

Usurper Interactive

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Company Go-To-Market Strategy

Usurper Interactive

- An Immersive Media Studio for Memory Preservation
 - Our goal is to use XR technology to help customers relive their memories through immersive, human-centered experiences.
- Reimagining how XR and volumetric tech preserve human memory beyond photos and film
 - We are driven to explore our commitment to blending XR innovation with storytelling and emotion-centered technology

OKRs

- Build Brand & Credibility
 - 5 high-quality projects completed
 - 95% client satisfaction
 - Launch website + viewing app (beta)
- Achieve Revenue Goals
 - \$150K+ total revenue
 - 3 recurring B2B clients
 - 20% revenue from subscriptions
- Streamlined Production
 - 30% faster reconstruction time
 - 48-hour turnaround to first render
 - Camera array supports 2,000 sq. ft.
- Expand Partnerships
 - 3 studio/event planner collaborations
 - 2 institutional B2B projects
 - 10+ client referrals
- Prepare for Scale
 - Pitch deck ready by Q4
 - 20% profit margin per project
 - Secure \$50K+ in funding or grants

Segmentation

- Business-To-Consumer (B2C):
 - Middle to upper class individuals and families who want to preserve milestone events such weddings, reunions, and anniversaries.
- Business-To-Business (B2B):
 - **Event Planners:** Offer our XR service as a premium add-on for clients (e.g., weddings, corporate events).
 - **Sports Organizations:** Use for performance analysis, strategy, and immersive replays for fans.
 - **Corporate Clients:** Enhance training through immersive visualization.
 - **Researchers & Institutions:** Apply technology for data capture and analysis.

Marketing Mix

Product:

Immersive 3D/4D reconstructions of real events using Gaussian Splatting & XR frameworks.

Price:

Premium-tier (\$3K–\$5K per event; custom B2B pricing).

Place:

On-site capture with digital XR/VR delivery.

Promotion:

Social media demos, website showcases, and partnerships with event planners & photographers.

Competition

Our Porter's Model Position focus is **Differentiation**:

- We aim to use **Spatial Memory Preservation** by merging high-end volumetric capture with emotional storytelling for both individuals and businesses.
- **Emotional and Immersive Experience:**
 - It's not a product or a service, it's reliving a memory.
- **Innovative Technology:**
 - Built on 3D & 4D Gaussian Splatting + XR frameworks.
- **Dual Market Reach:**
 - Competitors focus solely on B2B.
 - We bridges B2B and B2C, bringing premium immersive memory experiences to individuals and organizations alike.

Perceptual Map:

High Immersion / Emotion Depth

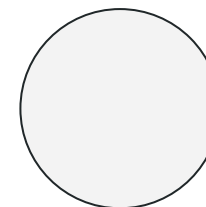
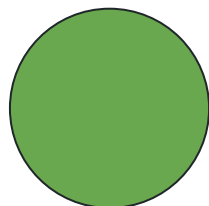
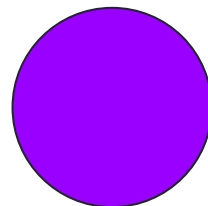
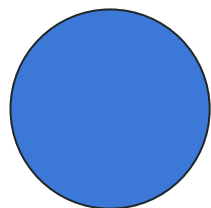
Key / Legend:

- Usurper Interactive
- 4D Views
- Infinite Realities
- Traditional Media (photo/video)

B2B Focus

B2C Focus

Low Immersion / Emotion Depth



Key Partners

Fill in here

- Event Planning Organizations
- Headset Distributors (Meta, Pico)
- Camera Distributors (Sony, Canon)
- Film/Production Companies/Organizations
- Software Distributors (Epic, Unreal Engine)
- Hardware PC Distributors (Newegg, Amazon)

Key Activities

Fill in here

- Development ^{planning and setup}
- Resource Sourcing (Meeting the customer's request)
- Marketing and Branding
- Production planning and setup
- Sales / Add-ons

Key Resources

Fill in here

- Equipment (PCs, Cameras, Scaffolding)
- Software / Licenses / Contracts
- Staff (Planners, Developers, Customer Representative)
- Facilities (Storage lockers, Vehicles)

Value Propositions

Fill in here

- Milestones and Performance
- Memory Preservation
- Never Ending Experiences
- Immersive Experience of Life
- Never Seen before way of reliving

