

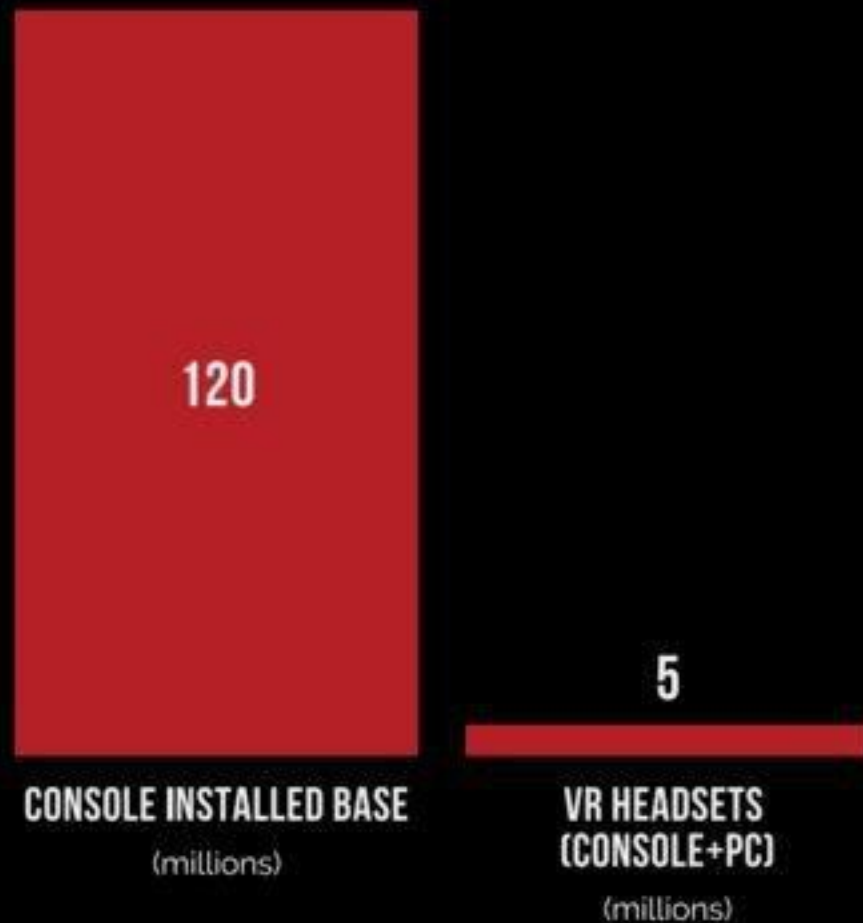


THE HOLODECK COMPANY

LET'S BE REAL

VR HAS BEEN A DISAPPOINTMENT

**ADOPTION HAS BEEN
DISAPPOINTING**



**ENGAGEMENT HAS
BEEN DISAPPOINTING**



Source: Steam VR, December 2017



A man in a Star Trek uniform stands in the doorway of a holodeck, which is set within a lush jungle environment. The text "WE WANTED THE HOLODECK" is overlaid on the image.

WE WANTED THE HOLODECK

A photograph of two individuals sitting in a room, both wearing VR headsets. The scene is dimly lit with a strong red color cast. The person on the left is in the foreground, looking slightly to the side. The person on the right is slightly behind and to the right, also looking forward. The background shows some furniture and a wall with a framed picture.

AND INSTEAD WE GOT

A disembodied head
holding floating joysticks
tethered to a computer
while sitting in chair.

At home.

Alone.

=(

SO WE WENT AND BUILT A FRICKN' **HOLODECK** YOU GUYS

- **BE ANYONE**

Our movie quality motion capture technology captures every movement of you and your friends.

Ever **high fived a friend** in VR?

- **GO ANYWHERE**

Roam freely about in your Sandbox, untethered by wires, with no motion sickness inducing movements.

Run, walk, crouch, jump - it all **just works**.





AND WE PUT
ONE IN YOUR
NEIGHBORHOOD



RUNNING **EXCLUSIVE** AAA SANDBOX EXPERIENCES





FUN TO PLAY + FUN TO WATCH

Sandbox Experiences are designed to be social from the ground up, resulting in videos that are irresistible to share.



