REVOLUTIONIZING MICROBIOLOGY EDUCATION : AR/VR-POWERED TRAINING TOOL

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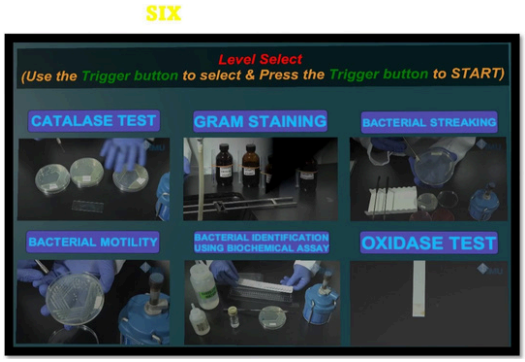

AT A GLANCE

Experience the future of microbiology training with our cutting-edge 3D Immersive Microbiology Virtual Reality Lab. Designed to provide a fully immersive, hands-on learning experience, this platform transforms microbiology education by combining advanced technology with practical instruction.

CHALLENGES

In the rapidly evolving landscape of education, traditional laboratory settings face significant challenges. The COVID-19 pandemic exposed a critical gap—students' inability to access physical labs, disrupting their practical learning experiences. Traditional demonstrations often fail to provide optimal visibility, and existing commercial software lacks the tailored solutions needed for effective microbiology training.

THE INNOVATION

Key Features:

- **Realistic Simulations**: Advanced 3D modeling creates authentic lab conditions and microbial interactions for a true-to-life experience.
- **Intuitive Controls**: Portable controls replicate real lab equipment operations, ensuring precise experimentation.
- **Step-by-Step Instructions**: Detailed guidance covers every phase of experiments, from handling bacteria to microbial identification.
- **360-Degree Views**: Full visibility of the lab environment enhances understanding of procedures and techniques.
- **Unity Platform**: Leverages Unity's simulation capabilities for a dynamic and interactive learning environment.

THE OPPORTUNITY

- The AR/VR in education market is expected to grow from USD 7 billion in 2022 to USD 24 billion by 2027, at a CAGR of 27.2%.
- The virtual labs market is anticipated to grow from USD 2.4 billion in 2023 to USD 6.5 billion by 2028, with a CAGR of 22%

	TAM	SAM	SOM
	Total Addressable Market (E-learning & VR in Education)	Service Obtainable Market (Virtual Labs)	Service Addressable Market
GLOBAL	USD 24 billion	USD 6.5 billion	USD 65-130 million (1-2% market share goal)
MALAYSIA	E-Learning Market: USD 1.5 billion SEA AR/VR in Education: USD 2 billion	USD 200-300 million	USD 2-6 million (1-2% market share)

Market opportunity by 2027