

# Immersive VIRTUAL REALITY

360°

## SHORT Overview

Works great for:

F&B venues.

Industrial showcase .

Developer mockup & units viewing.

Overseas & off-limit clients.

COVID-19 effects on Location viewing.

Investment rounds & partnership showcase.

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# First; Try it Yourself

Works on any device with no additional software | Simply click the links below



## Universities:

<https://www.bokra.me/murdoch-university>



## Penthouses & Villas:

<https://www.bokra.me/stellastays>



## Restaurants:

<https://www.bokra.me/berkan-steakhouse>

## Gyms:



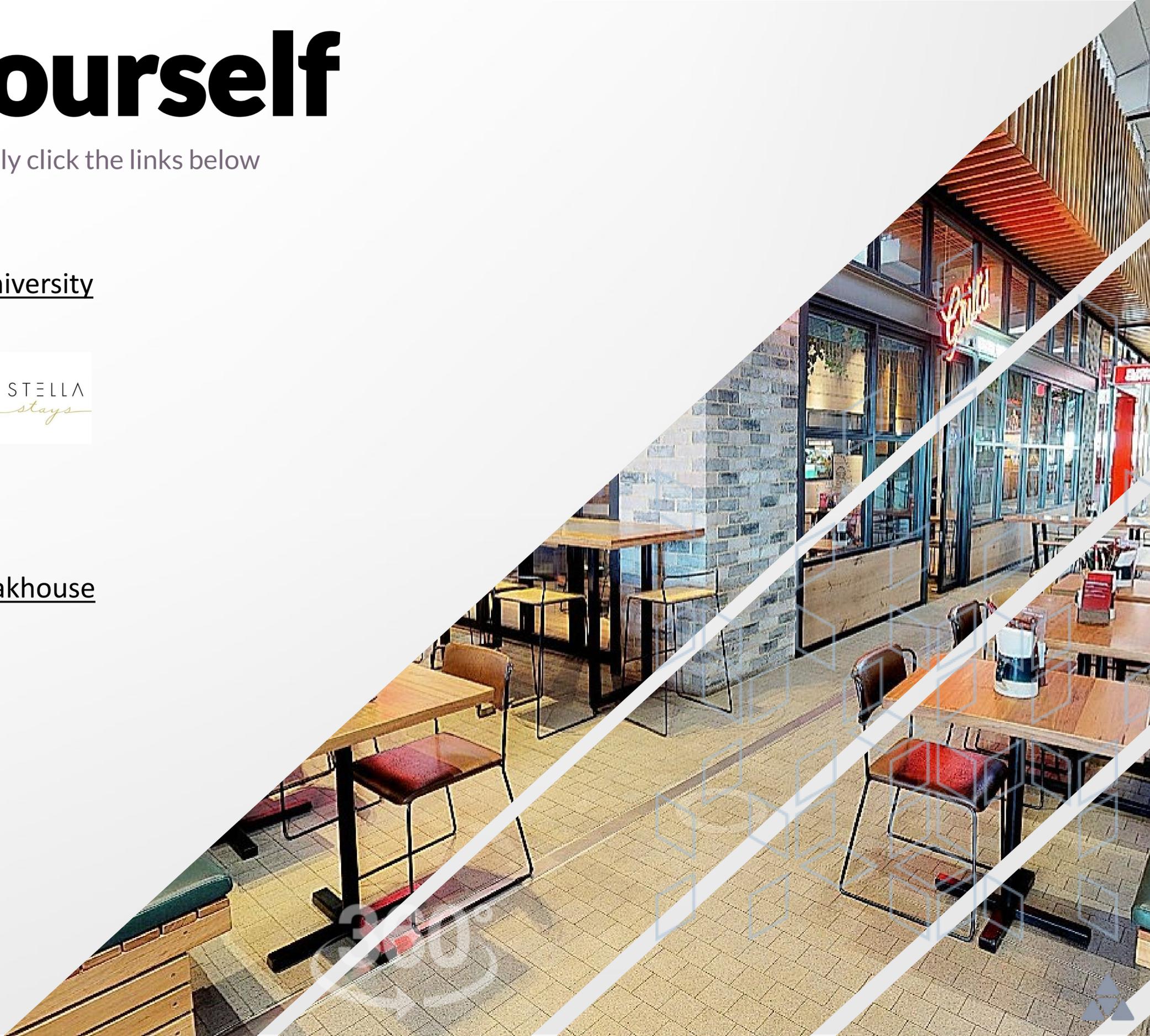
<https://www.bokra.me/f4l-vr>



## Facilities VR video:

Gym: <http://bit.do/VR-Gym-Video>

Uni: <https://youtu.be/XkZFQVmEaBU>



**Objectives**

# INCREASE FOOTFALL & RAISE AWARENESS

360°

**Investors & Partnership Showcase**

Marketing Ideas: VR Tour works on ALL devices with/without VR headsets.  
Can Also be shared with a link or embedded into your website(s) or App.