- History (Recording History) (Public speaking)
- Performance, Milestones

Examples: • Education • medical

- Big milestones [Wedding, Graduation, Birthdays, Anniversary]
- Corporate Events

- Sports (player training)

Customer Relationships

Fill in here

- Joining Film and Production Communities
- Personal Assistance (during/After)
- Customer Service / Satisfaction

Channels

Fill in here

- Selling to Event Planners
- Marketing Agents
- Social Media Presence

Customer Segments

Fill in here

- (\$150,000)
- Upper Middle and above
- Event Planners (\$500,000+ class, or above)
- Medium Size Businesses and up (Sports training, Public speaking orgs, Universities)
- Museums / Exhibitions / Historical Event (Columbus Center of Peace, ...) Business that focuses on event that we haven't lived through.
- Digital Exhibitions

Cost Structure

Fill in here

- Photography Cameras
- Spatial Camera x size of the room
- Beasty Computers x Amount of clients
- Staff (in the event)
- General Eq: Van, Mics, Cam Scaffolding, Chargers, Memory Storage, Storage/warehouse/Basement
- XR Headsets
- Software (Postshots, Reality Scan, etc)
- Cloud Storage (AWS, Google, etc)
- Staff (Process Data/Audio)

Revenue Streams

Fill in here

- One-Time payment For production (Ex: \$15,000 up front)
- Subscription based for length (Ex: length of event = more money)
- Social Media Marketing

- Sponsorship (Bridals)
- Grants (if non-profit)

- Services
- Photography

- Spatial Captures
- Regular Videos
- Regular Pictures
- Editing

Channel Strategy

Marketing Channel

- Social Media Presence: Instagram, TikTok, Reddit Communities, Discord Communities,
- Website Ads
- Marketing Agents + Event Planners

Deliveries Channel

- Web Based Viewing Platform (Mobile, PC, WebXR)
- Custom Sites for B2B or Premium Clients

Pricing - Services

-  = Professional Photography
-  = Videography
-  = 360° Capture + Editing
-  = 4D Gaussian Splat Reconstruction + Spatial Editing
-  = Photo Editing
-  = Video Editing
-  = Photogrammetry

Services	Features	Description	Target (For Who?)	One Time Service	Subscription Service
Tier 1	 + 	Color Correction, Exposure Balancing, and Artistic Tone Matching.	Portraits, Weddings, Family Events	Starting at: \$750+ (B2C) \$1,500+ (B2B)	
Tier 2	 +  + 	Up to 3–5 min Highlight Film, Basic Cuts, Transitions, and Music Licensing. Extended storytelling edit optional.	Weddings, Milestones, Corporate Events	\$2,000–\$3,500+ (B2C) \$3,500–\$6,000+ (B2B)	
Tier 3	 +  + 	360° Video Stitching, Stabilization, and Optimized Playback formatting for immersive rigs.	Brand Activations, Exhibits, Product Launches	\$4,500–\$7,000+ (B2C) \$7,000–\$12,000+ (B2B)	
Tier 4	 +  +  + 	Alignment, Mesh Cleanup, Color Correction, and Lighting Balance. Deliverable optimized for web/mobile/XR playback.	Legacy Projects, Cultural Archives, Fine Art	\$8,500–\$15,000+ (B2C) \$12,000–\$25,000+ (B2B)	\$20–\$50/month (B2C) \$100–\$500/month (B2B)
Tier 5	 +  +  +  + 	Motion Cleanup, Splat Refinement, Lighting Correction, Platform optimization for smooth playback.	Museums, Historical Reconstructions, Enterprise Storytelling	\$18,000–\$30,000+ (B2C) \$30,000–\$60,000+ (B2B)	\$50–\$150/month (B2C) \$500–\$1,500/month (B2B)

