



STRATEGY of the VRBB

Mission

The VRBB is known as an active bridge builder & networking institution for the XR industry in and for the Berlin-Brandenburg region. Members, partners and other stakeholders are offered information, market knowledge and contacts in relation to XR and immersive technologies. In addition, the VRBB offers visibility for the members and their topics through regular events and PR. Through its activities, the VRBB creates a platform for diverse networking and business opportunities.

Vision

The VRBB is the first contact in the Berlin-Brandenburg region for various stakeholders when it comes to XR. Berlin-Brandenburg is known as the cool hotspot for the XR scene not only in Germany but also internationally, since the VRBB is active both regionally and nationally. The work of the VRBB is transparent.

What makes us special

The VRBB is characterized by diversity and interdisciplinarity. We operate on a non-profit basis and have a low-barrier of entry. The international VR Now Awards are our flagship project. Our target group are: Tech providers, creative people, investors, other networks, XR actors, and multipliers on the media policy level.

Requirements

In order to achieve our goals, regular events are organized, and always in close cooperation with strong partners. The sources of financing will be more diverse in order to enable stable financing of the VRBB. The long-term plan is to increase the annual budget in order to create more resources to carry out the activities effectively.