












Business model

 KEY PARTNERS	<p>"Conseils Municipaux" in order to reach out to all the villagers</p>	<p>Associations des Villages, local Schools that can help us reach out to all the villagers</p>	<p>"Conseils Départementaux / Régionaux" in order to get sponsored</p>	<p>VR and AR game-makers</p>
 KEY ACTIVITIES	<p>Providing entertainment to isolated, rural populations in order to enforce the cohesiveness within their community</p>		<p>Games, that are using VR and AR technologies;</p>	<p>Making to distant villages compete in these games</p>
 KEY RESOURCES	<p>Event tent (to create an appropriate, movable space for the villagers to play)</p>		<p>Two trucks</p>	<p>VR and AR equipment for each truck</p>
 VALUE PROPOSITION	<p>Creating a common goal (beating the competing village) that requires the skills from every generation to complete the tasks</p>		<p>Making VR and AR accessible to isolated areas that lack these infrastructure</p>	<p>Educational benefit of the shared knowledge dynamic</p>
 CUSTOMER RELATIONSHIPS	<p>towards the public actors: stress the goal of inclusiveness of rural areas and the educational benefits</p>		<p>towards the villagers/participants: stressing the fun part of the game, and the benefits for their community</p>	
 CHANNELS	<p>Website to get information / book the arrival of a truck</p>	<p>We provide a movable service, therefore the distribution channel is mobile as well</p>		
 CUSTOMER SEGMENTS	<p>Villagers from rural, isolated areas that tend to have a greater disconnection with social activity</p>		<p>Appeal to all generations of these communities</p>	
 COST STRUCTURE	<p>Fixed costs: initial investment (materials: trucks, VR and AR technologies, mobile installations), labour force</p>		<p>Variable costs: operational costs (gasoline, toll gates fees), marketing campaigns, insurances</p>	
 REVENUE STREAM	<p>Participation fees from the villagers (players)</p>	<p>Financial participation from public actors</p>		
 SOCIAL & ENVIRONMENTAL COSTS	<p>Carbon emissions from the trucks</p>			
 SOCIAL & ENVIRONMENTAL BENEFITS	<p>Reducing the inequality of access to tech activities and providing cutting-edge entertainment to structurally isolated places</p>		<p>Inclusiveness of everyone in the process of the game</p>	<p>Educational benefit from the shared knowledge dynamic induced by the game</p>