

YOUR
LOGO

Investor Update

JAN 2024





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Summary

- We now have 8,000 paying customers
- We're in conversations with TechLunch re: the partnership and the experiential VR marketing campaign
- The new headset model is in final production rounds, expected to be shipped early February



The Highlights

- We hit our growth milestones for Q2 and onboarded 200,000 new customers.
- The newest headset received a rave review in Entertainment Tech Weekly. Sarah Peers said it was "the gaming invention of the century!"
- We managed to fix the remaining hardware issues in record time, which means the **Up** button on the console no longer gets stuck.





The Lowlights

01

An issue with our servers led to approximately two hours of downtime. Luckily the issue occurred at 2AM so few users were affected.

02

Our landing page was fiercely mocked on Reddit, but it turned out to all come from one single internet troll.

03

The coffee machine broke, which presents a serious threat to the CEO's productivity.

Product Milestones

01

We created a lightweight transport case for easy movement, which was our #1 most requested feature.

02

Following the user tests, we've completely reworked the user journey for the headset fitting process.

03

Our next major milestone is introducing a better software for interactive conferences and events.



New Model: Generation X

We just launched the latest headset in the **Generation** series. This has a new lightweight design, sleek straps, and hugely improved image quality.

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THE NEW GENERATION X MODEL

Product roadmap

- ☑ COMPLETED
- ☐ WORK-IN-PROGRESS

Q2 2024

- ☑ Headset improvements
- ☑ Fixing lag issue with the software
- ☑ Made a new alternate universe

Q3 2024

- ☑ Styles improvements
- ☑ General improvements to hardware

Q4 2024

Q4 will be a flexible quarter in which we focus on:

- ☐ Scaling
- ☐ Bug fixing
- ☐ Technical debt
- ☐ Performance improvements

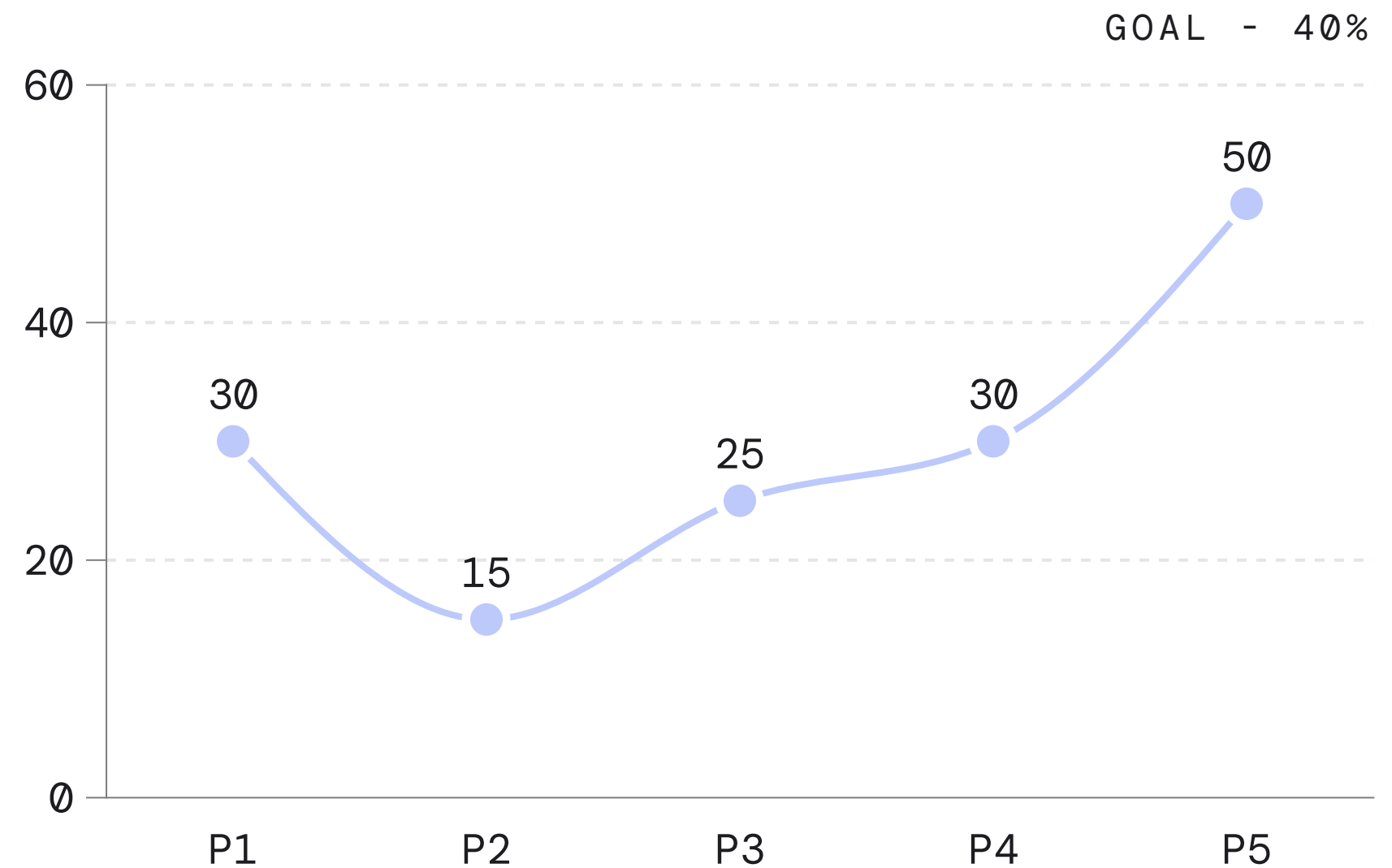


Product-market fit survey responses

The product-market fit survey trends continue to look positive, now that we are mid-way through gathering data in our phased beta.

Common requests and issues from users:

- Headset is too tight
- The video software makes them dizzy
- Connectivity is bad
- Requests for more colors



Product feedback

REQUESTS

- New headset style (33)
- More games (29)

MUST HAVE

- Creator profiles (1)
- Immersive software (1)

IMPROVEMENTS

- Reduce lag speed (12)
- Images and icons (10)
- Additional colors (8)

LOVED

- New game portal (1)
- Expandable strap (1)
- Travel case (28)



Marketing initiatives

SOCIAL

We're in talks with a few agencies about developing a content strategy for TikTok.

NEWSLETTERS

We are currently running some experiments with native ads in niche technology email newsletters, results TBA.

PAID

Landing page A/B test showed a 11% increase in sign up conversions.



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Strategy Q2

APRIL 2024

The general focus right now is on improving the product before fueling further growth.

MAY 2024

We'll be hosting a series of workshops to develop a coherent strategy for the next three months.

JUNE 2024

More details in the next update.



Team

- New hires: Olga, Head of Content and Paul, Senior Backend Engineer.
- Both will be flying to Atlanta end of January and working remotely.
- With these new team members, we're now at 37 people.
- We're interviewing some neural networks to write for our blog, will keep you posted how that goes.



