

MARCH 2023

**LOST
HORIZON**

**REAL CULTURE IN
A VIRTUAL WORLD**

INVESTOR DECK

LOST HORIZON

Lost Horizon provides a creative platform for world class digital and visual art, performance, protest, free speech, and ground-breaking ideas.

Uniquely, alongside a diverse live studio, electrifying mixed live music programme crossing continents, genres and musical boundaries, VR opportunities...

And cocktails!



WHAT IS THE DIGITAL PLATFORM? WHAT DOES IT DO?

The Lost Horizon app allows users to watch performances held at the Lost Horizon Live venue in VR, while sharing the virtual space and experience with other users. Both live shows and recordings can be experienced.



WORKFLOW - LOST HORIZON VENUE

1

Equipment already in place



2

Show is captured live and embedded in a 3D model of the Venue

3

Users buy tickets to "attend"



4

User experiences the show as if they were there. They are able to interact with other users avatars in a virtual crowd, see the artists and enjoy the show without leaving their home.

WORKFLOW - OFF SITE VENUE

1

Contract in place for long term loan of equipment



2

Venue scanned and 3D "digital twin" model created



3

Users buy tickets to "attend"

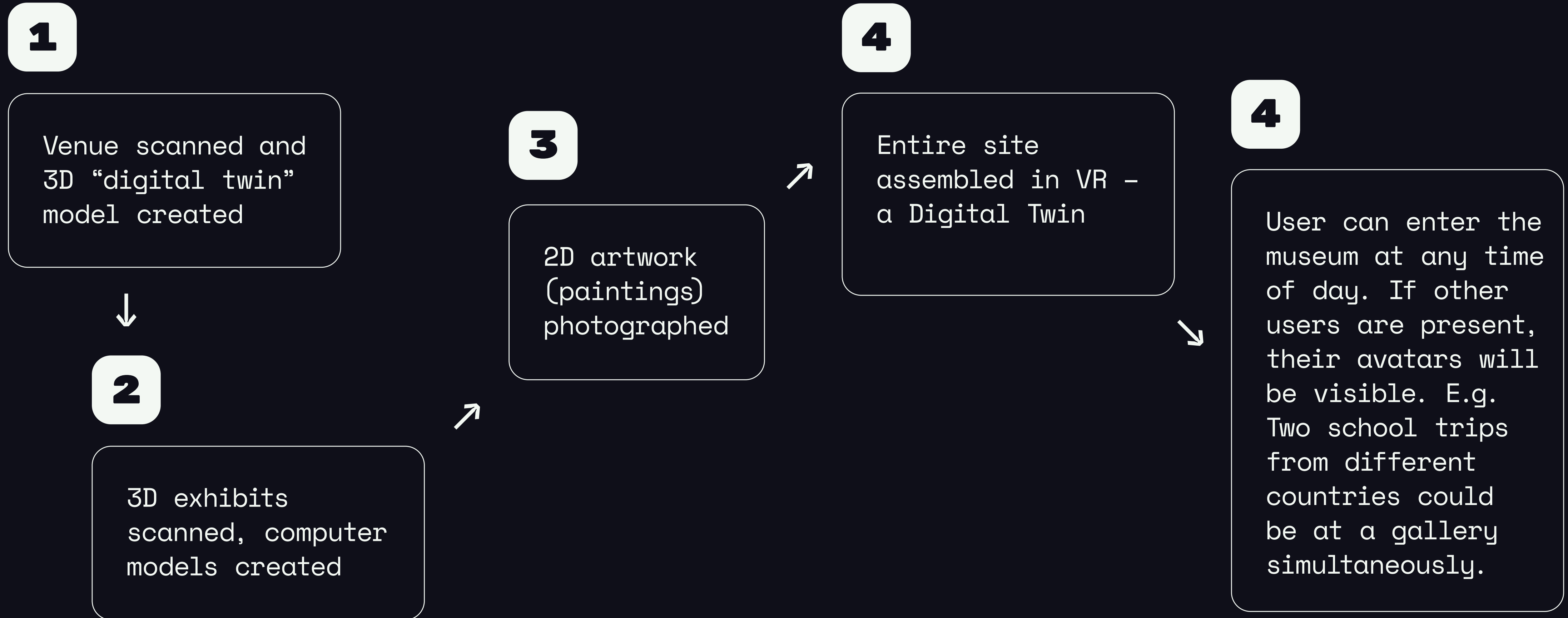


4

Show is captured live and embedded in a 3D model of the Venue



WORKFLOW – NON-LIVE (MUSEUM/GALLERY)



EXAMPLE USE CASES

NON-LIVE

- Saatchi Gallery
- Herbert Gallery
- Tate Modern
- Conferences
- Virtual site tours

LIVE EVENTS

- Glastonbury
- Amnesia Nightclub (Ibiza)
- Fabric Nightclub (London)
- Avant Gardner, Brooklyn Music Venue (New York)

WHY WOULD ANYONE USE IT?

Not everyone has easy access to knowledge, entertainment and culture. By entering into a virtual world you eliminate

- Travelling
- Traffic
- Social anxiety
- Time zones (to name a few)

When Glastonbury 2020 was cancelled we produced a 2-day VR festival from scratch in under 2 months. Building 6 digital festival stages, attracting an audience of 4.36 million globally with exhibits, performances and support from global artists including: Obey, Carl Cox, Stanley Donwood, Fatboy Slim, Goldie, Skream, Nova Twins, Seth Troxler... and so many more.

