360dgrees.com
Commercial Guidelines

Interactive Reality
Safety Training

360dgrees Value Proposition

Billions of dollars a year is spent on training, yet this investment rarely delivers for the user or the organisation. In a group of 10 people attending, 5 might be thinking about lunch, 3 about the workload waiting for them, 1 is tired and 1 is paying attention to attest they have completed the training. Knowledge retention is low because data shows learning by lecture or powerpoint is about 5%. And even when questions are answered correctly how is this actually changing behaviour.

Our unique 360 degree /IR (Interactive Realitty) platform helps organisations create IR Training with an interactive layer to connect people to the content and enables the organisation to gamify training. The gamification lifts participation rates from 10% to 100% (try thinking about lunch when playing a training game using VR/MR!), lifts knowledge retention rates from 5% to 75% (learning by doing!), and people experience consequence in a virtual environment. Additionally it provides rich analytics to better understand the user experience and to help design training strategies and spaces.

In fact, Australias biggest retailer and employer, Woolworths, have started a project with Microsoft and 360dgrees.com to create IR Training experiences to help ensure that their staff go home the same way they came to work – safely. And from a sales perspective, the first phase of the project (4 training experiences for 7.5k of their 200k staff) will generate over $1.6mil in revenues over 6 months and contribute $15k/month in ongoing, monthly azure consumption revenue

Technology Overview

Modern Workplace

IR (Interactive Reality) Training solves problems we saw in the traditional approach.
- **100% participation rates**. Full immersion, full attention
- **Retention rates through the roof**: from 5% retention rates for a lecture to 75% retention rates from 'Learning by doing' **Consequence brought to life**: MR Training lets people experience consequence, without being in a position of danger! Outcome focused.

Business Application

Management and delivery of IR Safety Training experiences across enterprises.

Apps and Infrastructure

Management Web Portal
Native SDK for iOS / Android / AppleTV / Windows 10

Data and AI

Powerful analytics for IR safety training:
- User logins / demographic / location / OS / Device details
- Events tracking
- Data behavior – Heat map
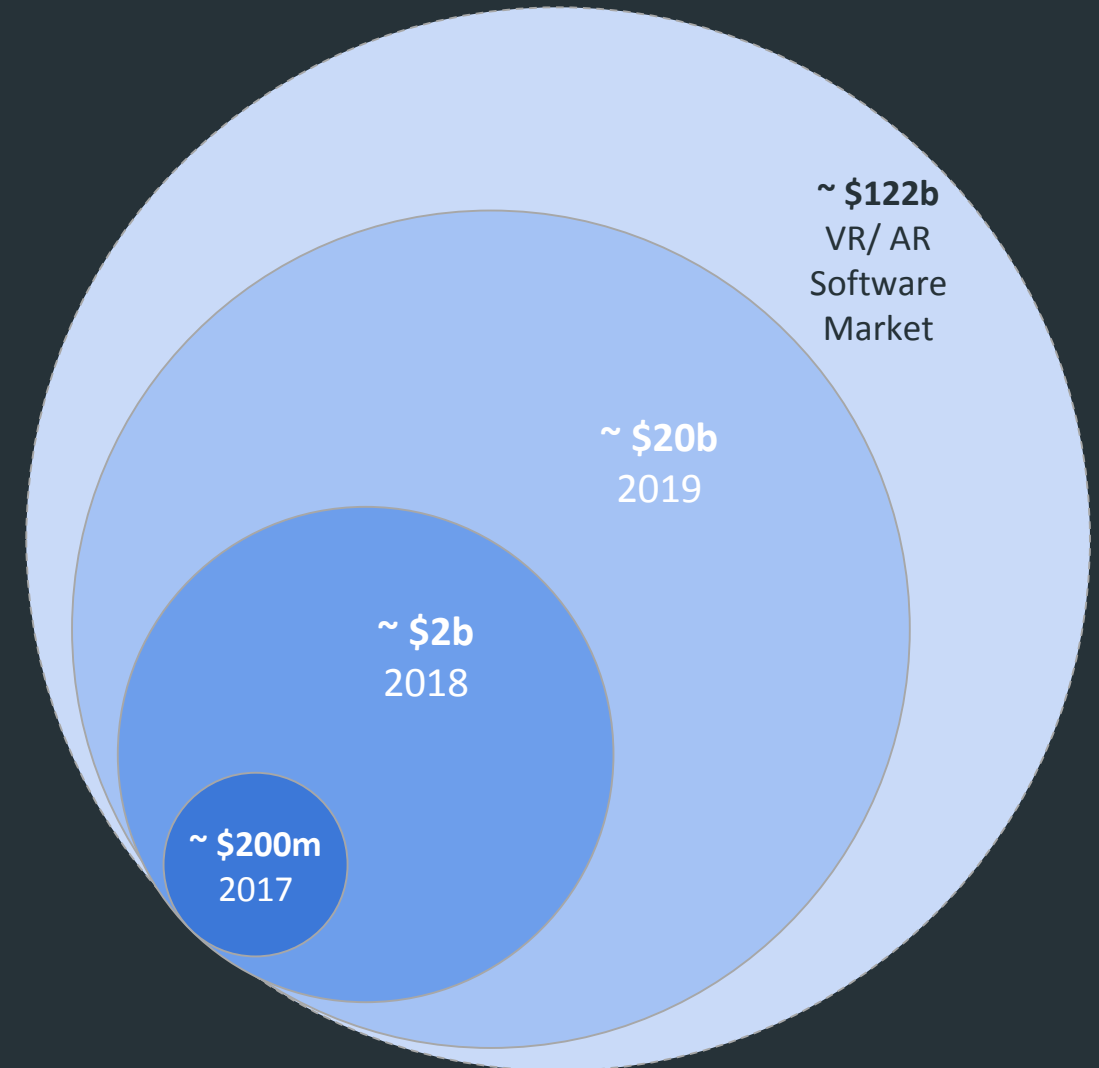- Integration with PowerBI Microsoft

