

**CONNECT
THE WORLD IS YOURS**

Tip:

Many pictures contain

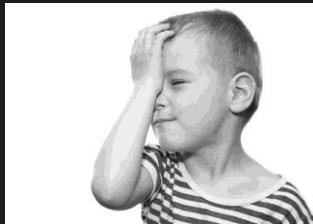
links – click on them!

The same for [text links](#).



CONNECT – 10 most annoying Problems with Apps

“Do I really need 10 different apps to reach all my friends? And one app *per* media provider?”



One app *per* content provider?!



Always register & share my data?!



Useless effort: Desired content not available



Device not supported



Rarely used app: just garbageing my device



All apps look & work differently - endless relearning



Full of text & language barriers



Too technical, full with unknown symbols



Annoying ads, updates & password resets



Ongoing privacy scandals



CONNECT – App Aggregator

perfect Interface for
Home Working &
VR Meetings



Video (recommended!!!) ↗
Online Pitch-Deck
Investors-Webpage

= one interface for **all** digital content
(like games, media, social networks,
messengers, education, shops, services)
in the intuitive design of a customizable,
interactive, multi-functional Virtual World



USPs:



- no other “App-Aggregator” out there
- device-independent (smartphone, web, PC, Mac, iOS, tablet, PS4, Xbox, Web...)
- live switch 2D, 3D, VR, AR, Holo, BCI
- data protected & encrypted (end-to-end)
- expandable by users/partners/devs



CONNECT – 1 SOLUTION: App Aggregator

One app that integrates them all



Registration with **one click**, data control & protection

Cross-provider content search without account

Integrated content: on every device & in 2D/3D/VR/AR

Saves memory & less installations chaos

One app per content provider?!

Always register & share my data?!

Useless effort: Desired content not available

Device not supported

Rarely used app: just garbageing my device

One customizable design / UI for all content & devices

Almost no text - playful & easy

Extremely intuitive: usage like in real life

No forced ads, only one app to update

Highest level of privacy & data protection

All apps look & work differently - endless relearning

Full of text & language barriers

Too technical, full with unknown symbols

Annoying ads, updates & password resets

Ongoing privacy scandals



Multi-Messenger

one app for all friends

- integrates ***all*** contacts & communication in ***one app*** (SMS, e-mail & all other social networks & messengers)
- ***one cross-network chat history per contact*** (saves time)
- one cross-network news feed (cross-network-postings)
- video calls, send AR-capable 3D-objects, play games cross-platform, meet at social places (avatars in 3D/VR)



2 examples
for content
aggregation

Multi-Media

one app for all media

- integrates ***all existing (2D)*** digital content -> more content for VR/AR & new use cases (e.g. AR media)
- free & easy upload via our web platform, e.g. for all types of media (video, print, internet, audio, VR/AR)
- partner value: free VR/AR version/access & big data
- user value: intuitive design & find all media in ***one app***

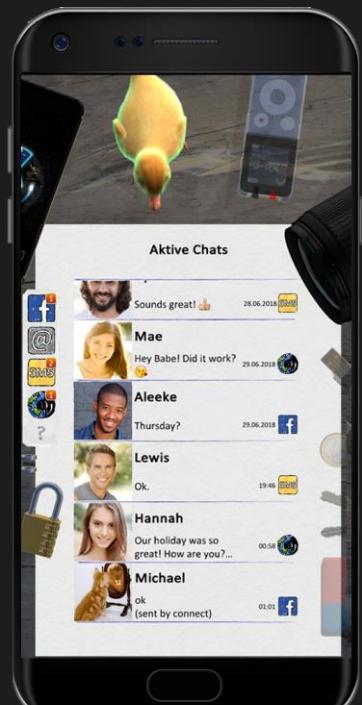




Navigation – Live-Switch 2D, 3D, VR

intuitive switch within 1 second

(works similar for all devices – without buttons or menu)



2D mode (swipe gestures
to switch between hotspots)



VR mode (put the smartphone into € 20 glasses)



Tip: Click on the pictures to watch the videos!

Magic: 3D/VR/AR capability (optional! - also in 2D)

Advantages for Users:

- immersive experience of all content in VR or AR (or 3D) (instead of a small display)
- extremely intuitive to use
- maximum of customization to meet everyone's taste (from a starship to a funny playground)
- social: integrated content can be enjoyed together (avatars)
- endlessly expandable interface (by us, partners, media & users!), no space limits
- optionally very playful

“My own multi-functional world, which I can share with friends.”

