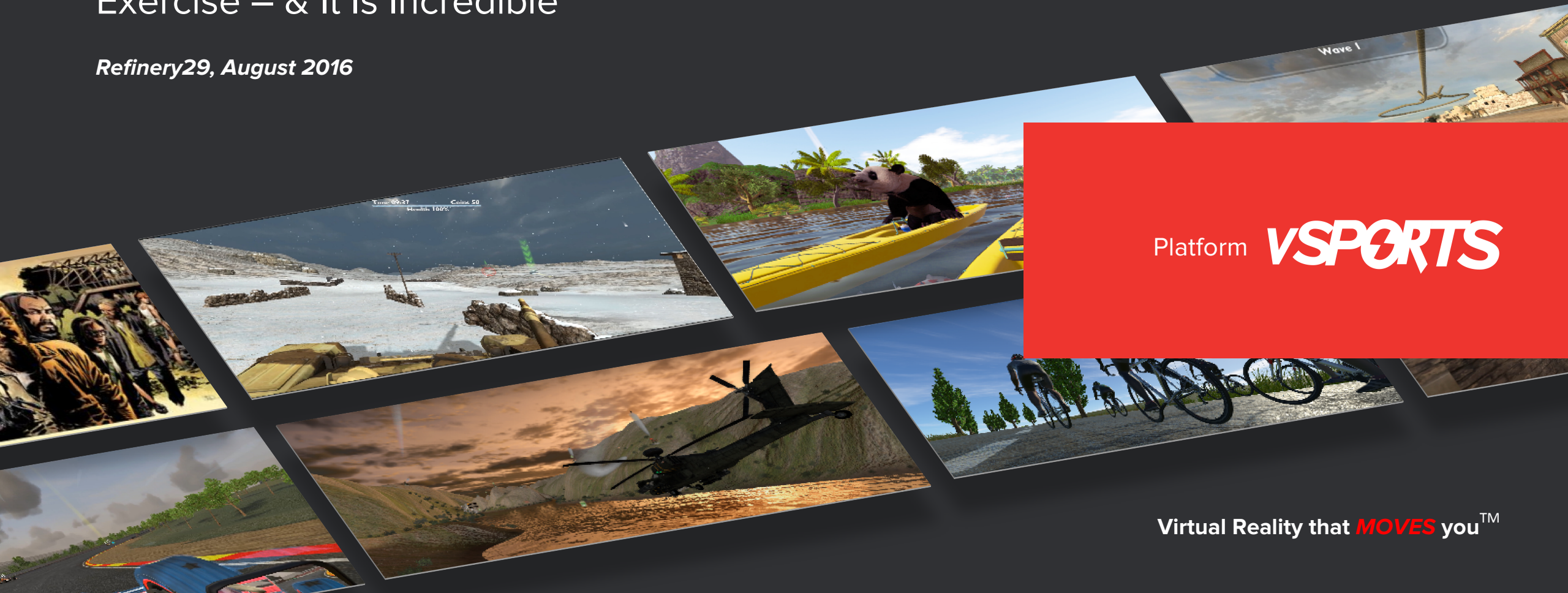




“I Have Seen The Future Of  
Exercise – & It Is Incredible”

*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



Showing 1-6 of 6 reviews (5 star). [Show all reviews](#)

★★★★★ **Fantastic**

Amazon Customer on December 29, 2016

**Verified Purchase**

Best tech of 2016 more

found this helpful. Was this review helpful to you?

**VIRZOOM**



★★★★★

**Immerse yourself and forget your working out. Finally**

dongle to the i  
sy. When you first see

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?.

y easy instructions a

d I am sure if you pl

f working out and it does just that. I HATE

workout and it never really worked. A co

**ely the best exercise bike I've**

016

First the FEEL of the drag on

Assembly was EASY (new

Support is unsurpassed.

I totally forget about the

do stop and towell off... t

For me "ZERO motion sick

Challenges from the commu

working out. The best workout ma

This does not appear to be in that league.

look forward to i

nt. This is FUN.

idibly cool vi

drag - as in a belt around (more like weight).

was setup and running in 15 minutes. No blue tooth pairing.. Turned it on and it just went!

software... they'll listen and very likely give you what you want).

game. The end of the workout is typically when I need to stop to towel off instead of "well that was my 30 minutes". So If I

n and do more - and often do just that.

at any time.

ke, 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

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.

► [Comment](#) | 4 people found this helpful. Was this review helpful to you?

