

UniVerse

A New Generation VR
Social Media Platform

ENTER



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PROBLEM



SOLUTIONS



COMPETITION



GO-TO-MARKET



REVENUE
MODEL



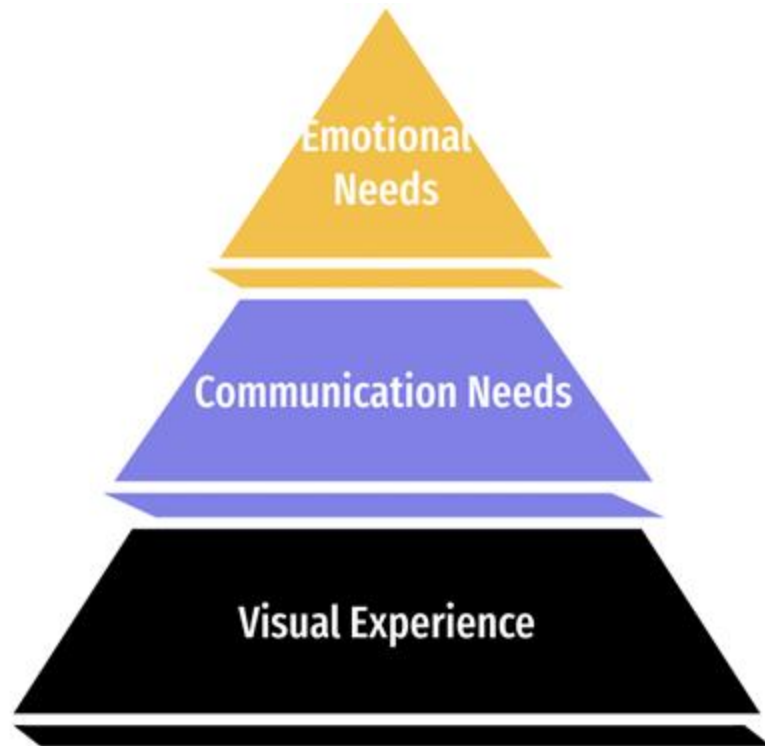
MILESTONE



EXIT STRATEGY



CUSTOMER NEEDS





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There is no user-friendly and highly engaging immersive social media platform that enables **deep emotional connections**.