# Introducing **VIRTUAL** <sup>360°</sup> **Tours** **REALITY**

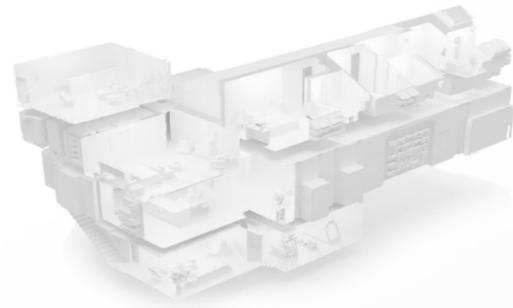
On-demand Roam-Free VR Tours  
Will allow users to truly e-vist the space, experience  
the Look&Feel and prime them to take action.

## **VR Tours USPs:**

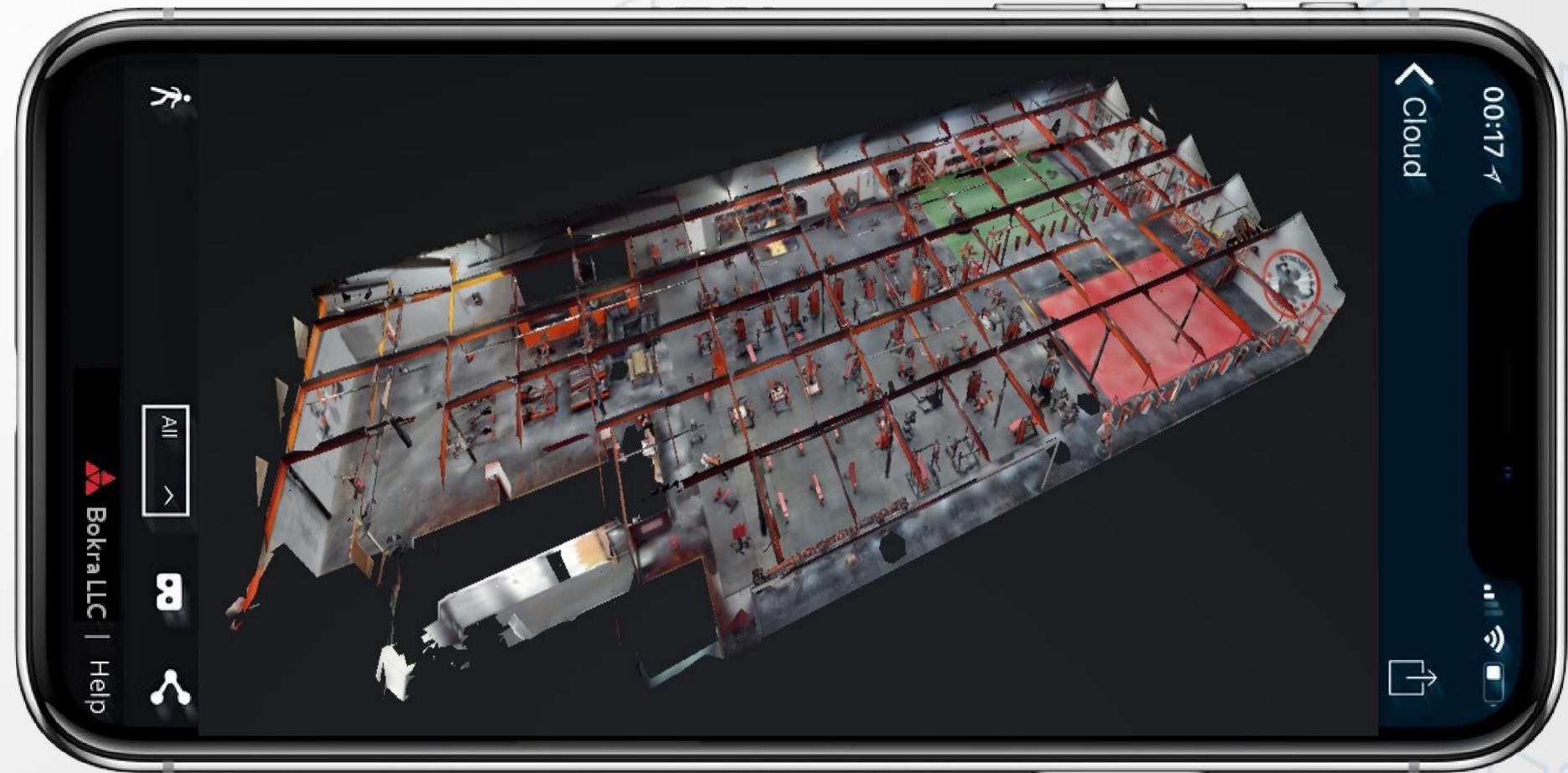
- Dollhouse view of entire space**
- In-Space walkthroughs**
- Floor plans “Bird’s eye view”**
- Marketing highlights**

