HOLOOH

by **Doorway**
augmented and virtual reality

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October 2017

The Holooh team - Paris - Los Angeles

Aymeric Delaroche-Vernet
CEO **PARIS**

20 years of experience Senior Project Manager, Virtual reality, 3D modeling and music.

Ursula Delaroche-Vernet
A&R **LOS ANGELES**

20 years of experience in Media and art direction, large US and French artist network in Los Angeles.

Edmond Boyer
CTO **PARIS**

World reference in computer vision, computational geometry and virtual reality.

The best combination of talents

Your favorite band is on tour but you can't go

Bruno Mars concert tickets sold out in 45 minutes

TIME | Newsfeed

VIRAL

The Harry Styles Tour Sold Out in Less Than 2 Minutes and Fans Are Freaking Out

TODAY
Tickets to Ed Sheeran Nov 11 concert sell out in 40 minutes

Ed Sheeran
SINGAPORE

Elton John's first Hobart concert sells out in just eight minutes

- The concert is **sold out**, everything has gone so fast and you just refuse to buy tickets on the black market.

OR • The organizers **did not plan** a concert in your city.

OR • It's **a little far** from home: you will probably come back too late in the evening.

OR • The best places are **expensive** and only the distant places are reasonable for your budget, which frustrating you a bit...

Not a lot of solutions so far

There are some solutions but…

- Watching a **concert on TV** (even live) does not interest you much: you would **not really feel** the atmosphere

- Watching a **concert on his smartphone** on Facebook or Periscope gives you the feeling of participating to the distant event …but with a very **poor image and sound quality**.

- Watching a **360 video show** in a Samsung Gear VR or another VRcardboard is really fun ... once or twice, but overall you can not stay there for more than 10 minutes : because the low level of interaction will give you the impression of passively **watching a distant event, stuck in your bubble alone.**

… holooh aim to put the ambition forward

Feel the presence

Imagine a near future :

- You buy your VR **tickets online** and **invite some friends** to join the show with you.

- You can **configure your avatar** or upload your own **scanned body**

- On the concert day you meet your friends in VR in a beautiful **virtual theater** (for example). You can **move around freely**, you can see your friend and **interact** with them and talk to them.

- The band appear on the scene **like for real**. You can get close to them in the front row.

- Suddenly in a flash of light you are on a paradise beach with the band for a special song.

It seems magic it's real and it's live !

How is it possible ?

Yodelice in VR

- The principle is to **scan people** in real time from multiple cameras.

- The person and his movements are **modeled in 3D and textured in real time**, then relocated in a virtual world.

- The merge of the real people and the 3D textured world produces a **coherent world** in which it is possible as a spectator to **move freely** in virtual reality.

- The capture can be **broadcast live** on the internet or recorded for later broadcast.

The emotional impact is truly impressive

How big is this targeted market ?

"One Love" Manchester charity concert

22.6 million live viewers on TV

- Shakira has more than **100 millions fans** on Facebook
- Wiz Khalifa's See You Again has more than **3 billion views** on Youtube
- In France, Renaud sold **730,000 albums** in 2016.
- The live concert in tribute to victims Manchester bombing victims June 2017 captivated **10,9 million viewers** on BBC1 in UK - **1 million viewers in France** on TMC.
- The largest concert arenas only accommodate **20,000 to 25,000** people and black market tickets are **resold up to x10** the original price
- By the end of 2016, **112 million people** have subscribed to streaming music platform (Deezer, Spotify, Apple Music…).

There is a huge market

Why VR and AR will be a huge market ?

- **Apple** and **Google**, the 2 most powerful brands in the world are currently **investing billions $** in Virtual and Augmented Reality.

- They both launched in September 2017 new mobile OS with qualitative AR capabilities ➜ ARKit for Apple and ARCore for Google.

- **Hundreds millions of mobile devices will be AR ready by the end of 2017**.

- New VR headsets are announced in 2017/2018 : **lighter, cheaper, autonomous.**

- Google invests massively in HTC VR branch and Apple is said to have a secret plan for a headset.

