

## The Morphing Avatar of Startup Sales - Destination Virtual Reality

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**Abstract :** The ongoing covid pandemic has accelerated digital transformation like never before. The physical barriers brought in as a result of the pandemic are being bridged by digital alternatives. While basic collaborative activities like voice, video calling, screen sharing have been replicated in these alternatives, there are several others that require a more intimate setup. Pitching, showcasing, and providing demonstrations are an integral part of selling strategies for startups. Traditionally these have been in-person engagements, enabling a depth of understanding of the startups' offerings. In the new normal scenario of virtual-only connects, startups are feeling the brunt of the lack of in-person connections with potential customers and investors. This poster demonstrates how a virtual reality platform has been conceptualized and custom-built for startups to engage with their stakeholders and redefine their selling strategies. This virtual reality platform is intended to provide an immersive experience for startup showcases and offers the nearest possible alternative to physical meetings for the startup ecosystem, thereby opening newer frontiers for entrepreneurial collaborations.

**Keywords :** collaboration, sales, startups, strategy, virtual reality

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