

BasementVR

Social network for VR users.

Opportunity

New platforms = new opportunities to
get connected



Text messages,
photos etc.



Instant photos
and videos



3D formats,
feeling of being
together



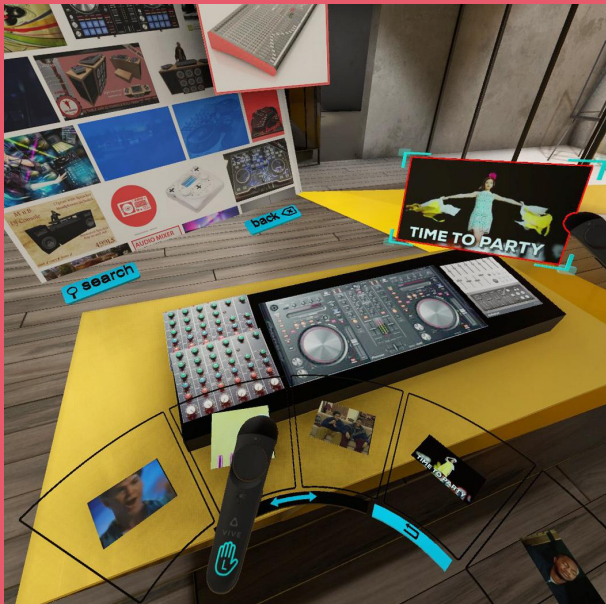
Value proposition

BasementVR is a social platform that allows users to create, share and browse 3D content together.

Unlike other social VR platforms it provides persistent spaces for users, as easy to customize as web-based social profiles.

How it works

Create: get your room ready for a party



Share: have fun together



Browse: find afterparty spot



I've seen many scrappy startups, but this is memorable,
Robert Scoble, VR and tech evangelist

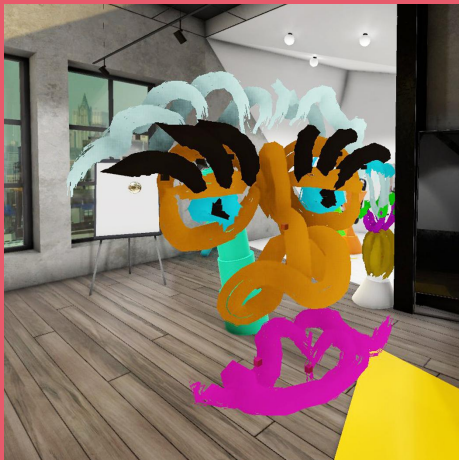


I was looking for something of this nature for ages and was glad to see when it was published to steam,
Bilal Orhan, user (Rec Room founder)

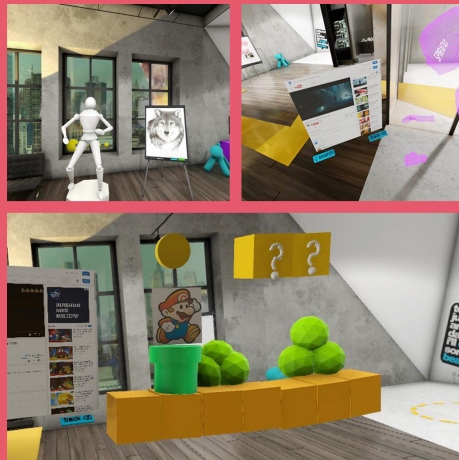


...it really brings out the creative side of people,
Valerius, user
(+45 hours spent in app)

How it is being used



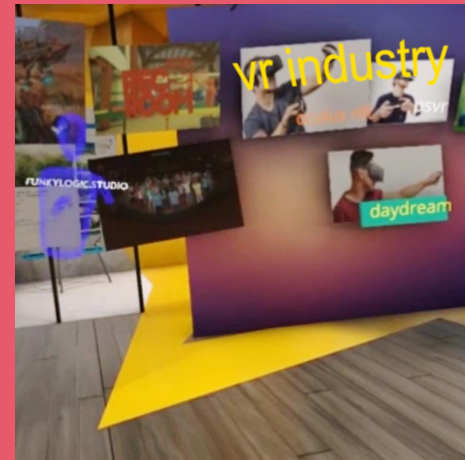
Exhibitions
(VR artists are sharing their 3D drawings)



Private spaces
(Users are customizing their own cozy apartments to hangout)



Product demos
(VR developers are advertising their apps)

