



VR4BUSINESS

# Virtual Reality & METAVERSE beyond the buzz

Understand and experiment by yourselves

# About us

VR4Business is a swiss-based company providing Virtual Reality and Augmented Reality to companies.



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# A full day to understand Virtual / Augmented / Modified Reality, Metaverse and NFTs

Insightful speakers and - most importantly - hands-on experiences

## Proposed programme

We believe that technology is made accessible by trying it out !

The goal is to materialize, explain and stimulate creativity

This format works at best with cross-functional audiences eg IT + Marketing

- 1 Welcome**  
Introducing the team and agenda
- 2 What is XR (AR/ VR / MR) ?**  
A detailed review of the components of Virtual, Augmented, Modified and Hyper Reality.
- 3 VR Xplore**  
Ice breaker and first experiences with VR
- 4 Metaverse !**  
Beyond the buzz : What is it ? How can it be useful ? Panelists in the Metaverse
- 5 Company use cases**  
Hands-on experience and applications of VR and Metaverse : HR, training, trade, etc
- 6 Your use cases**  
With guidance of our experts, you'll explore what use cases could be meaningful for your company
- 7 Q&A and wrap-up**  
You will have the opportunity to address our panelists and moderators







# Your Hosts



**Sarah Schwab**

CEO and Founder, The  
Experience Accelerator



**Franck Milet**

CEO and Founder,  
SecondWorld.ch &  
VR4business.ch



**Pierre Berendes**

Entrepreneur, Metaverse  
expert



**Tom Ffiske**

Editor, The Immersive Wire