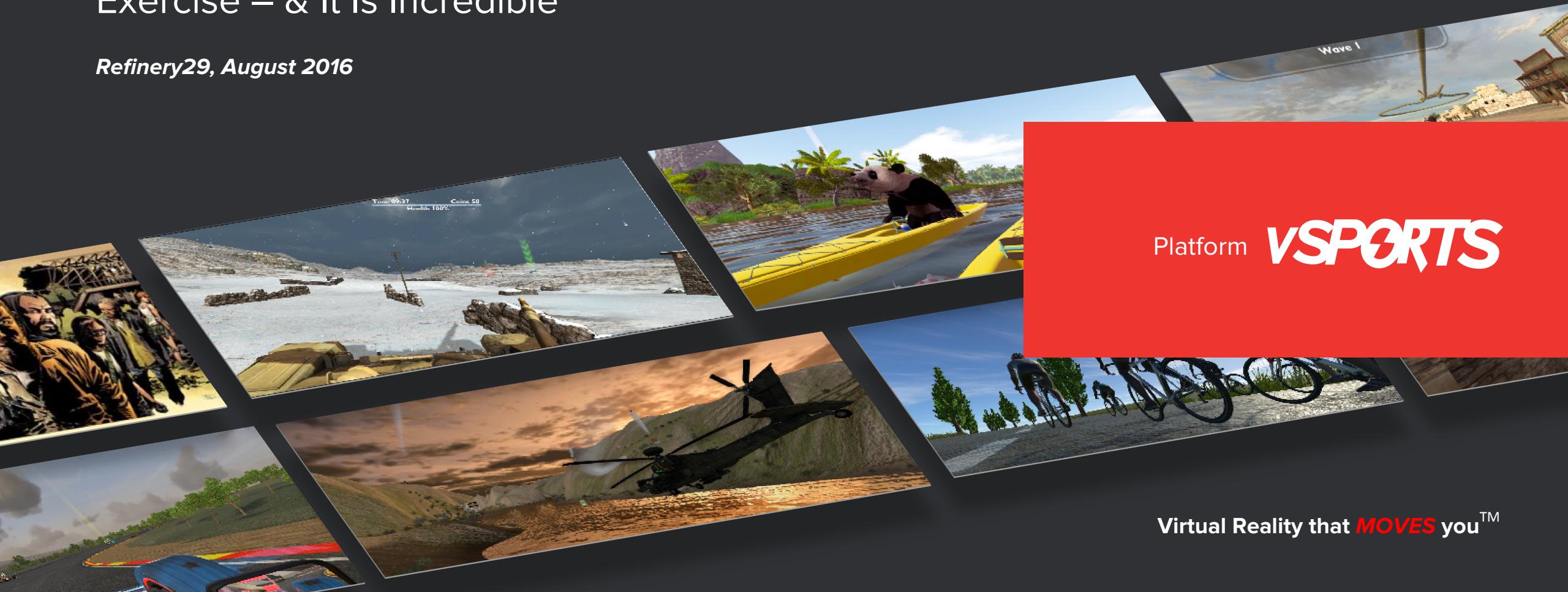




“I Have Seen The Future Of
Exercise – & It Is Incredible”

Refinery29, August 2016



Platform **vSPORTS**

Virtual Reality that **MOVES** you™



From creative minds behind Guitar Hero, Rock Band and Dance Central...



Mission: "Harness the motivational power of VR to make the world a healthier place one virtual kilometer of fun at a time."

Total calories burned by all VirZOOM users: 1,224,213 in 102,612 plays
Total virtual kilometers (vKm) covered by all VirZOOM users: 90,811*

* As of March 19, 2017



★★★★★ **Fantastic**

Amazon Customer on I

ified Purchase

December 29, 2016

See more

st tech of 2016 more

found this helpful. Was this review helpful to you?

[Report abuse](#)

5 out of 5 stars

Immerse yourself and forget your working out. Final

By Ron Kramer on December 12, 2016

I bought mine direct. Had it about 2 months so far and it's awesome.

Bike trainers and stands for my road bike. I use to turn on music and back to real life (and looking at my watching thinking IS THAT ALL?).

First the FEEL of the drag on

Assembly was EASY (new

Support is unsurpassed.

I totally forgot about the

do stop and towel off... to

For me "ZERO motion sick

Challenges from the commu

dibly cool vi

like, I get them in email and when I might not think to get on the bike, they make me say OH YEAH - how about this and I'm

working out. The best workout ma

devices are "THOSE THAT GET USED" and this is just that. I'm 59 so I have had my share of home gym gear that never gets used.

This does not appear to be in that league.

[Comment](#)

4 people found this helpful. Was this review helpful to you?

Yes

No

[Report abuse](#)



ely the best exercise bike I've
016
use bike I've used to date, I
t me wrong, a VR he
ined with PC



Who buys VirZOOM?

In 2014 52.9 million consumers spent \$21.8 billion on gym and health club memberships.

VirZOOM appeals to the 67% who never used them.