- **Gartner** predict the next mass adoption of Virtual and augmented reality **in 2 to 5 years**

This is the right time to invest

The plan to achieve our goal

Music in VR

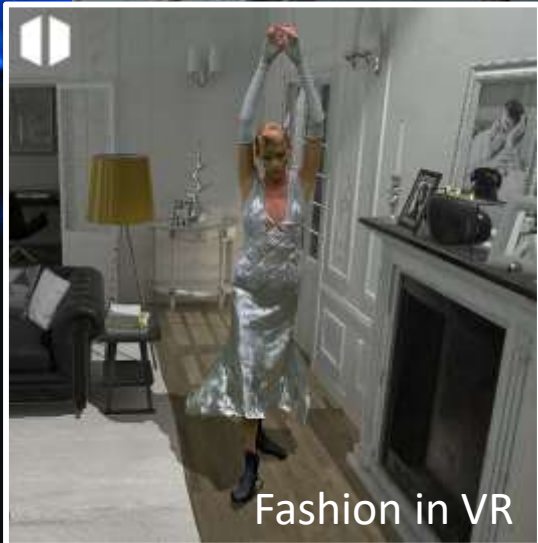Augmented reality

Fashion in VR

- Thanks to our partnership with French public lab INRIA, we are producing since 2016 **high quality 3D experiences** for **Virtual** and **Augmented Reality**

- We are developing AR and VR app for **music**, **fashion** and **communication**.

- It is the right time to develop the next steps :

➔ **amplified business strategy**

➔ **industrialized 3D captures in Paris and Los Angeles**

➔ **our platform for live events in true VR**

Holooh maximizes reality

Holooh's Products

Applications

We sell Virtual and Augmented Reality Experiences to be downloaded
Ex : VR Music video

3D capture as a services

We deliver the 3D results of our capture, to be integrated by third party
Ex : 3D captures for gaming or movie industry

Live Event

We sell live event ticket capture and broadcast on our platform
Ex : Live concerts

Business Models

To start the business

Holooh products, sells & maintain apps
VR app at **80-130 K€**
AR app at **30-50 K€**
1 app delivered per month per studio by 2023
3 M€ turnover per year by 2023

Holooh's studio as a service
1 day renting +3D reconstruction **12-20 K€**
~90 days per year per studio by 2023
4 M€ turnover per year by 2023

Very productive

Highly scalable

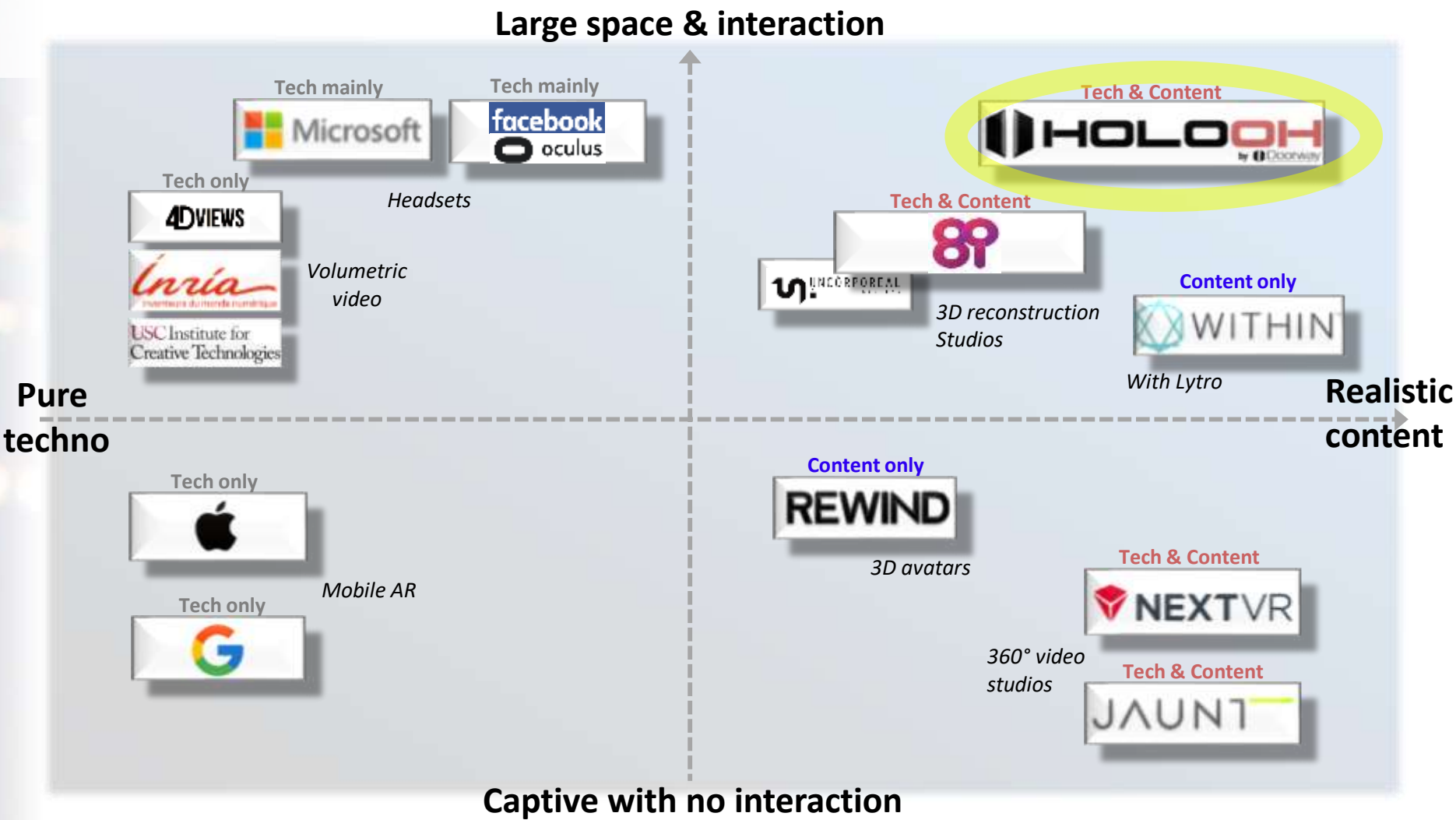**Holooh's live streaming platform**
Fixed price **~145 K€**
commission on ticket sales **~ 4,3€**
1 event per month per studio by 2023
18 M€ turnover per year by 2023

