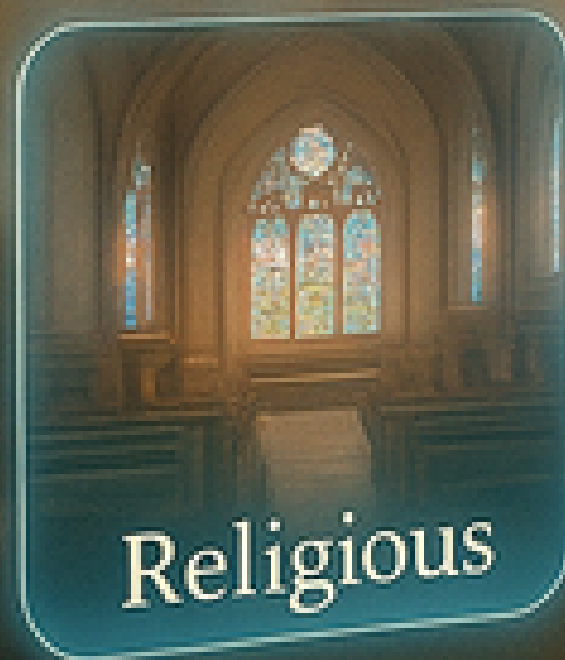
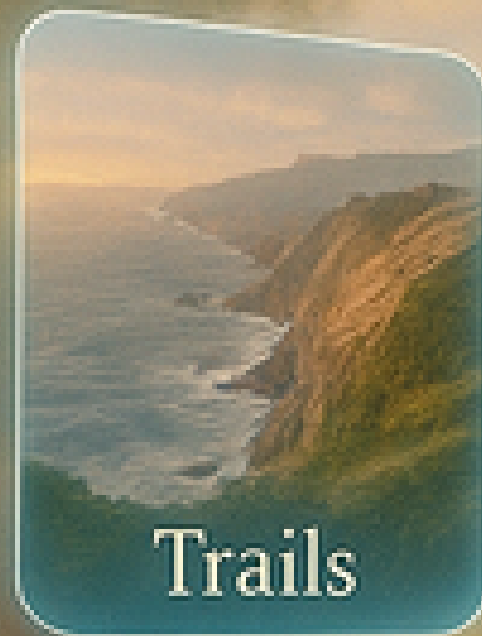
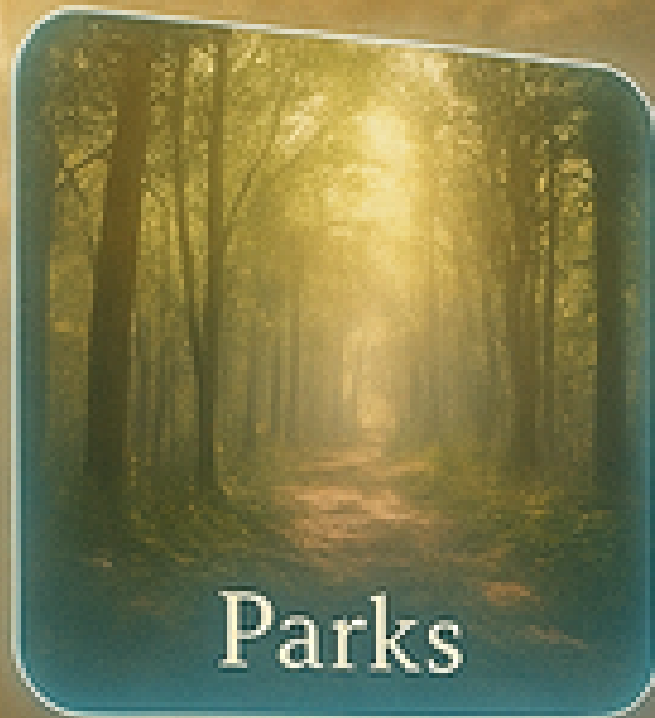


