

ANDROMEDA ENTERTAINMENT

Interactive content for wellness and transformation

INVESTMENT

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We are in a unique mental health crisis

COVID-19 and isolation have had a huge impact on emotional wellbeing.

Some estimates have suicide at 400% their pre-pandemic rate.

Traditional approaches to mental health are *not working!*

- Inaccessible
- Expensive
- Difficult to Scale
- Out-of-date

DON'T
GIVE UP

YOU ARE
NOT ALONE

YOU
MATTER

We have a unique mental health opportunity

Demand for at-home entertainment and wellness offerings is at an all time high! Millions are already turning to wellness apps, at-home fitness, and meditation experiences to consciously enhance wellbeing.

Meanwhile, virtual reality is in the midst of a major leap forward. Facebook's mobile, stand-alone headsets dominated growth markets in 2020 and have made VR more accessible than ever before.

Facebook reported on October 30th 2020 that Oculus Quest 2 sales surpassed their expectations, coming in at 5X the initial sales of the original headset.¹





WELL-BEING

INTERACTIVE
ENTERTAINMENT

Publishing interactive content for wellness and transformation.

These experiences are not “eat your vegetables” gaming. They set a new bar for engagement and immersion by:

Bringing people into their body

Nourishing the mind and soul

Entertaining through positive challenge

As a publisher, we provide capital, technology, marketing, and distribution to developers in exchange for 30–70% of the title’s revenue. We also have an internal development studio, that is currently focused on ecstatic experiences for psychedelic therapy.

BUILDING THERAPEUTIC SUCCESS on a foundation of player engagement

Our signature publishing model begins with an aggressive launch on the gaming platforms, before moving to a phase of research and customization for wellness markets like psychedelic therapy.

This double-layered approach gives Andromeda's games:



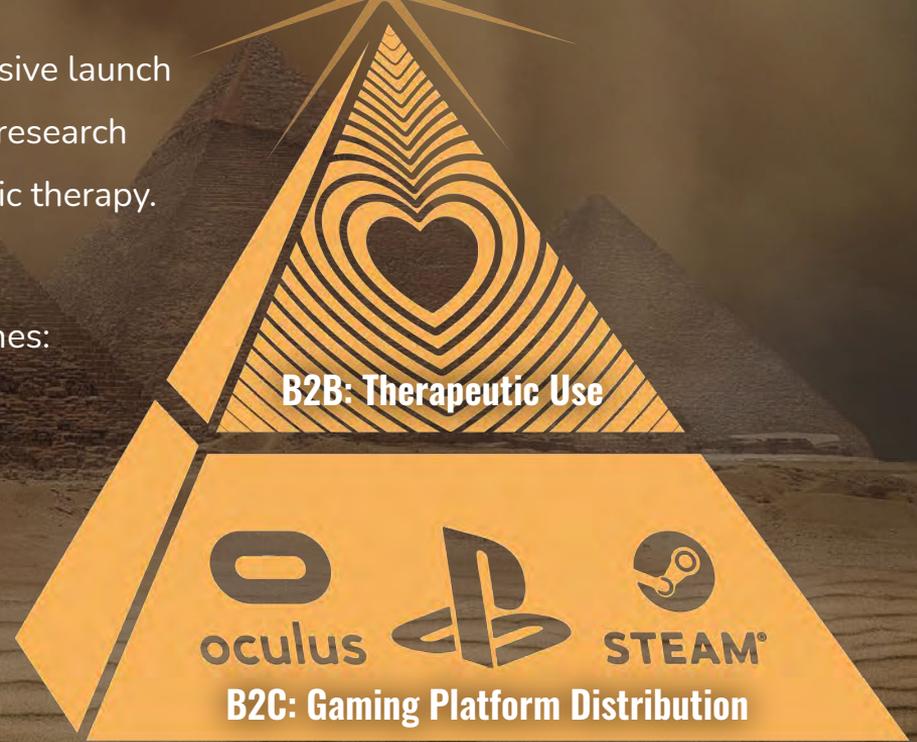
An inimitable level of quality and polish.



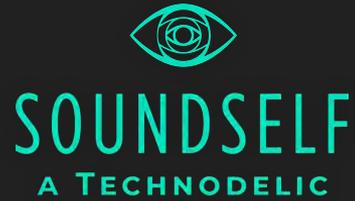
A distributed risk portfolio.



A symbiotic marketing narrative.