Pricing - Extended Editing Services

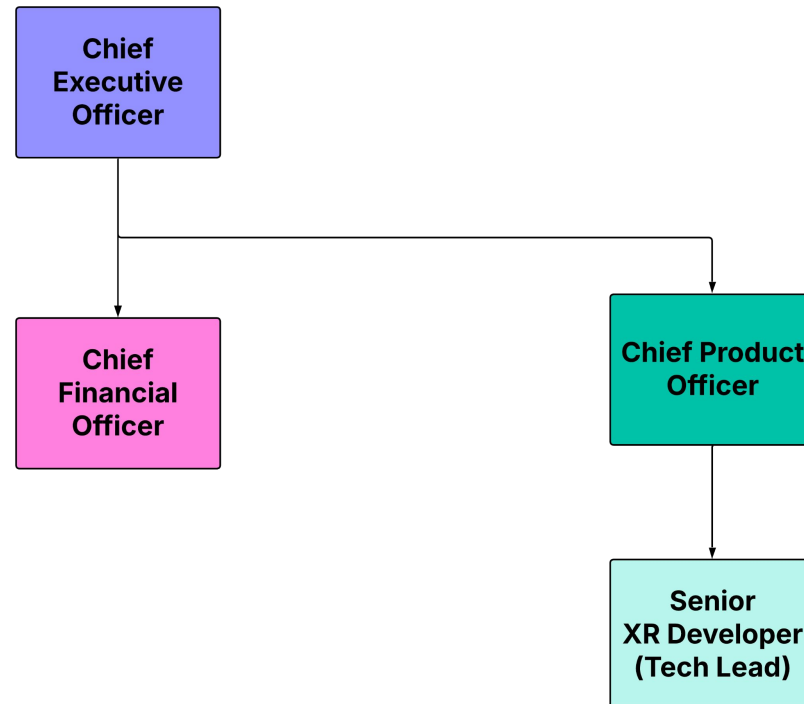
Type of Editing	Included in Base Package	Advanced Editing Options	Cost Range
Photo Editing	Standard Exposure, Color Balance, Tone Adjustment	Retouching, object removal, artistic LUTs, cinematic color grading	\$250–\$1,000+
Video Editing	Base highlight edit, Transitions, Audio balance, Royalty-free music	Long-form edits, Narrative Sequencing, Advanced Sound Design, Color Grading	\$500–\$2,500+
360°/VR Editing	Stitching, Stabilization, Light correction	Interactive Hotspots, Guided Motion, VR Optimization	\$500–\$1,500+
Photogrammetry Editing	Alignment, Texture baking, Decimation	Manual cleanup, Color correction, Environmental relighting	\$1,000–\$3,000+
4DGS / Spatial Editing	Basic splat refinement and environment alignment	Animation Optimization, Lighting Pass, Cinematic Environment Tuning	\$2,000–\$6,000+

Pricing - Premium Add-Ons

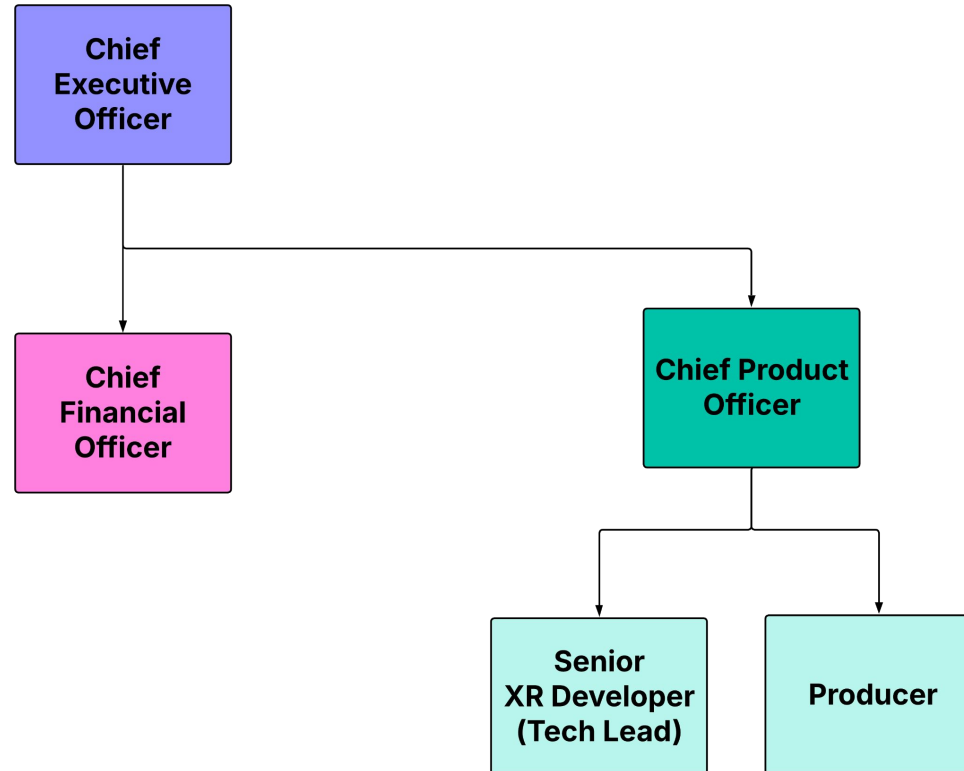
Add On	Description	Price
Branded Web Portal	Personalized or white-labeled viewing experience.	\$2,000–\$5,000+
AI-Guided Storytelling	Auto-narration or custom voice-over for immersive experiences.	\$1,000–\$3,000+
Cloud Archival Extension	Long-term data hosting for immersive archives.	\$500–\$1,500+/year
Museum / XR Installation Setup	On-site setup, calibration, and staff training.	\$3,000–\$10,000+

