop for the ABC experiences.

## End Markets

The opportunities for AR applications are endless. To demonstrate the applicability of this technology, we have listed a number of sectors that are most likely to benefit:

Figure 9: Removed

- **Media and Advertising:** AR allows these companies to build more [ ], engaging content, and deeper emotional connections with their audience, enhancing the effectiveness of the marketing
- **Entertainment:** As mentioned in the research conducted by Precedence Research, AR will have a significant impact on this sector. Fans can virtually watch live sports from their preferred perspectives, and even "sit" in their favorite stadiums.
- **Gaming Industry:** AR has opened new horizons in the gaming world, with [ ]% of game developers, as reported by Conference [ ], actively developing games for VR headsets

- Automotive Industry: Automotive companies are leveraging AR to enhance in-vehicle experiences, offering interactive and passive content that responds to the riders and the car's motion.
- Retail: companies are expected to offer virtual shopping experiences, where customers can explore products and make informed purchasing decisions without visiting physical stores
- Healthcare: AR allows for training and medical interventions to be tested in an environment where patients cannot be harmed. For patients, VR can be used for pain distraction and therapy
- Manufacturing: With AR, workers can access real-time instructions, visual aids, and safety information.
- Education: VR can transport students to virtual environments, historical sites, or scientific simulations, enhancing understanding and engagement
- Aerospace and Defense: AR can be used for aircraft maintenance, providing technicians with real-time instructions and visual aids, reducing errors, and improving efficiency. VR can further simulate complex flight scenarios for pilot training, enhancing situational awareness.
- Real Estate: AR can offers virtual property tours, allowing potential buyers to explore properties remotely

## SWOT Analysis

A SWOT analysis is included to assess the strengths, weaknesses, opportunities, and threats for the ABC Foundation. It helps identify areas of advantage, areas needing improvement, potential growth opportunities, and external risks. By conducting a SWOT analysis, ABC intends to make informed decisions, leverage its strengths, address weaknesses, exploit opportunities, and mitigate threats to achieve its objectives.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Unique ER-focused conference theme attracts niche audience and renowned industry speakers ([Company], [Company],[Company]).</li> <li>- Opportunity to establish long-term partnerships with tech companies, universities, and institutions, introducing [Continent] as an investment destination.</li> <li>- [Continent]'s growing tech scene and appetite for innovation make it an ideal location for an ER-focused conference, with substantial investment in the [Continent] tech startup ecosystem.</li> </ul>	<ul style="list-style-type: none"> <li>- Infrastructure and connectivity issues may arise in certain [Continent] locations, <u>but can be managed by selecting reputable hotels and venues.</u></li> <li>- Participants unfamiliar with the [Continent] market may face cultural and business nuances, <u>which can be addressed by providing comprehensive information and support.</u></li> <li>- Hosting an international conference can be costly, particularly with foreign speakers and attendees. <u>Effective budget planning and seeking sponsorships can help overcome financial limitations.</u></li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Collaborating with [Continent] universities and tech institutions could foster mutually beneficial relationships and enrich the conference content.</li> <li>- Some governments in [Continent] are supporting initiatives that promote technology advancement and could provide support or incentives.</li> <li>- Providing training and capacity-building opportunities in [ ] technologies can be an additional selling point for the conference.</li> </ul>	<ul style="list-style-type: none"> <li>- Certain regions in [Continent] may face political instability which could risk the successful execution of the event.</li> <li>- Depending on the timing and location of the conference, health risks such as malaria or ongoing pandemics could deter attendance.</li> <li>- Other tech events or conferences being held around the same time could potentially divide the target audience.</li> </ul>

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# Execution

## Company Structure

[Person A] leads the ABC Foundation, a non-profit organization committed to empowering [Continent] through [ ] technologies. Together, they possess the ideal qualifications and unwavering dedication to spearheading this transformative initiative.

Recognized for his ability to identify niche markets and educate small and medium-sized enterprises, he quickly earned accolades from management.

Expanding their horizons, [Person A] immersed himself in AR technology, conducting extensive market research and forging valuable industry connections.

What distinguishes [Person A] is his exceptional talent for establishing relationships and forging connections. His expertise in partnership management and consultancy has fostered strong bonds with stakeholders, garnering support from local communities, industry leaders, and technology enthusiasts.

Motivated by his shared commitment to change and innovation, the team envisions the ABC Foundation as a platform for [Continent]'s active participation in AR-related innovations. Their primary objectives include amplifying [Continent] voices, enhancing the public and private sectors, promoting inclusivity and diversity, and ensuring equal opportunities for all.