Our competitors

Large space & interaction

Tech mainly — Microsoft

Tech mainly — facebook / oculus

Headsets

Tech & Content — HOLOOH by Doorway

Tech only — 4DVIEWS

Inria

USC Institute for Creative Technologies

Volumetric video

Tech & Content — UNCORPOREAL / 8i

3D reconstruction Studios

Content only — WITHIN

With Lytro

Pure techno

Realistic content

Tech only — (Apple)

Mobile AR

Tech only — (Google)

Content only — REWIND

3D avatars

Tech & Content — NEXTVR

360° video studios

Tech & Content — JAUNT

Captive with no interaction

Holooh master the quality of its contents through its mastery of technology

Competitive advantage

High Speed up to 60 FPS
➔ VR ready

Accurate capture of clothes movement
➔ High quality

Group scene
➔ True interactions

100 m² platform

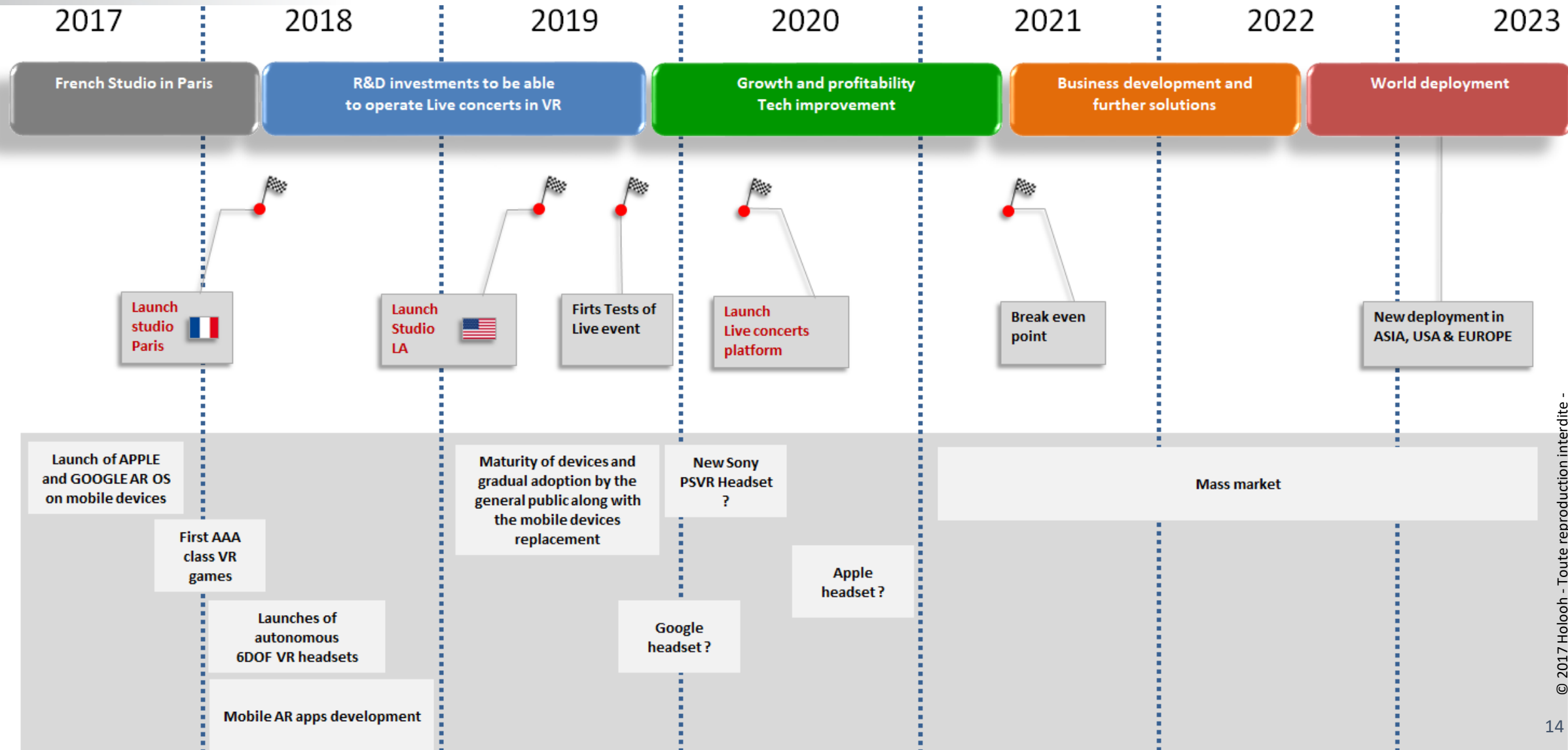**45 m² usefull capture area**
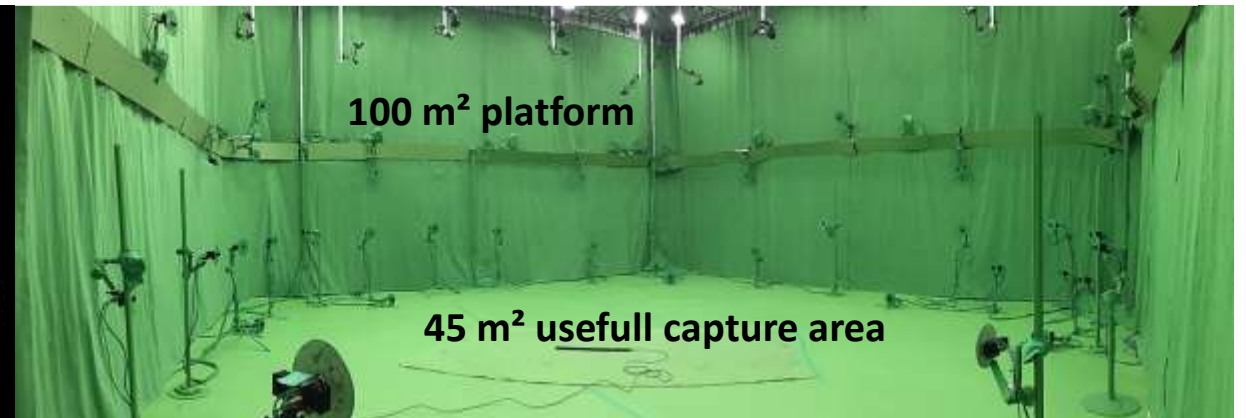
- 3D Video capture surface with more than **8m diagonal** length, the **largest in the world** so far.
- 3D **accurate capture of dynamic scenes and objects**
- High dynamic capture with up to **60 frames per second,** which make it **the only VR compliant studio**
- Group scenes up to at least **5 actors at the same time**
- **5 to 10 minutes of nonstop recording** in a single rush