UniVerse

A **VR** social network platform with **immersive** user experience



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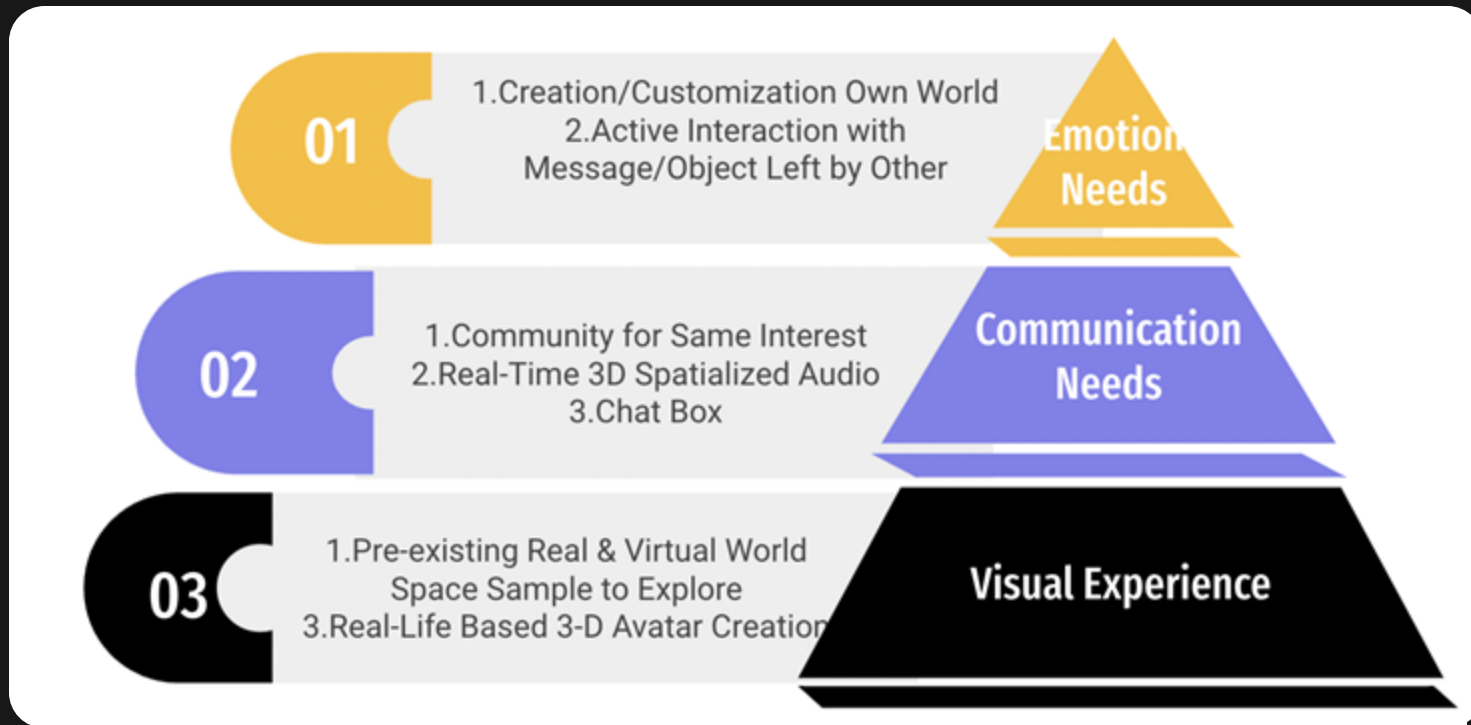


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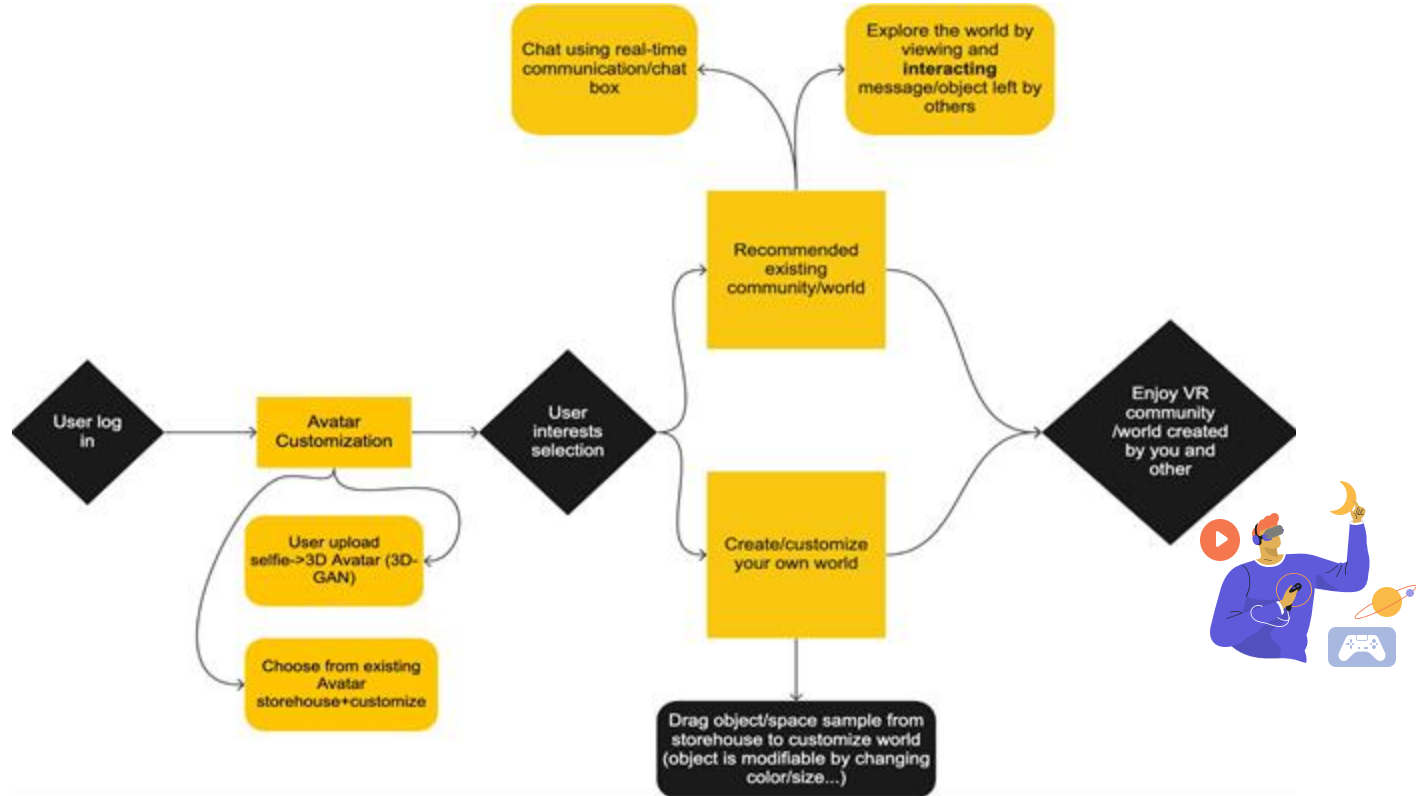
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USER DASHBOARD



