XRCHIVE

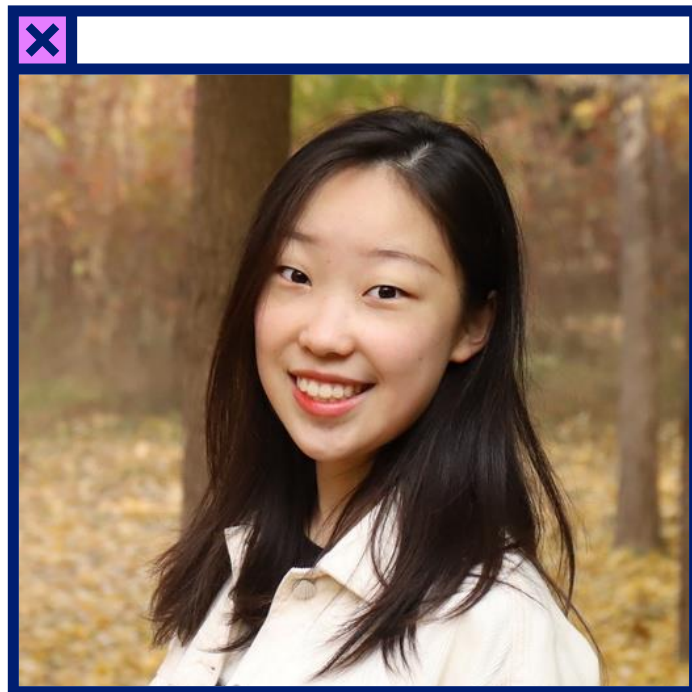**Elevate your digital memories in 3D**

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Alison Green   Yijing Zhang
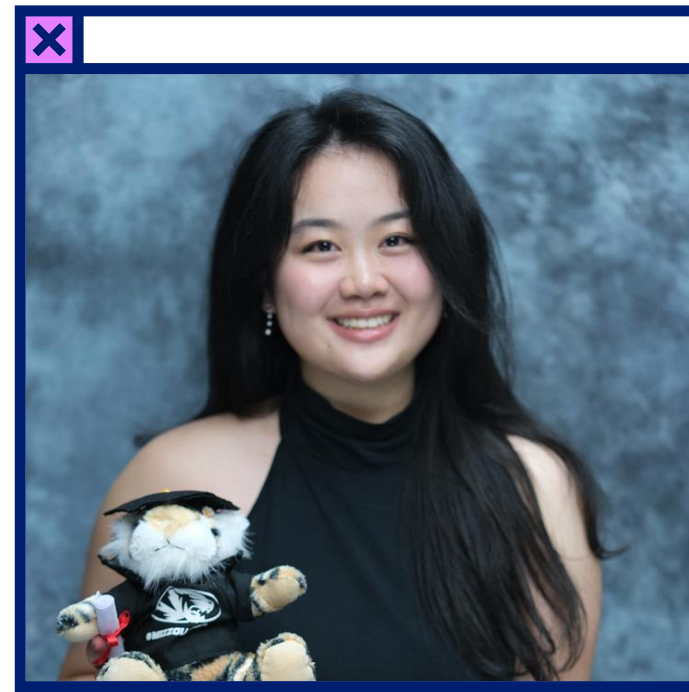
Dec 1 2023

MEET THE TEAM

Coco Xiong

Project Manager

Aimee Cheng

Quantitative Strategist

Yijing Zhang

Marketing Strategist

Alison Green

Marketing Strategist

CAMPAIGN SUMMARY

Product Description

With XRchive,
your social presence takes on a whole new dynamic,

*Some clips & voiceover were generated by AI (Pika, inVideo AI, MidJourney, ChatGPT)

Kickstarter Goal

$50,000 in 45 days

XRCHIVE

What it is

"XRChive" is an app that redefines social media archives by organizing multimedia assets, including photo, video, audio, and social media posts, into interactive 3D spaces.

