



# VRAPTURE

ANYWHERE, TOGETHER

# Meet Our Team



**Aastha  
Jajoo**

CEO  
Equity: 20%

Background in leadership and a passion for innovation in VR technology, well-suited to guide the company through its growth and development.



**Mruganksha  
Kudake**

COO  
Equity: 20%

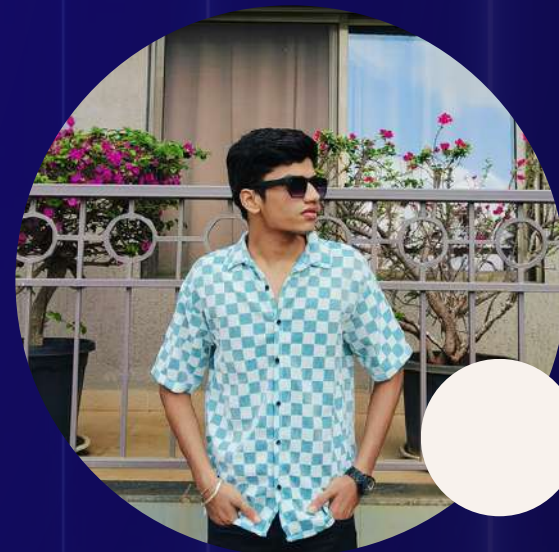
Experience in operations management and organizational skills are ideal for handling the complexities of running the company's internal operations.



**Aman  
Morghade**

CTO  
Equity: 20%

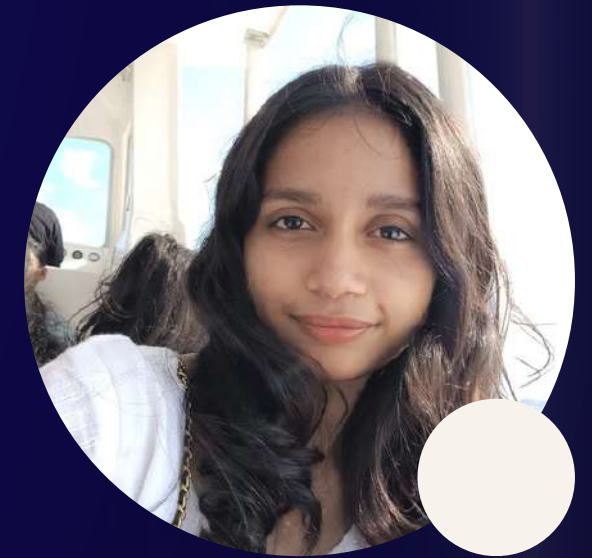
Expertise in technology and software development aligns perfectly to lead the technical aspects of the product.



**Arpit  
Mutha**

CFO  
Equity: 20%

Background in finance and accounting allow to manage the company's financial health and ensure sustainable growth.



**Akansha  
Patil**

CMO  
Equity: 20%

Experience in publicity and creative approach to brand building, ideal for increasing the company's visibility and market reach.



# Contact Details



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Email-Id:VRapture5@gmail.com  
Contact : 91 87670 20694

A stylized illustration of a person's face in profile, wearing a VR headset. The face is rendered in dark tones with vibrant purple and blue highlights. A large, futuristic eye graphic is positioned over the eye area, featuring concentric circles and a central lens. The background is a dark blue gradient with faint geometric patterns.

# THE PAIN POINT THAT OUR PRODUCT ADDRESSES

Customers often struggle with the inability to physically attend significant events due to geographic, health, or financial constraints. This results in a lack of engagement and emotional connection with events that are important to them, such as weddings, corporate events, or other personal and public gatherings.

Currently, people rely on traditional photography, videography, or live streaming, which are often static and lack the immersive experience that can truly connect them to the event.

Our VR service provides an immersive, 360-degree experience that makes remote attendees feel as if they are physically present. This technology allows for real-time interaction, customizable avatars, and a variety of engaging features like virtual games and live reactions, enhancing the overall experience compared to traditional methods.

# PRODUCT OVERVIEW

## **Immersive Experience:**

Creates a virtual environment for real-time exploration and interaction.

Provides a 360-degree experience, making attendees feel physically present at the event.

## **Customizable Avatars:**

Allows users to create and personalize avatars.

Enhances the sense of presence and individuality.

## **Real-Time Social Features:**

Includes live chat and real-time reactions.

Fosters a dynamic, interactive experience.

## **Accessibility and Inclusivity:**

Bridges the gap between physical and virtual presence.

