



INVESTOR DECK

Q4 / 2023

PROBLEM

Digital commerce is growing exponentially

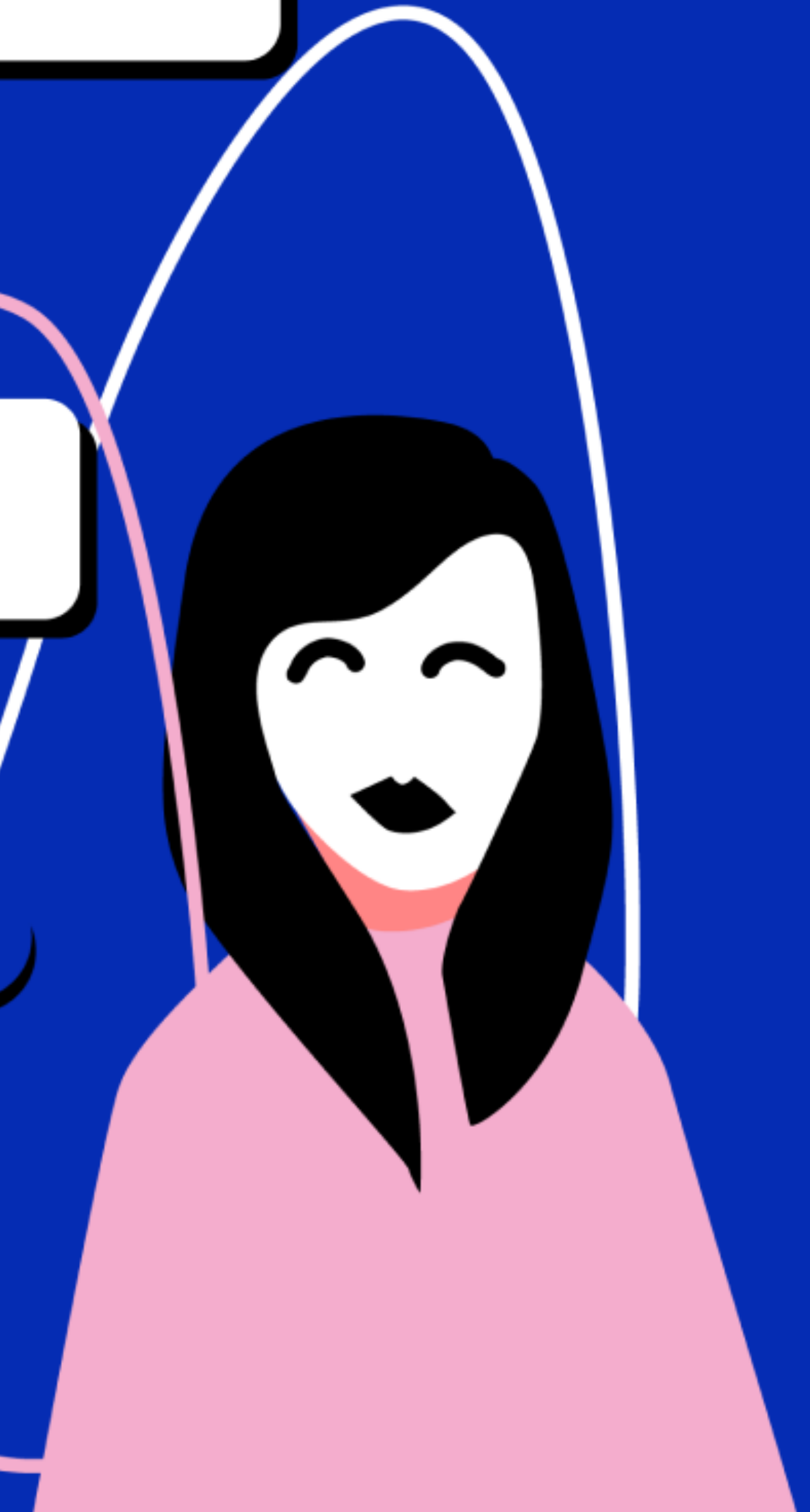
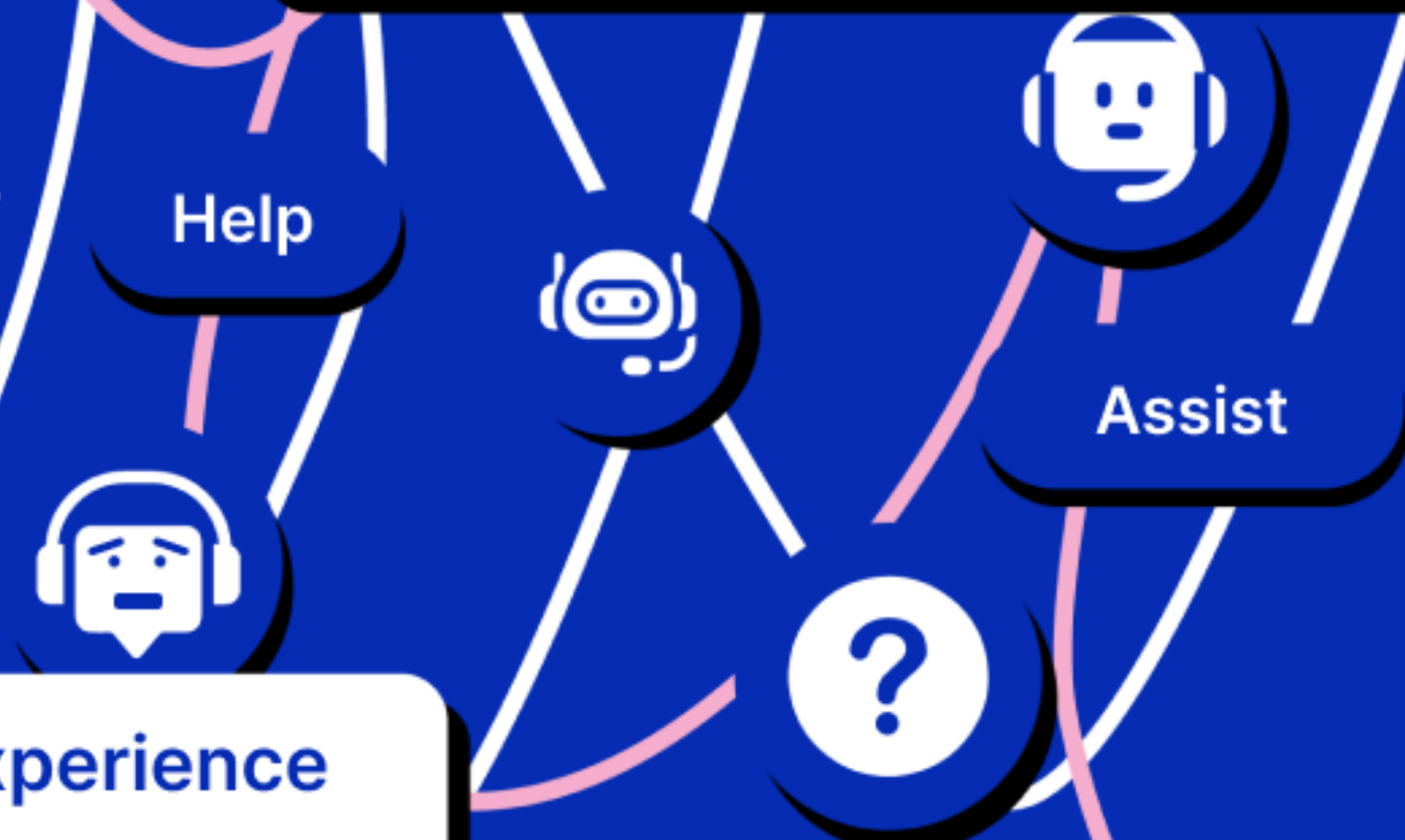