Yes

No

[Report abuse](#)



## 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



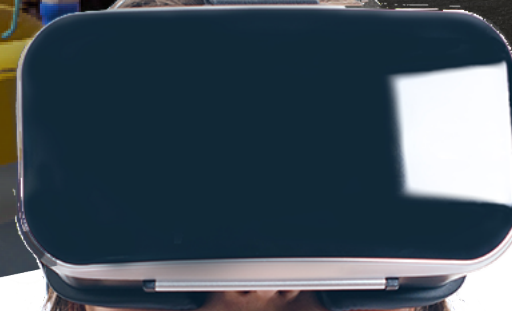
COMPETITIVE



PHYSICAL



IMMERSIVE

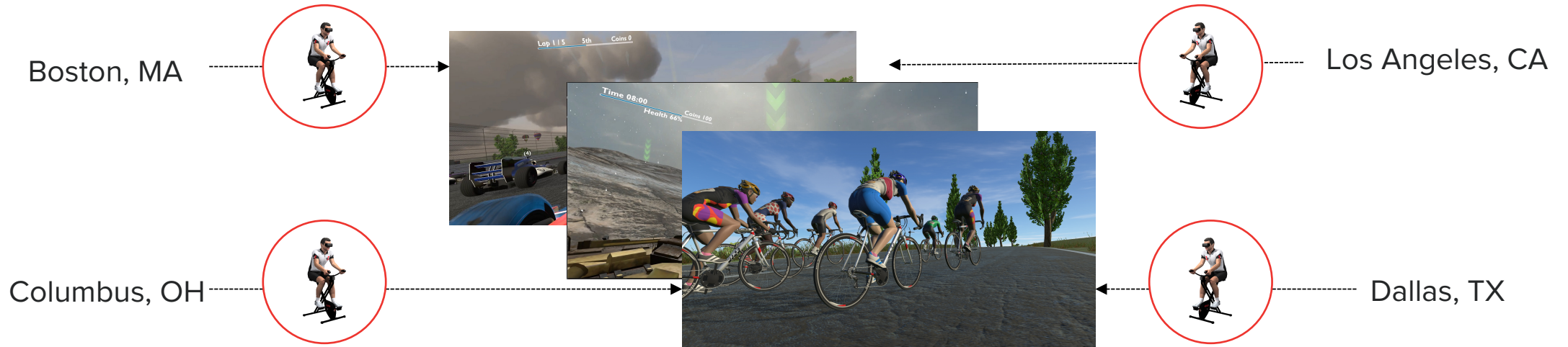






## vSports. Real Physical Competition in Virtual Reality

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



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

# VIRZOOM

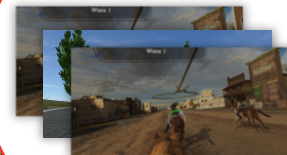
## vSports System



### VR HMD

HTC Vive, Sony VR,  
Microsoft VR, Google  
Daydream

### CONTROLLER



### CONTENT

### VR PC OR CONSOLE



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

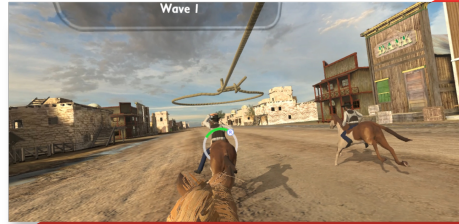


The only Sony PlayStation-approved PSVR peripheral.





## 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

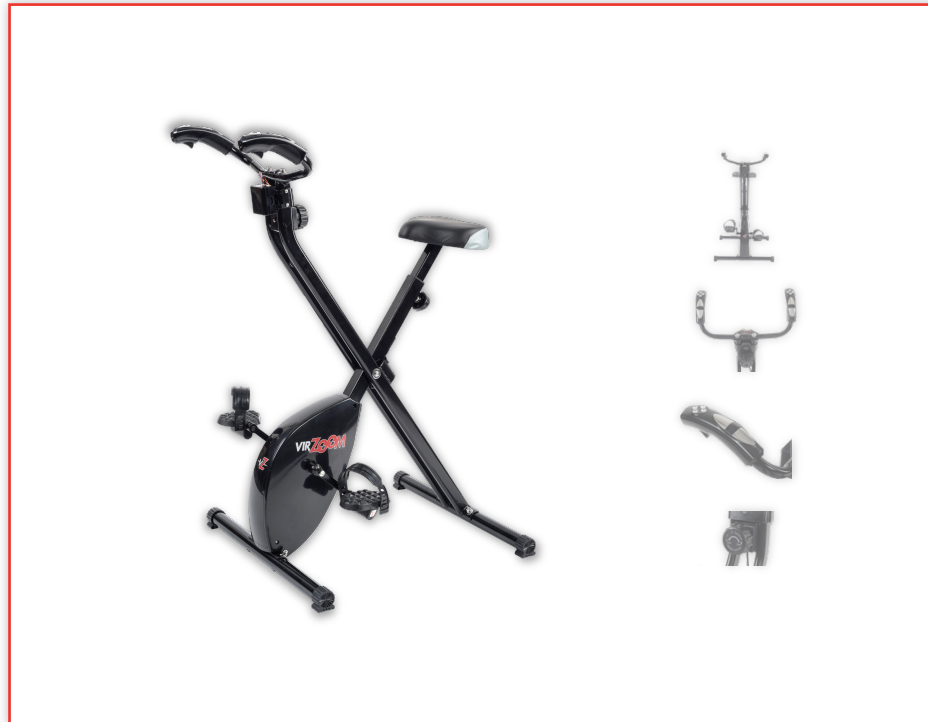
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## vSports Controller



