



**ILLUSIONARITY**

**It's only one  
small step from  
Dream to Reality**

 Los Angeles, California

[@illusionarity](#)



# WHAT WE DO

**01**

## VIDEO PLATFORM

Illusionarity is a new video platform exclusively for high quality VR and AR content.

**02**

## MISSION

Our mission is to create new possibilities both for VR users and for VR content creators everywhere by connecting them to each other and facilitating the process of content discovery, customer engagement and monetization

**03**

## VR CONTENT

We want to follow customer demand, by identifying, aggregating and distributing quality VR content that users desire and ready to pay for.

# THE PROBLEM

VR industry still faces doubts linked to both technology/content and consumer behavior. While daunting, this is not dissimilar from the early challenges faced by PCs, mobile phones, etc.

- **MILLIONS OF EXPENSIVE VR DEVICES GATHERING DUST**

*40% of users stop actively VR devices after 30 days*

- **USERS' TYPICAL COMPLAINT: NOT ENOUGH CONTENT**

*Other problems: subpar quality content, expensive, uncomfortable, heavy, awkward looking VR headsets*

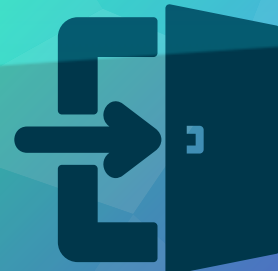
*Intense competition for consumers' time and attention from all directions (Instagram, TikTok, etc.)*

- **CONTENT PROVIDERS' MAIN PROBLEM: NOT ENOUGH ENGAGED USERS**

*Other concerns: Hollywood embrace of 3D movies was a flop, turning 2D content into 3D does not have been a good investment for media or gaming companies  
Many companies walked away from their initial VR content efforts (Microsoft, Netflix)*



# THE SOLUTION



## NEW PLATFORM

A new VR platform dedicated exclusively to high quality content with proven monetization potential



## NICHE CONTENT APPROACH

We understand and follow consumers' behavior, observe what they actually want and like, and dictate what they "should watch"



## CROSS SELLING

Encourage users to expand into other categories of VR content by cross selling. We believe that a customer who is already consuming VR content in one category is more likely to try other types of VR content

# THE MARKET AND TECHNOLOGICAL CONTEXT AND TRENDS

## • VR USER BASE GROWTH TO DATE

The number of VR headsets will grow due to the existing pace of sales.

2023 headset sales decreased by 24%, but the installed base increased by over 30%. Quest 3 released in October 2023 and Apple Vision Pro released in February 2024

## • IMPROVED AND LESSCOSTLY VR HARDWARE

Lower cost and better design of future headsets will further drive the adoption.

Mass adoption is likely to happen, but when?

It is possible that current forecast greatly underestimates future growth? (similar to early modest forecasts for PCs and mobile phones)

Example of consumer response to better product: sales of second-generation Meta Ray-Ban exceeded expectations.

## • ARRIVAL OF HIGHLY REALISTIC 12K CONTENT

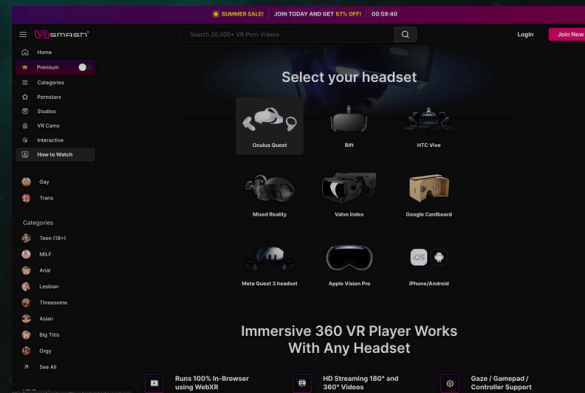
- 12K cameras adoption has already began
- Significant impact on customer behavior is observed (true?)