With [Person A]'s combined industry knowledge, leadership skills, and dedication to the [Continent] business community, [Person A] and his team are well-equipped to lead the ABC Foundation. Their unique qualifications and experiences position them as visionary leaders guiding the organization towards its goals.

Under their guidance, the ABC Foundation will foster innovation, knowledge sharing, and global collaboration. Through their strategic vision and unwavering dedication, they will create an inclusive platform unlocking AR technology's potential, stimulating economic growth, and solidifying [Continent]'s position in the global AR industry.

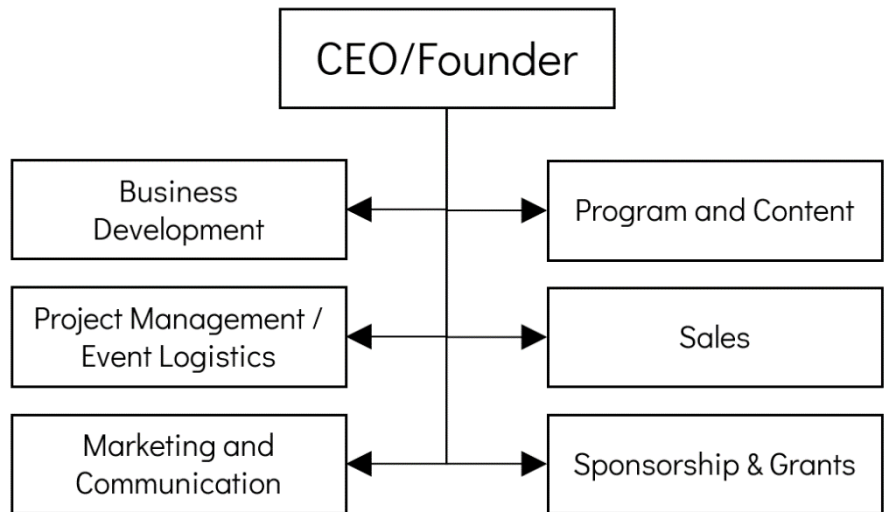


Figure 10: Envisaged Organizational Structure

In summary, [Person A] leads the ABC Foundation with a shared commitment to empowering [Continent] through [ ] technologies. His combined talents, collaborative efforts, and passion for driving change make a visionary leader poised to make a lasting impact. Together with his team, they form a strong foundation for success, ensuring the ABC Foundation achieves its objectives and creates meaningful change in the AR industry.

## Company Goals

- **Enhancing Quality of Life:** Our primary objective is to leverage AR technology to create meaningful experiences that enhance the quality of life for individuals, businesses, and communities. By pushing the boundaries of AR innovation, we strive to unlock new possibilities and deliver [ ] experiences that leave a lasting impact.
- **Customer-Centric Approach:** We prioritize our customers, valuing their needs and expectations above all else. By putting our customers first, we ensure that our solutions are tailored to their requirements and deliver maximum value. We constantly seek feedback and actively engage with our customers to refine our offerings and exceed their expectations.
- **Integrity, Professionalism, and Excellence:** We operate with unwavering integrity, professionalism, and a commitment to excellence. Our team upholds the highest standards in all aspects of our work, ensuring transparency, accountability, and ethical conduct. Through meticulous attention to detail and a relentless pursuit of excellence, we deliver exceptional results.

## Additional goals: Environmental Responsibility

Climate Change and Carbon the foundation aims to engage with carbon footprint measures for the sustainability of the event. The foundation will invite attendees to implement sustainable practices to add significant value to our brand and appeal to a modern, environmentally conscious audience.

Green Energy: With an exclusive mandate to power our electricity needs with green power purchase agreements (PPAs) and choosing hotels with LEED certification.

- Promoting the use of shared transportation: such as shuttle vans to commute multiple guests to and from airports and to event venues.
- Responsible catering and waste management: Choosing caterers that are responsibly sourcing food and serving in reusable dishes and avoiding single-use plastic. Further, having a proper recycling program with recycling bins and providing options for composting food waste
- Carbon offsetting: Another creative way to offset emissions is to calculate carbon footprint of our event (using online tools and consultants) and aim to invest any profits from the event in offsetting projects such as partnering with Nature Conservancy in projects such as Forest Restoration and Forest Protection.