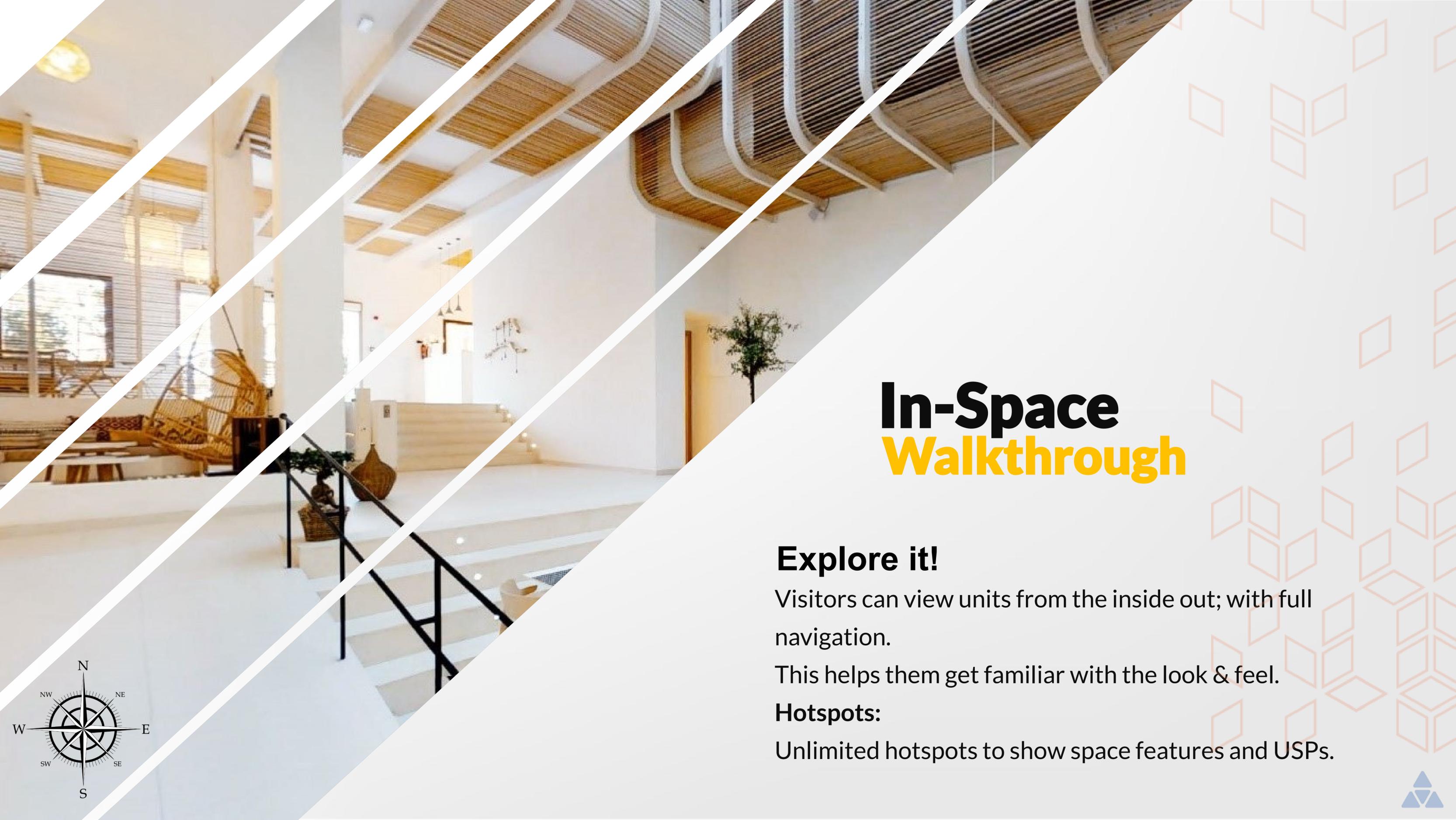


# Dollhouse View



An entire 3D representation that allows visitors to view the unit like a dollhouse and help them lookup & visualize their new home/office/gym/restaurant, etc.





