

# Beiyouth

The Vision in our Headsets







## Essence

Following the Beirut blast that occurred on the 4th of August, Beiyouth team members have initially founded Locate Victims Beirut, a crisis response initiative that provided whereabouts of missing individuals , forming therefore the only publicly available database of those who were missing, found and deceased following the Beirut blast.



## Turning point

Tremendously moved by the occurrences , team members have joined efforts with UN Geneva and dev.tv in order to assess the arising needs in vulnerable communities and contribute in the recovery process of Beirut and its suburbs. While mapping the impact of the blast , Beiyouth members have come to the realization that their database was missing a section, one that should have been dedicated to people who have been physically disabled by the blast.



## Vision

Beiyouth envisions creating an inclusive and time efficient workforce integration for people with disabilities in Lebanon , notably those who were affected by the Beirut blast.



01



## Problem :

- ① In Lebanon, only 26 per cent of persons with disabilities capable of working are employed .The low employment rates of Lebanese with disabilities, and their confinement to a limited number of low-end jobs, is due in part to their limited access to on-the-job and skills training.



# Solution

Beiyouth was built to elevate performance of people with disabilities through immersive VR capacity building trainings.

## **Workspace orientation in a controlled environment**

We aim at creating an environment where the emerging technology of VR becomes a trailblazer for social inclusion of people with physical disabilities. Our solution offers VR programs tailored to each company and employee's needs thus adapting each training to the enterprise's architecture and the job's requirements.

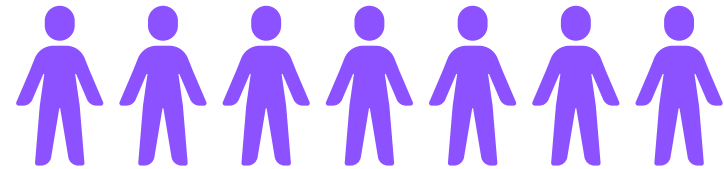
Beiyouth is a B2B startup whose programs will let people with physical disabilities navigate their workspaces in controlled environments , and fulfill tasks through a job caving approach.

# Benefits & Goals



## Accelerated proficiency

Less training time  
No job disruption  
Improve productivity



## Engaged employees

Immersive experience  
Fair engagement  
Reduce turnover



## Improved operations

Faster throughput  
Fewer incidents  
Consistent customer service



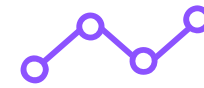
## Unique insights

Engagement data  
Performance analysis  
Predictive modeling

## How we aim to provide our services per company :



**Strategy planning**



**Curriculum Design**



**Content Production**



**Experience Building**



**Performance analysis**





## Service details

### **HARDWARE MANAGEMENT**

With the endeavor of making our services accessible to the Lebanese market, we aim at renting VR casks from already existing VR labs in Lebanon.

### **CONTENT PRODUCTION**

We are developing our programs on Unity VR whilst incorporating all tasks that fit the profile of the employee with physical disabilities and respecting the architecture of the places.

### **IMMERSIVE DATA AND INSIGHT**

by capturing attention data during the training ,we can see where the participants focused their eyes and identify the gap between theoretical and practical knowledge in order to pin point the needed overarching tasks.

**28.42 B\$**

**VR market size  
value in 2022**

**87.00 B\$**

**Revenue Forecast  
in 2030**

**15.0 %**

**Growth rate  
2022-2030**

**43.5%**

**Growth rate  
in the MENA region  
2021-2028**



**Market  
Opportunity**



# Customers & end users



- ✓ Our customers mainly consist of HR managers working in Lebanese companies of over 60 employees. Our early adopter is Exotica .
- ✓ Our short term end users are individuals with paraplegia who have been impacted by the blast and whom skills correspond to the tasks needed to work in Exotica.
- ✓ Our long term end users encompass a large scope of people with physical disabilities that we will be reaching through arc en ciel, LPHU and ILO Lebanon with whom we have strong connections.

# Competition

## 01

### **Proabled**

Online recruitment platform specialized in supporting companies to find the right candidates with physical or/and intellectual disabilities for their job vacancies .

**Differentiator :** We are providing assistance to people who have already been recruited and are therefore complementing the work of Proabled

## 02

### **WalkinVR**

WalkinVR Driver is a software program for people with physical disabilities which aims to make Virtual Reality Games and Applications more inclusive.