Our Global Opportunity

Our original vision is to help Australian organisations **keep people safe using MR Training** in (2017) with a potential market size of $200m
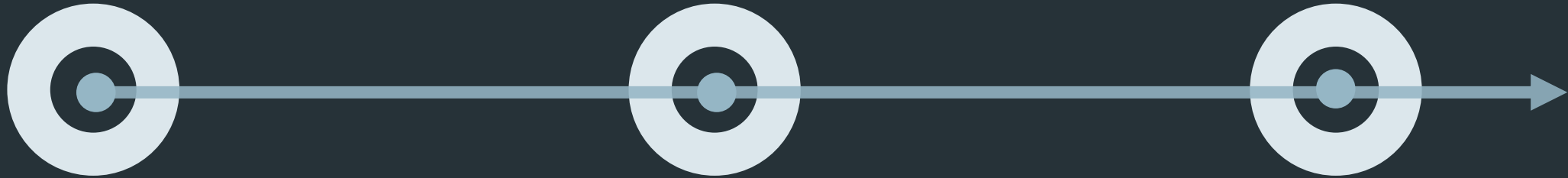
We then moved beyond the Australia to **International Markets (EMEA, USA and Asia)**, increasing our Total Addressable Market by 10x

We have expanded this vision with our **bold ambition to democratize MR Training software beyond production by another 10x**

The opportunity with **VR Software market** is even larger

~ **$122b**
VR/ AR
Software
Market

~ **$20b**
2019

~ **$2b**
2018

~ **$200m**
2017

Customer Approach

Sprint 1: Envisioning
Initial assessment of the value that 360dgrees.com can deliver to the client through this engagement, including initial recommendations on safety areas that will add value to the existing safety processes.

Output will be a collection of safety scenarios with one prioritised scenario that will be used for prototyping.

Sprint 2: Prototyping
The Design and implementation of a Prototype environment that can be used to showcase to business stakeholders a working safety prototype as part of an effort to achieve intimal buy-in and increase demand.

Sprint 3: Value Realisation
Co-develop a blueprint proposal document that defines the measures of success, benefits and business value of the safety initiative against the business objectives and goals. This is critical for improved decision making and the ongoing funding of the safety initiative.

LEADING WITH USER CENTRIC APPROACH ENHANCED BY TECHNOLOGY

Target Audience
Key influencers

- Peter, 51 years
- Chief Risk Officer
- Bachelor of Science
- University of Technology,
- Sydney
- Married, 3 kids

As Chief Risk Officer Peter is responsible for whole of organisational risk including operational risk, governance risk and litigious risk. He has a team of 7 including the Head of Safety.

Peter has been in the role for 3 years and in that time has seen a significant change in the organisational focus on risk management, including organisational changes that have seen the Chief Information Officer reporting to him.

He now has to regularly report to the board and supply a Risk Report which clearly identifies the activities, resourcing and importantly ROI for the business.

His contribution, span of management and vendor portfolio has expanded but it has also forced him out of this comfort zone as he tries to work out what new technologies and solutions he should be embracing to meet his KPIs.