## Runup Events:

To build anticipation and maximize awareness leading up to the main event sometime in Q[ ] [ ], ABC Foundation will organize a series of runup events. These events will serve as precursors, setting the stage for the [ ] AR experience that ABC-AR will offer.

### 1. Seminars (Online and In-person):

The foundation will conduct a series of seminars both online and in-person. Online seminars will be accessible to a global audience, while in-person seminars can be hosted in the [Country] or [Continent]. These seminars will cover various aspects of AR technologies, including industry trends, technical developments, ethical considerations, and business opportunities. Renowned experts and industry professionals will be invited to share their expertise and insights, providing valuable knowledge and fostering dialogue among participants.

### 2. Connection Projects between [Country] and [Continent]:

ABC-AR Foundation aims to facilitate collaboration between [Country] and [Continent] AR enthusiasts and professionals. To achieve this, the foundation will attract university students specializing in AR technologies to provide information and share their knowledge with their [Continent] peers. These connection projects will include workshops, mentorship programs, and joint research initiatives, creating cross-cultural partnerships and leveraging the expertise from both regions.

### 3. Other Ideas for Building Awareness and Attracting Attention:

In addition to seminars and connection projects, ABC-AR Foundation welcomes other innovative ideas to build awareness and attract attention. This may involve hosting AR-themed competitions, hackathons, or community outreach programs in [Continent] and [Country]. These initiatives will generate excitement, broaden participation, and create a vibrant ecosystem of AR.

## Main Event

A. Event Name: ABC ([ ] Technology)

B. Date and Location: Q[ ] [ ], [City], [Country]

C. Event Organizer: ABC Foundation

## Description of Activities:

### [ ]. Trade Show:

The centerpiece of ABC will be a comprehensive trade show, showcasing the latest AR technologies, products, and solutions. This exhibition will bring together international and local companies, startups, and

innovators in the AR industry, providing them with a platform to demonstrate their cutting-edge AR applications, hardware, software, and services.

**[ ]. Conferences on Specific Topics and Trends:**

ABC will feature a series of conferences focusing on various topics and trends within the AR industry. Renowned experts thought leaders and practitioners will deliver keynote speeches, panel discussions, and interactive sessions to explore the current landscape, future advancements, and the societal impact of AR technologies. Topics may include AR in healthcare, education, entertainment, architecture, gaming, and more. These conferences will provide valuable insights and foster knowledge exchange among attendees.

**[ ]. Open Area for Local Community Engagement:**

ABC recognizes the importance of engaging the local community and fostering inclusivity. Therefore, the event will feature an open area where individuals of all ages, including adults and children, can immerse themselves in AR experiences. This area will offer interactive demos, hands-on workshops, and collaborative activities, allowing participants to explore the potential of AR technologies firsthand. The aim is to inspire and educate the local community, nurturing interest, and curiosity about AR possibilities and fostering a spirit of innovation.

We're planning to contract hotels close to the airport as our main venue for the festival and highlight the duality of this initiative. Firstly, making it convenient for visitors from other countries accessible and secondly minimizing the carbon emissions from the travel required to any other location in the city.

**[ ]. ABC Awards:**

As part of the comprehensive ABC event, we have envisioned a prestigious ceremony, called ABC Awards, that will recognize and celebrate outstanding achievements in the field of AR and AI. The ABC Awards will serve as a platform to honor trailblazing projects and remarkable individuals who have made significant contributions to the AR landscape. Bringing together industry leaders, innovators, and creative minds, the ABC Awards will be a night of celebration and recognition. It will provide a distinguished platform to showcase the finest [ ] experiences, cutting-edge technologies, and impactful content. The event aims to go beyond the boundaries of traditional award shows by offering exclusive world premieres, [ ] AR solutions, and an unparalleled event experience.



To ensure a fair and unbiased evaluation process, an expert judging panel comprising industry leaders and influencers will carefully curate the ABC Awards. The jury, consisting of seven individuals, represents a diverse range of expertise and perspectives:

- Three judges will be selected from [Continent] countries, bringing regional insights and an understanding of the [Continent] AR landscape
- One judge will represent [Country], contributing their knowledge and experience from one of the leading and globally most important AR markets
- One from [Continent] will provide valuable insights into the AR industry's trends within the region
- One judge from [Continent] will bring a unique perspective on AR adoption in that region
- Lastly, one judge from [Continent] will contribute their expertise, showcasing the AR developments and opportunities in the [Continent] market.

