



# Money raising – workshops

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# One-pager

## One-pager facts:

- first document sent to investor
- contains most important information
- has short form
- needs to be graphical attractive
- should be structured



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# One-pager

One-pager covers following topics:

- problem introduction
- short description of solution
- definition of potential users
- market size and market value introduction
- growth rate and future plans including business model
- competitive advantage
- amount of money to be raised
- main costs
- contact details



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# One-pager – recommendations

Focus on following aspects:

- use simple language
- do not use long descriptions for each section
- use graphic-friendly approach
- add images and graphs
- prepare graphic template according to brand book
- do not exceed 2 pages



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# One-pager – example

## RiftCat

### Problem

Finding and managing virtual reality games on your hard drive is troublesome. It's hard to keep track of all game updates and games installation folder becomes trashed very soon with unplayable or unfinished games.

### Why RiftCat then?

At RiftCat we believe that you should dive into virtual reality and forget about all technical issues. Just sit and play. RiftCat will take care of the rest.

### How?

Just install RiftCat on your computer, search through rich games database and with two clicks your game will be ready to play. You don't even have to take off your headset.

### What exactly is RiftCat?

RiftCat is a website and desktop application that allows you to quickly find games and applications designed for upcoming virtual reality headsets (like Oculus Rift). It manages all your games in one place and makes your download and installation process as easy as possible.

If you are a game developer, you can publish your creations on RiftCat for free!

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RiftCat is an app store for virtual reality games with virtual reality focused functionality.

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R I F T C A T

URL: <https://riftcat.com/About>

Industry: Virtual Reality Software

Employees: 5

Founded: 06/2015

### Contact:

Marek Antoniuk

[m.antoniuk@riftcat.com](mailto:m.antoniuk@riftcat.com)

### Financial data:

Stage: Product in Beta tests

Capital Raised: \$175 000

## For whom RiftCat is?

### RiftCat user

A typical user of RiftCat is an Oculus Rift headset owner. He plays a lot of video games. After buying his VR headset, he needs a source of good virtual reality games. He has tendency to collect a lot of video games even if he's not going to play all of them.

### RiftCat developer

RiftCat would be nothing without content. It's provided by many virtual reality game developers around the globe. From single graphics designers doing their own demo, to companies creating their own full scale games. All of them can put their creations on RiftCat and potentially earn money from each sale.

## RiftCat Market

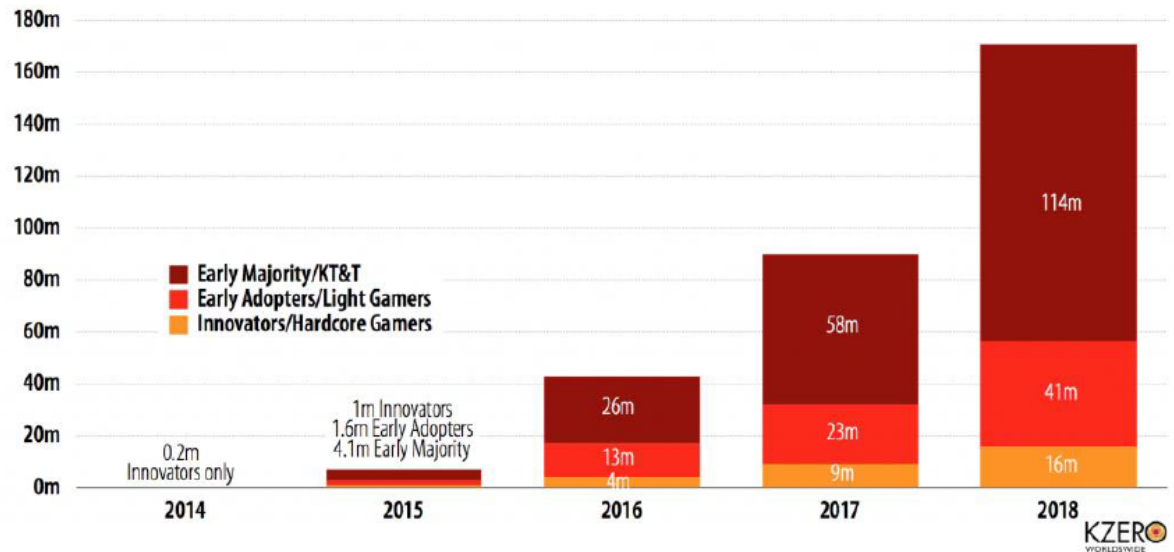
### Current market state

So far, Oculus company released two developer versions of Oculus Rift headset. DK1 and DK2 which were sold in around 200 000 items. The premiere of consumer version will take place in Q1 2016.