Company Operations

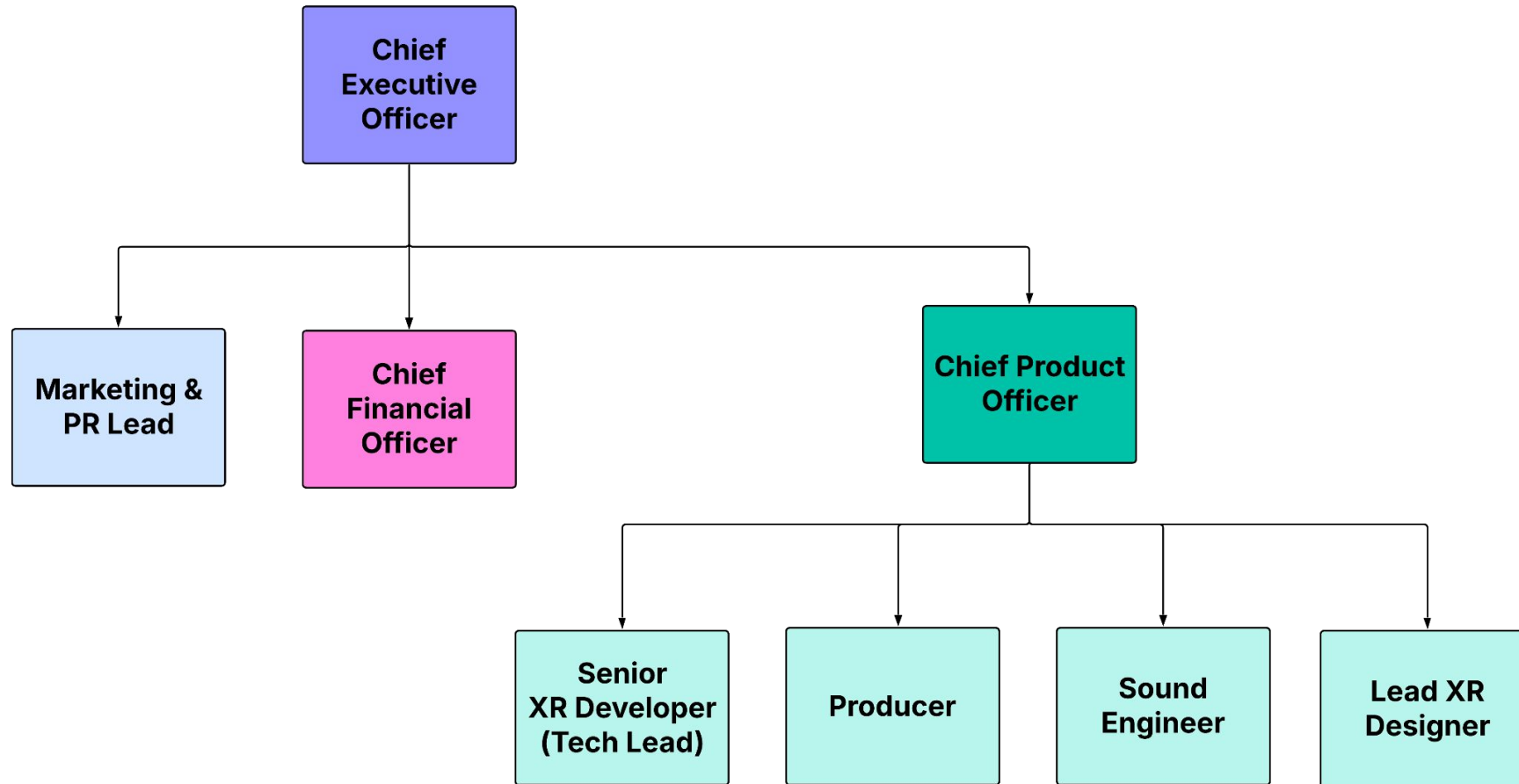
Org Chart Year 1



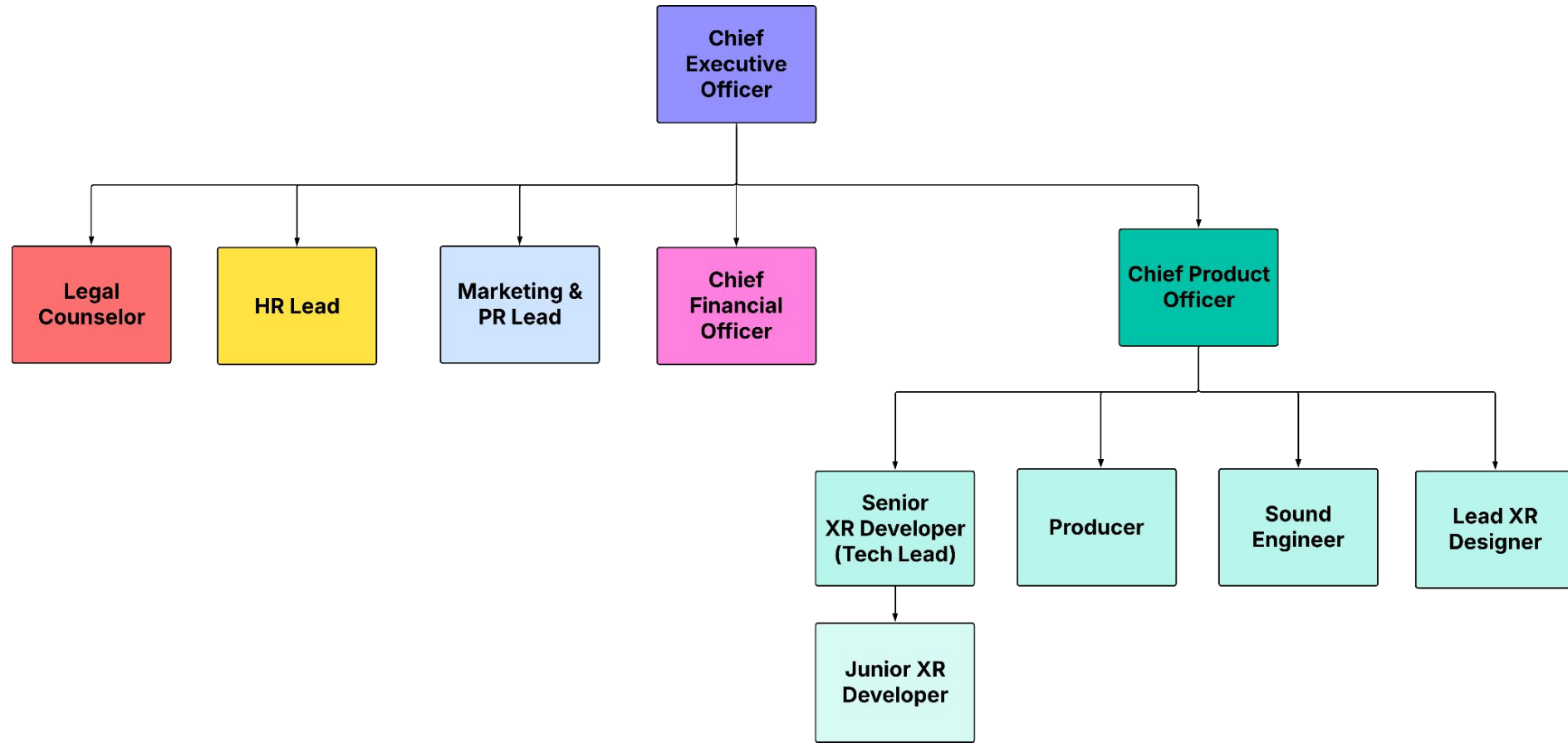
Org Chart Year 2



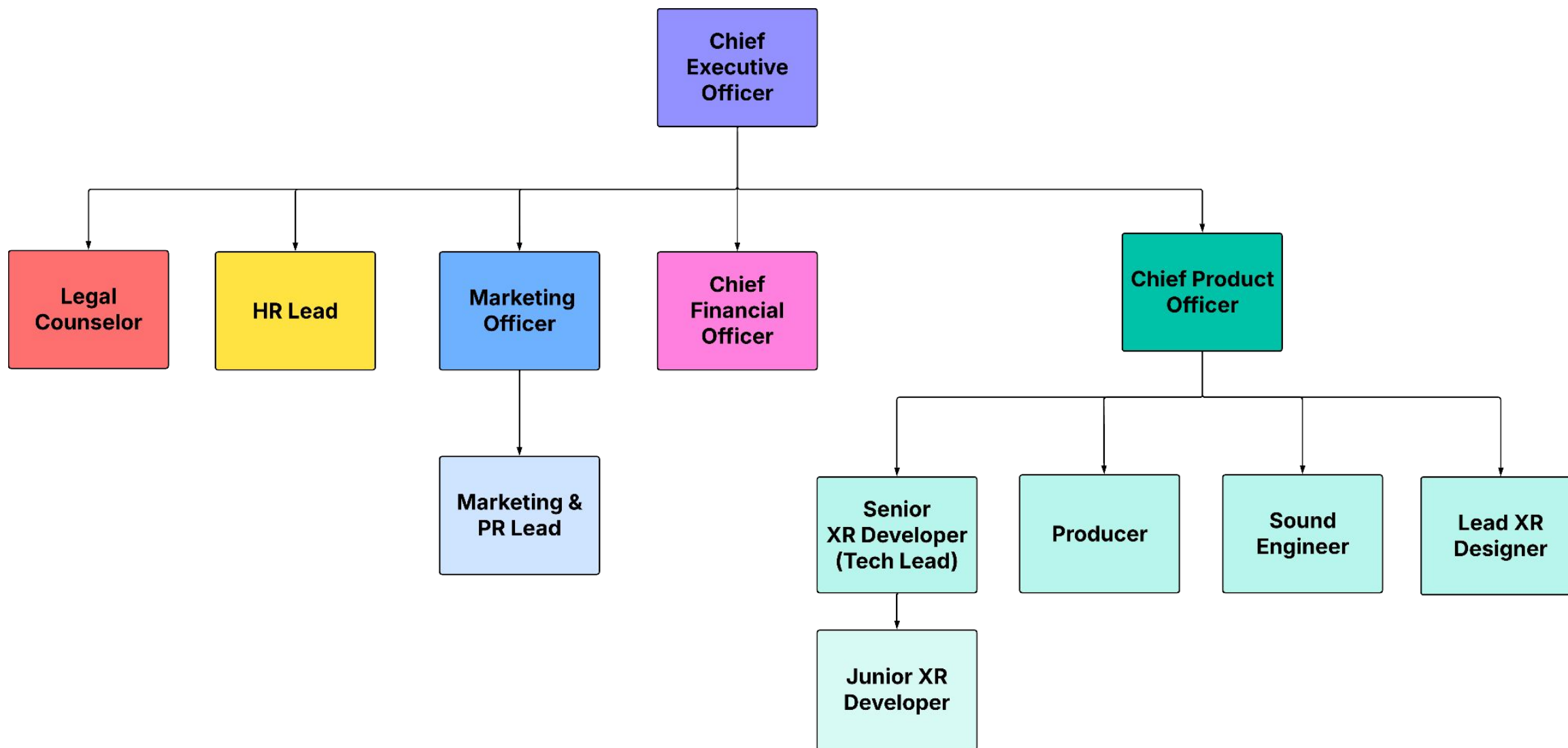
Org Chart Year 3



Org Chart Year 4



Org Chart Year 5



Financial Statements

Headcount Financials

		2025	2026	2027	2028	2029
GENERAL AND ADMINISTRATIVE						
Management						
	Executive Officer	\$8,888	\$17,775	\$48,881	\$85,542	\$115,482
Sales & Business Development						
	Business Development Lead	\$8,888	\$17,775	\$48,881	\$85,542	\$115,482
Marketing						
	Marketing Officer					\$80,000
	Marketing & PR Lead			\$40,000	\$60,000	\$72,000
Administrative						
	HR Lead				\$45,000	\$67,500
	Legal Counselor				\$60,000	\$87,000
G&A Total		\$17,775	\$35,550	\$137,763	\$336,084	\$537,464
	Headcount	2	2	3	5	6
PRODUCTION TEAM						
Producers						
	Producer Officer		\$15,000	\$45,000	\$56,250	\$64,688
	Production Team	\$2,963	\$14,813	\$59,250	\$88,875	\$133,313
