

# EXECUTIVE SUMMARY



## BUSINESS SUMMARY

We innovate social online VR technology and create virtual worlds with the goal to establish engaging ways to interact within mixed reality. We develop and publish premium social multiplayer content on HTC Vive and Oculus Rift, with A Township Tale as our first title.

## PROBLEM

- Single player VR games are socially isolating.
- VR games try to imitate non-VR gameplay.
- Current VR games lack quality and scope.
- Hard for players to discover new products.

## SOLUTION

- Multiplayer social features are at the core of the product.
- Build for VR technology, and not around it.
- Achieve quality through early community involvement.
- Achieve scope through use of procedural tools and modders.
- Make it easy for streamers and creators to generate sharable content.
- Everything is scalable from tools to content.

## PRODUCT

Our first product is a video game called A Township Tale. The product is a social multiplayer survival game. Users will be able to interact with the world and each other, using mechanics designed specifically for virtual reality devices such as Oculus Rift and HTC Vive. Users will, collect, explore, fight, grow, and converse in a rich virtual universe, where every action is physical and has moral consequences. Creating unique, memorable experiences for each player in a dynamic multiplayer world.

## MARKETING STRATEGY

Our products will be integrated with social media content channels such as YouTube and Twitch and designed to provide in-game tools for influencers to generate shareable content. In addition, we are building a social media content pipeline to deliver content directly to users and build community around the game. We are currently discussing co-promotional and development opportunities with Oculus, HTC/Valve, Nvidia and Unity.

## TARGET MARKET

The VR market is projected to be a 250 billions dollar business by 2020 worldwide. Our customers are gamers who enjoy multiplayer social games, such as World of Warcraft, Minecraft, and Ark Survival:Evolved, and are looking for similar experiences in VR. The multiplayer games' audience reaches approximately 200 million users around the world and has generated \$26.7 billion in 2016.

## BUSINESS MODEL

We are going sell our product on our own digital channel as well as digital stores such as Steam, Viveport and Oculus Home. The product is premium priced at launch and will have an in-game economy to drive digital goods purchases. We will provide avenue for modders to sell their products in game for a fee.

## COMPETITORS

Current competitors include major game publishers, such as Activision and EA, plus platform holders itself such as Oculus, Valve and HTC, as well as well funded VR start-ups such Survios and WEVR.

## COMPETITIVE ADVANTAGE

For last 18 months we worked with Rockstar Games in close collaboration with Oculus and HTC to build a AAA VR product, giving us invaluable experience of what works and doesn't work in VR space. With access to great talent in Australia, we also work with an advisory team with a great track record of founding companies and leading product development at companies like Microsoft. With a team built from a diverse background, we can use our experience to create products for everyone.

## FINANCIAL INFORMATION

### Funding Stage

Seed

### Development Stage

Technical Demo

### Team Members

5

### Capital Raised

80,000 EUR

### Monthly Burn Rate

20,000 EUR

### Pre-Money Valuation

1,600,000 EUR

### Capital Seeking

400,000 EUR

## MANAGEMENT

**Tima Anoshechkin, CEO**

## ADVISORS

**Jeff Brown**

**Adam Goodrich**

**Julia Anoshechkina**

## INVESTORS

**Private**

## CONTACT

**Tima Anoshechkin**

tima@altavr.io

+61 466 824 649