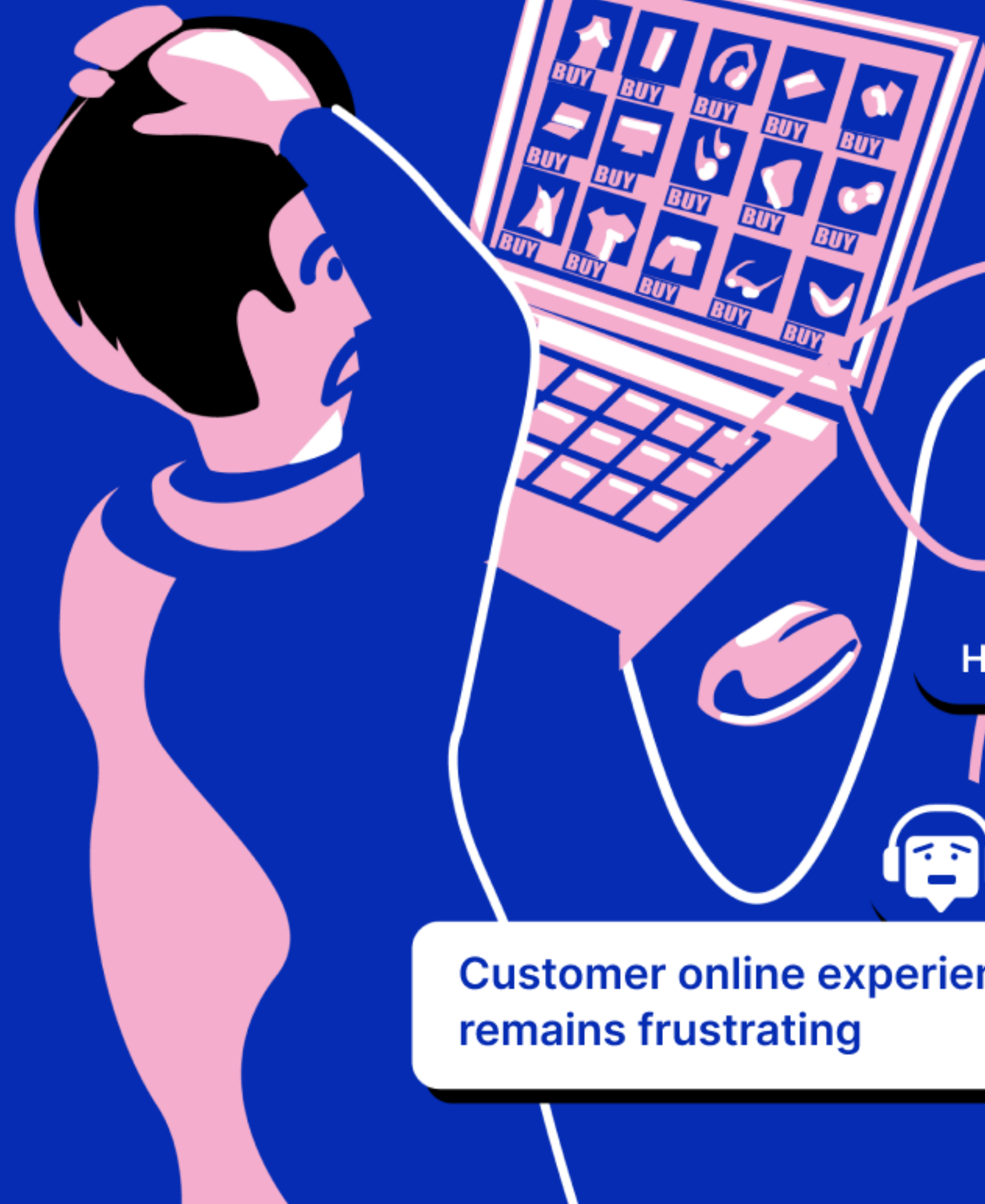
Existing tools to service customers are archaic

