Problem
Kyoto’s Rich Culture and Heritage must be preserved
Why does it matter?
Solution?
An immersive media company that seeks to digitally preserve Kyoto’s unique cultural elements
What is XR?
Impact
Kyoto VR Needs Funding

For:
- Future XR Art Projects
- Digital Heritage Preservation
- Bringing Kyoto’s Art and Culture to the World
Digitally Preserving Kyoto

Benefits through:
- Eternalizing
- Blueprinting
- Accessibility
Our Mission

Providing Resources for the Financial Success of Kyoto VR
Methodology
To assess Kyoto VR’s specific needs
Research Funding Streams and Strategies
To find the most appropriate sponsors, funders, and investors for Kyoto VR
To create media content for Kyoto VR
Results
# Epic List

High Priority to Low | Allows Kyoto VR to pull from a source of funding options

<table>
<thead>
<tr>
<th>NAME</th>
<th>The Culture Burning Man Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>Apply: November 13, 2019 at 12:00 pm Pacific Time and will close on December 18, 2019 at 5:00 pm Pacific Time</td>
</tr>
<tr>
<td>LOCATION</td>
<td>San Francisco, California.</td>
</tr>
<tr>
<td>FOUNDER</td>
<td>Crimson Rose</td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="https://burningman.org/culture/burning-man-arts/grants/global/">https://burningman.org/culture/burning-man-arts/grants/global/</a></td>
</tr>
<tr>
<td>MISSION</td>
<td>The Burning Man organization offers art grants to help fund projects around the world. It focuses on art projects that are accessible to the public and that encourage the viewers to experience it in other ways than just visually</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td>See Website</td>
</tr>
<tr>
<td>POTENTIAL COLLAB</td>
<td>The Culture Burning Man Arts allows you to submit an application to fund for a project through grants. This fits with Kyoto VR, and has previously funded artworks in Japan</td>
</tr>
<tr>
<td>TYPE OF FUNDING</td>
<td>Grant</td>
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<tr>
<td>AMOUNT</td>
<td>between $500 and $10,000</td>
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Compact Grant Proposal Writing Best Practices

Grant Proposal Best Practices

Preparing

The 3 P’s

- Expand your efforts wisely to maximize your potential yield. This means:
  - Studying lists of grantmakers previous grant recipients
  - Understanding your organization’s needs
  - Understanding the needs of the grantmaker
  - Gathering appropriate materials

Grantmakers often release “Requests for Proposals” (RFPs) before grant application deadlines. These RFPs are a request for qualified recipients to apply to receive the grant and complete the tasks that the grant specifies. They often include deadlines, submission guidelines, the grantmaker’s priorities, and contact information. Being aware and vigilant of these requests and following their guidelines will be important for capitalizing on grants.

This does not mean:

- Being overly cautious in applying to grants
- Underestimating your organization’s potential
- Not contacting program directors/other contacts for more information and assistance in applying

Additionally, some grantmakers request additional materials such as cover letters.

Cover Letters:

A cover letter should include the following elements in addition to any unique elements or information you believe is relevant.

- Summary of the proposal
- Introduction for your organization
- Summary of recent communications with the funding organization/grantmaker
- Amount of funding requested
- The demographic(s) being served
- The need that your organization will help solve

Persistence

Finally, even in the face of rejection:

- Applying to grants of all sizes from small organizations
- Using models of evaluation and acceptance
- Continuing to apply for grants even if it is unsuccessful

In short, the most important thing is to keep on applying until you are successful. Applying grants, even being rejected, helps you grow and learn.

Proposal

When actually preparing your grant proposal:

- Understanding your vision
- Stating your views clearly
- Understanding the problem
- Creating a unique proposal for the unique

Things to avoid:

- Reusing content from previous proposals
- Making your vision seem too small
- Being unrealistic with project scope

The following sample grant proposal from Bardwell Education Systems.
The white snake is the messenger of the Sarvabha, a god who bestows wisdom, enmity, artists, talent, and fortune, and who brings prosperity to the fortune of the family. This is the hiramah of the Sarvabha family.
InGuides Kyoto
Immersive Media App
The official Instagram of InGuides Kyoto, bringing the rich history of Japan to you with a single click of a button. inguides.co/
Followed by shmoo889, ekshej and 21 others

No Posts Yet
Instagram Maintenance

Ahad Fareed, Cameron Person, Nicole Escobar, Lewis Cook

**Write the most fire bio ever**

- This is the first thing people will see when they check out your page, so it needs to be engaging.
- I would recommend something similar to the example below.

**Post Regularly**

- Try to post everyday, or at least aim for 2-3 times a week.
- Producing content on an everyday basis will be difficult, however, this creates traction.

**Produce Interesting Content**

- The platform is all about content, not just any content but high-quality interesting content.
- Capture eye-catching media through images or video that you can continuously share with your audience.

**Identify Top Hashtags**

- It is vital you utilize Instagram hashtags. This maximizes your chances of reach, engagement, and potential growth.
- Maximum exposure could be anywhere from 15-30 relevant hashtags.
- If you get hashtags right, and manage to rack up engagement within a short period, you will end up on the explore page.
Recommendations
● **Recommendations for Kyoto VR:**
  ○ We encourage Kyoto VR to explore the benefits of obtaining non-profit status

● **Recommendations for grant proposal writing:**
  ○ Utilizing outside resources such as workshops, online courses, or even online tutorials

● **Future IQP and MQP Ideas:**
  ○ We recommend IQP and MQP students have the opportunity to work with Atticus and Kyoto VR again
Conclusion
Conclusion

● Four Deliverables
● First two relate to finding sponsors, funders, and investors
● Third and fourth are media for Kyoto VR’s immersive media app
Looking Forward
MQP/IQPs with Kyoto VR

- Kyoto VR has worked with both an IQP and MQP group this year.
- Kyoto VR looks forward to seeking IQP and MQP projects in the future.
Acknowledgements

Sponsor:
Atticus Sims

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Kumiko Snoddy (WPI)
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Alex Sphar (WPI)

MQP students:
Cole Granof (WPI)
Joseph Pettiti (WPI)
Will Campbell (WPI)
Thank you,
Questions?
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