## • THE CONTENT PROVIDERS MARKET REMAINS HIGHLY FRAGMENTED

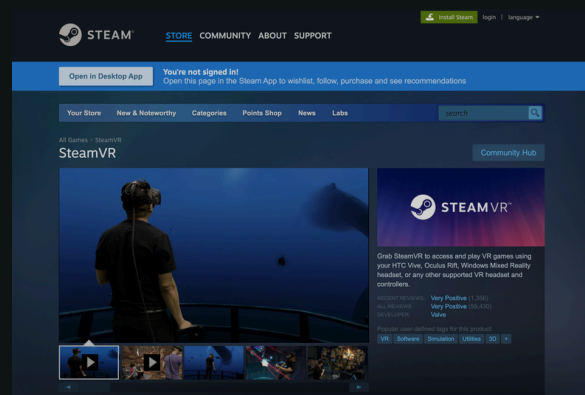
- 12K cameras adoption has already began



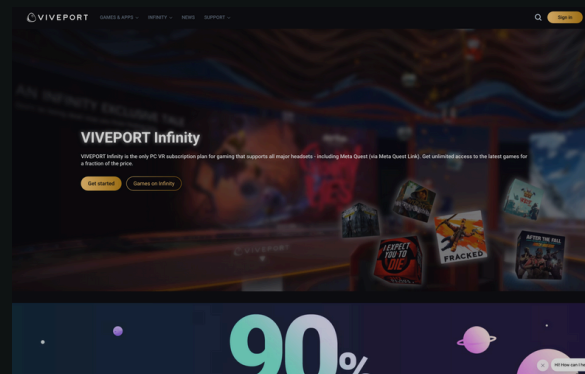
# NOTABLE COMPETITION



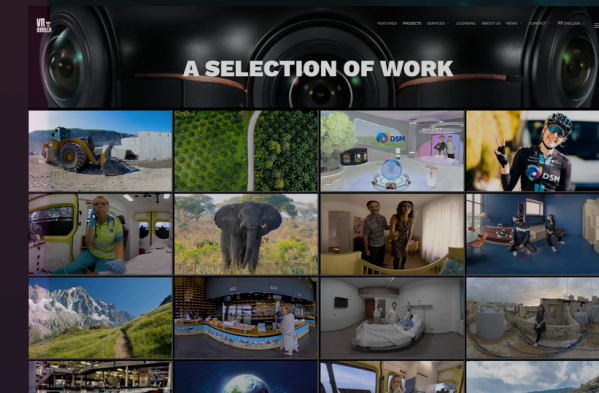
VRSMASH  
AND OTHER SIMILAR PLATFORMS



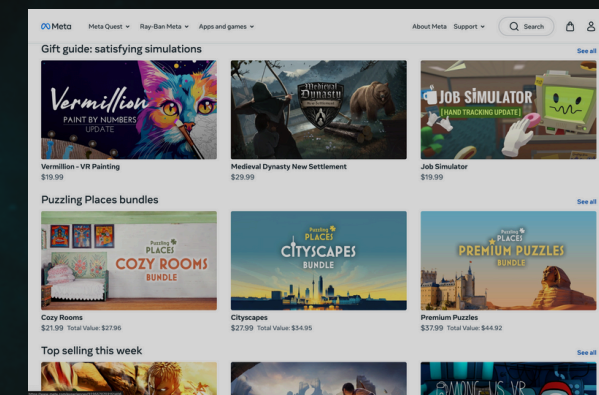
STEAMVR / VALVE



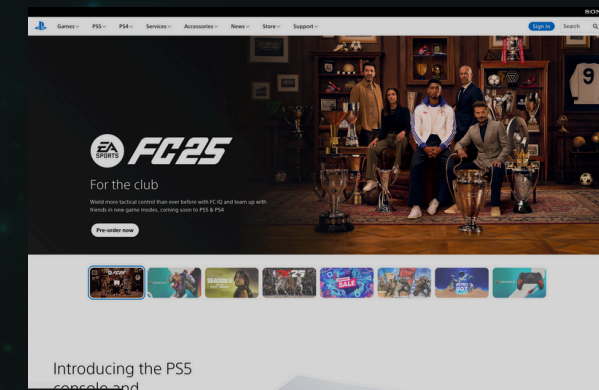
VIVEPORT / HTC



VR GORILLA



OCULUS STORE / META



PLAY STATION / SONY



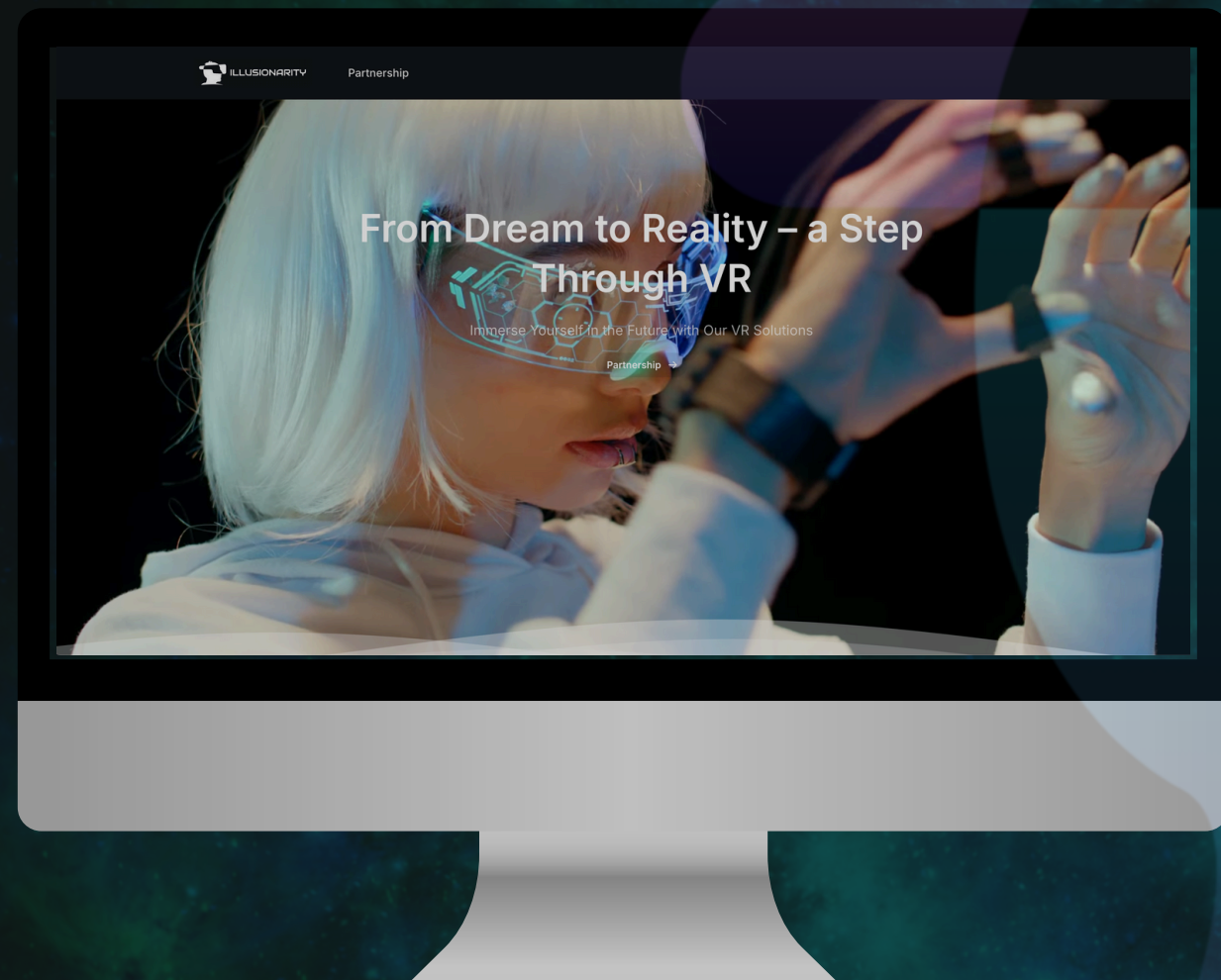
# OUR KEY INSIGHTS

- PEOPLE ARE ALREADY WILLING TO PAY FOR QUALITY VR CONTENT OF CERTAIN TYPES COMPANY X EXAMPLE: FOUNDED TWO YEARS AGO, 100,000 PAYING SUBSCRIBERS, \$1.5M IN MONTHLY REVENUE
- IT IS STILL A “BLUE OCEAN” WITH AVAILABLE DEMAND EXCEEDING THE AVAILABILITY OF HIGH-QUALITY CONTENT THAT IS WELL PRESENTED, EASY TO CONSUME
- NEW CUSTOMER ACQUISITION COSTS ARE CURRENTLY VERY ATTRACTIVE