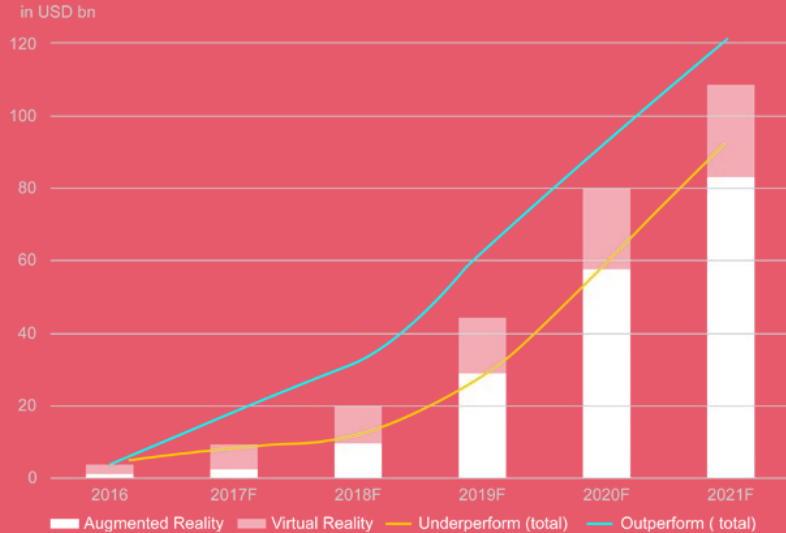


Newsfeed
(Users share what is hot in VR, a reason to come back)

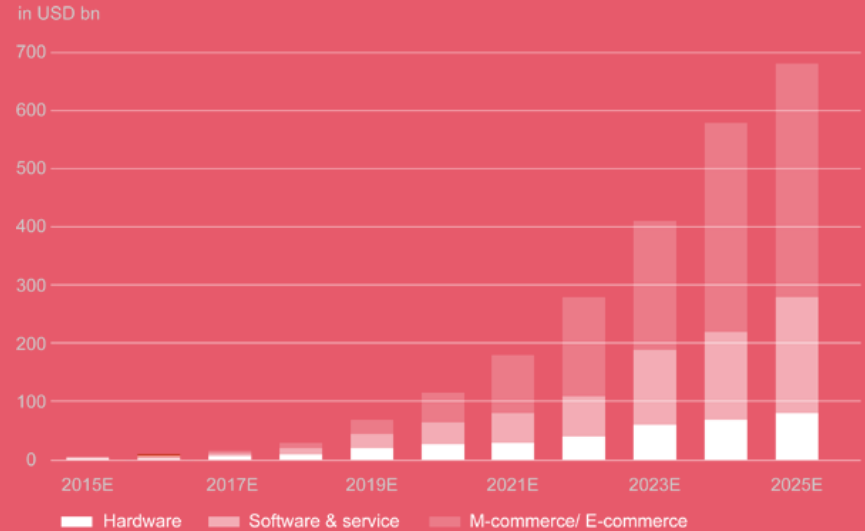
At BasementVR user-feedback driven development is our default, everyday we are learning what social VR is.

Market overview

Long term outlook for virtual reality market



VR/AR revenue (\$B)



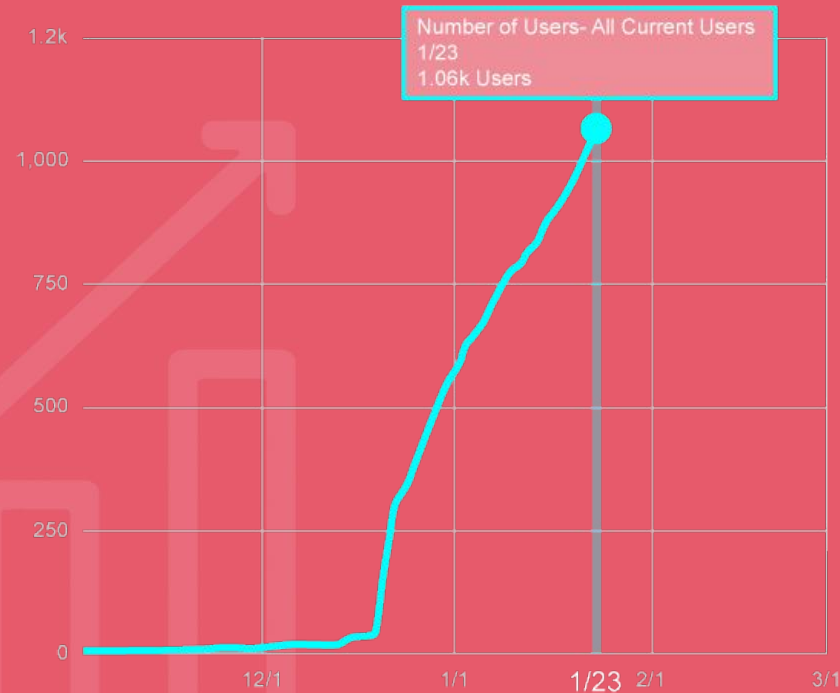
VR is the next platform, where anyone can create and experience anything they want.