# In-Space Walkthrough

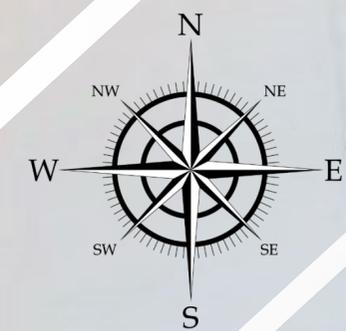
## Explore it!

Visitors can view units from the inside out; with full navigation.

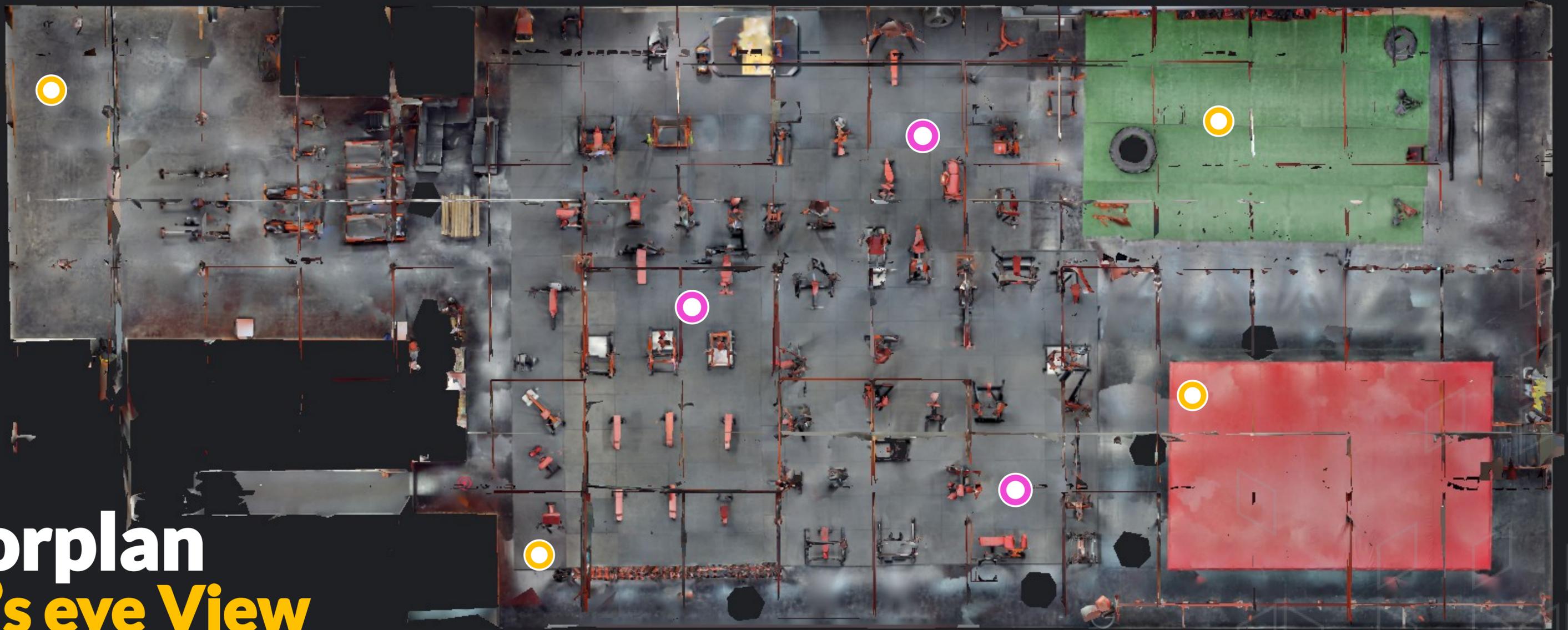
This helps them get familiar with the look & feel.

## Hotspots:

Unlimited hotspots to show space features and USPs.



## Bird's Eye View



# Floorplan Bird's eye View

Aerial drone view (From the top), this helps visitors visualize where everything is. (Photo above showing a gym workout sections)



