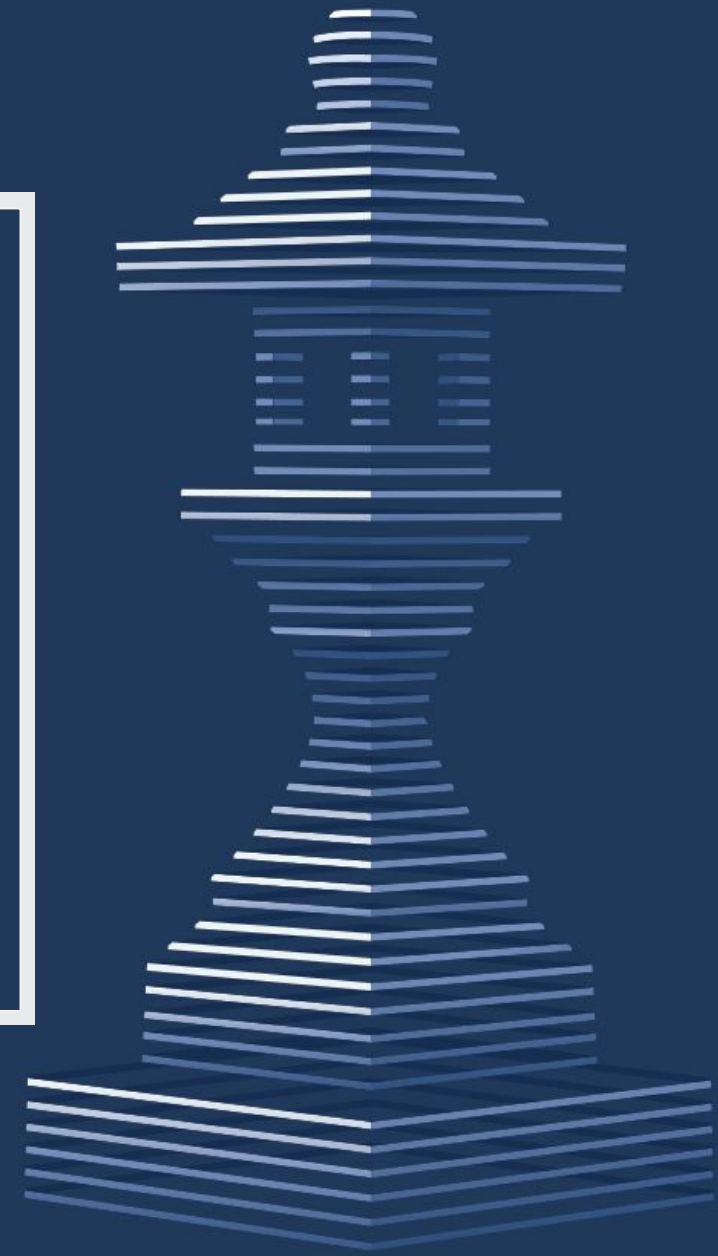


# KYOTO



Sustaining Kyoto Arts and Heritage: Digital Platform

Ahad Fareed, Lewis Cook, Cameron Person, Nicole Escobar



# Problem

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# Kyoto's Rich Culture and Heritage must be preserved

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VR



Why does it matter?

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VR



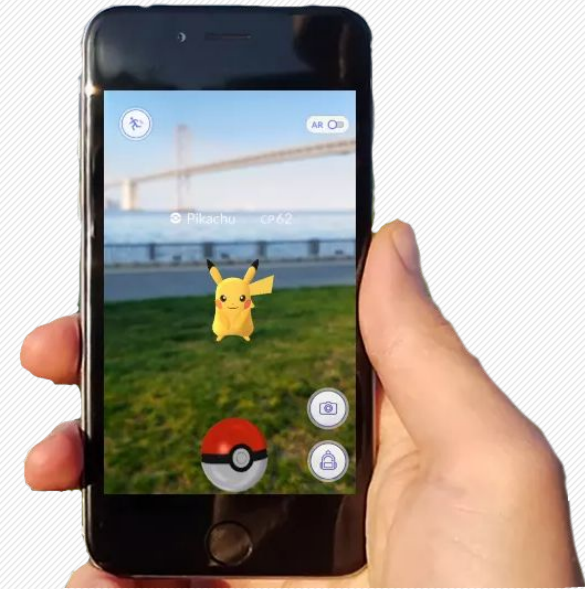
# Solution?

