

↶ Altairika

# VR education for kids

Experience once -  
remember forever!

VR distribution platform



# Locations

# 105

## Partners in 18 countries

India

UK

Ireland

Latvia

Belarus

Malaysia

Indonesia

Azerbaijan

Qatar

Russia

Ukraine

Kyrgyzstan

Kazakhstan

Oman

Uzbekistan

Mongolia

Chile

Mexico



up  
to **30**  
spectators  
simultaneously

Altairika





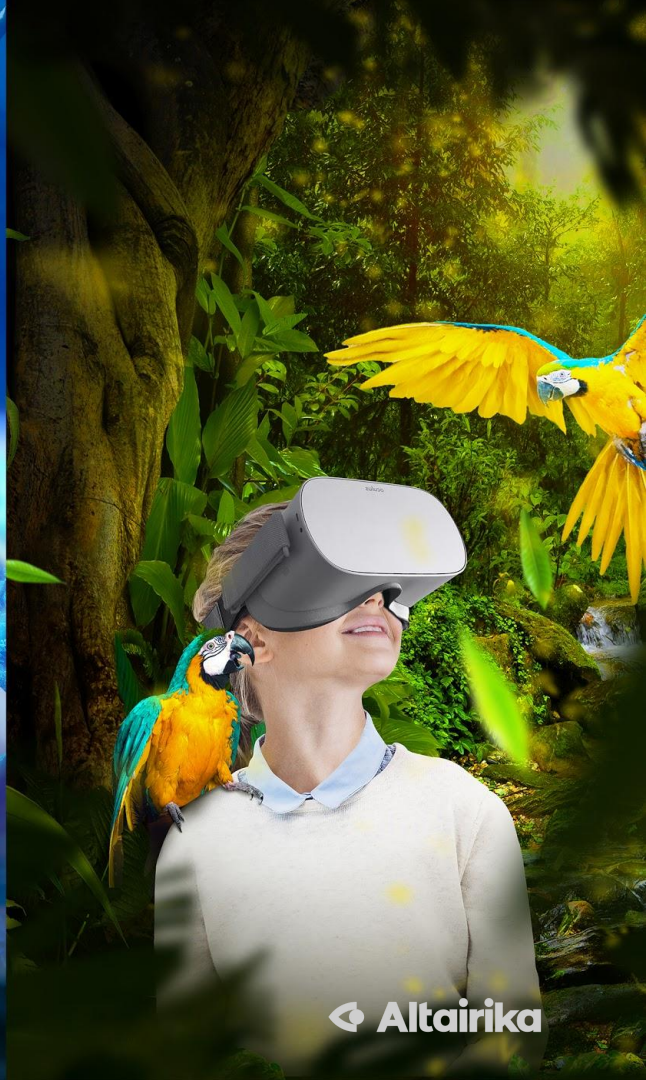
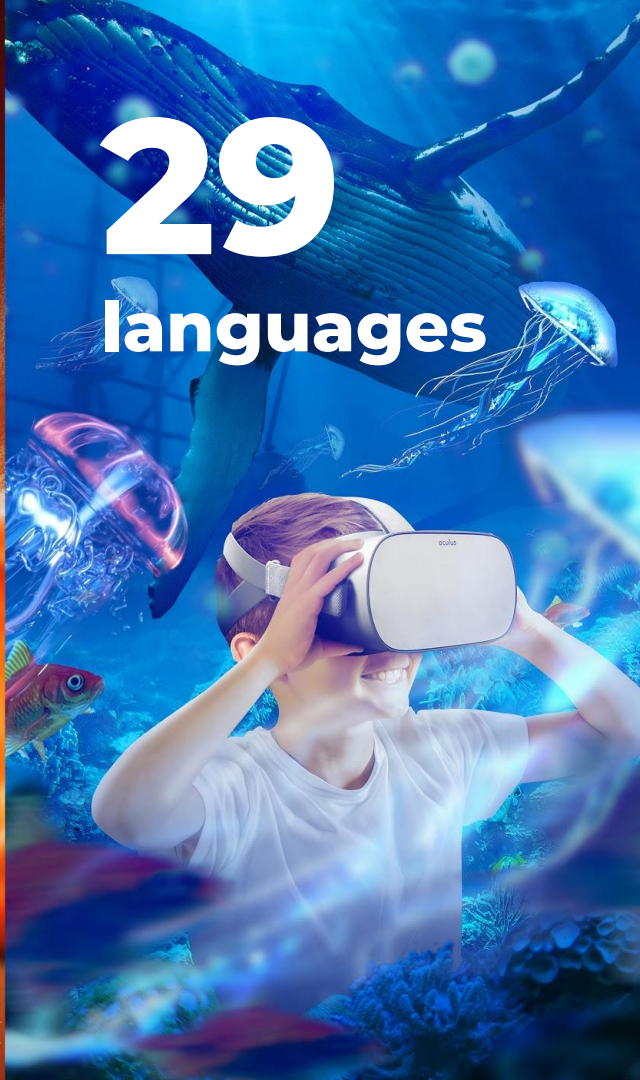
# 70

