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AWARD WINNING VIRTUAL PLATFORM

Burst started with a vision to revolutionize how people experience music and performing arts. Our team is selected from **the most talented individuals** on the planet who share **a passion to work on new and extraordinary projects**. We are a virtual technology company and a creative studio rooted strongly in the entertainment industry.

Our productions have been recognized with **several global awards** and our browser based virtual concert platform gave us a nomination in **Fast Company's Most Innovation by Design Awards** list.

LIMITLESS ♦ CREATION
IMMERSIVE ♦ ENTERTAINMENT
INFINITE ♦ IMAGINATION



Funded by the European Union –
NextGenerationEU



FAST COMPANY'S
INNOVATION BY
DESIGN AWARDS
2020 HONOREE



THE
INDEPENDENT

The Washington Post

BUSINESS
INSIDER

FASTCOMPANY

Forbes

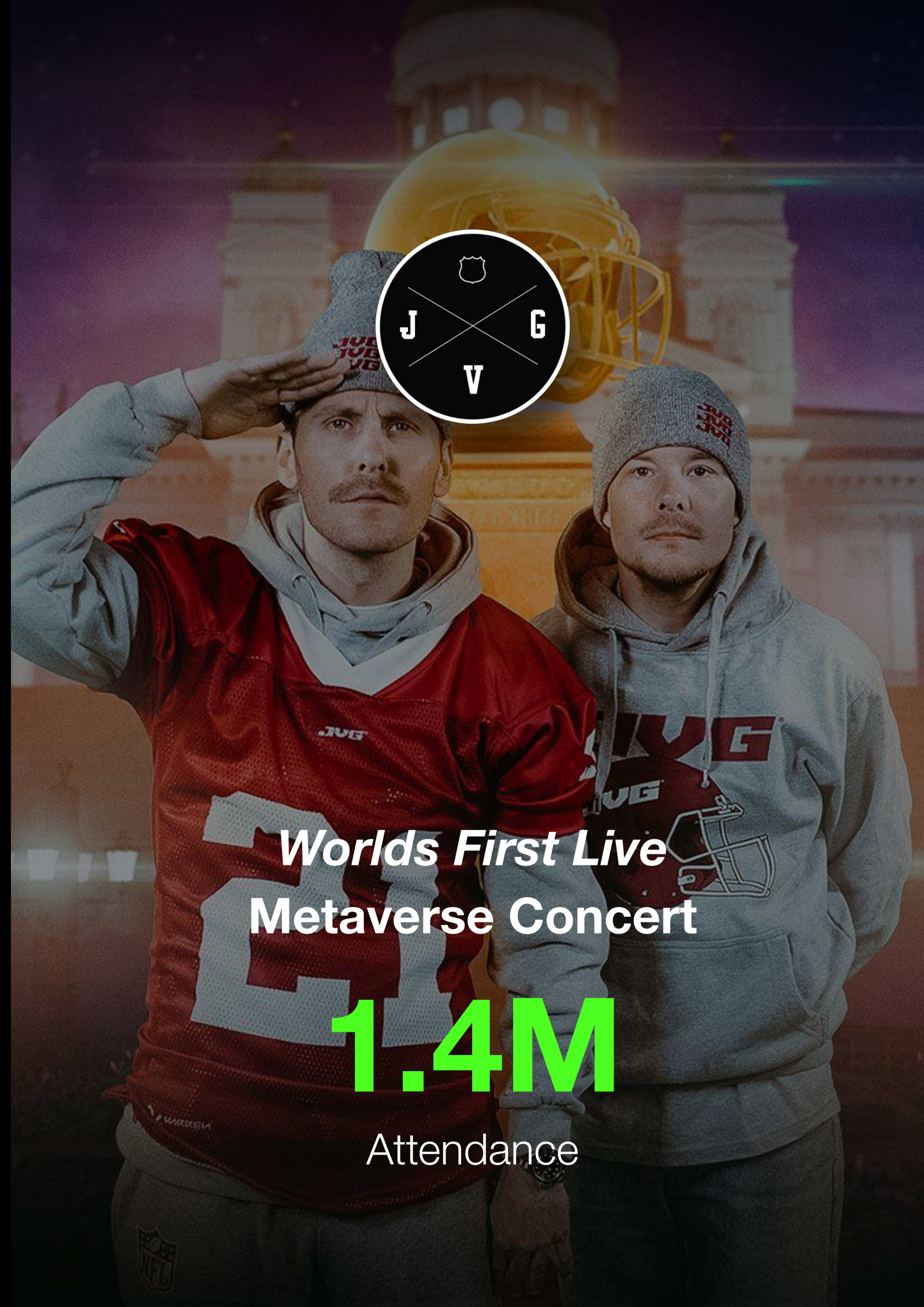
