



Centre **VR**

Europe's Largest Virtual Reality Centre

Franchise/investment opportunities in the fastest developing technology sector of Virtual Reality for education, training, business and leisure.



Centre VR Introduction

Centre VR was created in 2017 when the founding team could see that no major players were in the virtual reality retail space in the UK. No major brand was associated with this new, rapidly developing and exciting industry for education, training, business and retail VR entertainment. Centre VR was created to take advantage of the situation, to position itself to become the national brand associated with Virtual Reality in the UK.

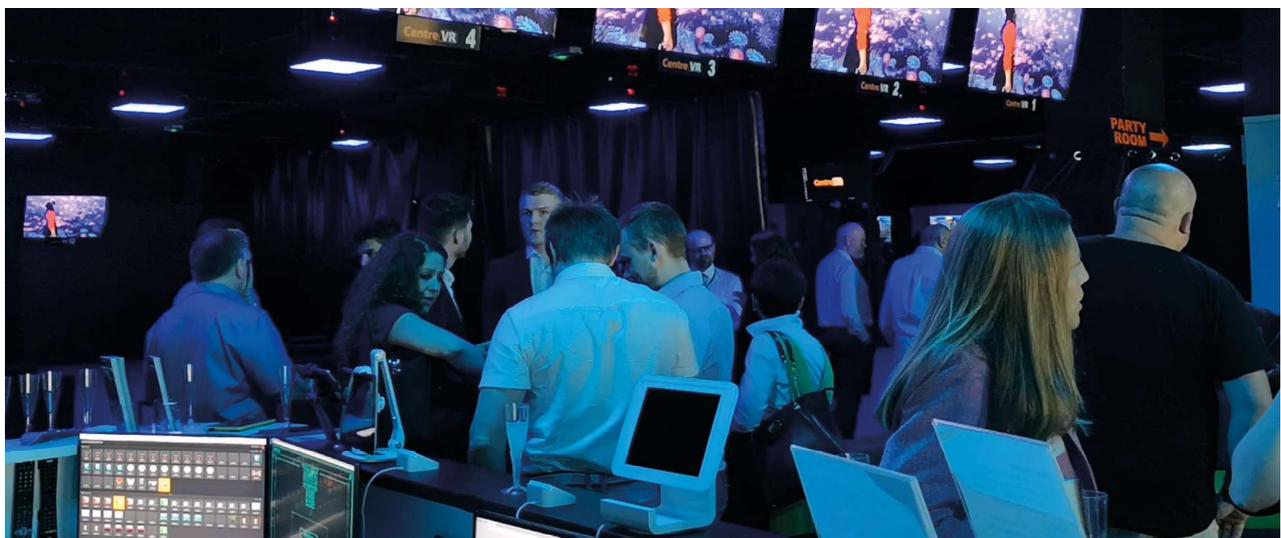
Opening the largest virtual reality centre in Europe in 2019 with 30 headsets, the flagship store in the centre of Bournemouth quickly established itself with local schools. When teachers experienced VR, and the quality and breadth of virtual reality titles on offer, they immediately signed up for their entire school to visit. This started a trend which resulted in over 3,000 children visiting Centre VR before the COVID pandemic hit the UK.

The retail VR leisure market was also built and developed by Centre VR in the area, with adults and children alike enjoying the wide range of titles secured and offered by the brand. Despite being the most expensive form of entertainment (at £35 per hour) Centre VR was booked up weeks in advance for corporate, adult, and childrens parties.

Forging links with local councils, local and national businesses and organisations, Centre VR also creates VR titles for business, training, and the UK educational market.

Virtual Reality

A covert giant in industry



Centre VR A Plan For The Future

The name change for Facebook to Meta surprised many. The reason for the change is that the investors and management team behind this most succesful online platform see that VR and AR will eventually replace our mobile devices and computers, as does Apple and Microsoft, who are also known to be developing these technologies.

Facebook is investing billions of dollars in the development of virtual and augmented reality hardware and software, for both the retail leisure market and the commercial sectors.

Most large organisations are using virtual reality in their day to day operations for designing, training and recruiting.

Ford are designing cars, Volkswagen train their assembly line staff, the military train pilots, drivers, technicians, engineers, soldiers, and the medical giant Johnson & Johnson are rolling out an ambitious VR programme to surgeons around the world that's been proven to be succesful, validated by Imperial College, London.

Centre VR has three income streams from this new technology.



2. BUSINESS

Introducing business leaders to VR is automatic with Centre VR through Christmas parties, social events, team building sessions and conferences. Centre VR provides the showroom where businesses can learn about, commission, trial, and use VR software to facilitate their training, recruitment and design requirements. Centre VR Studios create these titles with an experienced in-house team.

3. LEISURE

At the weekends and evenings, Centre VR is filled with local customers and tourists looking for exciting and different ways to spend their leisure time. Virtual Reality has become a credible, desirable activity thanks in part to the steady growth in the home market fuelled by Facebook's Oculus Quest 2, a low cost, high quality headset. Home VR significantly helps Centre VR's growth. A home user will usually purchase only one headset, ensuring the home experience is a solitary one. VR can be most amazing when enjoyed with friends, family and groups. VR also requires a lot of physical space. Most UK home users will barely have room for one VR player, and the very real danger of hurting a person or damaging expensive equipment such as a big screen TV is very apparent. Software is costly, with each player needing to own any game. With a wide range of exclusive titles that cannot be purchased for home use, curated software and staff on hand to help with activities, Centre VR is the perfect place for the home VR user and their friends and family, with groups up to 30.

