



A NEW TOOL FOR SERIOUS STORYTELLERS



Executive Summary.

EXECUTIVE SUMMARY /

Introduction

Who are we?

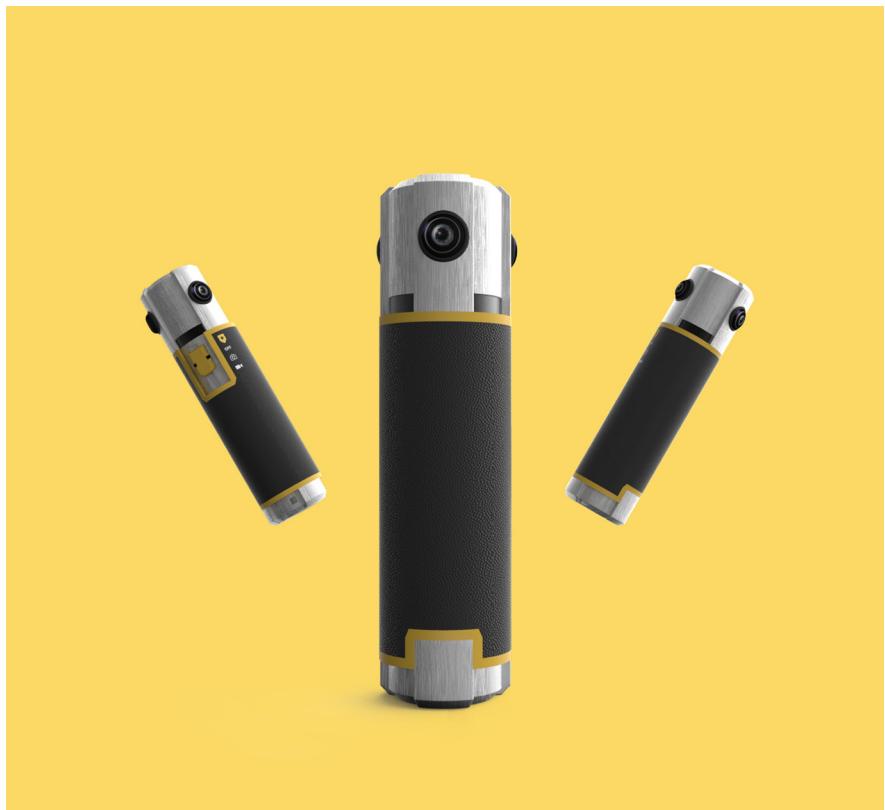
We are Cam-Pan and we exist to enable serious storytellers to craft immersive VR experiences. Cam-Pan is a hand held 360 camera and 360 audio device that enables journalists to create immersive virtual reality(VR) experiences. This is accompanied by a mobile application that eliminates the cumbersome production process and simplifies the journalistic work flow to provide a greater agency over the narrative.

We created Cam-Pan because the current processes in immersive VR journalism from capture, post production to distribution are disconnected at the expense of conveying a compelling story. We are passionate about creating a world where there is a greater level of empathy between people and foreign experiences through achieving a true sense of co-presence.

Cam-Pan was created by Praveer Srivastava, a product designer, nomad and entrepreneur who seeks to make authentic VR storytelling more accessible to the world.



COMPANY HISTORY / Cam-Pan history



The story so far...

The Product was created by Praveer Srivastava. A product designer and travel entrepreneur from New Zealand. After working and travelling around Europe he discovered his passion for design innovation.

This led to a journey of creativity that has amalgamated into this startup. The idea was born out of the love for storytelling. The idea was started in 2015 as a university project and was nominated for a Best Design award. Since then it has been through many pivots and iterations to end up at the solution to see today.

Earlier this year the startup was selected by the French embassy to be showcased at the Futur En Seine in Paris, Europe largest digital festival. This allowed Cam-Pan to conduct a strong market validation and connect with industry partners. Since coming back from Paris, Cam-Pan has been selected into a French hardware incubator in Paris and is currently under development with them to manufacture the 360 camera.