OUR GAMES



HYPERCRUISER



- Launched in 2019



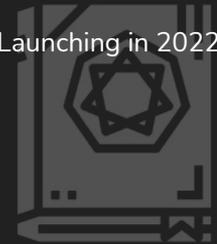
- Launched in 2020
- Applications in Psychedelic Therapy



- Launching in 2021
- Applications as a chronic pain therapeutic

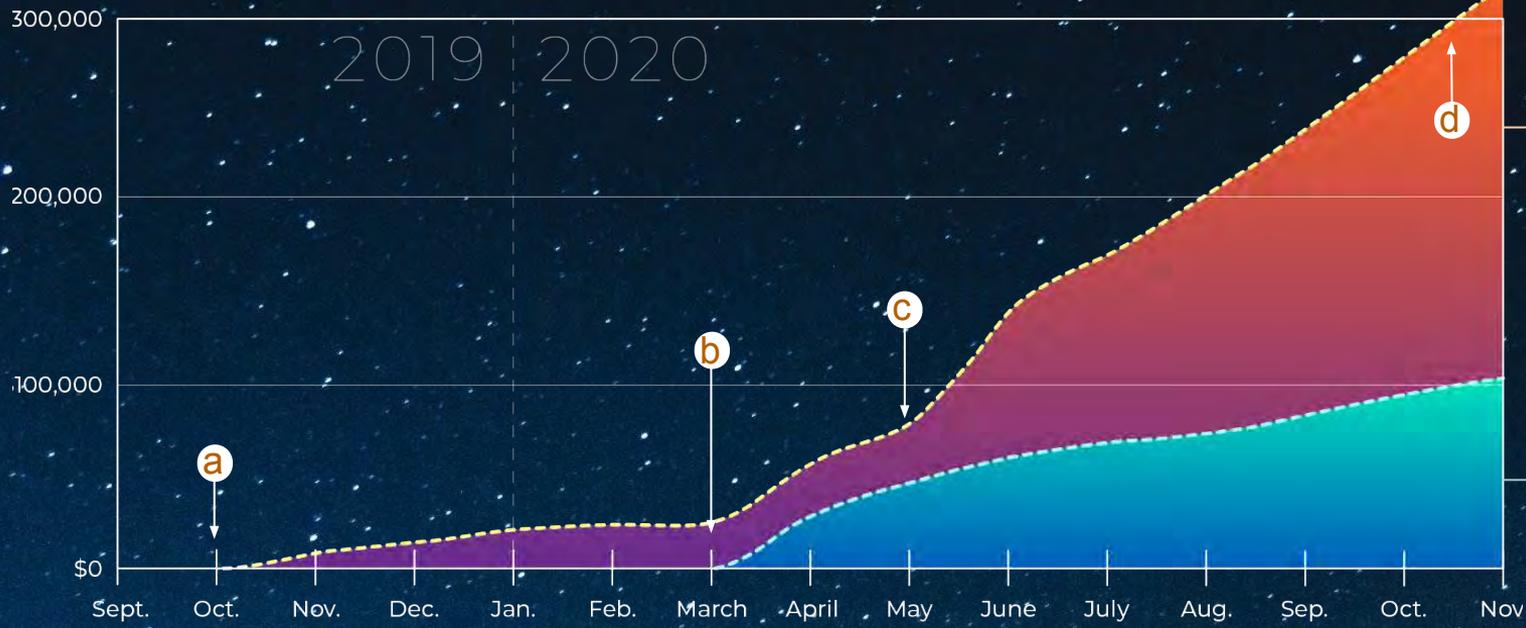


- Launching in 2022



Traction in Virtual Reality

Andromeda's first two VR titles launched late 2019 and early 2020



- a. Audio Trip launches for PCVR.
- b. SoundSelf launches for PCVR
- c. Audio Trip launches for Oculus Quest
- d. Oculus Quest.2 begins shipment



AUDIO TRIP



SOUNDSELF

Platform releases planned for early 2021: Audio Trip and SoundSelf on PS4, SoundSelf and Reducept on Oculus Quest

Traction in Virtual Reality - AudioTrip

- \$487,000 game budget
- 1 year Gross Revenue \approx \$300,000
- 10,000 units sold on Oculus Quest since launching May 2020 (1% of Quest users)
- Projected 25,000 units sold on PSVR in 2021 (.5% of PSVR users)
- Expected profitability by 2021 with 0.25% market penetration of total VR users



Our advantages:

- Strategic relationships with Steam, Oculus and Sony
- Marketing dollars spent on long-term community building over short-term exposure

Growth of VR

2020

2024

Consumer VR
Spending ²

\$2.6 B

\$8.1 B

Total Installed
Base (Customers)

14 M

34 M

Units Sold to Make a Profit*

36,000

36,000

As a % of Customers

0.25%

0.1%

*Assume game budget of \$500,000, sale price of \$20 USD, and platform fees of 30%

Market Penetration in 2024

*In 2024, assume a publisher produces 4 games each with a budget of \$500,000, sale price of \$20 USD, and platform fees of 30%. Total install base has grown to 34,000,000 users.

