

# Retail budget



# Introduction

Ladies and Gentlemen

In order to realize our unique project – a VR wheelchair simulator – we would like to give you a transparent insight into our budget and the planned use of funds.


Our goal is not only to offer virtual reality experiences, but also to give people who are unable to walk the opportunity to experience adventures that would otherwise be out of reach for them in everyday life. Our simulator offers the possibility of enjoying virtual rollercoaster rides, traveling mountains through drone footage or driving a racing car around a track.

We want to realize this project with a lot of commitment and our own efforts, but we are aware that without your financial support we have no chance of realizing this ambitious project or even starting it. Although we are contributing equity and our know-how, these funds are not enough to cover the costs of building and developing the prototype and the subsequent test runs.

The requested funding will be used exclusively for the following purposes:

- Construction and development of the prototype: This includes the construction of the platform, the development of the motion unit and the integration of VR technology.
- First test deployments: In Switzerland, we would like to carry out cost-effective deployments in facilities such as nursing homes, rehabilitation centers and organizations for people with mobility restrictions.
- Publicising the project: With the help of targeted marketing measures, we want to make the project accessible to a broad public and raise awareness of the possibilities of virtual accessibility.

We attach great importance to acting transparently: We are not pursuing any commercial goals in this phase. Once completed, the simulator will be rented out at cost so that as many people unable to walk as possible can benefit from it - for example in nursing homes, at events for people with walking difficulties, at trade fairs such as the Basel Autumn Fair or in leisure and educational programs.



In the long term, after the successful test phase and with the support of feedback from practice, we plan to produce and market the simulator globally. People in wheelchairs all over the world should have the opportunity to experience adventures in VR that are denied to them in everyday life. But all of this depends on whether we can realize the first, decisive phase with your help.

**Without your support, this project would remain a dream** – your financial support makes it possible to offer people in wheelchairs extraordinary experiences and adventures that they would otherwise never be able to experience.

Thank you for your time and for reviewing our application. Together we can overcome barriers and create new opportunities!

Kind regards, Matthias Cueni  
Project Manager Wheel-Sim | Managing Director swissVR-Vision GmbH

# Expected expenses:

Category	Details	Amount
<b>Marketing costs</b>	Total amount: 60,000 CHF	CHF 60'000.00
• website development	Design, programming, hosting	CHF 10'000.00
• photographers and videographers	Photo shoots, videos for advertising and presentation	CHF 7'000.00
• The Social Media Campaign	Paid advertising on platforms such as Instagram and Facebook	CHF 8'000.00
• Google Ads	search engine advertising	CHF 10'000.00
• Eventmarketing	exhibition stands, flyers, brochures, PR activities	CHF 15'000.00
• PR services	media relations, press releases	CHF 10'000.00
<b>material for the construction of the platform</b>	Materials such as steel, aluminum, wood, sensors, etc.	CHF 5'000.00
<b>Software Development for Movement</b>	Development of the control for the motion unit and VR integration	CHF 25'000.00
<b>movement unit of the simulator</b>	Mechanical components (servo motors, actuators, hydraulics)	CHF 45'000.00
<b>Wages for 2 employees (1 - 2 years)</b>	Average annual salary: 80,000 CHF per employee	CHF 160'000.00
• social security contributions	AHV, ALV, pension fund (approx. 15% of salaries)	CHF 24'000.00
<b>storage costs</b>	Storage area for materials, equipment and finished platforms	CHF 25'000.00
<b>PC for VR software and operation</b>	high-performance PC (VR-ready)	CHF 5'000.00
<b>insurance and legal costs</b>	Business liability insurance, equipment insurance, legal fees for contracts, etc.	CHF 15'000.00
<b>Value Added Tax (VAT)</b>	8.1% on relevant costs	CHF 10'000.00
<b>Other / Unexpected Costs</b>	reserve for unforeseen expenses	CHF 5'000.00
<b>Total:</b>		<b>CHF 379'000.00</b>

# Expected revenue:

<b>Those</b>	<b>Details</b>	<b>Amount</b>	
<b>donations from private individuals</b>	crowdfunding campaign via our website	CHF	50'000.00
<b>sponsorship by companies</b>	support from corporate partners	CHF	50'000.00
<b>funding from institutions</b>	Financial support for foundations and organizations	CHF	200'000.00
<b>own funds</b>	Personal contribution or reserves	CHF	79'000.00
<b>Total:</b>		<b>CHF</b>	<b>379'000.00</b>

# THANK YOU VERY MUCH FOR YOUR SUPPORT

## Donate conveniently online:

All information at: [wheel-sim.com/spenden](http://wheel-sim.com/spenden)



## Sponsoring:

All information at: [wheel-sim.com/spenden](http://wheel-sim.com/spenden)

**swissVR-Vision GmbH**  
**Matthias Cueni**  
**Hauptstrasse 210**  
**CH-4147 Aesch**

Basellandschaftliche Kantonalbank  
IBAN: CH97 0076 9431 8954 8200 2  
Swift: BLKBCH22 Clearing No: 769

Vor der Einzahlung abzutrennen

### Empfangsschein

Konto / Zahlbar an  
CH22 3076 9431 8954 8200 2  
swissVR-Vision GmbH  
Hauptstrasse 210  
4147 Aesch BL

Referenz  
00 00000 00000 00000 02024 12005

Zahlbar durch (Name/Adresse)

Wahrung Betrag  
CHF

Annahmestelle

### Zahlteil



Wahrung Betrag  
CHF

Konto / Zahlbar an  
CH22 3076 9431 8954 8200 2  
swissVR-Vision GmbH  
Hauptstrasse 210  
4147 Aesch BL

Referenz  
00 00000 00000 00000 02024 12005

Zusatztliche Informationen  
Spende fur Wheel-Sim Rollstuhl Simulator

Zahlbar durch (Name/Adresse)



# CONTACT

[www.wheel-sim.com](http://www.wheel-sim.com)

**swissVR-Vision GmbH**

Matthias Cueni  
Hauptstrasse 210  
4147 Aesch

061 511 42 10  
[info@swiss-vr.ch](mailto:info@swiss-vr.ch)