**Differentiator :** While our program will be tailored to the needs of people with physical disabilities , it has the target to transform the workspace into a controlled game space.

## 03

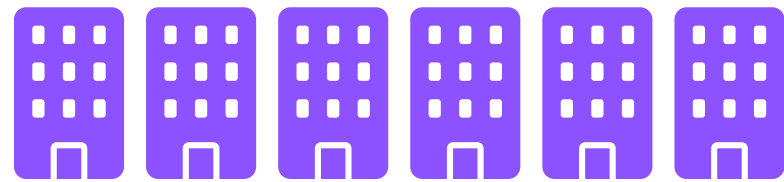
### **PrismVR**

PrismVR creates 3D images that allow the user to be immersed in the space as if you were there in person!

**Differentiator :** we offer virtual tours under certain contexts and will therefore follow up each customer into their journey to economic reintegration



# Channels



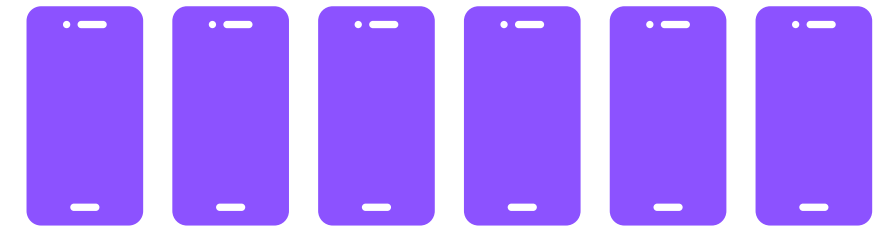
## CSOs

CSOs such as arc en ciel, LPHU and ILO Lebanon whom we have strong connections with are going to help us in mapping our first end users



## Faculties

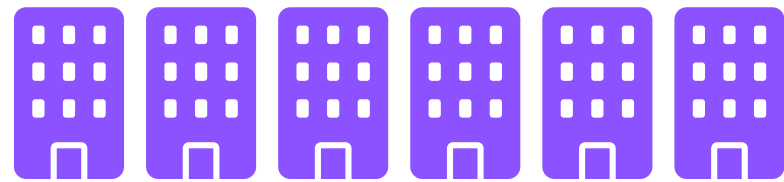
Universities in Lebanon who have incorporated inclusive approaches constitute a link between us and graduates with physical disabilities



## Social media

Through targeted , SEO generated ads on platforms such as LinkedIn , Facebook and ProAbled.

# Revenue Streams



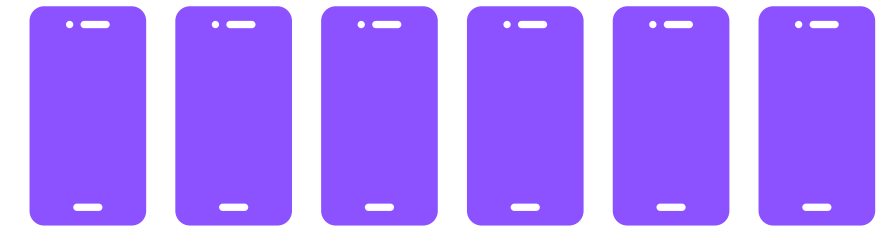
## Companies

Companies with more than 60 employees who will be granted recognition by our partners upon their use of our services



## Commission on headsets

Referrals to VR Labs in Lebanon that'll have access to our customer base



## SEO generated ads

SEO generated ads on our advocacy website [www.beiyouth.com](http://www.beiyouth.com)



# Near term Milestones

As we thank **UNLebanon** and **Global Goals Music RoadShow** for highlighting our project and empowering our work, we're looking forward to exponentially expanding our cause : disability awareness

June

- Get a clear outline of our revenue model
- Better understand the value chain
- Get strong industry contact with VR shareholders and disability oriented CSOs

July

Conduct research on a MVP

To monitor the efficiency of our service, we will be conducting a comparative research to monitor the efficiency of our service in Exotica with the partnership of LHPU, arc en ciel and ILO Lebanon

August

- Plan for investor exit
- Getting the team to understand product management and associated costs
- Getting the product ready for broad commercial distribution

# Contact Us

**Phone:**

+961 71 806 039

**Email:**

beiyouthlb@gmail.com

**Website:**

www.beiyouth.com

**Social Media:**

@beiyouth

