

#SOCIALVR

THE FUTURE OF SOCIAL NETWORKING

EXPLORE

CREATE

SOCIALISE



VRTUOZ
REALITE VIRTUELLE

chez VRTUOZ,
réalité virtuelle
multi-usage,
plusieurs
mondes
une
multimédia

partagent ensemble
social networking.
les inconnus et
ces. Incarnez
pionniers des

VRTUOZ in a nutshell



Our mission statement :

Bring the flavor of real life
to remote meetings



Our product : rental of virtual meeting spaces

Our unique technology : the only universal real-time
multi-user 360-video player

Use cases :

- B2B : e-learning, meetings, virtual visits, product demos...
- B2B2C : entertainment, culture, sport, e-sport...
... and more to come !





The Virtual Reality Market

Overview of a booming sector



2017 : Year One for VR

Headsets are widespread and affordable to the mass consumer

For beginners



Google Cardboard : € 2.99
May 2016 ; Google

« **10 millions**
Google Cardboard
VR viewers shipped
to date » Amit
Singh, Google's VP
of VR, 28/02/2017

Mobile



Gear VR : € 79
November 2015 ; Samsung



Homido Grab : € 39
September 2016 ; Homido



Daydream : € 79
November 2016 ; Google



VR One : € 129
December 2014 ; Zeiss

Desktop



Oculus Rift : € 589
March 2016 ; Facebook



HTC Vive : € 899
April 2016 ; HTC



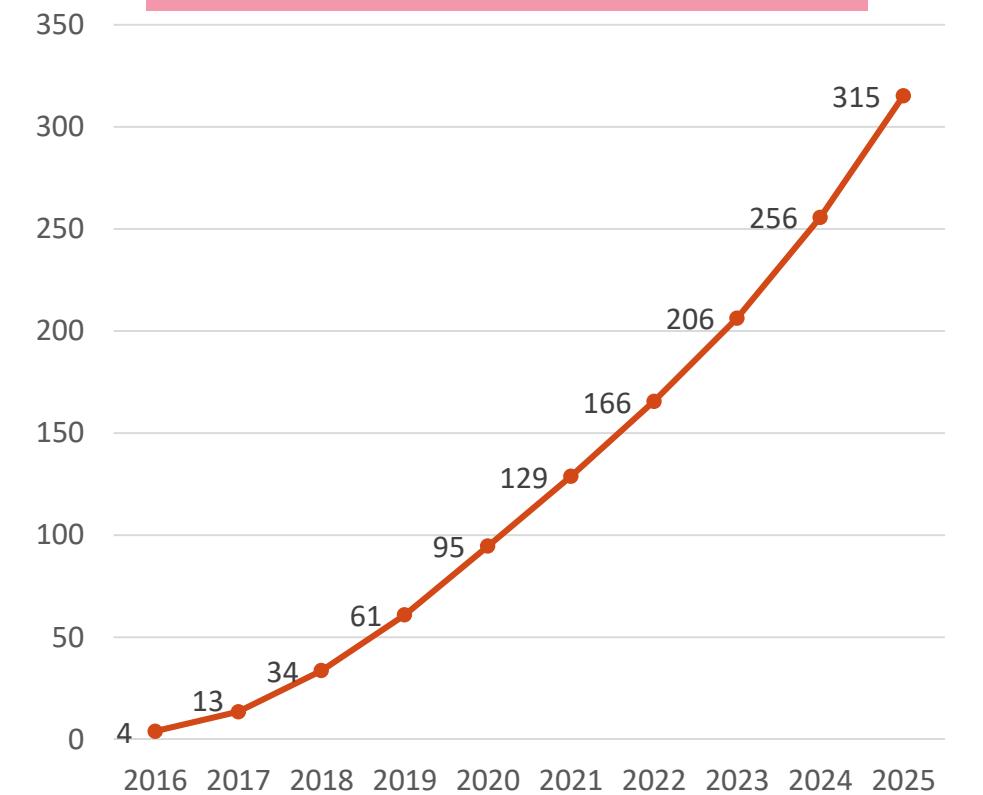
HoloLens : € 3299
2017 ; Microsoft⁽¹⁾
(1) Augmented Reality



Playstation VR : € 400
October 2016 ; Sony

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Worldwide shipments forecast (in million units)



Sources :
- SuperData Research, Dec 2016
- Goldman Sachs, Jan 2016

2017 : Year One for VR

The emergence of virtual reality is sustained by a vast ecosystem with influential players