### **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

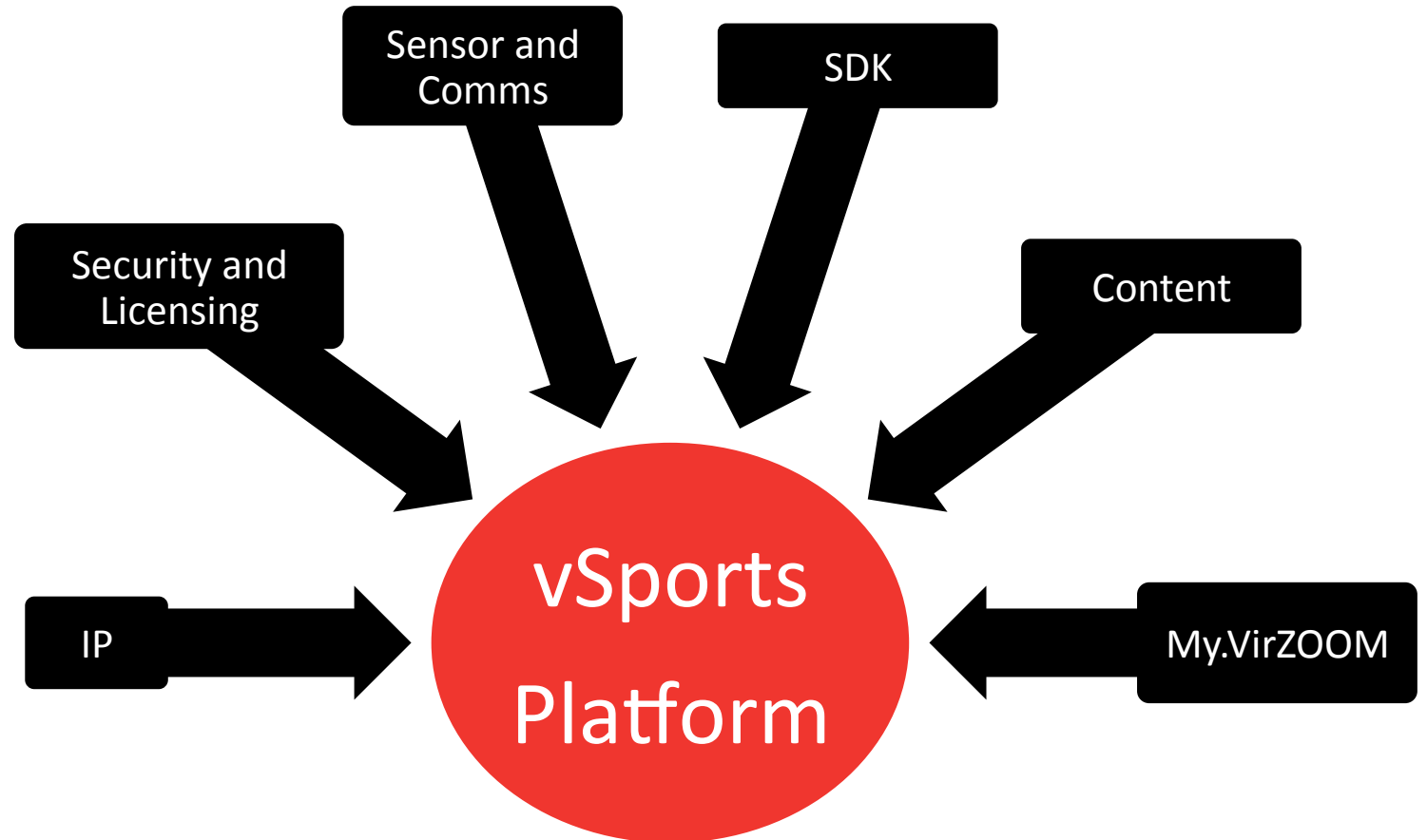
### **COMPETITION**

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



# vSports Platform

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





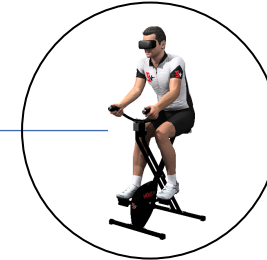


vSports platform supports a broad range of content delivery formats, from a \$1,000 high-end all-in-one vSports System, to a portable \$400 vSports Controller, to a \$99 attachable sensor.