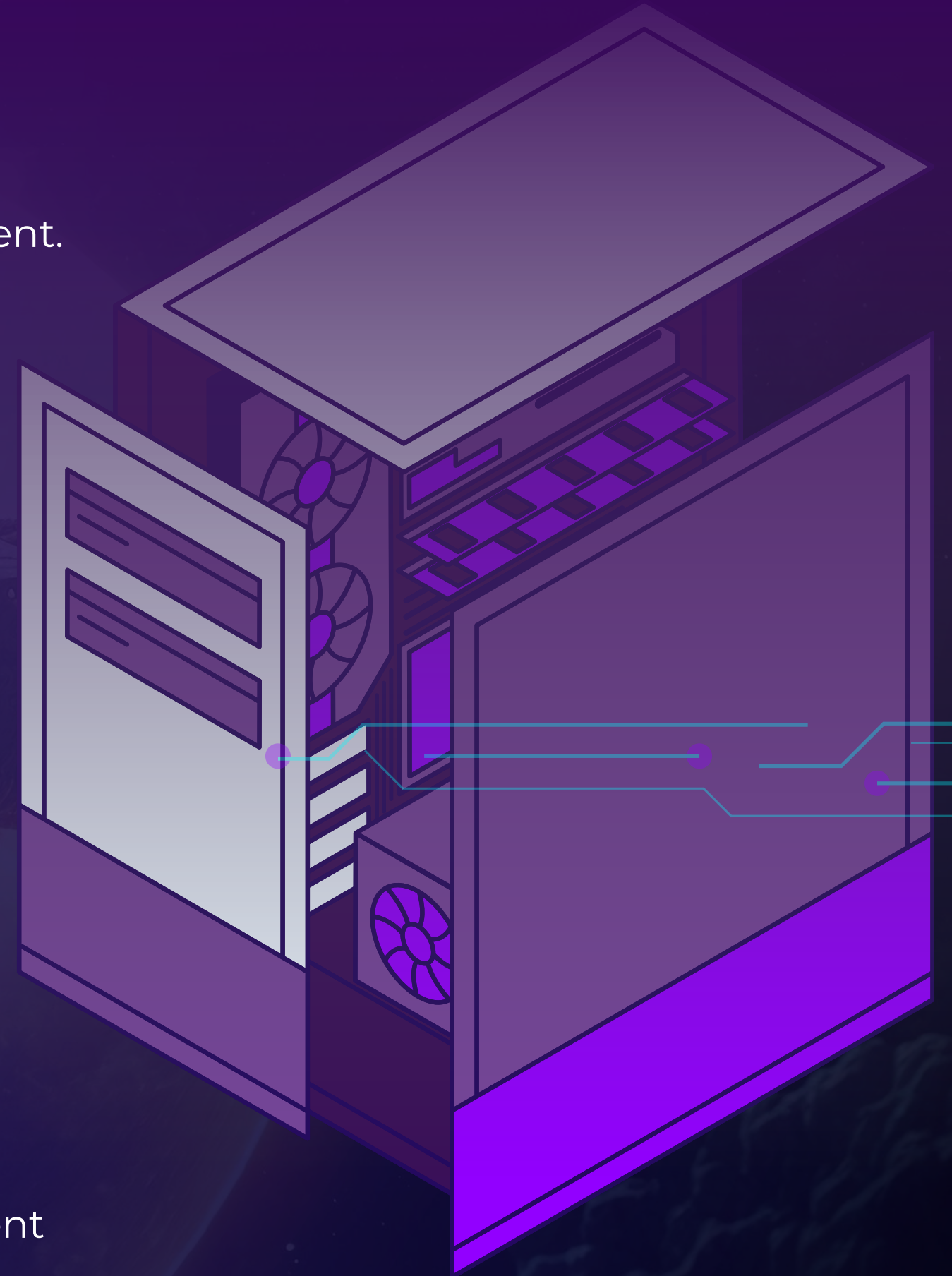
Makes events accessible to those unable to attend due to geographical, health, or financial constraints.

## **Versatility and Scalability:**

Adaptable to various event types, from weddings to corporate conferences.

Provides unique solutions tailored to specific needs and event types.

Interactive elements like virtual games, quizzes, and themed activities add engagement and enjoyment.



# BUSINESS MODEL

- Photographer Matching: Connect couples with suitable virtual wedding photographers based on their preferences.
- Live Streaming Coordination: Facilitate the setup and management of live streaming for weddings.
- Custom Packages: Provide various virtual shoot packages and experiences tailored to client needs.
- Technical Support: Offer support for both couples and photographers during shoots.



# BUSINESS MODEL

## Revenue Streams:

- Commission Fees: Percentage of the fee from each booking made through the platform.
- Listing Fees: Fees charged to photographers for being listed on the platform.
- Premium Listings: Additional charges for featured placements or enhanced visibility for photographers.
- Service Fees: Fixed fees for coordination, technical support, and other additional services.



# PRODUCT OFFERINGS

VRapture Provides a contact for loved ones to connect.





# MARKET OPPORTUNITY

The global wedding industry is valued at over \$300 billion annually, driven by a continuous increase in expenditure on wedding services and experiences. Our primary market includes tech-savvy couples and those planning destination weddings, who seek innovative and inclusive ways to share their special day with remote loved ones. This aligns perfectly with our project's offering of allowing remote guests to feel as if they are physically present through VR.

**WHY OUR SERVICE IS VALUABLE?:** The rising demand and increasing consumer acceptance of VR technology enhance our project's appeal, as more individuals become comfortable with virtual experiences. The COVID-19 pandemic has further accelerated the need for remote participation solutions, making our project timely and relevant. The trend towards hybrid events, which combine in-person and virtual elements, presents a lucrative opportunity to cater to a broader audience.