## VR-shows



# 29

## languages



# How it works

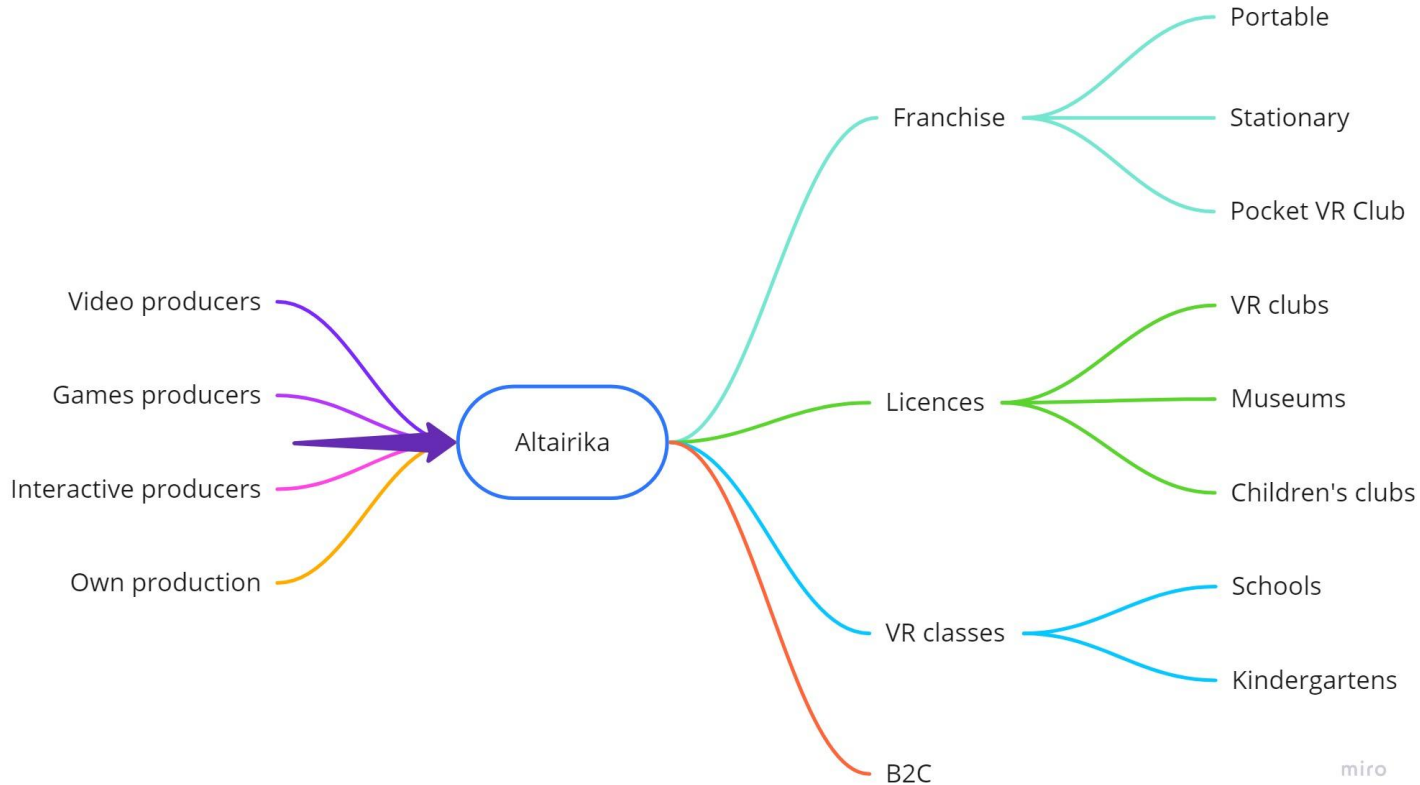
Virtual encyclopedia “AltairVR” is a franchise, that allows an entrepreneur to start an education business in a month, with a payback period of six months. The franchise includes a business model, a catalog of 65 specialized shows in various disciplines, an educational portal, technical and business support. Schools and kindergartens are using the Virtual Encyclopedia to expand their program, and open a new VR class for their students.



