

THE INEVITABLE

A SCI-FI FUTURE IS ON THE HORIZON.

Frontier tech in the immersive entertainment space, including VR/AR (XR), spatial computing, haptics, holograms, computer vision, brain-computer interfaces (BCIs), image reconstruction (IR), and artificial intelligence (AI), will converge: we will be able to project our imaginations into virtual environments.

OSCILLATIONS is the media and tech company that will build the bridge into this sci-fi future.

AN UNPRECEDENTED OPPORTUNITY

TO DRIVE ADOPTION & DEVELOPMENT OF NEW TECH ON THE HORIZON, PEOPLE NEED TO CARE.

There is a major opportunity to establish a brand that resonates with Millennials and GenZ — the generations that will drive adoption. The immersive entertainment landscape is ripe for takeover.

Why has no immersive entertainment company risen to the challenge?

WHAT'S *NOT* THE PROBLEM?

IT'S *NOT* THE TECH ITSELF.

It's already compelling.

It's rapidly improving.

And far more has been done with less (8-bit games).

IT'S *NOT* A LACK OF INTEREST.

We're at the inflection point for monetization in XR.

Sci-fi/fantasy content is exploding in popularity (1, 2, 3).

Don't *you* want to play in the holodeck?

IT'S *NOT* FOR LACK OF RESOURCES.

There's still a lot of dry powder to go around.

It's a sellers' market for new kinds of content.

Some XR companies are beginning to make money.



THE PROBLEMS

POOR PRODUCT-MARKET FIT & MARKETING.

XR products are made for GenX (e.g., Hollywood IP).
XR marketing doesn't target Millennials and GenZ.
But Millennials and GenZ will drive XR adoption.

NO RELIABLE MONETIZATION.

XR developers haven't identified reliable revenue streams.
XR developers haven't built sustainable business models.
And they can't afford iterative R&D.

HESITANT INVESTMENT SENTIMENT.

VCs haven't made the ROIs they expected.
Brands haven't engaged the customers they targeted.



OUR SOLUTIONS

IDEAL PRODUCT-MARKET FIT & MARKETING.

We make unique creative use cases of frontier tech.
We use organic marketing to Millennials and GenZ.
We have low CAC/high CLTV via earned media value.

VIRTUOUS CYCLE OF MONETIZATION.

We monetize digital content that serves as organic marketing.
We will scale quickly and monetize our immersive products.
Our R&D will produce more compelling immersive products.

REINVIGORATED INVESTMENT SENTIMENT.

Our rapid monetization and scalability will reinvigorate VCs.
Our traction with Millennials and GenZ will reinvigorate brands.

OUR COMPANY

CREATE SUPPLY & DEMAND FOR A SCI-FI FUTURE

Value Proposition

OSCILLATIONS will be the first media company in the immersive entertainment industry to (1) achieve popular brand status with Millennials and GenZ AND (2) pave a path toward building holodecks by leveraging the attention economy with high quality cross-platform content.

Attention Economics

An approach to information that considers human attention a scarce commodity. In the digital age, as content is increasingly abundant and immediately available, attention is the limiting factor in media consumption. Click bait and vanity metrics such as “likes” have undermined the quality of content. Millennials and GenZ are showing strong signs of a shift in values, increasingly demanding more authentic, higher quality content (4).



OUR HYPOTHESIS

MEET AUDIENCES WHERE THEY'RE AT FOR SUCCESSFUL CONVERSION

Question

Where do youth spend their scarce resource of attention? How do they consume media? How can a new brand engage and sustainably maintain their attention?

Answer

Millennials & GenZ are active participants in influencer-led online communities unified by thematic focuses and dispersed across social & digital media platforms.

Hypothesis

If the most talented macro-influencers across top passion verticals jointly created cross-platform content under a unified brand, this brand could convert these influencers' highly engaged audiences from digital to immersive media consumption.

Passion Verticals

Communities rallying around a creative pursuit online (e.g., social/digital media) and in real life (e.g., conferences, events) with exceptionally high engagement, including dance, sport, makeup, fashion, visual art, graphic art, design, and music. Each passion vertical has its own influencers that attract brand sponsors in their respective areas.



