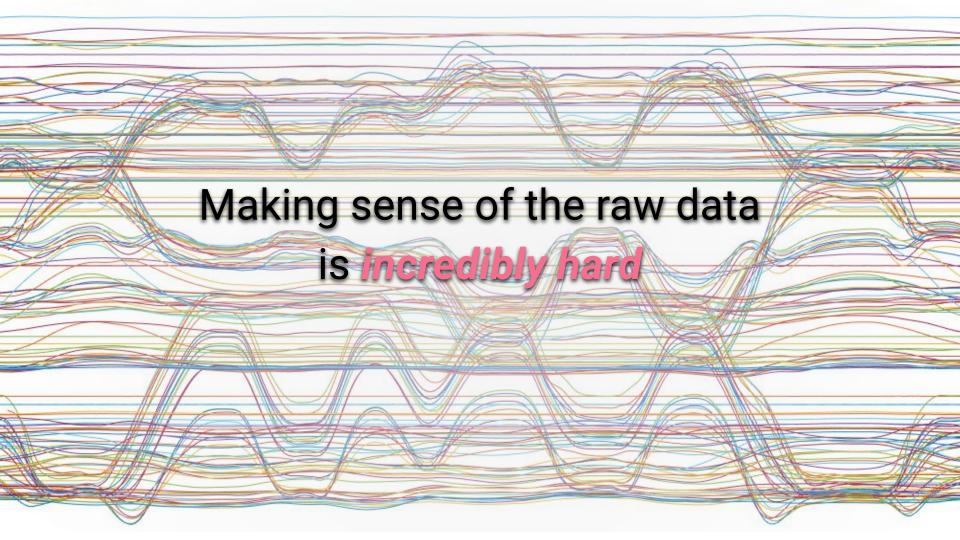
GaMA — Gaze and Movement Analysis From training to learning in Extended Reality



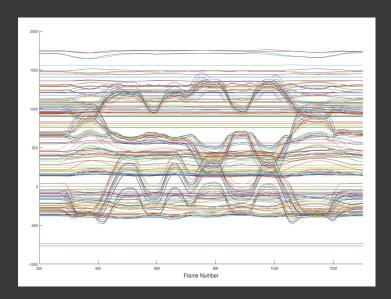
www.gama.xyz

Understanding Gaze and Movement behaviour is extremely valuable

Raw Gaze and Movement data is everywhere



GaMA Analytics



Raw Gaze & Motion Data







Actionable Performance Insights



Potential Verticals



Extended Reality (XR) Training

TAM \$4.4B

UX Design Validation

\$8.9B

Clinical Diagnostics

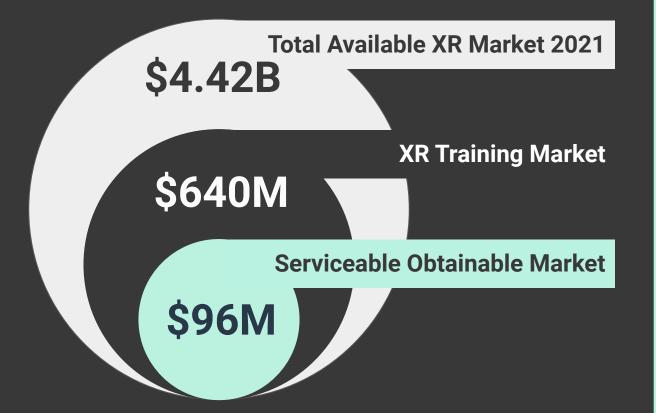
\$3.3B







XR Market & Opportunity





The global Extended Reality (XR) market is expected to reach 84.09B USD by 2028

XR Market & Opportunity



"Virtual Reality training is no longer a thing of science fiction ... **75% of business leaders** anticipate using **Augmented** or **Virtual Reality** by 2023."

- Dave Beck, Foundry 45 Managing Partner October 7, 2021



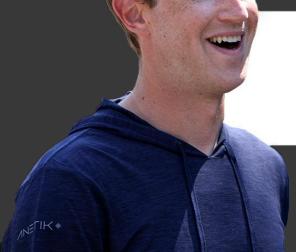
XR Market & Opportunity



"We also announced new tools to ... enable **new mixed reality experiences** ... and a \$150-million investment in immersive **learning** to train the next generation of creators."

- Meta Press Release October 28, 2021





Revenue/Business Model



Target Clientele:

- Channel partners: Training/Assessment firms looking to increase their competitiveness with
 - Plugins that deliver Analytics for their existing training solutions
 - Analytics Consulting services
- Hardware providers looking to establish a XR training ecosystem
- Direct to End-Users
 - Monthly/User subscription fees to access reporting/customization

Competition



As of yet, no VR/AR firm offers analytics as a stand-alone service, so most competition is from training firms that attempt to provide in-house solutions:

	Segment	Information	Analytics Offerings					
Company	Ecosystem	Simulation production	Duration	Gaze	Motion	Time-Series	Biometric	Objective Completion
Motive	VR	\checkmark	\checkmark					\checkmark
StriVR	VR	\checkmark	\checkmark	\checkmark				\checkmark
Microsoft Guides	AR	User Authoring	\checkmark					\checkmark
Foundry 45	VR	\checkmark			\checkmark			\checkmark
Cognitive3D	XR			\checkmark	\checkmark		\checkmark	\checkmark
GaMA	XR/2D		\checkmark	V	\checkmark	\checkmark	V	

Competitor analytics only report whether training was completed

GoMA provides comprehensive performance metrics that demonstrate a *proof of learning*

Traction & Validation Roadmap



NDAs/MOUs signed with

- Microsoft Guides Microsoft's AR Training flagship for Hololens 2
- Motive VR Training and Authoring
- BioWare KPI for "time to fun" in UX Current Mitacs Grant
- Impirica 2D Impairment Assessments
- Neurosight Online Behavioural Assessment Current Mitacs Grant

Currently finalizing MVPs for each vertical, along with end-user pilot validation.

Financials



GaMA is pre-revenue and considering Seed/Series A funding as we continue to bootstrap.

Currently looking to secure a 1M - 2M CAD for 18 months of runway covering:

- ~ 6 new hires (4 technical, 2 biz ops)
- Infrastructure and hardware

GoMA Team



- Spin-off company out of 2 University of Alberta research labs with backgrounds in Neuroscience, Software Engineering & Biomedical Mechanical Engineering
- Experts in measurement and analysis of gaze/movement behavior
 - Combined 3 decades of research experience
- Recently admitted into the Microsoft for Startups program





Riley Dawson, MBA/MEng (in prog.)