Sources: International Health, Racquet & Sportsclub Association, Mint, Bureau of Labor Statistics, Club Industry, Club Manager Central

vSPORTS



COMPETITIVE



PHYSICAL



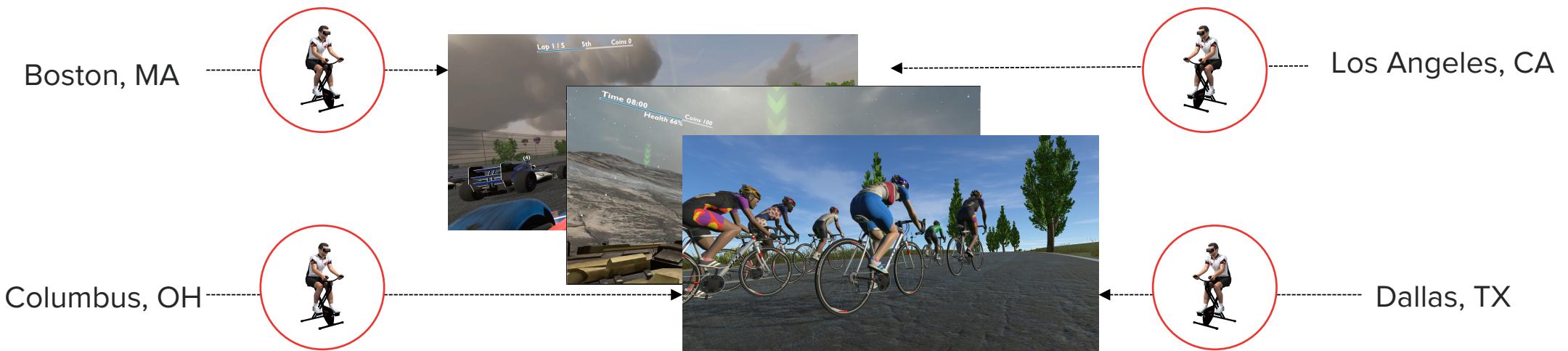
IMMERSIVE





vSports. Real Physical Competition in Virtual Reality

First national vSports competition took place March 17 – 19, 2017 from 12 locations



Only VirZOOM 100% owns vSports content, delivery technology, and IP

VIRZOOM

vSports System



VR HMD

HTC Vive, Sony VR,
Microsoft VR, Google
Daydream



CONTROLLER



CONTENT



VR PC OR CONSOLE

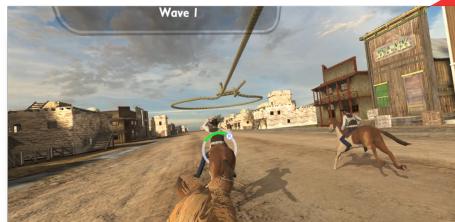
Sony PS4, Dell, HP,
AMD, NVIDIA, Intel,
etc.

The only Sony PlayStation-approved PSVR peripheral.





vSports Content



TANK
CHOPPER
KAYAK

CYCLE
COWBOY
Branded Content

PEGASUS
RACECAR
World Exploration

Runs on Sony PSVR,
HTC Vive and
Oculus Rift today

Continuous improvements
to existing games and
levels

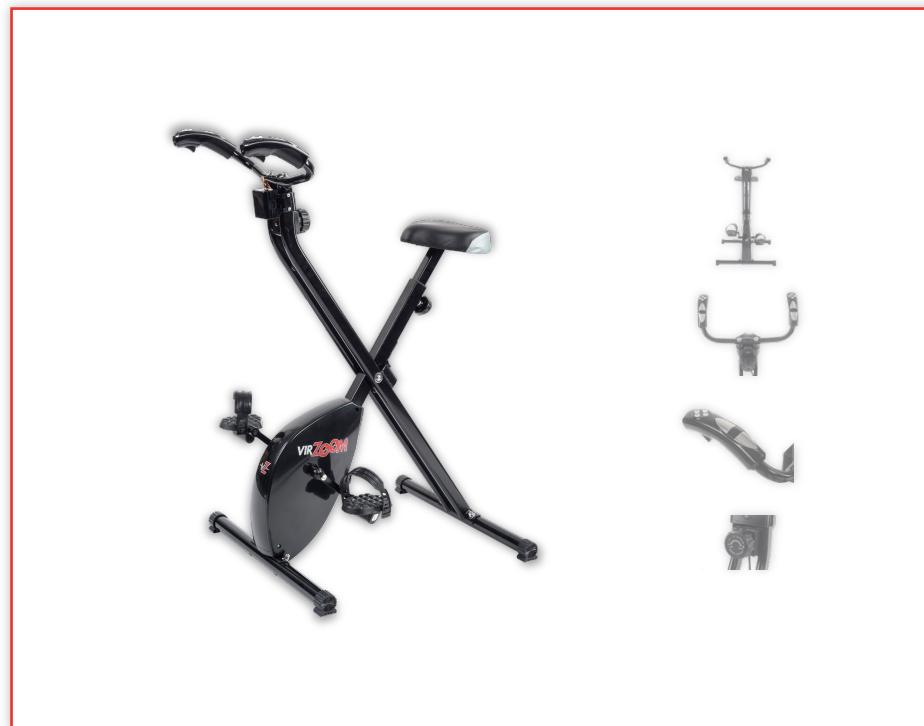
New title every 2 – 6
months on average

SDK for 3rd
party content

On Google
Daydream in 2017



vSports Controller



GEAR

Oculus Rift, HTC Vive,
and PlayStation VR

INTEGRATION

Integrated Speed and
Direction Sensors

INTELLIGENT

Learn to Steer

CUSTOMIZABLE

10 Action buttons

PORTABLE

Folds up for Easy Storage
– Weighs Under 40 lbs

ADJUSTABLE

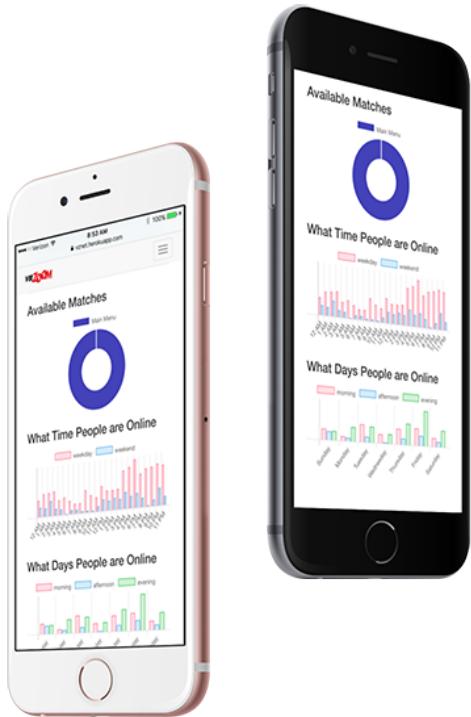
Adjustable resistance
(8 tension controls)