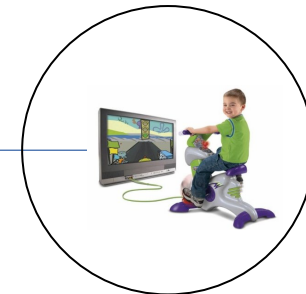
## vSports Platform



OEM  
High-  
End



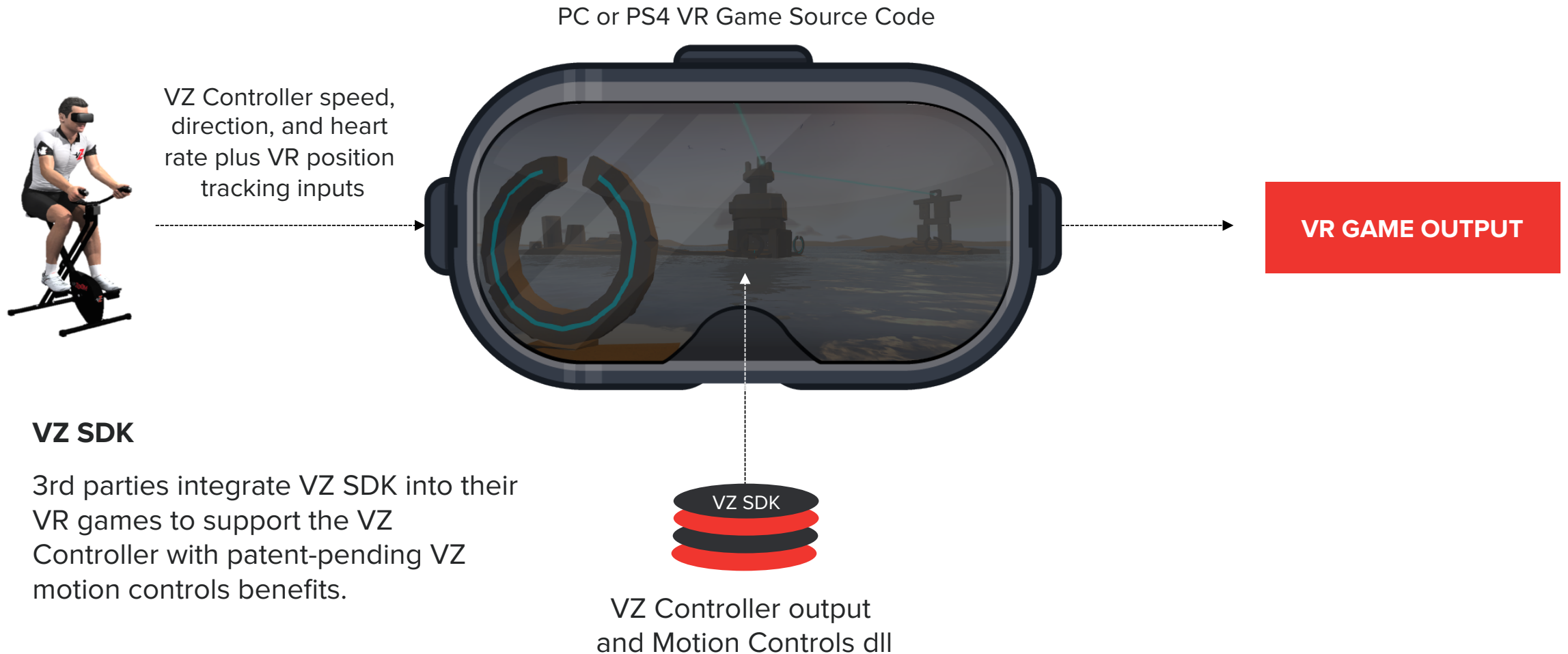
Retail  
Mid-Range



OEM  
Low-  
End



## SDK for 3<sup>rd</sup> Party vSports Content



