



**wivu**<sup>TM</sup>

Watch. Play. Be.  
**TOGETHER**

# Problem

Out of home viewing  
hasn't changed in 100+ years



# But consumers have shifted to on demand, social & unique experiences

## On Demand Sharing Economy



Pools



Event Space



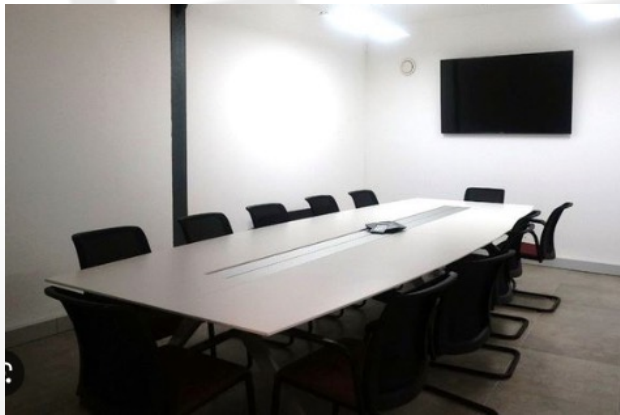
Rental Cars

## Experiential Social Entertainment



# Our Solution:

Transform existing, underutilized, hard-to-book hospitality locations



Hotel Meeting Room



Family Entertainment Center Event Room



Sports Bar Private Room



Small Movie Theater



Increase Location Usage and Profits

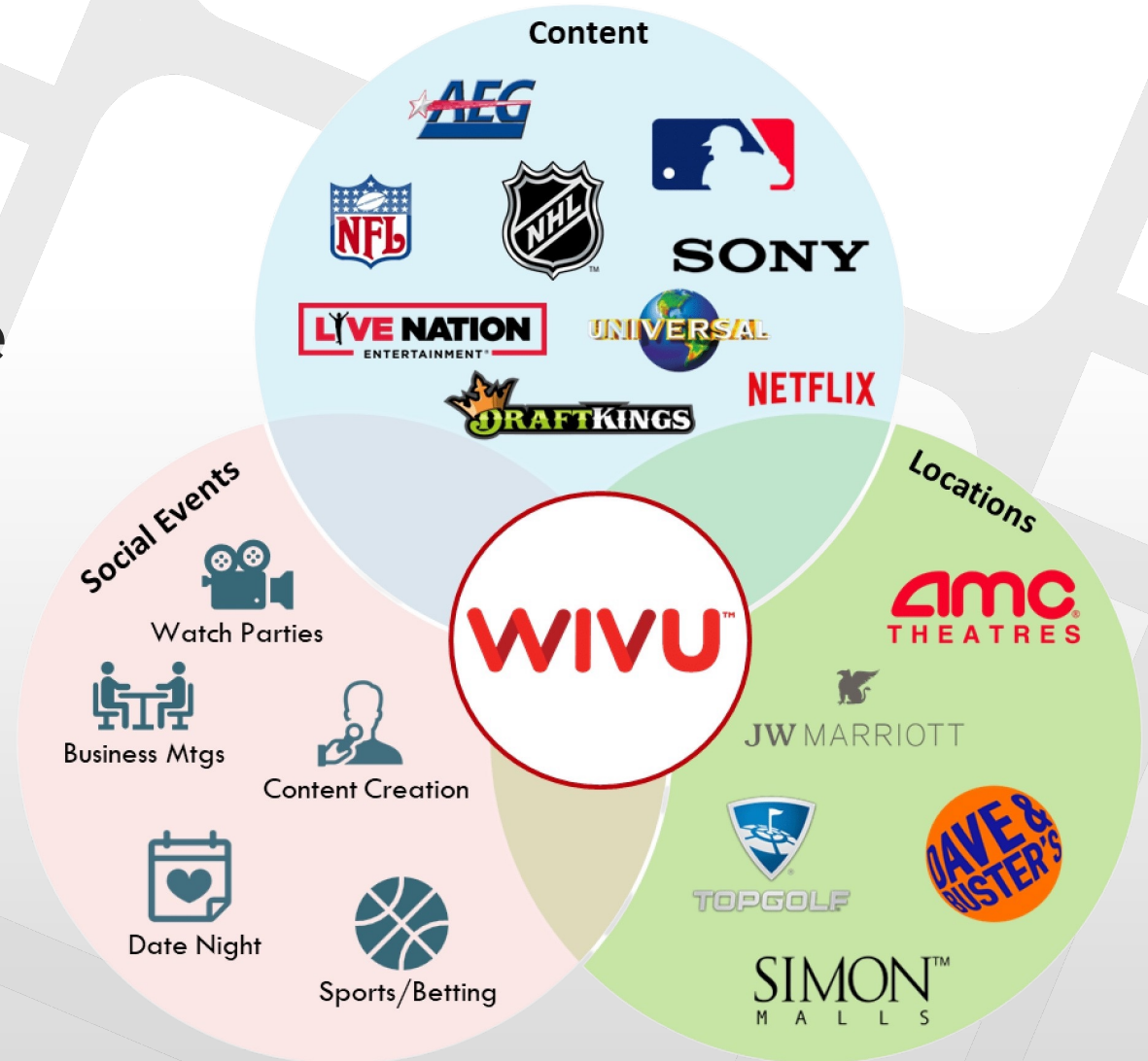
WIVU™

# ...for flexible, social viewing experiences

WIVU™...

...brings people and the content they love, together...

...to create private viewing parties



# Technology

**A custom app to make booking a media suite as easy as ordering an Uber.**

- Browse locations, choose day/time, select content, order F&B, invite friends, share to social, split payment
- Automatically log in and control content in the room through your smartphone
- Client app/website for easy management by location partners
- Scalable from 1 to 1,000s of locations



Each suite will be equipped with a plug and play WIVU content box

# Leadership:

## A team with unique content, consumer & live expertise

---



**Adam Rymer**  
Executive Chairman

- CEO, Envy/OpTic Gaming
- President Legendary Entertainment's digital division
- SVP, Digital Platforms, Universal Pictures
- Film Producer (*Arrival*, *The Rover*)
- Harvard, AB; Wharton, MBA



**David Isaacs**  
Chief Executive Officer