Their expertise and discernment will ensure broader participation from start-ups and entrepreneurs in [Country], [Country], and [Country]. The ABC Awards aspire to become a prestigious event in [Continent], connecting winners and participants with decision-makers in the AR/AI industry. This invaluable networking opportunity will showcase the transformative power and potential of [ ] technologies and artificial intelligence. Moreover, it will contribute to the growth and development of winning start-ups, while providing well-deserved recognition and appreciation for their exceptional accomplishments.

Figure 11: Removed

## Competition

There already exists a few competitors that work along similar lines of business i.e., hosting conferences and exhibitions in this domain of AR. Below is a side-by-side comparison of competitors that we recognize to have an overlapping market for audience and will compete for same budget of companies wanting to showcase their technology.

	Peer 1	Peer 2	Peer 3	Peer 4	Peer 5
Target Geography	Region 1	Region 2	Region 3	Region 4	Region 5
Events hosted	Expositions, Competitions, Award Ceremonies, Welcome and After-Party	Expositions, Competitions, Award Ceremonies, Welcome and After-Party	Expositions, Competitions, Award Ceremonies, Welcome and After-Party	Expositions, Competitions, Award Ceremonies, Welcome and After-Party	Expositions, Competitions, Award Ceremonies, Welcome and After-Party
Economics	Sponsors	Sponsors	Sponsors	Sponsors	Sponsors

Most of the events held are typically [ ]-[ ] days with the majority of the exhibitors coming from the country where the event is hosted. While that is logistically great for the companies but can fail to showcase the

true capabilities of [ ] technologies in the rest of the world. With the idea of ABC-AR, our aim is to execute an event that integrates the western innovation with the [Continent] audience in a meaningful manner. Prices amongst the known data points of the organizations are similar with a range of offerings for exhibitors and sponsors. So, differentiation here is likely not possible as it looks like an established market price.

## Event Differentiation

One of the key aspects that sets ABC-AR apart from the competition is its strong focus on environmental responsibility. In contrast to other conferences in the industry, ABC-AR recognizes the importance of incorporating sustainable practices into its event. By adopting green energy solutions, promoting shared transportation, practicing responsible catering and waste management, and engaging in carbon offsetting initiatives, ABC-AR demonstrates its commitment to minimizing its environmental footprint and appealing to a modern, eco-conscious audience. As part of its commitment to sustainability, ABC-AR intends to optimize the location of the main event, strategically choosing a venue near the airport. This deliberate decision aims to minimize the carbon footprint associated with participants' travel, specifically addressing the environmental impact of longer journeys.

Another area of differentiation lies in the event's emphasis on diversity and inclusion. Recognizing the need to amplify diverse voices in the AR field, ABC-AR strives to achieve a balanced representation of genders among its speakers and panelists. Additionally, the event hosts workshops and sessions specifically dedicated to supporting women in AR, offering mentorship opportunities, and discussing strategies to overcome challenges. ABC-AR also provides student discounts, organizes innovation challenges, and facilitates internship/job fairs, fostering engagement and opportunities for students and young professionals in the AR industry. Through these initiatives, ABC-AR aims to attract strong speakers, demonstrating its ability to gather influential industry figures who recognize the event's commitment to sustainability and diversity. By actively reaching out to geographical areas that are typically overlooked and fostering partnerships with various organizations, including those from [ ], and beyond, ABC-AR seeks to broaden its reach and promote cross-cultural collaboration. This approach not only enhances the event's credibility and appeal but also encourages diverse parties to come together, exchange ideas, and compete in the [Continent] market. Furthermore, ABC-AR aims to build awareness and unite various stakeholders in the AR industry. By showcasing the contributions and capabilities of different parties, the event aims to highlight the collective potential of [ ] technologies. This collaborative approach fosters innovation, facilitates meaningful partnerships, and creates a dynamic platform for business networking and growth.

Overall, ABC-AR stands out in the industry through its strong commitment to environmental responsibility, diversity, and inclusion. By incorporating these principles into its event strategy, ABC-AR creates a unique and impactful experience that attracts influential speakers, fosters cross-cultural collaborations, and drives innovation in the [Continent] AR landscape.