	<i>Units Sold</i>	<i>% of Total users</i>	<i>Revenue</i>	<i>Investor Return</i>
Flop	<10,000	0.03%	\$140,000	0
Break Even	36,000	0.1%	\$504,000	1
Success	100,000	0.3%	\$1,400,000	3
Beast	360,000	1.1%	\$5,040,000	10
Unicorn	9,000,000	26.5%	\$126,000,000	252

Therapeutic Gaming Case Studies:

SoundSelf for Psychedelic Therapy

Reducept for Pain Relief

2021: The Year of Digiceuticals



In June of 2020, Akili' Interactive's EndeavorRX became the first game to be cleared by the FDA for clinical prescription (for ADHD).



In June of 2020, ATAI launched Introspect Digital Therapeutics to develop software for “magnifying” the effects of psychedelic therapy.



Tripp is conducting a study on administering VR as a treatment for depression in terminal cancer patients.



Mydecine Innovations Group subsidiary, Mindleap Health has announced a comprehensive addiction, psychedelic integration, and holistic wellness programs designed to empower users to improve their wellbeing, track progress, and encourage consistency through gamification.



the brain sensing headband

Interaxon, the creators of the MUSE headband are integrating their biometric sensors into VR headsets.



ANDROMEDA
ENTERTAINMENT

SoundSelf is undergoing research as a tool for psychedelic therapy. Our next games include potential treatments for PTSD, chronic pain, and more.

SoundSelf for Psychedelic Therapy

SoundSelf uses the player's voice, toning into a microphone, to entrain a psychedelic state of consciousness.



Timeline

Q4 2020

Perform a SoundSelf wellness study with our partners in psychedelic therapy.

Q1 2021

Distribute SoundSelf to psychedelic therapists and wellness practitioners.

2022

FDA APPROVAL
PURSUAL

SoundSelf for Psychedelic Therapy

Andromeda is working with the Usona Institute to develop best-practices for SoundSelf's use in psychedelic therapy.



SoundSelf supports psychedelic therapists in three ways:

PREPARATION



Safely introduces people to psychedelic states.
A monitoring therapist can preview their client's response.

IN-SESSION



Amplify the effects of a low-dose.

INTEGRATION



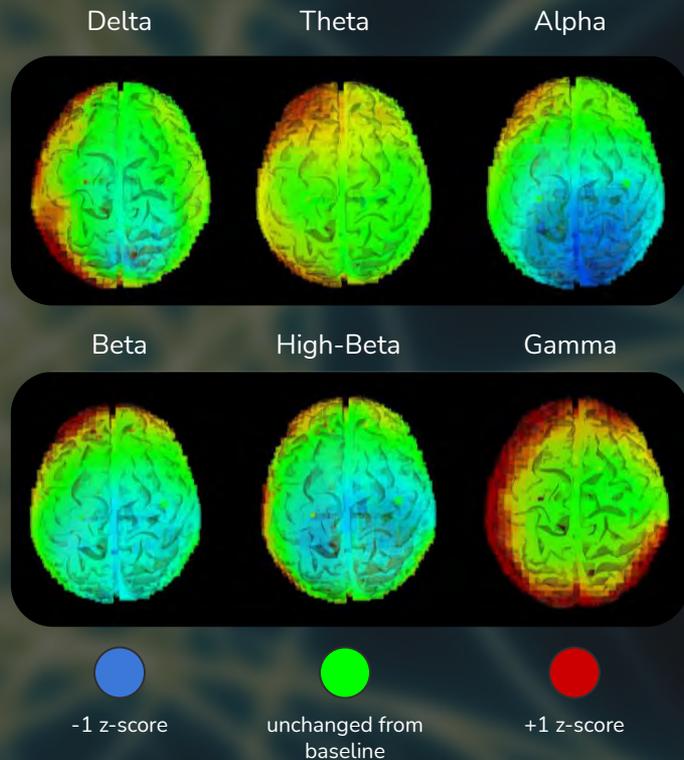
SoundSelf has been found to reactivate recent psychedelic experiences, which is useful for integrating breakthroughs weeks, or even months after a session.

