



WIVU™

A mobile marketplace enabling social viewing experiences with vast content selections in underutilized commercial screening rooms and gathering spaces.

What is WiVu?

WiVu is an omnichannel platform that enables consumers to:

- 🎬 Reserve private screening rooms in a variety of appropriate, tasteful commercial spaces
- 🎬 Watch any available streaming content leveraging top of the line AV audio and visual set ups
- 🎬 Provide access to all the amenities of each establishment:
 - Excellent food and beverages/no minimums
 - Dedicated wait staff



The Business



Enable Spontaneous,
affordable VIP settings
and experiences



Take the friction
out of setting up
private booking



Facilitate a diverse and
entertaining menu of
streaming content



Connect Consumers to
known, trusted
establishments and
environments



Consumer Problem

- 1 Most are complicated and expensive propositions to plan if booked directly through the establishment
- 2 Cannot currently be solved in a spontaneous and efficient manner, usually requiring at least a month in advance to reserve
- 3 Most current options haven't been changed or upgraded in decades
- 4 Consumers want "safe" social experiences outside the home and office yet current options have not kept up with consumer demands and expectations
- 5 Existing options are limiting and have been Impacted by Covid

Real Estate Vacancy Problem



Due to Covid, retail spaces are operating at 20% capacity



Prior to that:

- Inefficient utilization of real estate
- Challenge to market and advertise available space directly to consumers



Ultimately, food and beverage is massive driver to profitability



Operators are not setup to be programmers



Until now there has not been a marketplace to leverage a fluid and easy B2C environment to solve this problem

WiVu Solution

- 🎬 Simple to use, cost effective omnichannel marketplace application
- 🎬 Easily connects consumers with safe spaces, great shows and 5-Star hospitality
- 🎬 Helps landlords monetize underutilized commercial spaces by attracting consumers with discretionary income
- 🎬 Creates a new platform for content distributors
- 🎬 Leverages a demand driven market where society has largely been restricted to in home viewing due to COVID guidelines
- 🎬 Leverages metadata and other information to optimize performance
- 🎬 Enables multiple revenue streams including booking fees, sponsorship, and ad supported content

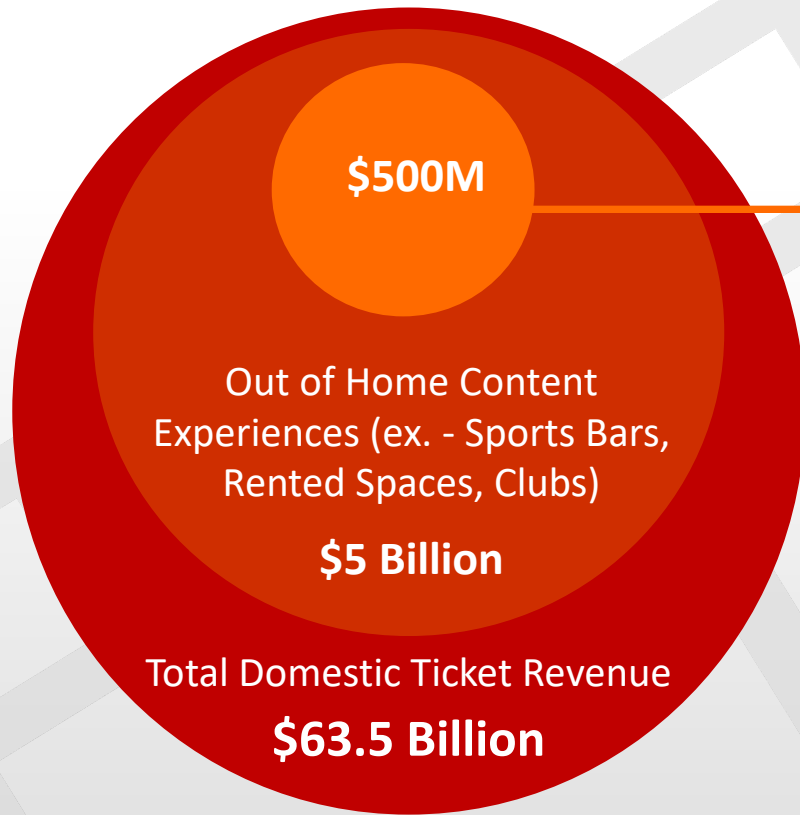
How it works

- 1 Browse locations
- 2 Select a location
- 3 Choose day/time
- 4 Confirm category
- 5 Customize your experience (e.g., content, food & beverage)
- 6 Invite your friends
- 7 Select payment option
- 8 Treat everyone or split the bill