Distribution



Software & Platform Developers

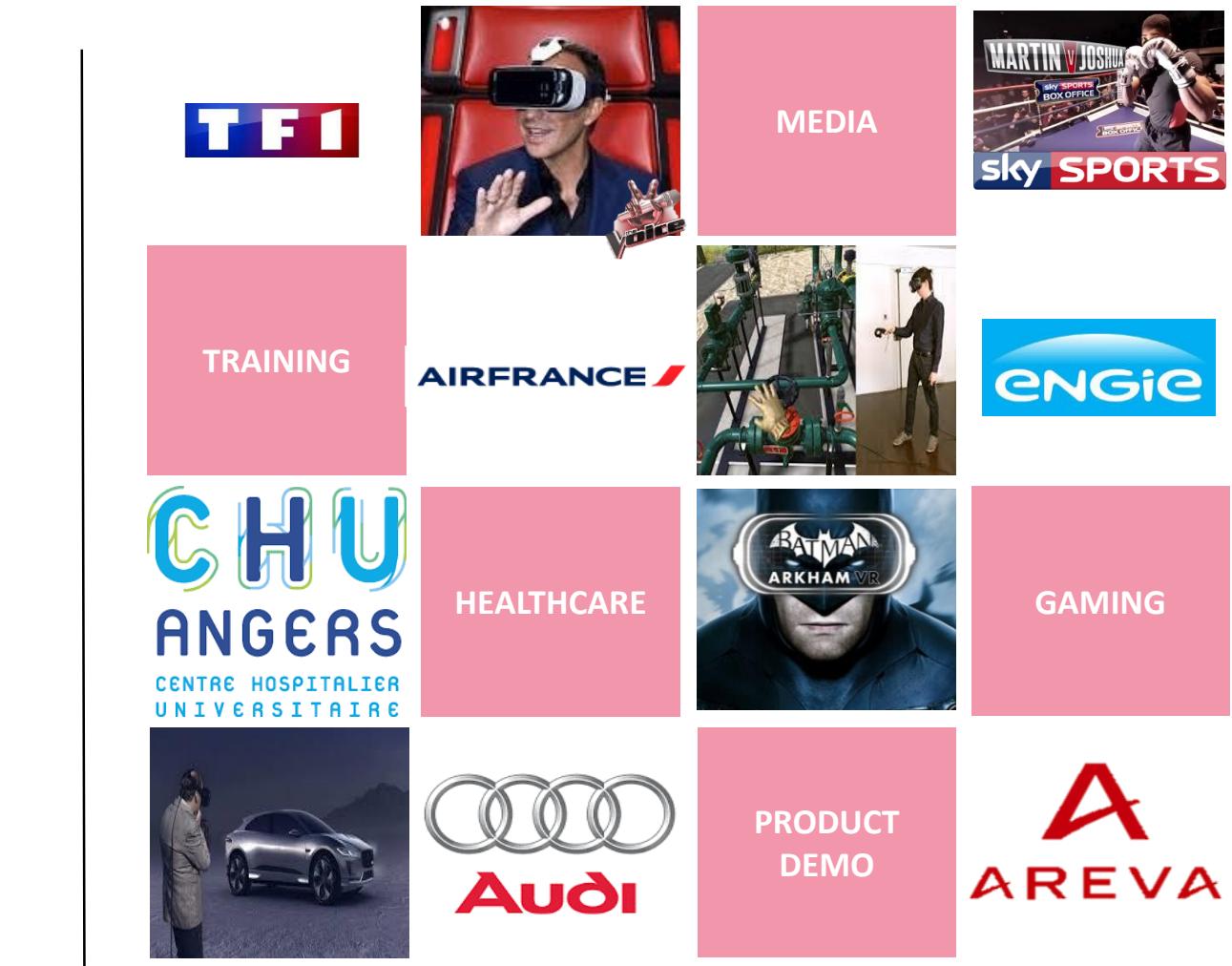
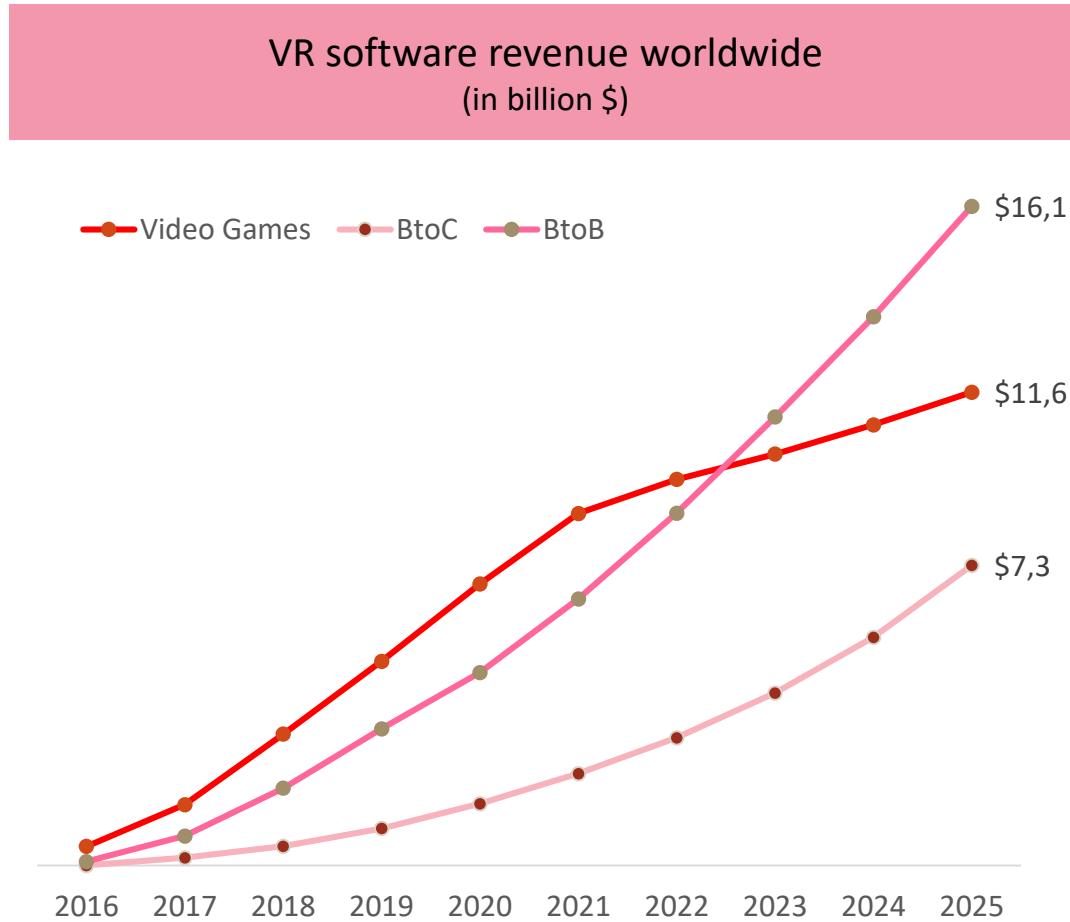


Broadcasters / Webcasters



2017 : Year One for VR

The market for VR applications should represent \$ 35bn by 2025 and major players are already actively using them

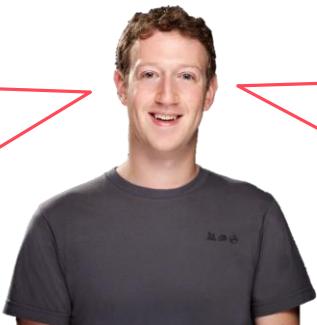


Social VR : a new media

Virtual reality is the new playground for social interactions



Virtual reality was once the dream of science fiction. But the internet was also once a dream, and so were computers and smartphones. The future is coming.



Mark Zuckerberg
Facebook CEO

VR is really a new communication platform. By feeling truly present, you can share unbounded spaces and experiences with the people in your life. Imagine sharing not just moments with your friends online, but entire experiences and adventures.



Tim Cook
Apple CEO

There are some really cool areas there for education and gaming that we have a lot of interest in.