INTERNET OF THINGS

Bluetooth Connectivity PC,
PS4, Android, iOS



my.virzoom.com



Digital Fitness Services Portal

AFFORDABLE

\$4.95 monthly
membership
Beginning 2017

ONLINE

Online multiplayer
access and challenges

PERSONALIZED

Performance tracking
and goal setting

ENGAGING

Statistics, history and progression,
upgradeable avatars, internet
chat with friends

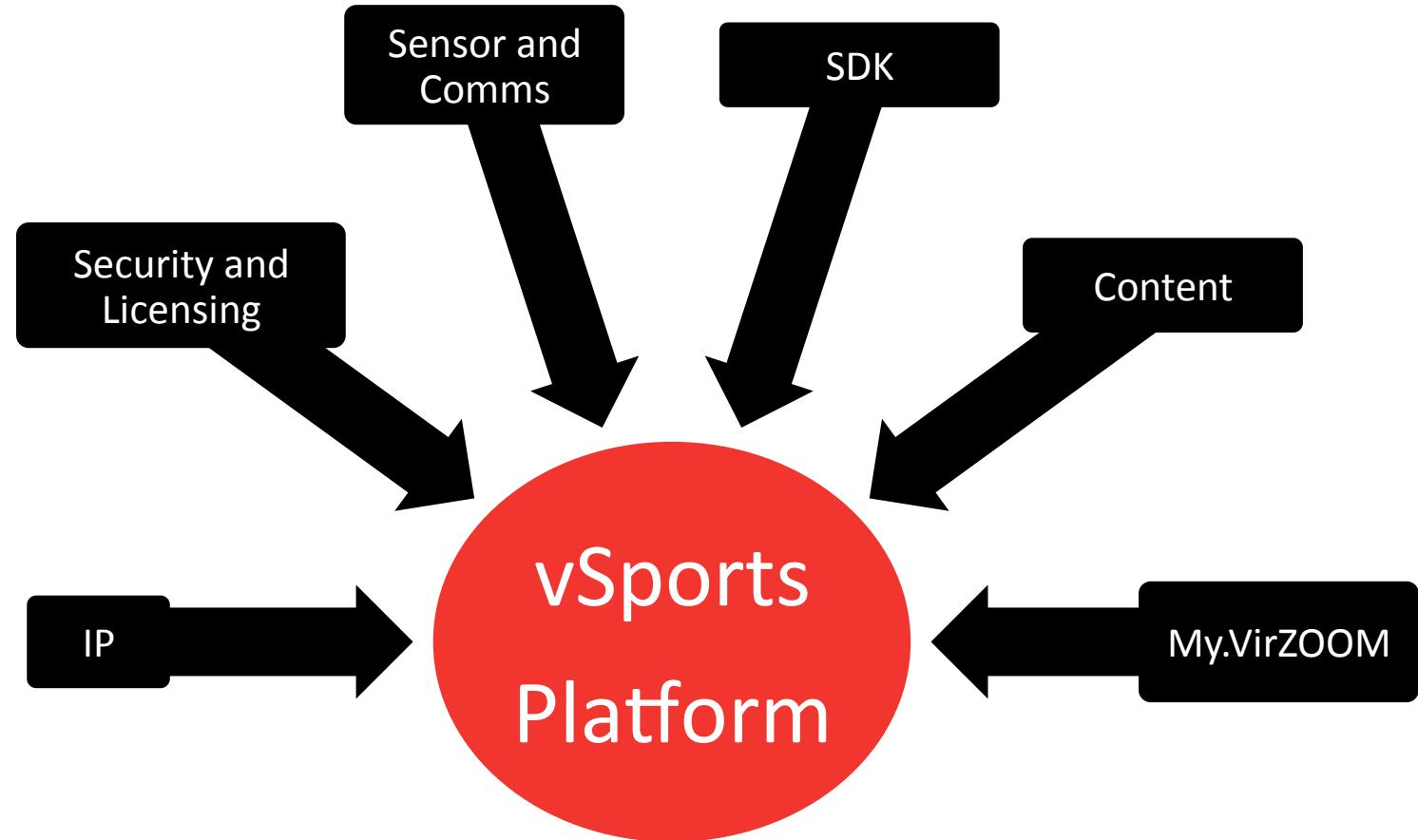
COMPETITION

Strava and Fitbit integration, online
leaderboards, lifetime statistics on
heart rate and calorie tracking



vSports Platform

1st party multiplayer content, SDK for 3rd party content, digital fitness web services, proprietary controller hardware and firmware, and security architecture covered by comprehensive IP application.





vSports platform supports a broad range of content delivery formats, from a \$1,000 high-end all-in-one vSports System, to a portable \$400 vSports Controller, to a \$99 attachable sensor.



