



owo

CORPORATIVE DECK



MISSION

OWO's mission is to **turn the virtual world into reality** through different physical sensations.

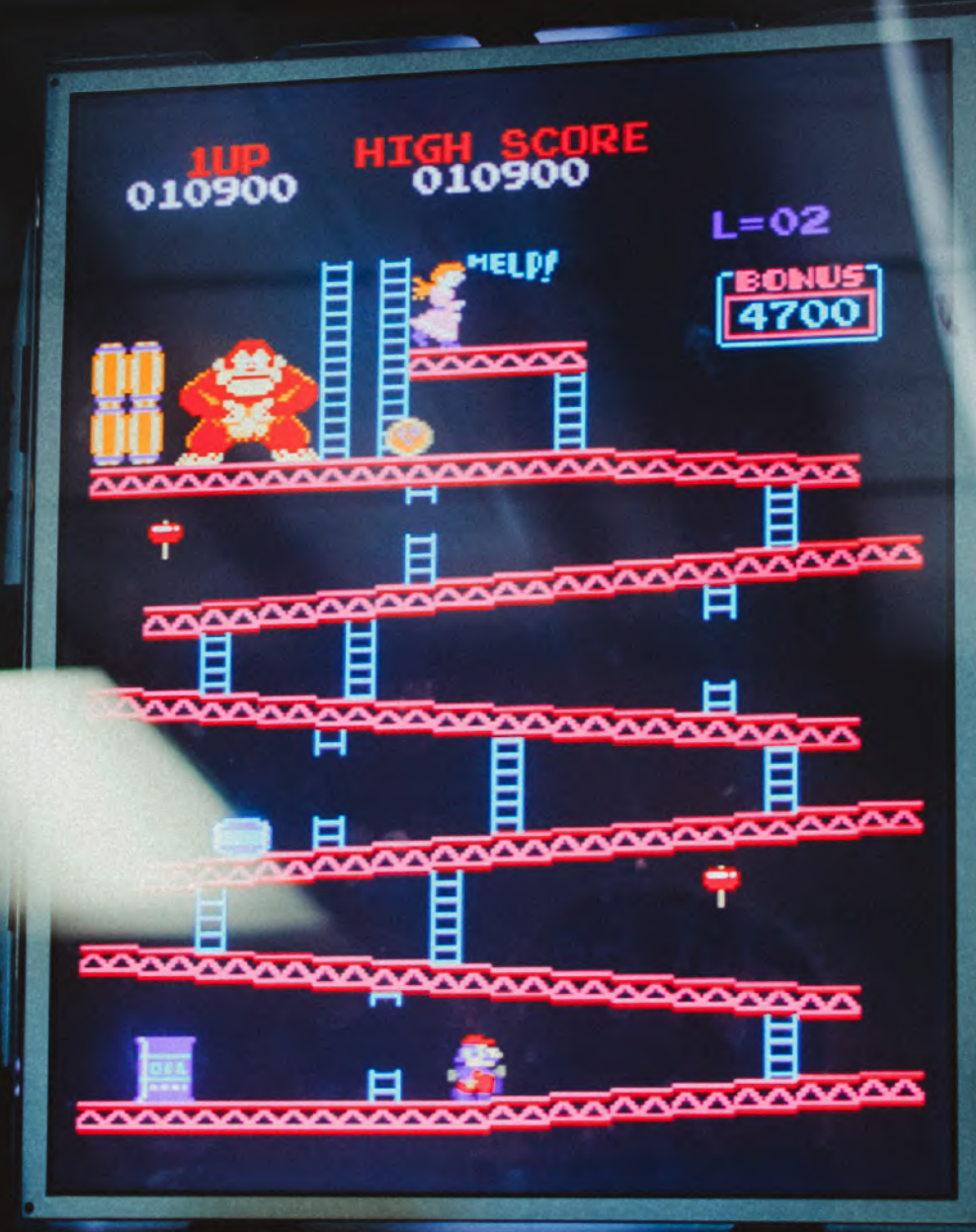
We have developed a **haptic vest** for you to feel video games, becoming one with your avatar; become the main character of a movie; or interact with friends. OWO has gone one step further than any other technology. We are **unique** because we can create **infinite different sensations**.

OWO: OUR WORLD OPENING

We create new and more powerful immersive experiences that allow people to feel and become part of the virtual reality.