Key metrics: last 12 months

45K

MRR

2

New hires

1,250

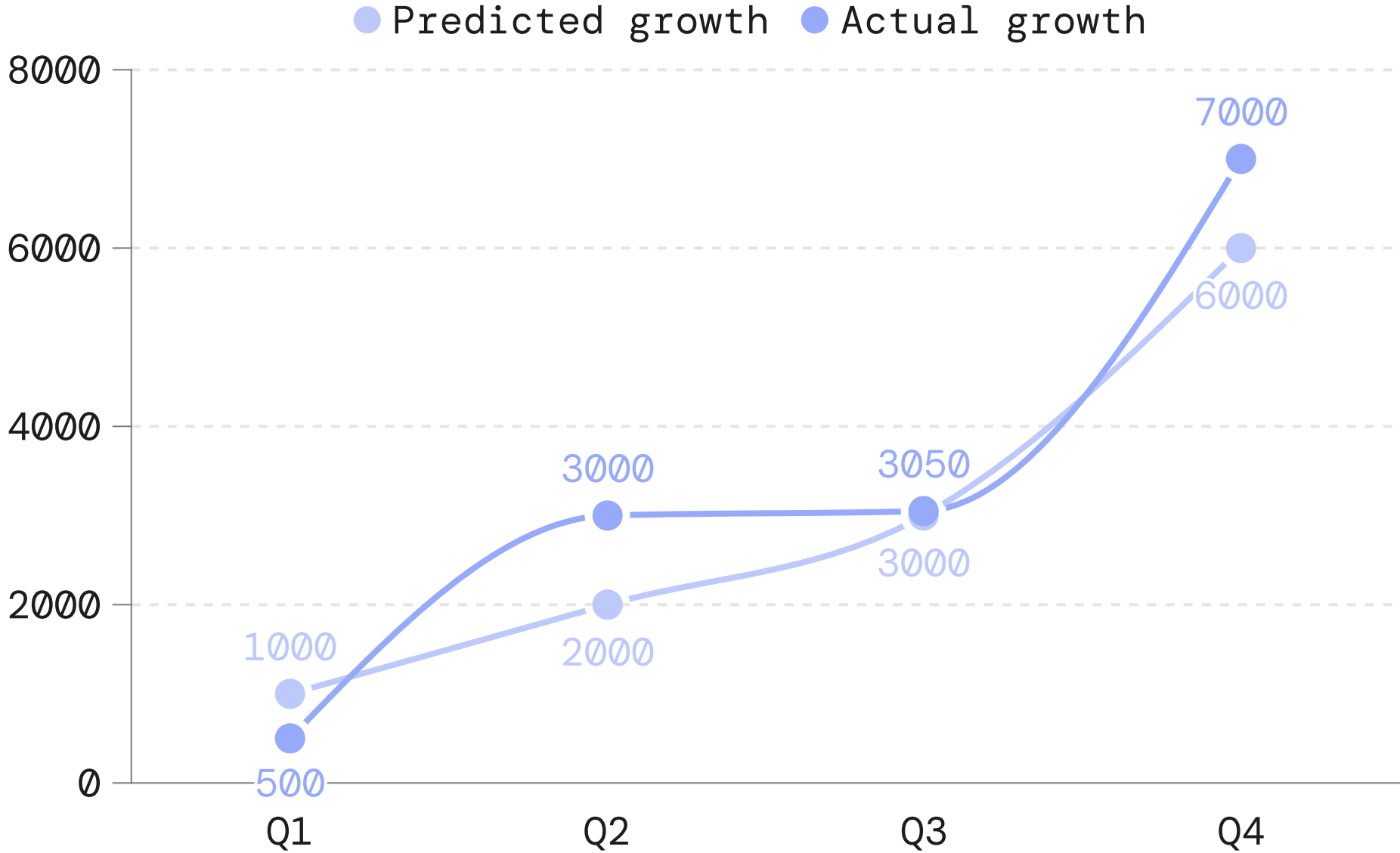
Lines of code on GitHub

23K

Active users



Key metrics: last 12 months



Runway

\$1,293,000

Currently in the bank

\$197K

Average monthly burn rate

\$201,341

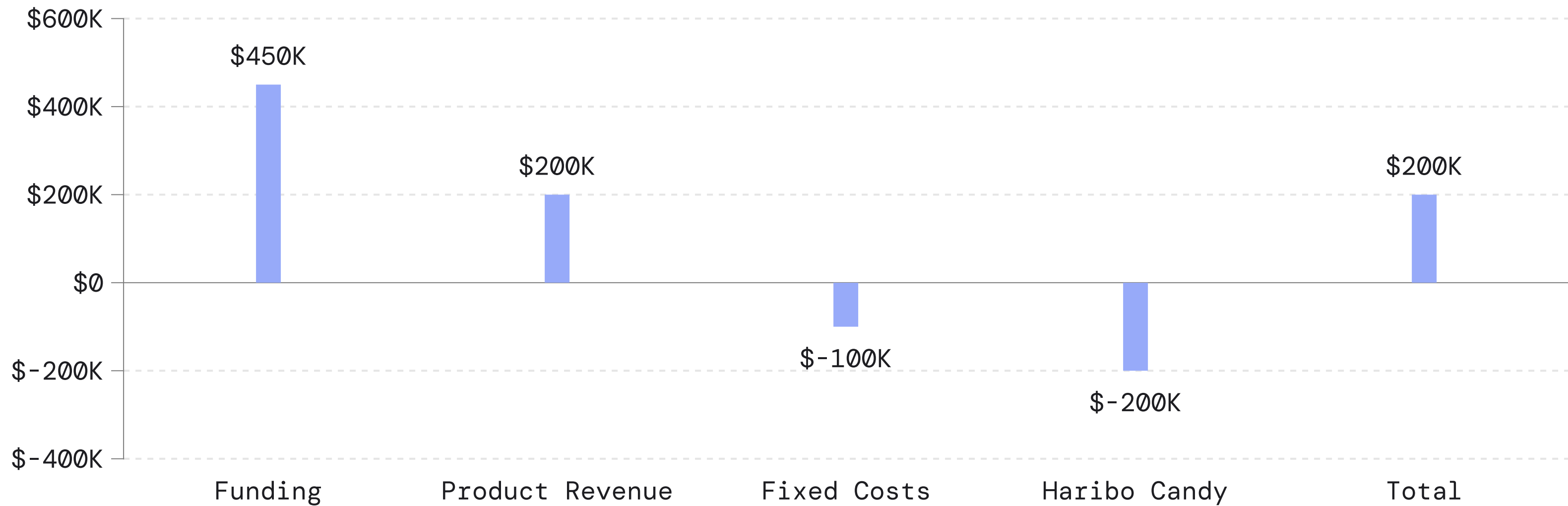
MRR over 6 month period
(Wow! We're profitable!)