OUR EXPERIMENT

USE CULTURAL ENTREPRENEURISM TO SPARK A MOVEMENT

Method

OSCILLATIONS has brought together 100+ macro-influencers across leading passion verticals to build creative use cases for frontier tech in immersive entertainment.

Traction

During production of our [MVP](#) (w/ Facebook-Oculus & Universal Music), we passively grew our audience 30x faster than leading XR companies.



SAM: 69 MILLION

Total number of projected owners of XR devices by 2023 [\(5\)](#)

SOM: 14-22 MILLION

Non-overlapping social media followers of OSCILLATIONS' influencers

STEP 1: LINEAR COMMERCE

BUILD OUR BRAND

Law of Linear Commerce

For modern D2C/B2C brands: media & commerce operations combine to optimize for audience and conversion → efficiency, sustained growth, retention, & profitability (6). **Monetization: ad revenue, branded content, merchandise, direct patronage, events.**

Version 1:

Brand launches w/ sound PR strategy. Initiates paid customer acquisition. Growth tied to CAC.

Version 2:

Brand launches w/ successful media push. Paid media combined w/ short-term organic visibility.

Version 3:

Brand launches w/ publishing operation as primary marketing vehicle for customer acquisition.

Version 4:

Brand launches w/ successful media operation months or years before launching additional products.

GOAL



ECOSYSTEM
DEPENDENT

ECOSYSTEM
INDEPENDENT

----- LOWER CAC, HIGHER LTV ----->

OSCILLATIONS GO-TO-MARKET STRATEGY:

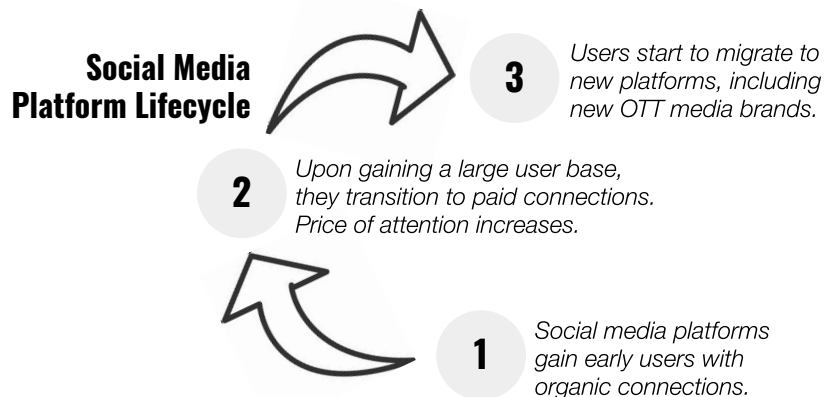
Launch major social media campaign w/ release of **MVP**.
Produce several cross-platform content bundles similar to **MVP**.
Aggregate influencers' tens of millions of followers under our brand.
Begin to monetize via strategies outlined above.
Begin to build OTT platform (app).

COMPARABLES:

Glossier: Raised \$186.4M; Revenue: \$100M+/yr; Valuation: \$1B+
Beautycon: Raised: \$11M; Revenue: \$16M/yr
100 Thieves: Raised: \$60M; Revenue: \$10M/yr Valuation: \$160M
FazeClan: Raised: \$22.7M; Revenue: \$3.4M+/yr Valuation: \$220M
Gimlet Media: Acquired by Spotify for \$230M

STEP 2: OTT PLATFORM

SCALE OUR COMPANY



GOAL

Over-the-Top (OTT) Media

An online content provider that offers streaming media as a standalone product (e.g., VOD platforms, audio streaming, messaging services). New OTT brands are targeting specific, highly engaged online communities ([passion verticals](#)) and blurring the boundaries between social and digital media, while new secondary SaaS companies are offering to build clients their own OTT media platform.

Monetization: subscriptions, in-app purchases, advertising.

OSCILLATIONS SCALING STRATEGY:

Launch OTT platform (app) to aggregate our content (social, digital & 360).
Significantly increase content offering.
Monetize via subscriptions (and other previous revenue streams).
Increase our portfolio of immersive entertainment products.
Begin to build infrastructure for integrating various immersive tech peripherals.