Now, we can use not only the senses of vision and hearing, but also the sense of touch. OWO has created a product that allows everyone to feel what only existed in the physical dimension: different real sensations.





Jose Fuertes, 47
Industrial Engineer

“Once upon an arcade gamer...

...Back in my teens, you would see kids running towards arcades, asking their parents for a bunch of quarters to play with strangers and friends alike. The idea was simple and mesmerizing: **the arcade machines only needed a coin to operate, and they offered you infinite hours of laughter, immersion and rivalry.**

Donkey Kong, Space Invaders, Rygar, Street Fighter... **I remember** looking at the screen and seeing my hours fly away, completely immersed in that gaming experience and **wondering what it would feel like to be one of those characters:** I could easily imagine myself feeling their rage, their power, the blows they stood, their victories or defeats.

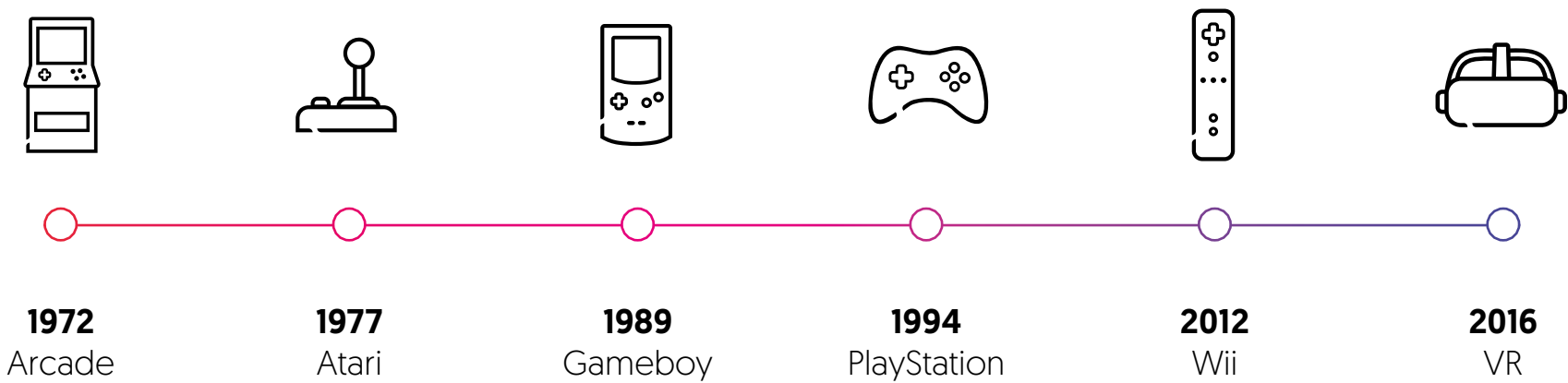
I devoted my life to technology and innovation, making my childhood dream come true in 2019: I created and patented a haptic gaming vest, with which you can finally feel video games.

I want all gamers in the world to fulfill their ultimate dream and play and feel video games like never before.

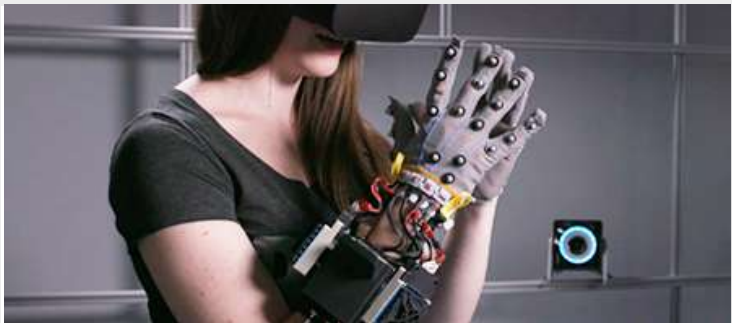
Welcome to Ready Player One.”

EVOLUTION OF THE GAMING WORLD

Arcades brought video games to society. During the 70’s, companies like Atari brought video games to homes. Since then, technology has evolved in the search for immersion in video games. There are many ways to achieve this desired immersion: from customizing your world to social interactivity, strong storylines and polished game designs. However, all this only used the senses of vision and hearing.