Customer online experience remains frustrating

Phone tree

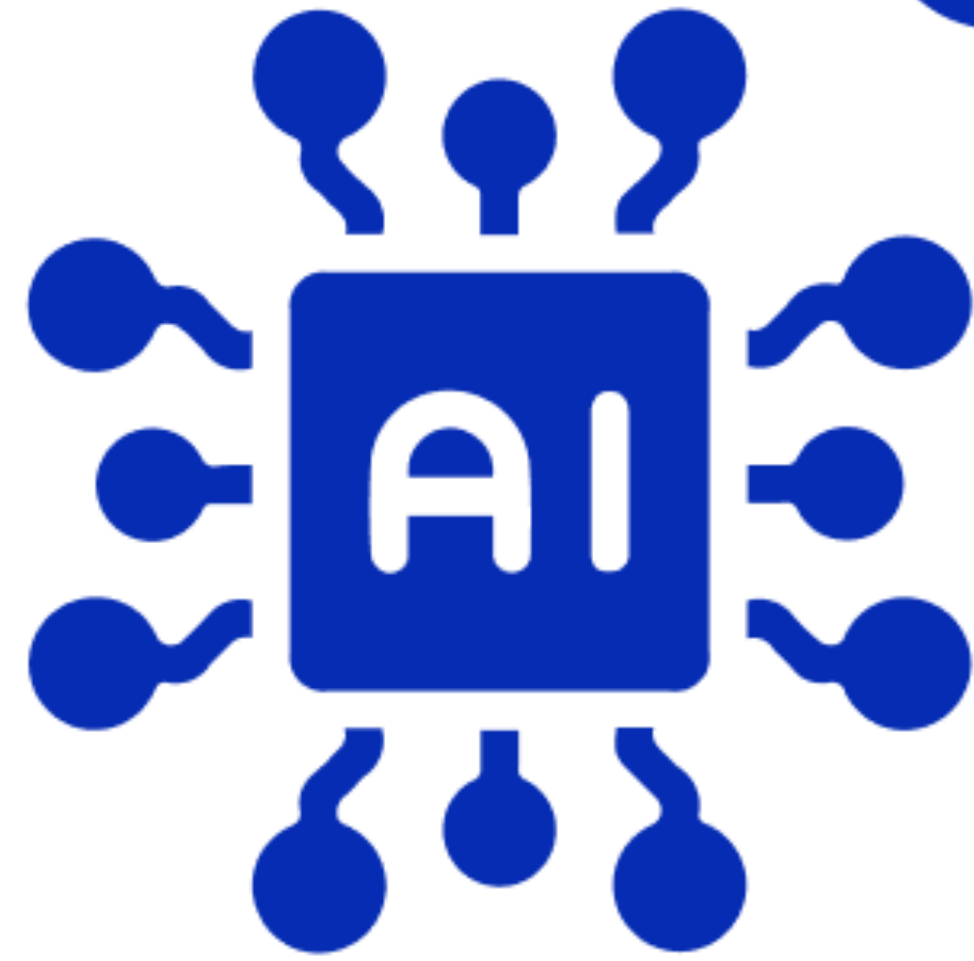
Help

Assist



Identify customer

Determine their need



Find best person to help

The Immerss Single Door Portal seamlessly integrates AI and human expertise to elevate customer experience and boost KPIs.

26X

Sales
Conversions

42%

Lift in Average
Order Values

4.7/5

Customer
Satisfaction

HELPCLOUD

HOME BASED
SPECIALIST

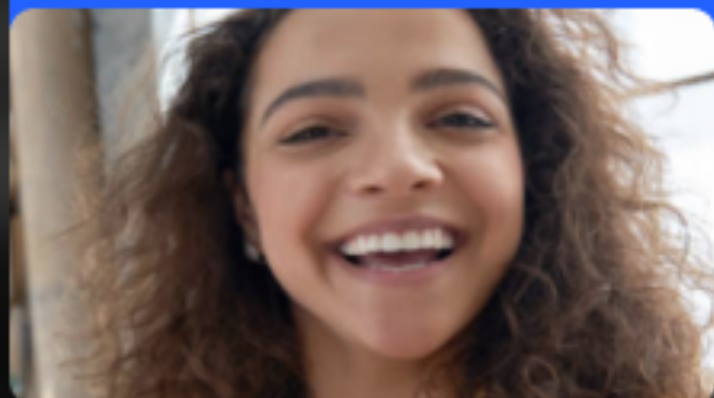
SHOWROOM
CONSULTANT

CALL CENTER AGENT

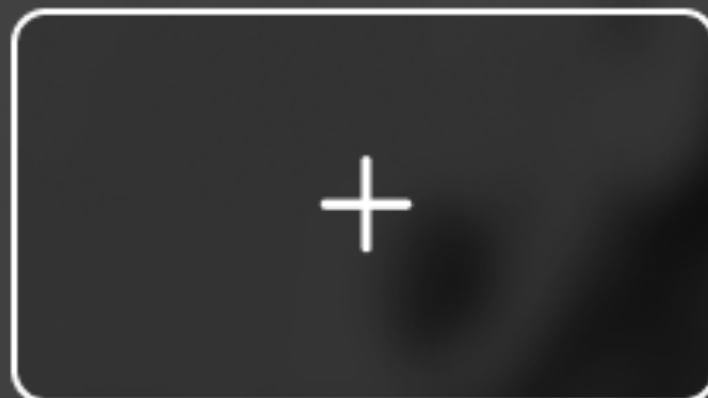
SOLUTION



Kelly Jones



Clint Daniels



Products discussed



CLIFF
\$895



ALPACA...
\$345



LIGHTWEI...
\$345



CREEDE...
\$140

9:48 AM

Yes! The Malcolm do work well if you have a wide foot. I would suggest sizing up 1/2 size though.

9:48 AM

Great! Thanks for the info.

9:50 AM

You bet! 😊 Would you like me to add those to your bad for you?

9:51 AM

Sure! Thanks again for the help.