OEM
High-
End



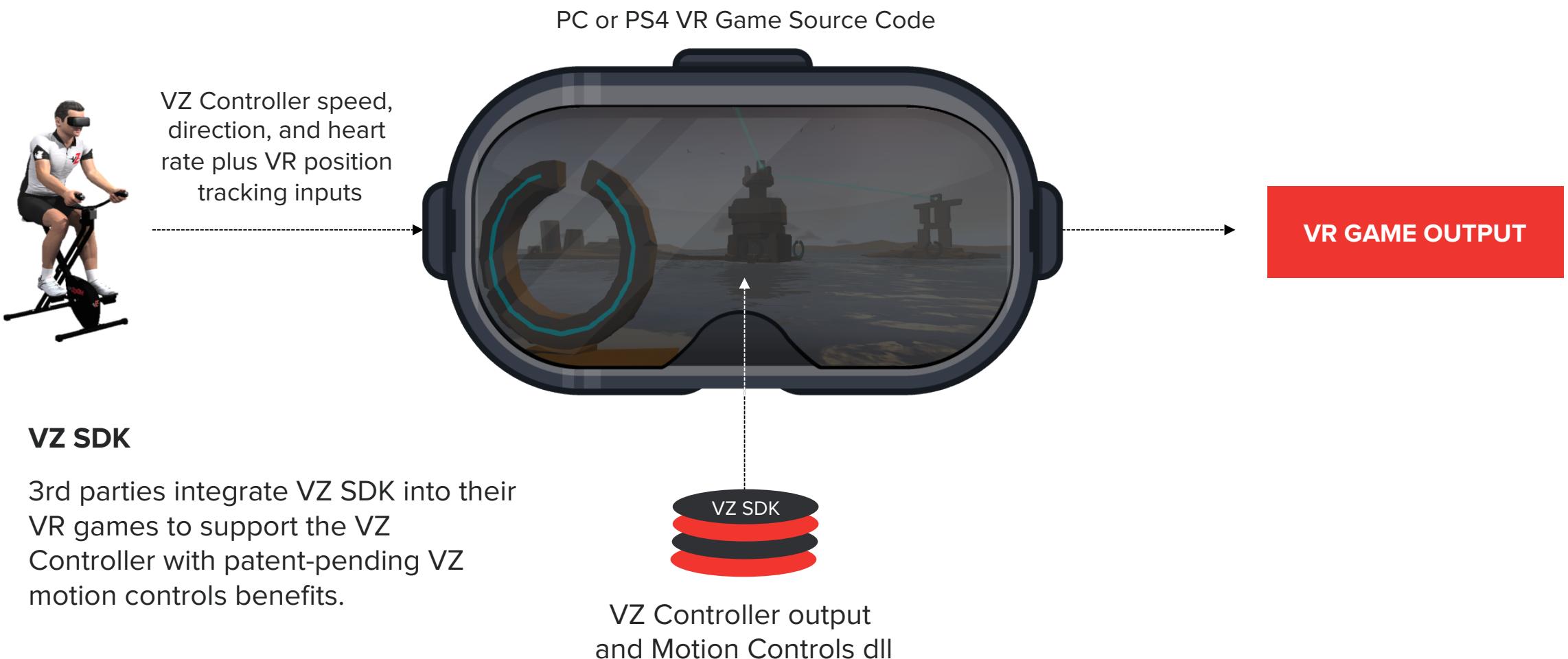
Retail
Mid-Range



OEM
Low-
End



SDK for 3rd Party vSports Content



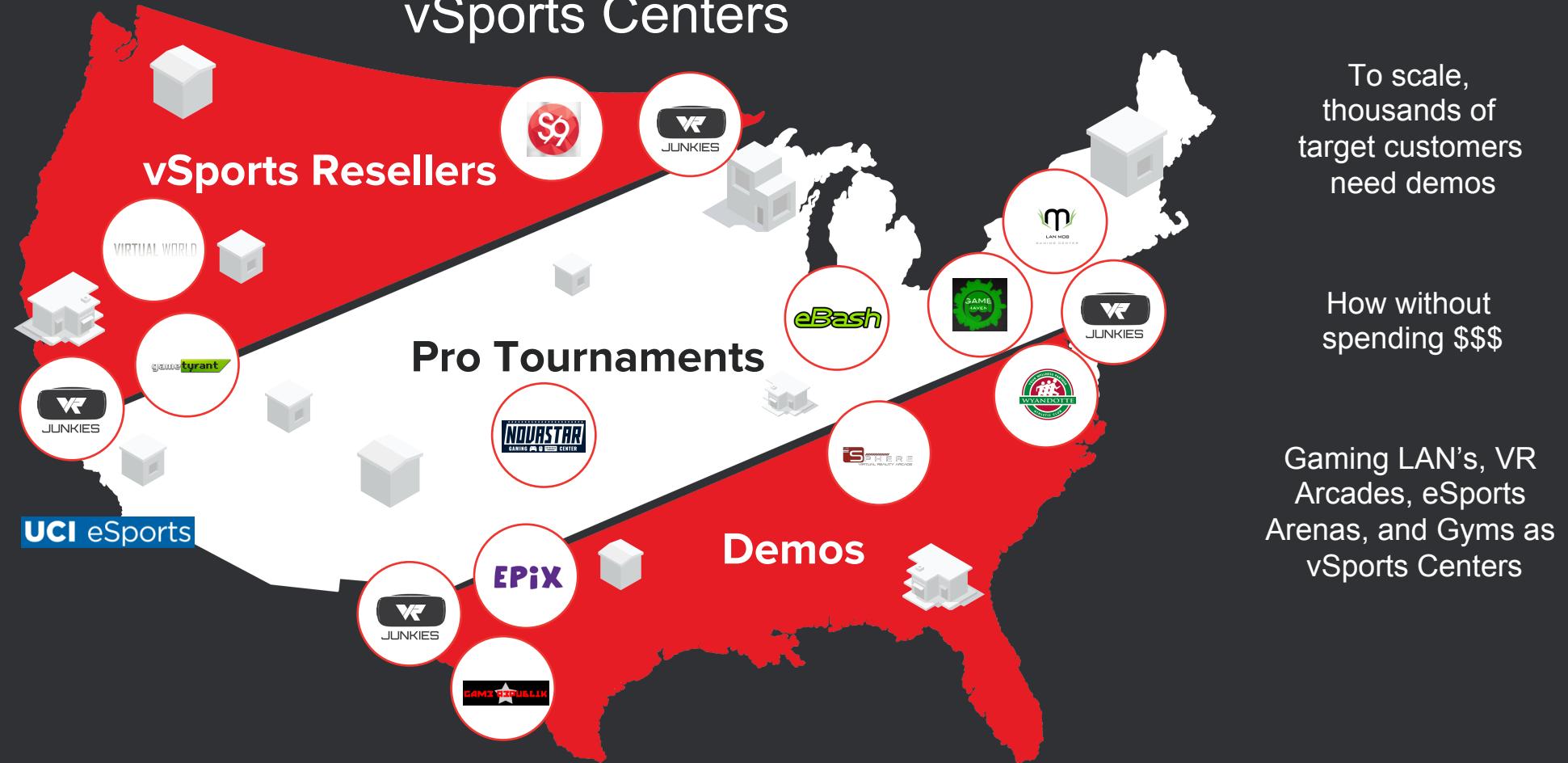


vSports Centers

Our customers
love our product

Returns are
practically nil

Most consumers
have to try it to
“get it”





vSports Sponsors

Who pays for vSports marketing?

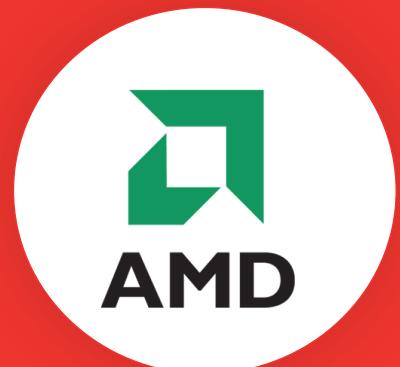
Partners in the vSports Ecosystem who benefit from vSport System Sales.

Partners

Initially hardware partners AMD and HTC, digital fitness partner Fitbit, and controller partner Life Fitness.



