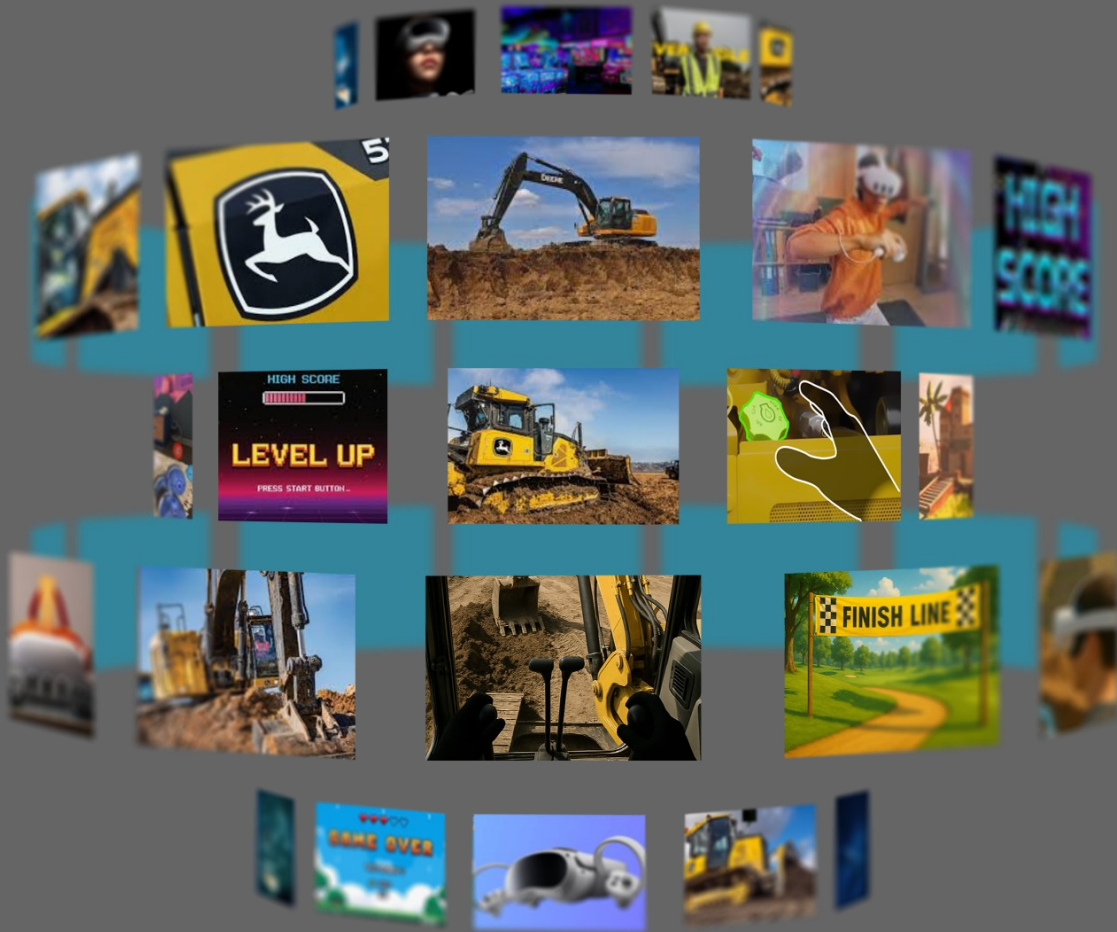




PROJECT OVERVIEW

John Deere seeks to extend their VR training simulations with gaming experiences for construction equipment. The proposed VR/AR games would feature John Deere construction equipment in engaging, interactive gameplay experiences that differ from traditional training approaches.

ForgeFX Simulations proposes VR/AR games featuring John Deere construction equipment with compelling gameplay. Our team brings proven XR expertise, having shipped chart-topping titles. Our game-first approach creates fun experiences where equipment skills develop naturally through gameplay. We recommend beginning with prototyping to explore five game concepts, which will inform subsequent full-scale VR or AR productions.

GAME PROTOTYPES

VR/AR game prototypes featuring John Deere construction equipment. 12-week sprint with 5-person team creating engaging gameplay experiences where operator skills develop naturally through fun, immersive gameplay mechanics.