9:52 AM

Enter message



Mute

Off

Off

END SESSION



SALES

SERVICE

BAG



COLLECTIONS ▾

Featured ▾



MINI OSTRICH CLUTCH
\$1,095



WRANGLER X LUCCHese
WOMEN'S DENIM JACKET
\$250 ~~\$320~~



VIEWED (7)



SUGGESTED (7)



CATALOG



LIKED (3)

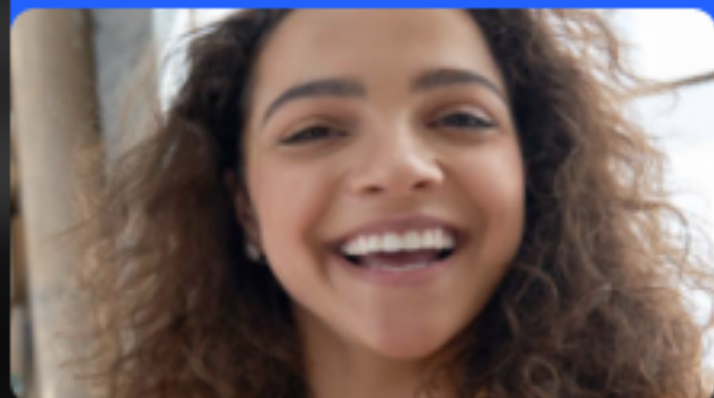


BAG (5)

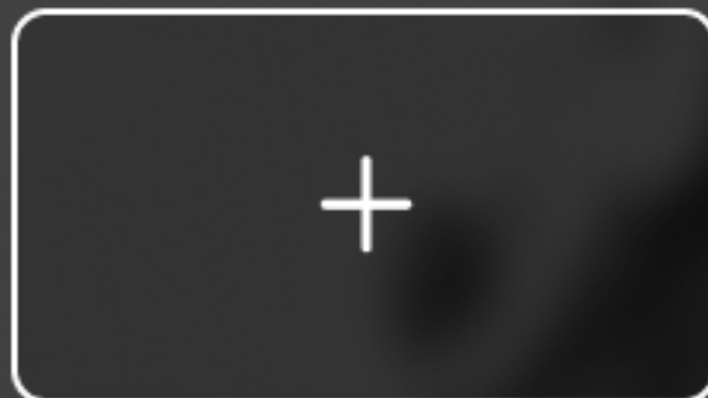
CHECKOUT



Kelly Jones



Clint Daniels



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END SESSION



SALES

SERVICE



CATALOG



ORDER HISTORY



TRACK ORDER



NOTES



TASKS

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+1 233 555 6666



MEDIUM AXIS
CROSSBODY BAG
\$165.00

ORDERS

Oct 18, 2023 #35663 \$355

Oct 17, 2023 #34786 \$287

TRACK

EXCHANGE

RETURN

Oct 16, 2023 #23556 \$486

Oct 15, 2023 #35698 \$328

BENEFITS

Brand metrics such as sales conversions, order value, customer satisfaction, and lifetime value skyrocket.

Hyper-personalized shopping experience drives customer satisfaction.

Data-driven insights help associates to cross sell and upsell.





- \$20k MRR
- 7 Customers
- 93% Retention Rate
- 300% MRR Growth Over Last 4 Months

TRACTION

- Over 25,000 Live Sessions Completed
- \$3M in Purchases Made Through the Platform
- \$78k MRR in Pipeline

MARKET

- TAM is \$159B
- Gartner predicts mainstream adoption of live commerce in 2-3 years
- 1.7M companies fit the Immerss Ideal Client Profile



Footwear



Electronics



Beauty



Home decor



Apparel



Sporting goods



Accessories



Jewelry



KEY DIFFERENTIATORS

- Best shopping experience
- Seamless consumer journey
- Effortless shift between chat, voice, and video
- Branded white-label solution
- Supercharged clienteling
- Unified live-commerce platform
- Scalable pricing model

