

OVR

T E C H N O L O G Y

Scent Technology for Better Digital Experiences

Executive Summary

OVR opportunity

- Bridging the science of scent with the ubiquity of digital experiences
- First mover advantage with strong IP portfolio
- Fortune 500 customers and partnerships
- Recurring revenue model with 75%+ customer renewal in B2B wellness market
- Raising funds to enter the consumer market with next-gen product



The Emerging Digital Scent Market

Until now, scent has been sitting on the sidelines of the digital arena

2 million
full time content creators*

50 million
amateur content creators*

100 billion
size of creator economy*

50B

Current value of metaverse market*

8T

Est value of metaverse market 2030*

9.3B

Current value of haptics market*

24B

Est value of haptics market 2028*

22%

of creators and consumers want more immersive experiences*.

OVR is the Leader in Digital Scent Technology

With our patented wearable technology, we want to make scent technology as ubiquitous as Oura Ring



WEARABLE + WIRELESS

The first and only personal, wearable scent device that's completely wireless

SPATIAL

Spatial software triggers release of scent based on the user's position and interactions

UNIVERSAL CARTRIDGE

Thousands of unique aroma combinations from a single recyclable scent cartridge

MULTI-PLATFORM

Comes with mobile app and also compatible with PC, AR, and VR



The Super Power of Scent

The gateway to immersion and emotional engagement



Emotion

75% of daily emotions are triggered by smell and are not processed by the conscious brain

Behavior

Consumers spend an average of 20% more when shopping in the presence of a deliberate scent

Cognition

People associate more efficacy with particular smells. For example, Tide was the first scented laundry detergent and now has 70% market share

How OVR Technology Works

Wireless Blue Tooth Communication

OVR device communicates via bluetooth/BLE with mobile devices, desktop computers, and VR headsets to trigger scents based on user behavior

Micro-Piezo Electric Array

Piezo array generates extremely small, precise amounts of scented air without using heat or propellant

Consumable Scentware Cartridge

Each consumable Scentware cartridge contains 8 primary aromas that can be combined to create thousands of different combinations native to the digital world

Mobile Creation Studio

All users also get the OVR mobile app which allows anyone to create their own multi-sensory creations with an interface that resembles iMovie

Software Developer Plugin

Software plugin for Unity and Unreal engines allow professional and amateur content creators to build scent into any VR and AR creation at any point during development



Consumer Market Entry

Initial equipment purchase and subscription for "Scentware" cartridges

\$385

Customer Yearly Value
Monthly subscriptions for
Scentware cartridge replacements
with hardware purchase

Replaceable
Scentware Cartridge

Wearable Scent
Technology

Mobile App with
Creative Studio



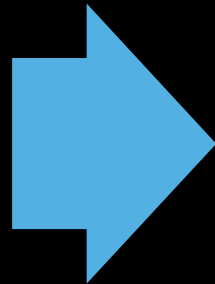
Growing the Consumer Market through Content Partnerships

Driving consumer adoption through premium content partnerships

Validate the Product



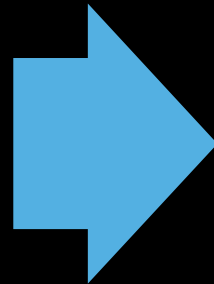
We have validated the market with paying enterprise customers and discovered the path forward is through consumer adoption and content partners



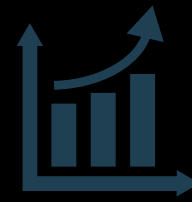
Seed the Market



Launch consumer wearable concept in Q1 2023 to build beta user cohort to pilot and collect feedback on first-generation consumer product



Scale Content Partners



Leverage beta cohort data and content partnerships to scale consumer user base to 10,000 user target for 2024

1

Collaborate

with premium content creators to create the world's best digital experiences

2

Enable

all content creators, big and small, to create and share multi-sensory content

3

Partner

with the most influential fragrance companies to drive exposure and adoption

4

Set the Standard

for Web3 and metaverse with the leading standards-setting organizations

5

Educate

about the power of scent through media, public speaking, and peer-reviewed research

6

Innovate

new products, technology, and IP that meet and exceed customer and market expectations