Technical/Development						
	Senior XR Developer (Tech Lead)	\$8,888	\$17,775	\$48,881	\$85,542	\$98,374
	Junior XR Developer				\$60,000	\$78,000
Creative/Art						
	Sound Engineer			\$39,000	\$58,500	\$73,125
Design						
	Lead XR Designer			\$45,000	\$67,500	\$91,125
Production Total		\$11,850	\$47,588	\$237,131	\$416,667	\$538,624
	Headcount	2	3	5	6	6
Total Wages		\$29,625	\$83,138	\$374,894	\$752,752	\$1,076,087
	Total Headcount	4	5	8	11	12

- Usurper Interactive begins as a bootstrap with part-time for the first 2 years and then transition to a full business in Year 3.
- Pay raises in salaries from Year 2 to Year 3 to represent the transition to full business.
- Expanding the headcount of the company, triple it from Year 1 to Year 5.
- Separation from Administrative Team from the Production Team with the Chief Executive Officer (CEO) as the head.

Assumptions

<i>write down all your assumptions! these are examples:</i>							
Assumptions	2025	2026	2027	2028	2029		
Employee Insurance Cost	6%					Employee Insurance Cost	6%
Cost of Living Raises	3%					Yearly Storage Rental (Warehouse @ \$235)	\$2,800
						Yearly Cloud Hosting (Software License @ \$160 Month)	\$2,000
						Yearly Cloud Storage (Software License)	\$2,000
Camera Cost (25 units @ \$750)	\$18,750					Camera Cost (25 units @ \$750)	\$18,750
Microphones (10 units @ \$200)	\$2,000					Microphones (10 units @ \$200)	\$2,000
Camera Equipment Kits (3 @ \$2000)	\$6,000					Camera Equipment Kits (3 @ \$2,000)	\$6,000
Minimalist Scaffolding (4 setups @ \$250)	\$1,000					Minimalist Scaffolding (4 setups @ \$250)	\$1,000
Powerful PC Rigs (2 @ \$2500)	\$5,000					Power PC Rigs (2 @ \$2,500)	\$5,000
<i>Equipment will only be expanded from here if requested by client and will be charged for large space fees</i>						Rental Van (Per Client)	\$150
						Hotel / Airbnb (Per Client)	\$300
Yearly Storage Rental (Warehouse)	1800					Local Transportation (Per Client)	\$40
Yearly Cloud Hosting	\$3,000					Domestic Flight (Included in Base Cost)	—
Yearly Cloud Storage	\$1,000					Base Per-Client Cost (with flight)	\$850
Software Licenses	\$4,000					Estimated Clients Sold – Year 1	12
Rental Van (Per Client)	150					Estimated Clients Sold – Year 2	50
Hotel / Airbnb (Per Client)	300					Estimated Clients Sold – Year 3	125
Local Transportation (Per Client)	150					Estimated Clients Sold – Year 4	250
Domestic Flight (Included in Base Cost)	N/A					Estimated Clients Sold – Year 5	350
						Photography/Videography Contracting Rates (Avg)	\$50/hr–\$100/hr
Year 1	12					Derived Totals for Year 1	
Year 2	50					Category	Amount
Year 3	125					Total Fixed Yearly Costs	\$39,510
Year 4	\$250					Total Variable Costs (12 clients)	\$16,080
Year 5	\$350					Total Year 1 Cost	\$55,590