GhostRetail™

Firework

CS

Tulip

bambuser

CASE STUDY

61%

INCREASE IN AOV

17%

DECREASE IN RETURNS

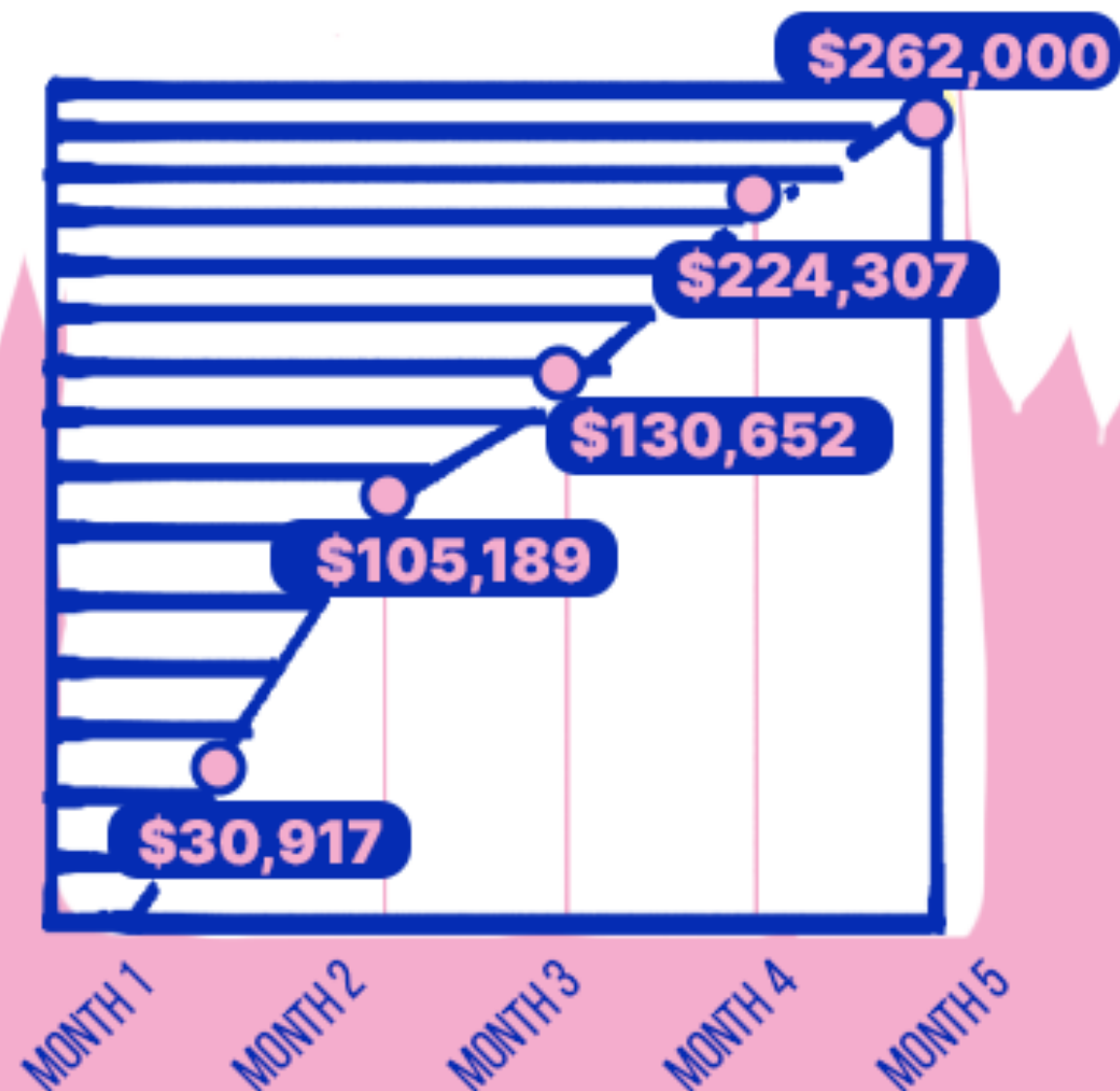
29%

SALES CONVERSION RATE

4.7/5

CUSTOMER RATING

SALES THROUGH IMMERS

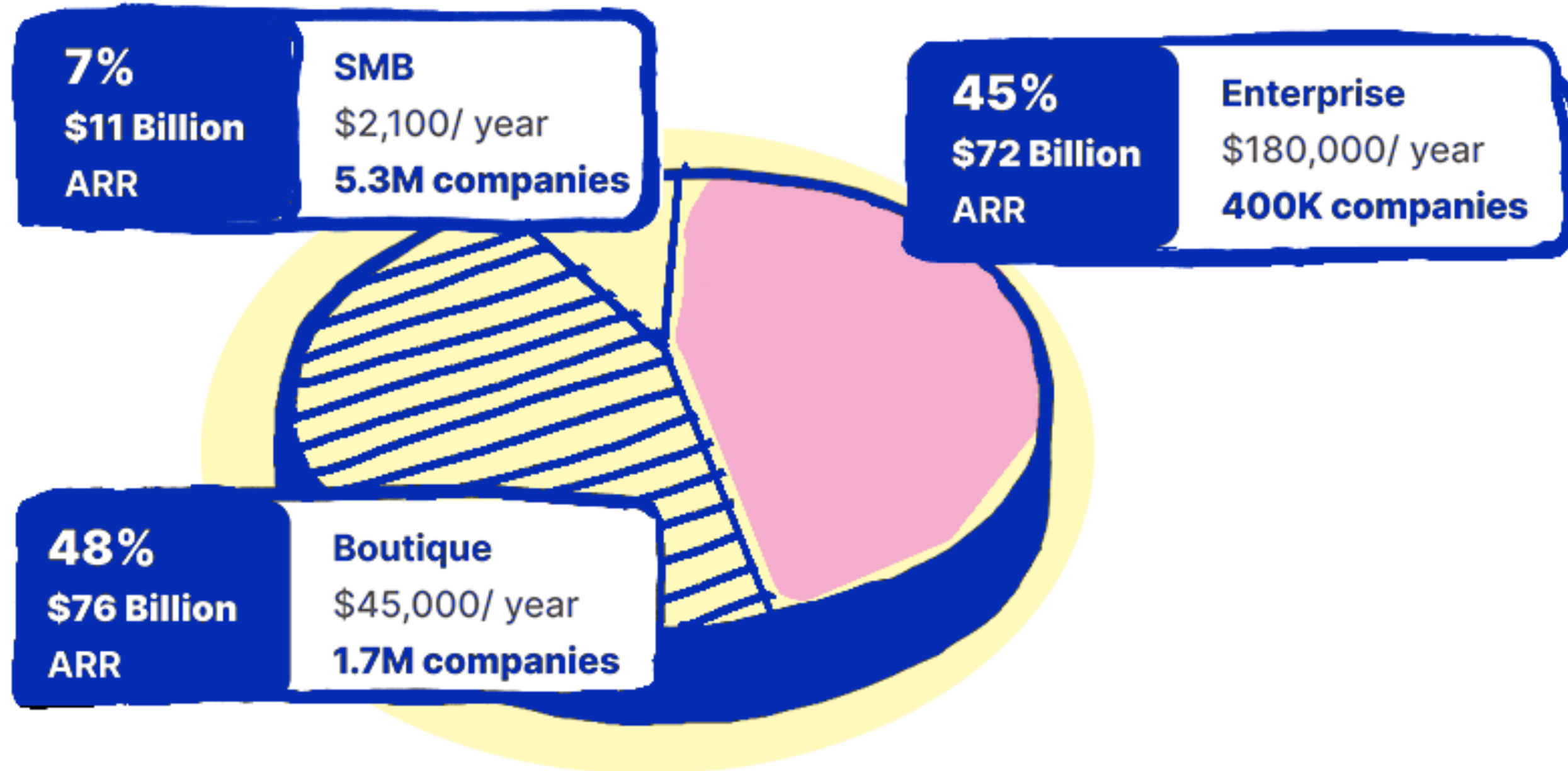


TRENDS AND OPPORTUNITY

- Global events have accelerated the shift towards online purchasing.
- Live shopping has exploded in Asia. The domestic market adoption is accelerating.
- Merchants are seeking ways to differentiate themselves and drive conversions.
- Consumers are seeking more personalized and interactive online shopping experiences.

BUSINESS MODEL

The top 10 ecommerce platforms represent **7,368,462** online merchants globally.