GUESTS ARE BLOWN AWAY



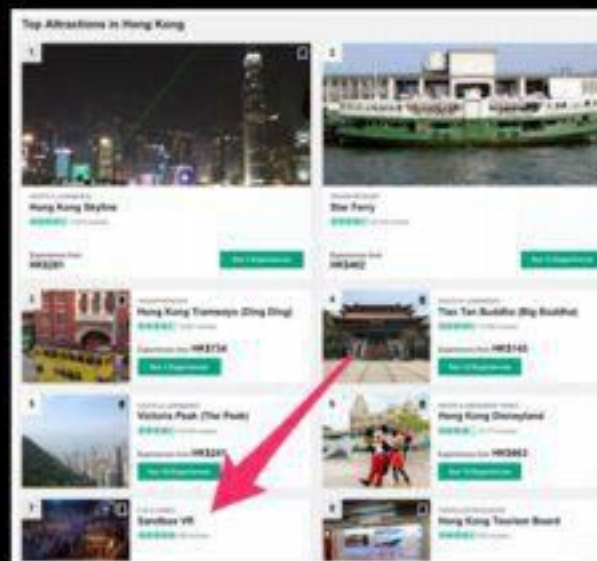
5.0 / 5.0

1000+ reviews on Facebook



4.9/5.0

1000+ reviews on Google



5/5

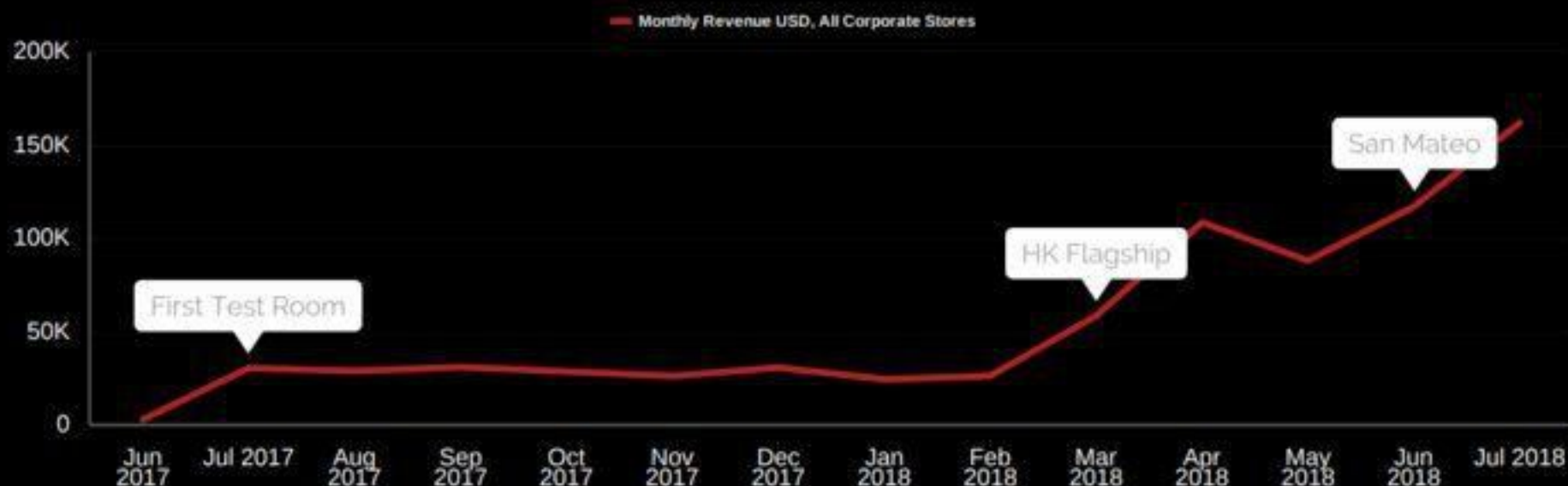
1000+ reviews on TripAdvisor

#1 Activity in Hong Kong

#1 Activity in Singapore

GUEST SATISFACTION DRIVES STRONG DEMAND

18% of guests have booked 2+ sessions, despite having only one experience, a tiny location with no corporate support, and zero foot traffic for the first 8 months.



