



Tom Symonds, CEO for Edventures GBA Summit

November 2nd 2021



Tom Symonds
Chief Executive Officer

we believe is the defining
technology for this space.



How to scale XR technology for Enterprise ?

Multi-billion dollar market opportunity

Industry professionals project VR enterprise software market to grow from \$4.8bn in 2020 to \$16bn in 2025, rapidly changing working patterns

Innovators in the immersive technology industry

Immerse has developed a proprietary Virtual Enterprise Platform and SDK enabling companies to create, scale and measure virtual reality content throughout their organisation

Established relationships with global blue chip clients



Partnerships signed



Innovative, experience and strategic management team

Immerse has focused on Immersive technology for enterprise for 8+ years accumulating an unrivalled knowledge and experience. The senior team has worked in enterprise at senior level for a combined 70 years combining corporate and early stage knowledge and experience.

Significant recurring revenue growth forecast

The rapidly accelerating use of the platform by key clients and the opening up of the enterprise VR market is driving towards significant recurring revenues from platform and user licenses.

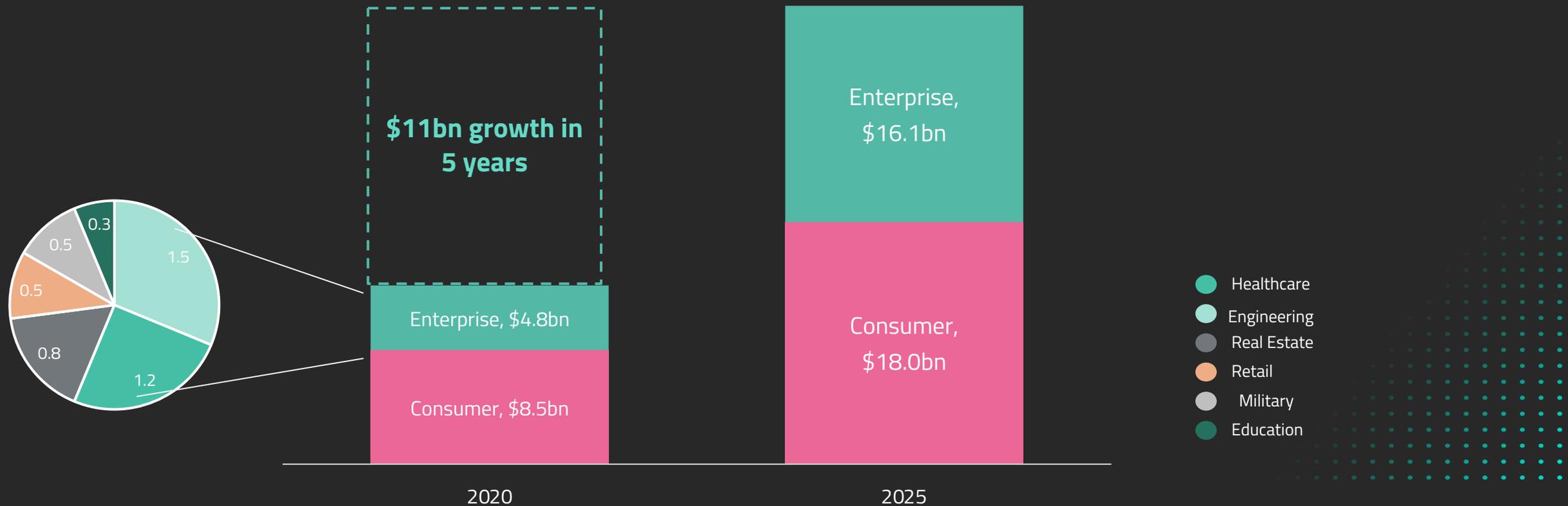


Global VR enterprise software market projected to grow to \$16 billion by 2025

Immerse's target industries, namely Healthcare, Life Sciences, Manufacturing and FMCG are forecast to be worth \$11.9bn of the total VR enterprise software market in 2025

These industries are predicted to grow 3.4x from 2020 to 2025

The global training market was estimated to be worth c.\$362bn annually in 2017



The Immerse Platform for Enterprise

The open and scalable platform for
VR, AR and 3D employee experience



Content freedom

Create new or use existing
VR, AR and 3D content
while maintaining total
freedom and flexibility



Measurable insight

Supercharge your
workforce and improve
processes with quantifiable
data-driven insights