How it works

Create - pin and organize digital assets in virtual spaces
      (e.g., virtual room, globe, bookshelf)
       free basic templates, paid advanced templates & elements

Connect - add friends and interact with their personalized universe

Collaborate - create virtual spaces together with friends and family

Why it matters

- Revitalize the rigid, monotonous 2D social media profile display
  - creativity + spatial priority in navigation
- Close the gap between 2D digital presentation and the isolated 3D avatars
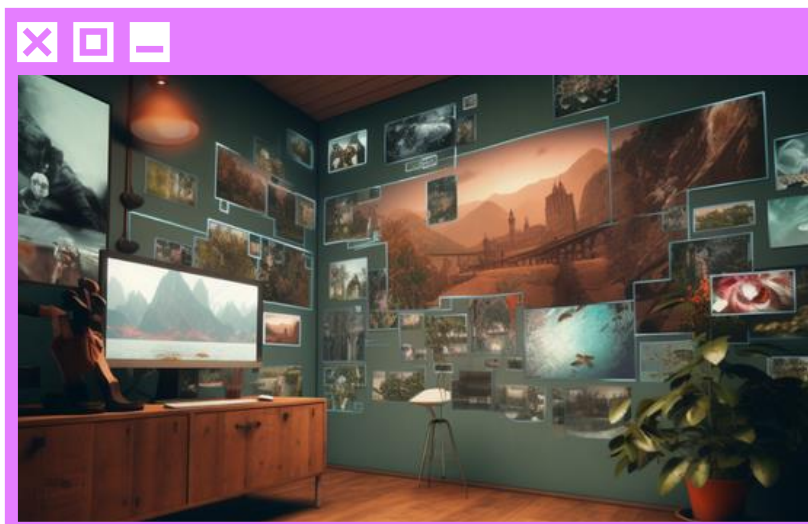- The future of social media apps with XR technology
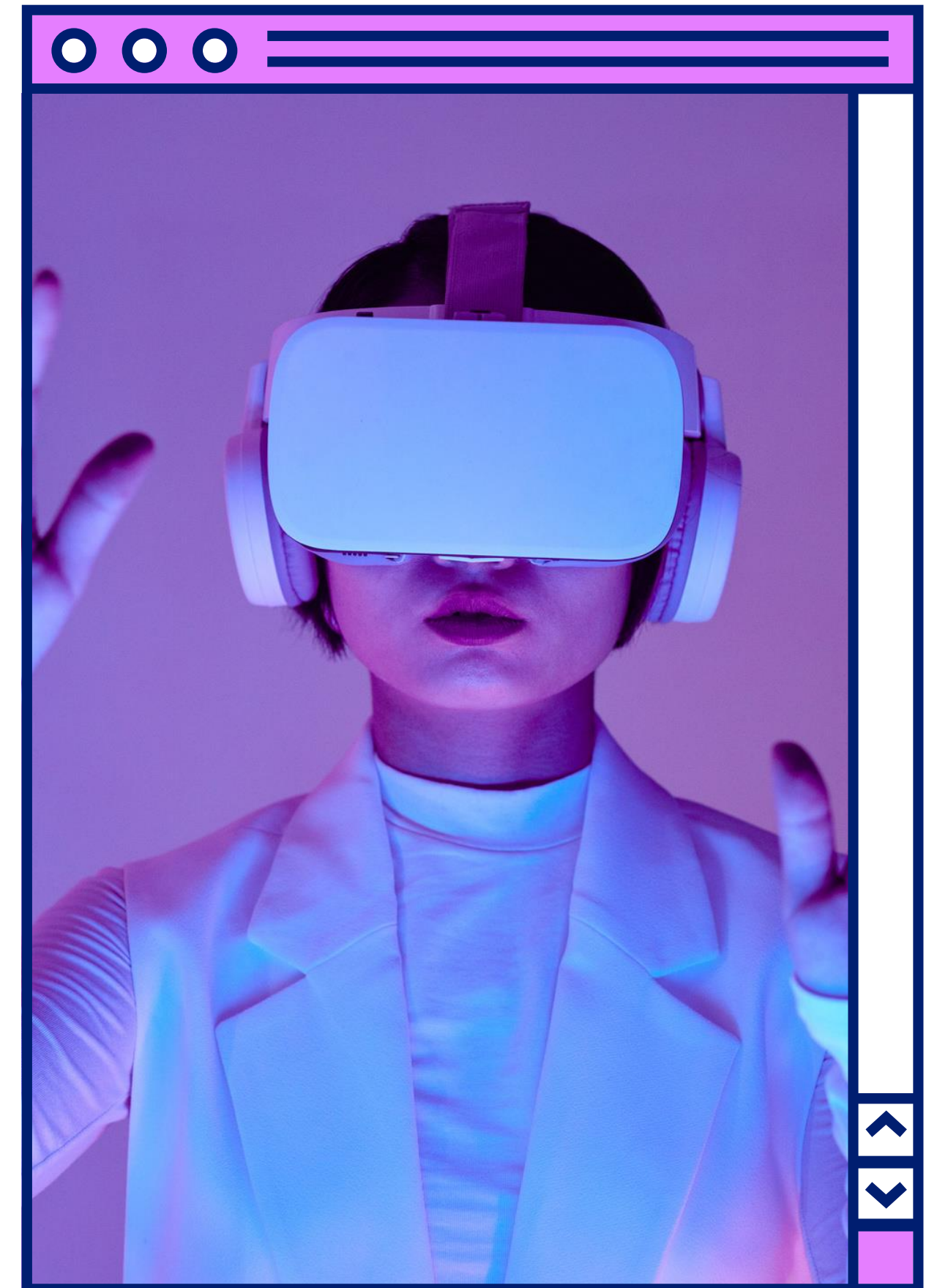
APPLICATION SCENARIOS