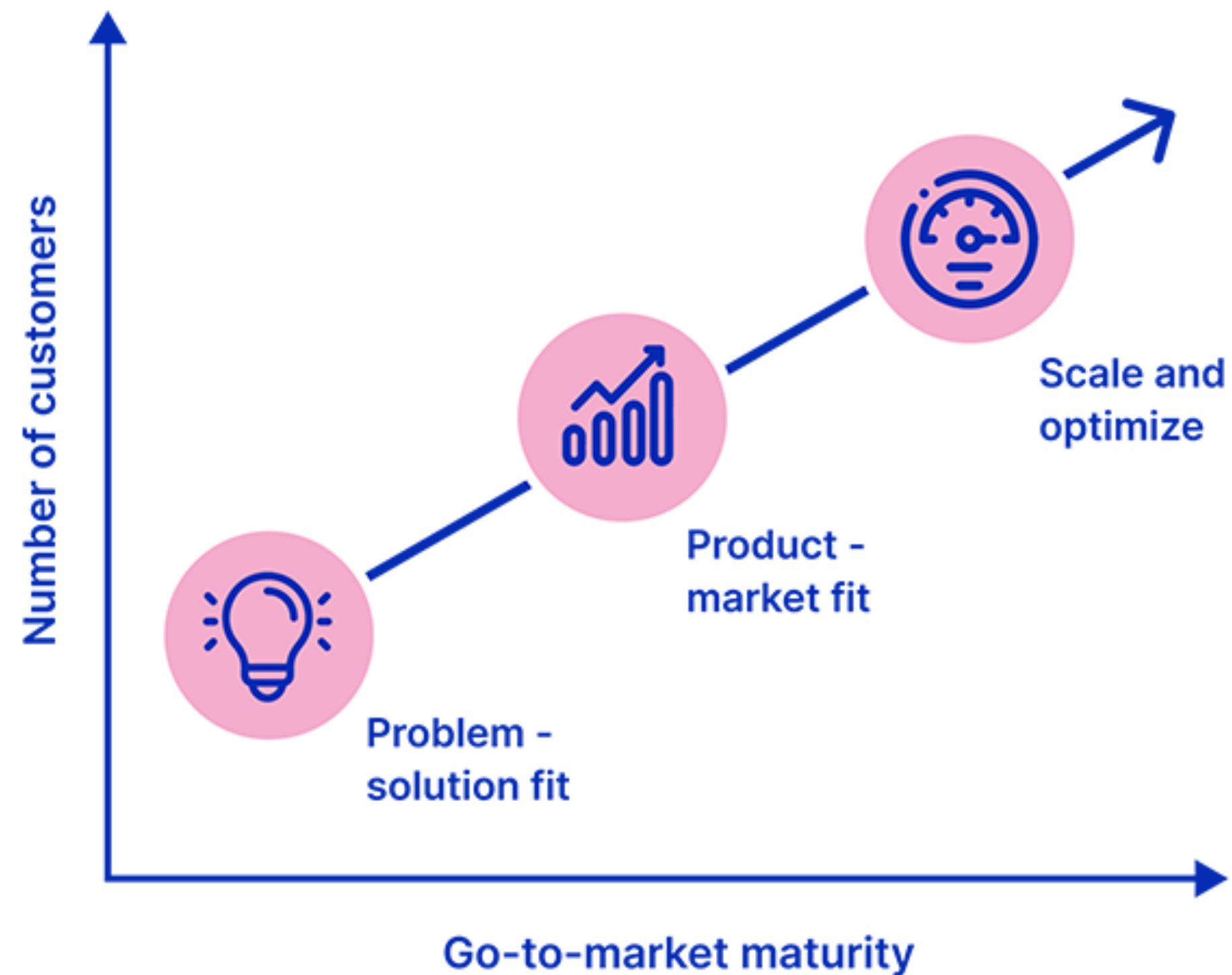


This total addressable market represents in ARR: **\$159 Billion**

Single Door: SaaS model with predictable and repeatable monthly revenue based on user seats and features.

Livestream Shopping: Usage-based fees derived from a number of shows and viewers, billed as a package.

GO-TO MARKET STRATEGY



- Going to market with email marketing, channel partnerships, trade shows, and referrals.
- Partner with major e-commerce platforms for deep integration and promotion.
- Funding will enable expansion of existing programs and focusing on content and channel marketing.

**EXPERIENCED LEADERSHIP TEAM WITH
11 STARTUPS AND 6 SUCCESSFUL EXITS**



Patrick Jacobs
Cofounder & BizDev



Arthur Veytsman
Cofounder & CEO



Evans Manolis
Head of Revenue

Talented full-stack dev team individually selected and curated

Backed Engineers - Alex and Ihor

Frontend Engineers - Ivan and Rita

QA Engineer - Dmitry

Mobile Engineers - Victor and Victoria

Designer UI/UX - Roman

Project Manager - Natalka

KEY INVESTMENT MERITS

- Proven product with significant live usage and sales.
- Unique value proposition in a growing market.
- Strong potential for scalability and expansion.
- Addressing a clear gap in the current e-commerce landscape.
- Experienced team with multiple exits and a vision for the global expansion in online shopping.

FUTURE PLANS

1

Establish efficient processes to scale sales and marketing efforts.

2

Engage in pilot programs with enterprise-level clients.

3

Focus on customer retention and expansion strategies.

4

Forge strategic partnerships for seamless integrations with key ecommerce platforms.

5

Develop an all-in-one solution to simplify and streamline consumer interactions.

6

Strengthen our leadership with key hires for future growth.



RAISING \$2M IN SEED ROUND

Use of proceeds

Research & Development

Staff costs and burden	\$654,000
Other (various)	\$45,000

Sales and Marketing

Staff costs and burden	\$618,000
Trade shows, outbound, inbound	\$144,000
Travel & other	\$90,000

General and Administrative

Staff costs and burden	\$330,000
Rent, professional services, and other	\$119,000

Total	\$2M
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THANK YOU

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