+

If we want to grow, we'll need
another investment round very soon



Company financials (Q3)



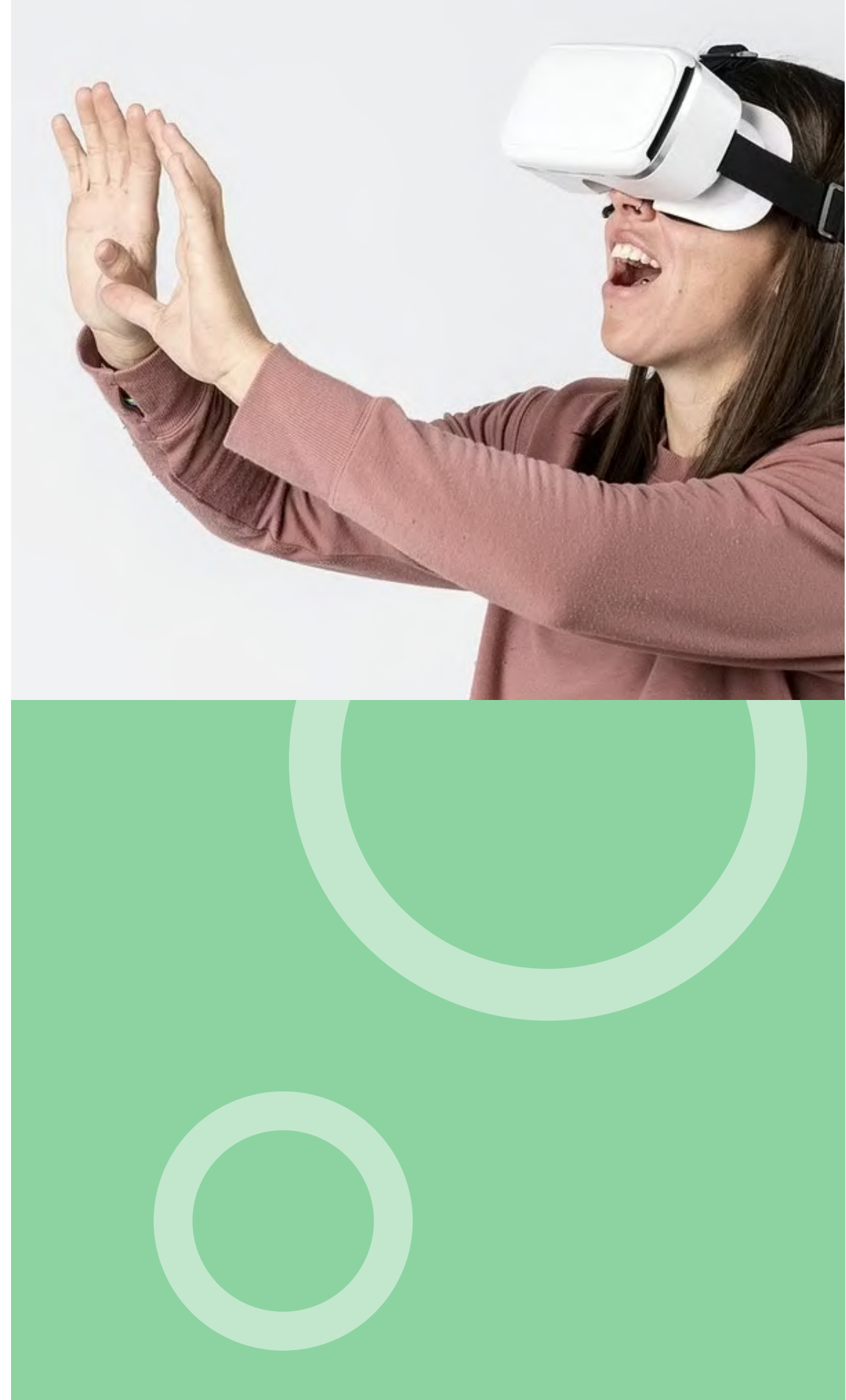
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Thank you

As always, we're open for questions

INFO@COMPANY.COM

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