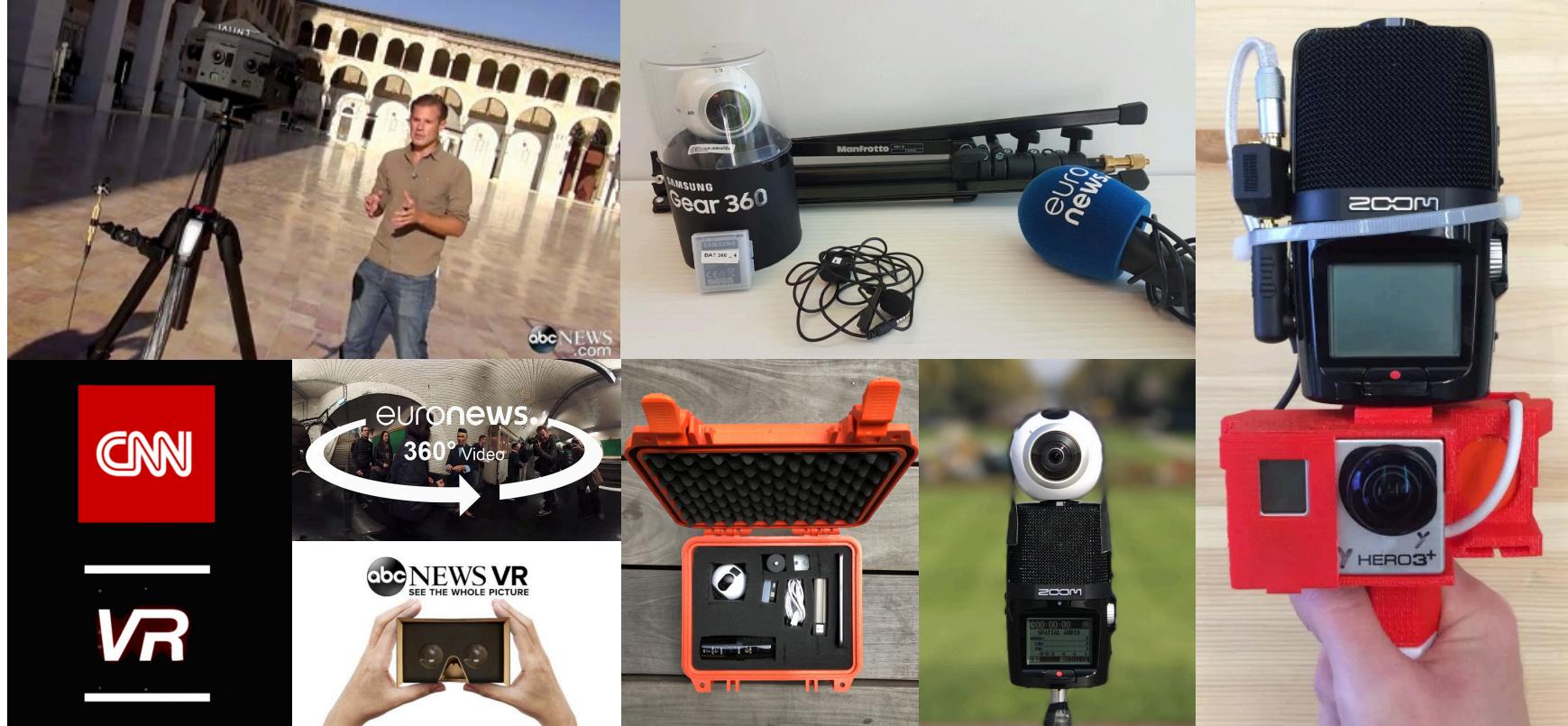
OPPORTUNITY / Problem and solution



A Problem Worth Solving

Virtual reality is at the cusp of mainstream adoption in many industries. Journalism is a key industry starting to use VR and 360 videos to create immersive stories. However, **the current technical requirements for producing VR experiences are cumbersome, non-synergetic and expensive**. VR as a journalistic medium in its infancy with multiple trade-offs such as time, cost and quality production processes/tools are mostly immature and not yet well integrated for the specific needs of immersive journalism. This usually means that a **large budget, long timeline flexibility and expensive high fidelity gear is needed**. The technical features required to view the stories are limiting their audience size to those few with high end headsets thus limiting mainstream adoption. Adding interactivity and user navigation is expensive and has a very long production cycle not ideal for the fast paced current affairs stories. Current limitations of creating narrative structures also means that the **journalist's intent is restricted in VR experiences** which then determines the degree of urgency for the users in a VR experiences. Most cameras used in this process are either consumer level not quite suitable for journalists needs or you can use high end bulky camera gear for film making that again is not pragmatic for the flexibility needed for VR immersive journalism out in the field. Another **key aspect that is under served is the audio** on most consumer level products don't cater to high quality 360 Audio. As VR journalism starts to evolve the industry has yet to create universal standards for this continually evolving and emerging field.

OPPORTUNITY / Validation of problem



Examples of Journalists creating DIY hardware solutions and examples of mainstream media companies adopting VR as a medium for news storytelling.

OBJECTIVE SUMMARY / Our top 3 Goals

Our Mission Statement

“Our long term goal is to make immersive Storytelling more accessible to the world and create a greater level of empathy between people and foreign experiences.”

Goal 1	Goal 2	Goal 3
Objectives	Objectives	Objectives
Raise Startup Capital 	Complete Integrated and functions Prototype. 	Partner with news media companies and journalists 
<ul style="list-style-type: none">◆ Complete the CrowdfundingU◆ Programme by PledgeMe◆ Create Crowdfunding◆ Campaign◆ Raise \$500,000 - \$1mil for Tooling and Startup costs.	<ul style="list-style-type: none">◆ Complete components lists◆ Source parts manufacture and prototype assembly◆ Finalise Mechanical Parts◆ Create a fully functioning camera◆ Finalise tooling plan◆ Finalise Manufacturing for post fund raise.	<ul style="list-style-type: none">◆ Connect with more journalists for user testing trials◆ Conduct hardware feasibility assessment with news media companies◆ Create User case studies based on feasibility assessment that can be used for the crowd funding campaign.

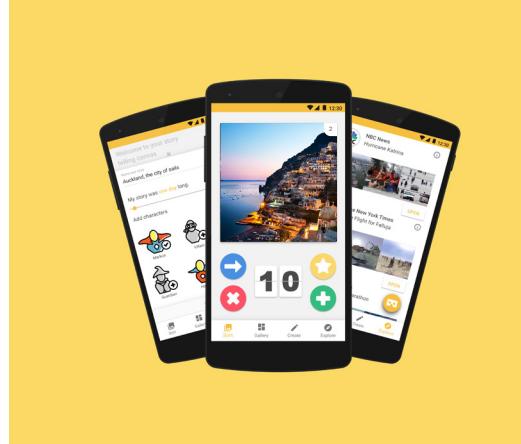
Our Solution.

OUR SOLUTION / Product offering overview



Camera

To capture your moments in 360.



Application

To organise and curate your memories.



Platform

To step inside the news story.

CAMERA / Features

Camera Features

Designed For Journalism

It has a sleek minimalistic design but a rugged ergonomic form for easy use with either hand. A brushed aluminium body detailed with silicone rubber grips, creates a durable and comfortable device.

360 Videos and Photos

The camera leverages the three 185° wide angle camera lens to capture the full story. Take photos or videos in 360 or in standard photo mode.

360 Audio

Using two binaural microphones it can record 360 stereo sound, letting the user tell the story behind the content from a personal perspective.

Easy To Use Controls

The minimalistic controls means you can capture the content quickly and still be in the moment. By pulling down on the trigger you can record photos or videos. By pushing up on the trigger you can use the special highlight button for those extra special moments and automatically tag the content as a highlight in the app.



CAMERA / Hardware tech spec comparison

	Cam-Pan	GoPro Omni	Kodak PIXPRO 4K	Garmin Virb 360
Audio type	Built-in high dynamic range microphones Ambisonic	48kHz, raw PCM	AAC	4 Channel
Price	\$1500 NZD Retail	\$7300 NZD Retail	\$650 NZD Retail	\$1300 NZD Retail
Waterproof	Yes IP68	Yes but needs special case	Equivalent to JIS/IEC IPX5	Yes to 10m
Video resolution	4K: 3840x2160 / 30fps @ 80Mbps : 360 Stitched FHD: 1920x1080 / 120fps @ 50Mbps: Traditional 16:9 FHD: 1920x1080 / 60fps @ 40Mbps : Traditional 16:9 Timelapse Video: Available in 4K. Interval 2/5/10/30/60s	Individual Camera (Spherical resolution) 2.7K 4:3 / 30 fps (7940x3970) 2.7K 4:3 / 25 fps (7940x3970) 1440p / 60 fps (5638x2819) 1440p / 50 fps (5638x2819) 960p / 120 fps (3758x1879)	Round Video: 2880x2880: 30fps (1:1), 2048x2048: 30fps (1:1), 1440x1440: 60fps/30fps (1:1) Flat Video: (3840x2160): 30fps (16:9)	5.7K*: 2880x2880 (2 files) / 30fps @ 120Mbps (60Mbps per file) : 360 Unstitched 5K: 2496x2496 (2 files) / 30fps @100Mbps (50Mbps per file) : 360 Unstitched 4K: 3840x2160 / 30fps @ 80Mbps : 360 Stitched
In built stabilization	Yes	No	Yes but can effect stitching	No, only through software
In camera stitching	Yes	No	Yes	Yes
Supporting app	Yes	No for 360 set up	Yes	Yes
Sensor type	12mp CMOS	CMOS	12.76 Megapixels [1/2.33" BSI CMOS]	12mp CMOS

Please visit the link below for full comprehensive list of technical specifications and competitors
<https://docs.google.com/spreadsheets/d/1DxEA3wxSpxxQgr4CcXUuOc9zwWuRpOsVQV3lwR93ODc/edit?usp=sharing>

APPLICATION / Features



Sort

The first section of the app focuses on helping the travellers sort through all their content and find the best moments easily. It does this by gamifying the selection process to make it fun and easy to do on the go. This process uses 4 different filtration methods. The blue arrow passes the photo meaning the traveller will come back to it. The red cross means the photo can be deleted. The yellow star highlights the photo to use in your next story and the green plus adds the photo into the gallery section for the story that will be created in the next section.



