

FROM STARTUP TO...CORPORATE?

VR AS A MEDIUM OF INTERACTIVE STORIES

Mission:

Creating feature-length cinematic interactive stories in a VR environment based on emotional, breathtaking plots and unconventional mechanics. The goal of this enterprise is also to change the current perception of stories using the latest technologies and modern methods of creating narration.

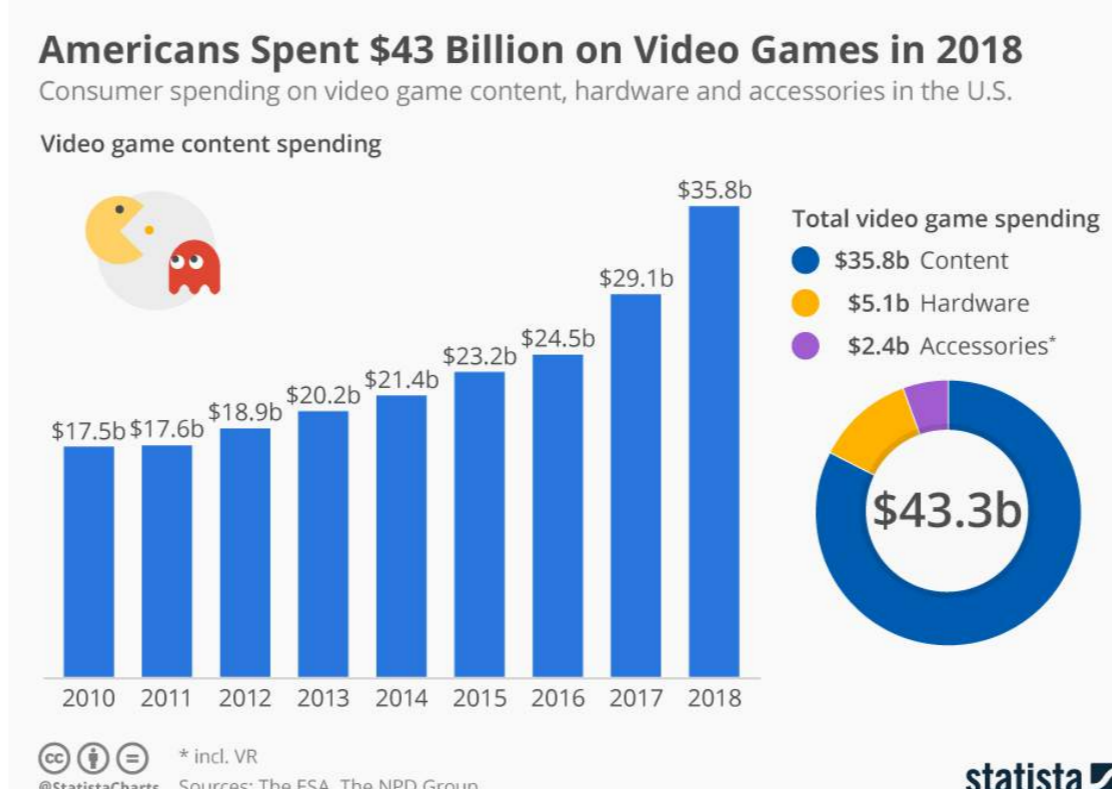
Introduction:

Games created on VR already attract lovers of games themselves on account of a large library adjusted to this technology games, but also people who have not had so much to do with them in everyday life, and even their opponents. This is due to a completely different way of perceiving this entertainment. It is hard to describe the experience with words, while the ability to enter the virtual world in this headset allows 360 degree rotation in all axes in 3-dimensions space or possibility to touch things around, it causes much deeper immersion.