COMPARABLES:

Brat TV: Raised: \$42.5M; Revenue: \$10M/yr; Valuation: \$100M+
Kyra TV: Raised: \$7.3M; Revenue: \$10M/yr
Crypt TV: Raised: \$9.7M; Revenue: \$10M/yr; Valuation: \$30M+
Curiosity stream: Raised \$254.4M; Revenue: \$10M/yr; Valuation: \$500M-1B
TED: Non-profit; Revenue: \$66.2M/yr

STEPS 1-2: REVENUE STREAMS

LINEAR COMMERCE & OTT

Ad revenue

Brat TV makes \$10M+ in annual ad revenue on a single social platform

Branded content

Gimlet makes tens of millions in annual revenue via branded content

Merchandise

Content-first, linear e-commerce companies Glossier, 100 Thieves, and Faze Clan make tens-hundreds of millions in annual revenue via merchandise

Direct patronage

Top podcasts and independent creators make millions in annual revenue from direct patronage (patreon, onlyfans, etc)

Events

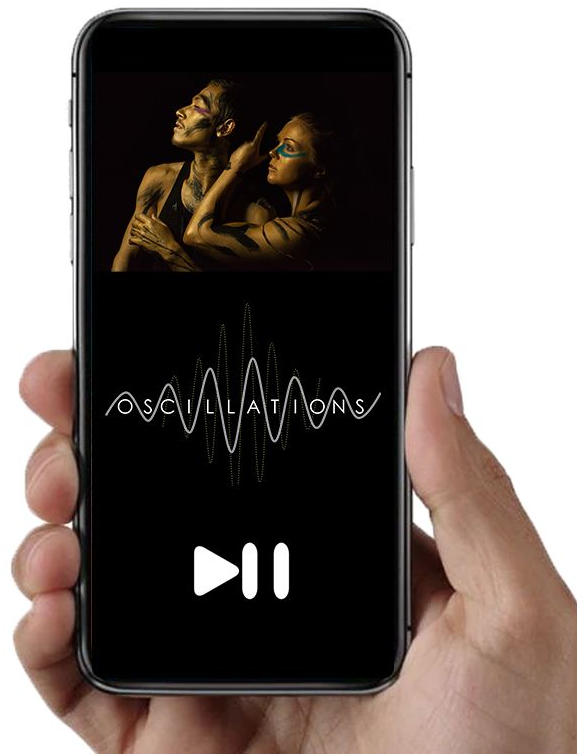
BeautyCon and TED make tens of millions in annual revenue via events

Subscriptions

CuriosityStream (and soon Zeus and Kyra TV with their upcoming OTT platforms) makes tens of millions in annual revenue via subscriptions

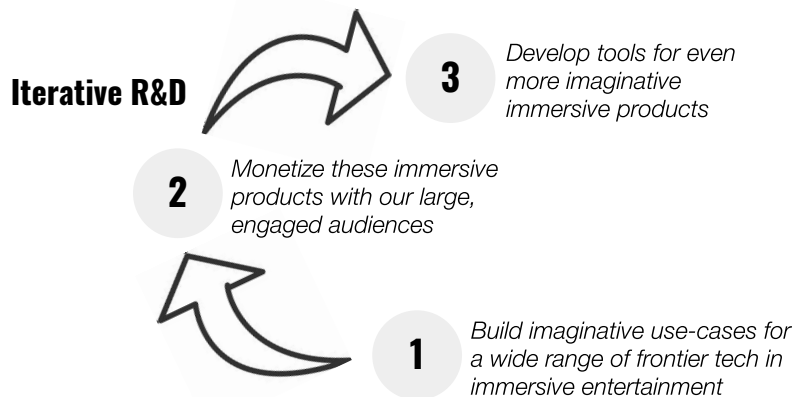
Immersive entertainment products

Beat Saber made \$20M+ in its first year, while Superhot VR and Boneworks made \$2-3M in a few weeks; ~100 VR products have made \$1M+ [7](#)



STEP 3: SDK

DEMOCRATIZE BUILDING HOLODECKS



GOAL

SDK

Our ultimate goal is to build an SDK with our proprietary functionalities to enable developers to create their own immersive worlds that integrate state-of-the-art peripherals and respond to users' real-time thoughts & emotions. This would have significant optionality beyond immersive entertainment, including medicine, training, education, and communication. **Monetization: immersive entertainment IP, SDK, brand licensing to immersive hardware**

OSCILLATIONS 10X STRATEGY:

Establish trust with the massive audience we build from our OTT platform. Continue to build and monetize diverse immersive entertainment products. Innovate novel, proprietary tools/functionalities (e.g., image reconstruction). Iteratively build novel immersive products with these proprietary functionalities. Build and monetize SDK.

