

OBJECTIVES

The purpose of this Joint Business Clinic (JBC) is to:

- Present project key results identified for the exploitation by consortium members
- Evaluate their potential to address market and end-user needs
- Discuss potential additional user requirements
- Investigate external partnerships that may have the potential to accelerate the exploitation of VR Together results for future market uptake
- Discuss realistic business models for the joint exploitation of VRT assets
- Agree on a strong VR Together value proposition for the different market/customer segments
- Capture and assess potential additional routes for a joint exploitation routes in a medium- and long-term (including standardization efforts)
- Discuss relevant issues and measures to take in terms of Intellectual Property protection.
- Discuss the 'future of VR' - What will happen? What could happen? What would have to change?

EXPECTED OUTCOMES

The following outcomes are expected to be delivered at the end of the meeting:

- Validation of the VR Together components (-combinations) with the greatest potential for joint exploitation
- Validation of markets / client needs and identification of specific further requirements for potential VR Together products
- Collection of feedbacks to implement in the first draft of a realistic VR Together unique value proposition
- Agreement on further bilateral discussions with potential early adaptors in view of partnering up
- Feedback on Market approach / Communications strategy

AGENDA

When	Item	Chair
09:00	Welcome & Objectives	
09:10	Roundtable <i>Short introduction of each participant (name, company, expertise - <u>1 min max.</u> per participant)</i>	
09:40	Short keynote	
09:50	VR Together at a glance	SFL
10:00	Introduction of the VR Together key exploitable components <i>The purpose of this session is to:</i> <ul style="list-style-type: none"> • Give a short overview on the business value of the expected outcome at project's end (no technological explanations) • Introduce briefly the market application potential from a developer point of view • Point out potential need for further developments/ investments/ partnering <i>(5-10 min. max per exploitable component)</i>	
10:50	<i>Coffee break</i>	
11:00	VR Together - DEMO	
12:00	First participant feedback on the Demo <i>The purpose of this session is to launch:</i> <ul style="list-style-type: none"> • Collect first impression on strength and weaknesses of the VR Together • High-level discussions on the needs & gaps of users/stakeholders • Evaluate the general potential of VR Together components to address market and end-user needs in a short, medium & long-term. 	
13:00	<i>Lunch break</i>	
14:00-17:20	3 thematic WORKING SESSIONS based on breakout sessions <i>The following 3 thematic working sessions shall be organized in 3-4 parallel / breakout sessions.</i>	
14:00	SESSION 1 – Focus on “User Requirements” <i>The purpose of working session 1 is to:</i> <ul style="list-style-type: none"> • Identify & discuss user needs, gaps and requirements based on the VRT components presented in the morning • Assess the applicability of the solution(s) on the target markets (including barriers/risks for exploitation). <i>(45 min. brainstorming within each of the 3-4 breakout groups, 15 min. preparation of short pitch on outcomes)</i>	
15:00	SESSION 2 – Working on “Business Model Canvas” <i>The purpose of working session 2 is to:</i> <ul style="list-style-type: none"> • Asses what unique value proposal VR Together could offer 	

	<ul style="list-style-type: none"> • <i>Each breakout session group should set up a rough Business Model Canvas</i> • <i>Capture and assess potential additional routes for a joint exploitation routes in a medium- and long-term (including standardization efforts)</i> <p><i>(45 min. brainstorming, 15 min. preparation of short pitch on outcomes)</i></p>	
16:00	<i>Coffee break</i>	
16:20	<p>SESSION 3 – Working out a “User Study”</p> <p><i>The purpose of working session 3 is to:</i></p> <ul style="list-style-type: none"> • <i>Develop & discuss user studies based on VR for health, aviation, music industry, conferencing market</i> • <i>Consider relevant issues and measures to take in terms of Intellectual Property protection (to be further discussed in depth in subsequent Joint Business Clinic).</i> <p><i>(45 min. brainstorming, 15 min. preparation of short pitch on outcomes)</i></p>	
17:20	<p>CONCLUSION</p> <p><i>The purpose of this session is to:</i></p> <ul style="list-style-type: none"> • <i>Short pitch presenting the key outputs of each thematic session</i> • <i>Agree on clear actions for the months to come.</i> 	
18:20	<p>AOB & Wrap-up</p> <ul style="list-style-type: none"> • <i>Next meetings</i> • <i>Farewell message</i> 	
18:30	<i>End of the meeting</i>	



REGISTER NOW AT: <https://vrtogether.eu/joint-business-clinic/>
 INFORMATION ON LOGISTICS WILL BE PROVIDED TO YOU
 SHORTLY BY INDIVIDUAL EMAIL !