3D Social Media Profile 🔍

- Flexible, immersive spatial display with XR devices
- 3D extension to existing phone social media apps
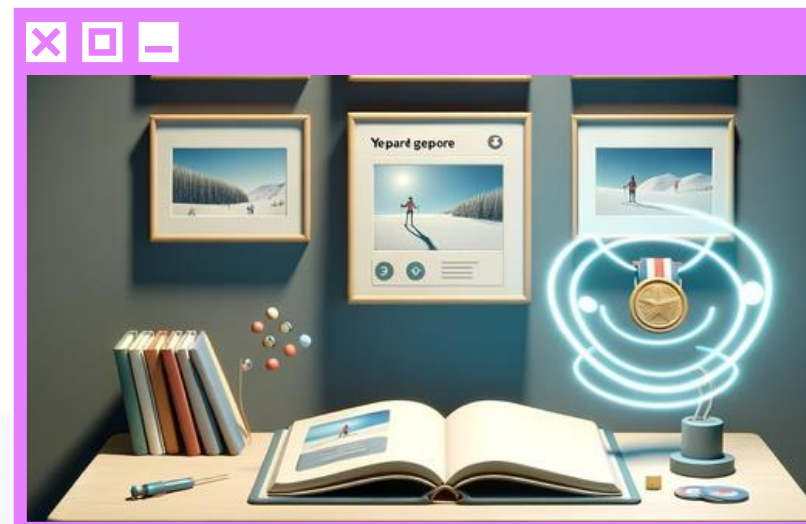

Documentary 🔍

- Time period
  - "My 2023 Summary"
- Trip
  - "Australia Archive"

Gamified social 🔍

- Personal escape room
- Immersive playback of highlight clips in other games

Special events & gifts 🔍

- Immersive experience
  - Wedding memory playback
  - Birthday surprise
  - Room decoration mockup
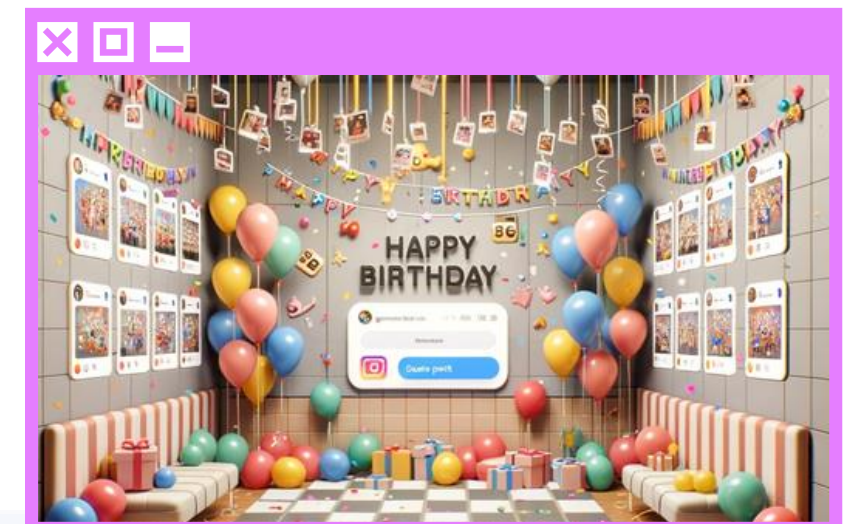
Interface