Browser

UniVerse

Edit Avatar

Edit your World

Choose Interests/Categories

Activity feed data changes as per Interests

ABC Currently Playing

XYZ Looking for more players

Search based on world/interests/ names etc

August

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Special Event Reminders

21 JUN ABC Birthday

28 JUN Friendaversary

2 JUL XYZ Birthday

Send personalised notes within worlds for special events



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COMPETITOR ANALYSIS



	VR Chat	HTC, VIVE	Roblox	AltspaceVR	Mozilla Hubs	Universe
Real-life based avatar customization						✓
Storehouse for object and space		✓	✓	✓	✓	✓
Active interaction with space (leave message+object)						✓
Easy customization of object+space (no code required)		✓	✓			✓
Community with the same interests						✓
3D pen/draft	✓	✓			✓	✓



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VIRAL MARKETING - REACHING FIRST 1 MILLION USER



Social
Media
Ad



Create Avatar



Share with
Friends

CREATE YOUR OWN AVATAR IN 5 MIN

- Advertise on Social Media Platform to invite people to create a VR Avatar.
- Allow user to share the avatar via their network.

TIKTOK VIDEO CHALLENGE

- Promote users to create Tik-Tok video showing their before-after transformation into their VR Avatar.
- Share the video on Tik-Tok and Twitter



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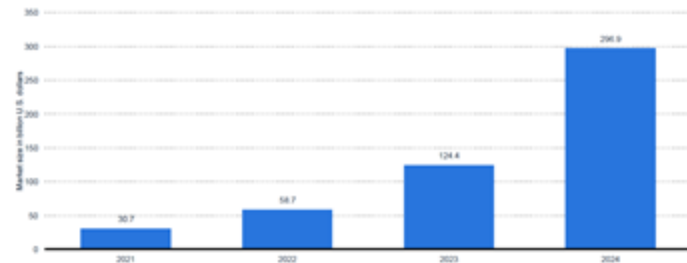


VR MARKET GROWTH



Augmented (AR), virtual reality (VR), and mixed reality (MR) market size worldwide from 2021 to 2024 (in billion U.S. dollars)

Augmented (AR), virtual reality (VR), and mixed reality (MR) market size 2021-2024