Mashable

theguardian

The New York Times

WIRED

Previous Burst Productions



*Worlds First Live
Metaverse Concert*

1.4M

Attendance

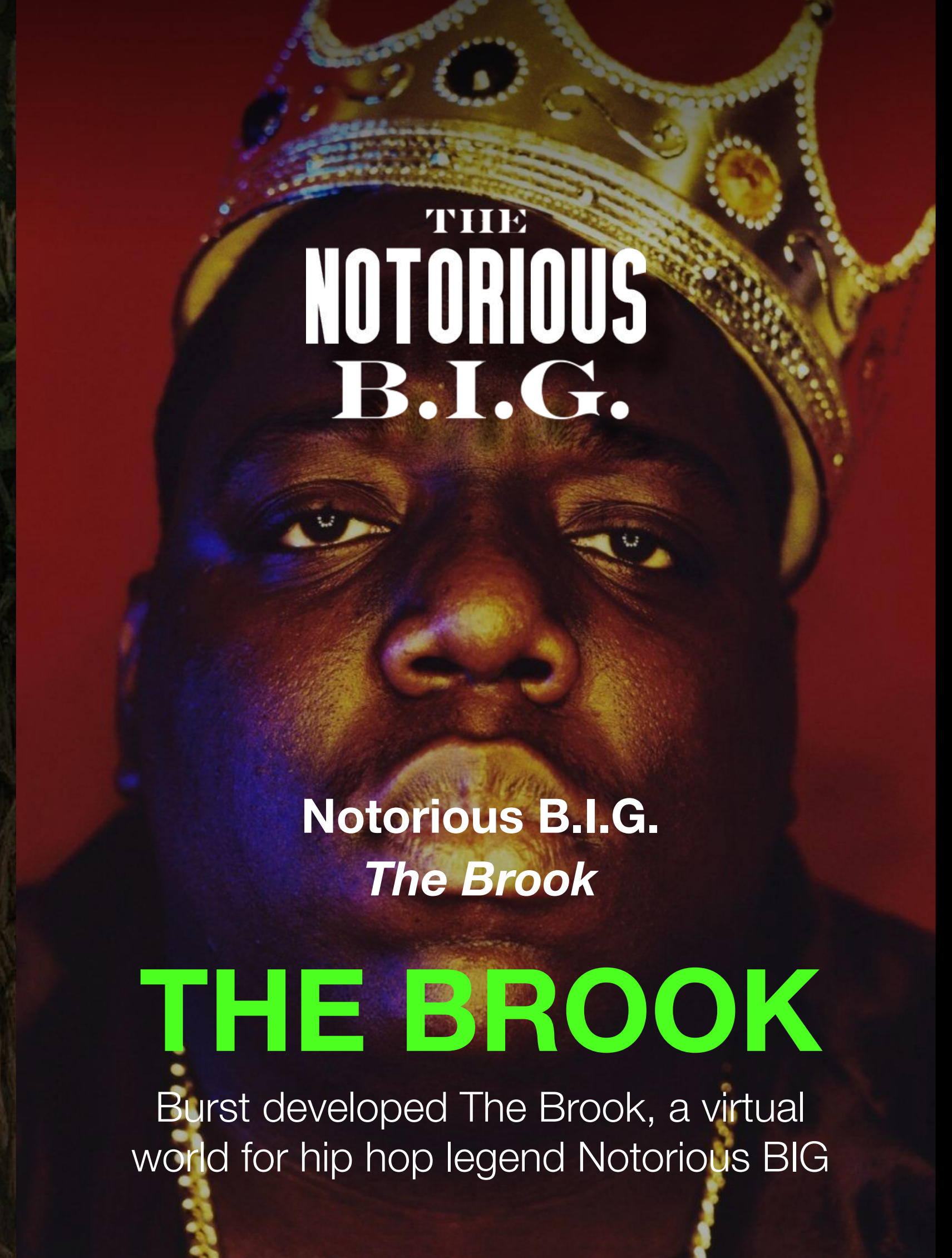


Nightwish

*The Nightwish
Islanders Arms*

\$1.5M

Ticket Sales Revenue



*THE
NOTORIOUS
B.I.G.*

*Notorious B.I.G.
The Brook*

THE BROOK

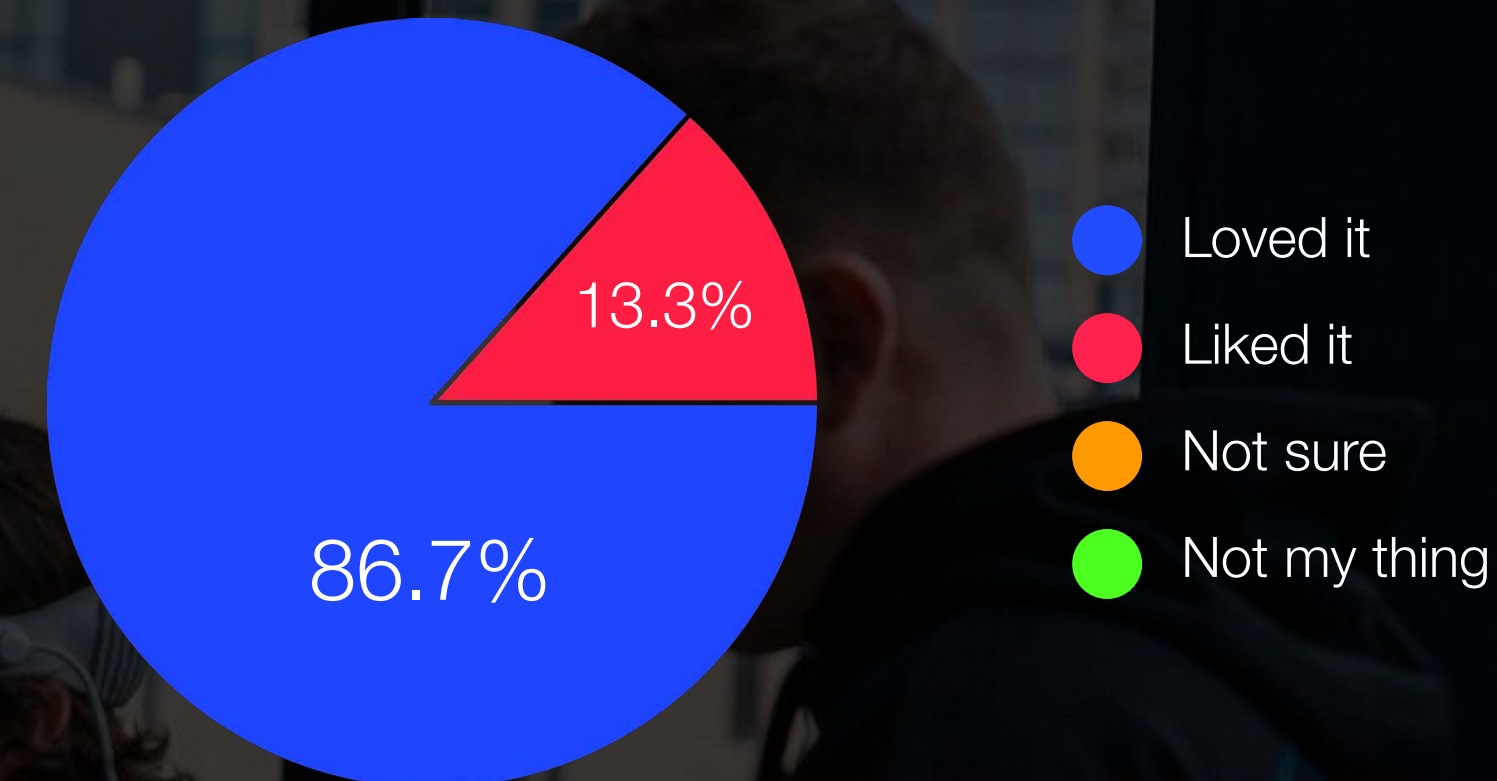
Burst developed The Brook, a virtual world for hip hop legend Notorious BIG