- Creating: XRchive app (XR version + future phone version)
- Sharing: XRchive app, Instagram (PC, phone, XR)
  - Users without headsets can still access XRchive on mobile phone for display and interactions

CUSTOMER ANALYSIS

Primary Target Segment

- **Most likely to fund**: XR headset owners (gamers, social media enthusiasts), distant family/friends/couples
- **Most valuable**: Gaming influencers, tech-savvy individuals
- **Most influential**: Gamers, social media company investors, XR investors, social media influencers

The XR Market

- ~32.7 million consumer VR headset users in 2023 (eMarketer, 2021)
- Forecasted market rebound in 2024, growing 46.8% headset shipment (IDC, 2023)

Why Gamers?

- Gaming is the 2nd largest market in XR (Statista, 2023)
- Socializing is one of the primary motivations for gamers (Activision Blizzard Media, 2022; Newzoo, 2022)
- ~21,000 average VRChat (VR avatar social game) users in the past 6 month (Steam Charts, 2023)

Total
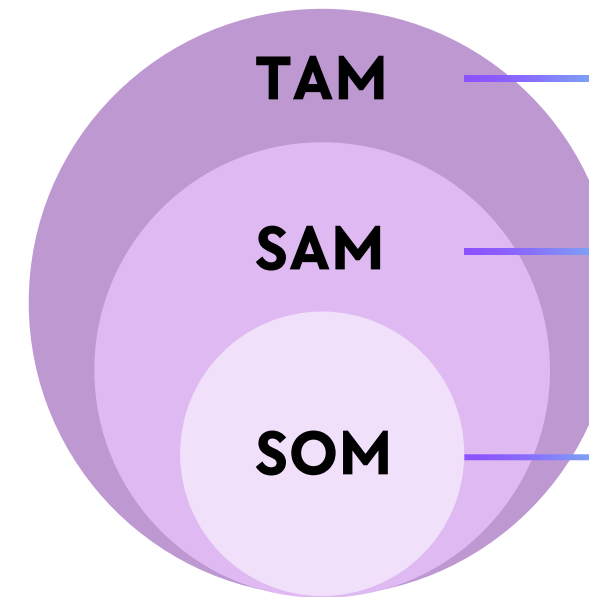
Total XR headset owners globally
>150 million people

Total XR headset owners in the U.S.
~30+ million people

XR headset owners
we can reach via advertising
~20,000 people

(TAM / SAM / SOM diagram)

Initial 20%

- Family - $8,000
- Friends (especially who are influencers) - $2,000

Angel in the Wings

- Friends, family
- Possible XR developer companies (i.e. Meta, Apple)

COMPETITOR ANALYSIS

	Product Concept	Target Audience	Goal
Dadoof	**Product type:** mobile app **Concept:** Help you to reorganize digital files through a timeline display. (2015)	• tech-savvy • families, friends, couples • smart phone users, • creative writers and bloggers	This app gives users the best technology to save their memories and bond with loved ones by sharing life stories. **How much raised:** $25,250 + 139 backers pledged of $24,500 goal
Momentō	**Product type:** video/ short movie **Concept:** It is a video equivalent of the year of photos you get from social media sites. (2017)	• Individuals who value their memories • smart phone users • families, friends and couples	It enables people to reflect on their memories by professionally editing videos from their phones and condensing them into a precious short movie. **How much raised:** £3,246 + 35 backers pledged of £3,000 goal
XRchive	**Product type:** XR app **Concept:** • Transform traditional social media profile archives into 3D space. • Organize multimedia assets. • Offers a highly customizable way to navigate and relive memories.	• VR/XR headset owners • tech-savvy • social media enthusiasts • distant friends, family and couples	Revolutionize the way people interact with their digital memories by organizing and presenting them in immersive, interactive 3D spaces.

