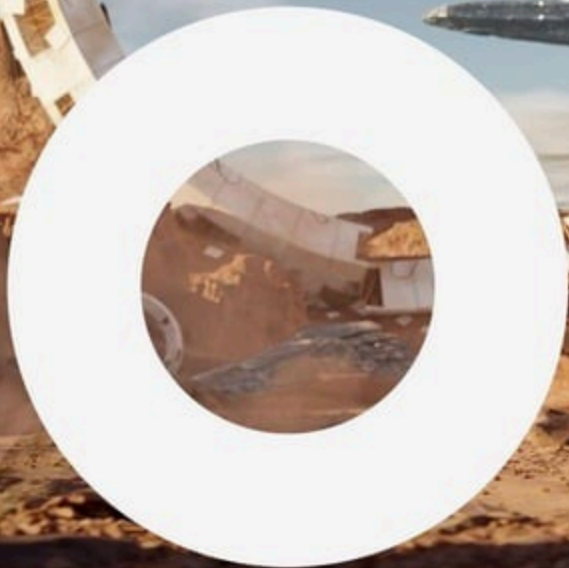


Making motion into magic



Problem

True digital presence requires natural human motion.

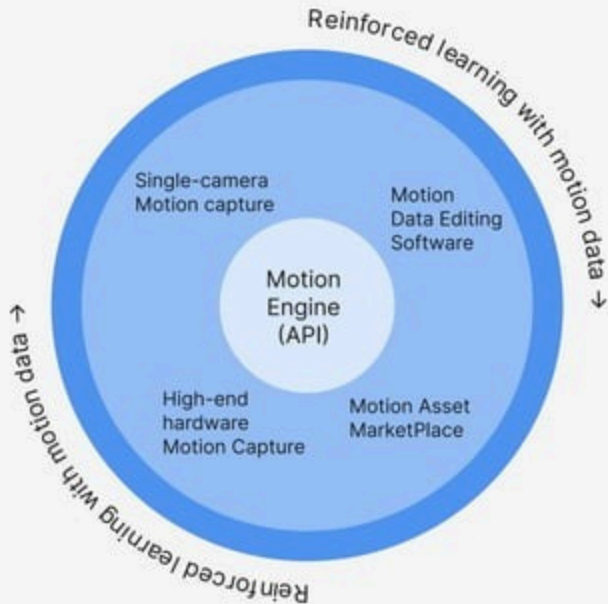
But injecting life into digital humans and working with motion data is notoriously hard.

Across industries, there's an immediate need for easy and accessible ways to capture, edit, and analyze motion.



Solution: A one-stop-shop for digital movement.

An AI-infused, collaborative,
easily accessible, vertically
integrated motion platform.



From empowering creators..

Creator economy

Equipping every creator with the power of animation

..to the backbone of all digital movement

Robotics Automotive

Rokoko customers include



Health & Life Sciences

Internal projects already ongoing

Metaverse / Web 3.0

Internal projects already ongoing

Sports

Internal projects already ongoing

Safety & Security

Opportunity in
creator economy:

A new content creator is born each second

SoMe/Metaverse platforms
are fueling explosive growth
in internet creators, streaming
giants accelerate demand
for high-end content.

Primary focus

Exponential growth: Emerging creators (internet creators)



Young generations are
producing content at
a speed, quality, and
pace that's completely
unprecedented

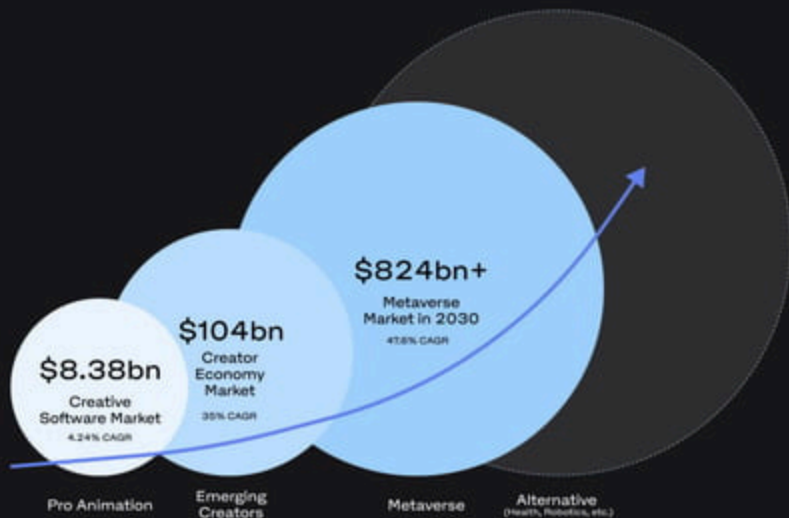
Secondary focus

Strong growth: Pro studio animation



The fierce competition in
streaming has driven
investments in high-end
content to an all-time high