FITNESS EQUIPMENT



VR PC



VR HMD



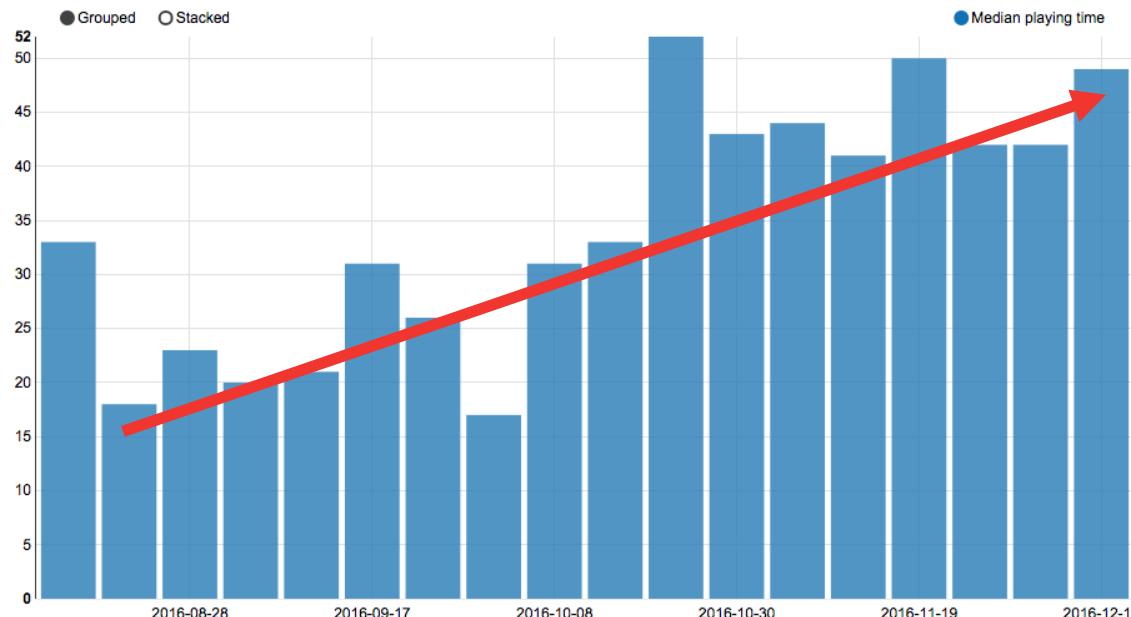
DIGITAL FITNESS



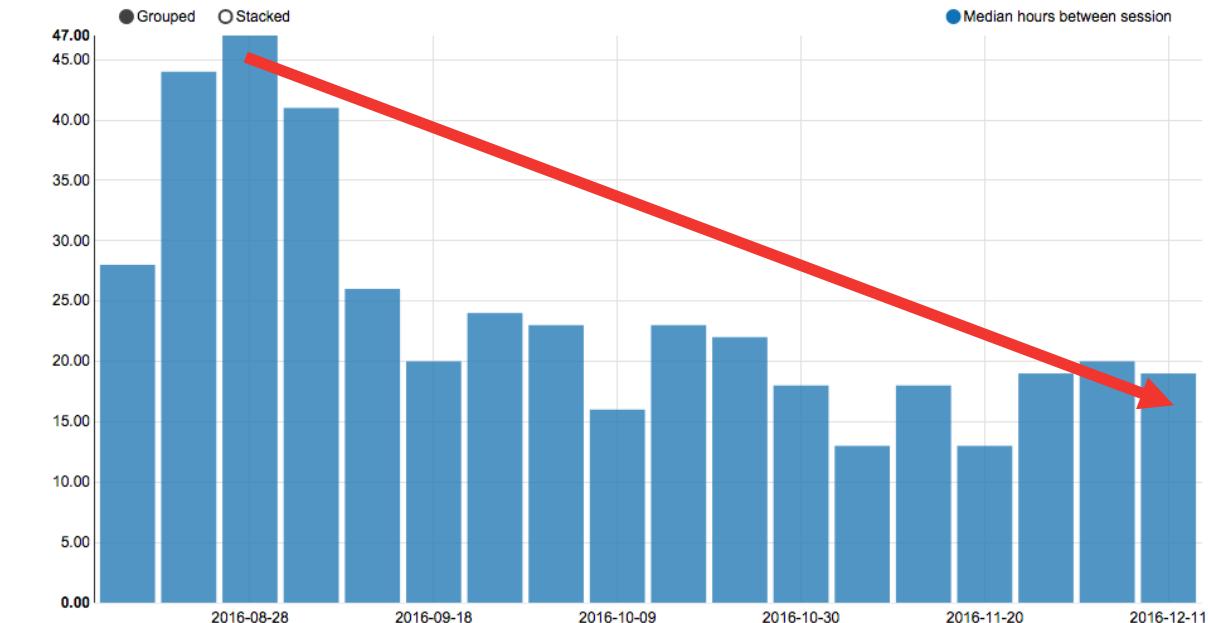


Player Validation - Telemetry

Median time(minutes) spent playing per user



Median time(hours) between sessions per user