# Marketing Tools

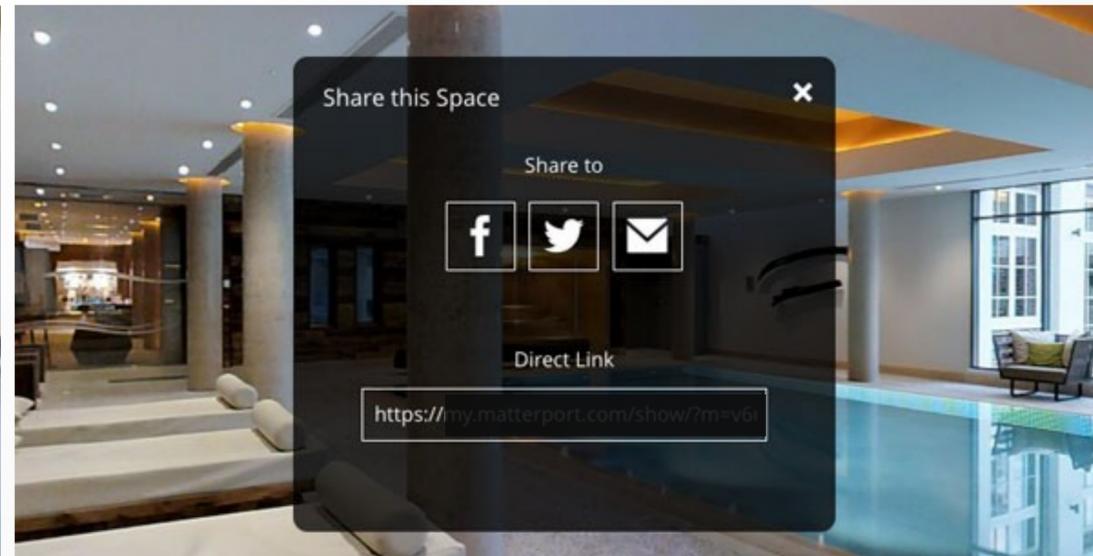


## Active Hotspots

Circles floating in space.

When clicked, display various media:

- Video/Audio
- Photos/PDFs/Flyers
- Text information
- Links
- Offers, menu links



## Social Share

Our VR tours are Social Media friendly.  
They can be shared with one click from within the tour.

Tours can also be emailed and hosted on websites.



## Have a Headset?

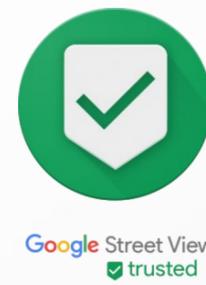
Your tours will work on ANY device without the need of a headset.

For those who have VR Headsets, your units will look immersively-amazing and interactive on any VR headset.