Business Model

Initial equipment purchase + subscription for Scentware

150K

target user instal base by 2027

\$70M

projected annual revenue from
100K user base

Revenue Projections



DTC

\$1200 LTV

\$300 Unit
\$25/Month Subscription
33% Yearly Churn

**Subscription
Model**

OVR Growth Partner Network

We have built commercial and strategic relationships with global leaders who share our vision of digital scent and the network is growing



Unilever

MINDSHARE



Bath
& Body
Works

SONY

SAMSUNG

symrise



U.S. AIR FORCE



GRUBHUB



CHANEL

CONDÉ NAST

Subvrsive



INRS
UNIVERSITÉ DE RECHERCHE

SIEMENS

grupo boticário



Snapchat

Penumbra



Milestones & Fundraising

OVR is looking for strategic financial partners to complete our current round

\$300K

Current OVR Revenue after 18 months in market selling prototypes B2B

35

Customers in wellness and related markets from market exploration in 2022

5 Years

Age of company since founded in late 2017

\$8M

Money raised to date from angel and seed rounds

- Pipeline of Fortune 500 partners
- Innovative company and IP portfolio
- Multidisciplinary team
- Influencing the global standards
- Early mover advantage with leadership position
- Well-timed market entry

OVR is looking for strategic capital to reach 10K users by 2025 generating approximately \$4M in annual revenue. The funds will be split between the manufacturing costs for 10K units, direct sales team for content partnerships, digital and physical marketing to drive consumer adoption, standard operations, and continued R&D of future products and IP

Use of Funds



- PRODUCT 28%
- SALES/MARKETING 20%
- G&A 33%
- R&D 17%

10K

Monthly users spread across wellness, entertainment and marketing verticals

24 months

Timeframe to acquire 10K users beginning January of 2023

Patent & IP Portfolio

8 Patents

- 3 Granted, 3 Published, 2 Pending

Granted Trademarks

- OVR Technology
- Scentware
- Architecture of Scent
- ION Scent Device

All trademarks granted in multiple classes including fragrance, hardware, and software classes

[Primary Patent Filing Link #1](#)

[Primary Patent Filing Link #2](#)

[Primary Patent Filing Link #3](#)



Patents

Use of Piezoelectrics to Release Scent

Unique Design of Liquid Dispersion System

Process for Creating Liquid to Function in Device

Cartridge Design for Device

Use of Spatial Locations for Scent Triggers in XR

International Protections in Place

United States

Australia

European Union

Korea

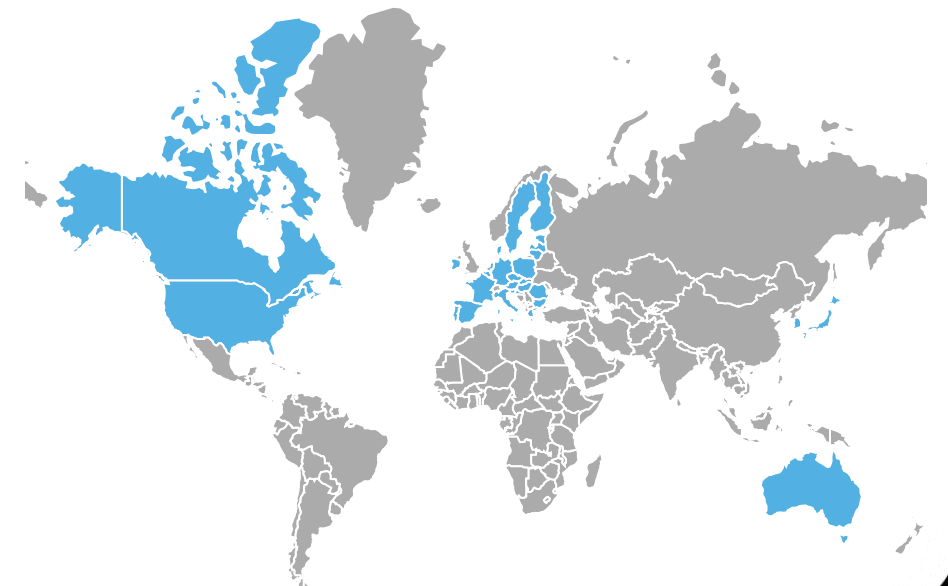
Japan

Canada

Israel

Product Specs

- Hundreds of aromas
- One universal cartridge
- Compatible with mobile/VR/AR
- Lightweight
- Wireless
- Rechargeable
- Platform interoperability
- Software plugins



Press



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March 3, 2022