

2020



SENSORIUM  
FUTURE OF SENSES





**What**

We are building a social platform of the next generation

**How**

Using VR + AI + Blockchain technologies

**Why**

We want to bring social life to a whole new level of evolution





Creation Star

Cognition Star

Halo

Experience Star

## Sensorium Galaxy

To make it right from the start, we decided to build a brand new Galaxy.

The Sensorium Galaxy is an alternative reality for open and safe social interaction, creativity, and unlimited self-expression.





We started with entertainment and designed two virtual worlds to fill them with music, dancing, and fun.



The background of the slide features a dark, atmospheric scene. On the left, a woman with braided hair stands in a futuristic outfit with a metallic, iridescent top and black leggings. In the center, a man with white hair and facial piercings stands in a black and teal suit. The background is filled with glowing blue and yellow lines, suggesting a digital or futuristic environment. The overall tone is mysterious and high-tech.

## Prism World

The epicentre of electronic music and large-scale shows never experienced before in reality.

The Prism's environment is continuously transformed with a movement of music. A DJ is acting as a dominant force in this world, driving endless transformation.

The world's leading performers, producers, and promoters of electronic music are involved in the creation of Prism.





## Motion World

The underwater world of perpetual motion and dance.

Home to the Omojas, wonderful marine creatures, whose dance ceremonies animate the surrounding space, capturing beauty in motion.

We bring top Stars from various dancing genres to the Motion world to create a new form of immersive dance art.





## Infinite avatars

We also created beautiful and intelligent virtual beings and avatars.

We designed them to become much more than just virtual figures that populate the Galaxy or act as personal avatars.

A digital evolution awaits them in the worlds of Sensorium Galaxy, leading them to digital immortality.





## Evolving AI

For seamless user experience, both virtual characters and personal avatars are powered by the Evolving AI system.

Virtual hosts adapt to the changing environment and user needs. They acquire autonomous skills and intelligence to manifest human behaviour.

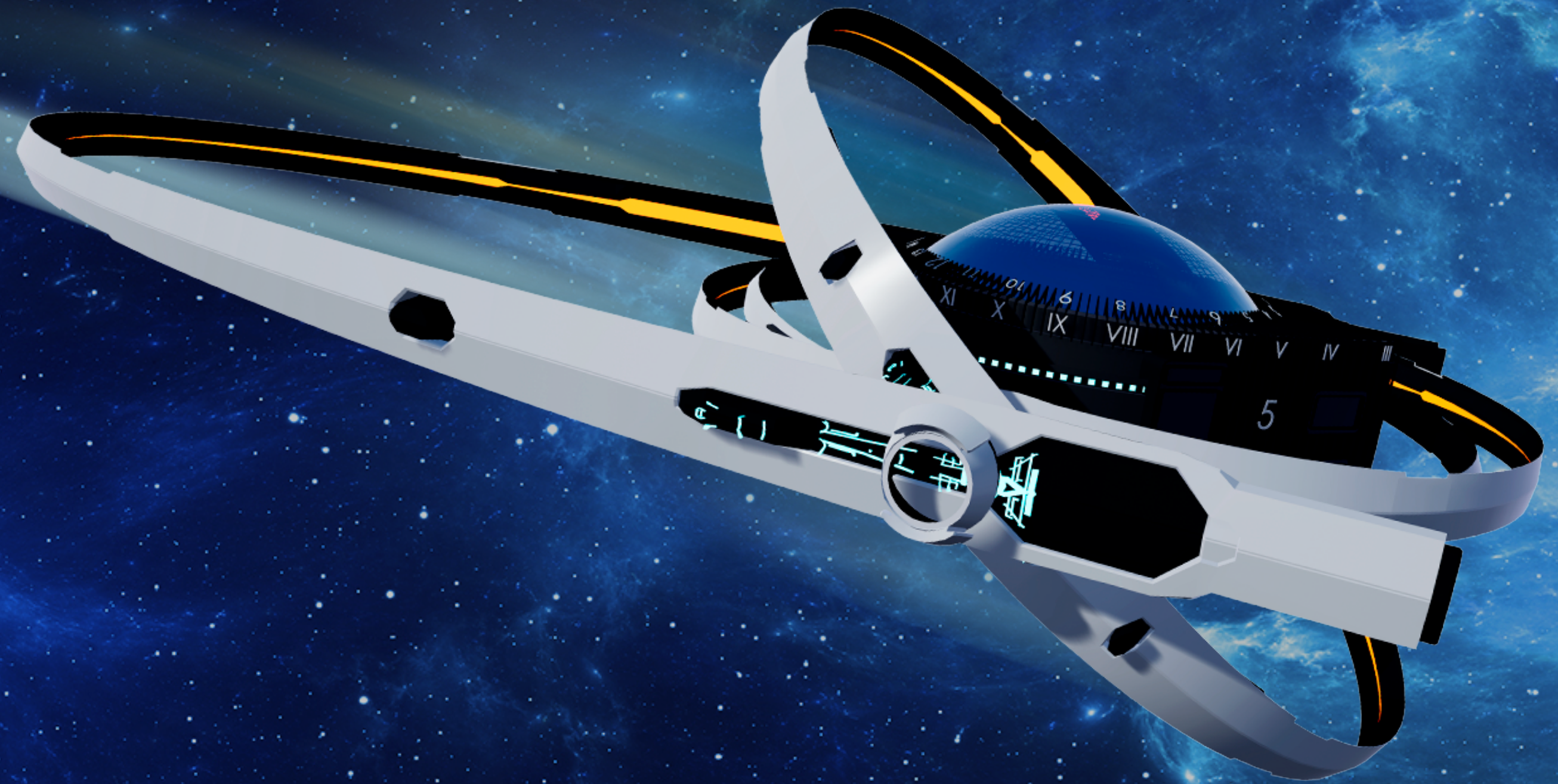
Ultimately, they become independent entities, allowing the user to live alternative life scenarios in the virtual worlds of the Sensorium Galaxy.