Advantages for Partners:

- their offers can be used on any device & in 3D/VR/AR without own effort ->
- new target groups & users
- free gamification & intuitive interface -> longer & more often usage of their content
- their content gets shared with friends more easily (exciting VR/AR/3D experience [videos] & sharing via multi-messenger)
- more data about customers (VR behavior & eye tracking, public social network profile, meta-network-data, but only with the users permission!)

Advantages for Us:

- almost no competition, strong USP or at least a safe niche
- new market to grow with
- endless 3D space to expand our “app aggregation” e.g. for shopping, gaming, services... (without making it confusing)
- chance to become the starting point for VR/AR/holograms/BCI and their new interface/OS
- ready for disruptive changes & the successor of the Internet/PC
- > 8 revenue streams transferred from 2D to 3D/VR/AR
- almost endless financial potential (new “3D-internet”)



Customer-Centric Business Models

30 to 200 € per user/year

(free of charge, data protected & without forced advertising)

APRU Min	APRU Max	APRU Min	APRU Max	APRU Min	APRU Max
\$ 4	\$ 15	\$ 7	\$ 65	\$ 5	\$ 40

Product Placement



- funny functions (e.g. fly with Red Bull)
- subliminal & enjoyable (users choice)
- interact for hours (instead of seconds)
- test new product designs & markets
- train user behaviour & habits in VR/3D

VR-Shopping



- own template: VR shop creation in 5h
- real orders: commission (cf. Amazon)
- users personal shop assistant = avatar with AI (e.g. looks like celebrity)
- feedback in social VR: "Buy it!"

In-App-Purchases



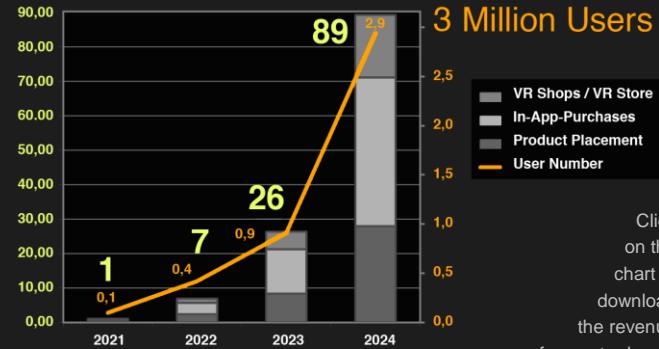
- users can buy virtual games, homes, pets, avatars, cloths, decoration, etc.
- everything for VR/AR and functional
- varied content: broader target group
- average for (mobile) games: \$ 5 - 70

> 8 Revenue Streams in B2B & B2C

- profitable in 1.5 years
- all stores, all devices, 2D/3D/VR/AR -> VR-independent (huge market)
- business value "VR browser": become the gateway to this new exciting virtual world (cf. search engine)

Combines the huge user numbers of social networks with the high revenues of games & market places!

\$ M Revenue





Market Analysis & Go-To-Market

2 main markets: apps & VR

(stable fundament: different markets, revenue streams & values)

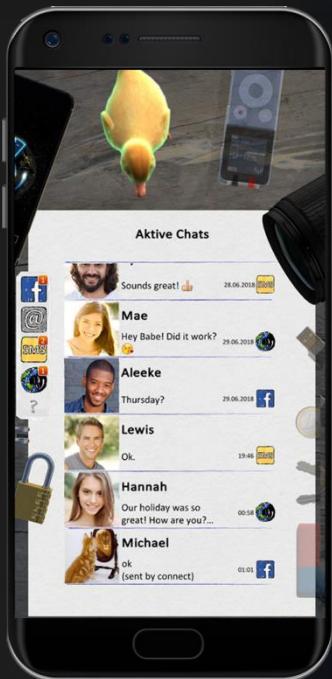
2D/3D

right timing
(use free media support)

→ VR/AR

become the gateway to Virtual Reality

EXPOENTIAL GROWTH



- Interesting even without VR/AR:
- Multimedia
- Multimessenger
- for all devices
- data protected
- free of charge
- no forced ads
- customizable
- expandable
- unique design
- easy & intuitive
- play games
- collect, trade & breed unique crypto pets
- send 3D objects
- make video calls

Multi-Messenger with Gamification

Market Analysis

- 2D/3D & all devices: 4 billion (TAM)
- VR: 3-10 million easy to reach (SOM)
(e.g. PS4 - already partner: 4 million VR users, but only 30 free VR apps!)
- grow with the market as pioneer

Go-To-Market-Strategy

- biggest value of a (social) network?
many other users (cf. FB vs. MySpace)
... address a *wide target group*!
- Multimessenger: reach more people than in FB!
- > goal: all devices & stores & *niches*

"We're first, but it's not about being first. It's all about the right timing!"