Social VR : a new media

Social VR has many highly valuable applications



Training

Social VR makes training sessions powerful and affordable, e.g. to:

- repeat and master gestures
- simulate standard procedures
- improve soft skills (management, sales team) in a risk-free environment



Product sale

Social VR enhances the sale process by:

- bringing together the salesperson and the prospect in a realistic environment
- deeply immersing them in the content
- display different options and scenarios



Entertainment

Thanks to Social VR, users can :

- interact within the content
- communicate vocally with others
- share emotions in real-time intuitively



The VRTUOZ solution

A groundbreaking player
for Social VR



VRTUOZ : a 360-video player for Social VR

VRTUOZ is a unique multi-user video player built to make collective VR sessions possible



Thanks its unique 360-video player, VRTUOZ brings together users inside virtual reality content and allows them to share experiences :

Multi-user mode

- No latency during the video between attendees
- Less than 1 sec delay for replay videos
- Available soon for live videos

Augmented 360 Video

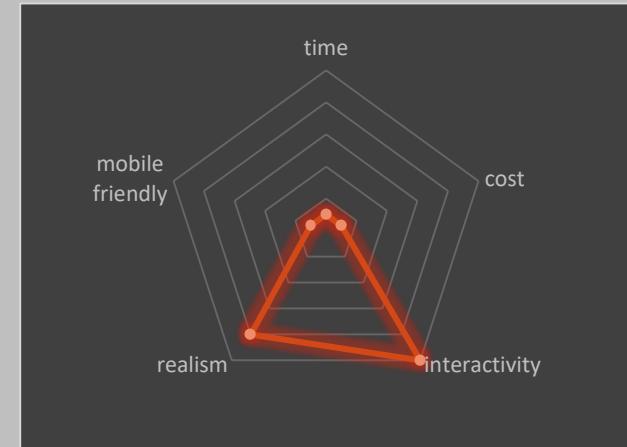
- Users can interact together with 3D objects in a 360 environment :
- Photo 360, Video 360
- Full 3D

Social UX

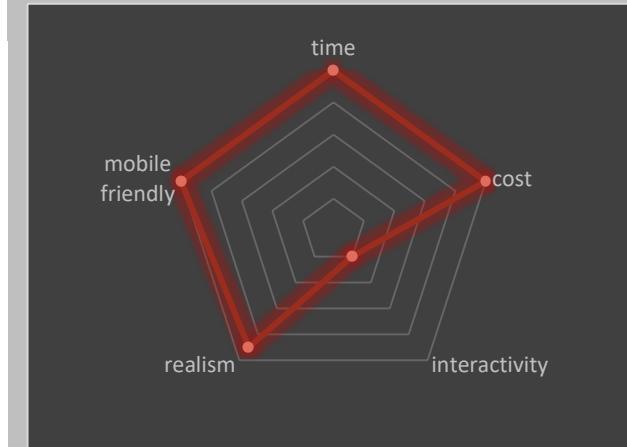
- VRTUOZ embarks a social toolkit :
- Vocal chat is available in-room and in-video
- Personal interface to send emojis or private messages
- Speaker able to moderate the audience

VRTUOZ : a 360-video player for Social VR

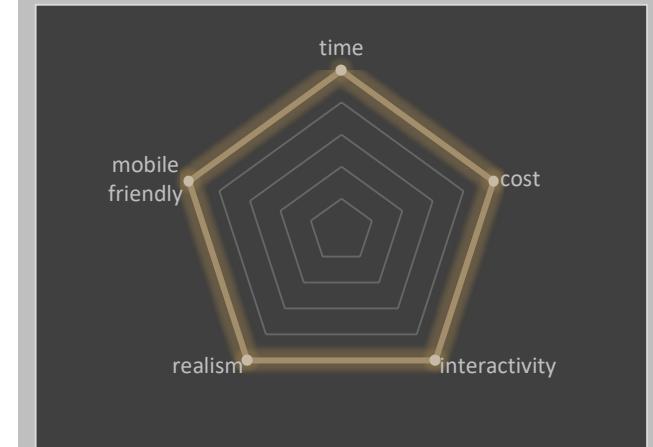
A solution combining the best of Full 3D and 360-Video



Full 3D



360 Video



VRTUOZ

Combining 360-video/photo & Full 3D

VRTUOZ : a 360-video player for Social VR

VRTUOZ is the only player enabling multi-user play and interactivity

360 video players	VRTUOZ	facebook Spaces	YouTube 360°	White labels players
Multi-user mode	✓	✓	✗	✗
360 video	✓	✓	✓	✓
Full 3D	✓	✓	✓	✓
Augmented 360 video	✓	✗	✗	✗
Interactivity	✓	✗	✗	✗