- MAJOR CUSTOMER ADOPTION IMPROVEMENT CAN BE GAINED BY BETTER PRESENTATION / MARKETING (SITE REDESIGN, CROSS MARKETING AND SIMPLIFIED CONSUMER EXPERIENCE, ESPECIALLY VIA A VR PLAYER APP THAT CAN BE UPLOADED INTO THE DEVICE)

People are already willing to pay for quality VR content



# VR APPLICATIONS



- Despite the absence of a “must have” VR application or us, the VR content market is already substantial, currently estimated \$5B+
- Market is highly fragmented, with a lot of experimentation by small content providers across many categories.

1. 360-DEGREE VIDEOS
2. 3D VR MOVIES AND SHORT FILMS
3. VR LIVE STREAMING
4. VIRTUAL TOURS
5. EDUCATIONAL CONTENT
6. TRAINING SIMULATIONS
7. ADULT CONTENT
8. INTERACTIVE VR EXPERIENCES
9. DOCUMENTARIES
10. SOCIAL VR PLATFORMS
11. FITNESS AND WELLNESS



# OUR STRATEGY

- IDENTIFY ATTRACTIVE VR CATEGORY
- ACQUIRE EXISTING PROPERTY
- REDESIGN AND RELAUNCH
- MONETIZE
- REPEAT



# ILLUSIONARITY BUSINESS MODEL



## HUNDREDS OF VR CONTENT CREATORS

- CREATE HIGH QUALITY CONTENT
- UPLOAD CONTENT ONTO ILLUSIONARITY PLATFORM