COMPARABLES:

CTRL Labs
Neurable
Interaxon
NextMind
LooxidLabs

Positron
Emerge
bhaptics
HaptX
Teslasuit

Scape Technologies
Occipital
VNTANA
ARHT Media
8i

MARKET SIZES

HARNESSING THE REVENUE & TRACTION OF OTT TO SPARK AN EXPLOSION IN XR

\$333B

→ OTT Market, 2025;
CAGR 16.7% (8)

\$393B

→ XR Market, 2025;
CAGR 69.4% (9)

COMPETITIVE ADVANTAGE

WHAT WE KNOW THAT OTHERS DON'T

IMMERSIVE ENTERTAINMENT

While other immersive companies are struggling because they think they can “build it and people will come,” OSCILLATIONS is leveraging the law of linear commerce and starting with a “Minimum Viable Audience” (MVA) so we can rapidly monetize and scale.

OTT

OSCILLATIONS’ thematic focus on frontier tech (addresses a market gap with substantial interest), our cross-platform content (including immersive products), and our army of macro-influencers will make us the premiere brand in immersive entertainment. This has *at least* 10x value.



MVP & MVA

A CROSS-PLATFORM CONTENT BUNDLE WITH A BUILT-IN AUDIENCE

BCI VR / 360 VIDEO

With FB-Oculus & Universal Music

Distribution: Oculus store (1st window);
Amazon Prime Video VR (2nd window)

EPISODIC DOCUSERIES

BTS footage of the making-of our BCI VRE

Distribution: SVOD, mobile, and cable

SOCIAL MEDIA CAMPAIGN

Inbound-marketing via our influencers

Distribution: FB, Instagram, Twitter, etc.

PRODUCT TIMELINE

FROM DIGITAL MEDIA TO IMMERSIVE WORLDS

SEED (2020-2021):
Linear Commerce (~\$1M/yr)

Frontier tech use cases;
Digital media content

SERIES A (2021-2023):
OTT Platform (~\$10-100M/yr)

Everything from before;
OTT app; immersive content

SERIES B-D (2023-2030):
SDK (~\$1B/yr)

Everything from before;
SDK

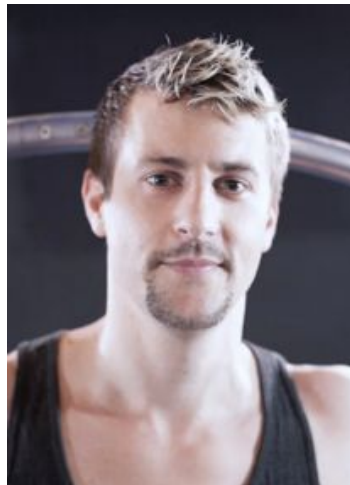
FOUNDERS

AN ARTIST & A SCIENTIST



DANIELLE PERSZYK
Founder, Consule Scientiae

*PhD in Cognitive Neuroscience
(studies language evolution &
consciousness); Google
Researcher*



BRENDAN LEWIS
Founder, Consul Artium

*10+ years of experience in the
entertainment and performance
art worlds; leads our army of
artist-influencers*

OUR ADVISORS

DIVERSE EXPERTISE

1. **Adam Leipzig:** Entertainment Media Partners, Former SVP Disney Films, President National Geographic Films
2. **Tom Emrich:** XR Consultant, Partner and Advisory at SuperVentures and the WXR Fund
3. **Steve Bender:** VP & Film Finance at Will Smith's Westbrook Media and Smith Family Circle
4. **Pearly Chen:** VP Business Development & Partnerships, Head of Content & ViveX Venture Fund at HTC
5. **Moran Cerf:** Professor of Neuroscience and Business at Northwestern
6. **Ryan Wang:** Founding Partner at Outpost Capital