# Google Magic

We are a 'GOOGLE TRUSTED' company

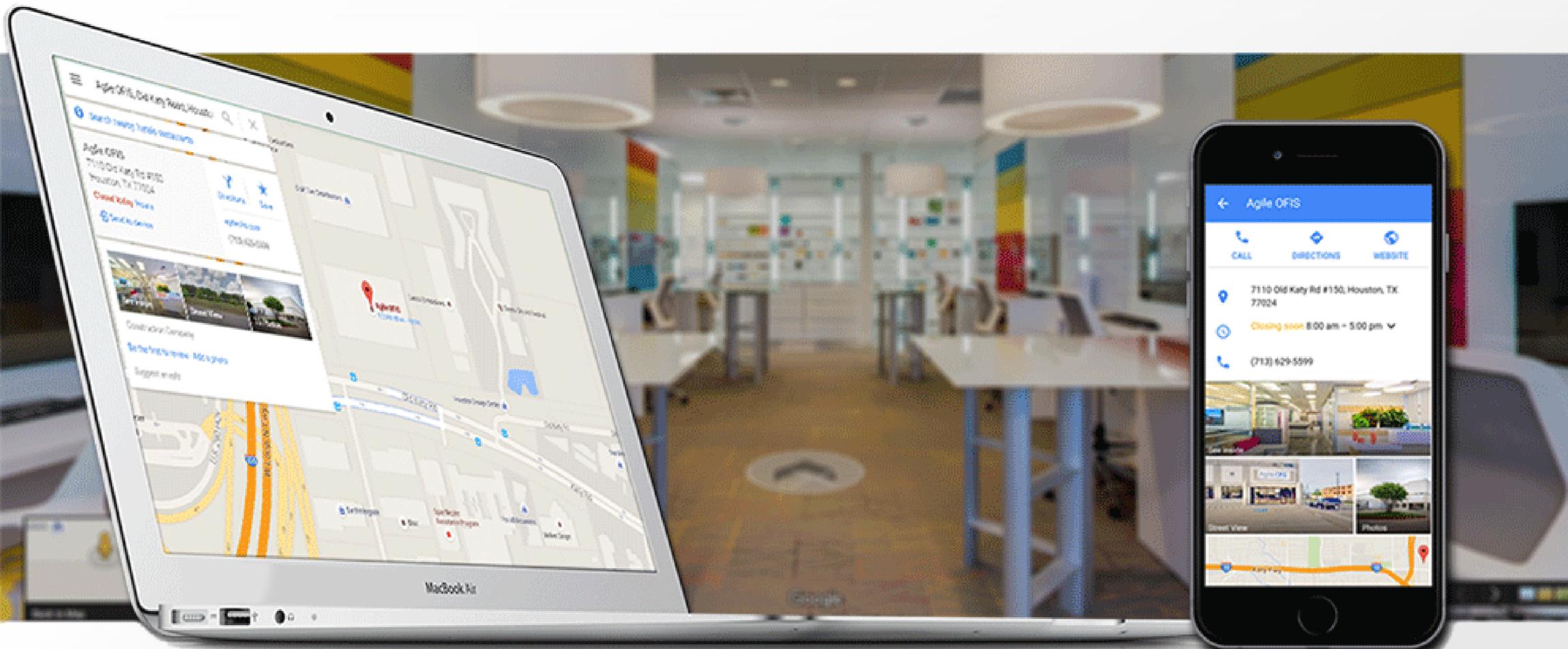
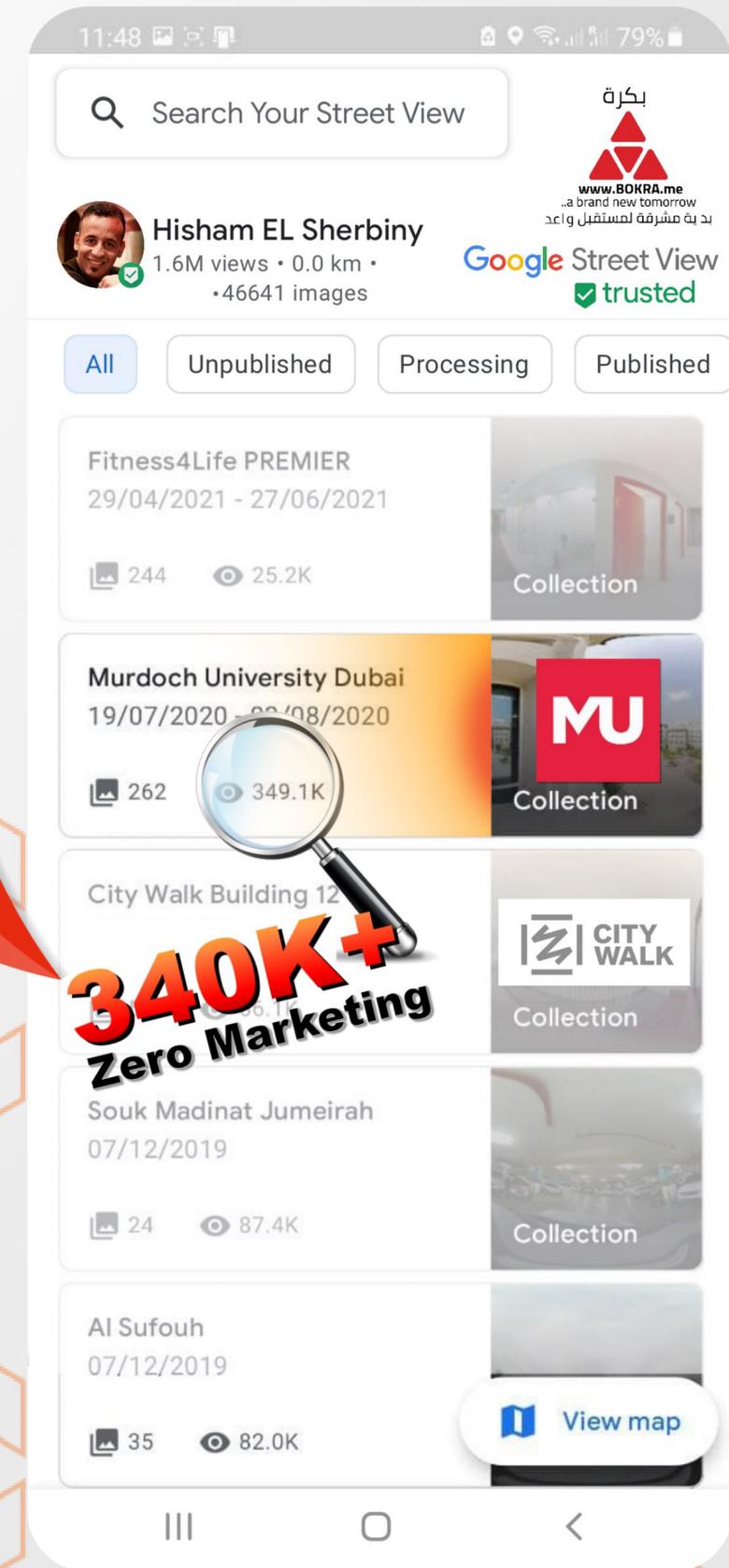


## Google Maps

We will create an additional Google Maps - compatible VR tour and upload it to your account. Anyone will be able to "Walk Through" the main VR tour using google maps.