- (1) build a community in Non-VR & for every device (Multi-Messenger)
- (2) prepare the perfect VR/AR experience
- (3) integrate all interesting stuff into this new world
- (4) wait until VR glasses are ready for the mass market (end of 2020/21) and the best chance – and *then*
- (5) make *one big wave* at the right time with the assured support of hundreds of media worldwide (see next page)



Marketing: Initiated Word of Mouth

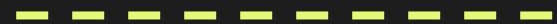
1+1+1 new users per existing user/year

(3 marketing tricks to turn every user into an influencer)



3 Marketing Phases

- 30.000 active user with € 100,000 via growth hacking, ASO, influencers

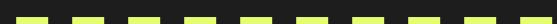


"Turn all users into influencers

... to get the snowball rolling!"

3 Growth Hacks to push Word of Mouth:

- 1. "sent by connect" link attached in Multi-Messenger (SMS, mail, FB...)
- 2. Multi-Messenger sharings (sticker, sendable 3D objects, media links, 360° videos & photos of virtual home)
- 3. initiated word of mouth (virtual pets, safe, realistic ring tones, flash)
- optional: rewards for sharings



free Media Reports worldwide
as return for our (VR/AR) integration

(we have 200,000 media contacts worldwide &
many first partners)



Competitor Analysis: VR Market

future market without clear leader

no other Digital Life Networks or “real“ Multi-Messengers*

*Trillian don't integrate messages in one chat, but just uses different tabs, also with Franz & Station (PC only)



= “wrong” engine: hardware restrictions, hardly expandable, bad for APIs

Name / Company	Stage	Traction	available for	Modes	VR Rating	Social	expandable by	Money raised	More Information / Limitations
<u>connect</u> (e.com)	Beta 12/2018	12,000 Downloads	Android, iPhone, PC, Mac, TV, tablet, PS4, Xbox, web, all VR	2D, 3D, VR, AR + live-switch	1	Avatars, Video Calls, Multi-Messenger ...	Users, Developers, Partner, Media	€ 1.2 Million, 500 k: 12 Angels	VR- & device-independent, serious functions & social (media): mass market, not only gamers
<u>Facebook Spaces</u> (Facebook)	Beta 04/2017	534 ratings VRChat: 17 k	Oculus Rift & HTC Vive (PC only)	VR, others watch in 2D	4 (360°, no real VR)	Avatars, Video Calls	None 😊	\$ 500 Million for VR Content	only 360° photos, no real VR, less traction, for the mass market maybe too childish comic look
<u>Oculus Rooms</u> (Facebook)	Beta 2018	3959 ratings VRChat: 17 k	Oculus Go & GearVR (Android only)	VR	2 (too fancy)	Avatars	None 😊	\$ 500 Million for all VR Content	much better than FB Spaces, but restrictive for Oculus on mobile (hard to change -> own engine)
<u>SteamVR Home</u> (Valve)	Beta 05/2017	SteamVR Start Point	HTC Vive & Oculus Rift (PC) (SteamVR only)	VR	1-2	Avatars, Chat	None 😊		only for SteamVR users, primary used as starting point for VR games, less social / media functions
<u>vTime</u> (vTime Holdings Limited)	Release 12/2015	100.000 + Downloads	Oculus Rift (PC), Android & iPhone	VR, 2D (no running)	2 (great, but static)	Avatars	None 😊	\$ 7.6 Million Series A	great graphics, but no movement, customization or interaction and only voice chat with strangers
<u>VRChat</u> & similar: Rec Room	Beta 02/2017	> 7000 users per month	Oculus Rift & HTC Vive (PC only)	VR	2-3 (mix of styles)	Avatars	Users ⚡	\$ 5.2 Million Series A	great to expand, but only appeals to gamers (user made design mix) and only for VR & PC
<u>AltSpace VR</u> (Microsoft)	Releas e 2015	35.000 active users	PC/Mac 3D & VR (Vive, Rift), Android (GearVR & Daydream)	VR, 3D (with running)	4 (old)	Avatars	None 😊	\$ 15.7 Million Series A	poor graphics, maybe too early development, old technology, but more functions than the others
<u>Sansar</u> (Linden Lab)	Beta 07/2017	10-50 daily peak players	Oculus Rift & HTC Vive (PC only)	VR	1	Avatars	Users, Developers 😊	\$ 19 Million Series B	great graphics, expandable, but the game engine is not suitable for the mass market (Unity isn't!)
<u>Second Life</u> (Linden Lab)	Release 2003	2013: one Million users	PC only	3D only	1-2 (no VR)	Avatars	Users, Partner Developers 😊	\$ 19 Million Series B	“In 2015 alone, Second Life had an estimated GDP of \$500,000,000“ (Wikipedia) – but no VR!



