

Meditation built for our future: immersive, educational, accessible to all



zenvrapp.com Atlanta GA

Technology iOS Android AR & VR Health & Fitness

Highlights

- 1 🏆 #1 highest rated Meditation app on Quest; #4 out of 243 for Education
- 2 📄 We are thought leaders in this space; GT thesis project & prestigious research papers published**
- 3 🔄 Our app is sticky! Once users complete lesson 3, they go on to finish all modules
- 4 📅 Hundreds of users log back in every month -- 710 total app purchases in first year
- 5 🤝 B2B pilot partners already in motion; including Soundcloud & Red Mountain Sedona Treatment Center**
- 6 🌐 Global mental health market valued at \$383 billion in 2020 - estimated \$538 billion by 2030
- 7 🧘 VR is part of our shared future on this planet; we're the leaders in immersive VR meditation

Our Team



Matt Golino CEO/Founder

In the past few years I've specialized on Virtual Reality design and development, working at Google on their YouTube VR team and winning numerous awards for VR-related projects under various renowned professors.



Eric Bruce Marketing

BS Business & Marketing, Georgia Tech 5+ Years Building Digital Marketing Programs 4+ Years Launching and Growing Brands



Yago Arconada Developer

BS Biomed Engineering, UC San Diego MS Human-Computer Interaction, GT 4+ Years Engineering Experience



Josh White Advisor

Executive Director of Red Mountain Sedona Treatment Center Board of Directors of the National Association of Therapeutic Schools and Programs (NATSAP) Licensed Clinical Mental Health Counselor



Rohit Agarwal Advisor

Former Chief Product Officer at CNN Former Chief Product Officer at HSBC CPTO at SoundCloud Advisor at Vestigo VR, Mictic AR



Phil Schneidermeyer Advisor

20+ years technology talent management experience Founder CIO Search Group and Talent Intelligence Agency Strategic advisor to SucceedSmart, Aniline.io, YearUp

LEAD INVESTOR

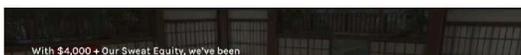


Josh White Executive Director and Founder, Red Mountain Sedona

As a sanctioned Zen teacher, licensed psychotherapist, and serial entrepreneur, it's my great pleasure to endorse ZenVR, and to serve as Lead Investor. It's been well-established that mindfulness is one of the most powerful tools we can use to regulate the nervous system. A calm nervous system results in reduced stress, less anxiety and more choice, as we are less driven by our unconscious impulses and conditioning, and more free to choose how to act in alignment with our goals and values. There has never been a greater need for mindfulness in a world of overstimulation, derision and isolation. Matt Golino and his team have done a wonderful job making mindfulness practice accessible to anyone through their virtual platform which features a calm and relaxing ZenDo practice space, and Kai, a teacher who is an amalgamation of many archetypes who is easy to understand and practice with. I have used ZenVR with many students new to mindfulness practice, and it has received universal accolades. I could not be more pleased to be involved with this project, and I hope you'll join me in seeing the tremendous potential ZenVR has to positively impact the world.

Invested \$5,000 this round

Pitch



able to...

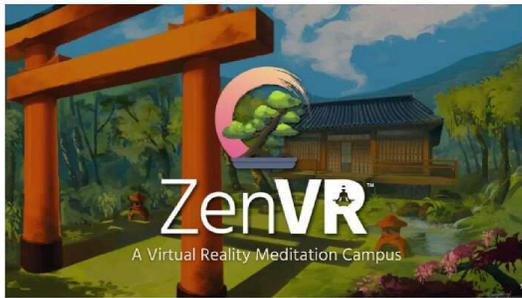
- Build - and fund on Oculus - hours of immersive virtual reality meditation content that has brought hundreds of people back to the app each month.
- Ranked us #4 highest rated meditation app on Quest.
- Attracted initial B2B consumers, with zero dollars spent on marketing

... Imagine what we will be able to achieve with \$500,000.

Join us in bringing research-backed meditation to everyone across the globe 🌍

Become an owner in this mission today, by investing in the power of ZenVR.

invest@zenvrapp.com
www.zenvrapp.com

THE MENTAL HEALTH EPIDEMIC IS OUT OF CONTROL

We know meditation is good for us, but why isn't everyone doing it?