Mark Zuckerberg

Traction so far

- 1st month: +1k users acquired with no marketing spendings
- Plan to grow to 100k during first year, and to 0.5M in 2 years

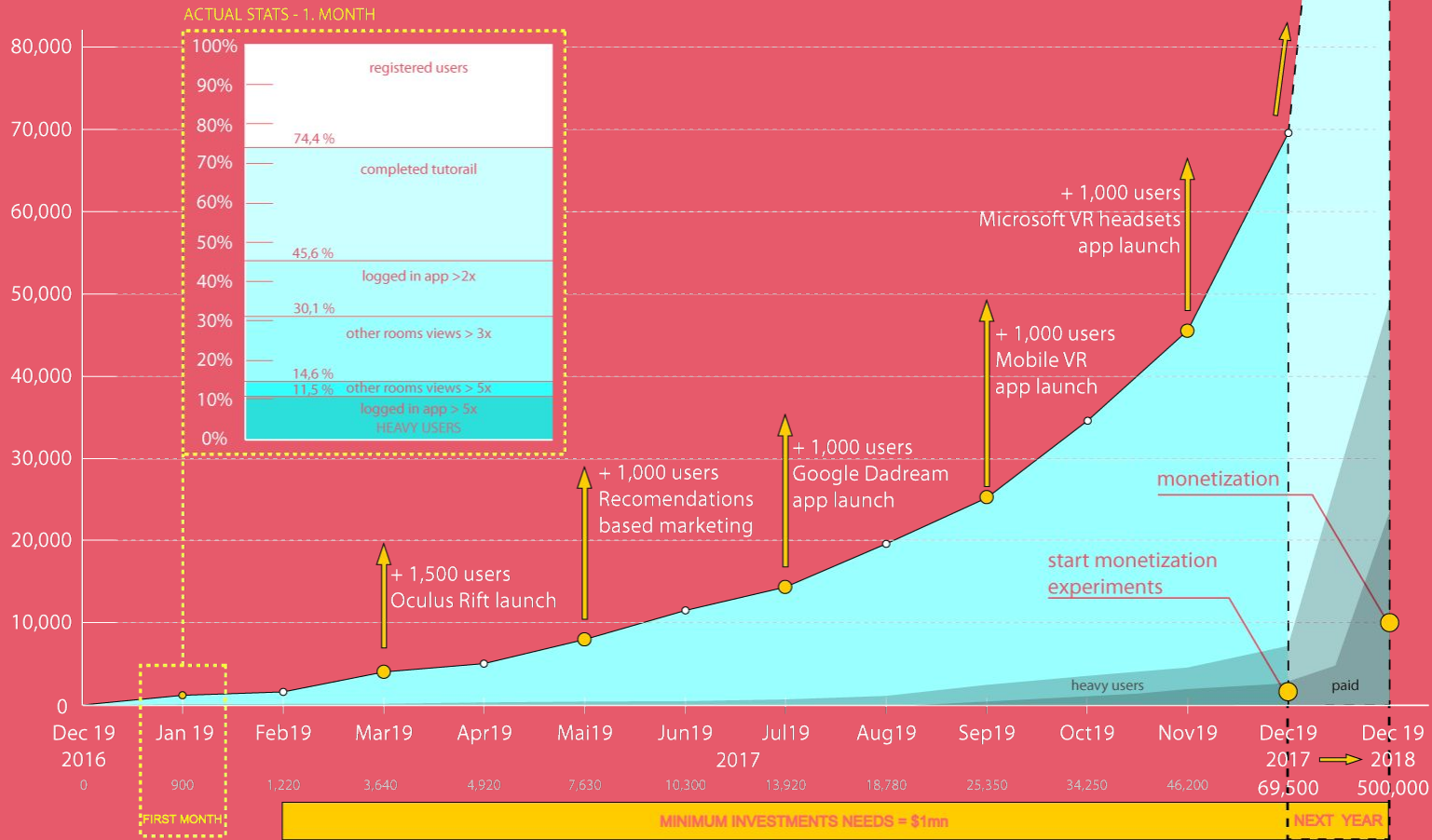
- Weekly growth rate: 20%
- 46% users logged in 2+ times
- 11% users logged in 5+ times



January 23, 2017

Source: modeled from Stenworks, Google Analytics and internal data

Growth plans



Business Model

After acquiring 50K users (mid-2017) we will start monetization experiments on a small scale:

B2C

Charge users for premium features

Charge users for more storage
space

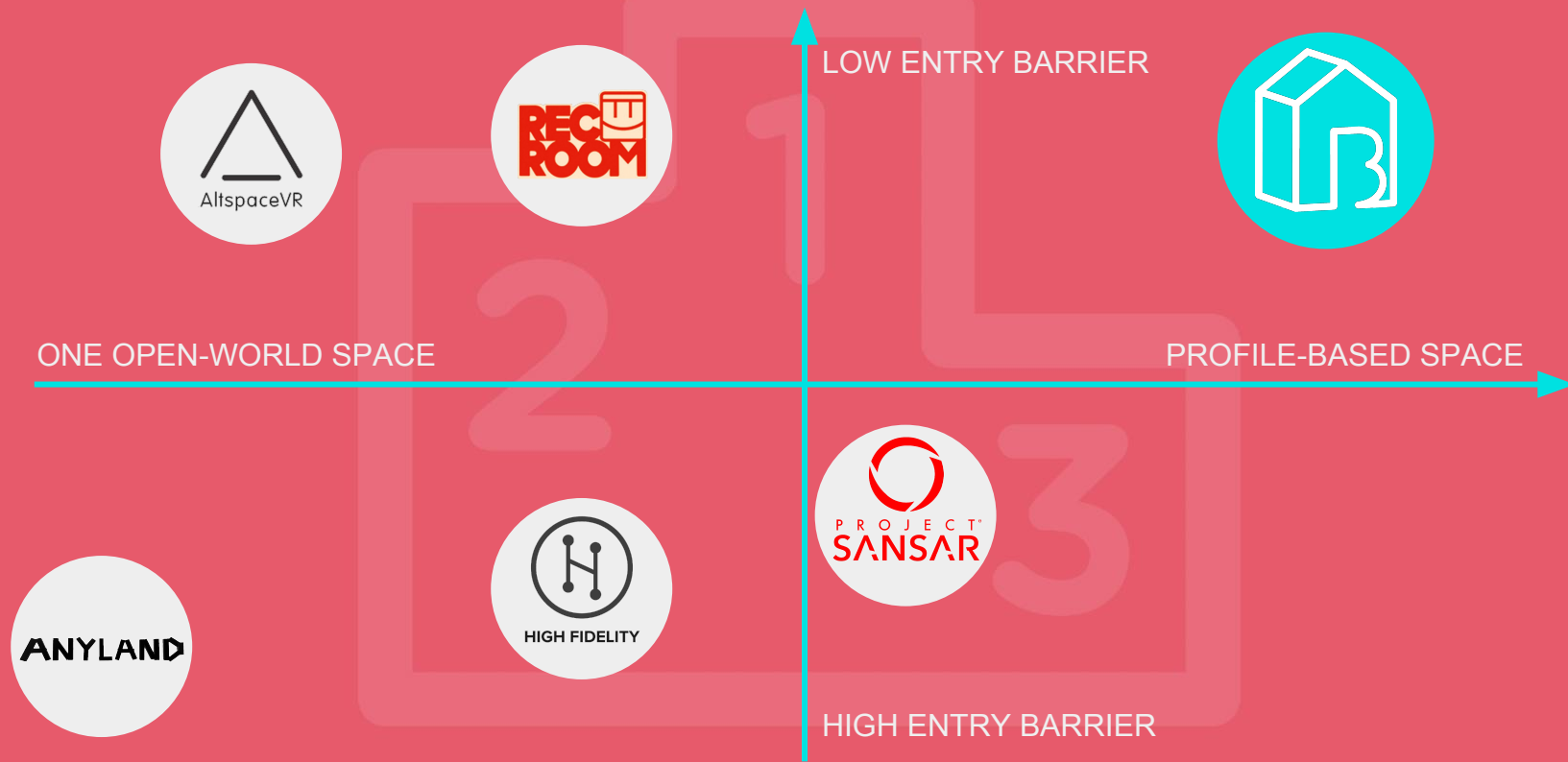
Charge users entry fee for events

B2B

Advertising

Charge clients for accessing VR
headset user-base

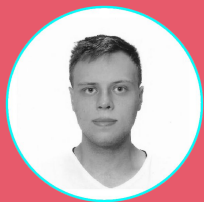
Competition



The market leader now has 150,000 registered users, so it is possible to compete for the leader position.

Who we are

FOUNDERS



Adam Roszyk

VR developer in San Francisco

Startup founder(FunBrush)

Game developer



Karol Aniola

Architect & designer with international awards

3D modeler

ADVISORY BOARD



Joanna Perek

Marketing Advisor

Experience with leading tech brands (Samsung, Google)



Robert Scoble

Advisor

VR and tech evangelist

Financing

- Friends & family round: raised \$50K
 - August 2016
- Seed round: seeking \$1M @ \$5M valuation
 - Targeted closing in 2 months
- Use of proceeds
 - \$500K: hiring 4-5 engineers, 1-2 growth hackers, 1-2 designers, 3-5 customer support
 - \$300K: customer acquisition
 - \$200K: launch of the US-based operations
 - Achieving 100K users and first paying customers by the end of 2017

BasementVR on STEAM: [storepage](#)