Customers are using VirZOOM for ever longer periods...

...and more often

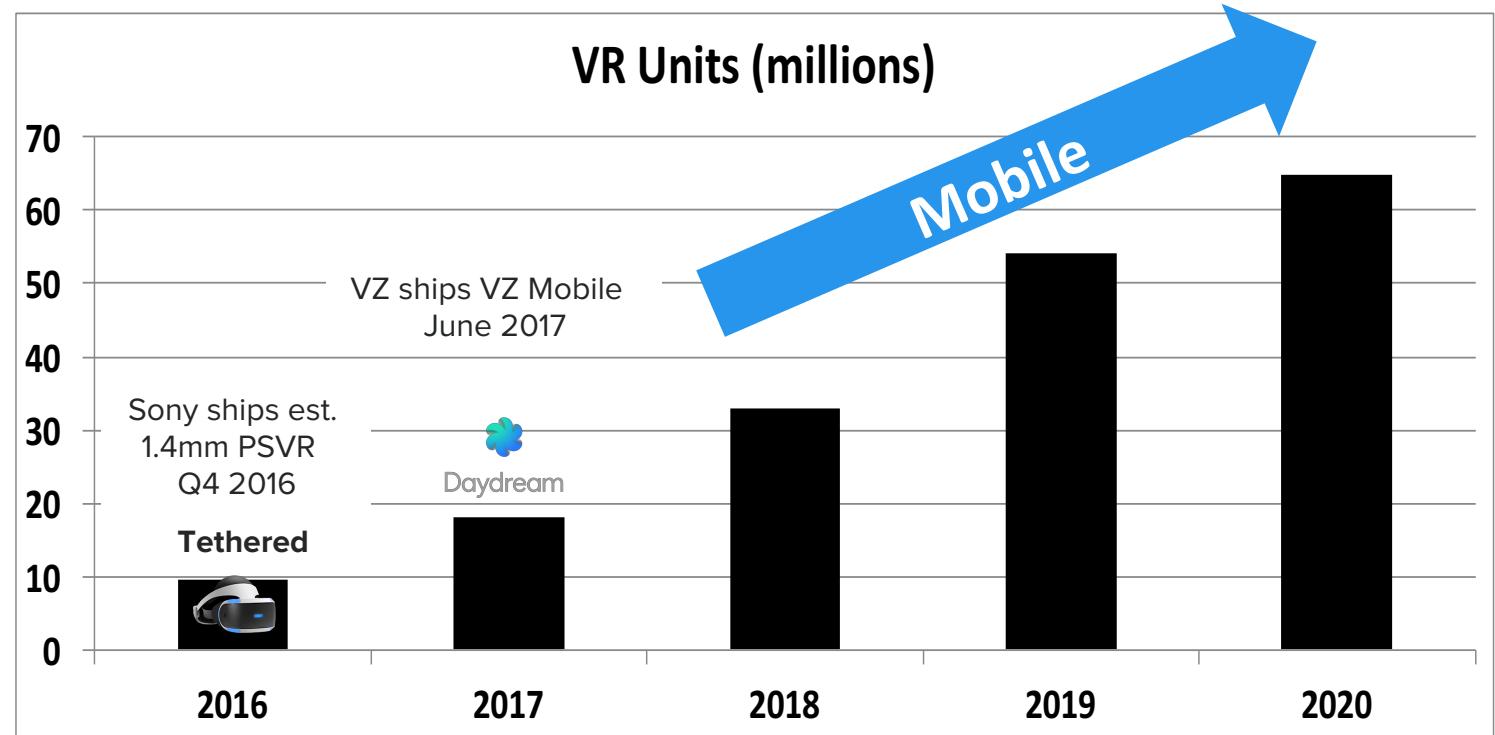


vSports Market Growth

Scaling

VirZoom is creating the vSports market with 1st generation tethered VR headset products