Income Statement

	2025	2026	2027	2028	2029
Revenues					
Sales Revenue	\$83,250	\$278,000	\$645,500	\$1,263,000	\$1,910,000
Other Revenue	\$0	\$0	\$0	\$0	\$0
(Sales Returns & Allowances)	\$0	\$0	\$0	\$0	\$0
TOTAL NET SALES REVENUES	\$83,250	\$278,000	\$645,500	\$1,263,000	\$1,910,000
Cost of Goods Sold					
Production Employee Salaries	\$11,850	\$32,588	\$237,131	\$401,855	\$508,999
Contractor Payments	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800
Depreciation, production equip	\$6,750	\$6,750	\$6,750	\$6,750	\$6,750
Software Licenses	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
TOTAL COGS	\$25,400	\$46,138	\$250,681	\$415,405	\$522,549
GROSS PROFIT	\$57,850	\$231,863	\$394,819	\$847,595	\$1,387,451
Operating Expenses					
SELLING EXPENSES	\$0	\$0	\$0	\$0	\$0
Sales & Marketing Salaries	\$8,888	\$17,775	\$88,881	\$145,542	\$267,482
Advertising Expense	\$1,500	\$7,500	\$30,000	\$75,000	\$130,000
Distribution Costs	\$5,000	\$8,000	\$15,000	\$25,000	\$40,000
Depreciation, sales equip	\$3,000	\$6,000	\$9,000	\$12,000	\$15,000

	2025	2026	2027	2028	2029
TOTAL OPERATING EXPENSES	\$41,313	\$82,329	\$237,212	\$524,812	\$846,643
EARNINGS BEFORE INCOME TAXES	\$16,537	\$149,534	\$157,607	\$322,783	\$540,809
Income Tax Expense (27.3% MA+Fed)	\$4,515	\$40,823	\$43,027	\$88,120	\$147,641
(don't pay taxes on negative numbers)					
NET INCOME	\$12,023	\$108,711	\$114,580	\$234,663	\$393,168

Balance Sheet (any moment of your choice)

			DATE				DATE: Dec 31, _
ASSETS				LIABILITIES & OWNER'S EQUITY			
Current Assets				Current Liabilities			
	Cash	<i>Any earnings you liquidated to cash (not t</i>	\$18,000		Accounts payable	<i>Payable' means you haven't paid</i>	\$0
	Accounts receivable	<i>Receivable' means you haven't collected</i>	\$0		Taxes payable		\$5,350
	Other receivables		\$0		Notes payable		\$0
	Supplies	<i>Think: office supplies, other consumables</i>	0		Current portion of long-term debt		\$0
							\$0
	Total current assets		\$18,000		Total current liabilities		\$5,350
Fixed (Long Term) Assets				Long Term Liabilities			
Property Plant & Equipment				Debts and Loans			
	Land	<i>If you purchased land</i>	\$0		Notes payable	<i>"notes" are loans/funding you have</i>	\$0
	Buildings	<i>If you purchased a building</i>	\$0		Other		\$0
	Equipment	<i>hardware, computers, etc</i>	\$34,000				
	(Less accumulated depreciation)						
			\$2,000				
	Total fixed assets		\$32,000		Total current liabilities		\$0
Intangible Assets				Owner's Equity			
	Goodwill	<i>This is 'belief' in your brand/company</i>	\$3,350		Capital Contributions		\$34,000
	Trade names	<i>This is trademarked brand identities, logos,</i>	\$1,000		Retained earnings	<i>Sum the net income from previous</i>	\$15,000
	Total intangible assets		\$4,350		Total owner's equity		\$49,000
Total Assets			\$54,350	Total Liabilities & Owner's Equity			\$54,350

Income Statement Summary

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	\$83,250	\$278,000	\$645,500	\$1,263,000	\$1,910,000
(COGS)	(\$25,400)	(\$46,138)	(\$250,681)	(\$415,405)	(\$522,549)
Gross Profit	\$57,850	\$231,863	\$394,819	\$847,595	\$1,387,451
(SG&A - Operating Expenses)	(\$41,313)	(\$82,329)	(\$237,212)	(\$524,812)	(\$846,643)
Earnings Before Income Tax	\$16,537	\$149,534	\$157,607	\$322,783	\$540,809
Net Income	\$12,023	\$108,711	\$114,580	\$234,663	\$393,168

Thank you!

Links to spreadsheet
deliverables:

[Usurper Interactive Spreadsheet](#)