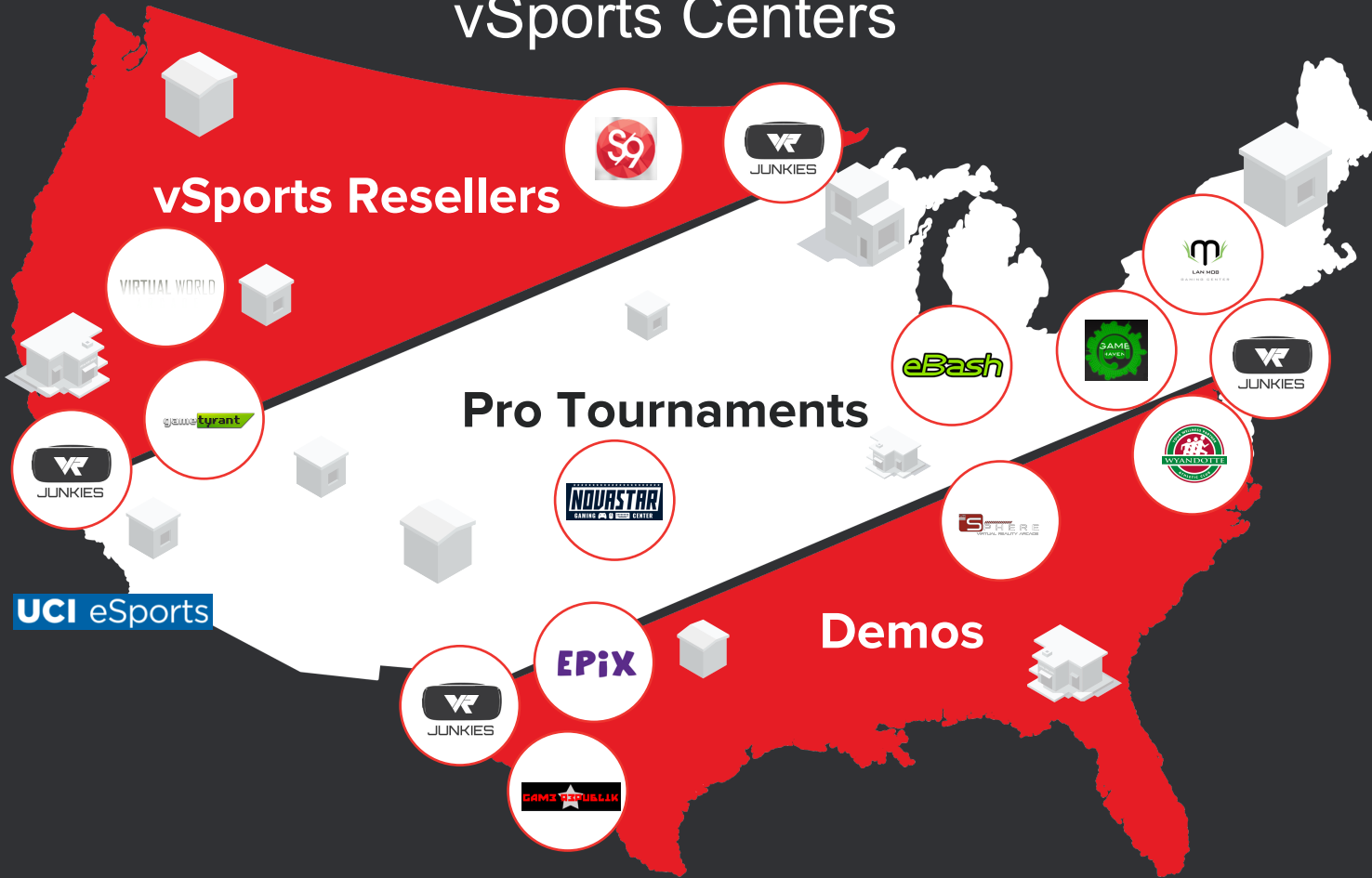


## vSports Centers

### vSports Resellers

### Pro Tournaments

### Demos



Our customers  
love our product

Returns are  
practically nil

Most consumers  
have to try it to  
“get it”