## Marketing strategies and Sales

### Promotion

For this section, we will first provide a high-level overview of our marketing and sales strategy, the target customers which is aimed at achieving three key objectives:

- (i) Creating Awareness in both [Country] and [Continent]
- (ii) Generating Buzz for the Run-Up Events
- (iii) Selling Booth Spaces and Tickets for the Main Event

### Marketing:

ABC-AR leverages a comprehensive AR platform that serves as a gateway for market entry, offering a wide range of opportunities for participants. This includes AR consulting, user base expansion for brands, and new AR content creation. By adopting a holistic approach, ABC caters to the diverse needs of individuals and businesses in the AR industry, providing end-to-end solutions. The event's focus on education and advocacy sets it apart, as it offers educational programs, workshops, and resources to promote the use of AR technology. This emphasis on knowledge sharing and skill development contributes to the growth and understanding of AR technology.

### Sales:

ABC benefits from a strong network and partnerships, leveraging the extensive experience and connections of its founder and personnel. These established relationships within the industry enable ABC to collaborate with key stakeholders, including AR industry players, businesses, and organizations. By fostering these partnerships, ABC creates meaningful opportunities that drive growth in the AR ecosystem. To generate more interest and participation, ABC organizes micro events leading up to the main event. These micro events, such as workshops and trainings, serve as platforms to engage directly with AR creators in [Continent], fostering a sense of community and attracting a wider audience. By combining marketing efforts and strategic sales approaches, ABC ensures a comprehensive approach to promoting the event and driving participation.

**Customer Analysis:**

**Corporate partners:** The ABC primarily targets mainly AR industry players. This includes AR technology developers, AR content creators, AR equipment manufacturers, and other professionals and companies involved in the AR industry. Examples include: [ ].

**Target Customers:** ABC caters to businesses and organizations across various sectors, such as healthcare, education, entertainment, marketing, and more. These entities are interested in exploring the applications and benefits of AR technology for their respective industries.

**General Public:** ABC also targets the general public, aiming to increase awareness and understanding of AR technology. This includes individuals who are curious about AR and want to experience [ ] and interactive AR content.

**Customer Needs and Preferences:** The ABC recognizes the following customer needs and preferences:

- a. Innovation and Cutting-edge Technology: Customers in the AR industry seek opportunities to explore the latest advancements in AR technology and stay ahead of the curve.
- b. Networking and Collaboration: AR industry players seek platforms where they can connect with like-minded professionals, potential partners, and investors to foster growth and collaboration within the AR ecosystem.
- c. Education and Knowledge Sharing: Customers appreciate events, workshops, and consulting services that provide insights, best practices on implementing AR solutions effectively.
- d. Diversity and Inclusion: Customers value inclusivity and diversity in the AR industry. They appreciate initiatives that promote gender equity, accessibility, and representation in AR events, content creation, and community building.
- e. Quality and Professionalism: Customers expect high-quality services and experience from ABC AR. They appreciate well-planned events, reliable equipment rental, expert consulting advice, and engaging AR content that meets their specific requirements.
- f. Customer Behavior and Decision-Making: Customers in the AR industry and related sectors exhibit the following behaviors and decision-making factors:

Promotion plays a critical role in the success of the foundation and promoting the message, runup events and main event should start as soon as possible. The ABC Foundation aims to deploy a two-phased approach when it comes to promotion.

## Two-phased promotion approach:

Figure 12: Two-phased promotion approach removed

### Phase [ ]:

#### Getting Value-Add Stakeholders like Universities from [Country] on board by:

- **Organising Workshops and Seminars:** get into partnership with renowned universities from the [Country] and organise events that focus on sharing knowledge, discussing emerging trends, and highlighting the potential of AR technologies. Involve professors, researchers, and students from both [Continent] and [ ] universities to foster cross-cultural exchange and learning.
- **Guest Lectures and Keynote Speakers:** nothing can be more inspiring than a true AR enthusiast who is eager to share their knowledge with fellow enthusiasts across the world. ABC will invite professors from universities to deliver guest lectures during the run-up events.
- **Research Collaborations:** although this initiative might take longer to set up due to the bureaucratic setup of universities, it will be very effective as it will provide [Continent] universities a world stage in a prestigious environment. ABC aims to encourage joint research projects, knowledge sharing, and academic partnerships.

#### Getting Buy-In from [Continent] AR Community:

- **Community Involvement:** ABC will actively engage with the [Continent] AR community through online platforms, social media groups, and dedicated forums. We will seek their input, feedback, and encourage community members to share their AR projects, creating a sense of recognition
- **AR Community Ambassadors:** ABC intends to recruit influential individuals within the [Continent] AR community as ambassadors. These ambassadors can leverage their networks and social media presence to spread the word and encourage participation.