WHY WOULD ORGANISATIONS USE LOST HORIZON VR?

ROI for an organisation:

- Expand to a wider audience
- Ongoing subscription revenue
- Rise in ticket sale volume
- Increased after sales to a wider audience
- No closing time, revenue available 24/7
- Work with an already established and proven VR company to produce the best possible experience



COMPETITION

VRCHAT

-
A popular social VR platform with a vibrant community where users can create and share their own avatars, worlds, and interactive experiences

BOULEVARD ARTS

-
Boulevard Arts is the leading developer of arts-based experiences shared through virtual, augmented, and mixed reality technologies.

REC ROOM

-
A cross-platform social VR platform that allows users to play games, create art, and attend live events with friends.

SANSAR

-
A platform that allows creators to build and share immersive 3D experiences, including art installations and music venues.

MARKET OPPORTUNITY

- The available market in the UK alone is huge.
- Estimates suggest that the total number of museums in the UK is around **2,500** and **1,597** commercial art gallery enterprises.
- Everything from talks and conferences to gallery tours and music performances, live theatrical interventions; talking to people globally in real time - embodying human connection in all forms - beyond our screens and the bodies that bind us to this world.
- Infinite possibilities await us now that we are able to converse and collaborate on a worldwide scale.

PRICING MODEL - LIVE (MUSIC VENUES)

- Digital twin creation - one off cost to client
- Camera & equipment lease
- Broadcasting / hosting fee per event
- Revenue share of ticket sales per event
- Revenue share of merch/after event sales

Example: **Amnesia Ibiza**

Digital twin creation - **£100k**

Camera & equipment lease - **£7.5k** per month

Revenue share of ticket sales per event - **50%** of ticket cost at **£18** per ticket. With an estimate of **500** tickets sold each month

Revenue share of merch/after event sales - **50%** of purchase

PRICING MODEL - NON-LIVE (MUSEUMS)

- Digital twin creation - One off cost to client
- App creation (duplication of white labelled)
- Hosting fee per event
- Revenue share of ticket sales
- Revenue share of merch/ after event sales

Example: **Saatchi Gallery**

Digital Twin and App Creation - **£150k**

Revenue share of VR viewers - **50%** of **£8** per viewer with an estimation of **2000** viewers per month

30% of art sales

TEAM



ROBIN COLLINGS

CEO

Robin is a Creative Event Producer, Promoter, Designer and Production Manager specialising in large scale outdoor events, digital culture and virtual events as well as set, stage and venue design.



KAYE DUNNINGS

CREATIVE DIRECTOR

Kaye has been pushing the boundaries of the archetypal festival experience using Shangri-la and its predecessor Lost Vagueness as a vast outdoor gallery for intimate and large scale artworks and interactive immersive experiences.



OLLIE RANKIN

CTO

Ollie Rankin is a creative technology pioneer, award-winning director and an activist for diversity, fairness and sustainability.

TEAM



FIONA MCGARVA
HEAD OF COMMS



JOHN OWENS
BRAND MANAGER /
LEAD DESIGNER / UX



SIMON VAUGHAN
BUSINESS DEVELOPMENT
- GALLERIES AND
VISUAL ART



CHRIS MACMEIKAN MBE
PROGRAMME DEVELOPMENT



ED JENKINS
BUSINESS DEVELOPMENT
- MUSIC INDUSTRY

TIMELINE

MID 2023

-

Raise investment
Recruit/sub-contract
staff to complete
current projects

END 2023

-

Complete Saatchi
Project
Purchase equipment
as required

END 2024

-

Marketing push to
more music venues
Dedicated team to
focus on attracting
more non-live
venues

END 2025

-

Dedicated Live
Venue team
appointed to
expand the current
portfolio

FINANCIALS

	Aug-23	Aug-24	Aug-25	Aug-26	Aug-27
VR - Digital Twin	£67k	£385k	£2.095m	£3.76m	£6.28m
VR - Lost Horizon inhouse	£12k	£57k	£173k	£500k	£1.47m
Bar & Venue	£825k	£1.028m	£1.13m	£1.24m	£1.37m
Total Revenue	£904k	£1.47m	£3.398m	£5.5m	£9.12m
Cost of Sales	£591k	£1.22m	£1.53m	£2.57m	£2.68m
Gross Profit	£312k	£447k	£1.86m	£2.93m	£6.43m
Other Operating Costs	£482k	£956k	£1.14m	£1.24m	£1.26m
EDITDA	(£163k)	(£469k)	£786k	£1.75m	£5.23m
No of Digital Clients	1	4	8	13	17
No of Attendances	0	84k	332k	648k	1.01m

INVESTMENT

Once investment has been received, the technology for creating digital twins can be expanded and the process simplified with increased efficiency.

Multiple sites can have a VR version created in a much faster workflow.

This would enable both live and non-live customer expansion.



FUNDING

£1,000,000 INVESTMENT REQUIRED FOR:

- Recruitment of tech delivery specialists
- Grow in house development team
- Employ dedicated Account Management team
- Employ dedicated sales team
- Focused paid marketing channels
- Expand and update hardware and equipment

EIS Approved



**LOST
HORIZON**

THANK YOU