## Product use case

- Entrepreneur buys franchise and hardware - 30 Oculus Go VR Headsets (sold separately)
- Then he comes to the school to present the service. After that, the date of the show is set.
- Children who want to go to the session donate money (money is provided by the child's parents)
- The franchisee arrives on the designated date, distributes HMD`s to children, children simultaneously immerse themselves in a session on one of the scientific disciplines.

# Sales channels



miro

# Examples of our clients' cases

## Portable

- Oman: bought out rights to the whole country, provides services to schools with government support, at the expense of the state budget
- Tashkent: bought right to work in city, got after pandemic approval from Min.Obra, which Min.Obra sent out to all schools in city, secured work for years to come, bought right to work in Uzbekistan for \$187k

## Stationary

- Ireland: In the National science and sports center Explorium our product is installed as a VR planetarium. 2-3 thousand people pass through it a month.
- Mongolia: product works as an educational area in a VR club
- India: Bangalore, the product works as an attraction in a mall

# Competitive advantages

## Children's franchises

- Sustainable unique business model based on 10 years of experience
- Minimal fixed costs - no need for rent and marketing
- Full package of marketing and training materials
- Statistics and monitoring system
- Close-knit community of partners with mentoring system

## VR attractions

- Library of high quality educational and entertainment content that is hard to replicate
- Synchronous playback of content on 30 devices
- No rental space costs
- Synchronous playback of content on 30 devices



# Figures

**52 000**

Customers in April

**€ 180 k**

Q1 2021 revenue

**+10**

New shows in  
June

# VR product development



65 VR shows right now

+



New VR shows

+



Interactive experiences

This will increase the franchisee's LTV by 4-6 times

# Business model

By purchasing a franchise, the customer pays us a lump-sum, and then on a monthly basis pays royalties and buys interactive and video content. The table below shows the average values.

Adding interactive content will allow our franchisees to visit educational institutions on a regular basis, which will increase the retention

	Now	2022
Lump-sum	€6.500	€8.000
Royalty per month	€100	€100
Purchase of video content, per month	€100	€200
Purchase of interactive content, per month	-	€800
TOTAL: payments from 1 franchisee, per month	€200	€1.100
LTV of the average franchisee over 5 years	€18.500	€74.000