SoundSelf for Psychedelic Therapy

A pilot study³ with Dr. Jeff Tarrant showed SoundSelf generating similar EEG patterns as psychedelics.

- An increase in gamma waves across many regions of the brain.
- A decrease of activity in brain regions associated with the Default Mode Network (mind wandering and agitation)
- A radical increase in positive mood affect.
- One 15-minute session yields unitive states of consciousness at a rate comparable with a five-hour psilocybin journey.

After the session, the brain settles into a state of deep relaxation.



Reducept for Pain Relief

Already distributed to 130 hospitals in Europe, where it is helping chronic-pain patients get off pain-meds.



Timeline

Q4 2020

Release for consumers on the Oculus Quest platform.

Q1 2021

We believe Reducept has major potential as a clinical intervention for pain, and are investigating routes to FDA clearance.

Reducept for Pain Relief

Dive into your nervous system and learn proven techniques that train you on the management of pain!

About Reducept

Blast away chronic-pain stimuli, repair nerve damage, and rewire your brain!

Reducept is not only fun to play, it also trains players in techniques for chronic pain management. 78% of our 18,000 users have reported an increase in wellbeing.

Five levels (and more to come)

currently has five levels of gameplay, lasting a total of two hours: A new level planned every six months after-launch.



Introduction:

An interactive way to get to know Reducept



Nerves:

Shoot away your pain signals in this action focused gameplay



Spinal Cord:

Directing the movement of positive energy to heal your nervous system



Brain:

Train your brain with a “Simon Says” style cognitive workout



Alarm Centre:

Divide your attention and shoot your way into the alarm centre



Control Room:

Increase your focus and positivity with mindfulness based exercises

A PREVIEW OF ANDROMEDA'S 2021 SLATE



Sonum

A community-driven light and sound therapy platform for iOS and Android.

- A growing collection of experiences for strobing lights and vibroacoustics.
- Selling hardware solutions for all budget levels directly from the app
- Designed from scratch with psychedelic therapy at heart
- Internally developed by Andromeda Entertainment



Hypercruiser

Navigate a stunning world of audio-reactive fractals in this surreal space-exploration game.

- Mainstream title focused on core demographics while incorporating esoteric practices and concepts.
- Developed by Funktronic: a top-selling developer for both Flat Screens and Virtual Reality.

LONG-TERM VISION

Andromeda Entertainment's renowned leadership comes from the independent game industry that flourished in the 2010's. Our developer-centered approach prizes that special something that makes games so undeniably powerful: **FUN**.

Entertainment is growing up. We're anticipating a large demand for transformative experiences in two to four years, and we are growing a catalog highly-polished, fun, science-backed experiences ready to meet that demand.

Given that such experiences are more deeply enjoyable than typical "gaming" is, we believe that skillfully planting the right seeds now will inspire the game industry as a whole to rise to new heights of meaning and purpose as it becomes a modality for wellness and transformation.

WHO LOVE THESE GAMES? MILLENNIALS!

on the couch and in the spa, millennials value engagement, novelty, relatability and results.



80% of millennials spend 1/4 of their disposable income on wellness⁴.

66% of millennials own a gaming console⁵.

“Do not doubt the power of this tool! The way people look at the screen when they are fully invested in an experience: that is a testament to the power of videogames. I don’t know any other tool that shapes a person’s consciousness as completely or as quickly as a videogame can do.”