Burst World beta results

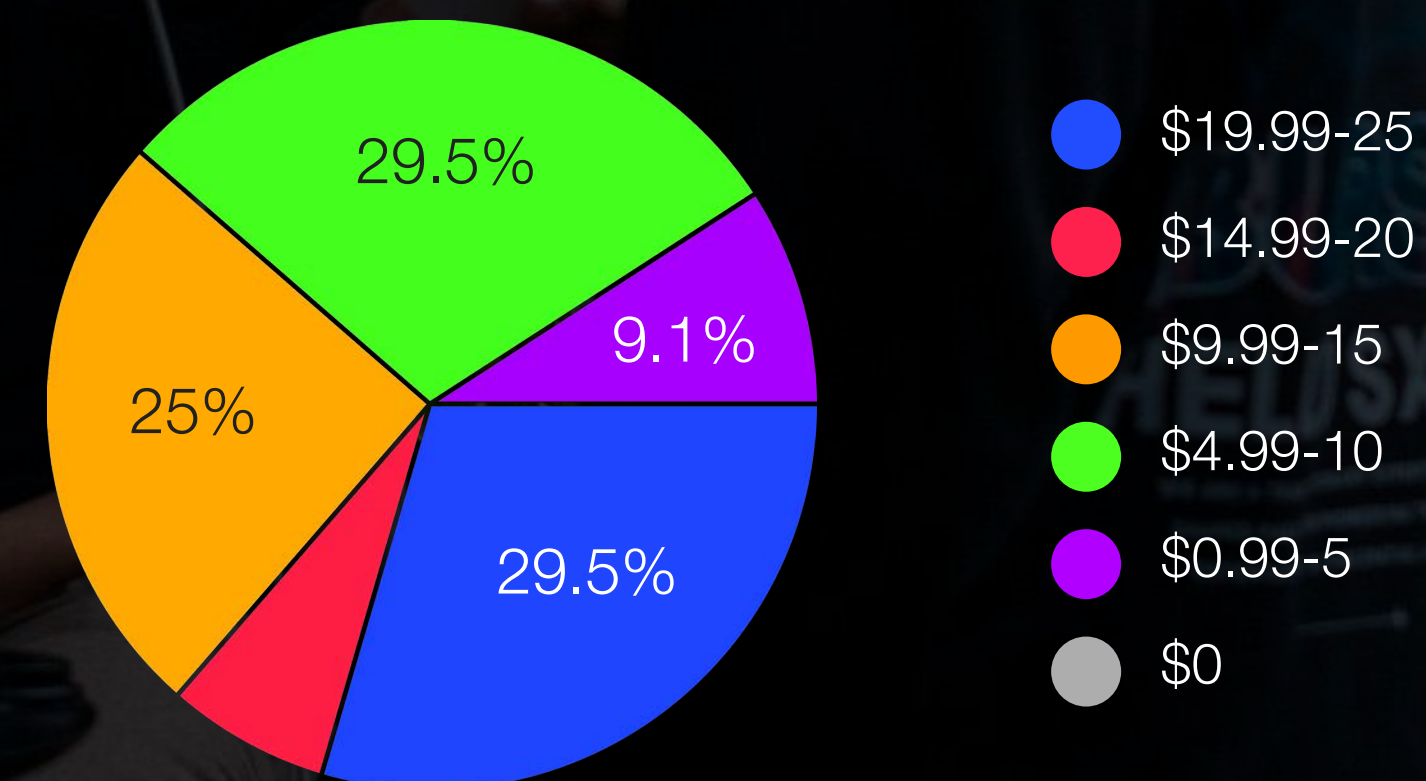
The Beta version of Burst World premiered at SXSW in Austin, TX, drawing over **1500 attendees** who expressed overwhelmingly positive feedback.

