

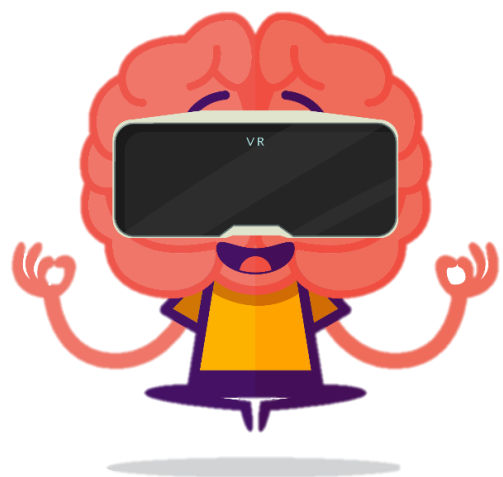
CONTEXT SETTING



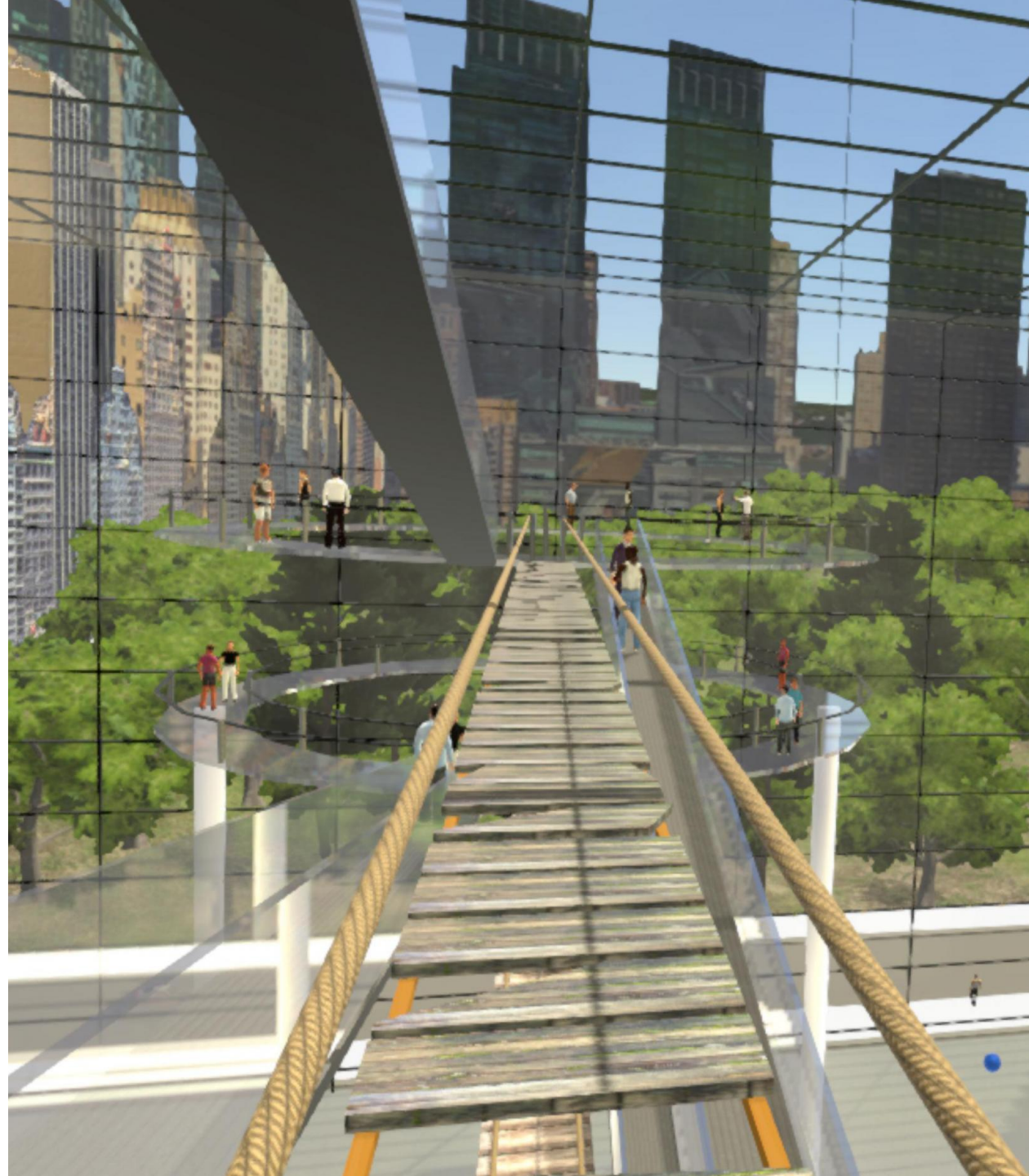
TE DISRUPT



VRee
MIND



VRee
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Laurens Coeveld
CEO



Aaron Smiles
CTO



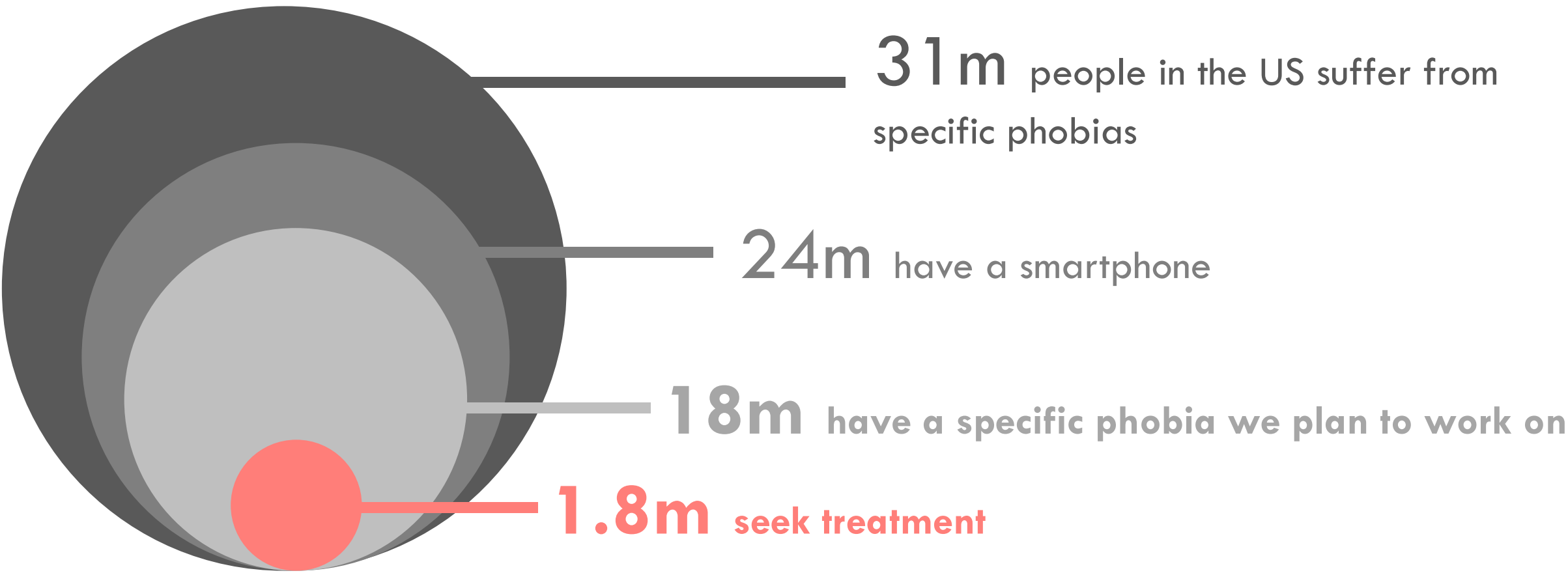
Scott McFaddin
CFO



Sam Contractor
CMO



Meet the team



Target Market



Animals 430k

Heights 460k



260k
Closed Spaces



250k
Flying



210k
Water



190k
Storms

1.8m



“I have never flown outside the US – I’d love to visit family in Italy but I cant get on that plane!”