VRTUOZ : a groundbreaking Social VR solution

An interface with 2 complementary modes



IN-ROOM MODE

Collective VR session for briefing & debriefing

Talk

Move

Share



IN-VIDEO MODE

Play live or replay a 360-video collectively

Features

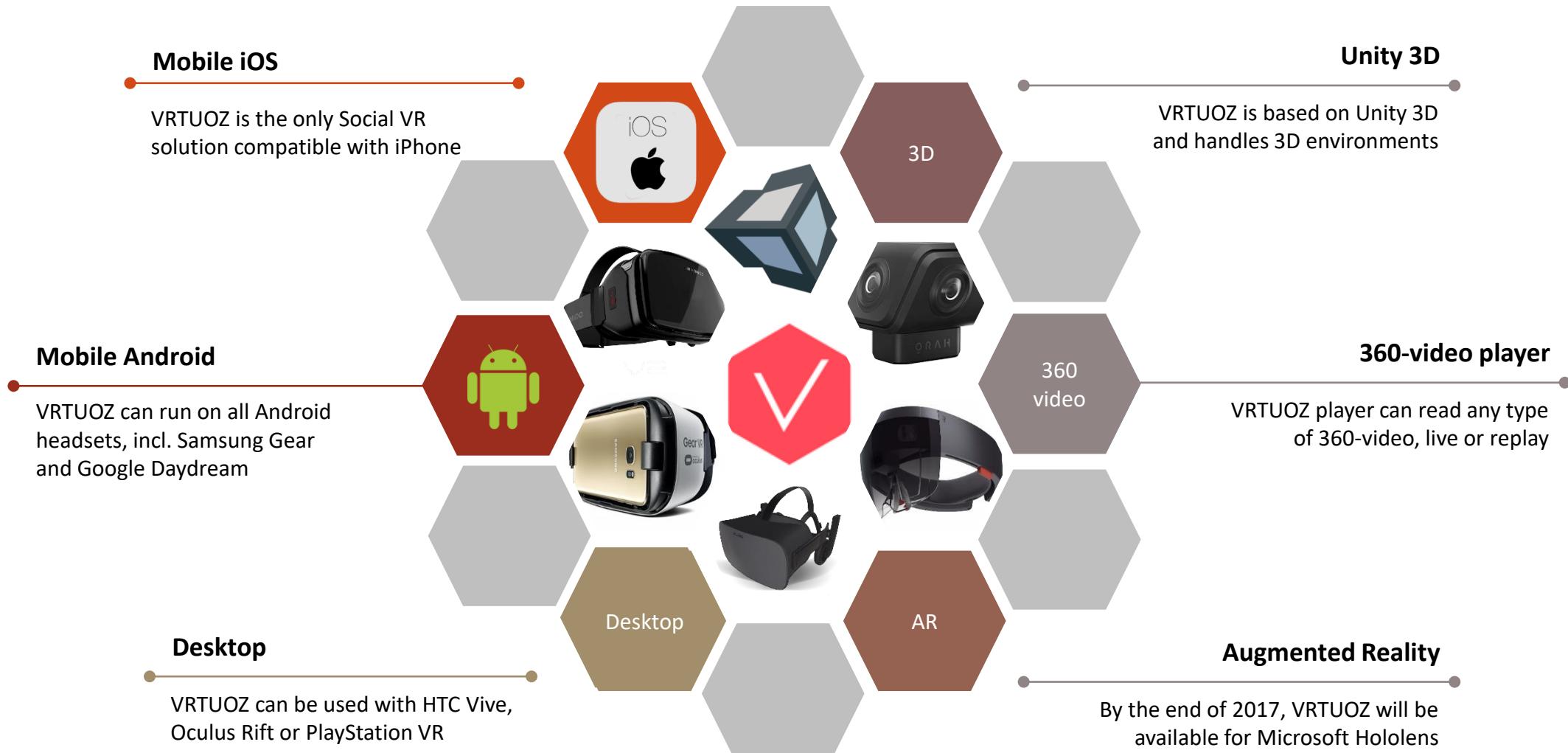
Talk

Teleport

Manipulate

VRTUOZ : a groundbreaking Social VR solution

The only real-time multi-user 360 video player compatible with any type of content and with any VR headset



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VRTUOZ for Business / Training

The VRTUOZ “virtual training” experience



Equipped with a VR headset, the user is able to:

- **Join other users** connected from anywhere in the world
- **Manipulate** virtual objects with controllers
- **Coordinate** gestures with another user
- **Move** and change intuitively in a spherical environment
- **Interact and chat** during the entire experience

VRTUOZ for Business / Training

Case study : Air France



Use case: Training VR module for the crew academy



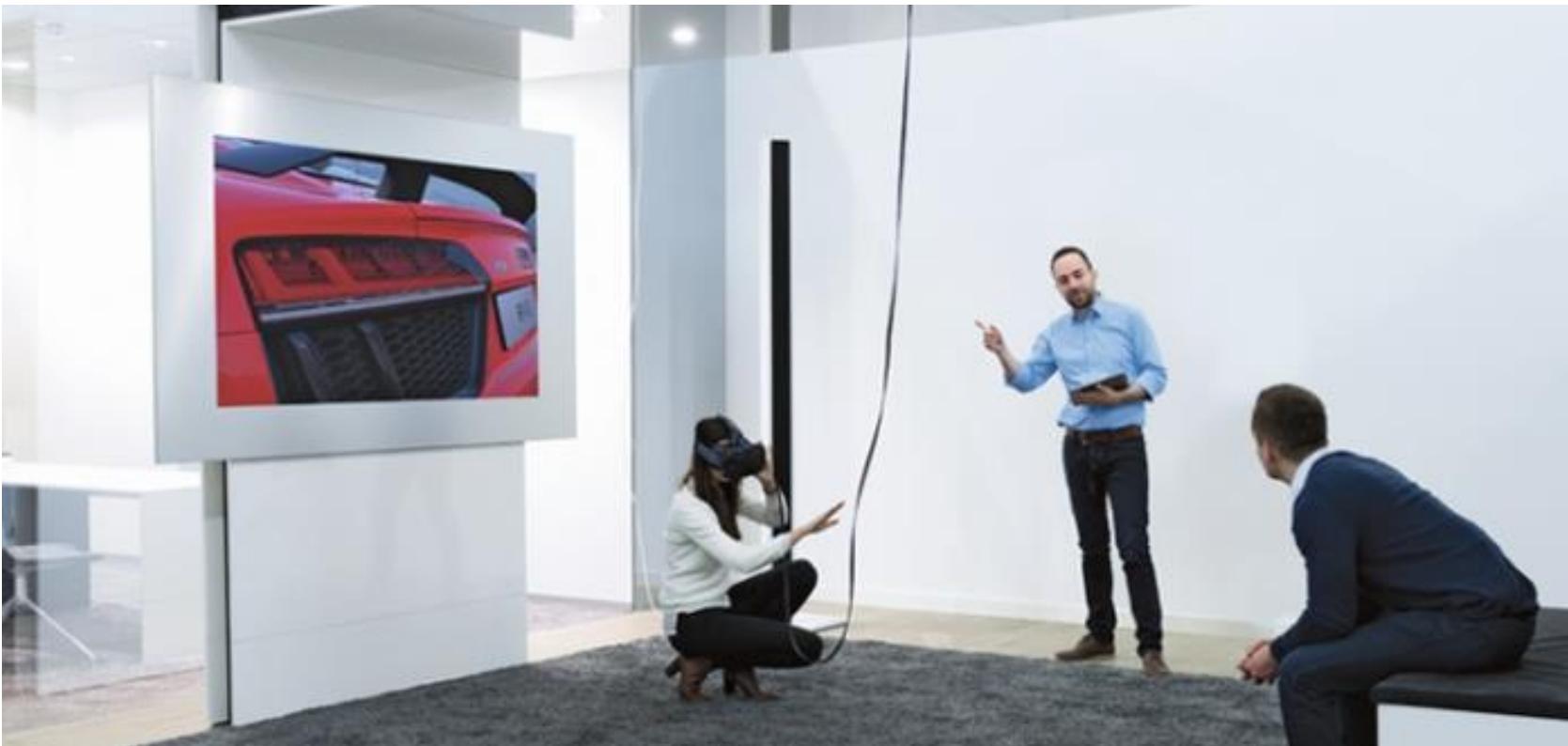
Need : Air France wanted to test a virtual reality training solution combining real-life realism and real-time coaching

Solution : VRTUOZ produced a content that merged 360 photo rendering and 3D production. Up to 5 people can participate to the practice exercise, which is supervised in real time by an instructor

