

FINAL PROJECT BUSINESS MODEL

**Names: Willem Schenkels & Eric Woulds**

**Project: vr house tours**

**Part A:** The main problem with selling a house is that it takes a lot of time and you always have people stopping by to see your house. As is it your house YOU’RE always trying to keep it neat and tidy for open houses and realtors. Also the group you are targeting to buy your house is pretty small because the only people that will likely buy a house are people that would get a tour of it.

**Part B:** the solution to this problem is a vr tour, you only have to clean your house once and you won’t have people showing up asking for turns of your house. Virtual reality tours would also increase your market because anyone could get a tour of your house as long as they would have a vr compatible device to play the video on.

**Part C:** The amount of views on our videos our videos will get, how many customers we serve and how many house tours we do.

**Part D:** No one else has used virtual reality like this before we are the first ones to do this. By being the only ones on the market who can do a tour of a house without actually being in the house would vastly increase the market for the house. They will no longer be limited to sell to who come to an open house they’re customers could be half way around the world and get a tour and say I want this house.

**Part E:** It’s a unique idea and no one else has marketed this yet so we will be the first to do this.

**Part F:** We will be selling our services to realtors or people trying to sell their house on their own. We can create a YouTube channel for the houses.

**Part G:** Realtors or anyone looking to sell their house.

**Part H:**

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|  | **Initial cost** | **Filming/Editing cost** |
| **Revenue** | **$15** | **$12/hour** |

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|  | **Expenses** |
| **Startup cost** | **$0** |
| **Travel cost** | **Price of gas X Distance** |