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Virtual Movie Theater Proposal

Executive Summary

The COVID-19 pandemic has significantly changed the way the world works. Less people are going out, more people are working from home, and thousands of businesses and industries have been greatly impacted. One of these industries that has been struggling during the pandemic is the movie theater business. With the tight, enclosed, not-COVID safe rooms and buildings, along with the rise of streaming services, movie theaters are dying with record-low ticket sales. This is what leads me to introducing the Virtual Movie Theater (VMT). VMT is a service that will allow movie-goers to enjoy the theater experience right at home. This service will bring back life into seeing a movie for the first time, second time, or thousandth time by allowing users to utilize virtual reality to place themselves within a complete virtual theater. Through the sheer excitement of movie enthusiasts along with additional services such as VMT brand popcorn, snacks, and experience enhancements, VMT will be able to bring back the movie theater industry back into the forefront of the motion picture market.

Problem Statement

COVID-19 has significantly hindered the film viewing experience. Virtual Movie Theater will bring back the excitement and enjoyment that movie theaters allow but at a user's own home, combining the best aspects of movie theaters and streaming services together. The primary competition for this market is Oculus, with its abundant number of movies they have, and Netflix, with the Netflix VR app that allows a virtual reality experience of their films and

shows. VMT will stand out from these two by showing brand new films that are in theaters only and will mimic the movie theater experience with the seats, lights, and more.

Target Audience

The target audience for the Virtual Movie Theater service is 18–30-year-old movie enthusiasts who long for the experience the movie theater. The target audience would also include anyone who desires to see any specific movie that is brand new, but is limited by location or COVID-19 restrictions.

Virtual Movie Theater Description

Virtual Movie Theater brings the movie theater experience to the user's own home. This works by the service being accessible through any already existing virtual reality system or through a free downloadable app on any major smartphone along with a purchased smartphone VR headset; however, the highest quality virtual reality system is suggested for the best experience. In this application, VMT will display all currently available movies, with the newest being displayed at the top. The user can make a one-time purchase to view the selected film for up to 48 hours. The user can then select what seat they would like to watch the film. During the film, the user has the freedom not allowed at movie theater to pause and rewind the film at any time of their choice. There will also be a feature that will allow for online film viewing parties. This includes a private party as well as public times that there will be film viewings. The user has the option to mute individual people or the entire online theater. The service will offer additional experience enhancements for purchase including VMT brand popcorn, other snacks, headphones designed for the VMT experience, and more.