Real time data optimization creates user driven real time improvements

Market Size

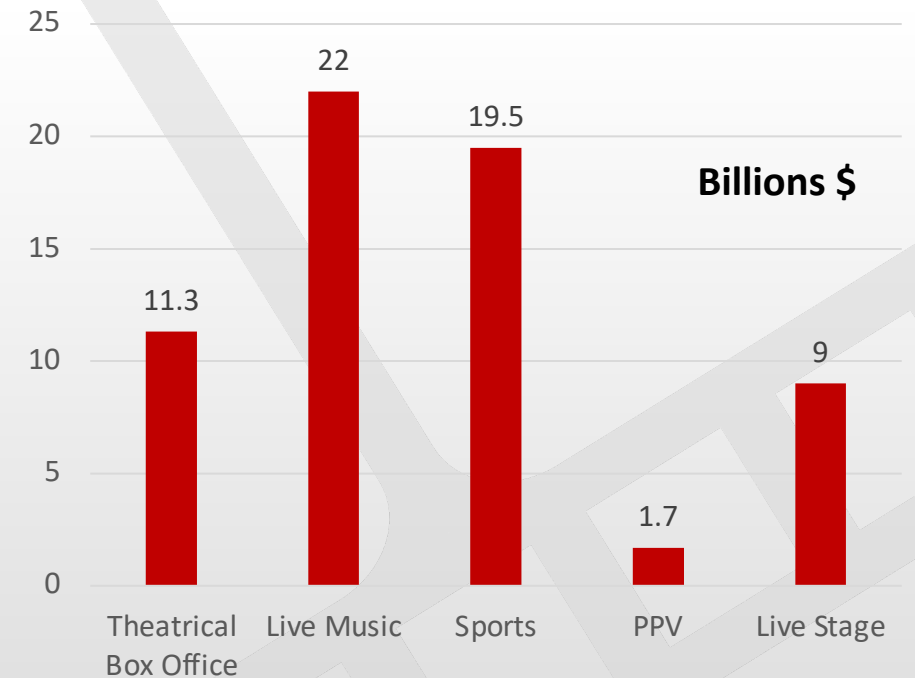


Market Penetration (1%)

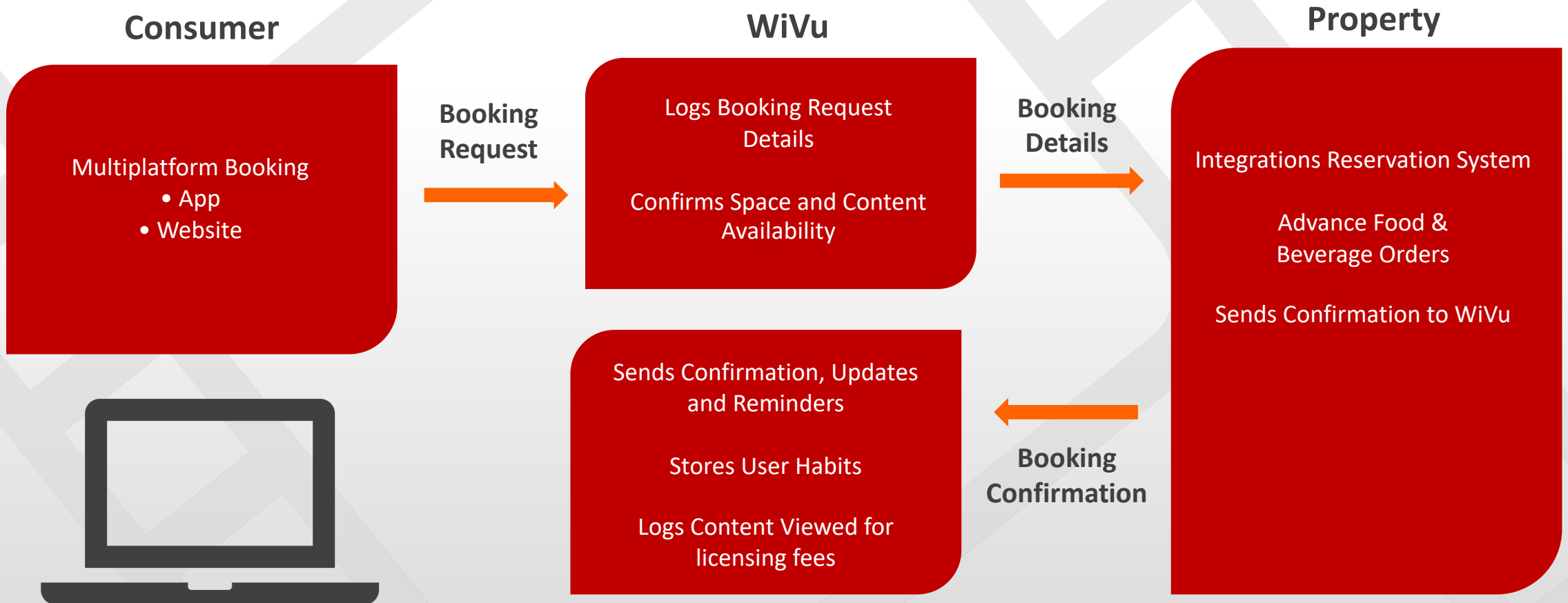
Covid has created a vacuum for shared experiences.

