

Implementing extended reality systems to train a new generation of blue-collar workers

CURRENT PROBLEM

Workforce development programs have functioned less as roads and more as roadblocks for eager job-seekers, making it nearly impossible for individuals and families living in poverty to advance their socioeconomic strata. **Limited resources**, such as adequate transportation, money, and time, have rendered the conventional in-person program as ineffective and privileged. In addition, there is a high demand for qualified candidates is especially acute in manufacturing where companies are seeking local skilled labor.

OUR SOLUTION

XRWorks serves as a crossroads between government development programs, emerging technology vendors, and industry leaders to train and prepare an energetic **urban workforce** with a method that's more comfortable and useful for them. We want to implement and provide virtual and augmented reality tools that would efficiently and effectively train potential workers in the **convenient context** of their residence. Headsets and access to the software subscription would be subsidized by the state for those in need and tiered up depending on income and living challenges.

WHAT SETS US APART

- Competition is not focusing on the trades as technical training is more lucrative. Direct relationships with Industry and Workforce Development granting agencies should solve this.
- Others in the market are not working directly with head mounted displays yet. Most are tablet based and the cost for development is cheaper. Tablet AR/VR is not as effective for hands-on learning from the grassroots level.
- Diversity hire requirement in industry would be a focus.
- In the near future, we see VR training and education as, or even more accepted, than online training.
- Headsets and access to the software subscription would be subsidized by the state for those in need and tiered up depending on your income and living challenges.

Target Customers

Current underemployed or unemployed workers will benefit the most from skill training and the accompanying salaries. The median salaries for career fields according to the Technical College System of Georgia

Competitors

- Interplay Learning
- VR Sim

Few of the powerhouse companies currently located in GA

Aerospace

Delta TechOpps
Gulfstream
Lockheed-Martin

Automotive

Blue Bird
Kia Motor
Manufacturing Ga

Chemicals

Alcon Labs
Boehringer-Ingelheim
SNF

Electrical & Appliance

Acuity Brands
Heatcraft
Roper Corp.

Fabricated Metal

Meggitt
Pratt & Whitney
Southwire

Flooring

Miliken
Mohawk
Shaw

Food & Beverage

Coca-Cola
Fieldale Farms
Pilgrim's

Machinery/Heavy Equipment

Caterpillar
Kubota
Textron (E-Z-Go)
Yamaha Motor

Paper

Georgia-Pacific
International Paper
WestRock

Plastic & Rubber

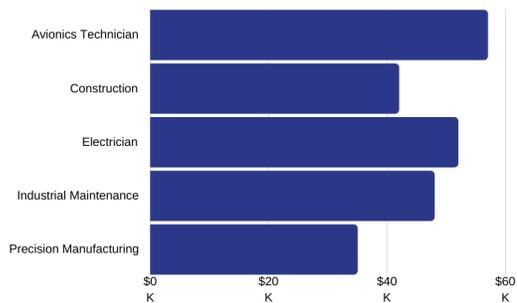
Decostar Industries
Newell Rubbermaid
Toyo Tire & Rubber

Market Discovery

- The need for qualified candidates is especially acute in manufacturing where companies are seeking local skilled labor. According to The Manufacturing Institute’s 2018 Skills Gap Report, over the next ten years the manufacturing sector is expected to add 4.6 million new jobs (driven by retirements and growth). The report estimates that 53% or 2.4 million new jobs will remain unfilled due to a shortage in skilled workers.
- This trend is true in Georgia. In Georgia’s High Demand Career Initiative (HDCI), companies expressed concern regarding not finding local skilled workers:
- “We’ve been pulling some out of Alabama and Florida, but in Southwest Georgia in particular it’s been very hard to find welders. I think we’ve found two in the Atlanta area, and that’s it as far as Georgia over the past two years.”- LMC Manufacturing
- “We have an aging workforce...We have a lot of experienced talent but they are getting older and leaving the industry. Our middle-aged mechanics are leaving the industry for less physical work.” -TIMCO Aviation
- The Manufacturing Institute’s 2018 Skills Gap Report assumes 58% of open jobs will be due to retirement over the next 10-years. Today, there are over 10,000 manufacturing facilities in Georgia with over 360,000 workers (Source: Georgia Trends - <https://www.georgiatrend.com/2017/10/01/the-future-is-here/>).. Even if we assume zero growth, a 58% retirement rate would mean 208,800 available jobs. If 53% remain unfilled due to a shortage in skilled workers, that’s approximately 110,000 jobs in Georgia that companies will be trying but unable to fill.
- In 2015, Georgia’s total manufacturing output was \$54.8 billion or approximately \$15,000 per worker. A deficit of 110,000 jobs could affect Georgia’s manufacturing output by \$150 million.

Target Users

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Potential Government Partnerships

- Georgia Labor Commissioner GeorgiaBEST
- Georgia Dept. of Development

Market Validation Partners

Jay Bailey President & CEO, Russell Center for Innovation
Ken Durand Director, Innovation & Emerging Technologies, Mind-Sparq at Dover Corporation
Gideon Codding President, Codding Energy & Mechanical Inc
Brett Lacy WorkSource Programs Director, GDEcD
Douglas Hollingsworth Vice President, Pacific Safety Solutions
Sean Ordner Master Certified Technician, GM

Company Timeline



Team

Daniel Phelps, CEO
Nikki Mehrjerdian, Creative Director

Resources

Georgia Trends - <https://www.georgiatrend.com/2017/10/01/the-future-is-here/>
 GDEcD
 Georgia.gov
 BLS.gov