SAN DIEGO VR FOR GOOD LIBRARY 4.0



SAN DIEGO 4.0

USING VIRTUAL REALITY TO SUPPORT SENIORS

CELEBRATING 250 YEARS OF SUPPORTING LONELY AND ISOLATED SENIORS

PROJECT COMPLETION DATE: JULY 4TH 2026

A COMMUNITY APPROACH TO SENIOR CARE

1. Our Vision
2. Why This Project Matters
3. Our Commitment to Caregivers
4. What is San Diego 4.0?
5. Historical Project
6. VR for Good Library
7. Win - Win Campaign
8. East County Chamber Foundation
9. Budget Breakdown
10. VR for Good Curriculum

BONUS: Join Us in Recording Senior Stories of Innovation and City History.





OUR VISION

San Diego 4.0 is becoming the first city to use immersive VR not just for entertainment, but to bring connection and comfort to seniors who feel isolated. The “VR for Good” project is building a library of 360-degree videos—virtual walks through Balboa Park, front-row seats at community events, peaceful ocean views—all delivered straight to the people who can’t be there in person. Families learn to create their own VR experiences. Local nonprofits and faith groups become affiliates, using technology to build empathy, not barriers. This is Main Street innovation—where a smart city remembers its soul while shaping its future.

INSPIRE A NEW GENERATION OF LEADERS

VR for Good proves that change can feel human. When seniors light up inside a 360° memory, future leaders see what’s possible. Tech isn’t a threat—it’s a tool for empathy, legacy, and growth. This is how we inspire the next wave: by showing them change done with heart.



WHY THIS PROJECT MATTERS

INNOVATION AND EMPATHY

This project matters because it proves that innovation isn't just about what's possible—it's about what's personal. By giving seniors immersive VR access to parks, beaches, memories, and community events, we're not just deploying new technology; we're restoring dignity and connection. It's a scalable model that uses empathy as strategy and tech as a bridge, not a barrier. When people feel seen, they stay engaged, loyal, and active in their communities. And when a city puts heart first, every business benefits. This is how you lead a region into the future—with purpose, not just product.

SCALING ACROSS THE NATION

The San Diego 4.0 VR for Good project is built for rapid replication. Its core assets—hundreds of immersive 360° videos, simple course templates, and ready-to-deploy tech stations—are designed to plug into any Main Street without heavy customization. Each city follows the same three-part model: free VR experiences for seniors, affiliate-based revenue for local nonprofits and creators, and job-ready training for residents. By pairing proven content with modular local storytelling, the project reduces startup time and cost.