Seamless integration

Seamlessly integrate VR
training with your existing
systems



Easy distribution and scalability

Easily distribute and scale
VR content across your
organisation

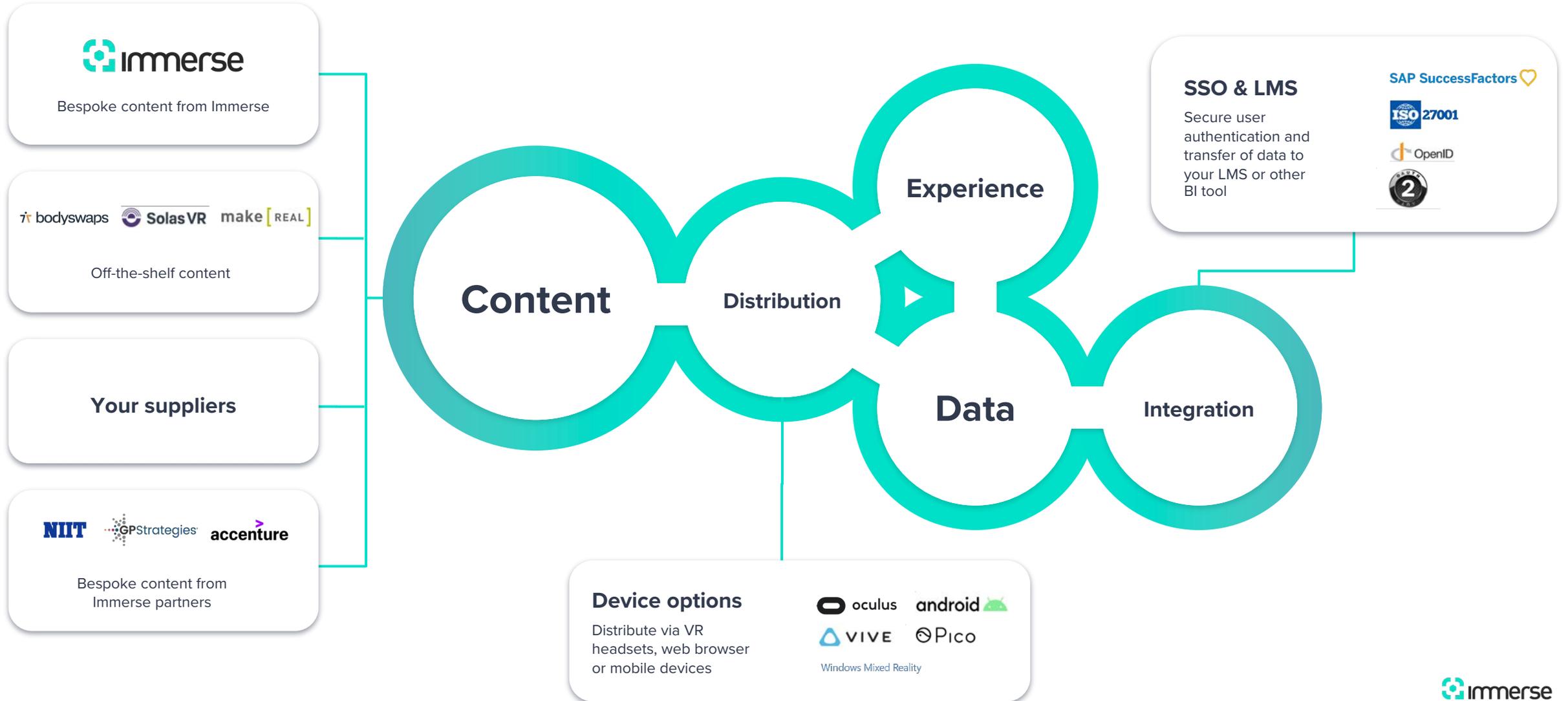


Highly secure

Peace of mind with
enterprise-grade security

The Immerse Ecosystem

End-to-end immersive technology and services



Tech & services

Content creation

The Immerse platform is open, allowing you to choose the right content vendor for each project. Our Unity software development kit allows anyone to create enterprise-ready immersive content.

However, many customers choose to work with us for their first immersive content projects.

We've created content create VR content for some of the world's largest organisations. From medical equipment to health and safety training, our teams create high quality, outcome-focused immersive experiences .

Our expert teams of VR producers, artists and developers will work with you to create applications that meet your exact needs. In addition, our Customer Success team will be there to provide support on hardware, integration and roll-out, liaising with IT and Ops teams to ensure a successful deployment and a great end-to-end experience.