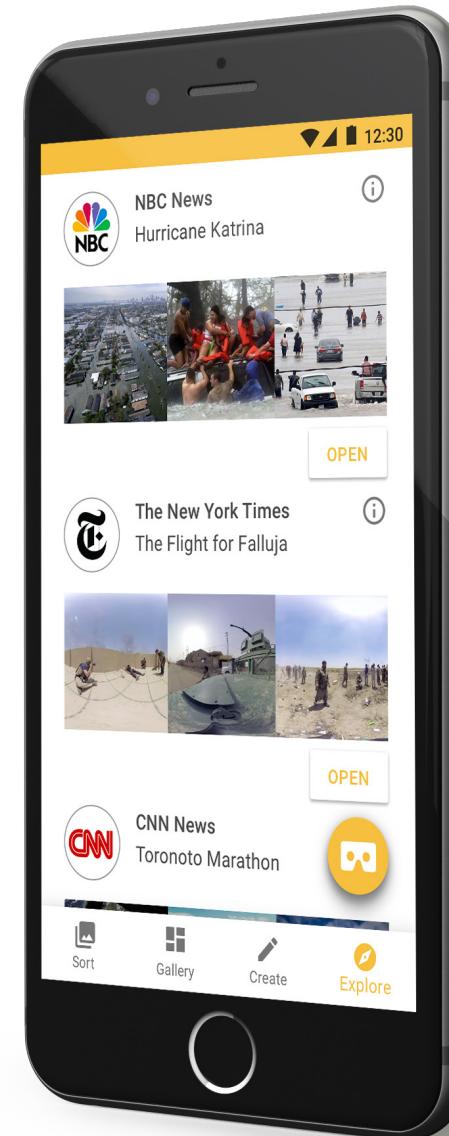
Create

This section is to help journalists curate and organise their memories. By using storytelling and narrative structures the app helps extract the best moments. Using the data you enter the app can guide you and suggest the best methods for your story. This is also where you can add further audio narration to add another layer of information. After you have created your story, you move into the explore section to view your immersive story.



Explore

The explore section allows you to step inside your story into an immersive and interactive experience. Before the viewer puts on their headset they can personalise the story to what's most interesting to them using the emoji tags.



PLATFORM / Features

Features



Audio Narration

The viewer can not only hear the 3D sound recorded by the camera but the personal stories behind the content. This allows the viewer to hear the stories behind the content. By clicking the Audio button location inside the 360 content, the viewer can understand how the journalist felt and what they thought as if they were there at the time.



Walk In Their Shoes

The viewer can step inside the story using a VR headset to view the 360 photos and video and get to experience the news story in a more personal level. This allows the viewer to feel as if they are themselves standing in the same location. The app is compatible with the new Samsung Gear VR headset with controller making the experience interactive but in the future the camera will act as the controller and could be used with any headset and just their phone.

Interactive Story Map



The viewer starts in an animated map of the journey. The pins represent the different locations where the moments have been captured. The viewer has the ability to navigate the story in a non-linear way. This means they get to discover the story with fresh eyes. The viewer uses the controller to step inside the story or return back to main space. The pins also show the journey taken by the Journalist and give the viewer a good overall perspective before diving deep into the story.

Platform Viewing Options

2D Platform



Desktop Web

VR Platform



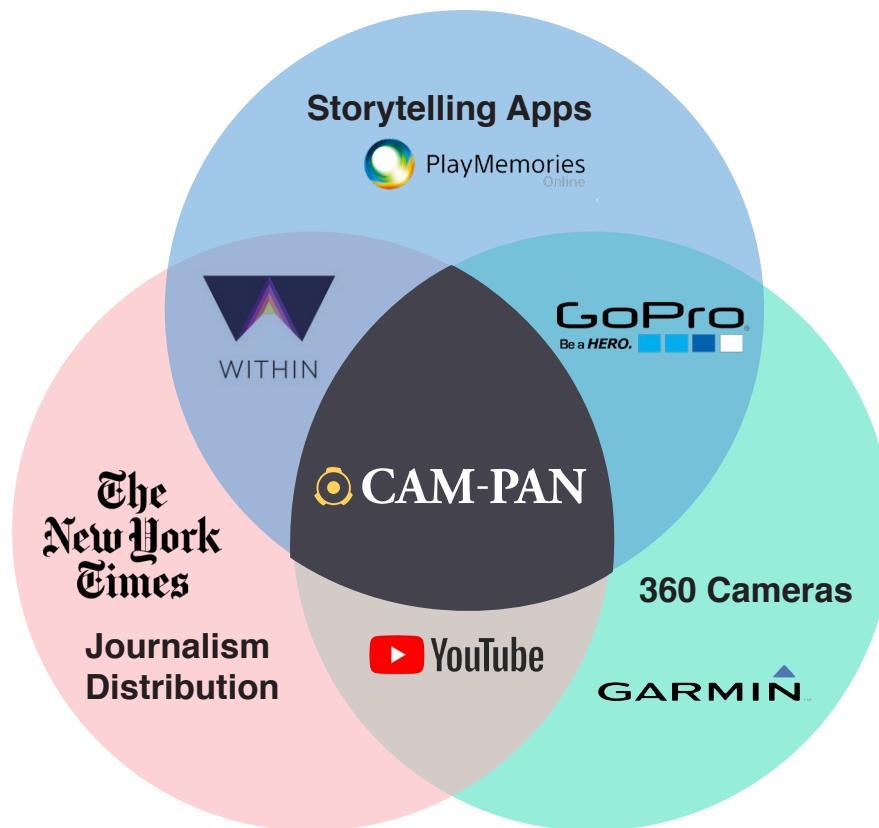
Smart Phone App



VR Googles

Markets.

TARGET MARKET / Market Size and Segment



The Market Size

In 2015, global newspapers and news media generated an estimated US\$ 168 billion in circulation and advertising revenue. \$89 billion came from print and digital circulation, while \$79 billion came from advertising.

While print advertising revenue's share decreases, content is increasingly becoming the key source of revenue for many publishers. The traditional dual revenue model is evolving into something more complex, and diversification strategies such as events, news brands' e-commerce and full service marketing agency initiatives have entered the picture.

The number of full time daily newspaper journalists in United States from 2010 to 2015. In 2015, there were 32,900 journalists employed full-time, which marks a loss of 3,800 employees from 2014. There were a total of 183,200 employees working in the newspaper industry in the United States in March 2016, a significant decrease from the 256,800 workers in March 2010. Some of the largest newspaper publishing companies in the United States in 2016 included Gannett, New York Times, and McClatchy.

COMPETITIVE PROFILE / Competitor analysis overview



Primary Camera Competitor

Garmin Virb

In the hand held consumer end of the 360 market. Great specs but aimed at outdoor sports and not catering to the storytelling requirements needed for journalist.



Primary Application Competitor

GoPro Capture and Quik

The GoPro Capture app provide a good mobile storytelling solution for individual and personal use but doesn't cater to the collaborative needs of a news media company.



Primary Platform Competitor

Within

The Within app is a great example of a collection of online VR experiences of different topics. However the viewer doesn't have the ability to navigate using added interactivity between each video.