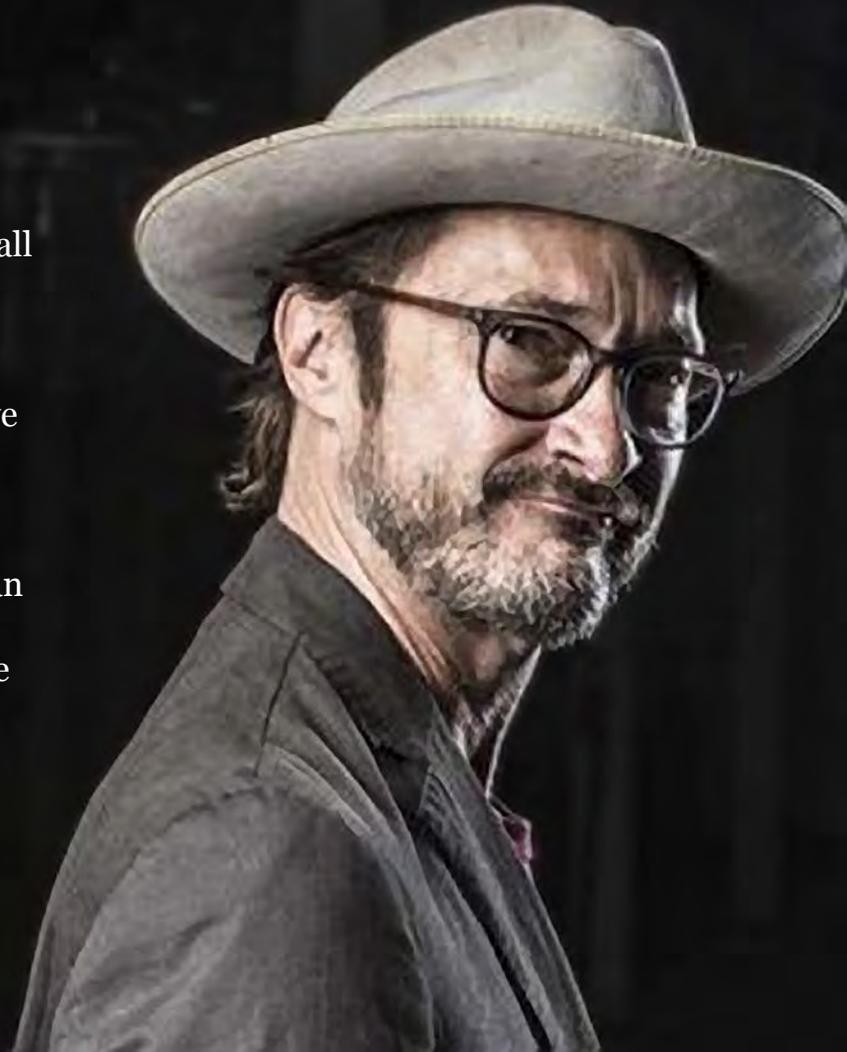
-Robin Arnott, CEO, TEDx Linz



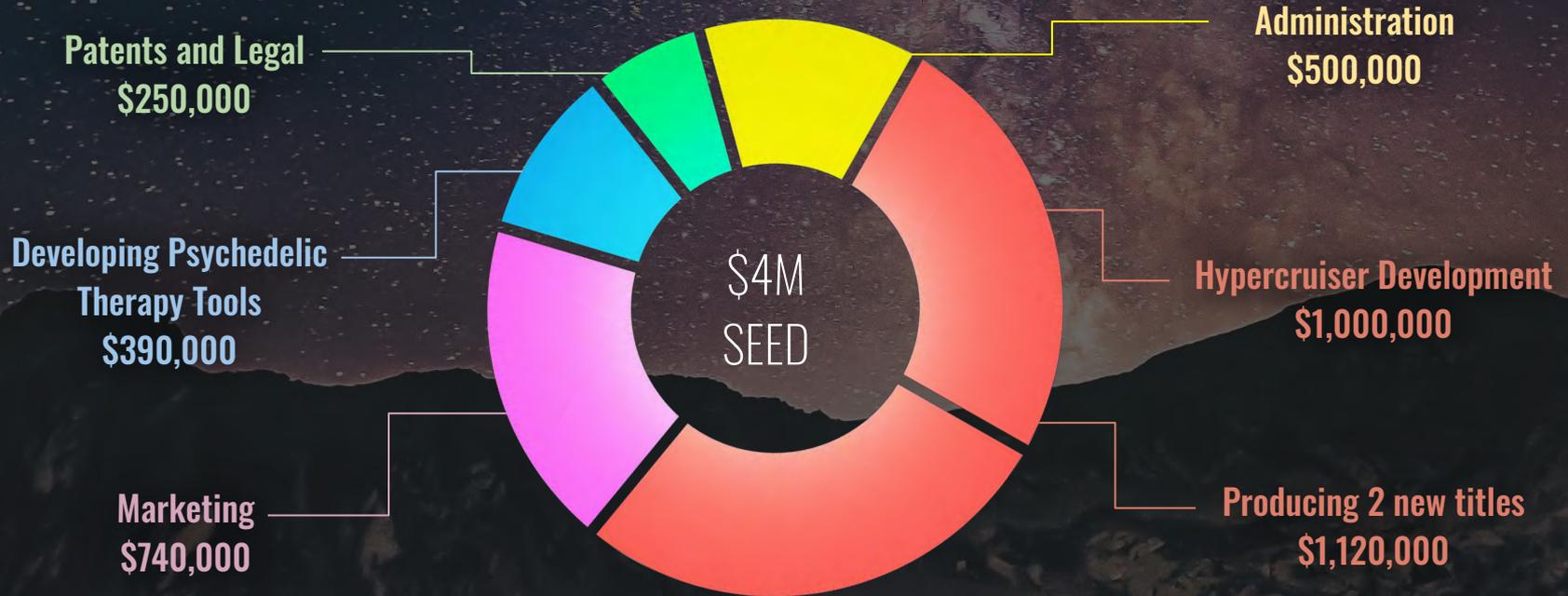
TEDx

"I have been an executive in the videogames business for 25 years now, and I can tell you for certain that while games have eclipsed all other forms of entertainment globally, the medium is still in its infancy as far as its potential. Games don't have to be just addictive distractions; interactive experiences require focus that creates an inherent meditation that for many will be far more compelling than any offered to date, and we can and will harness that power for the good of humanity. That's going to be very good business."

- Mike Wilson, Board Member



Andromeda is raising \$4M to develop games that ecstatically address today's complex mental-health needs



THE TEAM



Robin Arnott, Technology, is a game designer and longstanding public speaker in the industry of consciousness technology. He was featured in Netflix's Screenland and the documentary Game Loading: Rise of the Indies. As the lead developer of SoundSelf, Robin has an intimate understanding of both the needs of independent development studios and the means by which technology can profoundly impact player consciousness.



Lyle Maxson, Partnerships, with over 10 years in the music industry; including production, creative design, and sponsorship acquisition at more than 30 international, large scale festival properties, Lyle Maxson brings a passion to serve others through "Transformative Entertainment." His portfolio includes touring high end glamping hotels, bringing mindfulness experiences to thousands of millennials, and merging biohacking technology with immersive storytelling.



Aequitas Luck, Development, has been designing and developing games for over 10 years, with experience in every part of the creation process, from early prototyping, through production and shipping. Part of the team that created the IGF award winning title, Desktop Dungeons.



John McClellan, Financials, is a health-conscious entrepreneur with 10 years experience in finance, consulting, and alternative education. He's an Eagle Scout and Ironman triathlete who brings structure and organization into many creative pursuits. When he's not crunching the numbers for Andromeda, he enjoys teaching partner acrobatics and juggling in a local circus troupe.