PROUD TO SUPPORT CAREGIVERS

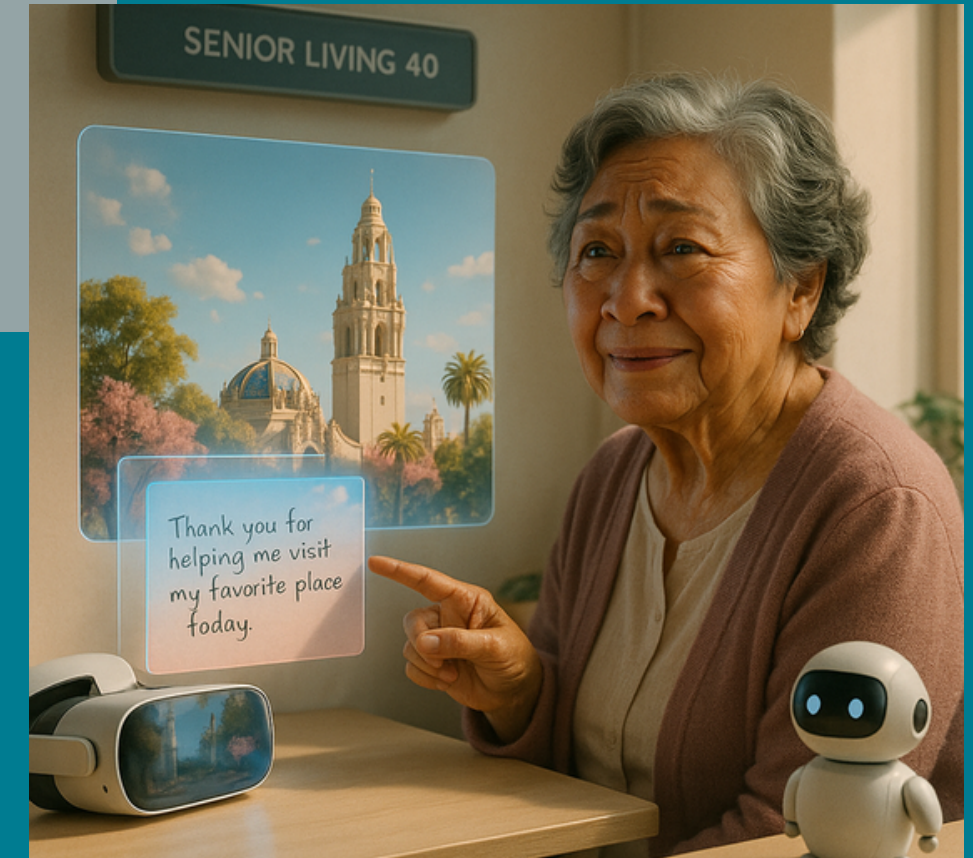
SAN DIEGO CAREGIVERS

VR EDUCATION

The community project provides simple and practical education that teaches caregivers how to create and deliver VR experiences for the seniors they serve. Through step-by-step courses, caregivers learn how to record and produce 360-degree videos, such as a family gathering, a walk through a favorite local park, or a tour of a meaningful neighborhood. They also learn how to guide seniors through calming, engaging, or memory-stimulating virtual environments. These skills help caregivers use technology as a tool of emotional connection, helping seniors feel more present, valued, and understood.

SAN DIEGO 4.0 VR FOR GOOD LIBRARY

The campaign offers caregivers free access to the San Diego 4.0 VR for Good Library. This online collection features hundreds of immersive VR videos already created for use in care homes, family living rooms, churches, and community centers. The library includes nature journeys, heritage tours, museum walkthroughs, hometown visits, and other experiences designed to reduce loneliness, improve memory recall, and build joy into daily life. A caregiver can choose a video that matches the senior's mood, interests, or personal history, and play it on a VR headset in seconds.





WHAT IS SAN DIEGO 4.0?

FIRST PILOT PROJECT

San Diego 4.0 isn't just a tech upgrade — it's a rethink of how a city connects its people through empathy and innovation. Imagine Main Street rebuilt around human needs, with VR bringing history alive for seniors, AR guiding tourists through local stories, and robotics supporting workers instead of replacing them.

What makes this different from other “smart city” projects is scale and soul. This isn't about chasing skyscrapers or headlines. It's about building a living network of connected neighborhoods — where small businesses use AI avatars to greet customers, where churches and nonprofits share immersive experiences, and where seniors aren't left on the margins. It's grassroots transformation powered by future tech.

A smart city only works when it remembers its soul. San Diego 4.0 leads with heart and builds with tools — not the other way around.

WHY IS SAN DIEGO 4.0 A HISTORICAL PROJECT?

250 YEARS OF AIMING TO SUPPORT LONELY SENIORS

MAIN STREET 1.0 (1750-1830)

Emerging public coffeehouses and improved mail routes let elders share news, trade stories, and stay linked to neighbors, turning distant events into familiar, local conversations.

MAIN STREET 2.0 (1870-1914)

Innovations like rural mail delivery, telephones, and electric streetcars bridged distance, helping seniors stay informed, visit neighbors, and remain woven into daily Main Street life.

MAIN STREET 3.0 (1950-2024)

New technology—from landline networks to VR and AI—helps seniors stay socially connected, access services, and participate in Main Street life with dignity, belonging, and real-time support.

MAIN STREET 4.0

New community tech helps seniors stay engaged with neighbors, history, and support systems through immersive VR storytelling, AI-guided connections, and real-time local updates — restoring belonging in a changing era.