Big companies such as Facebook and Sony are investing in haptic technology to increase immersion, however, they can only reproduce one sensation.



“ Facebook’s patents reveal an investigation into haptic gloves for VR.

[UploadVR](#)

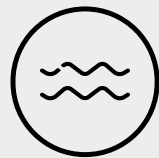


“ Sony’s new patent describes how to implement the DualSense haptic functions in other multimedia content, such as streamings and trailers, through PS5.

[HoobyConsolas](#)

Problem

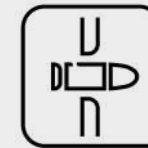
Currently, **haptic technology** -based on touch- is limited because it cannot simulate multiple real sensations. They are based on **vibration**.



CURRENT HAPTICS — VIBRATION — 1 SENSATION

Solution

OWO has solved the technological barrier creating a product capable of **reproducing different physical sensations** on your body.

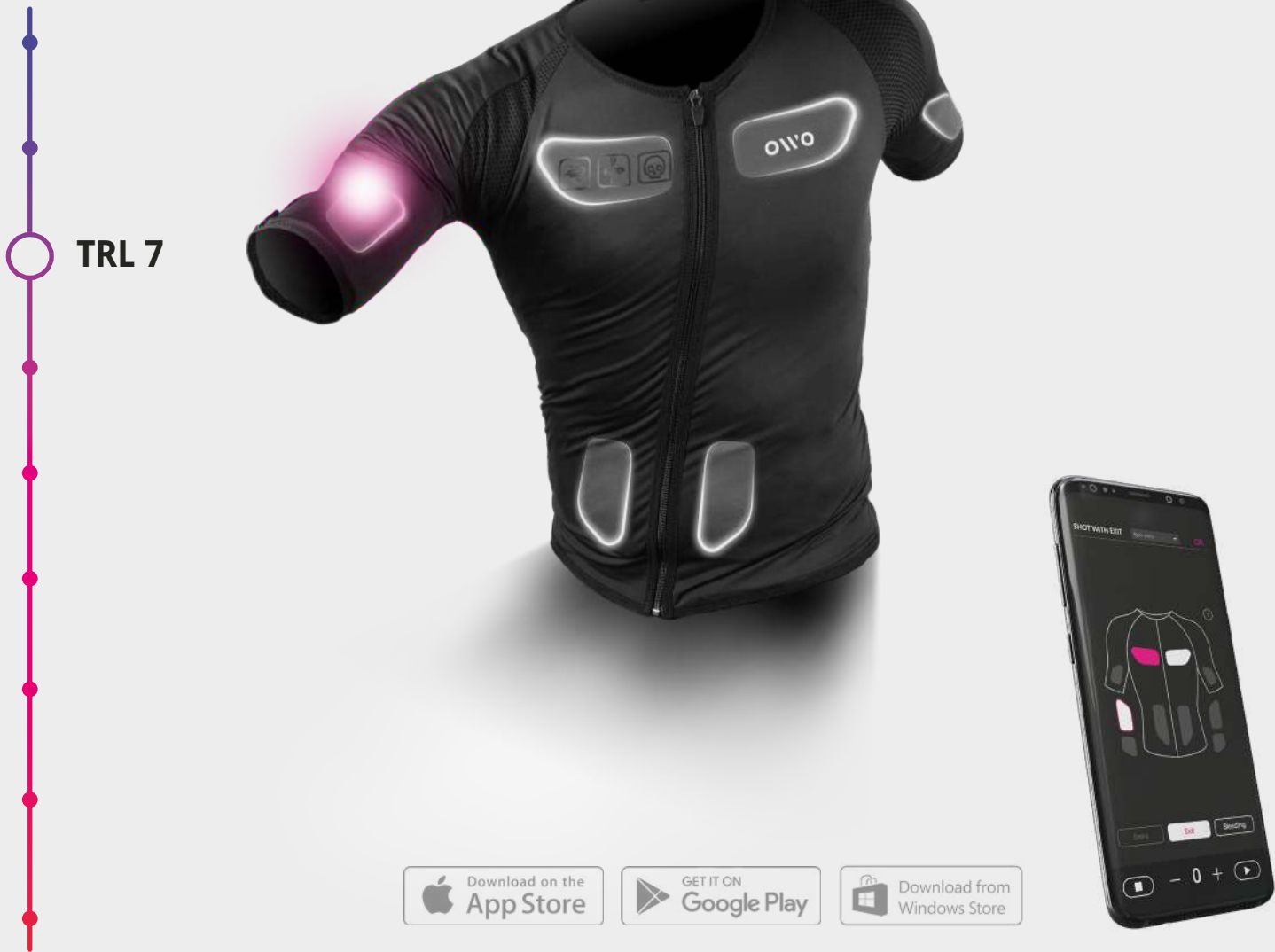


OWO — ALGORITHM OF SENSATIONS — INFINITE SENSATIONS



More than seeing.
More than hearing.