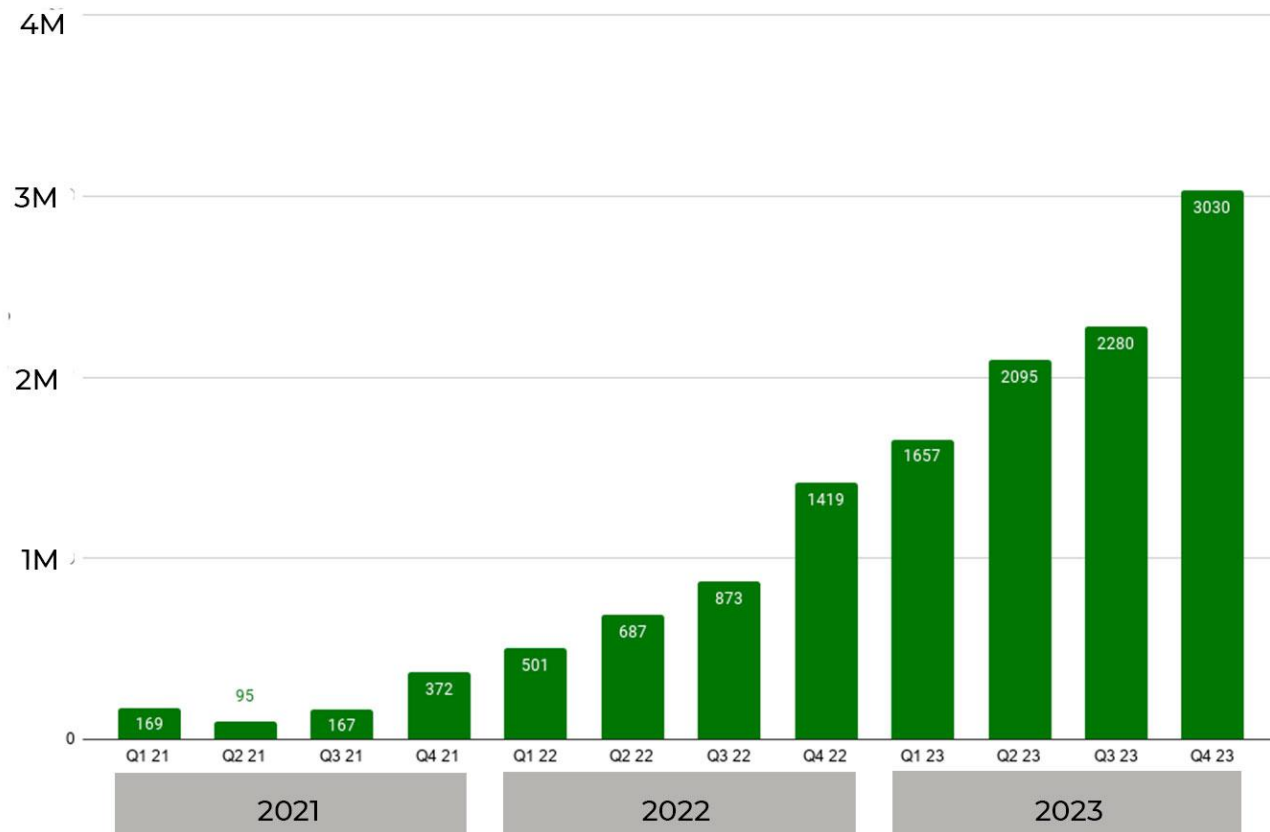
And then it gets even more interesting...

# The economics of the subscription model

	Up to 500 viewers	Up to 1k viewers	Up to 3k viewers	Up to 5k viewers
Subscription cost	€290	€440	€690	€990
Purchase of paid video content, per month	€35	€75	€175	€300
Purchase of interactive content, per month	€70	€150	€350	€600
TOTAL: payments from 1 subscription, per month	€395	€665	€1.265	€1.940
<b>LTV of the average subscription for 12 months</b>	<b>€4.740</b>	<b>€7.980</b>	<b>€15.180</b>	<b>€23.280</b>



# Financial model (ths, Euro)



# Investments

€ **430k**



Needed investments to continue international expansion of VR training and to quadruple the average check

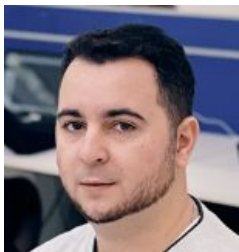
**x 10**

Investor's profit in 1.5 years, round A

**x 100**

Investor profit in five years, on IPO

# Key team members



## Dmitry Klakotsky

CSO

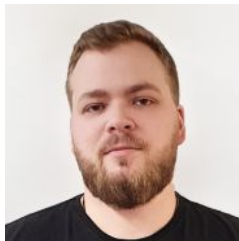
Experience in sales since 2006. Sales management since 2011.



## Sonal Singh

Chief of Indian Department

Sales and marketing experience in India since 2012.



## Mikhail Trusnov

CTO

Has been working in IT since 2012. Worked at Neurogaming VR.



## Marat Suleyman

Chief of MENA Department

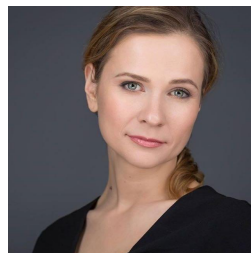
10 years of diplomatic experience.



## Ekaterina Sudarikova

CBDO

Experience in sales since 2016. Clinical psychologist since 2013.



## Sofia Pascal

Marketing

EdTech Marketer with huge experience

# Power of the company

The main power of our company is the franchisee community united by the idea of improving education. They know the education system from the inside out, communicate with hundreds of thousands of students around the world, and can deliver information to them.

