

# Business plan



Renovation of the business plan due to adapt the company to market changes

INVRsion

Client	Requirements	Approach	Result
<ul style="list-style-type: none"> <li>InVRsion is a high tech company operating in the tech market, specialized in virtual reality</li> <li>In particular, they realize ultra-realistic virtual solutions for Retail and CPG Industry</li> <li>Real-time and room-scale VR simulations to compare different merchandising options and save time</li> </ul>	<ul style="list-style-type: none"> <li>Our client wants a renovation of his business plan</li> <li>Previously a business plan had already been made for inversion, now the renovation is designed to adapt the business to market changes</li> <li>To achieve such renovation we have done a market analysis due to understanding the field and then we have revisited the business model of inVRsion</li> </ul>	<ul style="list-style-type: none"> <li>Preliminary analysis of the market, then the analysis of supply and demand with an extremely quantitative approach</li> <li>Creation of a pitch to attract investors</li> <li>Using our findings to improve the business model, in particular, formulating the revenue stream</li> <li>Three-year prospectus on the financial results</li> </ul>	<ul style="list-style-type: none"> <li>InVRsion was extremely satisfied with the work, in the last three years there have been already five collaboration between us and InVRsion</li> <li>The pitch was fundamental to attract investors (269.000 euro collected with the objective of 100.000 euro)</li> <li>Due to the renovation of the business plan InVRsion was able to catch many important clients</li> </ul>