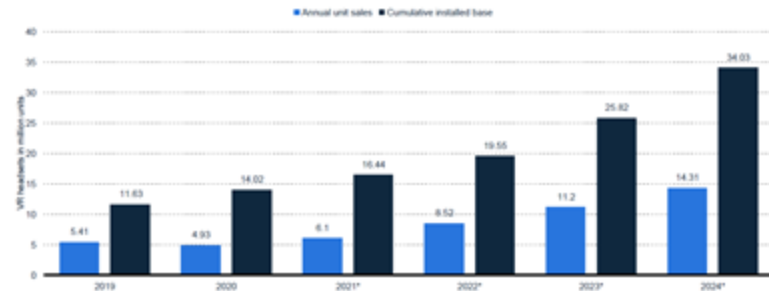


Source: Statista, 2021
Further information regarding this statistic can be found on [page 30](#)
Source: Statista, Statista Intelligence, 2023-2024

Source: statista

Virtual reality (VR) headset unit sales worldwide from 2019 to 2024 (in million units)

VR headset unit sales worldwide 2019-2024



Source: Statista, 2019 to 2021
Further information regarding this statistic can be found on [page 30](#)
Source: Statista Intelligence, VR Insider, 2023-2024

Source: statista



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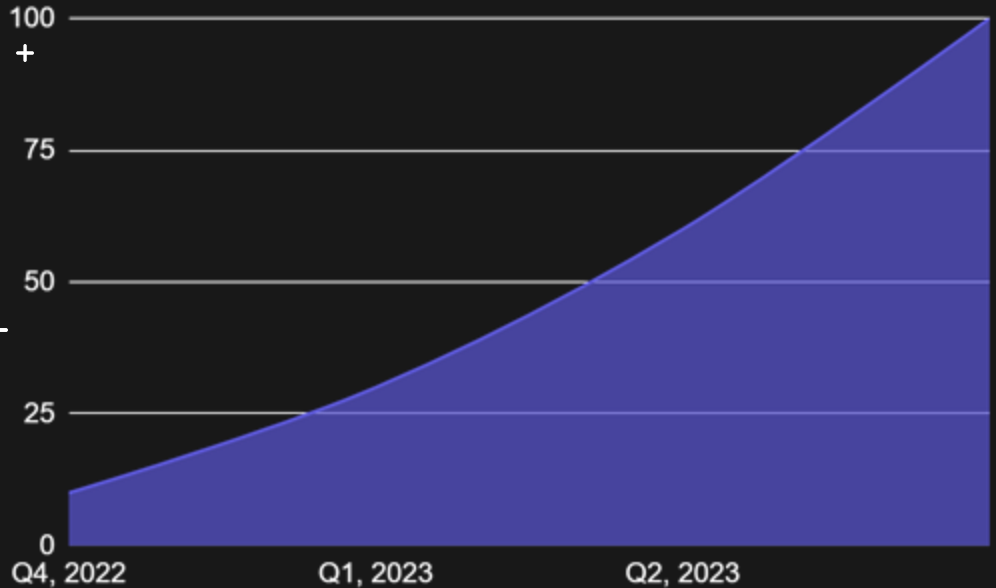
+

USER GROWTH PROJECTION

+



+



1 MILLION

Active users by Q3, 2023

100.000.000

Mentions & Interactions

+

+



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REVENUE STREAM



BRAND ADVERTISING

Companies to set up Virtual Presence in the worlds and interact directly with users