### Phase [ ]:

#### Promote runup events using the help from stakeholders and [Continent] AR Community

- **Call for Participation:** reaching out to the community in a timely fashion and keeping them engaged is an absolute must for ABC. We intent to invite the [Continent] AR community to present their AR projects, research findings, or innovative ideas during the run-up events
- **Online Challenges or Contests:** for students, ABC will organize online challenges or contests related to AR technology, encouraging the [Continent] AR community to participate. This could include AR app development contests, design challenges, or virtual reality storytelling competitions. Promoting these challenges through social media channels, online communities, and industry networks will put the contents winners in the spotlight, which should help in attracting more interest.

### Promote main event by deploying various marketing tools:

- Website and SEO: A well-designed and SEO-optimized event website will serve as the primary source of information about the event. It will feature updates, speaker profiles, event schedule, and online registration.
- Social Media: Platforms like LinkedIn, Twitter, Instagram, and Facebook will be utilized to generate buzz around the festival. Content will include festival updates, behind-the-scenes sneak peeks, speaker spotlights, and sponsor highlights.
- Email Marketing: Regular newsletter updates will be sent to subscribers with key event information, reminders, and exclusive content to keep potential attendees engaged and informed.
- Efforts will be made to secure coverage in relevant media outlets. Press releases will be issued at key milestones in the run-up to the festival
- The promotional strategy will also incorporate the influence and reach of sponsors and partners. Co-marketing initiatives, such as featuring sponsors in promotional content and utilizing partners' communication channels, will enhance the festival's visibility.
- While digital channels will take the lead in the promotional activities, traditional marketing channels like local radio stations, print media, or outdoor advertising in key locations could also be used, budget permitting.

## Place

Based on our preliminary research, the tentative location for the Augmented Realities (AR) conference would be the [place] in [City], [Country]. Being the capital city, [City] is well-connected, both domestically and internationally, making it a suitable destination for participants coming from various parts of the world. The hotel's proximity to [Airport] significantly reduces travel time, offering convenience to attendees and, at the same time, aligning with our commitment to minimizing carbon emissions. From a functional standpoint, the [Hotel] is an ideal venue for hosting the AR conference due to its excellent digital and physical infrastructure. The hotel is equipped with high-speed internet and modern audio-visual technology in its conference rooms. This will support the interactive nature of the event, ensuring a seamless and [ ] experience during workshops, presentations, and exhibitions related to AR technologies. Additionally, the [Hotel]'s initiatives towards sustainable operation align with our objectives to host an event with minimized environmental impact. By selecting a venue that is conscious of its water and energy usage and waste reduction, we're taking practical steps towards our environmental, social, and governance (ESG) goals. Overall, the choice of [Hotel] in [City] not only meets

Figure 11: Removed

our requirements for hosting a tech-oriented conference but also supports our objectives of minimizing environmental impact and contributing positively to the local economy. This choice of venue, therefore,



aligns with both our operational needs and our broader business values. Although ABC has set its eyes on the [Hotel], there are several alternatives:

Top venues	Stars	Distance to airport (km)	Travel time by car (min)
Venue 1	[ ]	[ ]	[ ]
Venue 2	[ ]	[ ]	[ ]
Venue 3	[ ]	[ ]	[ ]
Venue 4	[ ]	[ ]	[ ]
Venue 5	[ ]	[ ]	[ ]
Venue 6	[ ]	[ ]	[ ]

## Personnel

The success of the ABC hinges on a skilled, well-coordinated team working across various critical domains – Production, Sponsorships and Partnerships, and Marketing. Each of these teams will have distinct roles and responsibilities, and they will work in unison to ensure the smooth execution of the festival.

### [ ]. Business Development

- **Business Development Manager:** responsible for identifying new business opportunities, fostering relationships with key stakeholders, and expanding the reach of AR technologies in [Continent]. The primary focus of this role is establishing partnerships, attracting sponsors, and generating revenue streams.

### [ ]. Project Management / Event Logistics

The production team will be responsible for the nuts and bolts of the festival, including venue management, logistics, technical requirements, and coordination of the event schedule.

- **Event Production Manager:** This person oversees the entire production process. They'll liaise with the [Hotel] to ensure that all venue requirements are met and that the event complies with local regulations and the hotel's policies.
- **Technical Coordinator:** This role manages the technical requirements of the AR festival, such as setting up the VR/AR equipment, ensuring stable internet connectivity, and coordinating with tech vendors or partners.