Experience : The exercise consisted in repeating an emergency procedure when a fire starts in the crew cabin

VRTUOZ for Business / Sales

The VRTUOZ “virtual sales” meeting



VRTUOZ empowers **a dynamic sales experience** by:

- Bringing together the prospect and the salesman
- Deeply immersing them in the content
- With a techno able to realistically demonstrate the product

VRTUOZ for Business / Sales

Case study : JCDecaux Airport



Use case: VR sales toolkit for the salesforce



Need : JCDecaux Airport wanted to test a virtual reality solution in order to enable its salesforce to sell ad support at CDG airport with a solution showcasing their product in a better way than photos on iPad

Solution : VRTUOZ produced a customized “JCDecaux Airport” room of 5 attendees sold with a 6-month license and a series of 360 videos linked together through interactive points

Experience : JCDecaux Airport salesman is able to receive the prospects in a virtual room, to go with them virtually in 2 terminals and do the selling inside the content

VRTUOZ for Consumer / Live

The VRTUOZ “virtual spectator” experience

Streaming of real-world live shows in virtual reality with a multi-user and interactive experience

Combination of a collective gaming user experience with 360 video and interactivity

Users are welcomed in a virtual room built in a full 3D environment



Equipped with a VR headset and a smartphone, the user is able to:

- Join other users connected from anywhere in the world
- Access to the stage, very close to the artists, and attend the show live
- Change the point of view by choosing the camera
- Interact in the content and chat during the entire experience
- Share emotions in real-time intuitively

VRTUOZ for Consumer / Live

Case study : Deliver event



Use case: Increase keynote audience with virtual seats

Need : Deliver One launched their first edition in Luxembourg in September 2016. The executive team wanted a innovative remote solution to broadcast their keynotes and reach absent European media through VR

Solution : VRTUOZ produced a customized “Deliver” room of 10 attendees and broadcasted live in 360 with 2 cameras and 2 video streams with interactive points. Wowza streaming engine was used for transcoding and a YouTube channel was plugged into one video stream to optimize the reach

Experience : 500 journalists received a customized cardboard 2 weeks before the event. Up to 50 connected simultaneously in VRTUOZ



The VRTUOZ Team

Passion-driven founders
& influential partners



The VRTUOZ founding team

3 complementary profiles with enthusiasm, expertise and a pioneering spirit



GILDAS DUSSAUZE

CEO

Gildas was previously a senior executive in the music industry.

He is in charge of human resources and strategy

Biz dev	Leadership
Product vision	Negotiation



BENJAMIN BALDACCI

CTO

Benjamin is an expert in game programming.

He is in charge of product development

Prototyping	Teaching
3D dev	VR / AR



NATHALIE ROYER

CMO

Nathalie brings a strong background in project management in the media and entertainment industries

She is in charge of business development.

CRM	Management
Team Spirit	Communication

The VRTUOZ cloud

The team is backed by influential partners

Accelerator



In partnership with **EUROGROUP**
CONSULTING

Labs



Business partners



Public institution

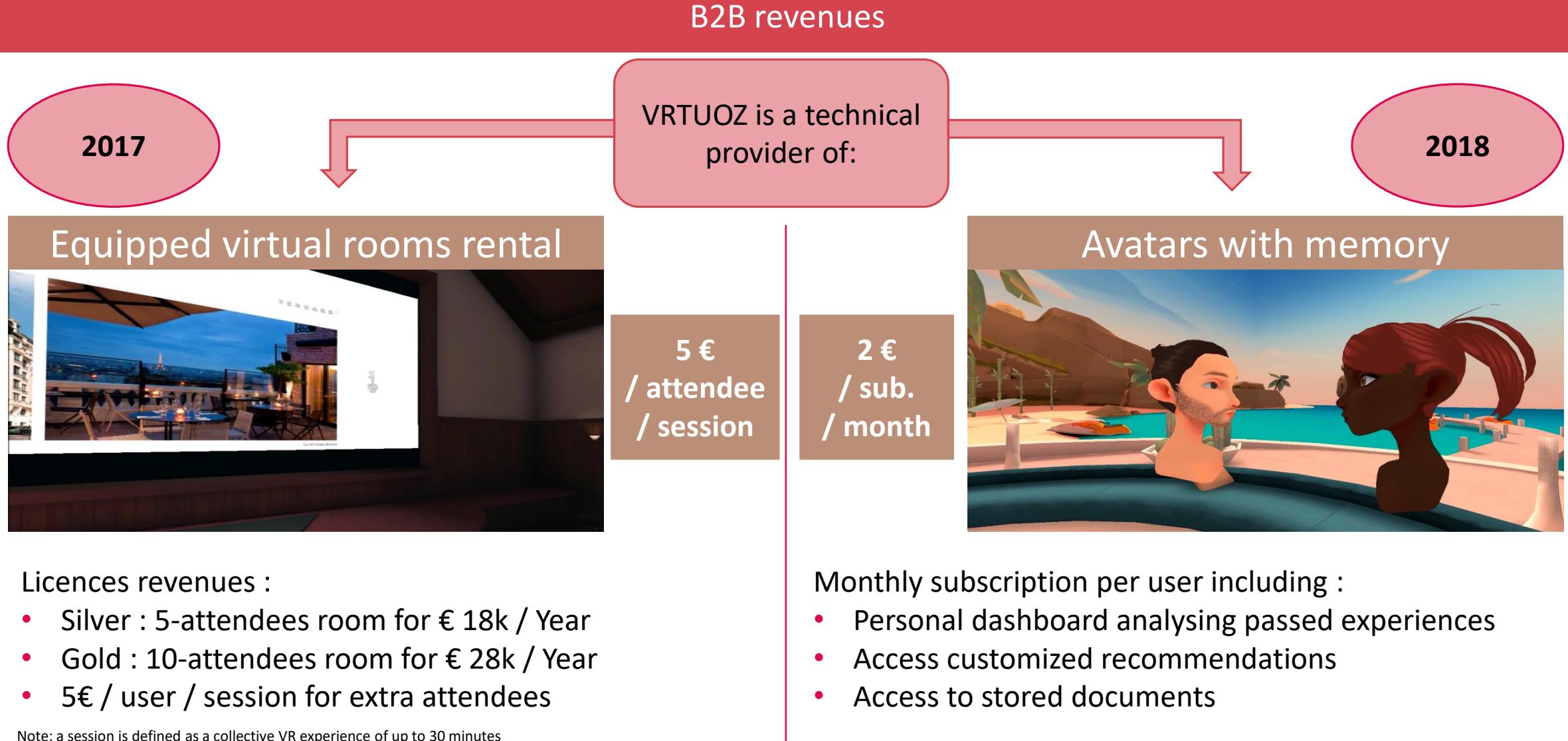




Business Model

A technology platform
with licence revenues

A license-based business model



Licences revenues :

