MARCH 7, 2020

MELODY VR - LIVE MUSIC IN VIRTUAL REALITY

CRUCIAL TALKING POINTS

DISCUSSION FLOW

Problem
How It Works?
Solution
Market Analysis
Statistics
Market Strategy
Team

"VR HAS BEEN AROUND FOR DECADES, BUT NEVER REALLY TAKEN OFF. THIS IS CHANGING FAST AS THE TECH IS ADVANCING AT A RATE OF KNOTS, WITH SEVERAL BRANDS NOW VYING FOR SPACE"

SAVILLS, 2019

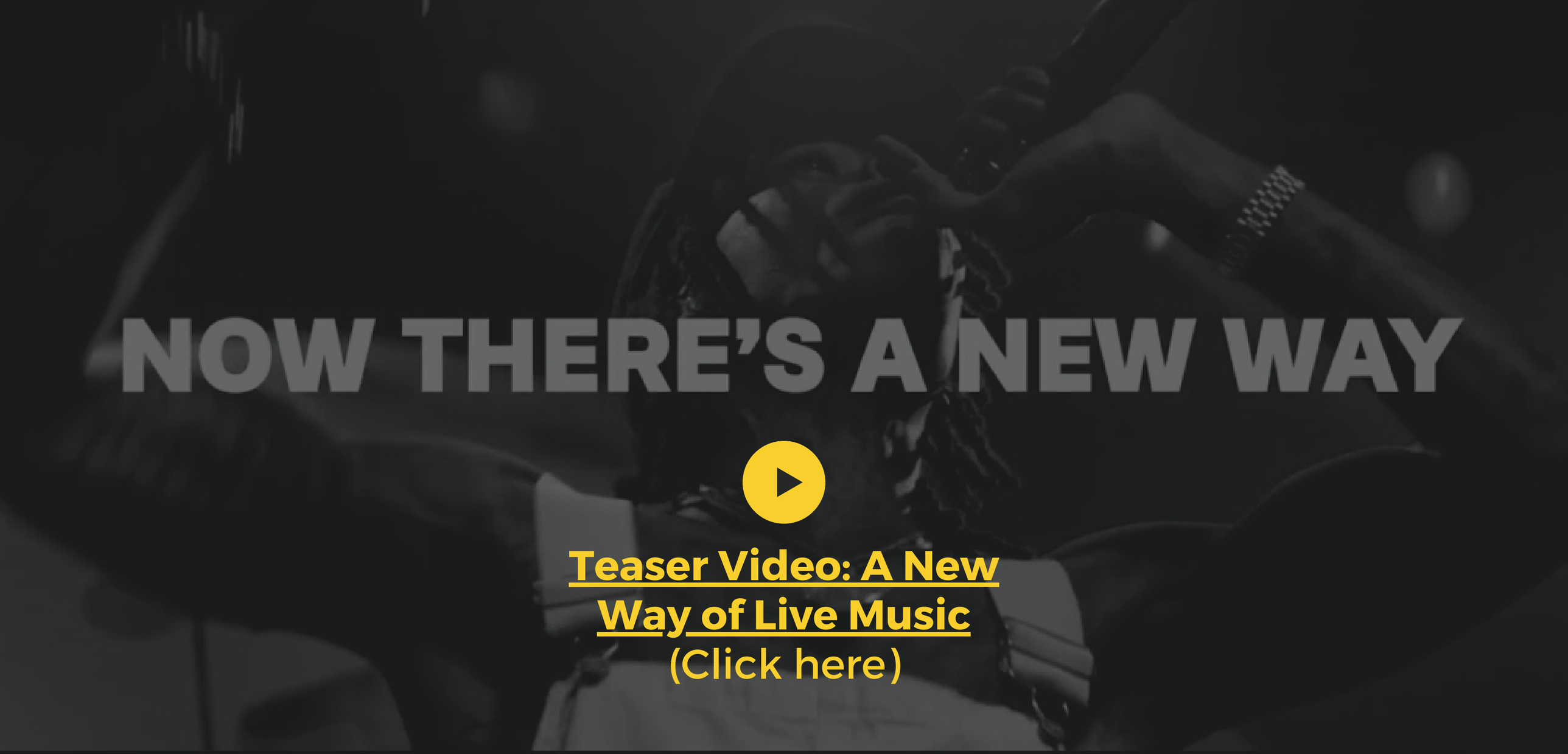
- WHAT DO YOU DO WHEN TICKETS ARE SOLD OUT OR YOU CANNOT ATTEND AN EVENT?
- WOULD YOU STILL LIKE THE OPPORTUNITY TO EXPERIENCE IT AS IF YOU WERE THERE?

