



Opportunities for WizoZ Laboratories in Second Life

A Wishfarmers Pre-Proposal for a Fictitious Pharmaceutical Company

Created on 9/18/2007
Revised on 9/20/2007
Version 0.02b



Company Info

The Wishfarmer Approach

The unique Wishfarmer technique begins with “what if?” Drawing on the combined expertise of the core team and our many talented contributors, we infuse every production with our original blend of artistic inspiration, design vision, and technological innovation.

Rather than mimic the standard “real world” consulting and creative services processes, we leverage the special capabilities of collaborative virtual reality to involve you directly in the design process. No project is treated as a mass-production construction effort.

Complete solutions require complete understanding. The Wishfarmer team will develop the solid foundation of understanding of your product or topic matter, in order to truly leverage virtual spaces to best help you reach your goals.

But if we think something you have planned is a poor utilization of virtual spaces, or will fail to achieve your goals, we will tell you. This is a valuable part of the service we provide.

The Wishfarmers are not a consultation business, but a team of working artists, designers and technologists. We deliver complete solutions

The project delivery will be followed by a full acceptance review with you, and we will always do everything in our power to earn your approval.



Serious Applications

Wizoz Virtual Care Foundation

Objective: Public outreach, brand promotion, media potential

With a small investment of time and resources, Wizoz could establish the foundation of an active community in Second Life for the education and support of the general public concerned with the care of ongoing a health conditions such as hypertension and high blood pressure.

This simple and cost effective initiative could take any combination of the following forms:



- The creation, management and promotion of two in-world community groups: One for therapeutic care professionals only, and another for professionals and general public alike.
- The establishment of resources for these groups. Examples include meeting facilities, community forum, event schedule, minimal operations budget.
- Interactive “care guide” exhibits based on the “ADAM” therapeutic information library.
- A schedule of public presentations on therapeutic care topics.

Obviously there are extensive brand and product promotion opportunities throughout this initiative.

Drug Creation Process Visualization Interactive Exhibit

Objective: Communications - professional audience

This series of exhibits communicates Wizoz’s Clinical Development Model of the Future, by providing informational displays and interactive scenes where visitors can participate in those phases of the process which differentiate it from current approaches.

This targets the professional audience, so it may be as specific (or general) as necessary.



Promotional Opportunities

Wizoz Neuroscience Virtual Brainarium

Objective: Public outreach, brand promotion, media potential

Combining the elements of an exploratory planetarium with Wizoz's strength in neuroscience, this also serves as a forum for public engagement. Interactive environments demonstrate concepts of neuroscience for the public.

This environment could also support a schedule of public presentations regarding topics such as consumer drug safety, preventative medicine, etc.

Wizoz in Your World

Objective: Public outreach, brand and product promotion

A series of small, simple environments demonstrate the role of Wizoz products in daily life, and provide visitors with details such as safety information. Small, subtle animations and effects highlight Wizoz products in ordinary scenes.

Entertaining

Inside Pharmaceuticals

Objective: Public outreach

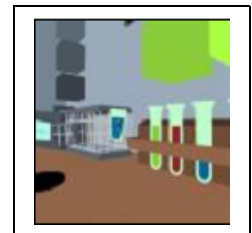
Interactive exhibits help visitors understand various medications by "getting inside" them and visualizing what they are and how they work.

Pharmaceutical Lab Scene

Objective: Low-commitment "test", brand promotion, fun

This is a simple tie-in with an existing promotional environment for one of our existing clients, an partnership we could help you arrange.

The addition of logos and more of a pharmaceutical and health care tone, with Wizoz branding.



Pounding Headache

Objective: Public outreach, fun, brand promotion

Interactive exhibits with virtual head models illustrate what causes headaches, with information on how to deal with them (and why/how those work).