# Starship

To explore the Galaxy, we built this incredible Starship.

While traveling between the worlds, visitors will be able to enjoy communicating with the participants of the first intergalactic expedition, in the atmosphere of the show and mesmerising views.





# Mocap Studio

Our own motion capture studio enables us to breathe life into our virtual worlds.

We are constantly experimenting with genetic algorithms to create virtual beings capable of autonomous skill acquisition.







## Sensorium Blockchain

Any intellectual property resulting from user creativity will be protected by blockchain technology.

We are building the Sensorium economy with our own cryptocurrency, Senso Token.

Today, Senso Token can be found on the major global crypto exchanges.





## Entertainment Partners



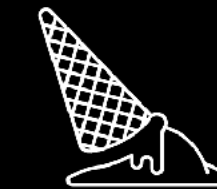
**apenkooi**

**Backed  
by the best**

## Technology Partners



rougeMoCap



highscreen



ODICONIC ENGINE  
Powered by Digital Domain

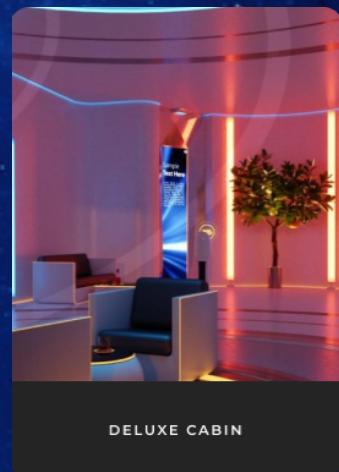


# Business model

## Free-to-play

### Free

- Space cabin
- Two avatars



## Micro-transactions

### \$20–80 ppm

- Custom avatars
- Items and spaces
- Upgrades & add-ons



## Pay-per-view

### Starting at \$3

- Performance tickets
- Premium content
- Exclusive celebrity access & more



## Membership



### Starting \$9 ppm

- Various subscriptions with unlimited and premium access





# Go to market plan

## Problem

Existing communication technologies have led to global social isolation. People's social life shrank to the screen size of a device.

## Solution

By combining immersive technologies and artificial intelligence, we create an AAA virtual environment, next-generation communication tools and character evolution mechanics.

## Strategy

Build a community around virtual entertainment and leisure by partnering with top global entertainment players and artists.



# Customer acquisition channels



Being among the most popular arenas in the world these venues showcase the top entertainment and sports events, hosting the world's most renowned performers on the stage.

**1500+**  
events



World-famous Ibiza clubs hosting live performances by some of the best DJs like Calvin Harris and David Guetta. Ushuaia Ibiza is a serial winner of the International Dance Music Awards.

**7m+**  
visitors



Pioneers in the field of national and international music festivals, such as Sensation and Mysteryland (ID&T) and the Gardens of Babylon (Apenkooi).

**700+**  
events



Epic Games is the creator of Fortnite, Unreal, Gears of War, Shadow Complex, and the Infinity Blade series of games. Epic's Unreal Engine technology brings high-fidelity experiences to users.

**350m+**  
users



A music streaming app owned by top music celebrities like Jay-Z, Rhiana and Beyonce. Holds access to millions of artists and a total audience, including social media celebrity reach of more than

**1bn+**  
followers



# Cross-Platform Access

Our distribution strategy is reinforced by the cross-platform feature.

Users will be able to access the Sensorium Galaxy from most personal devices.



**Mobile**



**PC/Mac**



**Consoles**



**VR**

powered by







# Target Market

Offering free-to-play + cross-platform access, we create the lowest entry barriers for Sensorium users.