CHALLENGES
- Determining how best to harness technology to manage the businesses risk profile.
- Integrating risk concepts into strategic planning

BARRIERS TO ENGAGING
- Needs to see evidence of expertise within his industry
- Needs to be able to provide clear evidence of ROI to executives

DRIVERS TO ENGAGING
- Linkedin posts, direct email, conferences & events
- Peer recommendations and credible endorsements
- Evidence of successful implementations via case studies (ideally video)

INFLUENCERS
- CIO
- CEO
- CFO
- Chief Supply Chain Officer

		TRIGGER	LEARN	TRIAL	PURCHASE
CHANNELS	PUBLISHER SITES	x			
	VENDOR WEBSITES		x	x	
	EVENTS	x	x	x	
	SOCIAL MEDIA	x	x		
	PEERS	x	x		x
	SALES CALLS		x	x	x
	SEARCH	x	x		
ASSETS	BLOGS		x		
	WHITEPAPERS		x		
	VIDEO	x			
	CASE STUDIES		x		x
	PRODUCT SPECIFICATIONS		x	x	
	REVIEWS	x	x		

Target Audience
Key influencers

- David, Age:39.
- Head of Safety and Training
- Sydney
- Bachelor of Engineering Science
- Married, 2 kids
- Hobbies: Technology and movies

Senior strategy, innovation and investment executive with 13 years experience in devising and leading the execution of creative strategies that have enabled businesses to grow and optimise their performance.

Track record encompasses designing and incubating digitally-led greenfield business ventures, driving product and business model innovation, forging business alliances, executing complex M&A and capital raising deals and devising strategic plans.

Leader of multi-disciplinarian teams with a reputation for aligning multiple stakeholders with diverse agendas. Offer strong commitment, agility, critical and divergent thinking, and the ability to identify and secure opportunities to produce exceptional results in demanding environments.

Challenges
- Bridge gaps between business and technology
- Abreast technology provides
- Abreast internal departments

Barriers to Engaging
- Lack of knowledge of the technology and proof of business return ie resistance to be first mover, with no historical evidence
- Needs to be able to provide clear evidence of ROI

Drivers to Engaging
- Safety conferences, peer recommendations and credible endorsements
- Evidence of successful implementations
Linkedin articles and posts

Influencers
- Head of Innovation
- CTO, CSCO
- Business Divisional leaders

		TRIGGER	LEARN	TRIAL	PURCHASE
CHANNELS	PUBLISHER SITES	x			
	VENDOR WEBSITES		x	x	
	EVENTS	x	x	x	
	SOCIAL MEDIA	x	x		
	PEERS	x	x		x
	SALES CALLS		x	x	x
	SEARCH	x	x		
ASSETS	BLOGS		x		
	WHITEPAPERS		x		
	VIDEO	x			
	CASE STUDIES		x		
	PRODUCT SPECIFICATIONS		x	x	x
	REVIEWS	x	x		

Use Case: IR Safety Training

Manufacturing & Logistics

Interactive Reality
Safety Training

Business Risk

- Injuries and high rate of safety violations within facilities
- High costs of training with short outcomes
- Poor retention by new generation work-force due traditional training methods
- Poor data and behavior analysis

Solutions

IR simulations provide the ability to experience the consequences of safety complacency in a visceral manner that is unfeasible to demonstrate in the real world, dramatically raising retention rates and ensuring the enduring establishment of a safety culture. Furthermore, the immersive nature of IR demands 100% of the employee's attention, guaranteeing an effective communication of information that simply cannot be reached by traditional training techniques.

Why 360dgrees.com

Technology Differentiators

- Strength of safety: monitor employees performance and remedy any issues promptly, preventing on-the-job casualties and avoid compliance violations.
- Immersive: IR demands 100% of the employee's attention, guaranteeing an effective communication and retention of information.
- Consequences: IR safety training enables employees to face hazard situations experiencing the consequences of bad decisions without put life in danger.
- Analytics: understand how employees responded to simulated scenarios and where deficiencies in safety comprehension exist.
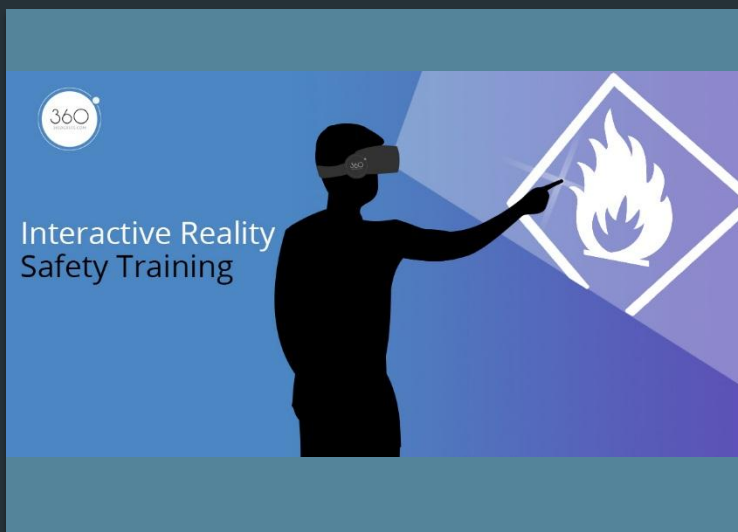
Business Differentiators