To scale,  
thousands of  
target customers  
need demos

How without  
spending \$\$\$

Gaming LAN's, VR  
Arcades, eSports  
Arenas, and Gyms as  
vSports Centers







## 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



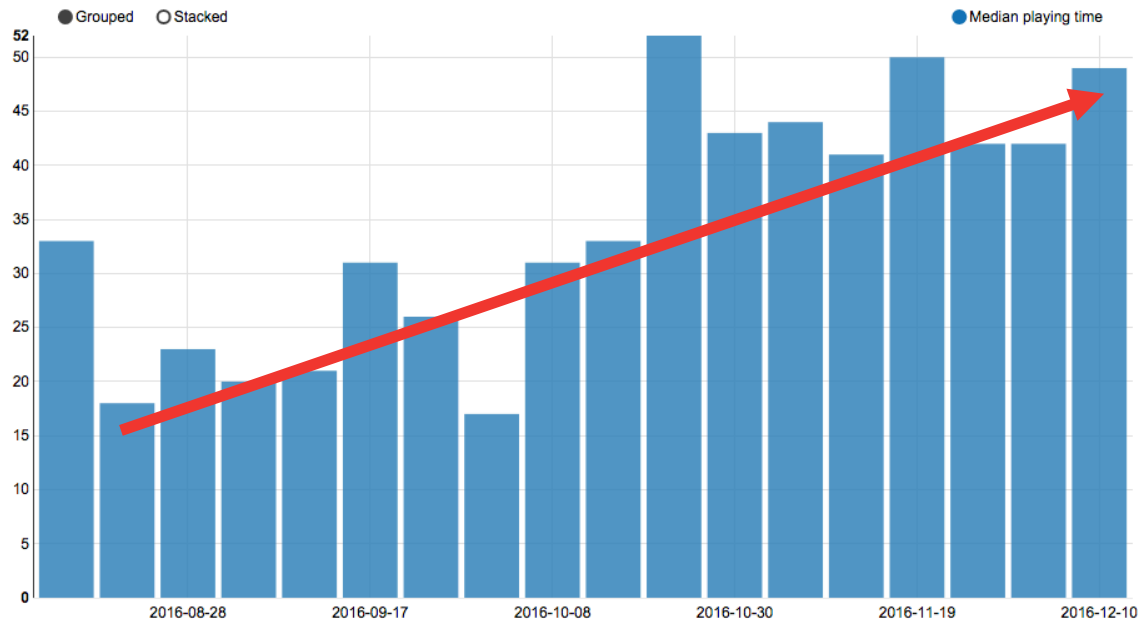
DIGITAL  
FITNESS





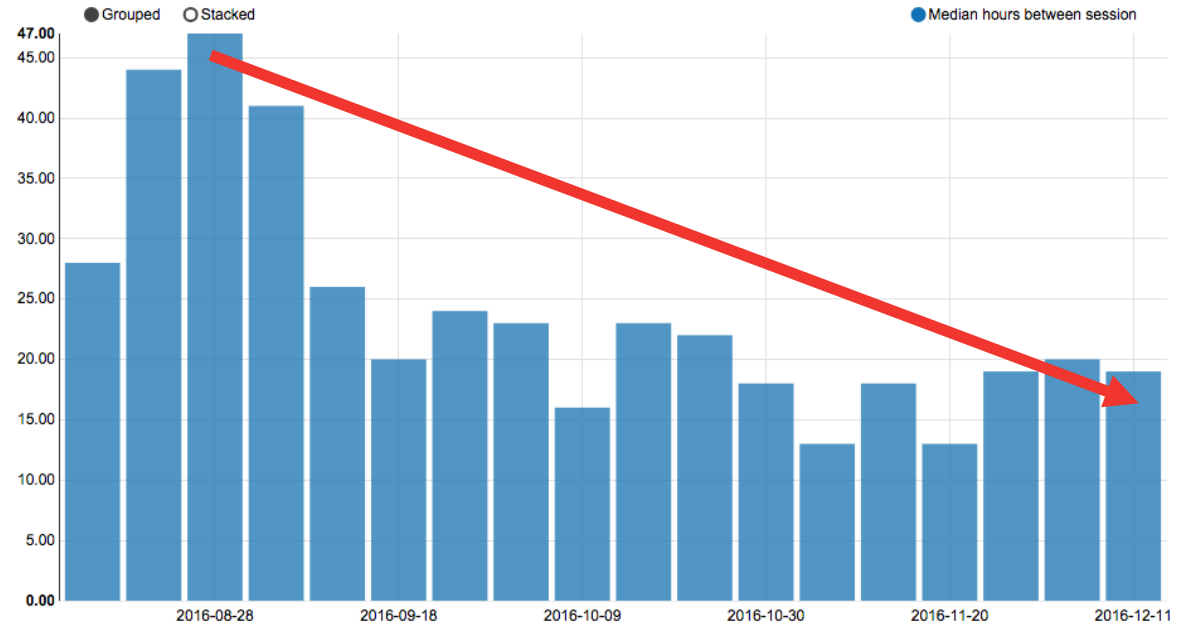
## Player Validation - Telemetry

Median time(minutes) spent playing per user



Customers are using VirZOOM for ever longer periods...