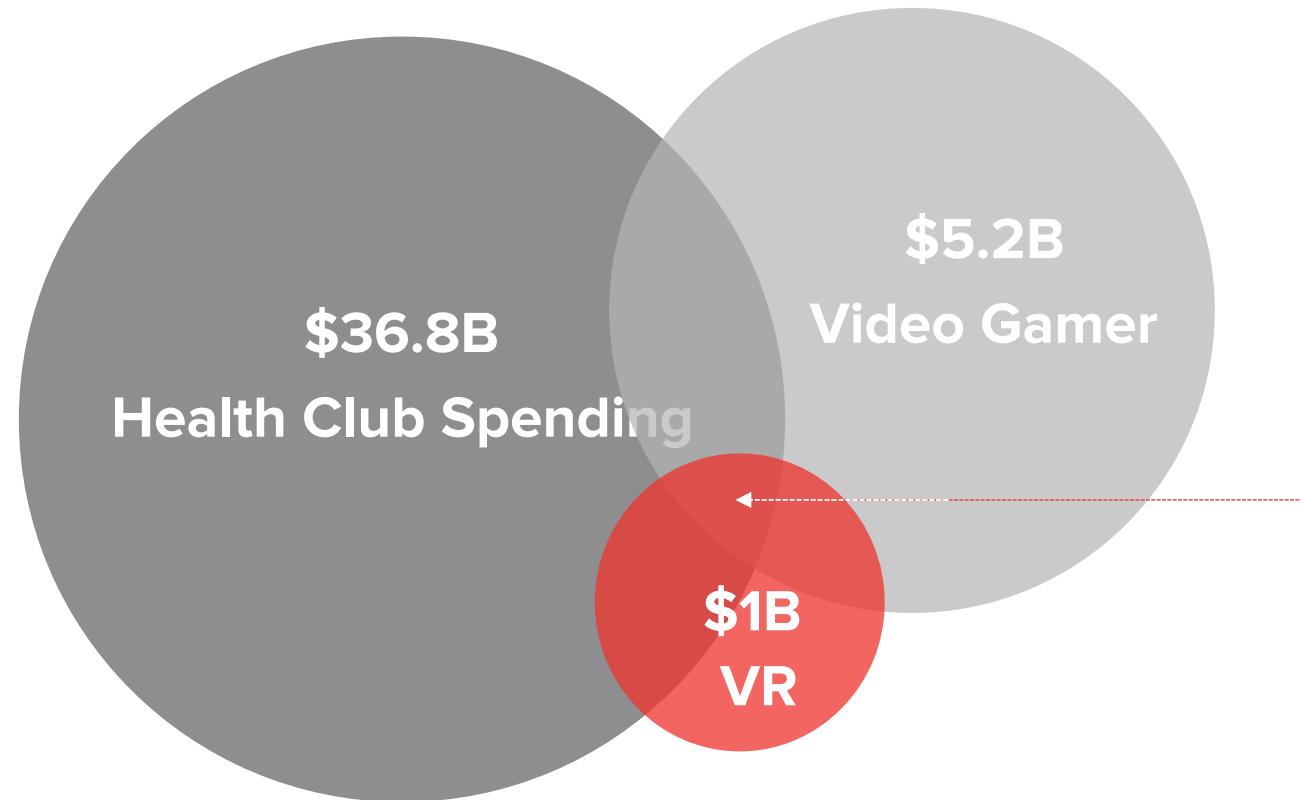
Will start to scale after Google Daydream ships on millions of mobile devices starting Q2 2017





U.S. vSports Market 2016

VirZOOM early adopter is a casual fitness consumer who is also a VR enthusiast and hardcore gamer.