Feel the game.









OWO

Stepping into the future is as easy as putting on a haptic vest. Feel the game with OWO. Feel **over 30 different sensations** in real-time while playing video games. OWO is designed for single player or **multiplayer, online** or offline use. It is a **wireless system** compatible with:

- 
Console
- 
PC
- 
VR
- 
Mobile
- 
Tablet

Take full control of your experience with the OWO App. Complete the **“initial calibration”** in less than 5 minutes. Adapt the sensations to your liking by modifying the intensity of each sensation in the **“specific calibration”**.

- 
Wireless
- 
Light
800gr
- 
Customizable
- 
Easy
cleaning
- 
Battery life
7-8h
- 
Removable
battery

INTELLECTUAL
PROPERTY

Patent: Europe | PCT
Patent Pending: USA

Trademark “OWO”
Europe | USA | China | Japan



Technology of sensations

OWO has created an algorithm of sensations that can modify **9 different parameters** of the pulse train, allowing us to **create multiple sensations**.

IMPACT

- | | | |
|--|--|---|
|  Axe |  Shot |  Punch |
|  Dagger |  Dart |  Ball |

INTERACTION

- | | | |
|--|---|---|
|  Lift wieght |  Push an object |  Grip |
|--|---|---|

EXPERIENCE

- | | | |
|--|---|---|
|  Fast driving |  Stress Nerves |  Wind Free fall |
|  Insects Ticksles |  Idle Speed |  Strange sensation |

ALERTS

- | | | |
|---|---|--|
|  Victory |  Countdown |  Defeat |
|---|---|--|

08 | Tech investments

Enterprises all over the world are investing in groundbreaking products that offer new possibilities in a wide variety of industries. These are just some of the current investments in the haptic and VR/AR/XR sectors.



VR EDUCATION

VR Education, a virtual reality company, has **raised €9 million** in a share placing to build a “metaverse for business” in VR. They plan to double its workforce from 60 to 120 as it builds out this new virtual reality offering for customers.

siliconrepublic.com



VIRTUIX

Virtuix has developed Omni One, an omni-directional treadmill along with a standalone VR headset. The 360 degrees system allows users to walk, kneel, jump and run at full speed around the virtual world. It has a robust base with a compact footprint and it has a protective ring. Since 2013, they have **raised \$35 million** from private and institutional investors in several rounds. **Mark Cuban** is one of their main investors.

venturebeat.com crunchbase.com



VIRTI

Virti uses XR, artificial intelligence and gamification to help employees learn faster and remember training for longer. Virti raised a **\$2 million seed round** of investment **in April 2019**. Then they raised **\$10 million in a Series A (June 2021)** to further its goal of improving human performance using world-class interactive technology. The round was led by deeptech investors IQ Capital and UK-based learning technology VC fund.

crunchbase.com londonlovestech.com virti.com



TETAVI

Tetavi enables the creation of best-in-class 3D assets leveraging the advantages of volumetric video for various industries, such as gaming, entertainment or fashion. In **2020** the company **raised \$4 million** and in **2021** they **raised \$20 million**. Tetavi’s end-to-end system uses inexpensive proprietary hardware, delivering high-fidelity holograms. Established in 2016, the company now has offices in Tel Aviv, Los Angeles, and Tokyo.

forbes.com

09 | Competitive analysis



OWO

Realistic Physical Sensations

Sensations

Number of Sensations

Infinite

Weight [kg]