SMART GOAL

BRAND

By May 2025 (within one year after launch), achieve **Top 5 "Essential apps to download"** for XR headset owners.

BUZZ

Discord:
Within a 45-day period, achieve a combined total of 20,000 legitimate vanity metrics, including likes, comments, and shares on our Discord server.

Instagram:
Within a 45-day period, accumulate a total of 3,000 likes and 100 comments across our posts.

Press Coverage:
Secure press coverage in the Daily Trojan within the next 45 days to get backlinks and enhance brand visibility and credibility.

SMART GOAL

BEHAVIOR

Successfully raise

$50,000

through the Kickstarter campaign within a 45-day period to fund the first stage of development for XRchive.

BUDGET BREAKDOWN

Development Team	**Software Engineer**	**One oversea senior| calculated by Greek salary**	**$18,000**
	Student Workers	**Engineer/Quality Assurance $20/hour * 15 hours/week - $7,200/6 months**	**$14,400**
Miscellaneous	**Hardware**	***Software is free	META Quest2 $249 each**	**$1,500**
Legal & Administrative	**Student Worker**	**Cover basic needs, e.g. contract drafting, basic legal consultations, and administrative tools**	**$2,000**
Marketing & Advertising	**Paid ads & Campaign**	**Paid ads on socials & collaborate with influencers**	**$12,100**
Contingency Fund	**4% of total budget**	**Cover unforeseen expenses**	**$2,000**

PROMOTION PLAN (ON KICKSTARTER)

Background & Painpoint
- Comparison of 2D & 3D archiving

Product
- What it is
  - Video & text description
- How It Works
  - Main functions & interaction (gif)
  - Multi-platform compatibility (gif)
- Key benefits
  - Application Scenarios (photo)

Future Goal
- More elements, templates, interactions
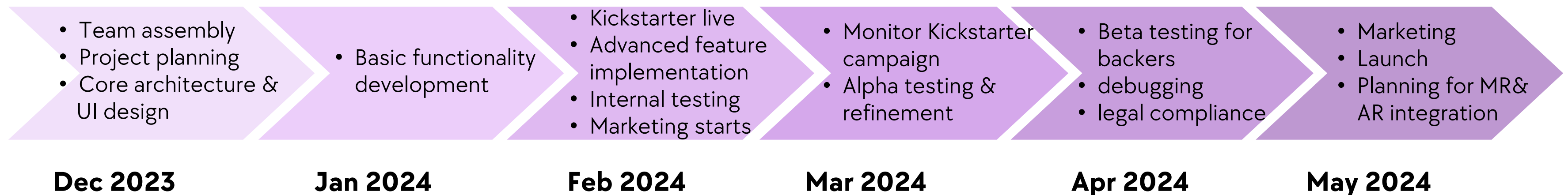- AR/MR incorporation; mobile app version

Risk & Challenge
- Technical development challenges - delay
- Adapt rapidly to the evolving XR landscape

Team Introduction
- Past work & results
  - Engineering team
  - Project manager
  - Marketing team

Development Timeline

- Team assembly
- Project planning
- Core architecture & UI design

- Basic functionality development

- Kickstarter live
- Advanced feature implementation
- Internal testing
- Marketing starts

- Monitor Kickstarter campaign
- Alpha testing & refinement

- Beta testing for backers
- debugging
- legal compliance

- Marketing
- Launch
- Planning for MR& AR integration

Dec 2023   **Jan 2024**   **Feb 2024**   **Mar 2024**   **Apr 2024**   **May 2024**

PROMOTION PLAN (ON KICKSTARTER)

8 levels of pledge amount: from $19.99 - $1599.99
Various reward options: basic digital rewards, number of customized rooms, early access
of the App, amount of new users' invitations, input on the App, certificate & credits, private event.