- Established M&E entrepreneur
- Co-founder, UFC
- Advisory Board Chairman, The American 7s Football League
- President live events, *The Walking Dead*
- Harvard, AB and JD



**Chantal Payette**  
Chief Product Officer

- 25 years of media, technology, strategy, product and innovation management experience
- GM at NBC Universal
- SVP Digital Products, Legendary Entertainment, Impremedia, Maclaren McCann and CanWest
- University of Toronto, BA



**Sandy Grushow**  
Advisor

- CEO, Phase2Media
- Chairman Fox TV Entertainment Group
- Board Member, TubiTV

# Capital efficient business model: Revenue share with existing locations

---

## Room Rentals



- Variable pricing (\$50-200 per hour)
- 30% fee on Bookings

## Food & Beverage



- 10%-25% fee on purchases made through the app

## Marketing & Advertising



- 100% of revenue generated from marketing and advertising partnerships

*\*Locations responsible for all rent, CapEx, F&B and maintenance*



# Pilot with JW Marriott

- Launched test location at the **JW Marriott Los Angeles LA LIVE**
- Leveraged 3<sup>rd</sup> party booking tools
- Bootstrapped with minimal marketing spend



## Key Findings

- Group bookings (avg 7 guests)
- Significant (\$116) spend per guest
- Bookings increased 37.5% from month 1 to 5 without having a booking app
- Wide range of interests - from Netflix to YouTube to Live TV



# Partnerships



- Beta test @ LA Live
- No lease or rental fee
- Discussing larger partnership



DINE-IN CINEMAS

- Initial deployment partner
- 11 locations nationwide
- Strategic support with film studios

