



Mission Model Canvas

Project title:

LikeWater – Swiss Water VR Platform

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Nature parks, research institutes
Municipal utilities, hydropower operators, Environmental NGOs, schools, Museums, science centers

Activities 🌀

What are the three main activities needed to create/realize your project?

Co-create custom VR levels with partners
Develop scalable platform tools
Run workshops, events, exhibitions
Train partners to use the experience
Market to new partners

Ressources 🛠️

Which three skills and resources are central to the implementation of your idea?

Existing LikeWater VR app, Immersive storytelling expertise (also from www.batvision.ch), Hardware kits for events, Partner networks and experience

Project 📦

How do you explain your project to a stranger in 1 minute?

Imagine you could be water—flow through rivers, soak into soil, freeze in a glacier. Most people only see water at the surface, but its real journey is hidden. **LikeWater** is a VR platform that lets anyone explore these invisible worlds in Switzerland. It's not just one experience—it's a toolkit that empowers lakes, rivers, glaciers, and utilities to *create and share their own immersive stories*, easily and affordably. By offering a low-cost way for partners to develop their own VR "level," we help them bring local water stories to life. This builds empathy, inspires conservation, and makes these powerful experiences accessible for the public.

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

Collaborative design with partners
Long-term content support
Community events and workshops
User feedback for improvement

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

Direct partner outreach
Museum/science center installations
School programs
Public events and festivals
Partner marketing networks

Target Groups 👤

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

General public (all ages)
Public institutions / Authorities
Museum and event visitors
Environmental educators
Sustainable Tourism
Hard-to-reach audiences (multilingual, low-literacy)

Budget 💰

What costs do you expect to incur to realize your idea?
What are the costs?

Platform extension phase: CHF 30–40k. Platform elaboration phase: CHF 10–20k.
Typical partner level cost: ~CHF 15k (individually funded by partners). Funding covers development, content design, partner co-creation, and rollout support to make the platform scalable and attractive for many partners.

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

Raises awareness for water conservation through immersive VR. Measured by partner uptake, user numbers, surveys.

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

Grow a shared, immersive library of local water stories.

Use widely in public, cultural, tourist or educational institutions across Switzerland.

