INVESTMENT DECISION

Story Room: conditions for return on investment

TCO, thresholds, sensitivity, risks and verification method before purchase.

STORY ROOM

The decision precedes the proposal: approve, resize or do not invest.

Executive document | ILLUSTRATIVE SCENARIO | NOT A BENCHMARK | NOT A FORECAST | Edition 29 August 2026

EXECUTIVE POSITIONING

The investment is viable only if it passes four tests.

There is no standard ROI. The business case compares the project against business as usual without the Story Room and concludes with an explicit decision: approve, approve with conditions, resize or do not proceed.

CHECK	EVIDENCE REQUIRED	REJECTION TRIGGER
Economics	TCO, ROI, payback and NPV	threshold below financial policy
Commercial	incremental margin and avoided costs	benefit based on existing sales
Capacity	break-even volume within deliverable slots	unsustainable demand or utilisation
Attribution	baseline, source, owner and comparison	absence of verifiable decision data

DECISION CRITERION

If the threshold is not plausible, the configuration is reduced or the project is not recommended. Understanding, attention and awareness remain useful indicators, but they do not compensate for a negative financial business case.

TCO AND BENEFITS

The model includes all costs and incremental value only.

TCO includes the project, building works, content, commissioning, operations, Activation, support, acquisition of new demand and any residual value. Benefits must be genuine differences against the scenario without the Story Room.

COMPONENT	TREATMENT	RULE
System, installation and building works	initial TCO	proposal inclusions and exclusions
Content, operations and support	recurring TCO	entire analysis horizon
Existing flows	incremental benefit	margin with the Story Room minus margin without it
New demand	net benefit	served margin minus CAC, within capacity
B2B orders	incremental benefit	end-to-end difference multiplied by net margin
Avoided costs	verifiable benefit	only cash outflows that can genuinely be eliminated

APPROVAL FORMULA

ROI = (incremental economic benefits + verifiable savings - TCO) / TCO. NPV applies the customer's discount rate and may make a nominally positive ROI unacceptable.

ILLUSTRATIVE CASE

The threshold requires EUR 9.72 of incremental margin per visitor.

ILLUSTRATIVE SCENARIO | NOT A BENCHMARK | NOT A FORECAST. TCO of EUR 35,000 over three years; 1,200 existing visitors exposed each year; EUR 20 baseline margin; no new demand or attributed savings.

SCENARIO	MARGIN WITH	UPLIFT	3-YEAR BENEFITS	ROI	PAYBACK
Conservative	EUR 20	EUR 0	EUR 0	-100,0%	N/D
Central	EUR 31	EUR 11	EUR 39,600	+13,1%	2.55 years
Favourable	EUR 33	EUR 13	EUR 46,800	+33,7%	2.06 years

NPV at 8%: Conservative -EUR 33,700; Central +EUR 300; Favourable +EUR 6,500.

MANAGEMENT INTERPRETATION

The Central case only just clears the threshold: it requires full use of the expected capacity and EUR 11 of additional margin per visitor. Lower utilisation or margin uplift makes NPV negative; the project should therefore be approved only with a credible operating plan.

ILLUSTRATIVE CASE

The threshold requires 2.6 incremental orders over three years.

ILLUSTRATIVE SCENARIO | NOT A BENCHMARK | NOT A FORECAST. TCO of EUR 52,000; 180 qualified visits exposed; 20% baseline end-to-end conversion; EUR 20,000 net contribution margin per order.

SCENARIO	CONVERSION	INCREMENTAL ORDERS	BENEFITS	ROI	PAYBACK
Conservative	20,0%	0,0	EUR 0	-100,0%	N/D
Central	21,5%	2,7	EUR 54,000	+3,8%	2.86 years
Favourable	22,5%	4,5	EUR 90,000	+73,1%	1.54 years

NPV at 8%: Conservative -EUR 50,300; Central -EUR 3,900; Favourable +EUR 27,000.

MANAGEMENT INTERPRETATION

Break-even requires 21.44% conversion: 1.44 percentage points above baseline. The Central case has a positive nominal ROI but negative NPV; approval requires greater uplift, documented savings or a lower TCO.

MEASURING DESIGN

The baseline and comparison are selected before go-live.

Use and understanding describe operation; codes, bookings, POS or CRM link subsequent actions; only an appropriate comparison supports an incremental claim. Every indicator retains its source, owner and limitation.

EVIDENCE	PERMITTED CLAIM	SOURCE	LIMIT
Operational	the Story Room was used and the session completed	system / host	does not demonstrate economic value
Understanding	messages were understood and attributed	pulse / survey	does not demonstrate sales
Linked	the visit precedes a purchase, meeting or order	booking / POS / CRM	does not demonstrate causality
Incremental	the outcome differs from the ordinary visitor journey	historical baseline or comparable group	requires stable volumes and definitions

DATA GOVERNANCE

Before launch, business as usual, definitions, sources, consent, responsibilities and the comparison method are approved. At 90 days, the forecast is updated; ROI is not automatically declared proven.

IMPLEMENTING CONDITIONS

The primary risk is not technological: it is insufficient use of the asset.

The decision must assign owners, controls and review dates. Favourable assumptions are not combined without evidence; each sensitivity changes one material driver at a time.

RISK	CONTROL	DECISION
Insufficient demand or capacity	slots, occupancy, exposed share	reduce TCO or programme
Weak operational adoption	host, times, reset, completion	correct the visitor journey and shifts
Content not kept up to date	owner, budget and publishing calendar	approve lifecycle plan
Unattributable data	ID, consent, CRM/POS and baseline	limit claims
B2B cycle beyond the analysis horizon	CRM stages and conversion lag	extend measurement, not attribution

EXTERNAL EVIDENCE

XR research supports mechanisms such as mental visualisation and personalisation, especially for complex and tactile products. It does not provide a percentage transferable to the Story Room: return depends on the client's data and comparison method.

TECHNICAL AND FINANCIAL FEASIBILITY

Bring TCO, margins and capacity: we provide a decision, not a promise.

In 30 minutes, we build an initial threshold. Before the proposal, we deliver Conservative, Central and Favourable scenarios, approval conditions, sensitivities and a measurement plan. The outcome may be positive, conditional or negative.

Request a 30-minute feasibility review

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Sources and references

AMEC Integrated Evaluation Framework

AMEC, Barcelona Principles V4.0, 2025

HM Treasury, Magenta Book, 2026

HM Treasury, Green Book, 2026

Journal of Marketing, Extended Reality in B2B Sales, 2026

Igloo Vision, Measuring the ROI of your shared immersive space

The sources support methods and mechanisms; they do not document Story Room performance. All numerical values are illustrative scenarios, not benchmarks, forecasts or observed results.

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