IN LIGHT OF THE RECENT COVID-19 PANDEMIC, VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR) HAVE SOARED.

FURTHER INFORMATION

- AR MARKET IS WORTH A PURPORTED $3.5 BILLION
- MOST AR USERS FALL INTO THE 16-34 AGE GROUP
- DURING THE LAST FEW YEARS, FACEBOOK ACQUIRED 11 AR/VR COMPANIES
- VIRTUAL REALITY IS A WAY FOR ARTISTS TO OFFER MORE CREATIVE CONTENT FOR FANS

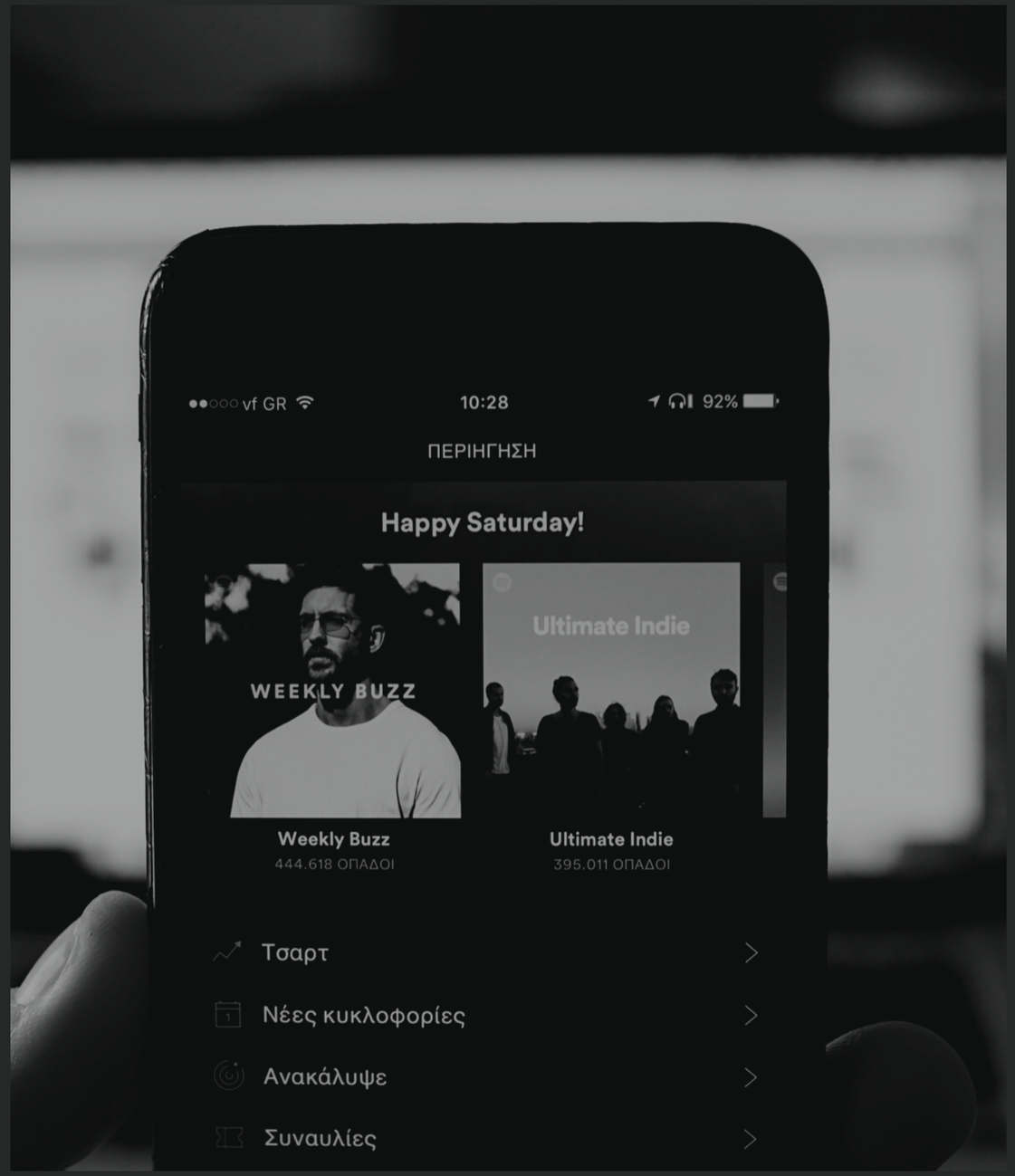
IMMERSIVE TECHNOLOGY IS GROWING



Teaser Video: A New Way of Live Music
(Click here)

HOW IT WORKS?

