

EXECUTIVE MENTORING PROGRAM

MAKE REAL MONEY FROM VIRTUAL REALITY

HOW TO LAUNCH A PRODUCT
AND DOMINATE A MARKET IN
LOCATION-BASED VIRTUAL REALITY

WHY YOU MIGHT NEED THIS PROGRAM...

If you launch your product without uncovering and then positioning its unique value, you risk leaving piles of money on the table in lost sales, lost margin, or both.

This market is getting crowded. There are dozens of VR products entering the market this year and even more coming next year. If you don't develop a unique value proposition targeted toward a specific market segment, through which you unlock tremendous value for your customers, you will be left to compete on price, which becomes a race to zero.

Working along with your team, I will facilitate the process of understanding the needs of various market segments and uncovering the unique value of your product, so you can dominate the markets you enter. This will lead to maximum sales velocity and increased profitability, so you can reinvest and grow your market dominance over time.

WHO IS IT FOR?



» Are you an early stage company with solutions you want to sell into the location-based entertainment market?



» Do you need guidance on how to sell your product into the exploding family-entertainment market, theme parks, arcades, bowling centers, trampoline parks and/or other market segments?



» Do you have an excellent product, but recognize that you might not know enough about the location-based entertainment market to confidently launch?



» Do you lack strong brand awareness, compelling positioning, and clear differentiation?



» Do you need distribution, but are you unsure who to use or trust?



© Zero Latency



© Minority Media



© Halo Deck VR

DOMINATE THE MARKETS YOU ENTER

WEEKLY MENTORING PROGRAM:

\$15,000 investment: \$5,000 per month for
3 months minimum

3 months of weekly mentoring calls plus unlimited email
access; then month-to-month thereafter. You can cancel at
any time after the first 3 months with 30-day notice.

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Bob

Cooney

WHAT YOU GET:

One-hour weekly mentoring call - Via video conference with you and/or your team plus unlimited email access. We will collaborate on business and go-to-market strategy to successfully launch your product into the location-based entertainment market. There are three modules –

STAGE 1 – Positioning

STAGE 2 – Distribution

STAGE 3 – Marketing and Launch

Not every company requires the same work, so we will start out in week one with a diagnostic to determine where gaps are.

STAGE 1 – Positioning

- » **Expectation Map:** Create clarity on outcomes and expectations for the program, ensuring a great result.
- » **Competitive Landscape:** Understand the market to effectively differentiate your product's positioning.
- » **Product SWOT:** Create clarity about your product's value relative to key competitors to ensure strong positioning, which yields higher prices and faster sales.

STAGE 2 – Distribution

- » **Customer Segmentation:** Identify primary and secondary customer segments that align with value propositions for great product/market fit, so we can enter and dominate a market.
- » **Distribution Landscape:** Build mutual understanding across the team of the distributor/vendor/operator space; look at core competencies and corporate strategy (what do you want to be?) and settle on potential distribution strategies based upon initial market segments.
- » **Pricing:** Find the sweet spot between volume and margin for the highest company profitability, which is key to reinvestment and continued domination of a market.
- » **Sales Plan:** Develop a clear sales and distribution plan, which will inform marketing strategy to build demand and support the sales effort. This is where we will discuss the Sales and Business Development Mentoring Program to see if there is an opportunity to kick-start the sales process.

STAGE 3 – Marketing and Launch

- » **Marketing Strategy:** Plan the most effective use of available financial and human capital to generate the highest leveraged impact supporting sales growth.
- » **Launch:** After all this planning, it's time to put some rubber on the road.



You'll be responsible for documenting the plans, but we will deeply collaborate on their creation, and I will review all plans.

ACCELERATED PROGRAM: \$20,000 investment (\$10,000 per month for two months plus travel)

For companies who need to launch fast, this combines Modules 1 and 2 of the weekly mentoring program into two 3/4-day facilitated sessions on-site at your company, plus 4 weeks of online mentoring. You can choose to continue in the program for additional months for \$5,000 per month on a month-to-month basis.

EXPENSES:

Any travel or other expenses on your behalf are to be reimbursed upon submission of an invoice with receipts. All expenses will be pre-approved by you via email.

This program is a condensed version of what led to numerous successful product launches including Laser Storm, Global VR, Zero Latency, HoloGate, and more. The combination of this program and my 25-years of experience in the sector give you the highest possible chances of success.



AN EYE-OPENING EXPERIENCE...

WHAT THEY ARE SAYING...

“Working with Bob through his mentoring program was probably the best idea we ever had since we started the company. Bob is so cool, so smart - he played a key role in our business development for our immersive entertainment projects.”

-EMMANUEL ICART
PRESIDENT, SCALE-1 PORTAL

“Bob has been instrumental in developing our go-to-market strategy. His understanding of the location-based entertainment market has informed our transition from a game studio to a solution provider that builds turnkey games for the LBE market.”

-MICHAEL ZAIDAN
VP BUSINESS DEVELOPMENT AND
GLOBAL SALES, MINORITY MEDIA

“Bob Cooney was an early advisor once we determined that we would be entering into the space of family entertainment. With his nearly 30 years of predicting business and technology trends, evaluating product and market viability, and helping to introduce new experiences to the public, he would be an asset to any company looking for leg up on the competition.”

-LEIF ARNE PETERSEN
CEO, FOUNDER, HOLOGATE

Ever since our first contact with Bob, we've felt that unique chemistry that defines true professionalism. With true down-to-Earth and practical approach, Bob has been an invaluable help to our strategic development. Thanks to Bob's intimate knowledge of best practices in out-of-home entertainment market and track record-proven "do's and don'ts" combined with crystal clear intensive study framework, our team was able to lay the foundation to what normally takes months to prepare. On behalf of all of Neurogaming team, I would like to thank Bob for his time and help!”

-ALEX MOROZOV
CMO, NEUROGAMING

A MARKETING GENIUS...

I've worked with several consultants throughout Virtuix's history, but I can say that our workshop with Bob has been the most impressive and valuable consulting session I have ever experienced. Bob is a marketing genius. In just one day, we were able to cut through the noise, including our own nonsense, and distill a brilliant marketing message and positioning that set us up for success in this competitive industry. If you need help to navigate marketing and find your value proposition in the location-based entertainment space, Bob is the best guide around.”

-JAN GOETGELUK
CEO, FOUNDER, VIRTUIX

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PORTAL



BOB COONEY

Bob Cooney
SPEAKER, AUTHOR, MENTOR

bobcooney.com
vrbob@bobcooney.com
skype - @bobcooney

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