- **Logistics Coordinator:** This person manages the physical logistics of the event, including transportation, accommodations, and catering, while keeping the environmental impact to a minimum.

#### [ ]. Program and Content

- **Program & Content Manager:** responsible for planning, development, and execution of ABC's programs and content initiatives. This person needs to reach out to the AR community and together with them decide on which AR experiences to include, coordinate event schedules, and presenters.
- **Producer:** responsible the entire production process, starting from developing the concept all the way up to execution, The Producer collaborates with the other ABC team members, but also with external partners to manage timelines, budgets and logistics.

#### [ ]. Sponsorships and Partnerships Team:

- **Sponsorship Manager:** This person identifies potential sponsors, develops tailored sponsorship packages, and ensures sponsors' satisfaction during and after the event.
- **Partnership Manager:** This role focuses on building and maintaining relationships with industry partners, academic institutions, and tech companies that can add value to the festival in various ways.

#### [ ]. Marketing and Communications Team:

- **Marketing Manager:** This person develops and oversees the implementation of the marketing strategy, including online and offline promotion of the festival.
- **Social Media Coordinator:** This role is responsible for engaging with the audience through social media channels, updating them with event news, and building excitement leading up to the event.
- **Public Relations Coordinator:** This person works on building relationships with media, ensuring press coverage for the festival, and managing any public relations issues.
- Each team should hold regular internal meetings and report to a central Event Director, who oversees the whole project and ensures inter-departmental coordination.

#### [ ]. Sales:

- **The Sales/Account Manager:** responsible for acquiring clients and maintaining client relationships. They need to reach out, have calls/meetings to first spark interest and once a client comes on board, they negotiate contracts.

## Price

There will be several components to pricing the event. These are noted as follows.

1. Tickets: They are the main source of revenue generation and need to be carefully analyzed to ensure maximum attendance. Based on some of the precedents and what the competitors are charging for similarly priced events. Below are some of the expected tiers that we can make that would offer different kinds of access. Our prices have been marked slightly lower than the competition.

Type of pass	Conferences	Trade Show	Roundtables	Open Area	Modelled Price
Day Pass					£ [ ]
Full Pass					£ [ ]
Trade Show Pass					£ [ ]

2. Sponsorships and Partnerships:

3. Exhibition booths:

### Small booth [ ]

- £ [ ]; discounted price
- [ ]m [ ] booth
- [ ] full passes for exhibiting team + Unlimited Trade Show pass invites
- Small Media package (Company name and logo in exhibitor list, logo on partner page in app & website)

### Small booth [ ]

- £ [ ], [ ]; discounted price
- [ ]m [ ] booth
- [ ] full passes for exhibiting team
- [ ] full pass to share with network + Unlimited Trade Show pass invites
- Small Media package (Company name and logo in exhibitor list, logo on partner page in app & website)

### Exhibitor type [ ] booth

- £ [ ], [ ]; discounted price

- [ ]m[ ] booth
- [ ] full passes for exhibiting team
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Exhibitor type [ ] booth

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# Financial

## Business Plan/Model

### Key Assumptions:

We have developed a detailed financial model that supports this Business Plan. The assumptions used are grounded in thorough research and a comprehensive analysis of the competitive landscape, specifically focusing on ticket pricing and sponsorships.

Figure 13: Key Inputs used in the Financial Model Removed

Our model considers various parameters, as outlined in the provided tables. We anticipate higher growth in [], gradually stabilizing as the business matures in later years. Staff costs are based on current market rates in [Continent] and [Country], with incremental increases as major events multiply (by a count of []).

The financial forecast and breakeven analysis that are presented in the next section will reveal the need for grants in the early years to ensure business sustainability. It is estimated that within three years, the business will stand on its own. The Financial Model also incorporates customary contingencies to accommodate potential cost overruns.

This comprehensive financial model provides a strong foundation for assessing the viability and potential of this venture. With strategic planning and execution, we are confident in achieving long-term success and break-even.

## Financial Forecast & Breakeven

The projected financial trends indicate a promising growth trajectory for the business. Firstly, the number of major events is set to increase from [ ] in [ ] to [ ] in [ ], demonstrating the business's expanding market presence. Secondly, sponsorships are expected to contribute over half of the total revenue, reflecting the company's ability to secure strong financial support.