“I wish I could teach my children to swim but the water is too much for me”

“I had to relocate and leave my family just to be away from storm season”

“I cant get my dream job because I’m afraid of lifts and tall skyscrapers”

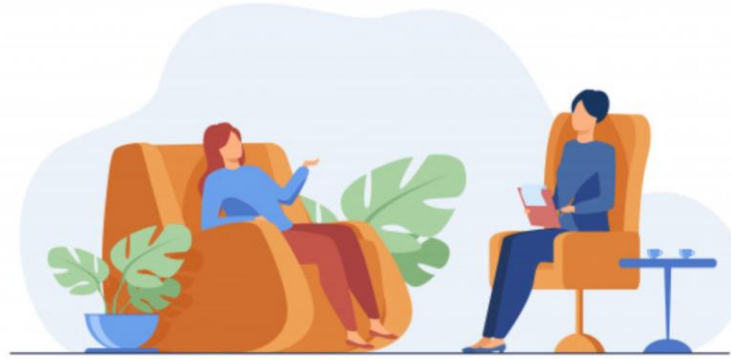


Customer Problem



Books & Self-Help Online

- / Cheap
- X Not immersive
- X No momentum



Therapists

- / Expensive
- ~ Somewhat immersive
- ~ Momentum from sessions
- X High effort to get started & stick to it