- Silver : 5-attendees room for € 18k / Year
- Gold : 10-attendees room for € 28k / Year
- 5€ / user / session for extra attendees

Note: a session is defined as a collective VR experience of up to 30 minutes

VRTUOZ is a technical provider of:

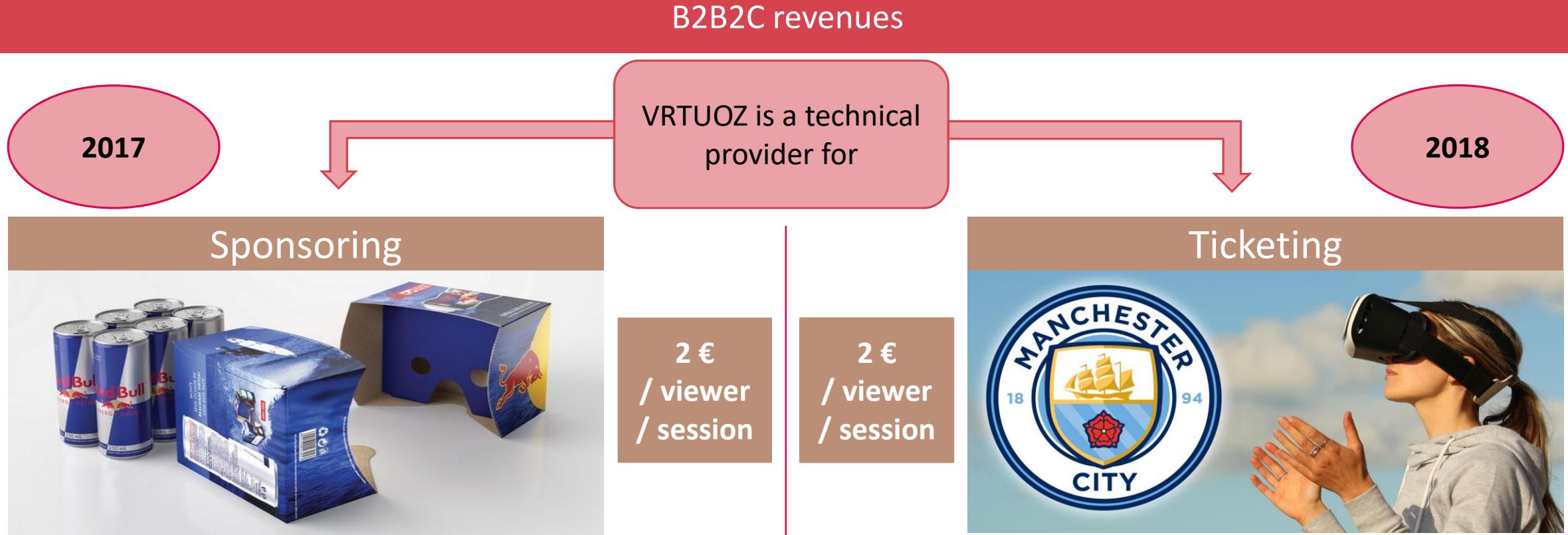
5 €
/ attendee
/ session

2 €
/ sub.
/ month

Monthly subscription per user including :

- Personal dashboard analysing passed experiences
- Access customized recommendations
- Access to stored documents

A license-based business model



Event sponsored by brand (e.g. Red Bull)

- Event free for viewers
- € 2 commission / viewer / session for VRTUOZ
- Possible long-term evolution towards ad model

Note: a session is defined as a collective VR experience of up to 30 minutes

VRTUOZ technology ensures broadcasting and payment:

- 20% commission on tickets sold by event producer
- Average price: € 10 / viewer
- Average commission for VRTUOZ: € 2 / viewer / session

Services & special projects revenues

Ancillary B2B revenues

Special projects

VRTUOZ will **opportunistically** develop special projects for large customers

Full delivery of the project including :

- Specific app development
- Content production
- Support & maintenance

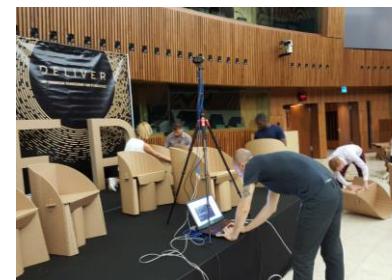
Revenue per project
50K€ - 100K€

Support Activities (bottleneck easing)



Equipment resale

- Buy-and-sell equipment for non-equipped clients
- Targeted gross margin: 5%
- In the medium/long-term, VRTUOZ will exit this activity



Content production

- Assist customers on content production (360 videos, training modules, personalized rooms)
- Average revenue per project : 5K€
- Activity progressively outsourced



Go-to-market and roadmap

Becoming the reference
Social VR solution

Go-to-market strategy

Direct sales force targeting large accounts & strategic partnerships

<p>B2B</p> <p>Large customers: direct sales force, partners (web-conferencing, training specialists...)</p> <p>Medium/small customers: limited direct effort (essentially network effect from large customers)</p>
<p>B2B2C</p> <p>Partnerships with key influencers / event organizers (sport, music, events, museums...)</p> <p>Social presence (Facebook, Instagram, Snapchat)</p>