- Complete solution with product, professional services, support, research, and an ecosystem of strong partners to provide an end-to-end solution
- Financially strong, backed by a strong fund

Use Case: IR Safety Training

Primary Sector – Agriculture & Oil/Gas

Interactive Reality
Safety Training

Business Risk

- Injuries and high rate of safety violations using heavy machines or maintenance
- High costs of training with short outcomes
- Poor retention by new generation work-force due traditional training methods
- Poor data and behavior analysis

Solutions

Virtual Crops: IR can be a powerful tool for the prediction and visualisation of future crop patterns. IR simulations can demonstrate crop growth based on weather patterns, practices, and other variables.
This will help farmers prepare their crops against any unwelcome environmental changes while at the same time realistically understanding the consequences of not following right practices.
Equipment check-ups: Some equipment is complex and dangerous to handle. This makes it difficult for regular maintenance, surveying, and training. Hence, MR can help demonstrate the working of the equipment, and give an immersive view of its condition and how to use it in the most safe, reliable, and effective way without the real-life consequences of mistakes and complacency.

Why 360dgrees.com

Technology Differentiators

- Strength of safety: monitor employees performance and remedy any issues promptly, preventing on-the-job casualties and avoid compliance violations.
- Immersive: IR demands 100% of the employee's attention, guaranteeing an effective communication and retention of information.
- Consequences: IR safety training enables employees to face hazard situations experiencing the consequences of bad decisions without put life in danger.
- Analytics: understand how employees responded to simulated scenarios and where deficiencies in safety comprehension exist.

Business Differentiators

- Complete solution with product, professional services, support, research, and an
ecosystem of strong partners to provide an end-to-end solution.

Use Case: IR Safety Training

Health Care

Interactive Reality Safety Training

Business Risk

- Real world experiences on-the-job simply isn't feasible for healthcare professionals due consequence
- High liability costs insurance for business
- High rate of negligence and cases of malpractice
- Poor data and behavior analysis

Solutions

IR simulations provide the ability to experience the consequences of safety complacency in a visceral manner that is unfeasible to demonstrate in the real world, dramatically raising retention rates and ensuring the enduring establishment of a safety culture. Furthermore, the immersive nature of IR demands 100% of the employee's attention, guaranteeing an effective communication of information that simply cannot be reached by traditional training techniques.

Why 360dgrees.com

Technology Differentiators

- Strength of safety: monitor employees performance and remedy any issues promptly, preventing on-the-job casualties and avoid compliance violations.
- Immersive: IR demands 100% of the employee's attention, guaranteeing an effective communication and retention of information.
- Consequences: IR safety training enables employees to face hazard situations experiencing the consequences of bad decisions without put life in danger.
- Analytics: understand how employees responded to simulated scenarios and where deficiencies in safety comprehension exist.

Business Differentiators

- Complete solution with product, professional services, support, research, and an ecosystem of strong partners to provide an end-to-end solution
- Financially strong, backed by a strong fund

Use Case: IR Safety Training

Government – Public & National Security

Interactive Reality
Safety Training

Business Risk

- Real world experiences on-the-job simply isn't feasible for law enforcements due public risks
- High liability costs insurance for gov
- High rate of negligence and cases of malpractice
- Poor data and behavior analysis

Solutions

IR simulations help law enforcement employees gain visceral, real-world experience in a safe setting.
They can learn how to read a suspect's body language during an interrogation or how to securely disarm an assailant. Police officers don't have to deal with a steep learning curve because IR immerses them in situations they will commonly encounter in the field.
IR training can also be used for military training. Defense personnel have the ability to explore foreign landscapes and engage in realistic scenarios that prepare them for battle. IR training for military means comprehensive combat visualisations, medic training, virtual boot camps; as well as equipment, weapon, and vehicle training that is not safe or feasible to test and rehearse in the real world.