In terms of revenue growth, the business is projected to experience a steady increase, with total revenues climbing from c.£[ ]k in [ ] to c.£[ ].[ ] million in [ ]. This upward trajectory signifies the company's ability to capture a larger audience and capitalize on the growing demand for [ ] experiences and AR technologies. On the cost side, total expenses are also expected to rise, from £[ ].[ ]m to £[ ].[ ] million, with staffing representing the largest cost component at £[ ]k. This highlights the significance of attracting and retaining skilled professionals to drive the business's success.

Additionally, contingencies, including [ ]% of total costs, have been factored into the financial projections to account for potential cost overruns and expenses related to micro events and workshops leading up to the main event.

Net income is initially negative at c.-£[ ]k in [ ] but gradually improves, reaching a positive value of c.£[ ]k in [ ]. By this time, the business is projected to have a healthy cash balance of c.£[ ]k, reducing its dependence on grants.

In conclusion, the company expects to rely on grants for the first three years before achieving self-reliance through a steady stream of cash flows. These financial trends demonstrate the business's potential for sustainable growth, effective financial management, and a gradual transition towards financial independence.

In £			
Financial Year	2023	2024	2025
<b># of Events (avg.)</b>	<b>5.0</b>	<b>10.0</b>	<b>15.0</b>
Total Visitor Revenue (EUR)	1,000,000	1,000,000	1,000,000
Total Exhibitor's Revenue (EUR)	1,000,000	1,000,000	1,000,000
Total Sponsorship Revenue (EUR)	1,000,000	1,000,000	1,000,000
Total Partnership Revenue (EUR)	1,000,000	1,000,000	1,000,000
<b>Total Revenue</b>	<b>4,000,000</b>	<b>4,000,000</b>	<b>4,000,000</b>
<i>growth %</i>		0%	0%
<b>Event Venue Rentals</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
<b>Marketing &amp; Promotion</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
<b>Staffing</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
<b>Technology Infrastructure</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
<b>Logistics</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
<b>Other Costs</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
Depreciation (monthly)	-	-	-
Administration costs	-	-	-
Insurance	-	-	-
Other Costs (Early Bird Prize)	-	-	-
<b>Total Costs</b>	<b>(3,000,000)</b>	<b>(3,000,000)</b>	<b>(3,000,000)</b>
<b>EBT</b>	<b>1,000,000</b>	<b>1,000,000</b>	<b>1,000,000</b>
<b>Taxes</b>	<b>(50,000)</b>	<b>(50,000)</b>	<b>(50,000)</b>
<b>Net Income</b>	<b>950,000</b>	<b>950,000</b>	<b>950,000</b>
<b>Cash Beginning of Period (incl. Grant)</b>	<b>-</b>	<b>1,950,000</b>	<b>3,150,000</b>
Grant Funding	1,000,000	250,000	150,000
Govt. Support	-	-	-
Cash Flow (adding back non cash items)	950,000	950,000	950,000
<b>Cash End of Period</b>	<b>1,950,000</b>	<b>3,150,000</b>	<b>4,250,000</b>

Figure 15: P&amp;L and Cash Balance Removed

## Envisaged Budget

The ABC Foundation has carefully planned its budget for the event, with total expenses amounting to c. £[ ],[ ]k. The revenue sources are expected to be a combination of generated revenues and grants. Approximately [ ]% of the projected revenue for [ ], which is around c.£[ ]k, will be generated through various activities, while the remaining funds will be obtained through grants.

Key expenses within the budget include event venue rentals, marketing and promotion costs, staffing expenses, technology infrastructure, talents and speakers' fees, logistics, and other essential costs such as administration, insurance, and contingencies. It is worth noting that staffing accounts for the largest portion of expenses, totaling approximately c.£[ ]k.

Furthermore, as the ABC Foundation grows and aims to organize two major events by [ ], the total expenses are projected to increase from approximately c.£[ ],[ ]k in [ ] to c.£[ ],[ ]k in [ ]. This reflects the Foundation's commitment to expanding its reach and impact within the AR and AI landscape.

By carefully managing costs and securing necessary funding, the ABC Foundation aims to achieve financial sustainability and ensure the event's success. The budget serves as a strategic tool to guide financial decision-making, aligning with the Foundation's vision to create a platform that showcases groundbreaking projects and individuals in the [ ] technology and artificial intelligence fields.

Through prudent financial planning and leveraging both generated revenues and grants, the ABC Foundation is poised to create an [ ] and impactful event that drives innovation and fosters collaboration within the industry.

Figure [Removed]: Sources and Uses