



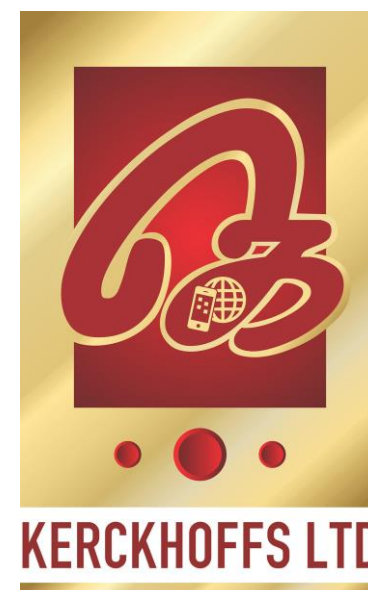
# CELTIC-NEXT Proposers Day



7<sup>th</sup> of September 2022, Online via WebEx

## Pitch of the Project Proposal

**Eyemmersive® - A VR-based creative revenue stream and inclusive ecosystem for tourism economy**



**Dr Selvakumar Ramachandran, Kerckhoffs Ltd, UK**  
**[sr@kerckhoffs.co.uk](mailto:sr@kerckhoffs.co.uk)**

# Teaser



Creating a VR-based eco-system for an inclusive and accessible tourism, connecting tourist guides as VR-video content creators at the destinations and VR-tourists for planning their travel and having an alternative tourism model for those who can not travel

Video : <https://www.youtube.com/watch?v=V18w77fnxAg>

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# Organisation Profile

## Kerckhoffs Ltd Management Team



**Dr. Selvakumar Ramachandran**  
CEO, Board Director

- 19 years experience in Software Development with research interests across India, Sweden, Italy
- Holds a PhD in Information Science and also a Google Scholar Award Recipient in 2012



**Vijayalakshmi Subramani**  
COO

- 15+ years of operations and management experience
- Manages the VR-content creation and postproduction along with managing day-to-day operations and coordinates with different stakeholders of tourism