Median time(hours) between sessions per user



...and more often

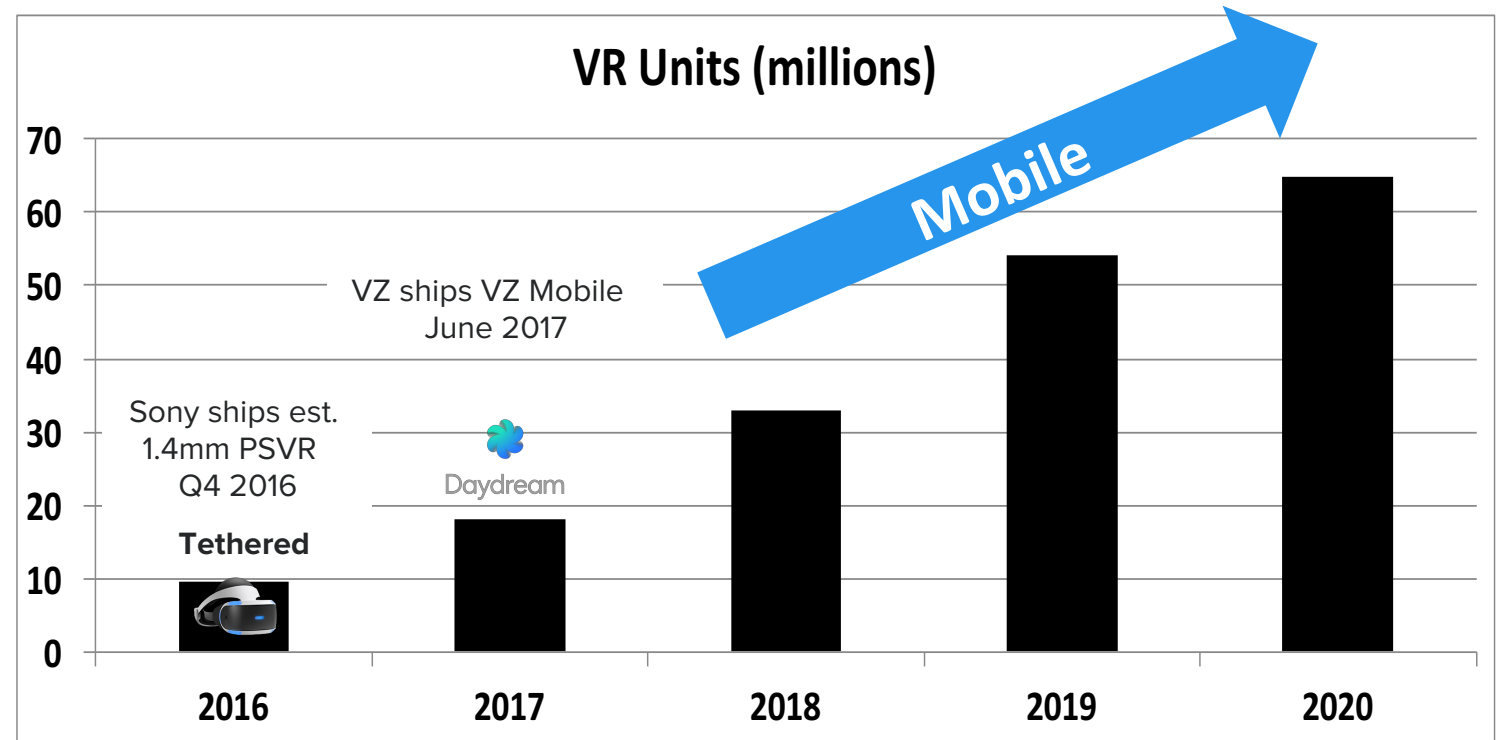


## vSports Market Growth

### Scaling

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

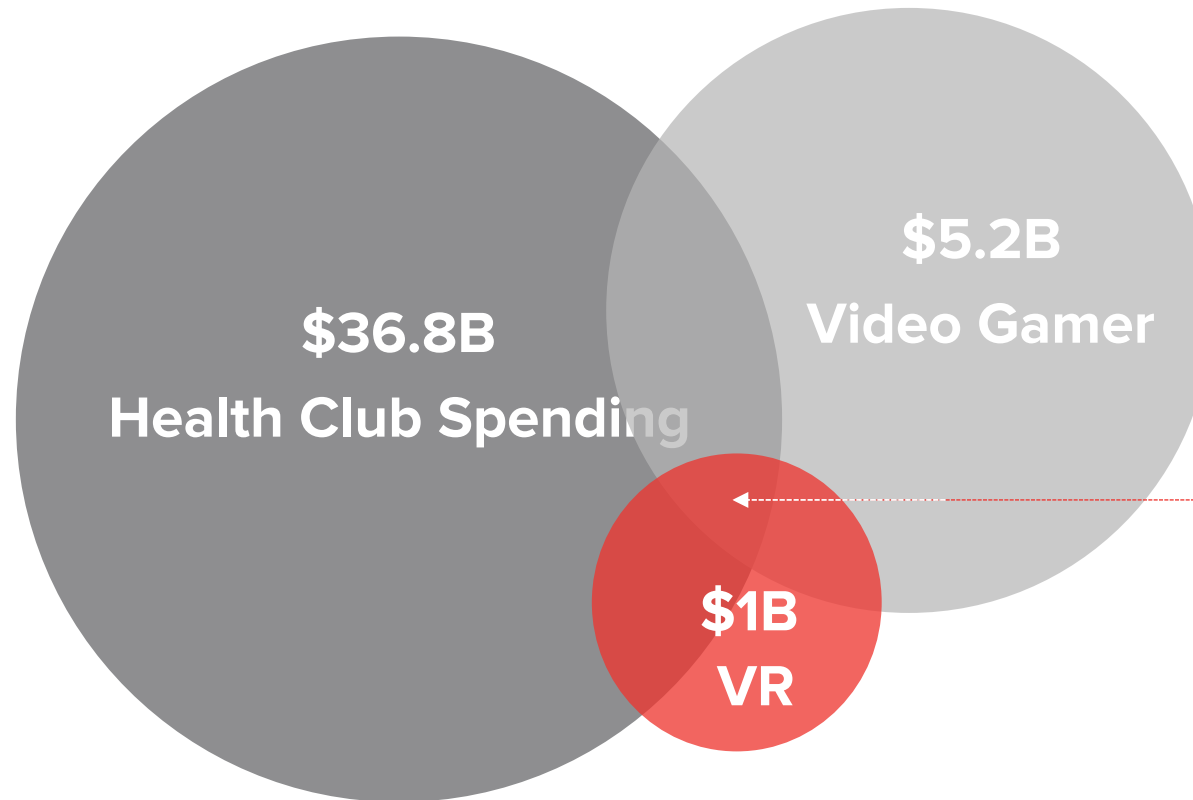
Will start to scale after Google Daydream ships on millions of mobile devices starting Q2 2017





## U.S. vSports Market 2016

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



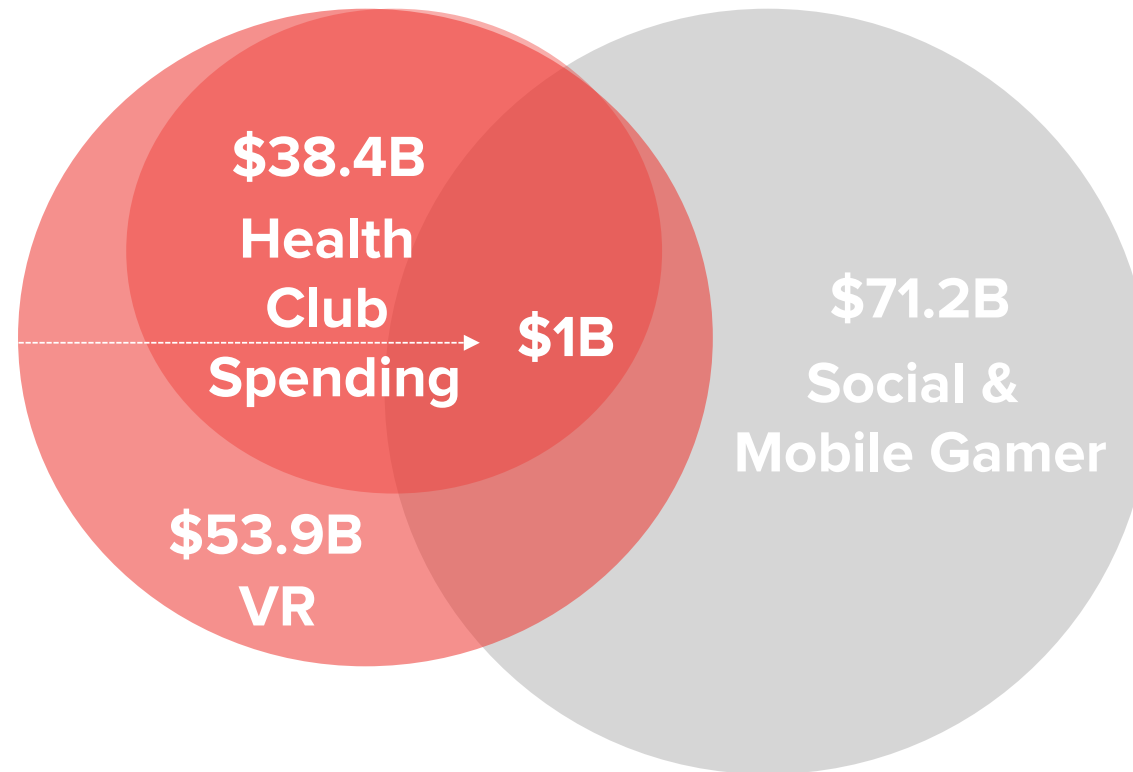
**VirZOOM Initial Market 2016**

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"*



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



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



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



# **VIRZOOM**

## 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.



**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.



**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.



**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.



**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.