THE SAN DIEGO 4.0

VR FOR GOOD LIBRARY

San Diego 4.0's VR for Good project is the first community-wide effort to use immersive 360-degree video to support seniors — especially those facing loneliness, isolation, or cognitive decline. Instead of treating technology as a novelty, it uses VR as a bridge: reconnecting people with the places, moments, and memories that shaped their lives.

The library features hundreds of free, locally recorded 360 videos — from Balboa Park strolls and ocean sunsets to neighborhood parades, churches, and family-friendly festivals. Each video becomes a window into connection, sparking recognition, joy, and conversation for seniors in care facilities or at home.

Families and caregivers are trained to use VR headsets and simple playback devices, making it accessible even for those unfamiliar with tech. The goal is not escape, but restoration — helping seniors feel seen, remembered, and rooted in their community again. This project proves a smart city is only smart when it remembers its soul.





HOW FUNDS ARE USED

PERCENTAGE BREAKDOWN

60% CREATE, DELIVER, RESEARCH

First, the money raised goes towards creating 360-degree videos of local parks, hiking trails, religious locations, and majestic views. Second, the donations for Technology Stations to safely deliver VR Experiences to East County seniors.

30% EDUCATION

Todd Brinkman (San Diego 4.0) is committed to educating the next generation of leaders with online courses, workshops, and 360-degree cameras. Every package sold comes with a number of course “seats” to learn how to create and safely deliver immersive VR Experiences to support lonely seniors and dementia patients.

10% FOUNDATION

10% of the money raised goes towards the East County Chamber Foundation to administer the finances. The admin fee includes bookkeeping, office space (workshops), and staff time.

BUILDING TRUST

All monies raised and spent will be transparently open to the public. This openness is vital in building trust for this project and for future endeavors.

SAN DIEGO 4.0

VR FOR GOOD TASK FORCE

The San Diego 4.0 VR for Good Task Force is a groundbreaking group of leaders who are stepping into the future with a deep respect for the past. These pioneers are reimagining how we support seniors by using virtual reality to rebuild connection, enrich memory, and restore a sense of belonging. Instead of allowing isolation to define the later chapters of life, they're opening windows into familiar streets, meaningful moments, and iconic San Diego places — all through immersive 360-degree video experiences that can be viewed from anywhere.



Senior Living Leaders



City Leaders



Business Leaders



Caregivers

SAN DIEGO 4.0

VR FOR GOOD CURRICULUM

The San Diego 4.0 VR for Good community projects start with the VR for Good Curriculum. It's six beginner courses on understanding the benefits of using Virtual Reality to support lonely seniors and people with dementia. These courses begin your innovation journey of helping loved ones, senior residents, and others in the community.