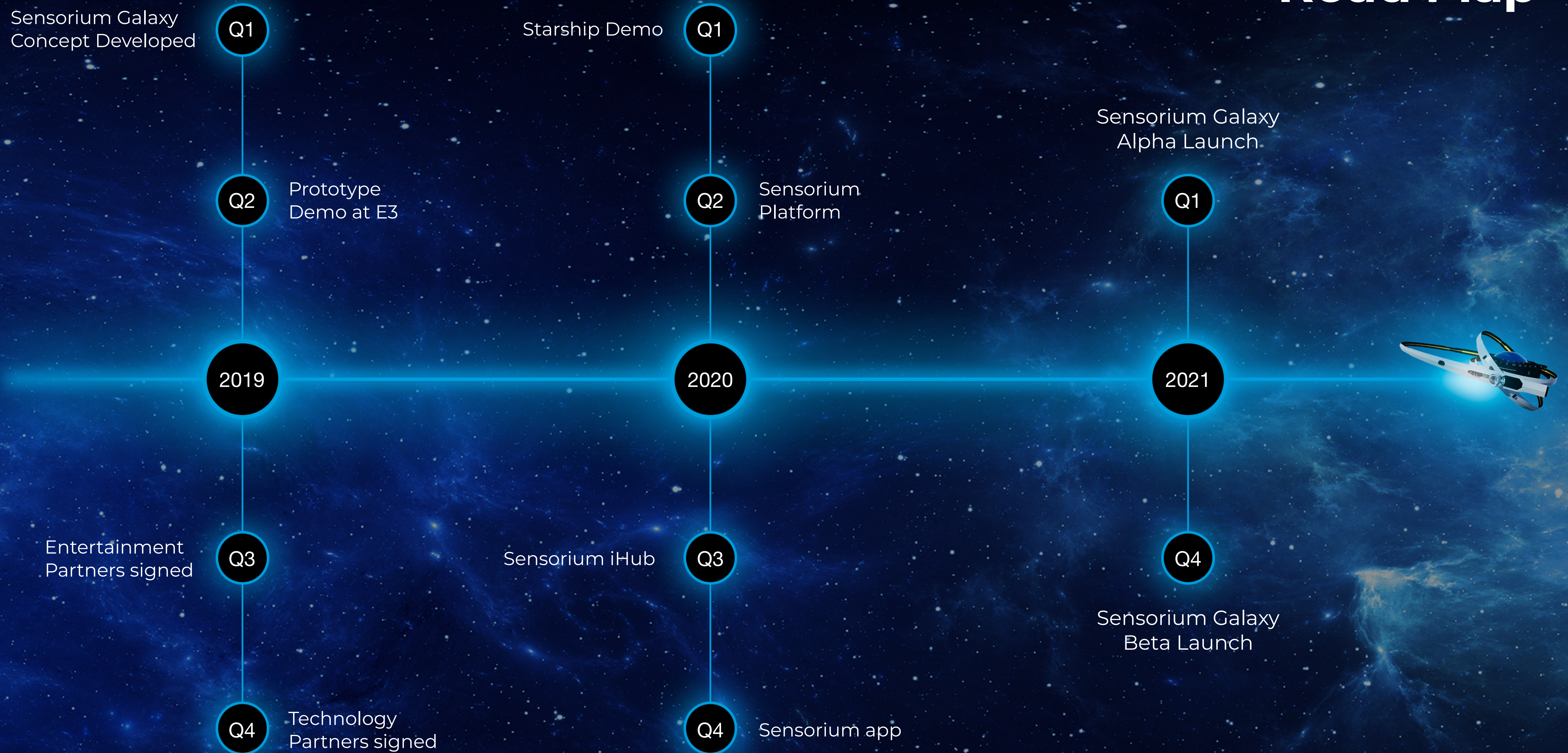
Our AAA product and celebrity cross-over promotions, will allow us to target and rapidly grow multi-million user base to become a unicorn company by year 3.

Sources





# Road Map





# Investment Opportunities



## Current Status

Sensorium is a privately funded company, backed by a select group of top-level investors.

The galaxy is ever-expanding. In addition to scaling our entertainment worlds, we create other worlds with diverse functionality.



## Expansion

The galaxy is ever-expanding. In addition to scaling our entertainment worlds, we create other worlds with diverse functionality.

We are ready for investment offers which will allow us to expand our Galaxy.



## Acceleration

We are also interested in strategic investors that can help us streamline and accelerate our development.

Our primary focus is on technology investors from such sectors as social media, music and entertainment, telecom, cloud computing, gaming, immersive technologies, and AI.





**Mikhail Prokhorov**  
Visionary/UBO



**Vladimir Kedrinskiy**  
CEO

# Team



**Yann Pissennem**  
Music Content Advisor



**Daniel Gomez Korf**  
Brand Dev. Advisor



**Brett Yormark**  
Labels and Musicians



**Laurent Scallie**  
VR Advisor



**Pavel Entin**  
Strategic Advisor



**Dmitry Chirkin**  
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Relations Officer



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Development Officer



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Art Director



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Chief Marketing Officer



**Anton Poskonin**  
COO



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Director



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Chief Communications  
Officer



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Project Manager



**Michael Polejaev**  
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VR Content Manager



**Kate Fedorova**  
IR Coms Manager



# Let's connect!





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