"TRANSPORT YOURSELF INSIDE HUGE LIVE PERFORMANCES. SWITCH JUMP SPOTS SO YOU NEVER MISS A MOMENT. DISCOVER A COMPLETELY NEW WAY TO EXPERIENCE MUSIC"



MARKET ANALYSIS

ASSESSING THE LANDSCAPE

While the company is moving to a Spotify-like subscription model of £10 a month, it currently charges its users between £7 and £12 depending on the content. There is also many similar companies like WAVE or Digital Domain that exist within the marketplace.

The question with VR is how are we going incorporate this into an industry that has relied heavily on traditional methods?.

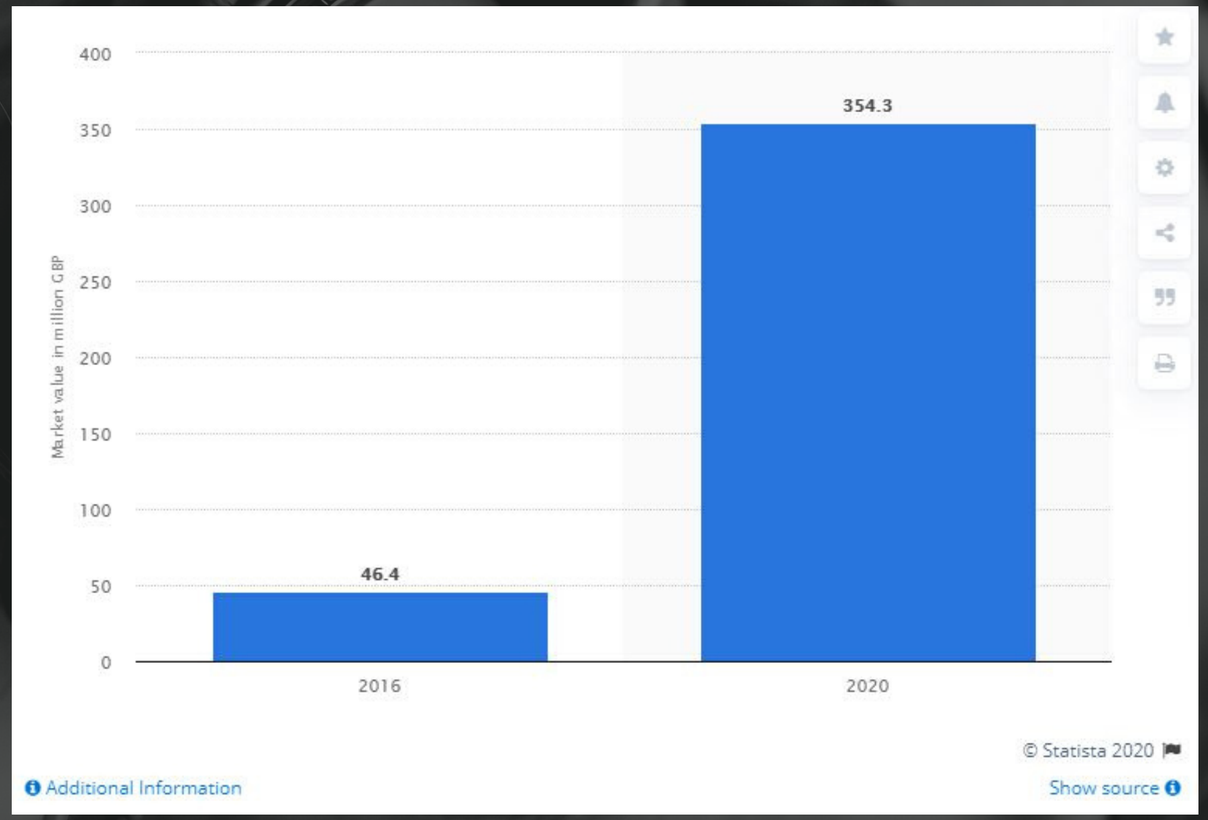
ARTISTS' INVOLVED WITH MELODY VR

STATISTICS

MARKET VALUE OF VIRTUAL REALITY (VR) IN THE UNITED KINGDOM (UK) IN 2016 WITH A FORECAST TO 2020

In 2016, the market value was 46.4 million British pounds and is predicted to grow by a total of 390 percent over four years, bringing it to approximately 354.3 million in 2020.