0.8

Silent



Washable



Customizable Look



Price: \$ 499



BHAPTICS

Audio-based and natively adapted vibrations

1

1.7



Price: \$ 499



WOOJER

Audio-based vibrations

1

2.0



Price: \$ 429



SUBPAC

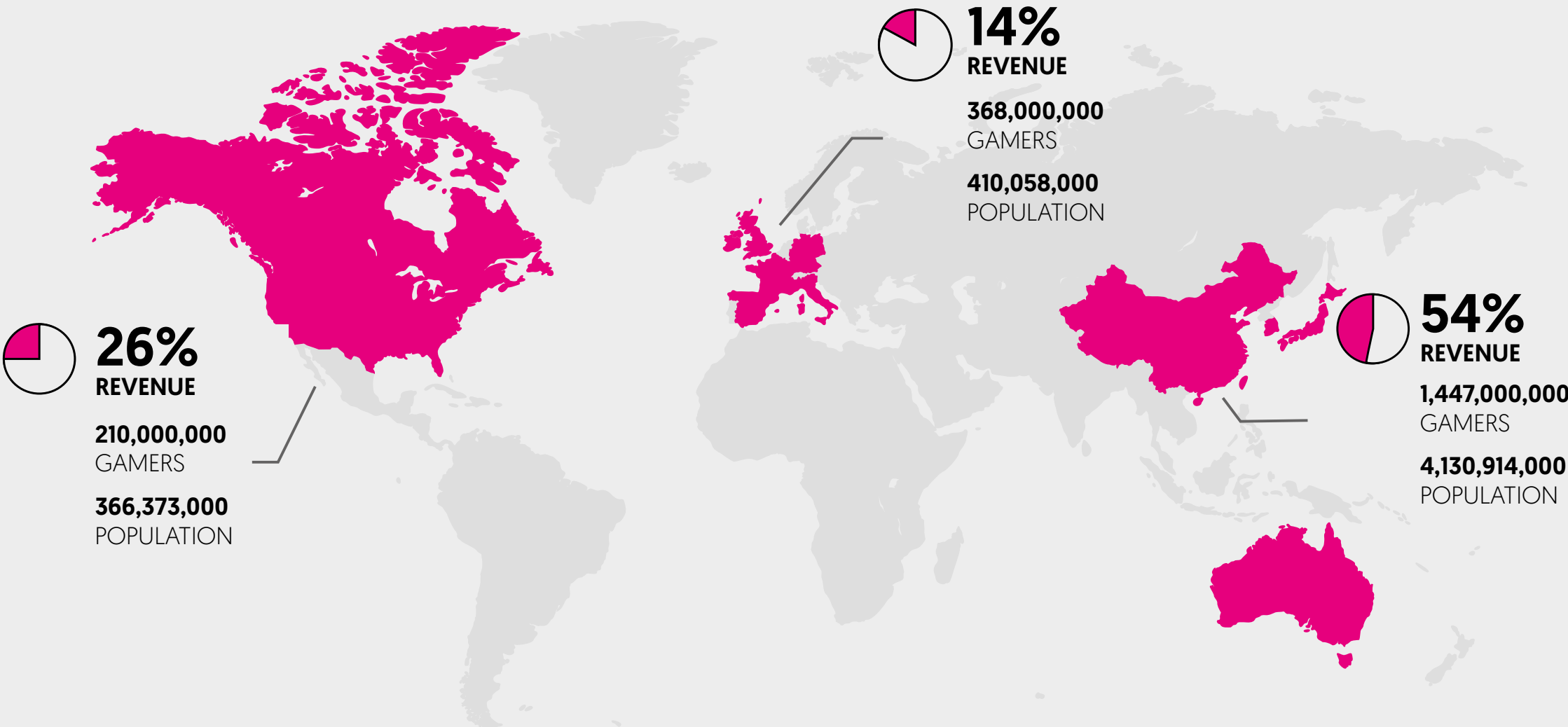
Audio-based vibrations

1

2.3



Price: \$ 590



The number of players in the world is 2.7 billion.

According to Newzoo & ISFE 2020.

Global Haptic Market: \$12.9 billion

Global Haptic Technology Market Growth Estimates

Research firm	CAGR [%]	Period
R&M	18%	2020 - 2027
ReportLinker	14%	2020 - 2026
EMR	14%	2019 - 2026
	12%	2019 - 2026
imarc	10%	2020 - 2025

Average market CAGR of 14% in the next 6-7 years.

COMPANY

Functional product [TRL7]:

- Vest
- APP
- SDK
- Algorithm of sensations

IP protected.