# MARKET OPPORTUNITY

**VALUE ADDED SERVICES:** Our project stands out with value-added services such as AI-driven avatar creation for absent guests, making the virtual experience more engaging and lifelike. Features like live chat, customizable avatars, live reactions, interactive games such as treasure hunts, and virtual selfie points create unique selling points that differentiate our service from traditional wedding photography.

**COLLABORATIVE MODEL:** Collaboration with renowned photography firms and freelancers globally ensures high-quality service delivery and scalability. Our hybrid model allows us to provide premium services at competitive prices, appealing to a wide range of clients. The ability to include remote guests from anywhere in the world broadens our market reach, attracting international clients. The immersive and interactive nature of our VR weddings offers a superior experience compared to traditional methods, driving demand and market penetration.

# COMPETITIVE LANDSCAPE

Our primary competitors include traditional wedding photography and videography services, as well as emerging companies that offer virtual wedding experiences using basic streaming technology. As the market evolves, future competition may also come from other VR-based wedding service providers and tech companies entering the virtual events space.

**DIFFERENTIATING FACTOR:** Our project differentiates itself by offering unique features such as AI-driven avatar creation for absent guests, live chat, customizable avatars, live reactions, interactive games like treasure hunts, and virtual selfie points. These interactive elements create a more engaging and lifelike experience for remote guests. Additionally, our hybrid model, which includes partnerships with renowned photography firms and freelancers globally, ensures high-quality, scalable, and cost-effective services

# FINANCIALS CURRENT AND PROJECTIONS

## Capital Expenditures (CAPEX)

### 1. Initial Development and Infrastructure:

#### Software Development:

Platform Development: ₹1000000

Mobile App Development: ₹10000000

#### Hardware:

Servers and Networking Equipment: ₹1500000

#### Office Setup:

IT Equipment (Computers, Printers, etc.): ₹1500000

### 2. Expansion and Scaling:

Additional Server Infrastructure: ₹1,00,000 per year

### 3. Equipment and Tools for 3D Photography:

3D Cameras and Accessories: ₹2,00,000

Software Licenses: ₹80,000 per year (Years 1-5)

Total Equipment and Tools: ₹2,80,000

### 4. Contingency and Miscellaneous:

Contingency Fund: ₹1,00,000

Miscellaneous Expenses: ₹2,00,000

Total Contingency and Miscellaneous:  
₹3,00,000

**Total CAPEX (Years 1-5): ₹11,80,000**



# Operating Expenditure

- **Digital Marketing Campaigns:**

SEO, PPC, Social Media: ₹1,00,000 per year

- **Traditional Marketing:**

Trade Shows, Print Media: ₹1,00,000 per year

**Total Marketing and Sales: ₹1,50,000 per year**

- **Operational Costs:**

Hosting and Cloud Services: ₹50,000 per year

Software and Licensing Fees: ₹80,000 per year

General Administrative Costs: ₹50,000 per year

**Total Operational Costs: ₹4,80,000 per year**

# Exit Options for Investors

## 1. Initial Public Offering (IPO)

Description: Taking the company public by listing on a stock exchange.

Advantages:

Liquidity: Provides a liquid market for investors to sell their shares.

Capital: Raises significant capital for further expansion.

Prestige: Enhances company visibility and credibility.

Considerations:

Regulatory Compliance: Requires meeting extensive regulatory requirements.

Market Conditions: Success depends on favorable market conditions.

Cost: High costs associated with going public and ongoing reporting requirements.

## 2. Acquisition/Merger

Description: Selling the company to or merging with a larger company.

Advantages:

Immediate Returns: Provides immediate liquidity for investors.

Synergies: Potential for business synergies and increased market reach.

Less Risk: Transfers operational risks to the acquiring company.

Considerations:

Valuation: Requires achieving a favorable valuation.

Control: Loss of control over the company's direction post-acquisition.

Negotiation Complexity: Complex negotiations and due diligence processes.

### 3. Secondary Sale

Description: Selling shares to another private investor or group of investors.

Advantages:

Flexibility: Can be structured to sell partial or full stakes.

Speed: Typically faster than an IPO.

Market Access: Attracts investors looking for high-growth private companies.

Considerations:

Valuation: Achieving a fair valuation can be challenging.

Liquidity: Less liquidity compared to public markets.

Investor Pool: Limited to private investors, which can affect price.

### 4. Buyback

Description: Company buys back shares from investors.

Advantages:

Control: Maintains more control within the company.

Shareholder Value: Can increase shareholder value by reducing the number of outstanding shares.

Flexibility: Can be done progressively over time.

Considerations:

Capital Requirements: Requires significant capital reserves.

Impact on Cash Flow: Can affect the company's cash flow and financial stability.

Market Perception: May be perceived negatively if seen as lacking growth opportunities.

# THANK YOU!

Lets Capture Love and Movements together with your special ones.



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