- RECEIVE 50% OF REVENUE



## ILLUSIONARITY "TUBES"

(DIFFERENT TUBES FOR DIFFERENT TYPES OF CONTENT)

- SELECTS HIGH QUALITY CONTENT
- STORES CONTENTS ON ITS SERVERS
- MARKETS TUBES TO POTENTIAL USERS
- MANAGES THE PRESENTATION OF CONTENT AND CONTROLS VIEWING EXPERIENCE QUALITY
- PROVIDES PAYMENT INTERFACE TO USERS
- COLLECTS MARKET INTELLIGENCE ON USERS' BEHAVIOR, CONTENT TYPE POPULARITY, ETC.
- RECEIVES 50% OF REVENUE



## MILLIONS OF POTENTIAL USERS

- CAN ACCESS LIMITED CONTENT FOR FREE
- MONTHLY SUBSCRIPTION FEE FOR FULL ACCESS
- \$15 MONTHLY SUBSCRIPTION

# BUSINESS MODEL / USER ECONOMICS

## MILLIONS OF POTENTIAL USERS

- CUSTOMER ACQUISITION COSTS: \$20
- MONTHLY / ANNUAL SPEND PER USER: \$15 / \$180
- MONTHLY CHURCH: 8%
- AVERAGE CUSTOMER LIFETIME VALUE: \$500 (EXCLUDING ADD ON PURCHASE POTENTIAL)
- RETURN ON MARKETING INVESTMENT: 20X
- FIXED COST OF THE OPERATION: \$50K PER MONTH
- NUMBER OF SUBSCRIBERS REQUIRED FOR BREAKEVEN: 3,000



**STEP INTO TOMORROW, TODAY**