This is an excellent channel for monetizing additional synergistic business directions.





# Advisers



**Alexey Shagraev**

Yandex.Tutor service creator  
Lecturer at Moscow Institute of  
Physics and Technology and  
Moscow Power Engineering  
Institute.  
Works in Google Switzerland  
since 2021



**Denis Gazukin**

24 years in the IT  
business. Serial  
entrepreneur. Founder  
of Freematiq



**Elena Kolmakova**

International marketing,  
b2b sales, tracker

# Founder



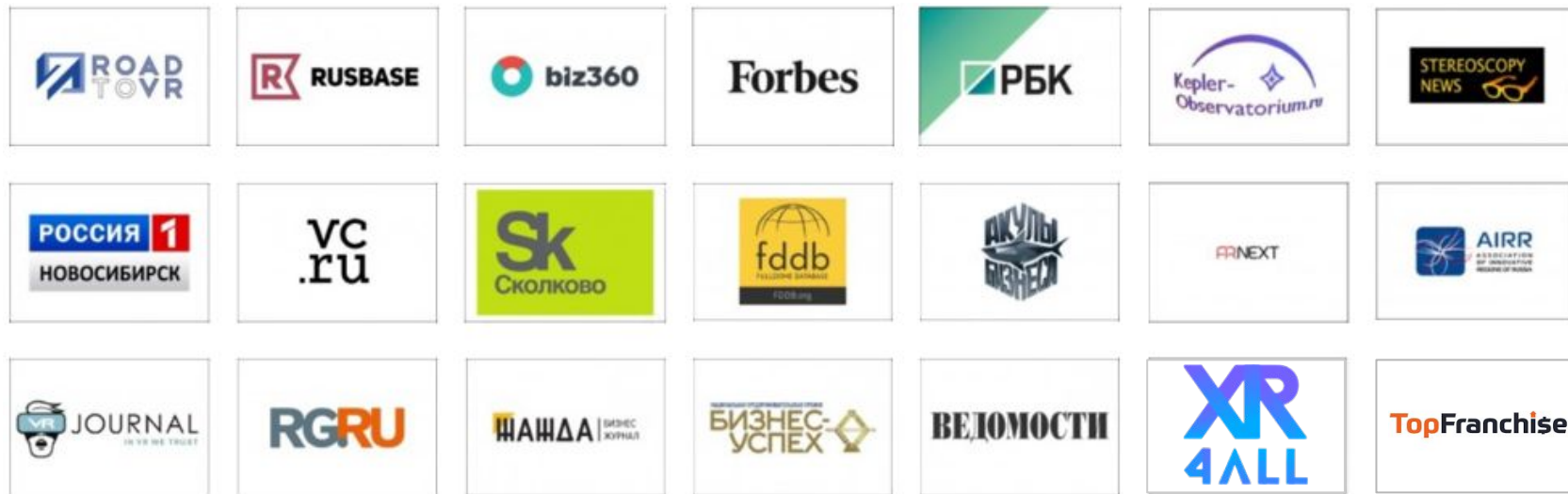
**Konstantin Urvantcev**

10 years on the education market.

Winner of dozens of entrepreneurial competitions.  
Built the largest network of mobile planetariums in  
the Russian Federation

- Experience in starting a business. I built, sold and closed small-town, regional, federal and international businesses, I was on the verge of ruin three times, but I never gave up.
- Experience in entering international markets. In a year and a half, I have brought the Virtual Encyclopedia franchise to 18 countries.
- Investment experience. I understand the needs of both an entrepreneur and an investor, I can look at the situation from different angles. It is easy to negotiate with me, but difficult to deceive.
- Team building experience. In each company I created I was personally involved in the sales and team recruitment. I conduct training on recruiting and advise on this topic. The team is the foundation of any business and I know how to create it.
- Reputation. Not all of my businesses were successful, however, despite all the difficulties, I have always fulfilled the obligations undertaken for myself and the company.

# Mass media about us at different stages



Accelerators passed

ФРИИ

MeGa<sup>®</sup>  
ACCELERATOR

MTS

Altairika

# Now is the best time to join us



+79132104158  
[info@altair.fm](mailto:info@altair.fm)



[urvantcev.konstantin](#)



[konstantin-urvantcev](#)



[altbar](#)



[@altbar](#)