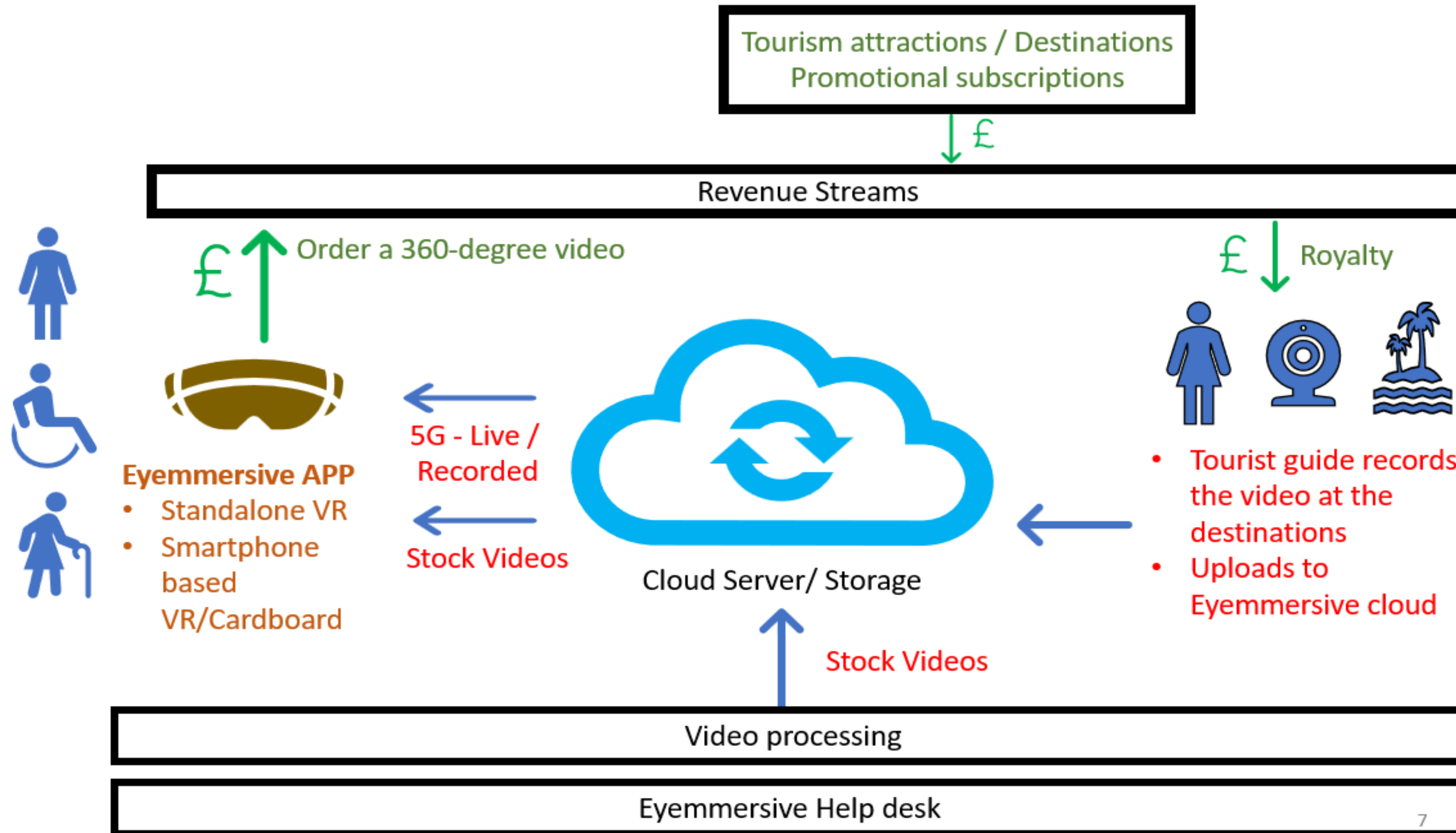


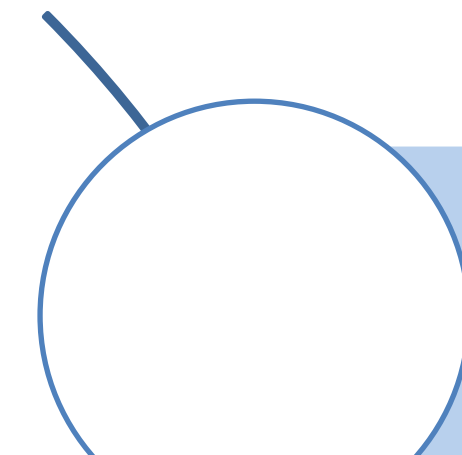
**Ivor Ambrose**  
Partnership Development Officer

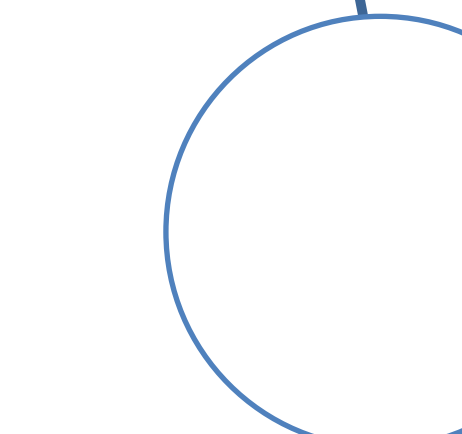
- Ivor Ambrose has a driving ambition to make tourism accessible for everyone, everywhere.
- Co-founded the European Network for Accessible Tourism (ENAT), a non-profit organisation, registered in Brussels in 2008