- \$225 billion** mental health spending in 2019; +52% from 2009
- \$90.5 billion** valuation of Behavioral Health Market in 2020

- Phone apps lack real-life depth
- In-person classes are inconvenient in a busy world
- Current VR apps lack desired education-focus



ZenVR IS THE MISSING PIECE

| Phone apps lack real-life depth | In-person classes are inconvenient in a busy world | Current VR apps lack desired education-focus |
|---|--|---|
| ZenVR is an immersive meditation campus | ZenVR works with everyone's schedule | ZenVR is research-backed and education-centered |
| Listening to an instructor on your phone is a far less engaging experience than visually being in present "in the room" | Each module is only 20 minutes Wherever you take your VR headset, the ZenVR immersive classroom is there with you | Education centered classes are sticky, because people like to learn. Once a user completes Lesson 3 they go on to complete all other modules. |



Building a MEDITATION CAMPUS

- A Meditation Campus** designed for shared experiences w/ fellow students & faculty
- Moving Meditations** "out of this world"
- Immersive Learning** designed for XR
- New Meditation Environments**

Research-backed Meditation Education

Our master's thesis research



Multi-week study
Increased cognitive affective mindfulness;
Decreased perceived stress

Research published at industry defining **ACM Conference on Human Factors in Computing Systems (CHI) 2022**

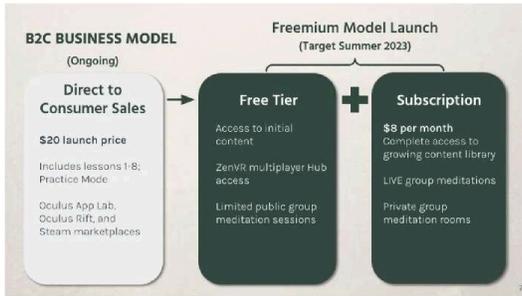


ZenVR Quick Preview

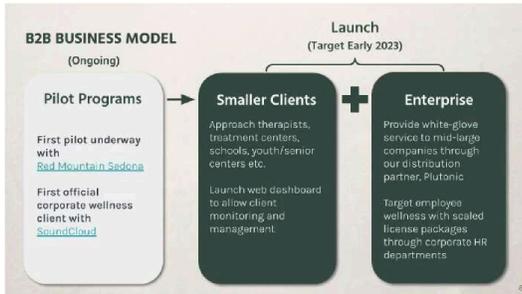
ZenVR

Watch later Share

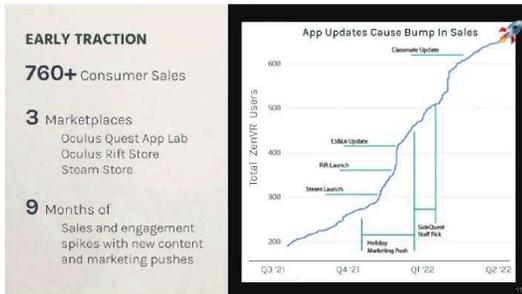
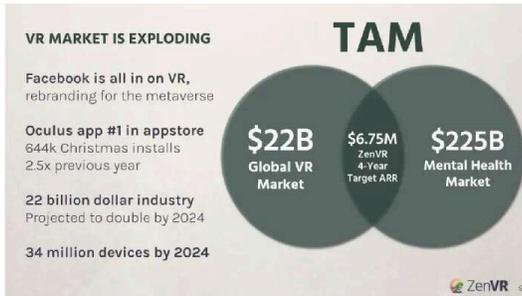
Connect with us



*Forward-looking projections can't be guaranteed.



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EARLY RETENTION

Users who complete Lesson 3 have a near 100% chance of completing subsequent lessons.