In a post-event survey **86,7%** gave Burst World the highest rating possible and **100%** (everyone) would pay to see more!

What did you think of Burst World?



If this was my favorite artist I would be happy to pay for the experience:



Available on Apple Vision and scaling to Meta Quest

Burst World is currently available **exclusively on Apple Vision Pro**. However, given our positive relationship with Meta, we have decided to **expand to Meta Quest** and explore other VR headsets as we continue to scale.

Whenever Apple has entered a market and launched a new product, it has reshaped the industry in profound ways. Apple released the **Apple Vision Pro** model in February (2024) and a cheaper model is forecasted to be released in 2025, further expanding Apples market reach.

Meta continues to make significant investments in the VR space, with **Meta Quest** as the current market leader, with more than 20 million headsets sold worldwide.

Samsung among others are rumoured to reveal their spatial computing headsets later this year.

“Burst is the coolest thing I have ever seen in VR.”

Meta Strategic Partnership Manager



APPLE VISION

300k+

ESTIMATED GLOBAL USERS

∞ Meta

META QUEST

20M+

ESTIMATED GLOBAL USERS

Warner Music Group

We have secured an **partnership with Warner Music**, under which Warner will cover the artists' expenses for filming their Burst World experience at our Helsinki headquarters. The deal includes a 50/50 profit share on ticket sales and digital collectibles, post-taxes and fees. The first artists are confirmed, with many more in the pipeline. **Mark Fry**, President of Warner Music Nordics is part of Burst advisory board.

6.4B

Annual Revenue*

\$1.20

EBITDA*

\$14.5B

Market Cap*

*Source: <https://finance.yahoo.com/quote/WMG/key-statistics/>



Endeavor Group

Endeavor Group is a coalition that includes **WME**, **IMG** and **Endeavor Talent Agency**. They represent hundreds of artists, more than 800 global events, as well as the NFL, NHL, UFC and more.

The partnership was initiated by Endeavor Group and enables numerous opportunities for Burst World to expand.

\$5.96B	\$1.51B	\$8.4B
Revenue (2023)*	EBITDA (2023)*	Market Cap*

*Source: <https://finance.yahoo.com/quote/EDR/>
 Endeavor Group website: www.endeavorco.com



Next Up in Burst World

VERAHMARIA

AUGUST RELEASE

TOBE Nwigwe
X MONCLER

PRE-PRODUCTION

PHARELL X
DOODLES

NEGOTIATIONS

Exclusive sit-downs

The Burst x Tobe Nwigwe experience will showcase interviews available in Burst World, marking our first venture beyond music experiences.

The confirmed interviewees collectively have over 100 million followers on social media.



STEPHEN CURRY

Professional basketball player

57M Followers*



PHARRELL WILLIAMS

Singer, songwriter, record producer, fashion designer

25M Followers



DAMIEN LILLARD

Professional basketball player, rapper

13.4M Followers



DAVE CHAPELLE

Comedian, actor

4M Followers



MARSHAWN LYNCH

Former football running back

2.7M Followers



SWAY

Radio personality, journalist

1.5M Followers



EBRO

Radio personality, broadcaster, DJ

1.1M Followers



RICK RUBIN

Record executive, music producer

1M Followers

*Followers refers to the cumulative number of Instagram and X.

The market opportunity

PLATFORM

Burst World is currently available on the **Apple Vision Pro**, and expanding to VR hardware from **Meta, Samsung, Sony, and Google**.

Meta has sold approximately ~20M Quest headsets, at pace with Xbox sales when first released and prior to global scaling, according to industry reports.

FUTURE GROWTH

The VR market size was estimated to be ~1.2 billion in 2023, expanding to 2B by 2032, according to Zion Market Research.

As of 2024, the annual unit sales of VR headsets was expected to reach ~11.2+ million units worldwide, **with YOY growth forecasted at 43% from CY2023 - 2024**, based on industry estimates.

FUTURE VALUE

Market-and-Markets report the **value of the global spatial computing market to \$97.9 billion in 2023**, and projects a growth to \$280.5 billion by 2028.

Grandview Research expects VR to grow at a CAGR of 27.5% from 2023 to 2030, with the **total available market being estimated at \$435.36 billion in 2030**.