Digital human motion
is a key need in
multiple high-growth
markets



Accessible digital movement unlocks story telling, presence, and interaction within ultra-high growth markets.

Commercial Flywheel

A collaborative, easy-to-use, input/output agnostic and vertically integrated platform

💡 All tools support users in creating, sharing and trading motion assets

Motion capture



Body + hands + face

AOV: \$3500+

Assets created



Leading indicator
assets hosted
in Studio

Assets traded

Assets shared

ROKOKO Studio
(SaaS)

	Starter	Plus	Pro	Custom
\$/seat	Free	\$20/m	\$50/m	Custom

ROKOKO Motion Library

80,000+ registered users

The Rokoko Platform in 2 years

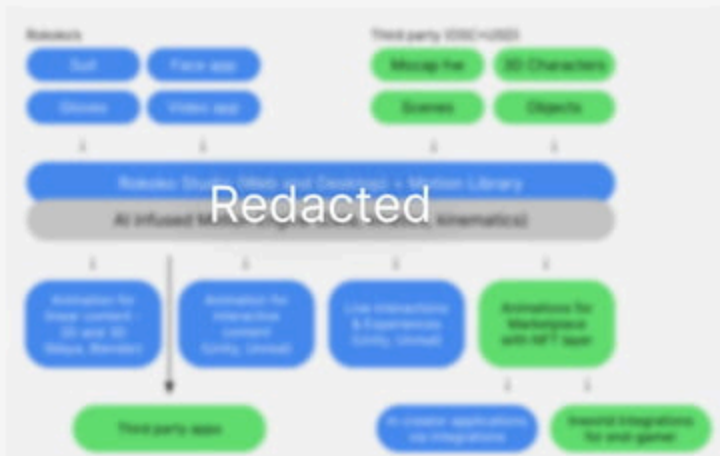
Revolving around our AI infused motion engine

Inputs

Creation, editing,
sharing

Output
Primary value

Secondary value



● New
● Existing

Conquering new verticals, starting with health

Rokoko Care: Helping professional physiotherapists with compliance.

Rokoko Care

Let's get back into motion!
We are here to support you and
facilitate your journey to health.

Personalized experience

Describe how you want your recovery
journey to be.

We care about your goals

Set clear short and long term goals
together with your therapist.

Get instructions for the exercises

Get feedback in real time
if needed, anytime, anywhere.

Follow your development

See yourself at the top of the
mountain!

Already sold to Copenhagen Municipality - dialogue with 8 other municipalities

Management



Jakob
Balslev

Founder
& CEO

MA in Film
Production



Matias
Søndergaard

Co-founder
& CPO

MSc in
Economics



Mikkel
Lucas Overby

COO / CFO

Ph.D. in Economics
& Strategy

Chairman



Jess
Tropp

Principal at
Nordic Capital

Private Equity
expert

Board of Directors (not full list)