Crowdfunding Expectation: **800 backers** | $52,632

	Basic	Bronze	Silver	Gold	Platinum	Diamond	Founder's Circle	Executive Producer
Pledge Amount	$19.99	$39.99	$69.99	$129.99	$369.99	$699.99	$999.99	$1599.99
Expected Amount of Backers	45%|360	25%|200	15%|120	10%|80	4%|32	0.8%|6	0.1%|1	0.1%|1
Expected Amount of Fund	$7,196.40	$7,998.00	$8,398.80	$10,399.20	$11,839.68	$4,199.94	$999.99	$1,599.99

*The average selling price for PC games on Steam is $15.20 in 2023

PROMOTION PLAN (OFF KICKSTARTER/UNPAID)

✉ Educational Email

Why educational email?
- Trusted communication channel
- Establish trust

Strategy:
- Introduce the story behind XRchive.
- Highlight key features of the app.
- Provide user case scenarios.
- Include a call-to-action button.

🎮 Discord

Why Discord?
- 563 million users on Discord (Statista, 2023).
- The Virtual Reality server has 67,494 members (Discord, 2023)
- User number increased by 87% in the last 3 years (Statista, 2023)

Strategy:
- Create an XRchive server, where we are able to showcase our features, cultivate and interact with the community, share the latest development progress and host Q&A sessions.
- Start discussion in other VR related servers, e.g. VR, VR chat, etc.
- Collaborate with @GetHip.

PROMOTION PLAN (OFF KICKSTARTER)

Instagram

Why Instagram?
- Instagram has 1330.55 million users (Statista, 2023)
- Ranked 3rd most popular among gamers and 4th in overall social platforms.
- Ideal for showcasing aesthetics and creativity.

Strategy:

1. Create an official account
- Behind-the-scenes, updates on the latest development progress.
- Repost of creative user-generated content.

2. Sponsored paid ads
- 120k clicks, $0.25/click, $3k in total
- Repost of UGCs (feed) + banner (stories)
- Call to action button that redirects to Kickstarter page.
- To raise brand awareness and create interest.

3. User-generated Contents (UGC)
- Create a challenge #gogetyourroom
- Offer a special package (including skin, accessories, photo frames etc.) for the first 1,000 users who share their space and join this challenge.

4. Influencer collaboration
- Boost this challenge by collaborating with influencers. ($3k) @mackfalconer @realboethiah @naysy @vrwithjasmine @zilverkeng
- Post reels demonstrate the space-making process, and they can share personal stories about why certain memories are significant to them and how XRchive help them live these moments again.

PROMOTION PLAN (OFF KICKSTARTER)

Twitch   **YouTube**

Why YouTube?
- #1 Platform for Gamers
- 2.7 billion monthly active users
- Long-form videos and a strong community base
- Allocating $4,000 towards YouTube

Why Twitch?
- Interactive live-streaming content
- Dedicated community base
- Also has a VR feature (Twitch VRChat)
- Allocating $3,000 towards Twitch

	YouTube	Twitch
Influencer Strategy **@GetHip**	• Recommend our Kickstarter campaign in a new product review video • Post the link to our Kickstarter page in the 'Community' tab • Mention that backers that donate in a high tier (Diamond-Executive) will be able to join him in a Twitch live stream • YouTube shorts of fans donating to the Kickstarter campaign	• @GetHip and friends will start a fundraising livestream • Kickstarter backers that fund in a high tier will interact in our app alongside @GetHip as a reward
XRchive Channel	• YouTube shorts of behind-the-scenes content	• Create our own Twitch channel to demonstrate XRchive • Host Q & A session with @GetHip

KEY TAKEAWAYS

Creativity & Innovation

- Trending tech topics & devices
- Identification of the social gap between 2D and 3D

Measurable goals / KPI

- $50,000 raised in 45 days
  - Estimated backer segmentation
- Legitimate vanity metrics

Targeted marketing

- Niche community
- Diverse promotion plan
  - Vertical marketing (influencer selection)
  - UGC

Future audience expansion

- XR headset owners beside gamers, especially social media enthusiasts, if XR technology becomes more accessible to general audience

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