Statista expects 204.8 million VR software users by 2028.

Burst platform revenue streams

1

PURCHASES

Performances from global artist and other special events will require the **purchase of a ticket**. VIP ticket tiers offer extras, such as game credits and digital collectibles.

Certain rare **digital collectibles** will be available by purchase only, creating an additional revenue source for both Burst and our artists.

2

ADVERTISEMENTS

Burst World is free to download. The free version will give limited access to some of the content featured in Burst World.

The **free version is supported by ads**.

3

SUBSCRIPTIONS

Burst World will offer a **monthly subscription**, whereby members gain access to all Burst World events and receive 1000 game credits each month.

Higher subscription tiers will give access to **Burst World Residence** and other extras.

Burst platform revenue streams

4

BRAND INTEGRATIONS

Burst World will offer unique opportunities for **brand partnerships**, seamlessly integrating select brands into various settings within the Burst World universe. These collaborations will align with both the artist's creative vision and the values of the Burst World marketplace and community. Revenue from these brand partnerships will be shared approximately 50/50 with the participating artists.

5

PARTNERSHIP EVENTS

Partnership events featuring Burst World—including **brand activations, artist showcases, and global concert venues**—will generate exposure and opportunities to expand Burst's user and fan base. Profits will be shared approximately 50/50 with the event partner, whether it's an artist, brand, or venue.

6

REVENUE SHARING

Profit from Burst World tickets, digital collectibles, and subscriptions will be split approximately 50/50. The creators' 50% share will be allocated based on view counts, similar to YouTube's model, where 55% of revenue goes to creators and 45% to YouTube. This approach offers artists significantly better earnings compared to Spotify's rate of \$0.003 to \$0.0005 per stream.

Closest competitor

AmazeVR, a Seoul based company is likely our closest competitor. To date, AmazeVR has raised approximately \$55 million USD, with a company valuation exceeding \$100 million. AmazeVR business model is to sell individual tickets to 20-30 min. long concerts.

The leadership of Burst Live is confident that our photorealistic virtual worlds, shorter artist BURSTS (3-8 min), spatial collectibles and the Burst World interface cause us to be levels above all competitors. Based on user feedback, we are confident that Burst World is the go-to app for music fans, and the most desired virtual venue for artists.

\$55M+

AmazeVR
funds raised

4

Number of AmazeVR
concerts available on
Apple Vision

\$150M+

Estimated valuation of
AmazeVR

T.PAIN



Closest competitor

AMAZEVR

AmazeVR is a VR concert platform company headquartered in LA with offices in Seoul.

They create virtual experiences with music artists through live-action 3D footage combined with environments using a Unreal Engine-based VFX pipeline.

A-list artists	
Concerts of	4-7 songs
Runtime	15-27 minutes
Talent Costs	500K-1M
Production Costs	500K
Production time	3-6 months
Ticket price	\$12,99

Current valuation	100-200M
Money raised	55M

BURST[®]

The foundation of Burst World are unique and photorealistic artist experiences, shot live-to-tape, creating the best possible at home music experience.

The virtual worlds we build for artists and events will merge into an explorable entertainment haven, with new games, concerts and social interactions to discover everyday.

The Burst Bay marketplace features digital collectibles and items inspired by the artists who perform in Burst World.

A-list artists	
Bursts of	1-2 songs
Runtime	3-5 minutes
Talent Costs	50-100K
Production Costs	100K
Production time	2-3 months
Ticket price	\$3,99-12,99

First year sales	35 000
Second	70 000
Third year	100 000
Current valuation	10M
Money raised	3.6M

Core team



Mikael Meklin
Founder & CEO



Pekka Perho
COO



Minna Kemppainen
Head of Admin



Jouni Lehtonen
Creative Director



Hannes Honkanen
Head of Production



Julie Zinamon
Director, Venture
Partnerships



Veera Katto
Creative Strategy Director



Santeri Kauppinen
Head of Sound



Shafik Kadi
Business Development
North America



Ella Johansson
Project Coordinator



Ville Leppänen
Senior 3D Artist



Matti Dahlblom
Principal Architect



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BURST⁺

FUTURE OF ENTERTAINMENT