Why 360dgrees.com

Technology Differentiators

- Strength of safety: monitor employees performance and remedy any issues promptly, preventing on-the-job casualties and avoid compliance violations.
- Immersive: IR demands 100% of the employee's attention, guaranteeing an effective communication and retention of information.
- Consequences: IR safety training enables employees to face hazard situations experiencing the consequences of bad decisions without put life in danger.
- Analytics: understand how employees responded to simulated scenarios and where deficiencies in safety comprehension exist.

Business Differentiators

- Complete solution with product, professional services, support, research, and an

Use Case: IR Safety Training

Leisure – Travel - Hospitality

Interactive Reality
Leisure & Travel

Business Risk

- Experiencing adventures or national/international destinations without being there isn't feasible.
- High costs of traditional training methods
- High rate of negligence due no experience/training
- Poor data and behavior analysis of employees and end-users

Solutions

With IR simulations, travel agents can now take a tour of accommodations to determine if they are recommendation-worthy without having to even leave their homes, visualising and understanding the layout and details of a property.
Intricate information about a property or destination can be conveyed vividly through these IR demonstrations.
Hotel managers can also utilize IR training to teach their staff how to prepare the rooms and the proper way to interact with guests, using state-of-the-art custom simulations and realistic scenarios. One of the most significant benefits of IR training is that it is soft-skill compatible, and soft skills are essential in the hospitality industry.
IR provides both innovation and inspiration into perfecting sales techniques to travel agents, event planners, wholesalers, and then consumers in an extremely competitive marketplace.

Why 360dgrees.com

Technology Differentiators

- Strength of safety: monitor employees performance and remedy any issues promptly, preventing on-the-job casualties and avoid compliance violations.
- Immersive: IR demands 100% of the employee's attention, guaranteeing an effective communication and retention of information.
- Consequences: IR safety training enables employees to face hazard situations experiencing the consequences of bad decisions without put life in danger.
- Analytics: understand how employees responded to simulated scenarios and where deficiencies in safety comprehension exist.

Business Differentiators
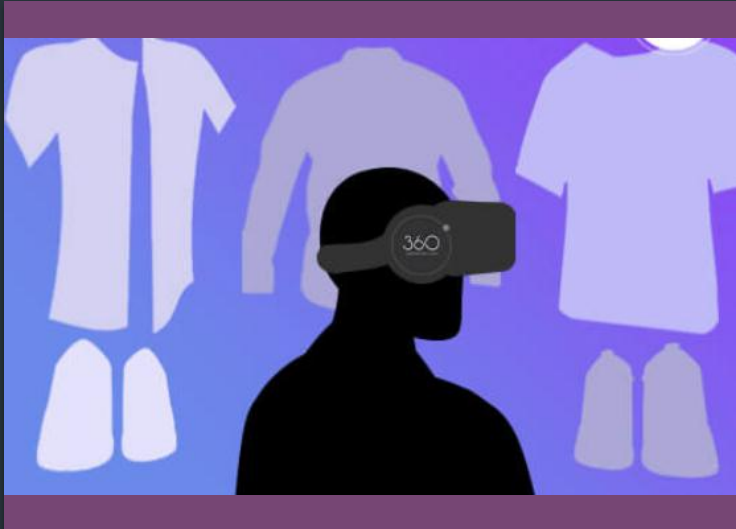
- Complete solution with product, professional services, support, research, and an

Use Case: IR Safety Training

Retail – Media & Communication

Business Risk

- Experiencing products or services pre-product without interaction isn't feasible.
- High costs of traditional training methods
- High rate of negligence due no experience/training
- Poor data and behavior analysis of employees and end-users

Solutions

With IR simulations, employees can Instead of simply reading about the features and benefits, they can see them in action, without needing to physically bring the stock to them.

IR-based scenarios and simulations also give them the power to perfect their sales technique and negotiation skills. For example, employees must interact with a virtual customer to identify their needs and find a suitable product. These means that training can be done without compromising customer's interests, and employers can analyse and review the performance of employees based on analytics

Why 360dgrees.com

Technology Differentiators

- Strength of safety: monitor employees performance and remedy any issues promptly, preventing on-the-job casualties and avoid compliance violations.
- Immersive: IR demands 100% of the employee's attention, guaranteeing an effective communication and retention of information.
- Consequences: IR safety training enables employees to face hazard situations experiencing the consequences of bad decisions without put life in danger.
- Analytics: understand how employees responded to simulated scenarios and where deficiencies in safety comprehension exist.

Business Differentiators

- Complete solution with product, professional services, support, research, and an ecosystem of strong partners to provide an end-to-end solution