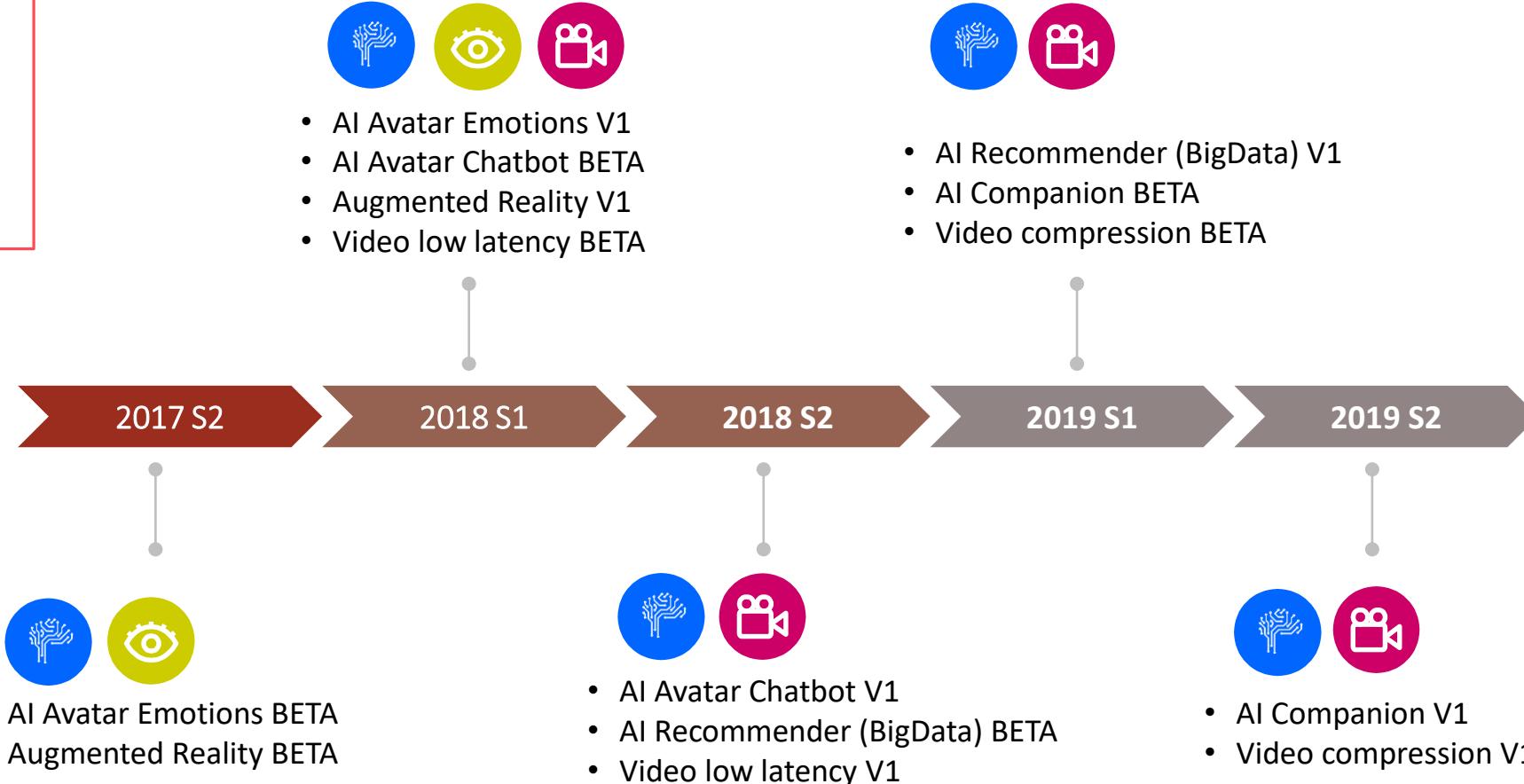


Technical Roadmap

Innovation mindset: Augmented Reality – Video optimization – Artificial Intelligence

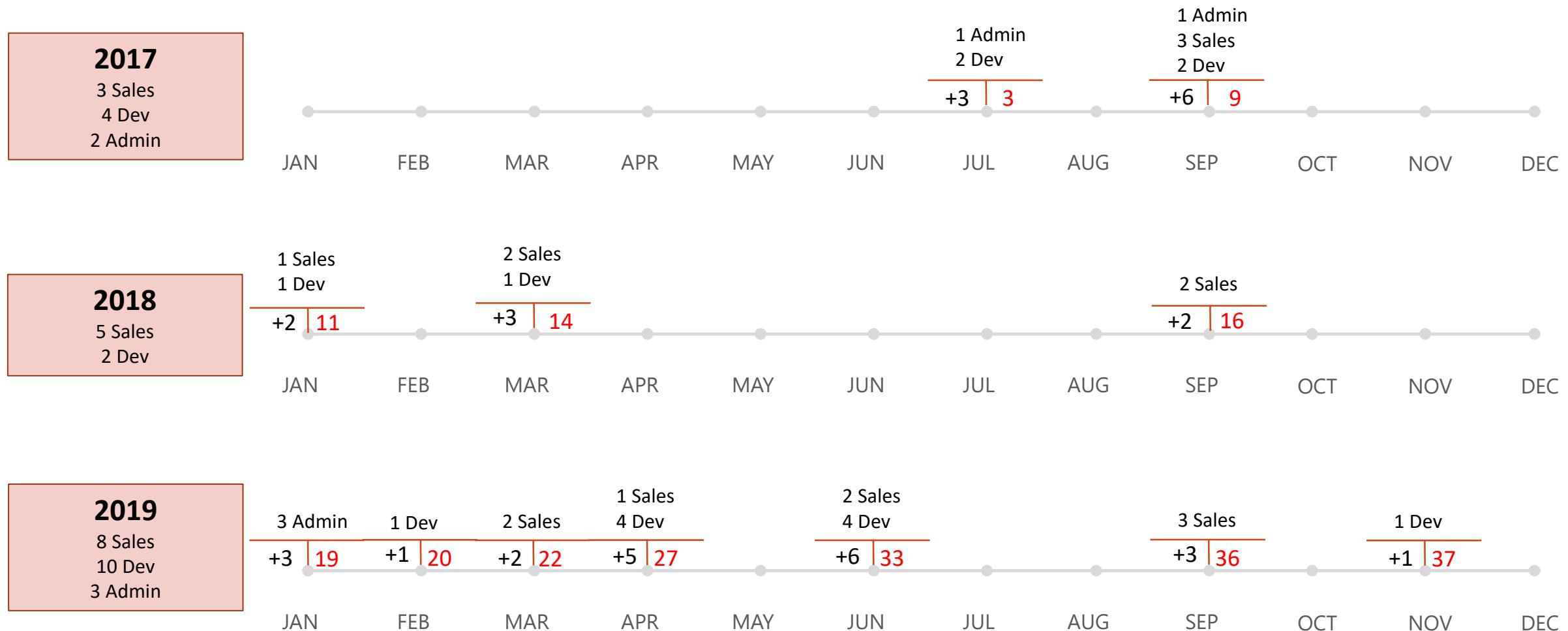
Legend

-  Artificial Intelligence
-  Augmented Reality
-  Video



Recruitment Roadmap

Strong sales & development team





Business Plan and Funding Needs

€ 1.5 million needed to reach ambitious objectives

5-year Objectives

Ambitious targets have been set for 2021

Customers and usage	# large B2B customers 162	# B2B sessions p.a. c. 25k	# B2B smart avatars 2m +	# B2B2C events c. 3.5k
People	Total 55	Sales & Mktg 26	Product dev. 24	Admin 5
Revenues	Total €22.3m	B2B 49%	B2B2C 32%	Other 19%
Margins	Gross margin c. 85%	EBITDA margin c. 50%		