STRONG DEMAND DRIVES STRONG ECONOMICS

Modeled economics for a standard US corporate store at XX% occupancy -
(blended **actual** occupancy is much higher at **XX%**)



XX+%

EBITDA Margins



\$XXX+ USD

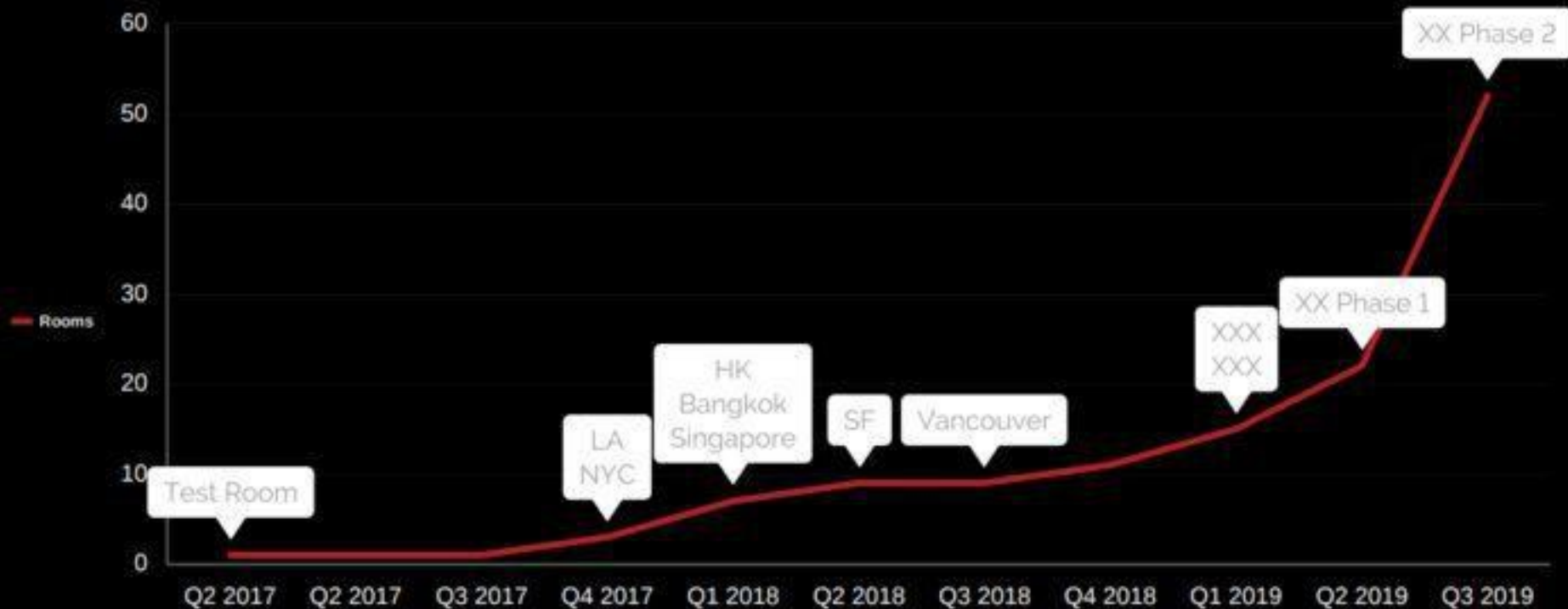
Sales per Square Foot



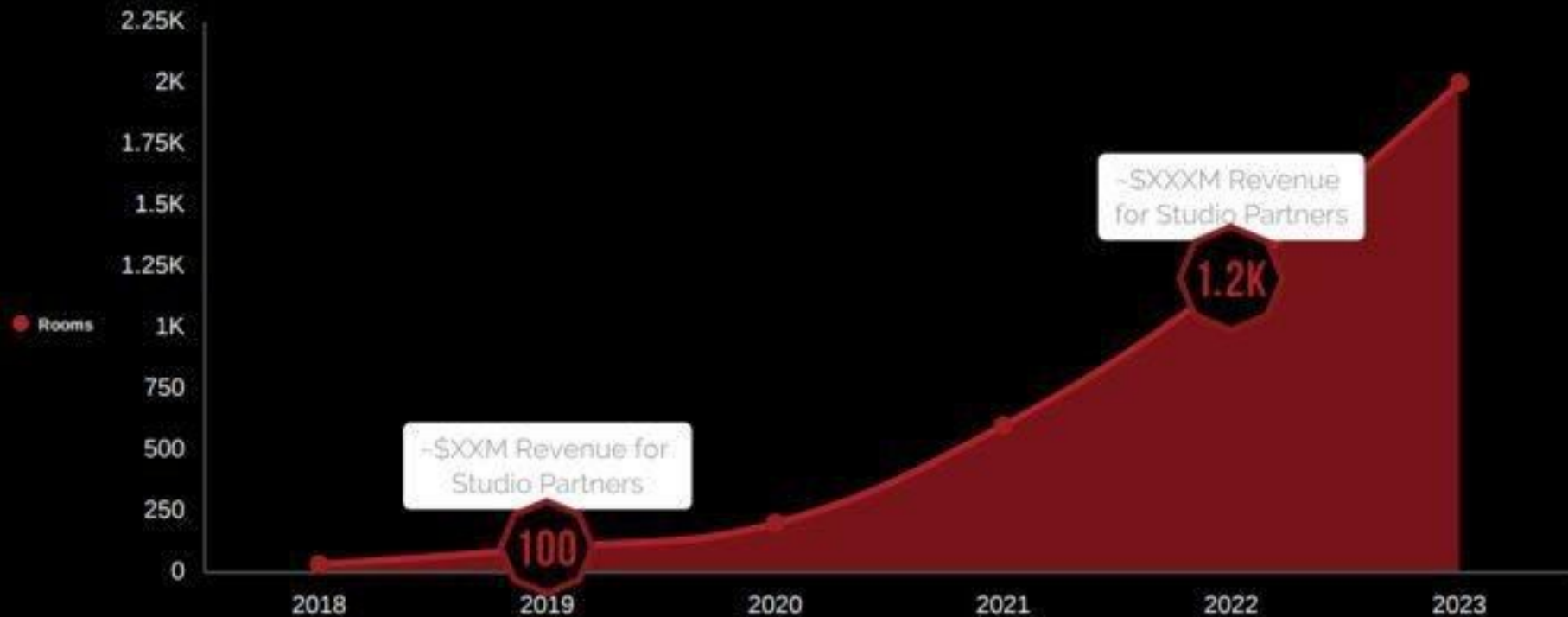
XX%

Occupancy Rate

STRONG ECONOMICS ENABLES AGGRESSIVE GROWTH



AGGRESSIVE GROWTH ENABLES EXCLUSIVE CONTENT



WHICH BUILDS NETWORK EFFECTS OVER TIME



BOOTSTRAPPING A NEW **MEDIUM**



THE OPPORTUNITY

WHY NOW?

