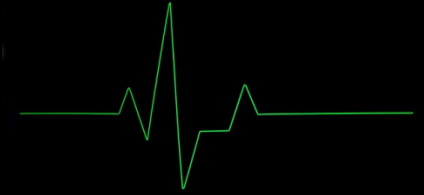


VirBio Pulse LLC

“Fusing Bioinformatics and your Gaming Experience”

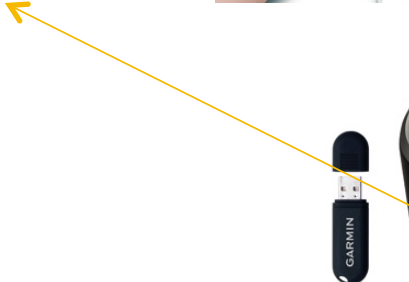
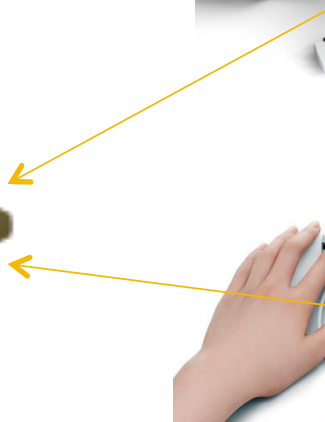
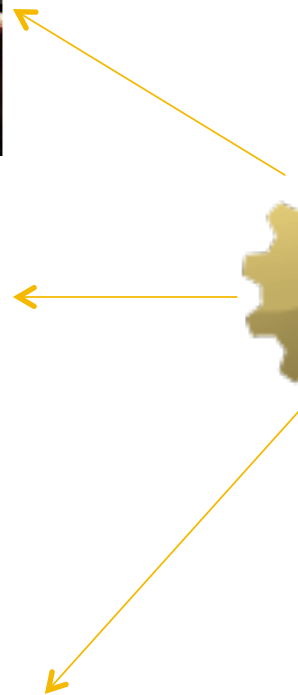
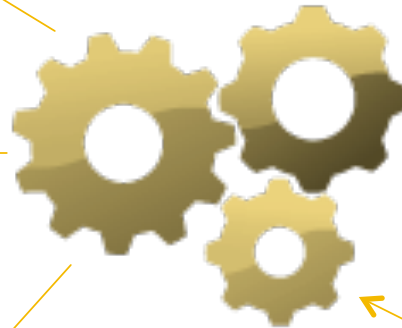
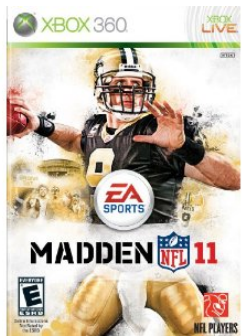
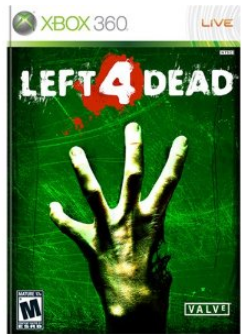
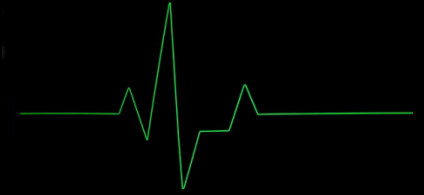
Founded By: VJ Errico, Jeff Gregory, Andrew Welfel

Pulse Development API

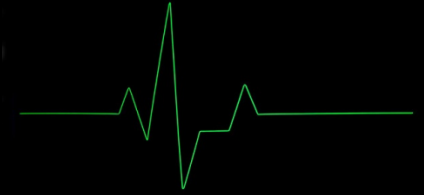


Our *Pulse Development API* will allow developers to integrate a new level of real-time feedback in to their games. Using player's vitals, the *Pulse Development API* will provide developers with the ability to offer dynamically changing applications based on what players are feeling.