HARDWARE MARKET MAP / Where do we come in

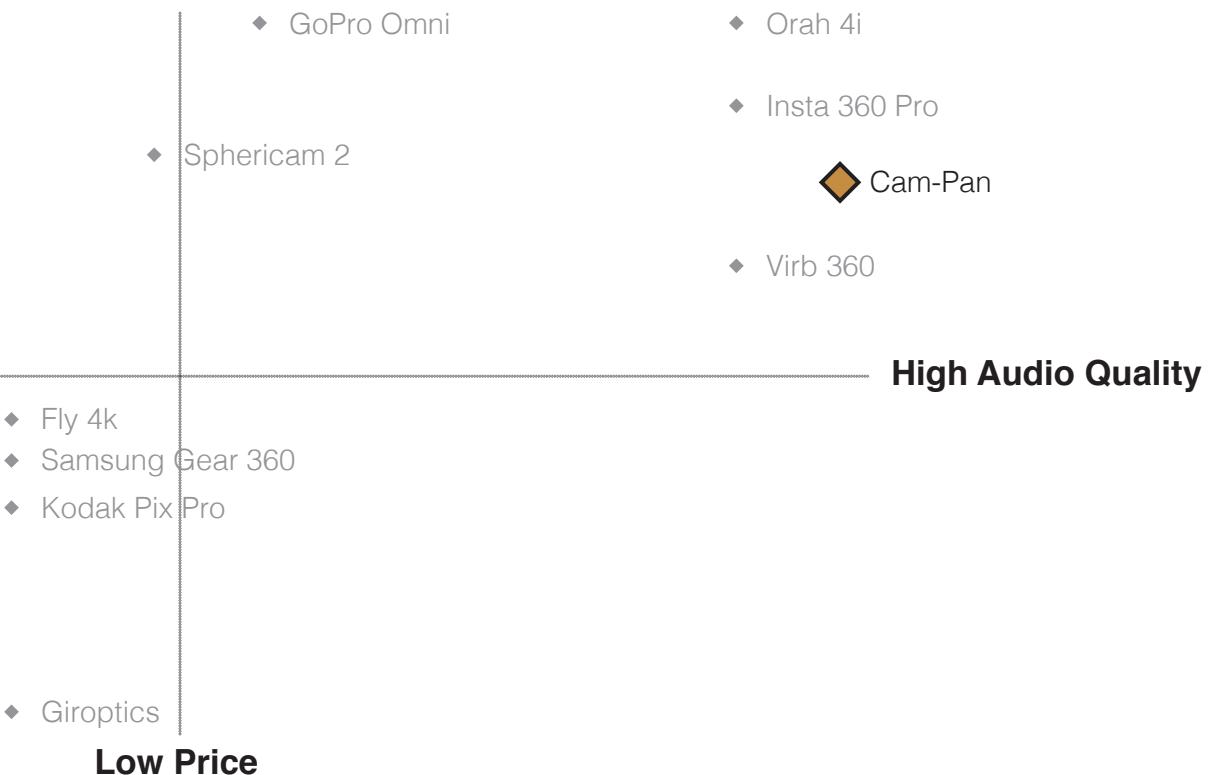
Description of this diagram

This diagram highlights our market positioning within the hardware space. We are aiming to be in the higher end for price compared to other consumer products but not as high as existing professional equipment. Another key USP is the high quality 360 audio our cameras will be able to achieve.

Low Audio Quality

High Audio Quality

High Price



MARKET TRENDS / Market overview

Start
Market Trend

Jan 2014

Nonny de la Peña debuts "Hunger in Los Angeles" at the Sundance Film Festival, with technology help from intern Palmer Luckey.

August 2012

Luckey launches a Kickstarter campaign for the Oculus Rift VR headset, raising almost \$2.5 million.

March 2014

Facebook announces that it is buying Oculus Rift for \$2 billion.

July 2014

Google debuts "Cardboard," a low-cost VR viewer.

September 2014

The Des Moines Register launches "Harvest of Change," a virtual reality experience showing the life of an Iowa farming family. Samsung announces the Samsung Gear VR, a headset that uses a Samsung Galaxy smartphone as a viewer.

April 2015

The Wall Street Journal releases a virtual reality "roller coaster" that follows the ups and downs of the Nasdaq. In partnership with Vrse, The New York Times Magazine debuts a virtual reality cover showing street art in Manhattan. RYOT debuts "Confinement," a short VR film covering solitary confinement at American prisons, at the Tribeca Film Festival.

Recent
Market Trend

November 2015

The New York Times distributes 1.3 million cardboard VR viewers and releases a short spherical video piece called "The Displaced."

October 2015

CNN live-streams the first 2016 Democratic presidential debate in virtual reality.

September 2015

BBC launches virtual reality coverage of Syria. Frontline debuts "Ebola Outbreak," a 360-degree video documentary of the disease's spread in West Africa.

August 2015

Discovery releases nine 360-degree videos, which include skateboarding in San Francisco and surfing.

MARKET GROWTH / Opportunities in the market

VR Rise of 360 vs News Media Journalism

VR Rise 360

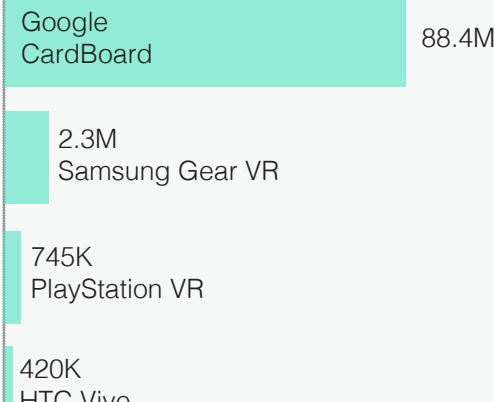
\$21 Billion

to be generated from an estimated 34% action camera market by 2020

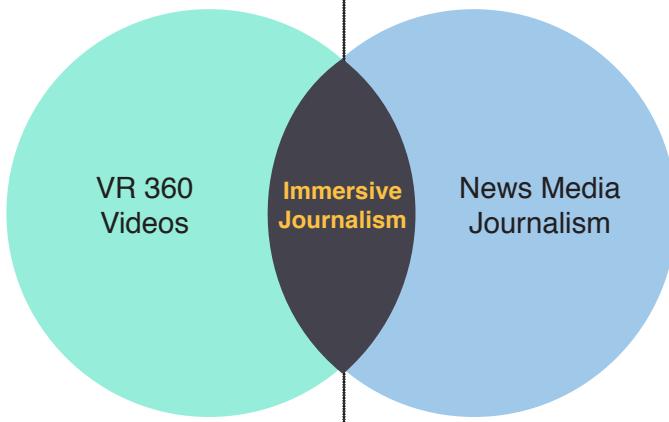
660k Cameras

+ 360 Cameras sold in 2016 globally

VR Headset shipment 2016



News Media Journalism



500,000

Journalists in 161 unions in 117 countries represented by the IFJ

320k+

journalists in europe represented by the EFJ

90K+

journalists in the USA

Benchmarks

Over time, monitoring the traction that VR storytelling is having in news distribution will look to four metrics:

1 Content

News media outlets created 60 stories for VR in 2015

2 Apps

Six News outlets in 2015 launched their own VR apps

3 Headsets

Ownership has doubled every year since 2014

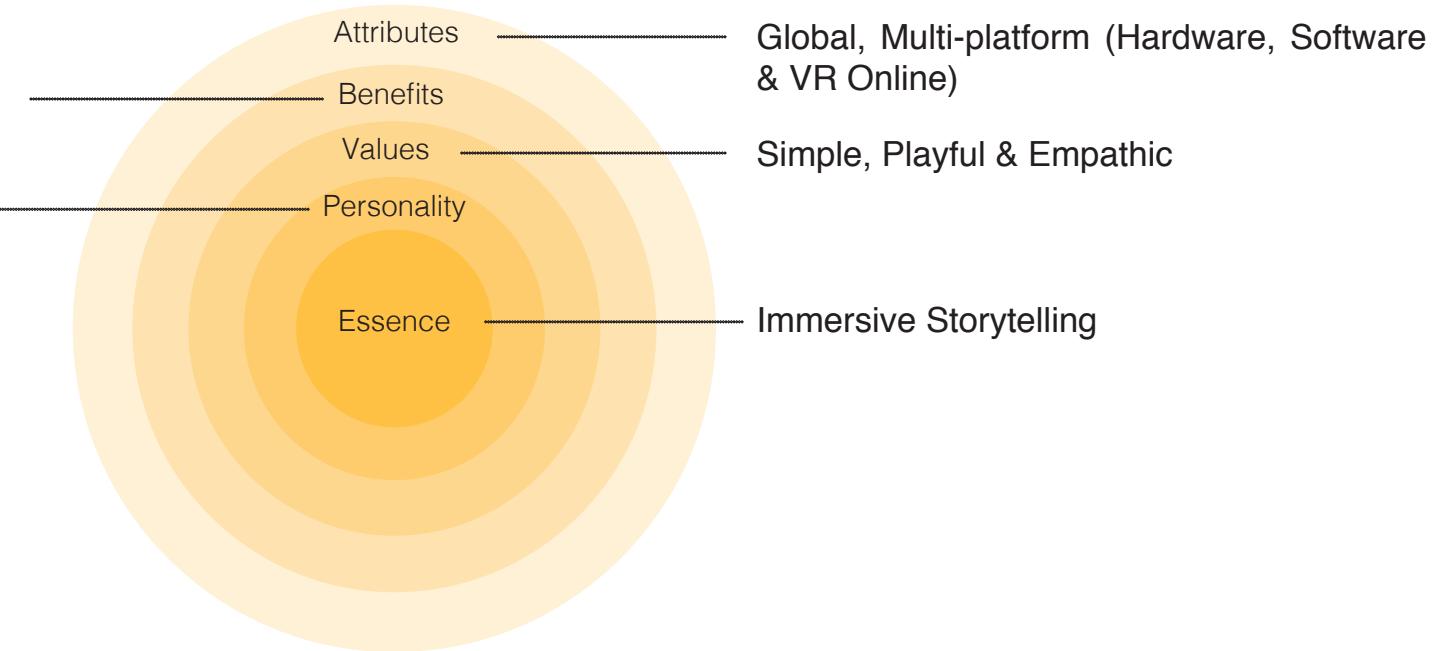
4 Advertising

Interest expressed by brands is increasing for VR content

OUR ADVANTAGES / USP and Brand Onion

Tailored for Journalist. Creates greater empathy. Streamlined Work flow

Professional, Inquisitive, King-Hearted and adventurous



Our USP

Our new 3 part solution of the Camera, Application and the VR Platform offers a unique combination of advantages that is unmatched by our competitors. Each one of the three parts of our solution have distinct advantages. The overall business advantage is that we have streamline the storytelling work flow end to end meaning with one product the user can create VR experience easily. Compared to other 360 cameras on the market our device has 2 key difference. The main difference being the emphasis placed on high quality ambisonic 360 audio capture and audio playback. This is essentially giving the camera the same ability as a audio recorder used by professional and also the capability of a 4K 360 camera. The camera has also been designed with a Gyro mechanism has allows the camera to interact in the VR platform as a motion controller. This ability to use the camera as a motion controller is a key advantage and potentially IP protectable. The VR Platform goes beyond other online platform allowing the user complete autonomy over the story they create. It also has enhanced interactivity and navigation ability that allows the viewer to discover the story in a non-linear way and have a unique experience within the story.

SWOT ANALYSIS / Detailed Cam-Pan analysis

Strengths

- ◆ Combination of Hardware and Software
- ◆ Connecting the entire storytelling process with a Synergetic workflow
- ◆ Tailored for journalistic use which is largely an untapped market
- ◆ Focus on Audio quality and experience
- ◆ Well designed hardware

Weakness

- ◆ Lack of Funding needed to move forward
- ◆ Marketing and distribution is limited`

Threats

- ◆ Timing to market needs to be fast
- ◆ Companies with large marketing and distribution channels
- ◆ Competitors could also tailor their work flow towards immersive VR.

Opportunities

- ◆ To be the first company tailored towards immersive VR.
- ◆ To partner up with News media companies to expand marketing and distribution.
- ◆ To grow into the travel, marketing and education markets in the future.

Target Customers.

EARLY ADOPTERS / Target Persona



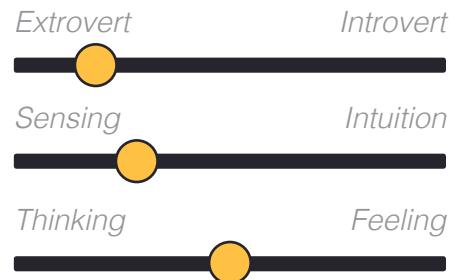
Journalists

The In-field Reporter

Profile

Age: 30-50
Sex: Any
Region: Global

Personality Type



Knowledge



Journalist Bio

They frequently travel to their stories, being mobile Journalists who are constantly on the go to foreign countries -They are storytellers! They are concerned about the quality of the story and have a narration style like Bear Grills and David Attonborough. They will be managing a lot of content on multiple devices and handling equipment and gear in the field.

Professional storytellers within a company with an unified aim of creating VR experiences. They are a team with different expertise which consist of an editor, PM, correspondents, camera man and post production experts who are involved in the post production work flow. Genuinely interested in current affairs. Empathetic and curious about the world, different cultures. Futurist in adoption of new technology.

KEY CUSTOMERS / Target Personas



Benefits- Why would they choose us?

Journalist are natural storytellers but with the ever increasing demand to create more immersive experiences they need a tool that let them tell stories easily without the current cumbersome processes involved in making Virtual reality content. This is where Cam-Pan comes in and provides a tailored and streamlined solution that is end to end. Our solution has several key benefits:

- ◆ Better user experience from the 360 camera
- ◆ Tailored to their specific needs
- ◆ Hardware & Solution means a more integrated work flow
- ◆ Easy to collaborate and distribute content using the Cam-Pan application
- ◆ Universal design means easy to use even if English is not your native language and software application translate in other languages.
- ◆ Emphasis on storytelling

We will get our customers to know, like and trust us over time and build a direct relationship with the journalism industry which is why they will choose us over other competitors.

FUTURE MARKETS / Current Alternatives



Travel

For travelers wanting to create immersive records of their travel story.



Educators

For schools and their staff to create interactive educational material.



Marketers

For brands to create interactive demos of their venue or company easily.

Strategic Sales and Marketing.