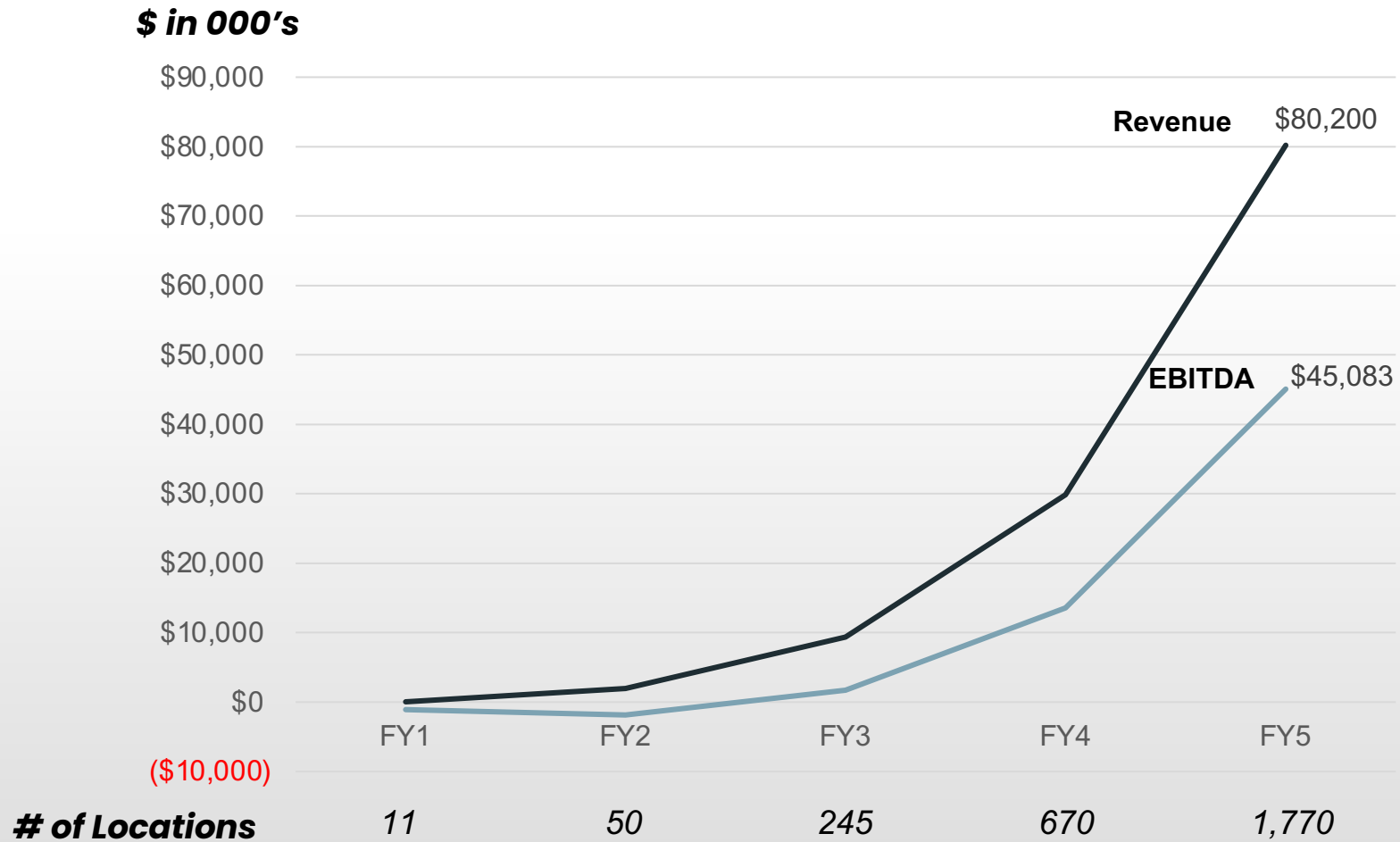


- AV equipment standards and procurement
- Installation and maintenance resource for partners

## Initial / Ongoing Conversations



# WIVU™ Financial Model



**\*Based on average of 1.5 bookings per day for each location**

# Year 1 Timeline



## Current

- Term sheet with LOOK Cinemas
- BETA location at JW Marriott
- MVP app development underway
- Ongoing location & PoS tech discussions
- Content partnership conversations



## Seed Round

- Raising \$1M  
(40% raised/committed)
- Investors include:
  - Ken Hersh (Hersh Interactive Group)
  - Lane Merrifield (Founder, Club Penguin)
  - Chris Hackney (COO, PrizePicks)
- Working with Capital Factory  
(accelerator/advisor)



## Milestones

- Build and launch app
- LOOK Cinemas roll out (10+ locations)
- Sign up Phase 1 location partners
- Negotiate content agreements
- Finalize hardware/maintenance suppliers)
- Marketing and experience testing

**THANK YOU**  
**wivu.com**

**WIVU™**