WORD OF MOUTH - SCHOOL VISITS LEAD TO PARTIES - PARTIES LEAD TO PARTIES.

Centre VR accurately tracks how customers learn of the brand. More than 48% of visitors were visit, 20% visited previously with a party, 25% were reached via Centre VR social media advertising. The parties booked can be traced back to a school visit. A large proportion of parents are asked to child who attended a party. There is a such a wide range of enjoyable activities offered at Centre all the time, the desire to return in groups is very high. Unique promotions such as the Half Price

Partnerships Statistics



Strong partnerships help Centre VR grow quickly, being able to totally rely on strong support for products and services. We investigated the markets for VR experiences, software control systems, hardware, bookings systems, recruitment tools, staff management, advertising, and food and beverage.

Papa Johns Pizza

Centre VR provides a perfect location for a family to enjoy quality time together. By adding the world famous Papa Johns Pizza to our integral Coffee Shop menu, the result adds to the enjoyment of our guests, increases profit, and provides our party booking guests with a popular and affordable food option.

Reliability, security

Our software providers are very carefully selected to provide maximum reliability, security, and ease of operation for staff. Booking.com provide the safe and secure bookings platform for the Centre VR web sites on line bookings system, managing all payment transactions reliably, safely and securely.

Online Presence

Centre VR is featured on Trip Advisor, winning the Travellers Choice award (top 10% in the world), and has also been awarded several local tourism awards.



World Wide VR/AR/MR Market Value

\$30.7 Billion USD in 2021
\$58.7 Billion USD in 2022
\$124 Billion USD in 2023
\$296.9 Billion USD in 2024

(source www.statista.com)



European Market

Europe is suggested to be the fastest growing marking between 2021 and 2028.

(Source <https://www.grand-viewresearch.com>)



UK VR Market

In 2016, the market value was £46.4 million and is predicted to grow by a total of 390% over four years, bringing it to approximately £354.3 million in 2020.

(source www.statista.com)

Centre VR Studios

Safer Kids VR

A perfect use for virtual reality with school children is the Safer Kids VR title created by Centre VR Studios, providing a compelling reason for schools to send their pupils to Centre VR.



Recognised by authorities as a fantastic use for virtual reality, BCP council funded the development of the first in a series of VR titles that teach children safety.

Centre VR Studios innovative Safer Kids VR software series provides a compelling reason for schools to send their students to Centre VR. The first module teaches young children how to cross the road in journeys to and from school in a busy traffic environment, but in the safety of VR. Working with Siemens, suppliers of traffic crossing systems to most of the UK, the pelican crossing simulation will be extremely realistic, and the collaboration with Bournemouth University has supported the psychological and educational aspects of the game.

Headset Rental - A new market for schools

Waiting for the arrival of the perfect headset hardware for rental to schools is the strategy employed by the team at Centre VR.

Until that headset arrives, (it has not at the time of printing), Centre VR will be preparing to offer hundreds of headsets for rental to schools across the country via its network of stores.

Schools will be able to rent 30 headsets to cover an entire class to run the Safer Kids Software and other UK curriculum based educational titles created by CentreVR Studios, and the readily available 3rd party titles currently offered in Centre VR.

Testimonials

(from Trip Advisor and Facebook)



Absolutely loved the Hour spent here! Me and my partner came to do the 1hr mixed game slot, the staff we're extremely helpful in helping us choose a game to play as two player together. The staff here really did go above and beyond to make our experience awesome. Equipment was all in great condition and there was a fantastic choice of games. I would definitely come back.



This was ideal - we booked the 90min VR experience where you can choose from multiple games. On arrival the team advised and explained how to use the VR sets and were helpful throughout. The two teenagers were able to communicate throughout. Really good and the team are really helpful and ensure you get maximum fun out of your time.



Really clean and spacious place. Incredibly friendly and helpful staff that managed my daughters birthday party really well, which was especially appreciated because the girls were all new to the experience. They had a cool time and we were very impressed. I'm looking forward to having a go myself next time! strongly recommend this activity for teen birthdays!



Brilliant place - the staff are extremely helpful and friendly ,especially for someone as techno illiterate as myself. My son and I have had excellent times there and it's great fun and Immersive



Okay, disclosure. I am a woman in her 40s with no experience or, frankly, interest, in computer games. I went to Centre VR with my partner and our 13 year old. We did the Prince of Persia game. I cannot remember the last time I had SO much unadulterated fun. It was amazing. The controls were easy to master. We didn't finish the whole mystery and changed the rest of our holiday plans to go back and have another go. SO much fun. Lovely friendly and helpful staff. Highly recommended.



We chose the Assassin's Creed VR Adventure as my partner enjoys the Xbox game. Neither of us had done VR before and were a bit hesitant at first but as soon as our headsets were on we honestly had such a great time! I can't believe how immersive the games are and easy to use especially for someone like me who is awful and any sort of computer game! The staff were so helpful and it was a great experience, we'll definitely return!



We took a family aged 8 to 65. The 8 year old was taken to a special gaming area and played angry birds, but she was so occupied we had almost forgotten all about her. The rest of us played the Survive Together Desert Island survival game. It was a team game and was very professionally managed. The hour flew past and so Covid safe. The whole team at Bournemouth VR should be proud of what they have achieved. Well done to them all.



We visited with our 14 year old grandson for the 90 minute gaming experience where he could select from an array of games to play during that time. He described the experience as "awesome" and would love to go on a regular basis if it were nearer his home. This was the best 90 minutes of a 3 day break for him. He described it to mates on his phone as "totally amazing." The staff were very friendly and helped you if required. Great!