MARKETPLACE COMMISSION

Earn commissions from community created VR Asset on Marketplace



VR EVENTS

Host virtual events such as fashion show, concert, meet & greet



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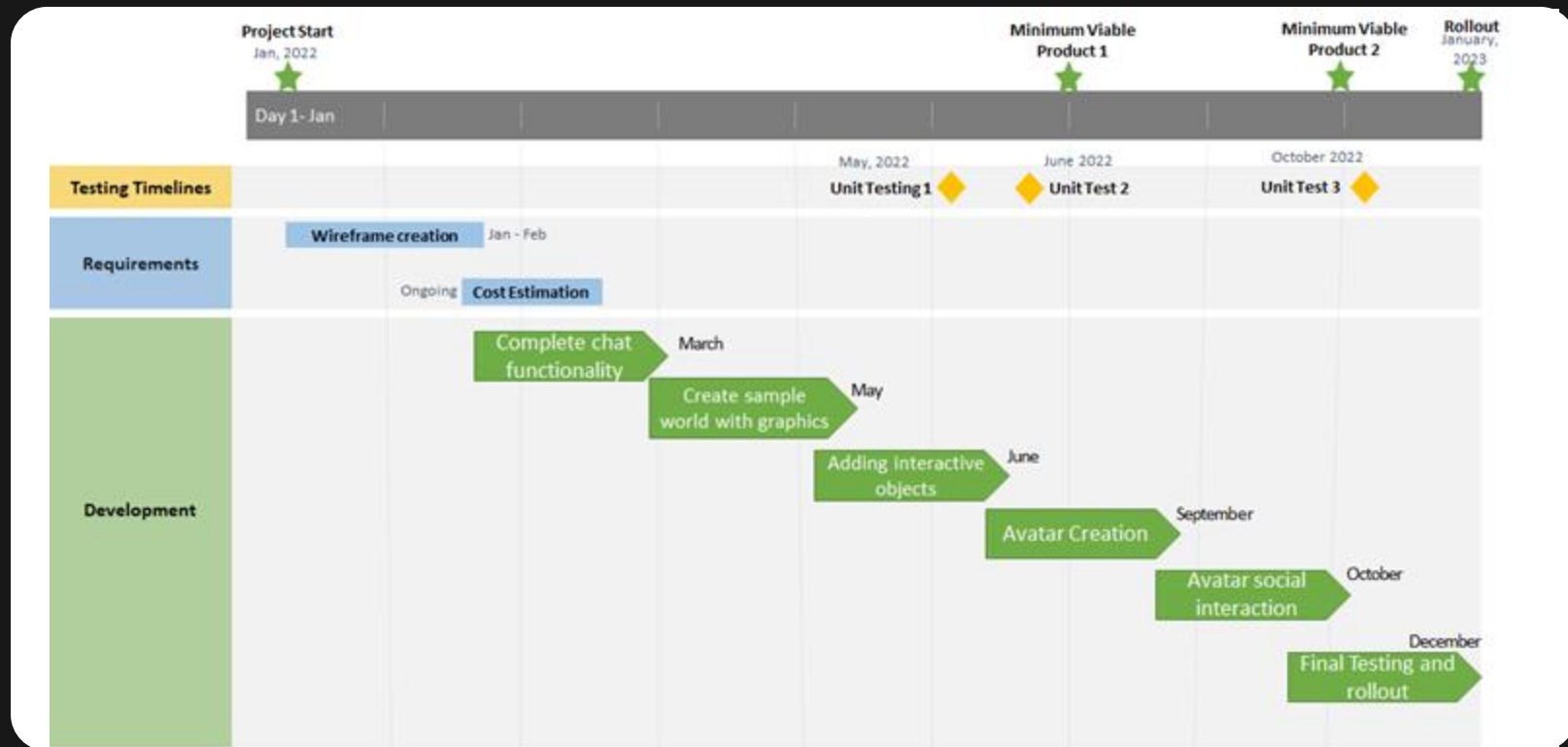
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MILESTONE & PROJECTION





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EXIT STRATEGY



Build and iterate fast to acquire massive user base within 1-2 years.

Large collection of user-created 3D assets could be converted to use in other VR platforms



Large technology players such as Meta has yet to launch products with similar features.

Partnership/acquisition would be mutually beneficial.



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OUR TEAM



HAO SUN

MBA Student at Tepper, specialized in Finance/Market Strategy

ROSIE GAO

MISM BIDA Student at Heinz, specialized in product focused data science

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MISM BIDA Student at Heinz, specialized in analytics and strategy

JOCelyn PAN

Undergraduate at Dietrich College



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INVESTMENT THESIS



- The best VR Social Media Platform that leverage VR technology to add real value to the social experience.
- Build communities based on shared interests and geographical locations.
- Easily integrated with offline businesses to monetize with maps in the platform.
- Original and high quality contents generated add and retain value on the platform.
- It's a network effects business, which means it has inherent defensibility with a network.



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THANKS!



Do you have any questions?

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