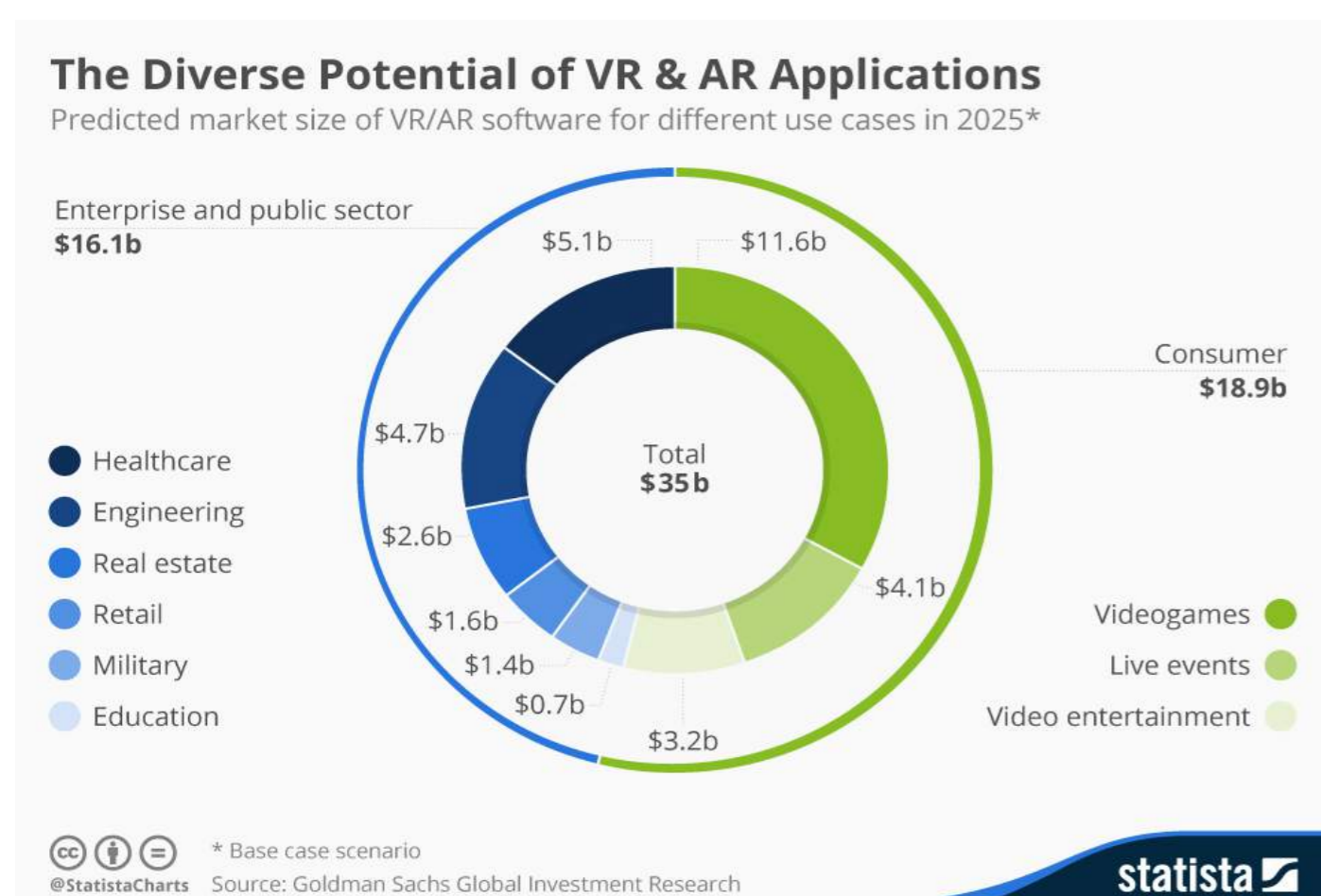
Video games market:

“Five game developers on the list of one hundred richest Poles”. This means that game production is one of the most profitable industry in Poland; good to open a start-up within this field here.

“The entire video gaming market is expected to be worth over **180 billion U.S. dollars by 2021**”



VR industry:



“**Virtual Reality (VR)** is the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds.”

“The augmented and virtual reality (AR/VR) market amounted to a forecast of **18.8 billion U.S. dollars in 2020** and is expected to expand drastically in the coming years.”

“Worldwide, VR market volume is expected to reach **98.4 million sales by 2023**, generating an installed base of 168 million units with a worldwide population penetration of 2%. Growth is forecast across all regions and countries, with China leading the way.”

Forecasts for 2025 show that the VR industry will reach about 35 billions of USD. Video games and video entertainment market will cover about 45% of the entire VR industry, which is almost half of all areas in this field.

Our own analysis:

1 Accessibility:

Many people already have VR headsets in their homes (currently compatible with PCs or PlayStation). However, many of them do not have the opportunity or money for such equipment. Therefore, in every major city in the world there are many VR studios that allow the use of such technology in their premises. The price of headsets will decrease over time yet. Money and availability are therefore no longer a problem.

4 Professionals and stationary work:

Due to the great opportunity to interact with the virtual world, VR has great potential in terms of mechanics. The ability to shoot someone directly by pulling the trigger, various ways of moving, flying or even casting spells like in Harry Potter, make you feel even more in the virtuality forgetting about the real world. The potential is also noticeable in 3D interfaces.

2 Mechanics:

There is a huge number of experienced employees in the gaming and film industry in Poland. This can be seen in world-class games or film productions created in here. In addition, more and more fields of study related to game or film development are opening. Therefore, by having a studio in Poland we can easily find professionals willing to work stationary, and direct and frequent contact is very important during creating such comprehensive and artistic production.

5 Emotions:

Emotions play an important role here. This medium is characterized by a wide field of view in 3D, covering the real world thanks to helmets, but also an intense sense of music in three dimensions. You can feel how an arrow flies past us. Hear the sound in front of you, then at the ear and eventually how disappears behind. The deeper immersion in history, the more intense experience the emotions, which affect more fun from the story. Feeling of freedom, when you flying between buildings like Spiderman, the impression when someone looks you straight in the eye, a sense of sadness when somebody is dying in front of you, feelings of happiness and madness at a virtual concert, romantic scenes observed from the perspective of an eyewitness or even a participant.

3 Interactivity:

Participants will make many different choices throughout the game that will have a significant impact on the story. Recently, games of this type (ergodic works) have become very popular. We're going to focus on storytelling, so the interaction will be slightly less than in classic video games. However, thanks to them, the participant can decide the fate of the adventure. They will also influence the possibility of adapting entertainment to the participant's preferences based on the choices they made.

From corporation to... start-up? The employees perspective.

The vast majority of people working in the gaming or VR industry are strong enthusiasts. They do it because they love it and devote a significant majority of their lives to it. Therefore, people feel attached to this environment and show great sympathy for other people working in these industries. For this reason, employees are much more interested in working on ambitious productions and people with whom they get along well. Salary is of course very important, but goes to the background in this case. Therefore, professionals are eager to join new start-ups, because they have both close relationships with coworkers and great decision-making possibilities.

Summary:

A corporate (corporation, actually) is a well-established company with a set business model. It has survived the competition and it up running. Corporations have money and manpower, whereas start-ups have to look for a source of funding and struggle in instability. In our opinion, it is a natural order of things to turn a start-up into a corporation. We find our business will follow this path.

Oliwia Solarska, Magdalena Ślusarczyk, Dominik Zieliński