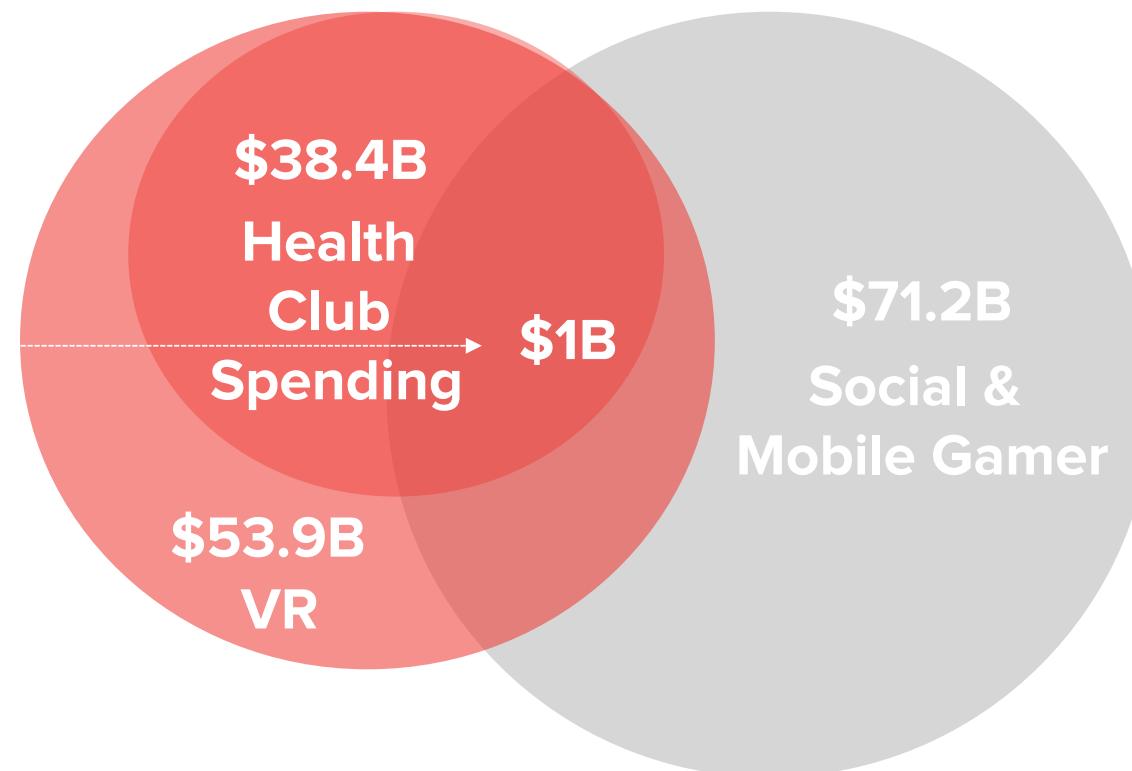
VirZOOM Initial Market 2016

Sources: IBISWorld; Entertainment Software Association, NPD Group; Deloitte; Markets and Markets



U.S. vSports Market 2018

**VirZOOM Mature
Market**



The mass market VirZOOM in 2018 is the casual fitness consumer who owns a mobile device that supports high quality VR content.

Sources: IBISWorld; Entertainment Software Association, NPD Group; Deloitte; Markets and Markets, management estimates



Delivers



"VirZoom plus PSVR and a PS4 equals a little bit of magic."



"I never want to get off this bike"



THE AUTHORITY ON TECH

"These games are fun ... and they get you to exercise. What's not to like?"



"A surprisingly effective way to make exercise feel like anything but."



"VirZoom is only fully realized health & wellness VR product out there right now."



vSports Team

**Eric Janszen**

Co-Founder & CEO

25+ years in operating roles: Product Management, Sales, CEO; 10+ years in start-up finance: EIR, venture capital, board

**Eric Malafeew**

Co-Founder & CTO

25+ years of game and game engine development expertise with specialized controllers; Virginia Tech, MIT Mechanical Engineering

**Peter MacDonald**

Art Director

20 years creating 3d art, designing games and directing art teams; 5 years developing product branding and visual identity

**Anthony Lorusso**

Hardware Director

20+ years wireless sensor design for military and commercial applications

**Spencer Honeyman**

Dir. Biz. Development

Business development, marketing, and strategic partnerships

**Henrik Holmdahl**

Lead Game Programmer

25+ years in operating roles: Product Management, Sales, CEO; 10+ years in start-up finance: EIR, venture capital, board

Chris Farnham – Integrated Systems Director

Q&A and Tech Support management

Robert Kay: Lead Game Designer

Lead game design for Guitar Hero and other major successes

Bryn Bennett - Programmer

20+ years game design and programming expertise

Kaitlynn Hegarty – QA Lead

Q&A and Tech Support management

Jason Tocci - Community Manager

Tech Support and Community management



vSports Advisory Board



Michael Dornbrook was responsible for Harmonix's Finance and Administration. He has handled most of the major deals, such as the game publishing contracts and the Chinese manufacturing. Before joining Harmonix in 1997, he was co-founder and president of Boffo Games. Previously he headed up Infocom's marketing]through most of the 1980s, launching over forty Top-10 bestsellers, and he is particularly proud of championing The Hitchhiker's Guide to the Galaxy and Leather Goddesses of Phobos. Mike's highly relevant experience is an invaluable asset in VirZOOM's planning and execution.



Jon Goldman is based in Los Angeles, Jon was a founder, Chairman and CEO of Foundation 9 Entertainment, the largest independent videogame developer in the world at the time with 11 studios and 1000 employees and sold the company in 2006. Foundation 9's studios created hundreds of videogames based on top tier global brands such as Star Wars, The Matrix, The Simpsons and Lord of the Rings.

Jon is currently a venture partner at Greycroft where he complements his work through his continued involvement as Managing Partner for Skybound, the IP holder of The Walking Dead and other top IPs. Jon focuses on new businesses, including videogames and experiential entertainment. Previously, Jon served as board member and CEO for two portfolio companies at Jerusalem Venture Partners in videogames and online video. Jon attended Harvard, magna cum laude in Asian Studies, Phi Beta Kappa, as well as the University of Kyoto and the entrepreneurial management program at UCLA Anderson School. Jon provides a wealth of expert game industry advice and contacts to VirZOOM.



Peter Nash is an international management consultant based in England with special expertise in business strategies development. Peter works with CEOs, board members, and senior executives to develop strategies for companies, divisions, categories, regions and business units of manufacturers of fast moving consumer goods. He has developed over 60 business strategies for clients across 6 continents. He previously worked at BCG and Accenture before founding his own consulting firm. His education includes MA & MEng degrees with Distinction from Cambridge University, a Certified Diploma in Account and Finance, and an INSEAD MBA. He contributes a commercial strategy perspective to VirZOOM.



Patrick Nally as a pioneer in the field of sports business he is often called the godfather of modern sports marketing and sponsorship, the first to recognize the unique potential of sport as a medium for global communication of commercial brands. As the director of the company West Nally, established in the early seventies, he redefined sports business by pioneering approach in the marketing of international events, played the main role in the integration of Coca-Cola and FIFA, designed products for the rights holders (IOC, UEFA, Davis Cup, IAAF, FIS ...) and set a number of standards for the marketing of major events which are still in use today. Patrick was the first to see VirZOOM's vSports future.



Paul Eibeler is Chairman of COKeM International. COKeM the most successful, influential and innovative distribution service company in the video game industry, provides full-service distribution, fulfillment and 3PL services for vendors such as Sony, Disney, Activision, and Electronic Arts into major retailers including Amazon, Best Buy, Target, and GameStop. Paul's 30 plus years of retail experience and deep knowledge and contacts in the game industry are a major asset for VirZOOM.