More than 100 press appearances.

Conversations with
Fist Parties:



INVESTMENT

April 2019: Pre-seed funding
of **538 K€** for 15%.

December 2020: Seed fun-
ding of **550 K€** for 8%.

Video game expert advisors.

TEAM

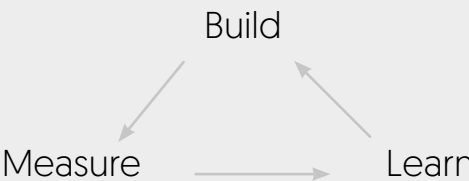
18 employees.

Experienced team:

- Product engineering
- Video game development
- Marketing
- Finance
- Textile

Passionate about the gaming
industry.

The team works with the
Lean methodology:



DEVS

SDK for Unity, Unreal Engine,
Godot and neutral libraries
[C# and C++].

Sending Dev kits by the end
of 2020.

Online guided experience for
overseas developers.

Constantly reviewing their
feedback.

ACHIEVEMENTS | AWARDS

Aug 2020: Invest Horizon: Top Digital Companies.

Oct 2020: Seal of excellence: European Commission.

April 2021: Winners of Startup Andalucía Roadshow.

June 2021: Finalists of Alhambra Ventures.

June 2021: Nominees of Laval Virtual Awards.

July 2021: Winners of the
“Evolución Sur.es-BBVA” awards.

September 2021: Finalists of Zinemaldia Startup
Challenge.

November 2021: Innovation Awards Honoree CES 2022.

WE ARE BAKED BY





Contractors
+74K downloads



Kronno Zomber
+50K downloads



Song Beater
+13K downloads



Voxel Works
+132K downloads



Secret of Harrow Manor 2
+2K downloads

Adapted titles



Attack on Quest
+300K downloads



Crisis VRigade
+283K downloads



Tea for God
+123K downloads



Ancient Dungeon
+198K downloads



Neos VR
+5K downloads

Adapting titles



Surv1v3
Unknown downloads



BMX
+10K downloads



System of Souls
Under development



Beyond Mankind
Unknown downloads



Desolatium
+1K backers

Forecast: 6 M€ investment

During the period **2022-2026**, we forecast the sale of **500K vests**, which, multiplied by the retail price [390€//\$450], will sum up a revenue of almost 200 million euros.

If we transfer these sales to our **results forecast**, we will see that the cost of the product is always below 40% of sales, with a gross margin of over 60%.

PROMOTION

Our focus will be the collaboration with **influencers** and events, with a **triple objective**:

- 1. They will help us to raise awareness of the product.
- 2. Collaboration with the most influential content creators in the industry.
- 3. Video games on the market will become an attractive product again.

Marketing budget (2022):

Influencers | Streamers: 155K€
E-sports | Events: 630K€
Online publicity | Ads: 520K€
Flagship video game & portfolio: 1.1M€

DISTRIBUTION

OWO is not primarily focused on bringing the distribution of its products in-house.