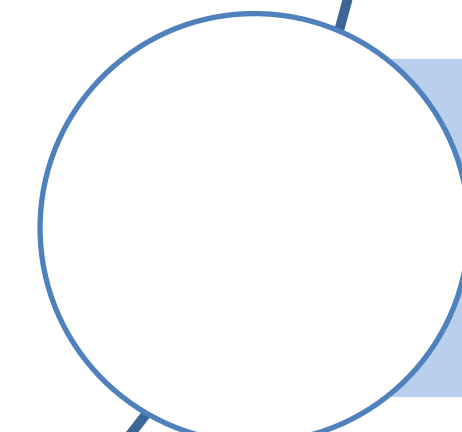
- 2017 Established
- Until 2019 5G Research Consultancy services – Public Bodies
- 2019 – Eyemmersive VR-based inclusive tourism platform
- Local public bodies grants 2021 –Next Generation Internet Explorer (USA) – Awarded the best social impact project
- 2021 – TeenyWeenyVR – VR-based inclusive edutainment platform for SEND children
- 2021 - £25,000 grant from Innovate UK – Creative Industries Competition
- 2022 - £50,000 grant from Innovate UK – Women in Innovation Competition – Co-founder VJ Subramani for TeenyWeenyVR
- More than 100+ tourist guides and children’s entertainers are interested and registered to be our VR-content creators
- Creating Metaverse for tourism and edutainment for SEND children

# Proposal Introduction



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**Enabling inclusive tourism** - making travel experience available for everyone thus democratising tourism through emerging technologies
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**Enhanced inclusion at destinations** (e.g., Provision of VR-based tour, where people with mobility issues can not cover all the wider area – Beamish)
- 

**Enabling an additional revenue stream** platform for tourist guides/tourism operators to provide VR-based tourism leveraging on VR-technologies

# Proposal Introduction

An alternative tourism – Enabling tourism for everyone

Catalyser for real tourism – Try before Fly

A Parallel Revenue stream for Tourist Guides

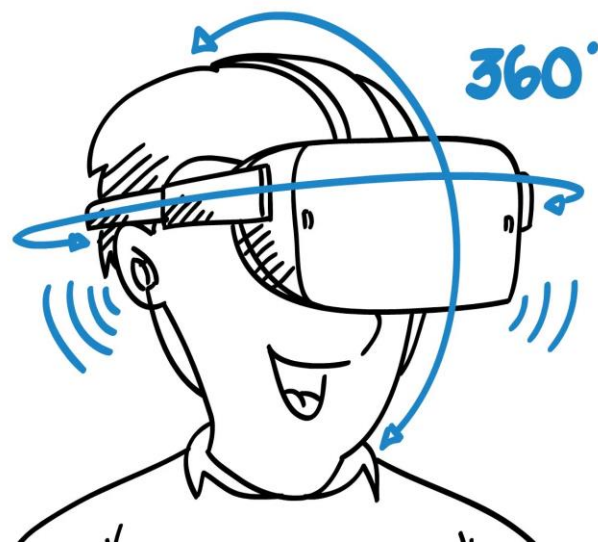
First ever ‘Uber’ like platform economy for VR based tourism

Marketing tool for destinations

K lives in India and wants to go to Switzerland



Eyemmersive connects to 360-degree video center providers in Switzerland



K enrolls on Eyemmersive



K enjoys immersive experience in Switzerland



- K understands inclusion and accessibility at the destination
- K gains more confidence
- K perhaps plans for travelling

# Partners



*European Network for Accessible Tourism (ENAT), Brussels, Belgium*



*NewcastleGateshead Initiative (NGI), Northeast England, UK*

*We are looking for partners from University researchers particularly in tourism, edutainment for children with special educational needs, 5G enable tech. companies, telecommunications companies, accessible, inclusion specialists etc.,*



# Contact Info

**For more information and for interest to participate please contact:**

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Sunderland, UK

<https://Kerckhoffs.co.uk>

<https://eyemmersive.co.uk>



# 12th September 11 CET

## Join the follow-up Telco

[Join meeting](#)

Join by meeting number

Meeting number (access code): 2741 170 8518

Meeting password: JFsmDuJD927

Join by phone

+49-6196-7819736 Germany Toll

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