VR Solutions

- / Expensive
- / Immersive
- ~ Momentum from sessions
- X High effort to get started & stick to it
- X High cost of device and course
- X Get used to a new device and a scary course



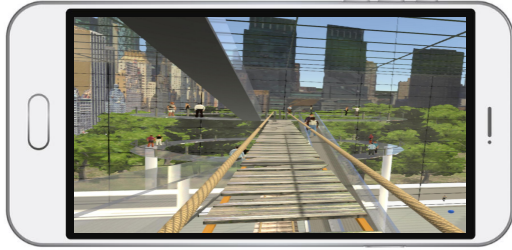
Today's Solutions



VRee MIND



Our Solution



Smartphone
VR Courses



Access to Therapists
Exclusive Partnership



Meet Freya
our AI
Therapist

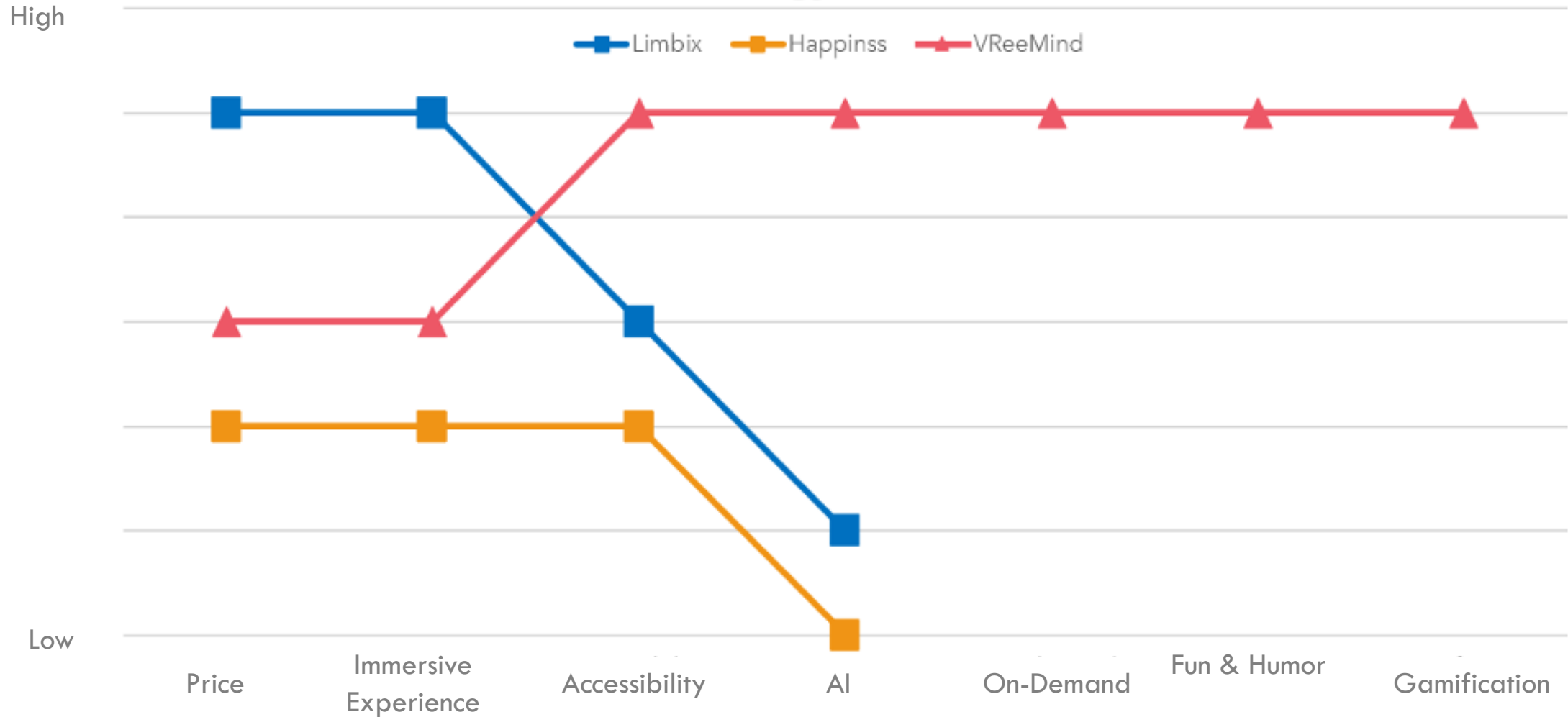


Gamification



Product Components

Strategy Canvas



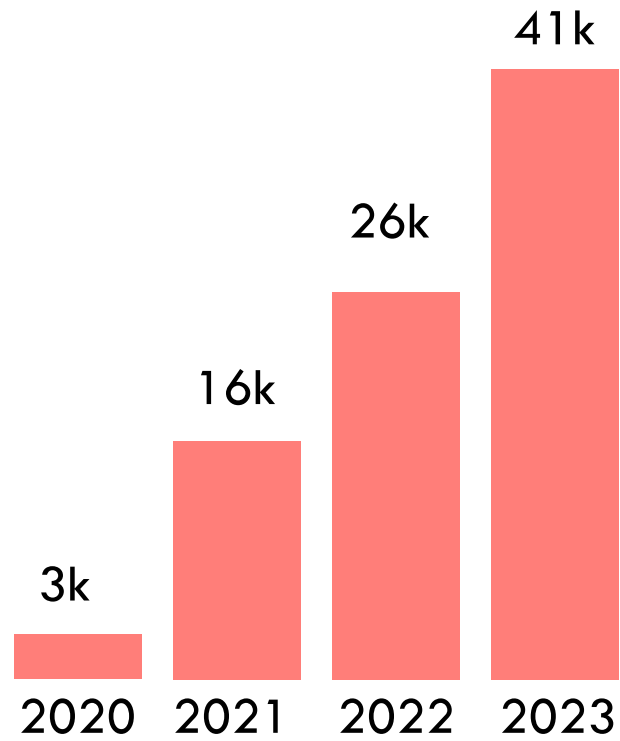
Strategy Canvas / Competition Feature Comparison

	Tier 0 - Freemium	Tier 1	Tier 2	Tier 3
Phobia Courses	All courses – first level only	1 full course (12 levels)	All full courses (each 12 levels)	All full courses (each 12 levels)
Community	Tick	Tick	Tick	Tick
Freya AI Therapist	Trial	Trial	Full	Full
Betterhelp Therapist	In-app purchase	In-app purchase	3 sessions	12 sessions
Annual Fee	0	\$120	\$360	\$840

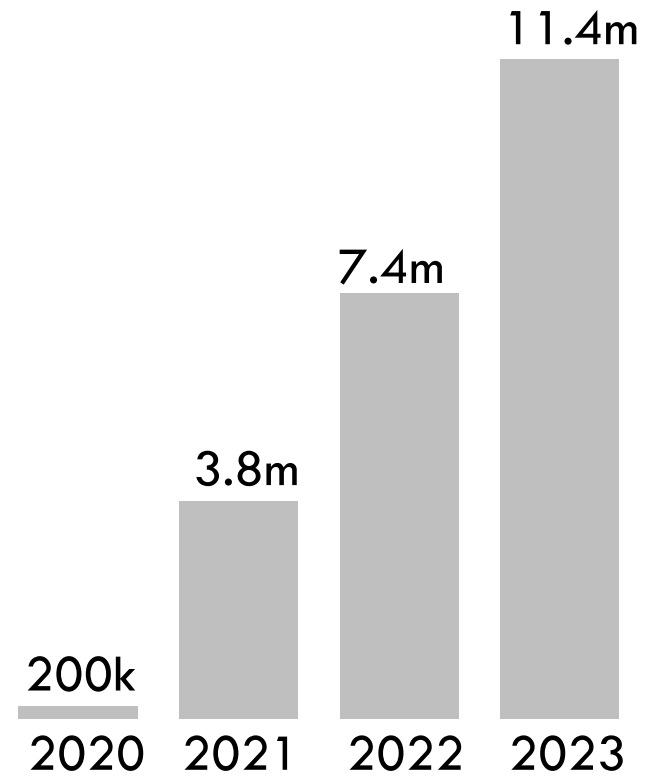


Subscription Model

User Growth



Revenue



User Growth & Finances

***Laurens vision
was born!***

2018

***Prototype
Testing***

2019

***App Store v1
Launch***

2020

***All courses live in
app store***

2021

***Social Phobias &
Self Help***

2022

Freya AI 2.0

2023

***International
Expansion***

2024



Future Plans

Customer Centric.

Proactive.

Owner mindset.

Sustainable society.



Our Values



**Unleash the power
of specific phobia
sufferers.**

**Your career's best
work with an
incredible team.**

**Opportunities
for growth**

**Sophisticated
remote working**



Our Promise to You



Killer Creatives & Researchers

Explore problems and co-create awesome solutions with users



Marcia

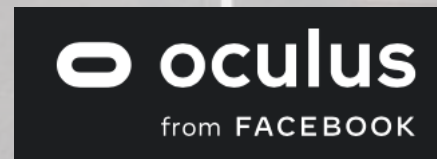


Ninja Developers

Creating VR, iOS, Android, AI and API.



Jose



Digital Marketers

Delivering market awareness & user growth.



Mariella



Senior Talent & Meet Our Newest Recruits



Join our mission & come chat to us!



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1
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Team pic (Source: Unsplash. N/A. Image. Accessed 12/11/20. <https://unsplash.com/photos/PGnqT0rXWLs>.)

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