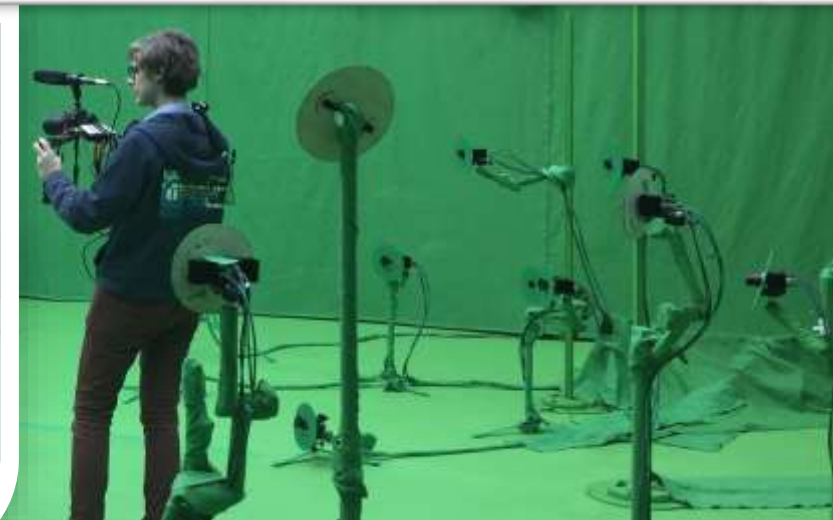## So far no other system satisfies all these constraints

The roadmap

2017	2018	2019	2020	2021	2022	2023

French Studio in Paris

R&D investments to be able to operate Live concerts in VR

Growth and profitability Tech improvement

Business development and further solutions

World deployment

Launch studio Paris

Launch Studio LA

Firts Tests of Live event

Launch Live concerts platform

Break even point

New deployment in ASIA, USA & EUROPE

Launch of APPLE and GOOGLE AR OS on mobile devices

First AAA class VR games

Launches of autonomous 6DOF VR headsets

Mobile AR apps development

Maturity of devices and gradual adoption by the general public along with the mobile devices replacement

New Sony PSVR Headset ?

Google headset ?

Apple headset ?

Mass market

14

Key figures

Sales

30 000 000
25 000 000
20 000 000
15 000 000
10 000 000
5 000 000
0

2017   2018   2019   2020   2021   2022   2023

Revenues 2023
25M €

■ Revenus clips / expériences VR/AR   ■ Revenus évenements Live   ■ Revenus mode services

Cash Needs

12 000 000
10 000 000
8 000 000
6 000 000
4 000 000
2 000 000
0
2 000 000
4 000 000
6 000 000

2017   2018   2019   2020   2021   2022   2023

Invest
4M €

Valorisation

Discount Rate 50%

WACC 12%

5% Growth post 2023

Raise 4M Eur

25M Eur Sales 2023

EV/Sales 8x

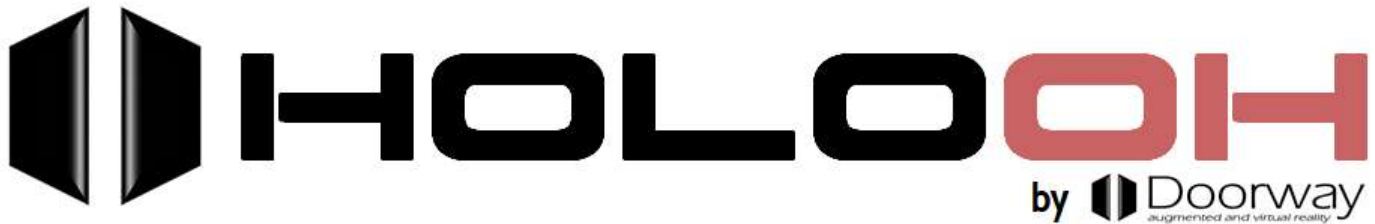**Dilution 23%**

ROI x 11,4

PostMoney/Raise x 4

A team spirit ☺ !!

Contact us

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