## Example:

Murdoch University VR tour received a 340K+ organic views on Google maps



# VR Tours

## Facts & Trends



Works on  
all devices

### New Trends / Consumer Behavior

83% of users check google maps or online space before they physically visit venue (Trend)

Online presence is the new mainstream for businesses. (Behavior)

Huge spike in consumer learning curve-everybody is online (Behavior/Trend)

### Facts & Numbers

94% of listed business more likely to be viewed as reputable. (Google GSV)

Facility listings with virtual tours get **87%** more views (Realtor.com study)

Virtual Tours keep people looking at a website **5 to 10** times longer (Panomatics cites)

On average, **41%** of place-search result in an on-site visit. (Ipsos study)

**79%** of Repeat buyers and **84%** of first time buyers use the Internet to search (National Association of Realtors)



# Investment Rounds / Marketing Strategies

There is a lot than you can do with your VR tour(s)

## - Investor Relations/Franchise

If you have plans to seek investment rounds, showcase potential partners or build a franchise model, then we highly recommend full-depth VR for the entire facility/location from the beginning to avoid re-scans and additional costs.

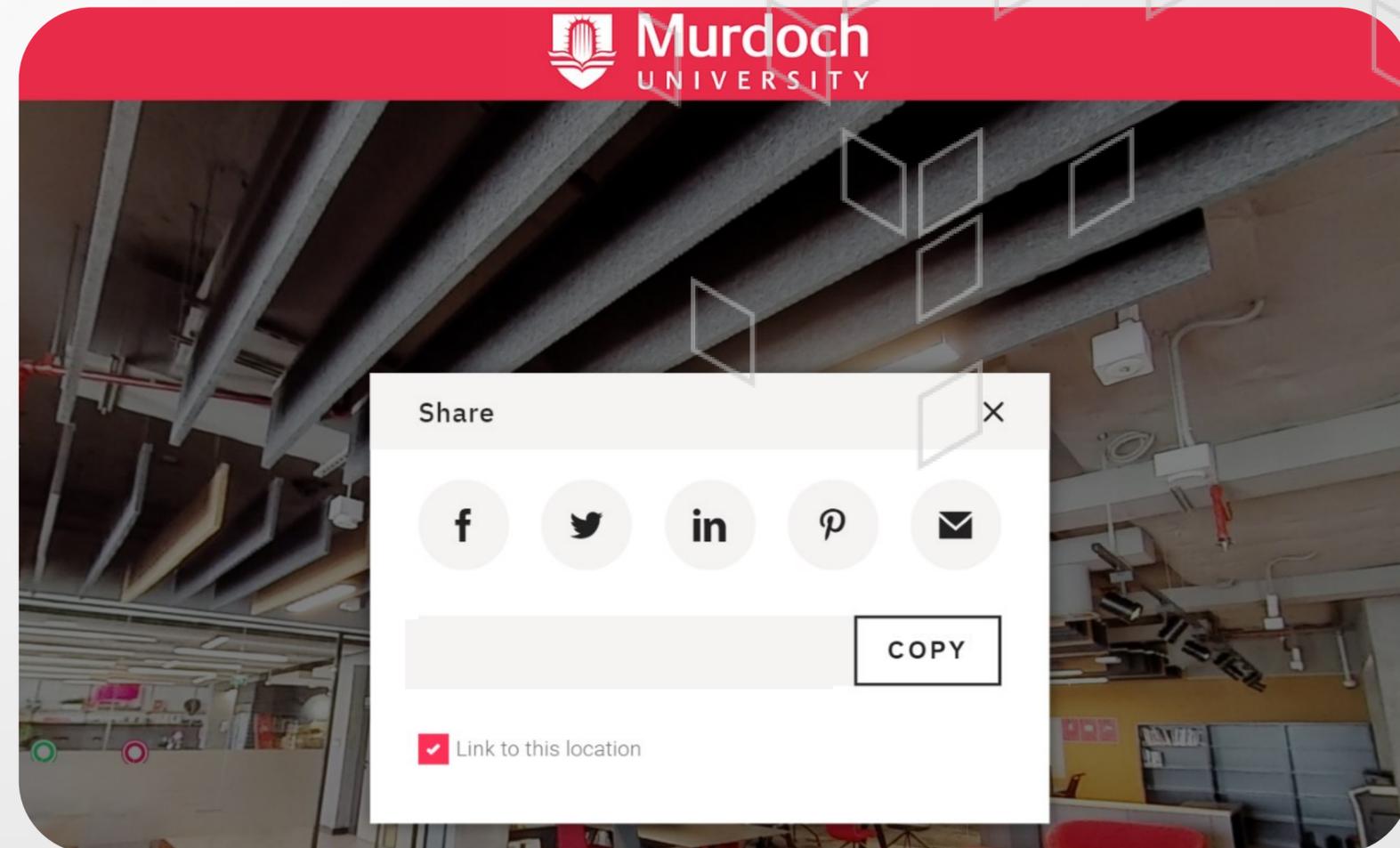
## - Marketing

- Your VR Tours will work on any device/operating system (Windows, Mac, Linux, Android, Apple, etc).

- In an exhibition or event setup/meeting, your guided tour option can beautifully display on big screens, showing the facility through automatic walk-throughs.

- Availability to connect VR-headsets through True-VR mode (included in all tours).