GE Healthcare
CT Scanner Training



Shell
Health and safety training



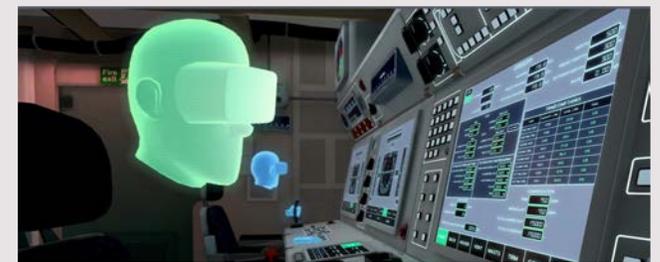
Facebook
Employee onboarding



Nestle
Sustainability education



DHL
Warehouse process training



Qinetiq
Submarine team training



Immerse is building out a content Ecosystem

- Lower barriers to entry
- Value add for smaller content partners
- Recurring revenue growth

10 content partners live
30 content modules
Range of content covering
Soft skills and HSE

The screenshot displays the Immerse Partner Portal website. At the top, the Immerse logo is on the left, and navigation links for PLATFORM, CONTENT, PARTNERS, and RESOURCES are on the right. Below the navigation is a header section titled "The Immerse Partner Portal" with the subtitle "Industry-leading enterprise immersive content by the world's best creators". To the right of this header is a "Certified Immersive Content Partner" badge with the Immerse logo. Below the header is a horizontal menu with tabs for All, Assessment, Diversity and inclusion, Health and safety, Soft skills, and Wellbeing. The main content area features eight content modules, each with a thumbnail image, a title, and a description:

- Customer experience**: Bodswoaps, Soft skills
- Job Interview Simulator**: Bodswoaps, Soft skills
- Inclusive Leadership**: Bodswoaps, Diversity and inclusion
- Workplace Communication Essentials**: Bodswoaps, Soft skills
- Breathing Space**: Solas VR, Wellbeing
- The Meditation Space**: Solas VR, Wellbeing
- Weekly Wisdom**: Solas VR, Wellbeing
- Signal Slinger**: Health and safety, MRKL LLP



Business Model

3 sources of revenue

1. Annual Platform License - ca. £75K to £120K per client
2. Per User / content license
3. Services (content creation) dependent on project size - £60K to £320K

Key Growth Drivers in 2022 to achieve £4 million revenue and break even

1. Shift towards SaaS model and 50:50 split of Software to Services - currently 70:30
2. £1 million of ARR - 10 enterprise clients on platform
3. 3rd party content increases platform usage
4. Greater % of coming through partner channels e.g SAP
5. Building out US presence
6. Greater Bay Area



The Immerse Team



Tom Symonds

CEO

Tom has gained a reputation for innovation and the creation of disruptive business models following 8 years at GE Capital and 12 years at leading internet businesses. He has constantly driven change in the learning space through his restless energy and ideas.

He led Sky through the dotcom fall out, establishing it as one of the major internet players in the UK.

Tom has since worked with start-up businesses within the field of e-Learning, using his extensive expertise to leverage technology in order to address key business needs.



Justin Parry

COO

Justin has 20 years of experience creating and growing B2C and B2B products for start-ups and global organisations. He has developed and launched online platforms, websites and mobile products across the world and joined Immerse from his role as Global Director of Internet Yellow Pages for Yell Group.

Justin is Chief Operating Officer and leads the Product strategy for Immerse. As a founder, he designed and led product development of the Immerse platform from scratch. He now oversees the delivery of all technology and VR content across the organisation.



Lee Kelly

CFO

Lee is a chartered accountant with over 20 years experience in the technology sector. She has held various senior roles in Finance functions, leading complex due diligence and integration processes for several mergers and acquisitions across Europe.

She has managed and built finance teams as well as implementing internal systems to deliver finance and accounting support.



Lucas San Pedro

CTO

Lucas has almost 20 years of experience as a software engineer across different industries, technologies and countries.

He's been involved in designing, architecting, and developing complex software solutions in fields ranging from the automotive industry in Spain and Italy, to fintech in London, taking a technical leadership role in teams both big and small from early on in his career. Lucas joined Immerse in February 2015, designing and developing the core set of technologies that power the Immerse Platform.



About Immerse

Immerse is the global technology company behind the industry-leading Immerse Platform.