With traditional venues closed and/or restricted, people will seek out and satisfy their need for shared experiences.

2019 Annual Ticket Revenue USA



Platform Framework



Potential Customers and Partners

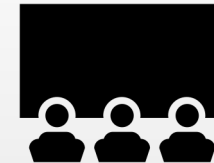
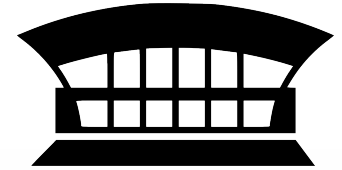
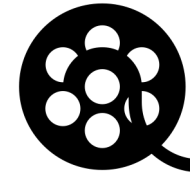
Scaling Partners

Commercial Real Estate
Hotels
Retail
Restaurants

Content Partners

Movies
Music
Sports
PPV

SPNIFI®



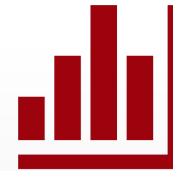
Business Model and Revenue Mix



30% Share
on Booking Revenue



10% Share
on Food & Beverage Revenue



Multiple Revenue Streams
(Bookings, F&B Service Charge,
Content Fees)



Pricing Variable based
on day/time



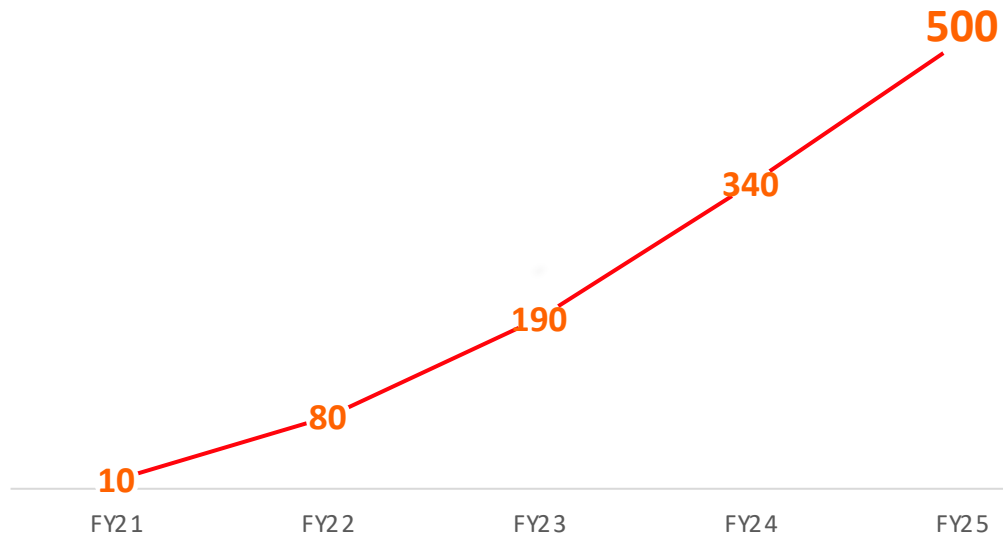
Bookings are based on a
2 hour usage increments



Same booking fee regardless of
of attendees up to capacity

Sites and Revenue Projections

SITES



REVENUE PROJECTION



Fundraising



Milestones

- Created Management Team
- Developed Business Plan
- Prepared Financial Model
- Conducted Informal Market Research



This Round

Raising \$2M



Use of Proceeds

- Hire core team
- App MVP design / development
- Key content agreements
- Backend technology design
- Launch first beta locations
- Branding and experience testing

Leadership Team



Craig Sholder

Chief Executive Officer

Decades of Being “Agents of Change”

- Technology and Managed Service Innovators
- Transforming and Enhancing Entertainment Venues
 - Dolby Cinema

Business Model Innovations

- Collaborative effort with Hollywood Studios and Cinemas globally
 - Virtual Print Fee model
- Managed Services Contracts

Mergers and Acquisitions

- Carve-outs
- Private Equity



Tom Schwartz

Chief Operating Officer



Marc Ruxin

Interim President

25 years of media, technology, strategy product, and innovation management experience at Privateer, Rdio, TastemakerX, Interpublic, McCann Erikson, EMI RECORDS

Serial investor/advisor.



Adam Rymer

Executive Chairman

CEO, Envy Gaming

Former, President Legendary Entertainment’s digital networks

Former, COO of Lava Bear Films

Former, VP of Strategy and Business Development and SVP of Digital Platforms, Universal Pictures

References

1. <https://www.youi.tv/covid-19-shared-viewing-experiences/>

Thank You