Stefano
Corazza

Head of
Roblox Studio

Animation &
3D expert



Brett
Bibby

Former CPO
of Unity

Game Industry
expert



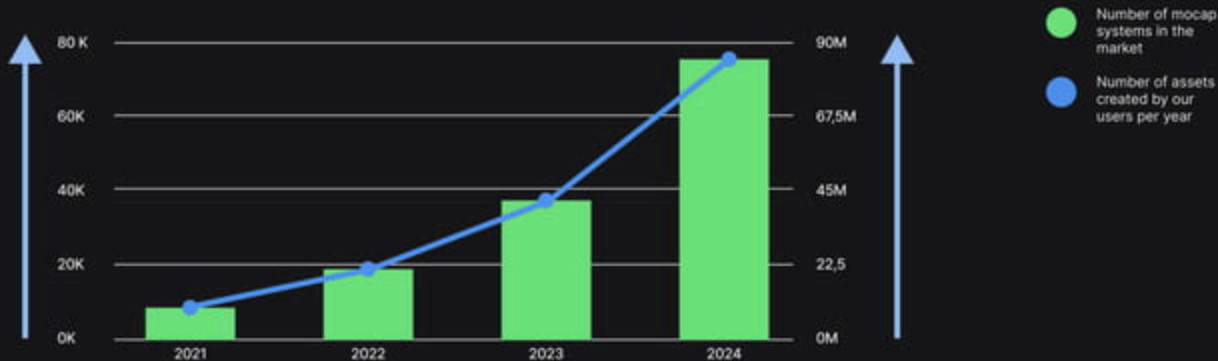
Rikke
Crosby

CSO of
Nordisk Film

Film industry
expert

We move on the world's most powerful dataset of human motion

With the largest fleet of mocap systems in the market, we collect motion data that exponentially improves our ability to distill digital movement through machine learning.



Company background

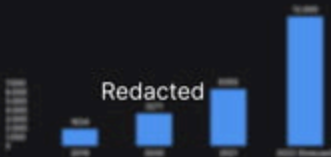
Products

- Hardware: Full performance capture product line (7 patents)
- Software: Cloud-based software suite for editing, analysis and generating motion data
- Machine learning: The world's largest collection of motion data, exponentially increased through hardware use, continuously enforcing all tools

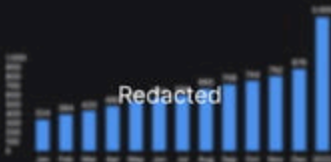
Future vision

- Core vision: Become the backbone of all digital human motion
- Metaverse opportunity: Rokoko is the missing link to create "virtual presence" in the Metaverse, i.e. natural and untethered human motion
- New verticals: Understanding and capturing human motion is a challenge across verticals. Rokoko is positioned to become the go-to infrastructure. Development projects already ongoing in health, sports, enterprise, robotics

Revenue growth over the last 3 years



ARR growth



Financial projections 2022-2025

	2022	2023	2024	2025
	Budget	Budget	Forecast	Forecast
Revenue	15,887,266	20,728,876	41,744,880	43,888,888
Shortcut	7,024,890	9,746,900	19,473,246	19,360,000
Smartphone	2,826,700	4,204,700	9,649,000	10,385,440
Face Capture Hardware	951,200	747,000	1,667,772	2,878,207
CapEx	223,870	750,000	1,756,200	3,176,750
Windows Servers	0	434,000	1,407,000	3,077,007
Studio + App Store + Motion Library	1,484,240	4,107,000	9,234,964	22,965,071
COGS	101,420	371,000	2,444,524	4,388,876
COGS Total	-1,740,700	-5,740,000	-10,680,700	-18,965,202
Other Direct Costs Total	-1,056,000	-1,727,421	-2,954,576	-3,960,724
Gross Margin	3,889,566	13,261,455	27,109,660	49,875,888
Fixed Costs Total	-4,389,870	-6,891,024	-12,875,000	-18,386,071
EBITDA	2,479,696	6,370,431	14,234,660	23,489,716
Depreciation	-686,000	-1,728,532	-2,544,000	-3,750,000
Financial Income/Expense	106,307	0	0	0
Profit/Loss	2,899,903	4,641,899	11,690,660	19,739,716

Redacted

Rokoko at a glance

Founded in
March 2014
Copenhagen,
Denmark

Offices in
Copenhagen
(HQ), Athens,
Tokyo & San
Francisco

More than
50.000
Users in 100+
countries

60-70%
Of users are
one-man-army
creators

80
Employees
in total (60%
engineers)

Customers
include:

AIRBUS	SONY
 Adobe	 Microsoft
 Meta	NETFLIX
 Snap Inc.	 Guilty
Yale	 Disney



Fundraising history

2019



Funding to date

\$7M

Pre-money valuation
> \$20M

Lead investor: North-East
Venture, VF Venture,
Kickass Capital

2021



Series A

\$3M

Pre-money valuation
\$40M

Lead investor: VF Venture

2022



Strategic round

\$3M

Pre-money valuation
\$80M

2023



Series B

\$25M



rokoko.com

100+ Pitch decks for Startup

Explore 100+ founder tested pitch deck templates designed to help startups raise capital.



Careem

Uber



♥ babylist

shopify



barcoo

Square

capacity

alan

sky
mind

HealthJoy

airbnb

SendGrid