



VISUS UR⁺



FEAR + UNCERTAINTY = NO REACTION

- Annually in Europe it reaches about 700,000 sudden cardiac arrests due to cardiac causes.
- In the event of a "cardiac arrest" the chances of rescue decrease by 10% every minute.
- In Krakow, near the main railway station, out of 100 cases of "cardiac arrest", assistance was provided in 17% of cases - in addition only by people with medical education (passing rescuers, doctors, nurses).

REACTION TIME IS THE MOST IMPORTANT!



In the event of a cardiac arrest, the chances of recovery are reduced by 10% every minute.

In Poland, 68% of people under the age of 26 do not take first aid because they are afraid that it might harm them.



Starting CPR early increases your chances survival by 60%!



SOLUTION

VISUS VR combines 3 impressionistic technologies:

- 1 virtual reality,
- 2 360 degree spherical film,
- 3 180 degree 3D film.

Our tool combines traditional phantom training with virtual reality technology via wireless and autonomous VR goggles.

HOW IT'S WORKING?



HOW DOES THIS REALLY LOOK LIKE?





PRODUCT TECHNOLOGICAL DIFFERENCES

	VisusVR	Market competition
	VR + 360 spherical movie + 180 3D movie	VR or 360
	The injured person's perspective	Absence
	Product on autonomous VR goggles	Absence
	Transferring data from the phantom for real-time simulation	Only on the base of the goggles
	No cables or controllers	Simulations on goggles connected to a computer
	Elements of gamification and final feedback	Absence
	simulations are presented from 3 perspectives: witness of the event, passive observer and the injured person	Absence

BUSINESS MODEL

B2B CUSTOMER:

- training companies (learning first aid and emergency medical services and occupational health and safety),
- large workplaces and higher plants risk (steel mills, mines, power plants, companies transport).
- corporations and medical entities

Revenue sources:

- purchase of a license for simulations (including no limit, for a limited period),
- sale of equipment and components (phantoms medical integrated with VR goggles),
- personalized branding (elements company identification in simulations),
- learning to conduct first aid training with the use of VR (know-how).

We forecast 70% -85% of revenues.

B2C CLIENT:

- people who want to learn first help (e.g. parents of disabled children, teachers),
- STEAM users who want to play an educational game with VR.

Source of revenues:

- training sales.

We forecast 10% -20% of revenues.

B2G CUSTOMER:

- kindergartens, schools, driving school centers; - cultural centers (libraries, centers education and academic).

Source of revenues:

- training sales.

We forecast 10% -15% of revenues.

Benefits

In the first year, we plan to train in first aid:

IN THE B2C SECTOR:

~~←2500 - 5000 people~~

Depending on the advancement of the training we plan the cost / person: PLN 200-250

IN THE B2B SECTOR:

Sale of a license for a year to use the simulation + accessories

5-10 simulations for sale

PLN 25,000 - 40,000 each

IN THE B2G SECTOR

Provision of technologies and licenses to research and training centers, universities and educational institutions

· Sales of 3-5 simulations and hardware

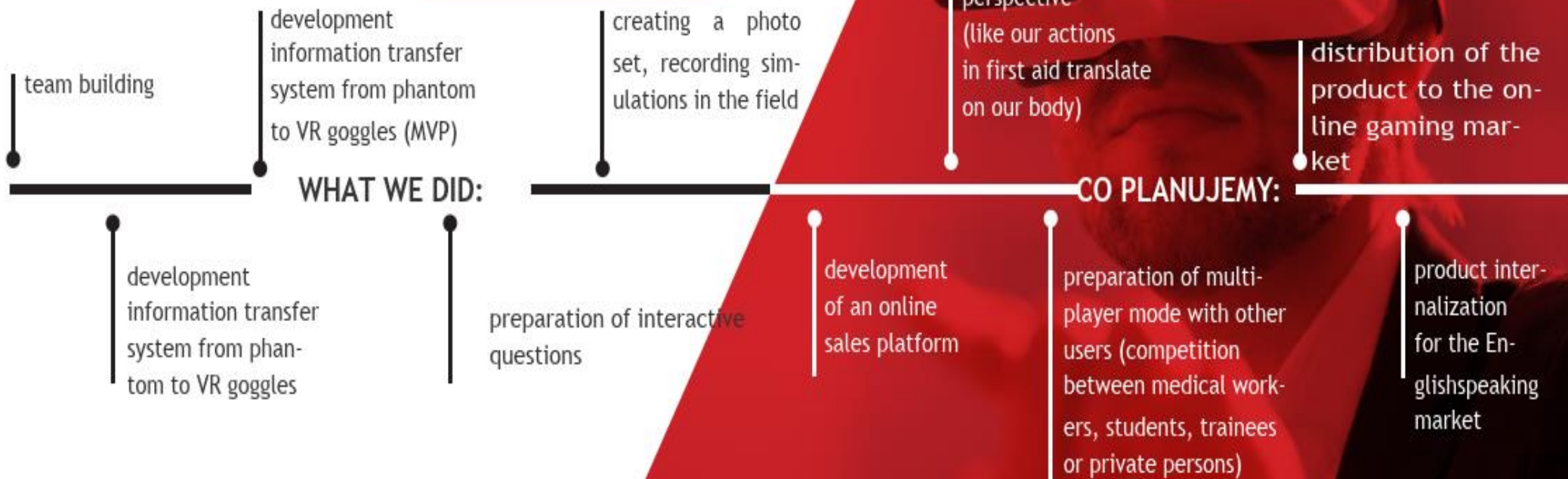
PLN 25,000 - 40,000 each



OUR TEAM



MILESTONES





SUMMARY

VR is not fantasy, it's already happening!

The VR market is constantly developing - now its value is equal to that of the smart TV market. In 2021, it will be worth around 200 billion, which is more than the smart TV market.

Our product is a response to the needs of the market, especially the younger generation and millennials who expect new educational tools. In addition, it is attractive and innovative.