5-year Projections

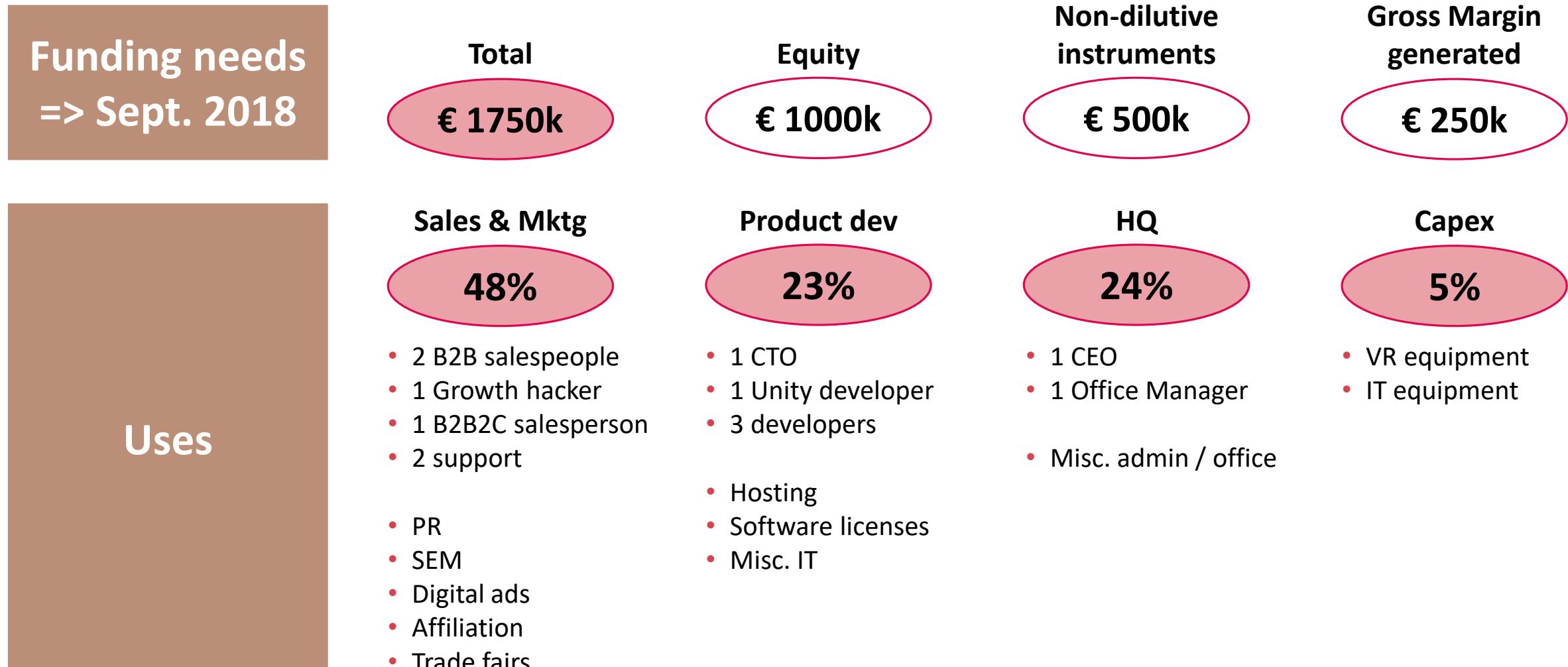
Ambitious targets have been set for 2021

P&L(€)	2017	2018	2019	2020	2021
B2B Revenues Sessions	0	261,000	1,629,557	4,481,708	8,591,178
B2B Revenues Accounts	0	0	204,880	1,204,813	2,315,681
Equipment Sales	0	167,400	536,800	928,000	1,312,000
Video Production	0	58,693	347,451	935,553	1,776,245
Total B2B Revenues	0	487,093	2,718,687	7,550,075	13,951,03
B2C Revenues	4,000	126,000	528,000	1,296,000	7,248,000
PoC/Special projects Revenues	60,000	180,000	540,000	720,000	1,080,000
Total Revenues	64,000	793,093	3,786,687	10,166,075	22,323,03
B2B Revenue growth	N/M	N/M	458.1%	177.7%	85.4%
B2C Revenue growth	N/M	3050.0%	319.0%	259.1%	282.3%
PoC Revenue growth	N/M	200.0%	200.0%	33.3%	50.0%
Total Revenue growth	N/M	1139.2%	377.5%	168.5%	119.6%
GM% of revenues B2B	N/M	66.8%	80.7%	87.8%	90.5%
GM% of revenues B2C	77.5%	77.5%	77.5%	77.5%	77.5%
GM% of revenues PoC	75.0%	75.0%	75.0%	75.0%	75.0%
GM% of revenues Total	75.2%	70.4%	79.4%	84.9%	85.5%

P&L(€)	2017	2018	2019	2020	2021
People Costs Total	310,783	1,119,158	2,535,92	3,101,08	3,894,33
People Costs as % Revenues	485.6%	141.1%	62.2%	32.6%	17.9%
Other Costs Total	269,250	598,255	1,197,510	2,224,468	3,787,793
Other Costs as % Revenues	420.7%	75.4%	31.6%	21.9%	17.8%
EBITDA	-531,933	-1,159,433	-544,121	3,100,949	11,283,31
EBITDA as % Revenues	-	-	-	-	30.5%
EBIT	-531,933	-1,175,099	-576,121	2,329,282	10,344,665
EBIT as % Revenues	-	-	-	-	27.8%
Capex	47,000	49,000	719,000	83,000	95,000
Capex as % Revenues	73.4%	6.2%	19.0%	0.8%	0.4%
EBITDA Capex	-578,933	-1,208,433	-1,263,121	3,117,949	11,333,31
Cumulative	-578,933	-1,787,366	-3,050,487	-32,538	11,000,793

Funding needs

€ 1.5 million external funding needed to finance the next 18 months



VRTUOZ

Contact :

Gildas Dussauze

gildas.dussauze@vrtuo.com

+33 6 71 01 27 16