Pulse Development API

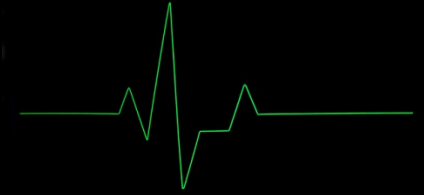


Inspiration



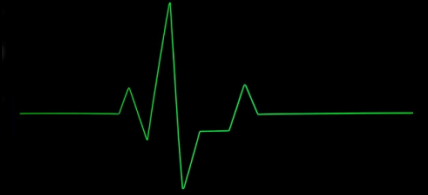
- Problems:
 - Games not tailored to each individual
 - Games have no way of understanding what the player is physically experiencing
 - Games get repetitive and lose replay value
- Our Solution:
 - A unique outcome for the end user each time

Innovation



- Real-time feedback of player's physical state
 - Heart Rate, Temperature, Face, Eyes
 - Galvanic Skin Response, Posture
- Relating physical reactions to actual gameplay
- Individualized experience for every game

Benefits



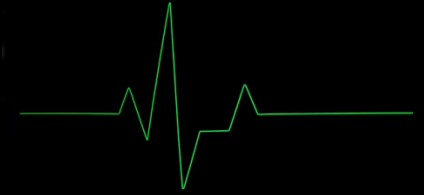
- No two play-throughs would be the same
- Dynamically changing gameplay
- Previously unavailable data

Competition



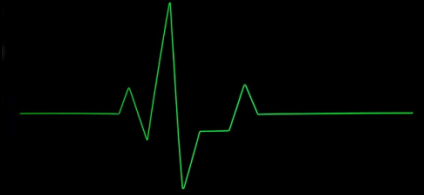
- 3 Big Console Manufacturers
 - Sony (Playstation)
 - Microsoft (Xbox)
 - Nintendo (Wii)
- Third Party Controller Manufacturers
 - Mad Catz
 - Datel

Target Market



- Focus on Game Developers (\$12.5B Annually)
 - Valve
 - Epic Games
 - Bungie
 - Rockstar
- Business-to-Business relationship
 - Licensing model for development kit
 - Per unit sold
 - One time license fee

Financials



	2011	2012	2013
Revenue	0	250,000 (Discounted License Fees)	500,000 (License + Royalties)
Expenses	150,000	150,000	150,000
Profit	(150,000)	100,000	350,000
Headcount	5	10	10
Games/Customers	0-2	2-3	2-3

Investment Sought:

-\$150,000 First Year

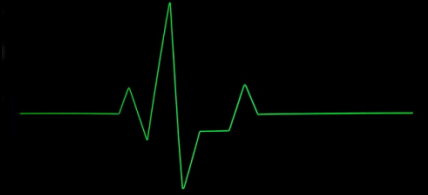
Exit Opportunities:

-Sell to incumbents within 3 years

-Merger with larger entity

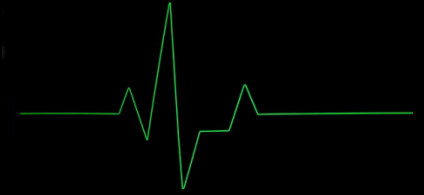
-IPO potential exists, not feasible in short term

Use of Funds



- Development of API
 - Processing vitals from already existing hardware
- Creation of demo to showcase API
- Marketing
- Hardware Design

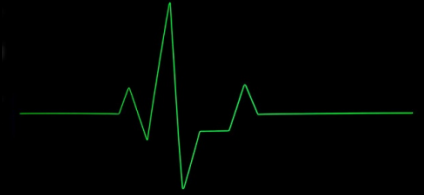
Potential Applications



- Games
 - Exercise/Sports
 - First Person Shooters
 - Horror
 - Real-Time Strategy
- Stress Management
- Health Management
- Educational

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Why Us?

- We are gamers, software developers ourselves
- Can solve "pain point"