- Your online visitors will be able to “Share” your tours from within the tour itself and even choose a specific starting point/area



# Creative Marketing Concepts

Here are 3 different ways to add even more value and engagement to your campaign. Please note that the NFT project is a stand-alone concept that can be plugged into your VR tour.



Social media competition:

**IDEA:**

Find a hidden objects! Win access/ discounts/ PT/ etc..

**GOAL:**

New leads to follow-up on.  
Viral wave on Social Media.



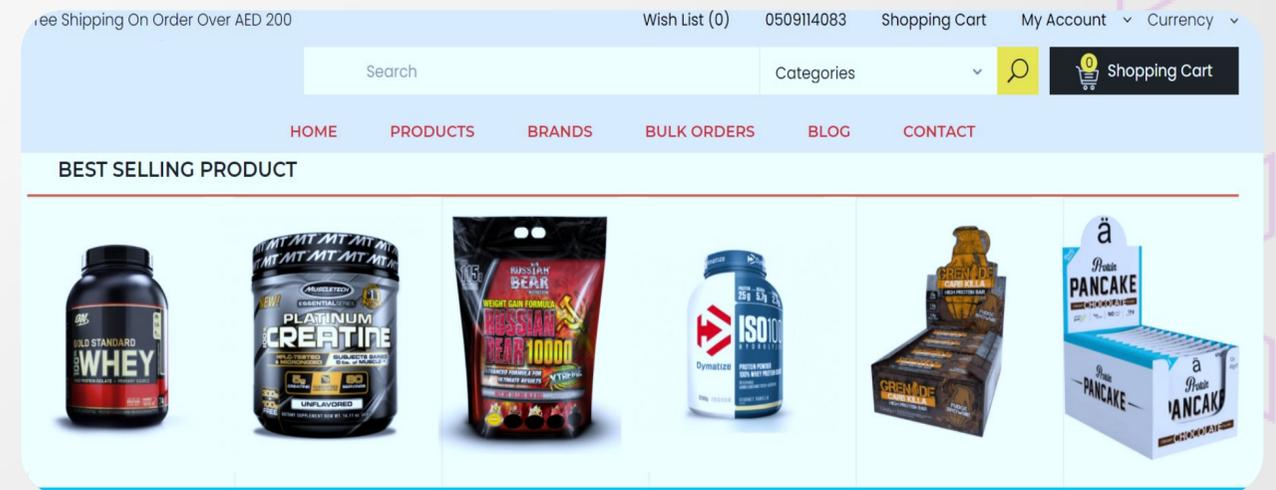
NFT

**IDEA:**

Win limited edition NFTs

**GOAL:**

Viral wave on Social Media.  
Media coverage worthy stunt.  
Sell NFT's in future as they up in value.



Buy it now!

**IDEA:**

Creating **buy-it-now** links for specific products inside your VR tour that leads to item page on your eCommerce website (for immediate purchase).

**GOAL:**

Promote items with call-to-action (if you have a store/payment gateway).



# Charges

**A.**

## How we calculate our fees

It really depends on several factors:

- Space Size.
- Space Complexity.
- How many facilities are we contracted on.

**B.**

## Additional Upgrades

- Drone Footage
- 360 Video for Fb/YouTube
- Video montage (teasers) for social media and press release.
- Open reception events (Live DJ/Promoters/reception, etc)
- Flags and floor logo- decals



# OUR CLIENTS

Events, PR and VR Clients



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Google Street View  
trusted



**Founder Information:**  
Hisham is a motivational speaker and a life skills coach based in the UAE.

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