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# Kyoto VR

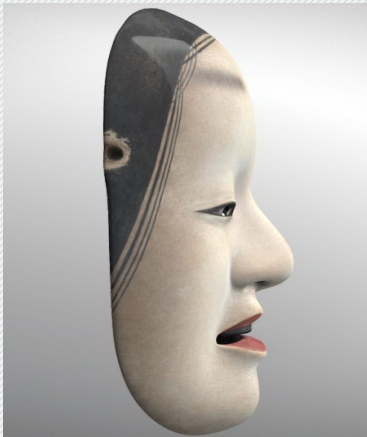
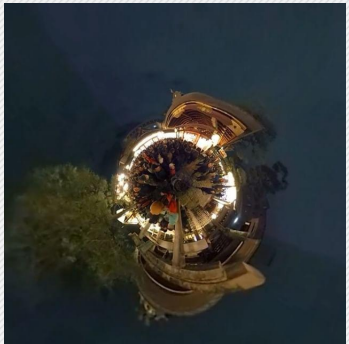
An immersive media company that seeks to digitally preserve Kyoto's unique cultural elements

# 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

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To assess Kyoto VR's specific needs



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VR



# Research Funding Streams and Strategies



To find the most appropriate sponsors, funders, and investors for Kyoto VR



To create media content for Kyoto  
VR

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VR





# Results

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# Epic List



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

1

<b>NAME</b>	The Culture Burning Man Arts
<b>KEYWORDS</b>	Apply: November 13, 2019 at 12:00 pm Pacific Time and will close on December 18, 2019 at 5:00 pm Pacific Time
<b>LOCATION</b>	San Francisco, California.
<b>FOUNDER</b>	Crimson Rose
<b>WEBSITE</b>	<a href="https://burningman.org/culture/burning-man-arts/grants/global/">https://burningman.org/culture/burning-man-arts/grants/global/</a>
<b>MISSION</b>	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.
<b>CONTACT INFO</b>	See Website
<b>POTENTIAL COLLAB</b>	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
<b>TYPE OF FUNDING</b>	Grant
<b>AMOUNT</b>	between \$500 and \$10,000
<b>PREVIOUS WINNERS</b>	<a href="https://burningman.org/culture/burning-man-arts/grants/global/grantee-projects/">https://burningman.org/culture/burning-man-arts/grants/global/grantee-projects/</a>

1

# Compact Grant Proposal Writing Best Practices



## GRANT PROPOSAL BEST PRACTICES

### The 3 P's

#### Preparing

Expend your efforts wisely to maximize your potential yield. This means:

- Studying lists of a grantmaker's 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 task 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 or

- Applying to grants of all sizes (some special opportunities)
- Being mindful of mistakes and accepting them
- Continuing to apply for grants even after a rejection

Without a doubt, the most important advice is to seek help, apply for many grants, and persevere by continuing on funding is assured.

#### Proposal

When actually preparing your grant proposal, establishing a clear concept for your project.

- Understanding your vision
- Deciding on an approach for your project
- Understanding the problem
- Creating a unique proposal for the unique opportunity

Things to avoid:

- Reusing content from previous proposals
- Prioritizing your vision over the funding organization's needs
- Being unrealistic with project scope and budget

The following sample grant proposal is from Kurzweil Education Systems:

#### Grant Proposal Outline:

- Project abstract (Concise summary of what is being proposed)
- Statement of need (Description of the larger problem)
- Program description (Specific implementation)
- Descriptions of any new assistive technologies you will utilize)
- Goals and objective (Measurable outcomes for the project)
- Project Timeline
- Budget (Include all expenses and possibly a list of personnel to be used)
- Evaluation/reporting metrics
- Additional appendices

While these are the components that every grant proposal should encompass everything that a funding organization may

#### Sources of further knowledge and workal

- GrantSpace: <https://grantspace.org/trail>
- University of Wisconsin Workshop: <https://researchguides.library.wisc.edu/researchguides>

#### Databases for finding grants

- Foundation Directory Online: <https://www.foundationdirectory.com/>
- GrantWatch: <https://international.grantwatch.com/>

#### Sample Grant Proposals

- Brandeis University Visual Arts Program: <https://www.brandeis.edu/arts/festival/grant/>
- Kurzweil Education Systems Sample Grant Proposal: [https://www.kurzweil.com/files/grant\\_proposal.pdf](https://www.kurzweil.com/files/grant_proposal.pdf)