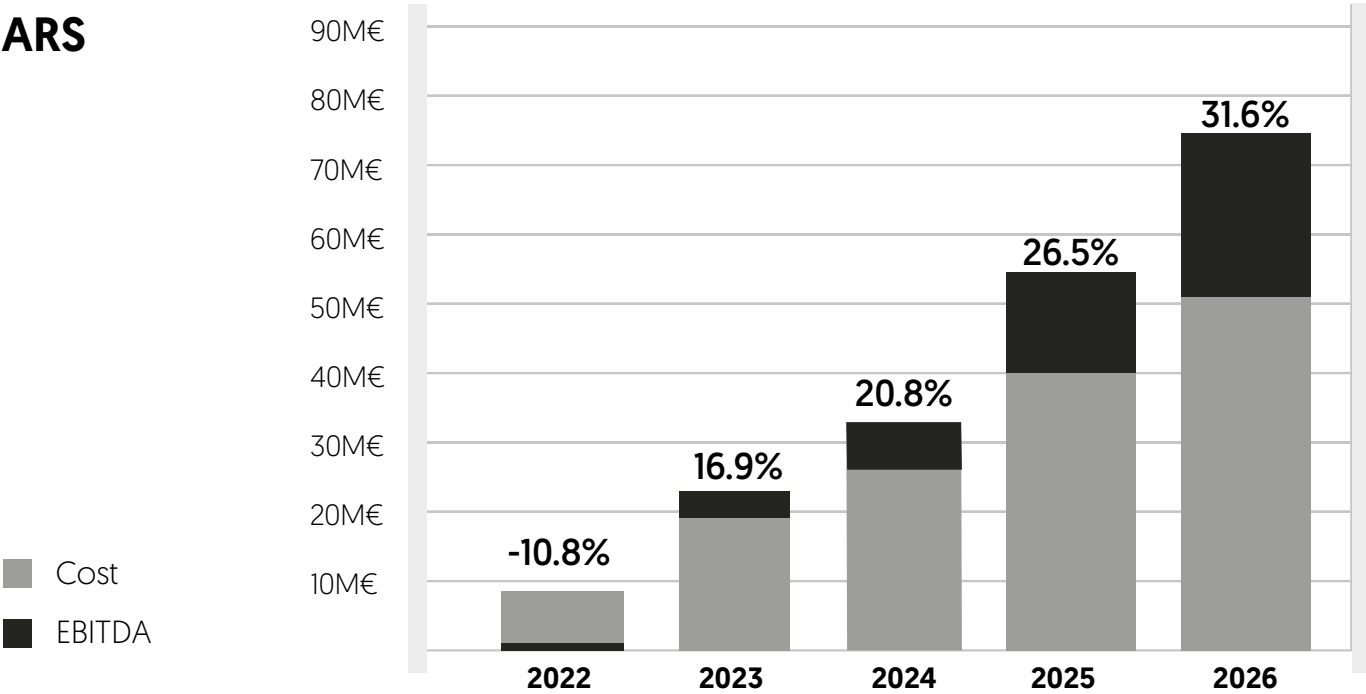
The type of channel we will use is **our own** channel and **external channels**.

Given the market in which we operate and based on the statistics, the company's first target is clear: the **United States, Europe and Asia**, where there is a large number of video gamers, and where we already have the patent.

Therefore, the first sales of the developed system will be in these geographic areas.

TOTAL IN 5 YEARS

Price/unit: **390€**
Units sold: **500K**
Revenue: **195M€**
Benefits: **35M€**



	2022	2023	2024	2025	2026
Units sold	22K	60K	87K	139K	191K
Revenue	8.6M€	23.5M€	33.9M€	54.3M€	74.7M€
Product cost	39%	33%	29%	27%	27%
EBITDA	-10.8%	16.9%	20.8%	26.5%	31.6%
Benefits	-774.8K€	2.9M€	5.2M€	10.7M€	17.5M€

Roadmap 2021-2023



Plans after Series A

01

SALES SUCCESS: SERIES B

After Series B round, OWO will develop several **new plans**. They consist of using the same product, but developing new software components for other sectors.

02

NO SUCCESS IN SALES: PIVOT

If the estimated goals are not achieved after Series A, these would be our **pivot options** in order to guarantee the viability of this project.

owoentertainment	owomusic	owosocial	owomilitary	owosmartcity
<p>Through our subscription model, OWO Entertainment will offer a portfolio of movies, series and documentaries with which you will enjoy feeling real physical sensations.</p> <p>We develop these sensation tracks in-house and we also offer the premium subscription: any user can create and share with the community their own sensation tracks for movies.</p>	<p>The subscription platform will offer a music portfolio of different genres, compatible with your favorite music players (Spotify, Youtube...).</p> <p>As in OWO Entertaintment, the premium subscription will allow users to create and share, with the community, their own sensation tracks for songs.</p>	<p>OWO Social has 2 branches: video calls and streaming. Monetization will be possible through the sale of the vest.</p> <p>You will be able to feel and send real physical sensations while you make a video call.</p> <p>Streamers will receive sensations from their followers and, at the same time, followers will be able to feel what the streamer is experiencing.</p>	<p>OWO Military, combined with virtual reality, can reproduce any scenario for tactical and muscular training for the army or police. We don't only remove the risk of using real bullets, but also its cost, improving their training.</p>	<p>OWO Smartcity monetizes through the sale of the vest, allowing users to receive sensations in smart cities. It will be used in public areas such as mobility, health care, or security, but also in private areas as companies and shops, adding an accessibility tool for the handicap.</p>
B2C	B2C	B2B2C	B2B	B2B



JOSE FUERTES
Founder & CEO

Industrial Engineer
19+ years of experience

He is a passionate and nonconformist entrepreneur, who likes to innovate and think outside the box. He is an industrial engineer who has built three successful companies from scratch. He created Medical Cables, then Wiemspro and is now working full time on making OWO grow.