#1 highest rated Meditation app on Quest out of 16 apps*

This loyal vanguard is mainly the growing segment of self improvement focused 25-60 year old VR users

#4 highest rated Educational app on Quest out of 243 apps*

*Based on apps w/ 50+ reviews from rankings



TEAM OF EXPERTS



Matt Golino
CEO/CTO
UX Design @ YouiuseVR, Google
BS Computer Engineering, Georgia Tech
MS Human Computer Interaction, GT
15+ Years Industry Dev/Design Experience



Eric Bruce
CMO
BS Business & Marketing, Georgia Tech
10+ Years Building Digital Marketing Programs
10+ Year's Launching and Growing Brands



Santiago Arconada
Developer
BS Biomed Engineering, UC San Diego
MS Human-Computer Interaction, GT
5+ Year's Engineering Experience

EXCEPTIONAL ADVISORS



Josh White
Executive Director of Lead
Manzanita Sedona Treatment
Center
Board of Directors of the National
Association of Therapeutic Schools
and Programs (NATSP)
Co-creator of the "Meditation
Coastal"



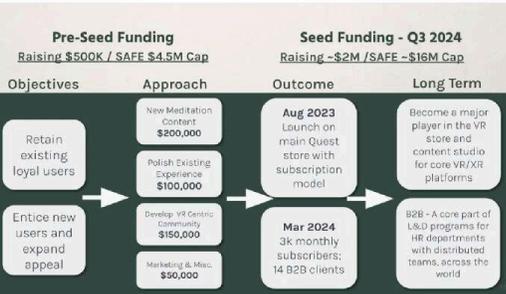
Rohit Agarwal
Former Chief Product Officer at
OYO
Former Chief Product Officer at
H&M
CFO at SoundCloud
Advisor at Venng, Niche, AI



Allen Stewart
Apprentice Zen Teacher
22 year member of The Mikao
Shum Dojo
Behavioral Health Executive led
multi-arena based businesses and
worked for hundreds of clients
MS Certificate, Executive MS
Social Work



Phil Schneidermeyer
20+ years technology talent
management experience
Founder CEO Spherix Group and
Senior Intelligence Agency
22+ years advisor to
Succedant, Amelio, Yardo



*Forward-looking projections can't be guaranteed.

NEW MEDITATION CONTENT

WHAT

- Next sets of meditation lessons with real Zen teachers
- Immersive moving meditations
- Bite sized supplemental content

WHY

- Retain loyal users that want more content
- Entice new users with unique and powerful experiences
- Build toward expansive curriculum of content



Kodo from the San Francisco Zen Center



Moving Meditations for body awareness

POLISH EXISTING EXPERIENCE

WHAT

- Increase visual fidelity of ZenVR
- Animate lessons with expertise leveraging power of VR to teach
- Expand campus with new environments relevant to classes

WHY

- Excite new users with a compelling use of VR from the first moment they try out the app
- Immerse users in a world they want to return to for their practice



Immersive animations designed for VR



New Meditation Environments

BUILD VR CENTRIC COMMUNITY

WHAT

- Build initial hub for community to meet and meditate together
- Host live events with teachers
- Establish account infrastructure

WHY



A Meditation Campus designed for shared experiences w/ fellow students & teachers

-Community is the centerpiece of why people come back to VR
 -Live experiences with teachers are compelling and engaging
 -Infrastructure paves way for subscription model



Receive perks at the following investment levels:

| | |
|--------------------------|---|
| \$250 or more | 1x Lifetime Access (CONSUMER SINGLE-LICENSE) |
| \$500 or more | 3x Lifetime Access (CONSUMER SINGLE-LICENSE) |
| \$1.5k or more | Your Name on the Gratitude Monument Your name will be placed on the ZenVR Gratitude Monument, which will be located at a future meditation spot accessible to all users to enjoy. |
| \$5k or more | Adopt-A-Tree Your name + meditation quote of your choice will be placed onto an Official banner hanging from a tree within the experience surroundings of the ZenVR meditation spaces. |
| \$15k or more | Adopt-A-Meditation Spot Your name + custom message to users (or meditation quote of your choice) will go on a plaque at a dedicated meditation spot for users. |
| \$20k or more | Your Own Custom Student Avatar Work with us to create your own virtual avatar that users will recognize alongside future students, teachers, create and record your own content to be answered by an instructor during the Q&A portion of a future session. |

With \$4,000 + Our Sweat Equity, we've been able to...

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**Click [here](#) for link to published research.

**Pilot projects are currently being deployed with the help of our advisors who work at these companies. There are no official LOIs or contracts in place.