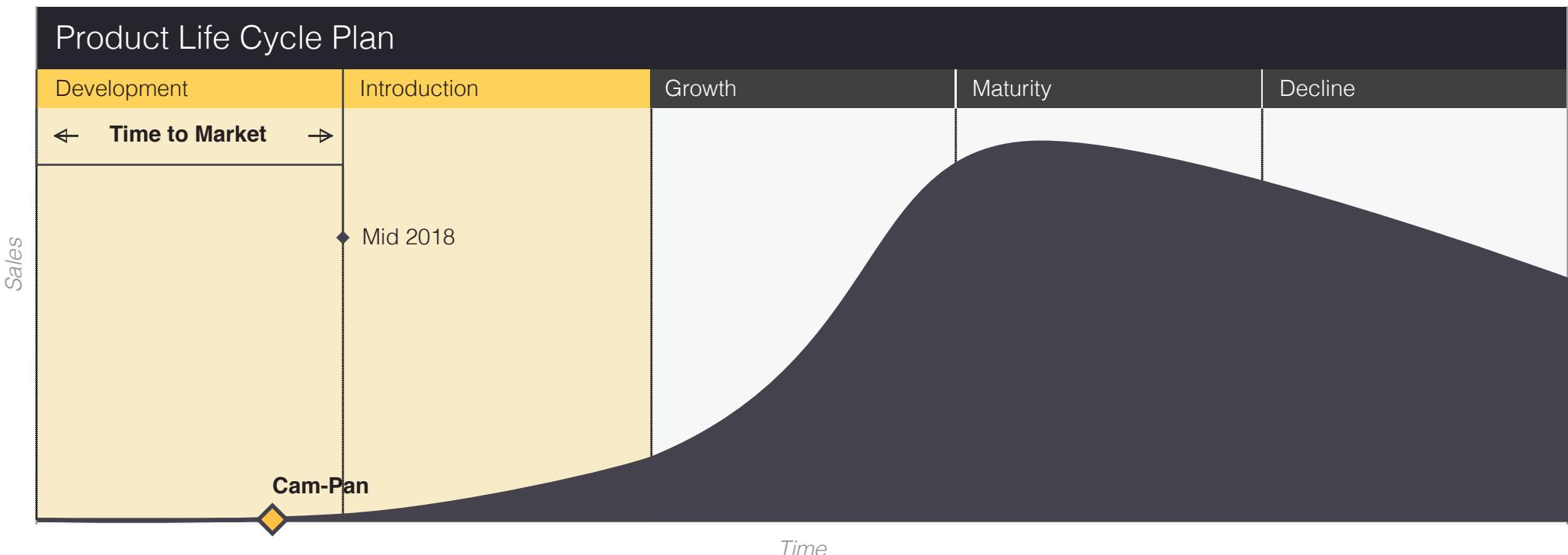
PRODUCT LIFE CYCLE / What's next

Marketing Message

- Why:* To make immersive VR experiences more accessible and enables the audience to become the witness through a greater level of presence.
- How:* Streamlined connected work flow that is end to end through a 3 part solution.
- What:* Camera, Application and VR Platform

Product Life Cycle Plan

The Cam-Pan brand will be new within the 360 Camera space and to differentiate ourselves we will need to make sure our marketing is focused and impactful. The 5 stages of the product life cycle identifies the different stages of the company and thus has different marketing strategies and tactics associated with each phases. Cam-Pan is currently in the development aiming to introduce the product to the market in mid 2018. So in this plan we will be focusing our marketing on the development and introduction phase.



MARKETING PLAN / Development Phase



Goal

Develop Brand Identity.

Target

News media organisation and potential seed investors/funders.

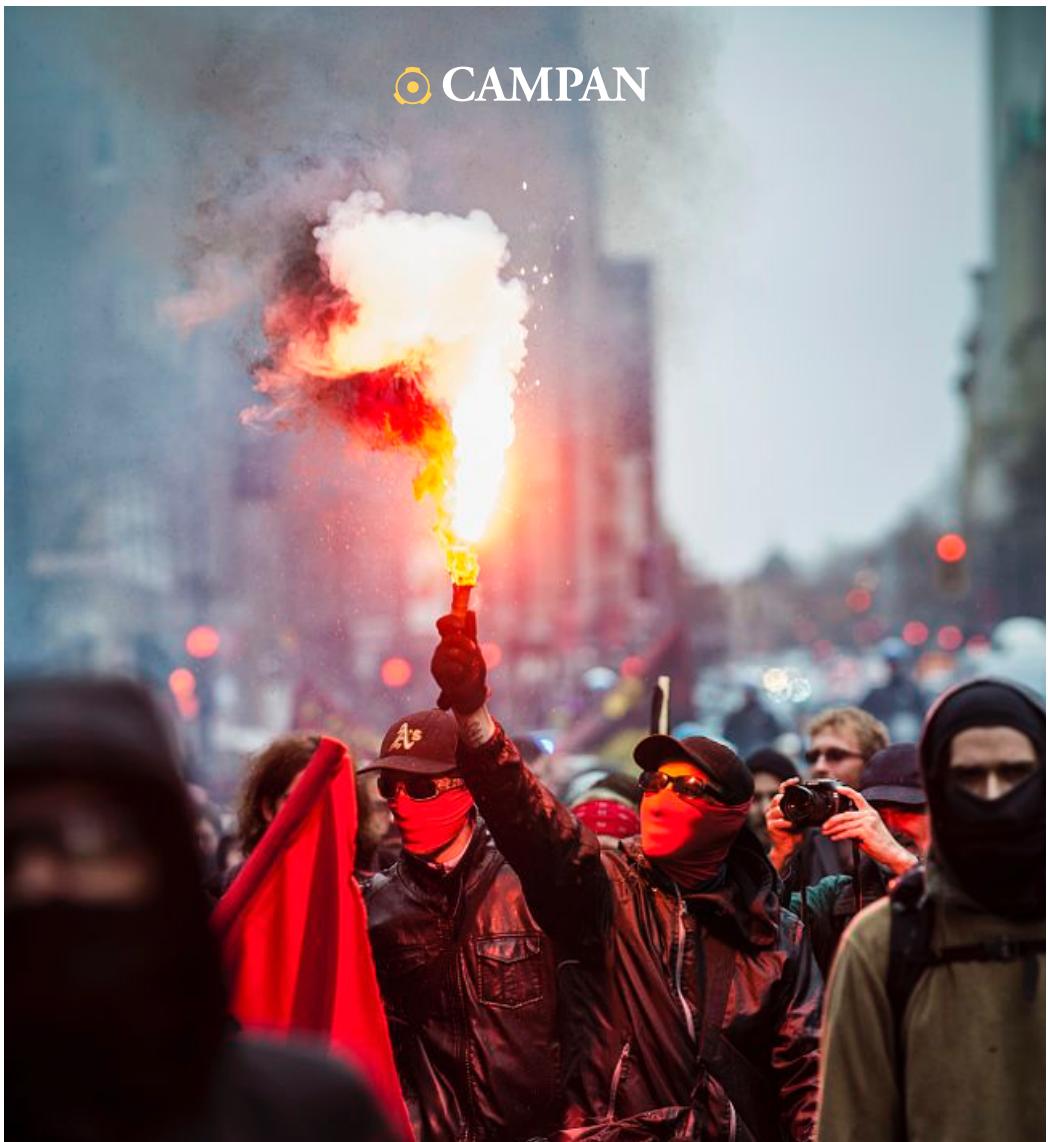
Strategy

Establish Cam-Pan as the storytelling camera for professionals by inviting experienced journalists to conduct in field product testing.

Tactics

- ◆ Develop user case studies of Journalist using Cam-Pan as their preferred VR storytelling tool in various scenarios.
- ◆ Turn case studies into marketing material for crowdfunding campaign.
- ◆ Create branded 360 videos/audio experiences that can be viewed online.
- ◆ Launch Website promoting the coming launch of the crowdfunding campaign
- ◆ Allow web visitors to sign up for the newsletter to become part of the Cam-Pan community.
- ◆ Personalised emails to investors with marketing package inviting them to support the crowdfunding campaign.
- ◆ Host an exclusive early supporters/Investor Pitch event to learn more about the brand and test the product.
- ◆ PR and media promotion in technology blogs and online news publications to promote launch of new product and crowdfunding campaign.
- ◆ Launch PledgeMe crowdfunding campaign

MARKETING PLAN / Introduction Phase



Goal

Increase Brand Awareness

Target

Independents Journalists globally, Media organisations and High profile influencers.