AltSpace VR

Sansar

Steam Home

Facebook Spaces

vTime



Press



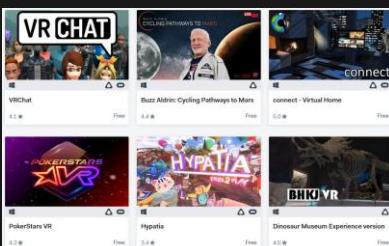
ORF live interview
(around 250,000 viewers)



Armin Assinger
(famous sports and TV celebrity)
as testimonial



Traction



Awards

Android - „connect vr“
20,000 installations in Google Play Store

- only organic search (no ads)
- over 40% from the USA
- iOS planned for Q4 2019
- PlayStationVR in Q4 2019
- Oculus Store in Q3 2019

PC incl. Oculus/HTC
8 weeks after PC release on Steam & VivePort (2019):

- overtook AltspaceVR & Sansar (in VivePort's popularity ranking)
- rank 3 for social apps
- popularity rank 15 out of 1700 VR-apps
- 7000 new VR users, 40,000 downloads in total & > 5k MAU)

PIONEERS'18

MAY 24 & 25

HOFBURG · VIENNA

digital switzerland

Science Park Graz

ALPBACHERFinanzsymposium



**GLOBAL
INCUBATOR
NETWORK**





Founding Team & Advisory Board



Michael Schoeggl

CEO

President of the [VR / AR Association](#) for the Austrian Chapter

Psychological Research at [KF-University Graz](#)

Game Developer at [Avalon](#), doubled User Numbers in 4 Months

> 12 Years Developer
> 14 Years Experience with Psychology, Serial Entrepreneur, Author



Thomas Steger

CFO

15 Years Experience as [CFO of Companies with up to 3-Digit Million Sales Volume](#)

Owner of a Consulting Firm (Financial Consulting, Lean Methods, Interim Management)

[University Lecturer](#) for Operative & Strategic Controlling

> 25 Finance Positions
> 15 CFO Positions



Peter Hangya

CTO

Technical Leader of the [VR/AR Development Team](#) & Senior Unity 3D Developer at [KNAPP AG](#) for > 8 Years

CGI Expert & 3D Artist, Owner of a Motion Graphics & Architecture Visualization Company

Developed alone [5 own Games \(2D/3D/VR\)](#) with > 400,000 Users

> 20 Years 3D Artist
> 18 Game Developer



Hans Bodingbauer

Business Development, Marketing & Sales Professional Consultant (e.g. Bayer, BASF, Magna Steyr, Neuroth, Internorm)



Armin Assinger

PR & Media
Famous Host of the „Millionen Show“, Testimonial, Author, Media Expert



Aladar Tepelea

Finance
BlackRock, Deutsche Bank, Rothschild, Procter & Gamble, Noreia Capital, etc.



> 10 experienced advisors
> 50 people worked on connect since May 2015

Vision (Social Benefit) & Potential

looking for € 1 million (finish beta, growth)

(stable pillars: **satisfying human needs & solid business fundamant**)

What if ...

... connect becomes the gate to VR?

Then we are doing the job of ...

Google: connect users with content

Facebook: all social & all media

Amazon: VR shops

... but with real
client focus &
social goals.

What if ...

... a social network takes social responsibility?

- privacy instead of risking a free society
- support VR education instead of shooters
- free VR world instead of dominated ecosystems
- prevent addictions instead of profit maximization

FIRST SOCIAL APP INTERFACE IN THE WORLD