THIS IS ALL JUST BARELY POSSIBLE, AND RAPIDLY IMPROVING



WIRELESS VR

Released 2016. Still underpowered relative to desktop. Wireless technology still nascent.



MOTION CAPTURE

Real time mocap with sparse sensors first developed in 2016. Prices continue to come down.



VR HMDS

Oculus Rift CV1 released in 2016. Vive Pro releasing Q2 2018, representing a huge leap in fidelity.



HAPTICS

Very early adoption all around. We started with haptic vests and wind, but field is rapidly improving.

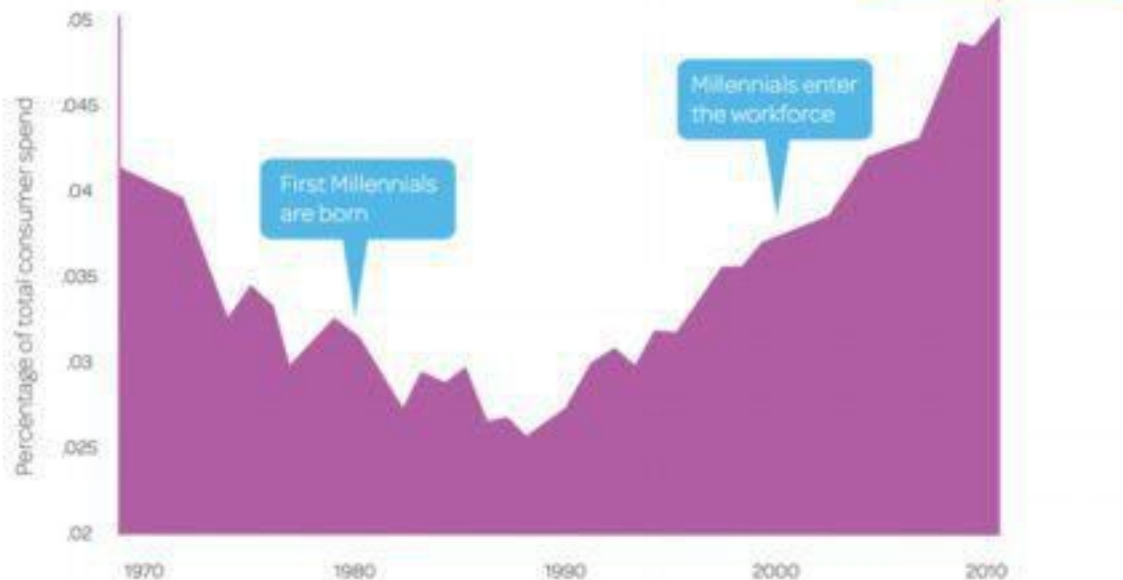
In a digitally saturated world ...