PABLO REYES
CTO

Biomedical Engineer
4+ years of experience

Pablo studied biomedical engineering at the University of Malaga, which he combined with a Master's degree in ThePowerMBA. He has been part of OWO since its inception. Being an expert in the technology, he occupied the position of CTO.



ARANTZA ECHEVARRIA
CMO

MSM. Marketing management
16+ years of experience

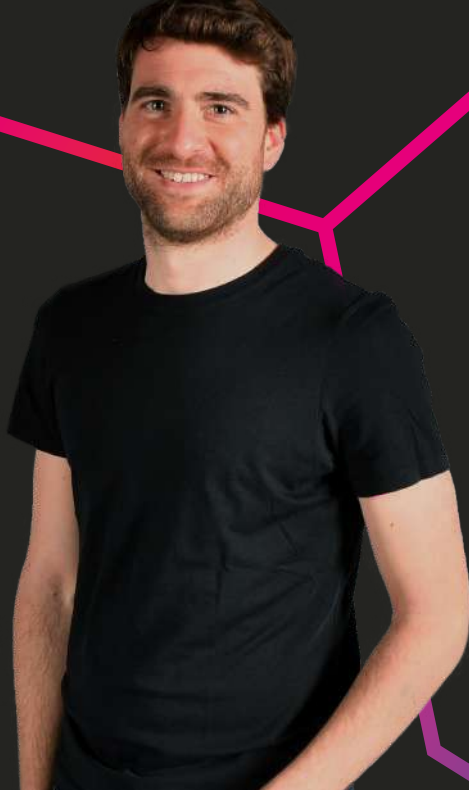
She studied a Master's Degree in Marketing and Commercial Management at ESIC. As an entrepreneur herself, she founded a company of which she became CMO. She applies her acquired expertise in the areas of marketing, e-commerce, distribution and teamwork.



ALFREDO G. LOPERA
HW & SW Director

MSc. Telecom & Electronics
20+ years of experience

Alfredo has a MSc. degree in Telecom & Electronics and is a University teacher of Electronic Technology. He has held leading positions at Standard Electrica and Alcatel. He has directed international projects, has numerous publications and contributions related to applications of telephone interfaces and is the author of several patents of telephone systems.



JORGE SIANES
CFO

MSF. Finance management
5+ years of experience

Jorge studied Business Administration and Management and has a Master's in Financial Management at ESIC Business & Marketing School. He has worked in different positions and areas, providing him with a global and transversal vision that facilitates interdepartmental treatment.

#OWOSquad

OWO is made up of a multidisciplinary, heterogeneous, and highly experienced team of 18. We have our industrial engineers, telecommunications engineers, biomedical engineers, Unity programmers. This is why, at OWO, we have 100% control over the product, designing and manufacturing the system.

- ✓ Vest
- ✓ Software
- ✓ Hardware
- ✓ SDK



5 YEARS' EXPERIENCE
DEVELOPING THE TECH.

The engineering team previously worked together developing Wiemspro's system. Now, this same team with over 5 years experience developing the product is working full time at OWO, using this technology to create infinite different sensations.

ADVISORS:



MARIA CASADO
Soho TV Audiovisual Division Director

22+ years of experience



MARCOS HOFMANN
CEO in Sucesores de W. Hofmann

OWO Investor
19+ years of experience



JOSE Mª MORENO
AEVI Director
Spanish Videogame Association

6+ years of experience



5 Reasons to invest

01

PIONEER

Innovative and advanced technology, we are the first.

02

PRODUCT PROTECTED

Product protected with Patent and Trademark.

03

PRICE AND PROFIT

Affordable price for everyone with 25% profit margin.

04

SCALABLE BUSINESS

In any country, market or sector. Compatible with all tech and platforms.

05

TEAM

Experienced and multi-disciplinary team.



THANKS!

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Jose Fuertes Peña

Founder and CEO in OWO
and Wiemspro, Industrial E...