Founded by CEO Tom Symonds and COO Justin Parry, we've been building our platform and SDK hand-in-hand with enterprise customers since 2016. In that time we've learned a lot about what industry truly needs from immersive technology, and the platform is now used by the some of the world's leading companies to deliver scalable experiences ranging from induction and onboarding to practical skills and virtual tours.

In addition to our platform, we also offer high-quality content creation services delivered by our scalable teams of producers, artists, animators and developers. We're experts in understanding your learning and assessment needs and turning them into engaging experiences that deliver tangible results.

For detailed information about our technology, please refer to the **Immerse Product Brochure**.



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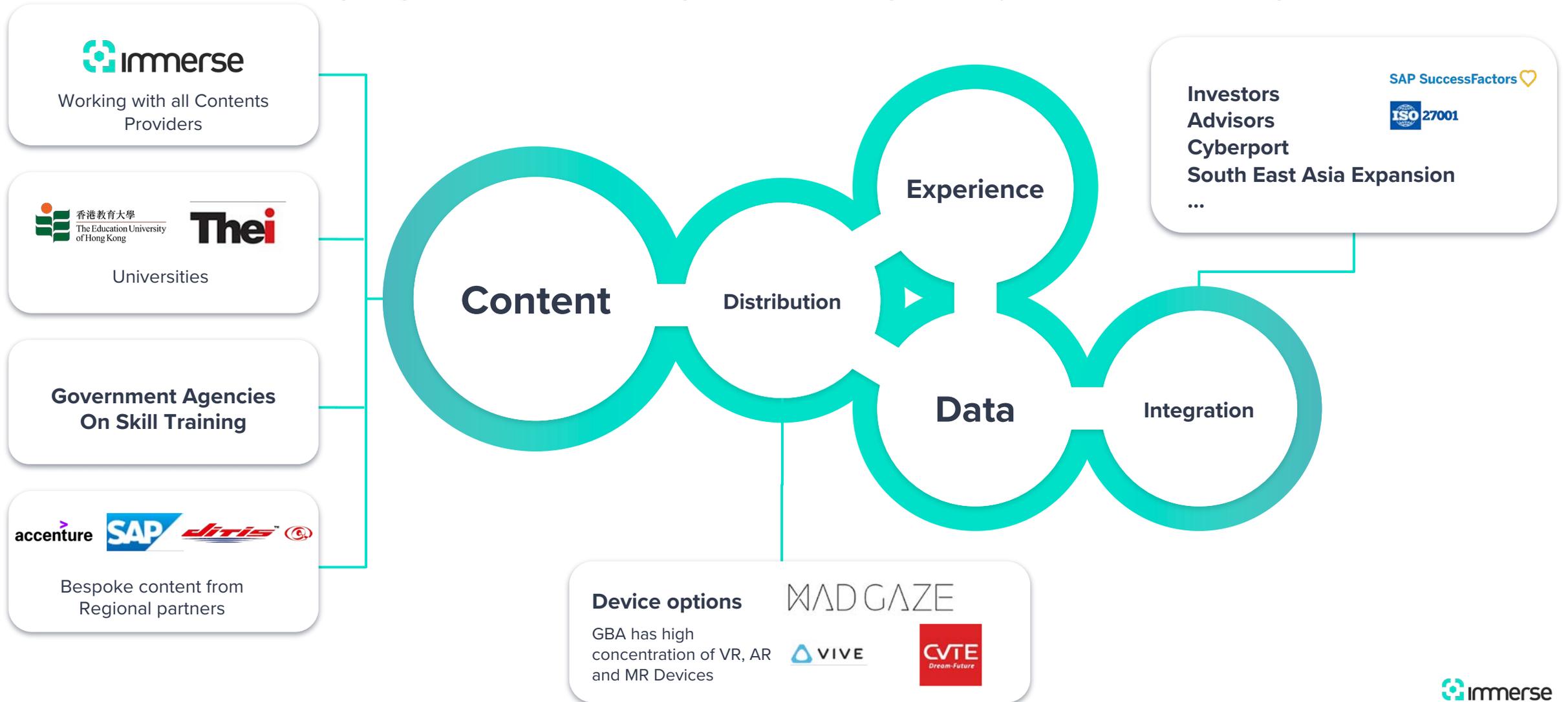
MARS

accenture



Partnership with EdVenturesGBA

Working together on Learning and Training Eco-systems in GBA region



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