Statista Research Department (2020)



PRODUCT

VR already comes in various different device types. There are devices based on game consoles, personal computers, and mobile devices

PRICE

Price mark depends on market, subscription-led service in conjunction with

PLACE

Launching in 4 additional territories, Canada, Spain, Italy and Portugal

PROMOTION

The main challenge for MelodyVR is converting non-VR users to VR, help by partnering with brands & other music companies

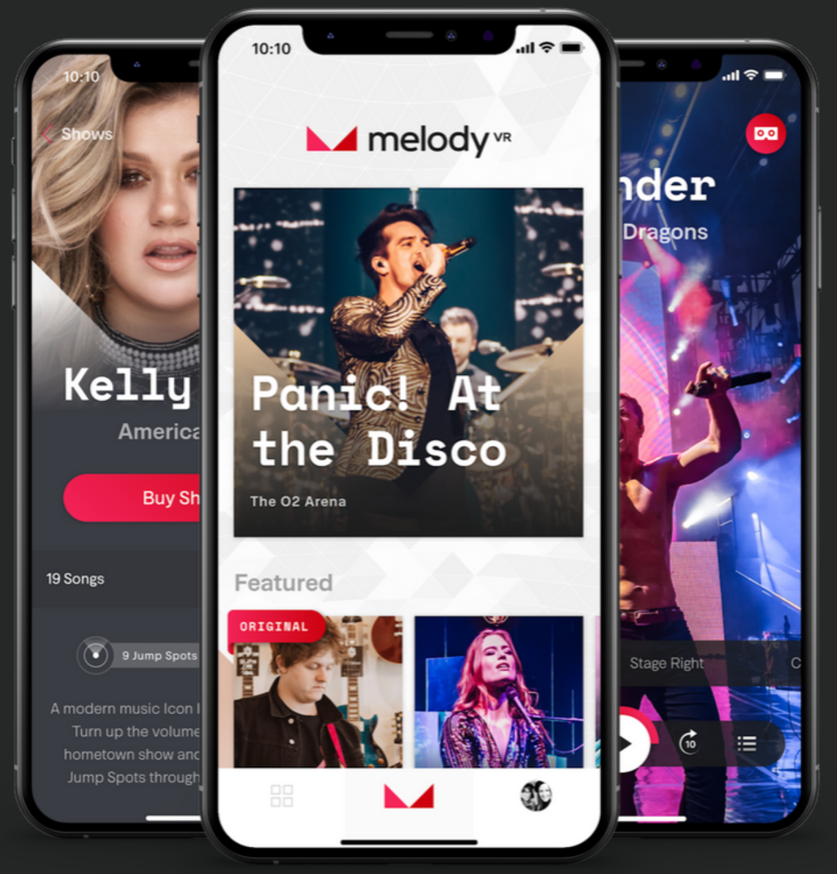
PEOPLE

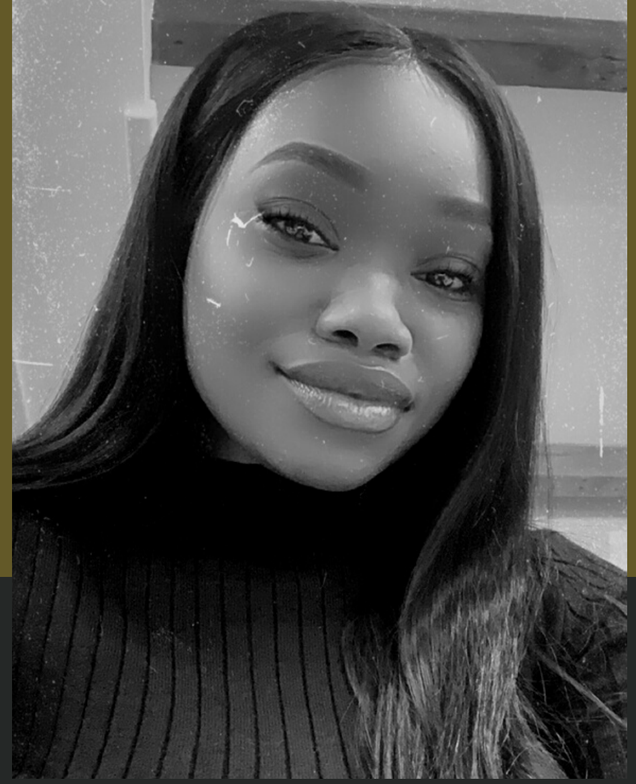
Target audience is music enthusiasts, people all over the world, both existing & new consumers

PROCESS

A native iOS app was developed and launched on the App Store

What does the future look like?





TRACEY KASONGO

CEO

STEVE HANNOCK

COO

JAMES GARSIDE

Head of Product

(Former @ DAZN)

ANY QUESTIONS!

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