VR Supports Lonely Seniors Course



VR Supports Dementia Course



360 Personal Experiences Course



360 Community Experiences Course



Shared VR Experiences in the Real Reality

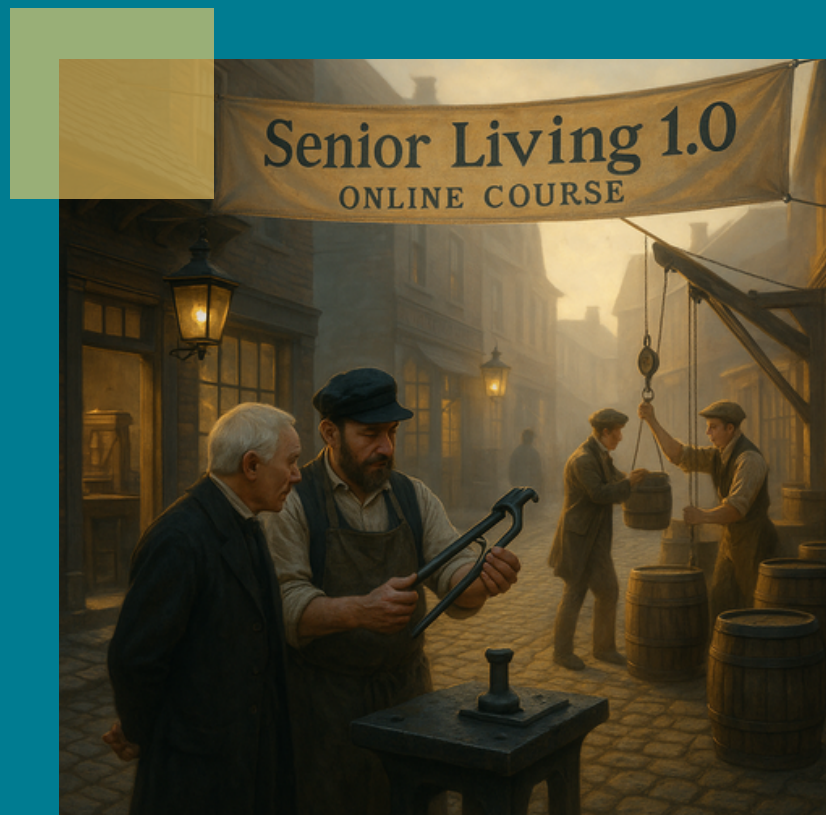


Shared VR Experiences in a VR World

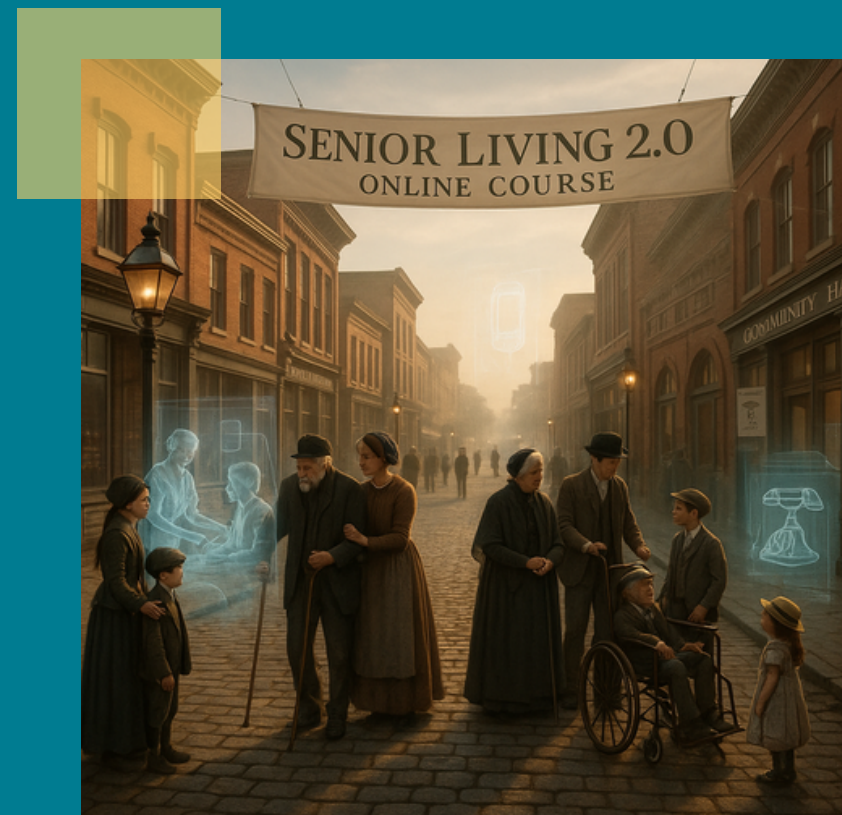
SAN DIEGO 4.0

HISTORICAL COURSES

San Diego 4.0 unleashes residents and employees' connection to East County cities' innovation journey through the first three industrial revolutions. The VR for Good Curriculum instructs learners with online courses, Augmented Reality Campaigns, and Virtual Reality Worlds. We're honored to present our local stories to celebrate America's 250th Independence Day.



San Diego 1.0
(1750-1914)



El Cajon 2.0
(1870-1914)



El Cajon 3.0
(1950-2024)

THANK YOU

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