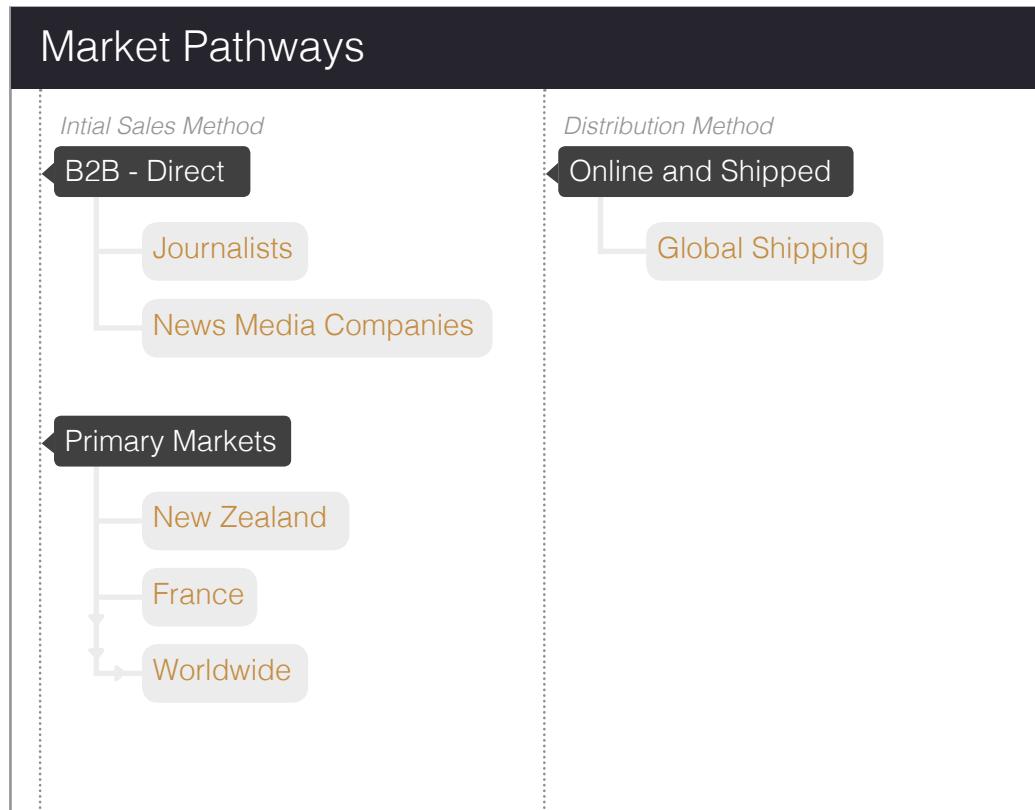
Strategy

Launch product in new markets globally (starting with France) through distribution partnerships with retailers/ media organisation.

Tactics

- ◆ Establish strong social media presence with a content flow of new VR content from around the world
- ◆ Create more branded VR experiences and placing more emphasis on the software application and how it was used.
- ◆ Optimise purchasing/distribution channels so more direct re-marketing can be achieved and the software can be upheld to existing Cam-Pan camera owners.
- ◆ Target high profile journalist to become Brand ambassadors and content creators
- ◆ Translate marketing content in foreign languages to take a more global approach from the get go.
- ◆ Make the hardware more easily available on multiple retail platform in key strategic markets.
- ◆ Consult with NZTE to create a global growth strategy.

SALES PLAN / Hardware



Hardware Sales Strategy

The sales strategy for the hardware is a B2B method initially. It will be sold directly to Journalists and news media companies in order for us to get the product in the hands of professionals. This will begin in New Zealand and France as the primary markets but quickly expand to a more global approach. The product will be sold online and shipped to the customer. The launch of this product will be done through PledgeMe crowdfunding campaign at the end of Q2 in 2018. The campaign will widen the scope of the product to journalists and serious storytellers worldwide. There are a few key companies in New Zealand that could become a testing ground for the hardware. We are currently working to enlist a few key players as part of a feasibility assessment so that we can test the hardware in the field under real journalistic circumstances.

SALES PLAN / Software

Market Pathways	
B2C	B2B
Simple Application	Full Application
	Hardware and software package deal
	Option for annual contract with repair strategy in place
	Education about VR for Journalists by conducting webinars and showcases

Software Sales Strategy

The sales strategy for the software will have pathways to market. There is a B2C version that is a more simplified version of the application to introduce people to the concept of using virtual reality in journalism as a storytelling medium and to our brand. The second pathway is a B2B model where we will realise the enterprise version of the application that caters more deeply into the needs of a news media companies and the collaborative working style.

The hardware and software will be sold as a package deal together on annual contract will companies allowing us to maintain the relationship with them post purchase and giving the consumer the ability to engage with us for repairs or upgrade down the line.

We will also use different method to educate more journalist about using VR as a storytelling medium and on board them into using our product. To start building the community we will use blogs and social media to start showcasing examples of VR journalism. We will then conduct webinars online that showcased examples of VR journalism and how to create immersive stories. We will also attend industry specific events and conference to engage with more journalists and educate them about

Resources and Logistics.

Whilst being a new product that is still in development we have managed to secure some resources to help us on our start-up journey and are looking for other things to help us launch successfully.

What we have?

Tech Experts

We have been selected into a hardware specialist incubator in Paris, France to help develop our camera. This has provided us with world class technical experts in product design, electrical engineering, mechanical engineering, manufacturing and distribution. This support means we are helped throughout the entire product development cycle and ensures we can successfully produce a quality camera.

Prototyping Facilities

As a current staff member of Auckland University of Technology I have access to 3D printing and prototyping labs. Also the incubator in Paris has access to more advanced prototyping workshops for electronic and mechanical process for later stage prototypes.

Access To Mentors

Through my current network I have access to great quality mentors from the business, design and innovation industries. I will soon be forming a advisory board to solidify these relationships.

What we need?

Access To Partnerships

We would like to connections to news media organisations who are willing to partner with us to test the product and be part of a feasibility assessment as early adopters.

Access To Markets

We need to establish hardware and camera distribution channels globally so we can export our product from the get go.

Access To Funding

In order to setup the manufacturing and cover the tooling and development costs we need access to funding to be able to launch

LOGISTICS /

The moving parts



IP Requirements

I am in the process of conducting a IP assessment to in conjunction with Potter IP in order to ensure I have the freedom to operate. After speaking with several IP lawyers and doing a initial patent search I believe there is potentially practicable IP in the hardware of the 360 camera and specific comments and how this hardware connect with the virtual reality platform. The innovative aspects of the product that could be protectable are:

- ◆ Combining 360 video and 360 together with Ambisonic sound
- ◆ Having a gyro/accelerometer inside that turns the camera into a controller to be used inside the VR platform.
- ◆ Software's ability to stitch together different videos and pieces of content into a interactive spatial map.

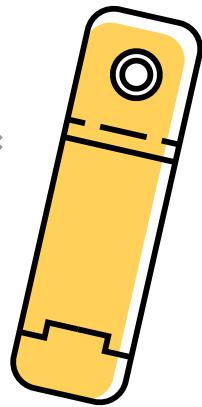
Financials.

REVENUE STREAM AND BUSINESS MODEL / Multiple Revenue Streams

1

The sales from the camera hardware and other accessories.

**\$1500
Per camera**



2

We take a small fee per month to store the interactive stories online.