Heather Ray, Community, is a visionary in transformative festivals and the arts. She was the camp lead for Four Hundred Rabbits at Flipside, the Texas Burning Man Regional, and also led the installation of large scale art projects at Burning Man, including SoundSelf in 2013 and the Honorarium Project, Wooden Nickel Carnival, at the base of The Man in 2015.

BOARD MEMBERS



Mike Wilson, Board of Directors, has been an executive in videogame development and publishing since 1994, when he was the VP of marketing and distribution at world-renowned id Software. Committed to establishing an independent publisher that could actually remain independent, he co-founded Devolver Digital in 2009. Devolver has since become the worldwide leader in independent game publishing.



Nichol Bradford, Advisory Board is fascinated by human possibility and technology. She is the CEO of the Willow Group and Executive Director of the Transformative Technology Lab @ Sofia university. Prior to becoming a leader in Transformative Technology, Bradford was a senior executive in video games with responsibility for strategy, operations and marketing for major brands that include: Activision, Blizzard, Disney, and Vivendi games.



Heather Gallagher aka CameraGirl, Advisory Board is a recovering corporate IT consultant with a Master's degree in Computer Science tucked under her rhinestone-studded belt. She has been the Director of Technology for Burning Man since 2004. She first stepped foot onto the playa in 2000 and, in many ways, has not left it since.

END NOTES

¹ <https://www.digitalbodies.net/vr-news/oculus-quest-2-sales-5x-more-popular-than-the-original/>

² ARtillery “VR Global Revenue Forecast, 2019 - 2024”

³ Jeff Tarrant “Can Virtual Reality be a Psychedelic?” <https://www.enterandromeda.com/ss-science>

⁴ Cassandra Report “Spring/Summer 2015: body, mind, soul”

⁵ Recode “Millenials have a Netflix Account, Gen Z is playing Video Games” (This number jumps up to 73% for Gen Z!)

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