#### Resources

# Trailer

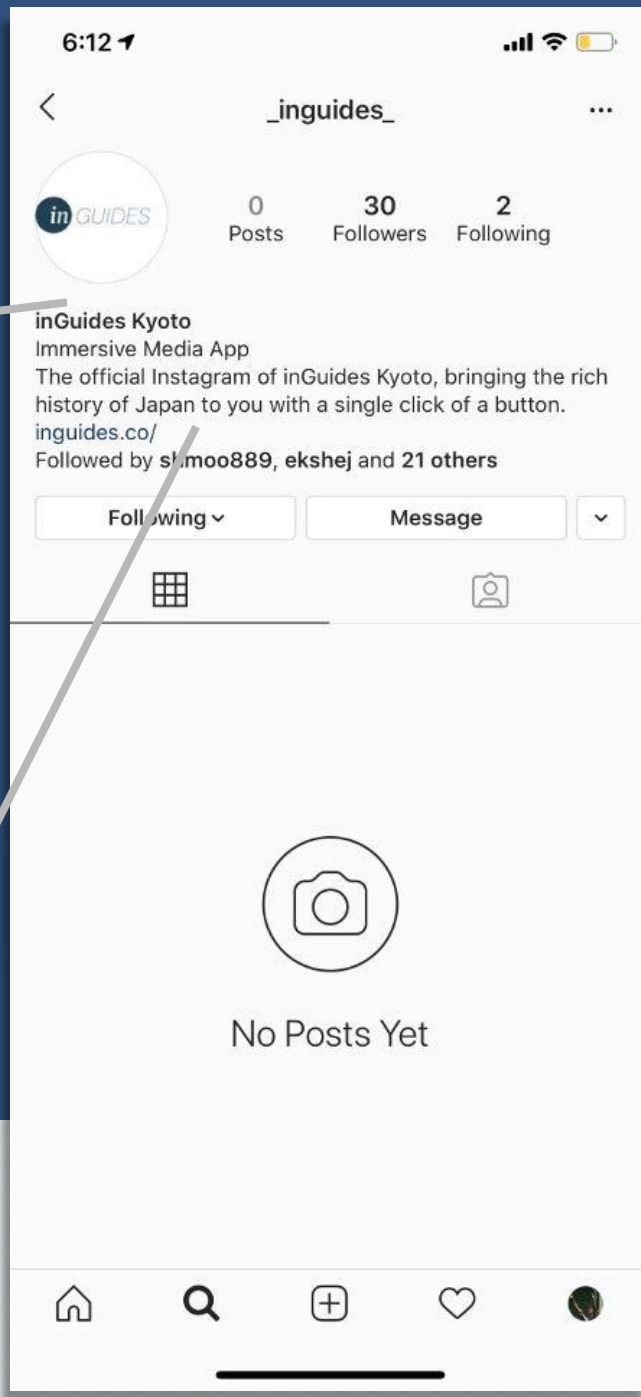
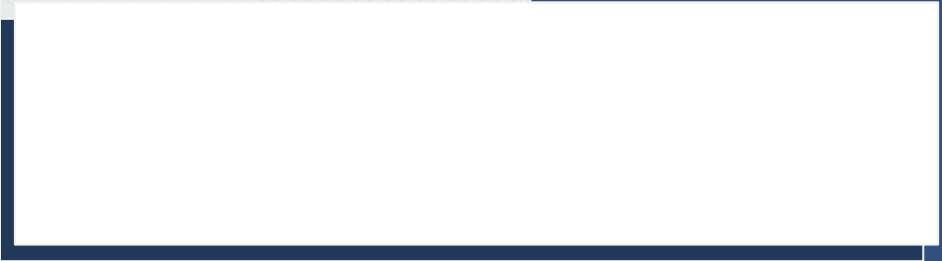
KYOTO  
VR

*in* GUIDES  
KYOTO

此は弁天使なり  
才天は智慧弁舌  
能福徳と云ふ神で  
運と感たてくれまふ  
こは教養と徳めた  
園寺家の旧跡であ  
鹿尾禪寺



The white crane is the messenger of the Saravali, a god who bestows wisdom, eloquence, wealth and fortune, and who brings prosperity to the families of the family. This is the famous site of the Saravali family.



# Instagram Manual

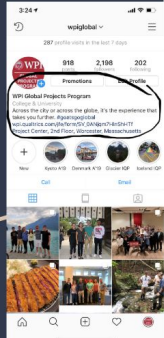
## Instagram Maintenance



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



#### In Guides Kyoto

Immersive Media App

The official Instagram of In Guides Kyoto, bringing the rich history of Japan to you with a single click of a button.

(Link Website) .



### 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 maximises 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

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- **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

KYOTO 

# 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

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# 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



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*Joseph Pettiti (WPI)*  
*Will Campbell (WPI)*





**Thank you,  
Questions?**

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