Free Trial

5

First 5 stories are free

Consumer Model



\$3.99

Per month/ Per user

Future Model Availability

Enterprise Model



\$49.99

Per month/ Per 5 users

START UP NEEDS AND COSTS / Fund Raising

Fund raising needs	Start up costs	Ongoing
	Phase 1	Phase 2
Tooling	NZD \$300,000	-
Components First Batch	NZD \$200,000	-
Technical Support	NZD \$4,000	NZD \$6,000
Software Developers	NZD \$91,000	NZD \$109,000
UX Design	NZD \$30,000	NZD \$30,000
Personal Salary	NZD \$10,000	NZD \$50,000
IP Assessment/Patent Filing	NZD \$5,000	NZD \$25,000
Marketing	NZD \$20,000	NZD \$80,000
Manufacturing Support	-	NZD \$15,000
Total	NZD \$660,000	NZD \$315,000
Overall total combining phases 1 and 2		NZD \$975,000

Phase 1 Costs

To be raised using an equity crowdfunding campaign on PledgeMe.

pledge me.

Phase 2 Costs

To be recuperated from initial hardware camera sales.

BREAK EVEN / Crossing the chasm

Variable Costs	Costs
Materials	NZD \$200
Packaging	NZD \$50
Transportation	NZD \$50
Labour	NZD \$300
Total Variable Costs (per unit)	NZD \$600

Fixed Costs	Costs
Travel	NZD \$1,200
Rent	NZD \$200
Technical Support	NZD \$416
Software Developer Wages	NZD \$8,334
Insurance	NZD \$150
Marketing	NZD \$6,667
Legal and Accounting Fees	NZD \$300
Loan Payments	NZD \$500
Supplies (office, copier, etc)	NZD \$200
Manufacturing Support	NZD \$1,000
UX Designer	NZD \$2,500
Personal Salary	NZD \$5,000
Total Fixed Cost (per month)	NZD \$26,467

In order for us to break even every month we will need to sell 30 units every month. With the phase one of the startup costs we can produce 330 units to sell which will then cover the costs for phase 2 of the development.

Break Even	Costs
Sales Price (per unit)	NZD \$1,500
Variable Costs (per unit)	NZD \$600
Gross Profit (per unit)	NZD \$900
Fixed Cost	NZD \$26,467
Break Even (units per month)	29.41
Work Days per month	20
Break Even (units per day)	1.47

ANNUAL FORECAST / The moving parts

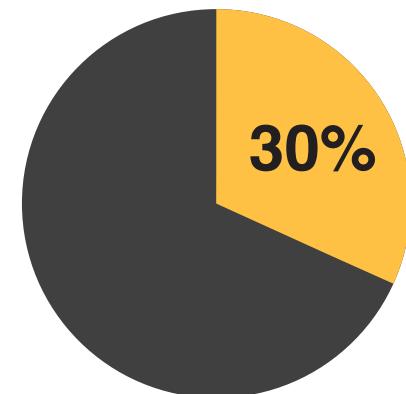
1 Year Sales Forecast	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19
Cash Balance at Months Start	-\$315,000	-\$161,467	-\$142,934	-\$124,401	-\$96,868	-\$69,335	-\$41,802
Estimated Units Sold	200	50	50	60	60	60	70
Estimated Sales (in cash)	\$300,000	\$75,000	\$75,000	\$90,000	\$90,000	\$90,000	\$105,000
Total Variable Costs	\$120,000	\$30,000	\$30,000	\$36,000	\$36,000	\$36,000	\$42,000
Fixed Costs	\$26,467	\$26,467	\$26,467	\$26,467	\$26,467	\$26,467	\$26,467
Special Expenses	-	-	-	-	-	-	-
Total Expenses	\$146,467	\$56,467	\$56,467	\$62,467	\$62,467	\$62,467	\$68,467
Gain/Loss	\$153,533	\$18,533	\$18,533	\$27,533	\$27,533	\$27,533	\$36,533
Balance	-\$161,467	-\$142,934	-\$124,401	-\$96,868	-\$69,335	-\$41,802	-\$5,269

1 Year Sales Forecast	Feb 19	Mar 19	Apr 19	May 19	Jun 19
Cash Balance at Months Start	-\$5,269	\$40,268	\$85,797	\$131,330	\$176,863
Estimated Units Sold	80	80	80	80	100
Estimated Sales (in cash)	\$120,000	\$120,000	\$120,000	\$120,000	\$150,000
Total Variable Costs	\$48,000	\$48,000	\$48,000	\$48,000	\$60,000
Fixed Costs	\$26,467	\$26,467	\$26,467	\$26,467	\$26,467
Special Expenses	-	-	-	-	-
Total Expenses	\$74,467	\$74,467	\$74,467	\$74,467	\$86,467
Gain/Loss	\$45,533	\$45,533	\$45,533	\$45,533	\$63,533
Balance	\$40,268	\$85,797	\$131,330	\$176,863	240,396

INCOME AND VALUATION / What are we worth

Berkus Method		
Value Driver	Add to Pre-Money Valuation	Assigned Value
Sound Idea (basic value, product risk)	\$0-500,000	\$480,000
Prototype (reduces technology risk)	\$0-500,000	\$470,000
Quality Management Team (reduces execution risk)	\$0-500,000	\$420,000
Strategic Relationships (reduces market risk and competitive risk)	\$0-500,000	\$440,000
Product Rollout or Sales (reduces financial or production risk)	\$0-500,000	\$390,000
Pre-money Valuation		NZD \$2,200,000

Equity Offering



Asking for **660,000** for **30%**
in Cam-Pan

People and Culture.

VALUES / What guides us



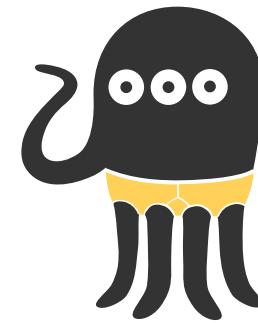
Simple

We aim to make the lives of storytellers easier by creating a user experience that is simple at its core whilst still allowing them to create rich immersive stories.



Empathetic

We aim to be empathetic towards different stories from around the world and to the needs of our customers so we are always keeping them front of mind in our decision making.



Playful

We want our customers to enjoy the art of storytelling and create a playful experience for the viewer.

PEOPLE / Our team



Praveer Srivastava
Chief Executive Officer

Expertise:

Management, Product Design and Sales and Marketing.



Jordan Wareham
Chief Operations Officer

Expertise:

UX Design and Business Experience Support.

Positions to be filled:



Electronic Engineer



Software Engineer



Sales



Journalism Expert

ADVISORS AND PARTNERS / Who is helping us

Advisory Board



Mike Hutchinson
Mentor



Usine IO France
Manufacturing Support



Potter IP
Alan Potter
Intellectual Property



Shane Ohlin
Digital Innovation



KPMG
*Accounting & Financial
Support*



Andrew Wallace
Legal Support



Mitali Purohit
*Commercialisation
Support*



Terry Friel
Journalist/Copy Editor

Conclusion.

CONCLUSION / Join our story...

By following this plan we will achieve our financial and strategic goals and have a successful launch. Cam-Pan is a hardware and software solution designed for journalists to streamline the storytelling process when designing virtual reality(VR) experiences.

We will achieve this through a 3 part solution, a hand held 360 camera/360 audio recording device, a mobile application to curate and craft the story and a VR platform that allows the audience to step inside the story and become the witness. To help us bring this idea to life we are looking to raise \$660,000 for tooling and startup costs through a equity crowdfunding campaign or through seed funding.

In the next 3 to 5 years we want to be the brand synonymous with VR storytelling and make it more accessible to the world. The combination of hardware and software allows us to create a experience that is streamlined from end to end.

We are not a hardware, software or a virtual reality company. We are a storytelling company and our mission is to create a greater level of empathy between people and foreign experiences through immersive virtual reality. Help us bring Cam-Pan to the world. //



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