EXPERIENCES ARE KING

Retailers **need** new, upscale,
social experiences.

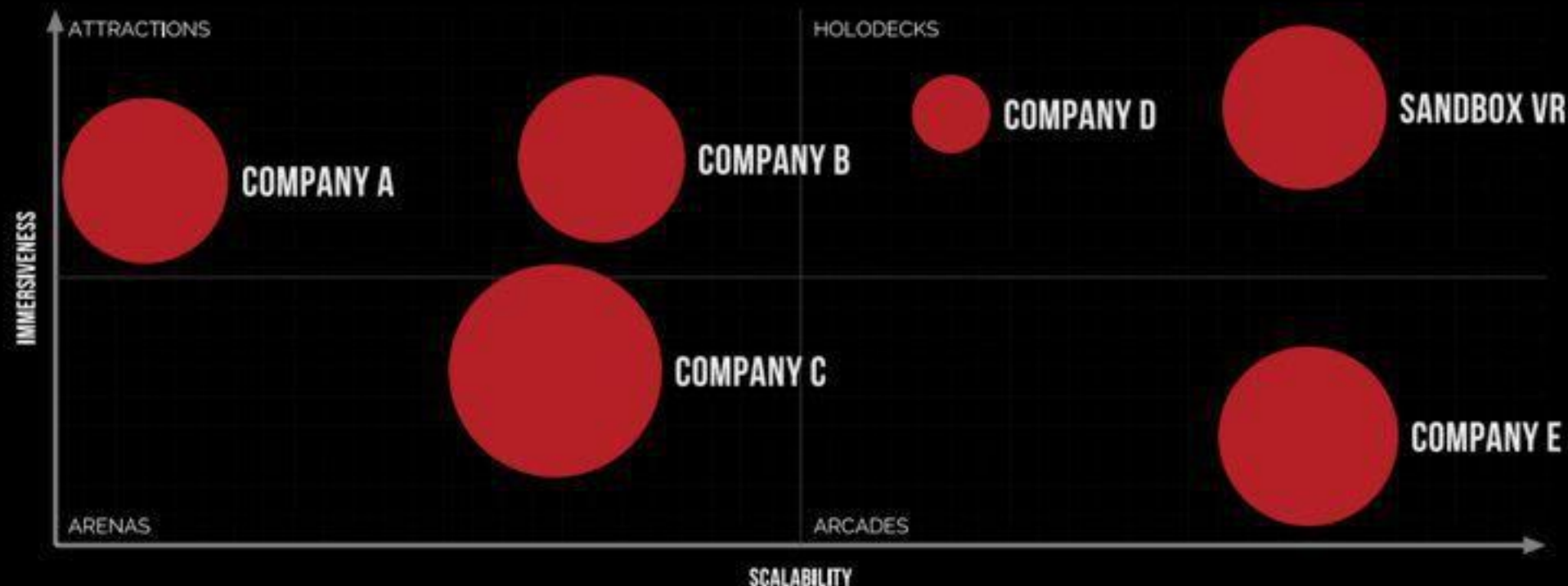
AMERICANS ARE BUYING EXPERIENCES

Admissions to live events: music concerts, performing arts, sporting events.



THIS IS AN OPERATIONALLY INTENSIVE BUSINESS

We must not only be the most immersive experience, but the most scalable.



A TEAM BUILT TO WIN THE MARKET



STEVE ZHAO

CEO

Nearly 2 decades of entertainment experience. Founder of Blue Tea Games, developer of some of the best selling casual game franchises in history.



SIQI CHEN

Chief Product Officer

Previously Head of Product at Zynga and VP Growth at Postmates, both through acquisitions as founder of startups funded by Google, Spark, and Lightspeed.



MICHAEL HAMPDEN

Head of Studios

Lead Designer of the Assassins Creed franchises at Ubisoft. Lead Designer of the London Heist and Blood & Truth franchises for Sony (two of the most anticipated VR titles of all time)

A screenshot from a VR game showing a pirate ship at night. The ship has a large skull on its bow and is illuminated by warm lights. Three players are visible on the deck, one holding a torch. The sky is dark and cloudy. The text "SANDBOX VR" is in the bottom left corner.

SANDBOX VR

**A HOLODECK IN EVERY
NEIGHBORHOOD**