Item	Development Costs (5 game prototypes)	Cost per hour	Qty hours	Total per project
1	Project Management Coordination and oversight of game development lifecycle • Sprint planning and milestone tracking for VR development • Stakeholder communication and progress reporting • Resource allocation and timeline management	\$152	120	\$18,240
2	Concept Design & Ideation Collaborative ideation to finalize 5 game concepts • Joint ForgeFX and John Deere brainstorming sessions • Game concept documentation and prototype planning • Training objectives alignment with gameplay mechanics	\$152	160	\$24,320
3	Art & Asset Creation 3D models, environments, and visual design • High-fidelity John Deere equipment modeling • Environmental assets and construction site scenes • UI/UX design for VR interfaces and menus	\$152	600	\$91,200
4	Development Core VR/AR game programming and implementation • VR gameplay mechanics and physics implementation • Equipment simulation and control systems • Platform-agnostic architecture with Quest 3 primary target	\$152	1200	\$182,400
5	Gameplay Testing Comprehensive VR gameplay and functionality testing • VR comfort and motion sickness prevention testing • Equipment accuracy validation with operators • Performance validation on Quest 3 with portability testing	\$152	160	\$24,320
6	Stakeholder Collaboration Stakeholder reviews, feedback collection, and implementation • Milestone demonstrations and stakeholder review sessions • Operator feedback collection and analysis • Iterative improvements based on testing results	\$152	120	\$18,240
7	Final Delivery Project deliverables and presentation • Package and deliver 5 game prototype builds • Documentation and deployment instructions • Demo video creation and virtual presentation event	\$152	40	\$6,080
		\$152	2400	\$364,800

FULL VR GAME

Full VR game featuring John Deere construction equipment creating engaging gameplay experiences where operator skills develop naturally through fun, immersive gameplay mechanics.

Item	Development Costs (Full VR Game)	Cost per hour	Qty hours	Total per project
1	Project Management Coordination and oversight of game development lifecycle - Sprint planning and milestone tracking for VR development - Stakeholder communication and progress reporting - Resource allocation and timeline management	\$152	360	\$54,720
2	Concept Design & Ideation Collaborative ideation to finalize game concept and features - Joint ForgeFX and John Deere brainstorming sessions - Game design documentation and production planning - Training objectives alignment with gameplay mechanics	\$152	480	\$72,960
3	Art & Asset Creation 3D models, environments, and visual design - Detailed John Deere equipment modeling - Environmental variety and construction scenarios - UI/UX design for VR interfaces and menus	\$152	1800	\$273,600
4	Development Core VR game programming and implementation - VR gameplay mechanics and physics implementation - Equipment simulation and control systems - Save system, progression mechanics, and achievement systems	\$152	3600	\$547,200
5	Gameplay Testing Comprehensive VR gameplay and functionality testing - VR comfort and motion sickness prevention testing - Equipment accuracy validation including operator feedback - Full playthrough testing and balancing	\$152	480	\$72,960
6	Stakeholder Collaboration Stakeholder reviews, feedback collection, and implementation - Milestone demonstrations and stakeholder review sessions - Operator feedback collection and analysis - Iterative improvements based on testing results	\$152	360	\$54,720
7	Final Delivery Project deliverables and presentation - Package and deliver full VR game build - Complete game documentation package - Demo video and virtual presentation	\$152	120	\$18,240
		\$152	7200	\$1,094,400*

* Preliminary ROM pricing subject to refinement. Anticipated variance of +/- 25% based on final scope and requirements.

FULL AR GAME

Full AR game with John Deere equipment creating engaging gameplay where skills develop through fun mechanics bringing 3D construction vehicles into your real world.

Item	Development Costs (Full AR Game)	Cost per hour	Qty hours	Total per project
1	Project Management Coordination and oversight of game development lifecycle - Sprint planning and milestone tracking for AR development - Stakeholder communication and progress reporting - Resource allocation and timeline management	\$152	480	\$72,960
2	Concept Design & Ideation Collaborative ideation to finalize game concepts - Joint ForgeFX and John Deere brainstorming sessions - Game design documentation and production planning - AR gameplay strategies and real-world integration design	\$152	640	\$97,280
3	Art & Asset Creation 3D models, environments, and visual design - Detailed John Deere equipment modeling - AR-optimized assets for John Deere equipment and environments - UI/UX design for AR interfaces and spatial menus	\$152	2400	\$364,800
4	Development Core AR game programming and implementation - AR gameplay mechanics and spatial tracking implementation - Virtual equipment controls and interaction systems in AR - Environment mapping and occlusion handling for AR gameplay	\$152	4800	\$729,600
5	Gameplay Testing Comprehensive AR gameplay and functionality testing - AR tracking stability and lighting condition testing - Equipment accuracy validation including operator feedback - Full playthrough testing and balancing	\$152	640	\$97,280
6	Stakeholder Collaboration Stakeholder reviews, feedback, and implementation - Milestone demonstrations and stakeholder review sessions - Operator feedback collection and analysis - Iterative improvements based on testing results	\$152	480	\$72,960
7	Final Delivery Project deliverables and presentation - Package and deliver full AR game build - Complete game documentation package - Demo video and virtual presentation	\$152	160	\$24,320
		\$152	9600	\$1,459,200*

* Preliminary ROM pricing subject to refinement. Anticipated variance of +/- 25% based on final scope and requirements.