

Proxima Executive Summary

Proxima Command is a start-up company offering an immersive starship simulator complete with a 3D rendered virtual environment and collaborative video game experience. This company has become interested in expanding their operations into middle school STEM education to appeal to a larger market and apply their technology in an innovative way. The objective of this project is to help guide Proxima Command in securing an alternate source of funding through a grant proposal. The initial purpose of the project was to prepare this grant proposal, though after the initial visit with the client it was determined that this task was outside the scope of the project and that Proxima Command had not thoroughly developed a business in preparation for this application. Therefore, the objective of the project was changed to determine key factors that would contribute to the success of the grant application and Proxima Command in the long term.

The first step in guiding Proxima Command was performing an analysis of their capabilities and projected costs for this new project. Next, a detailed market analysis was done on the various competitors and potential industry partners in the field of interactive education. This analysis was done to guide Proxima towards an innovative product unique from those currently on the market. Using the company's capabilities and financial history, various grants were identified with requirements met or partially met by Proxima. A previous rejected grant proposal submitted from Proxima was investigated to determine the criteria that Proxima had not met. Finally, a literature review of studies concerning middle school STEM education with immersive simulations and virtual reality-based video games was conducted to ensure Proxima Command's new educational program is effective and innovative. This information was gathered into a comprehensive guide for Proxima Command in developing a business plan moving forward.