### Future market state

With the release of consumer Oculus Rift version, the market will rapidly expand. Kzero.co.uk service reports estimate, that in 2016 the active virtual reality users will reach around 6.7 mln. Jumping to 90 mln in 2017.

### Active Virtual Reality Users



## RiftCat growth

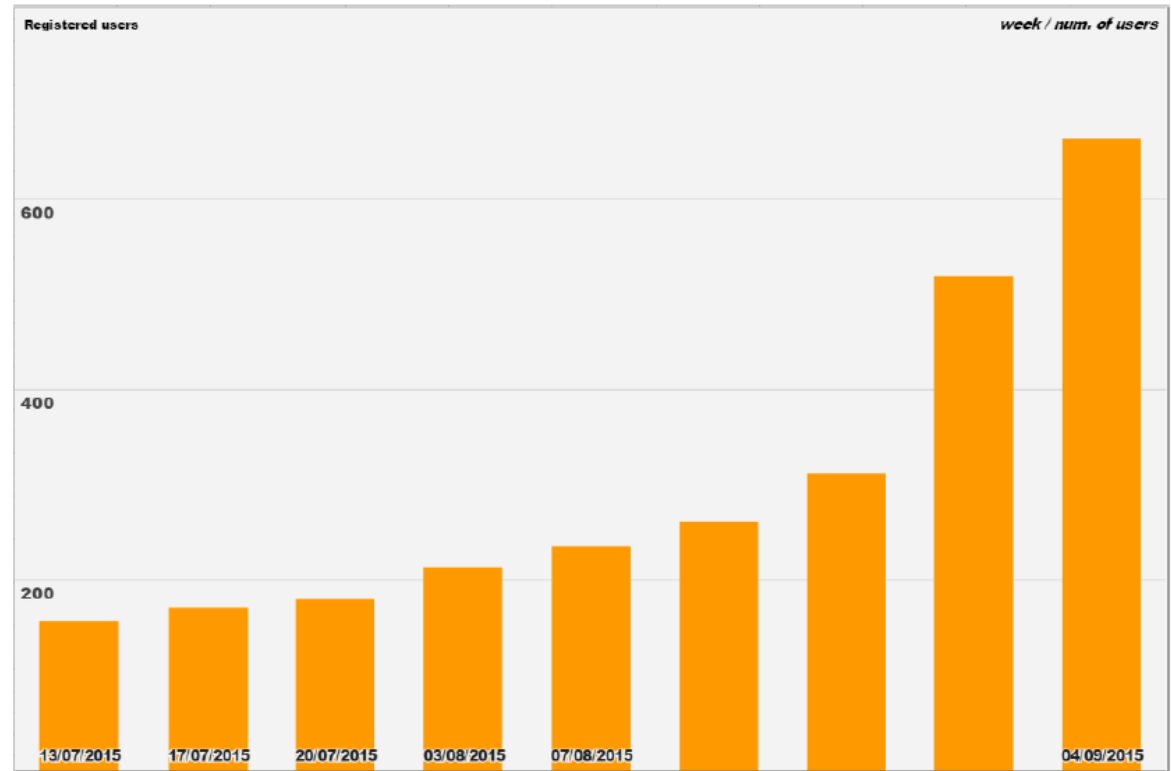
### We want to grow bigger!

We are getting close to our first 1000 users with social media marketing and game developers partnership.

We are acquiring games via direct contact. **RiftCat** has over 100 virtual reality games already.

The key moment will be the release of consumer version of Oculus Rift headset (Q1 2016). We are preparing for this moment with all our resources.

Business model assumes a model of an app store with a fee for each transaction.



## How are we better?

### Competitors

There are several solutions available or close to release that are direct competition to **RiftCat**:

Two most powerful ones are **Oculus Home** (A platform announced by Oculus company itself) and **Steam** (a platform owned by Valve Inc. creators of HTC Vive headset). Both are slowly developed and their release is delayed. Their main advantage is a huge reach already. We do not intend to compete with those companies directly.

The competitors with similar scale to RiftCat are **Rift Arcade Market** and **WEARVR**.

**Rift Arcade Market** provides possibility to sell your own applications in their store, although they did not establish legal procedures for this venture, causing developers to operate in gray area (No invoices for sold games). Also, they do not have a dedicated download manager.

**WEARVR** builds their strength around support of multiple headsets. Their problem is, they do not provide any procedures for game sales inside their platform (developers have to take care of it on their own). They also don't have any built in download manager.

### Competitive Advantage

**RiftCat** has all the strengths of competitors which are: download manager, support for multiple headsets and payments with figured out legislation. **RiftCat** provides most of the functions that competitors have but way sooner than them. We are also open for partnership with a company that creates their own headset to make **RiftCat** it's native platform.





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# Thank you



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