

EmbodyCam® alters perceptions by allowing people to experience the world from another person's point-of-view.

Proudly developed by JUICE Immersive using AppliedXR®

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# | The Problem.



Globally we spend **\$17.6 billion** on 360° VR video.

No accessible option to shoot **first-person 360°**.



**Real-world 360°** experiences have struggled to emulate the **quality** of hugely popular first-person PoV perspective games.



The **full potential** of 360VR is waiting to be unleashed.

# | Origins.

A real-world industry challenge.

BeTheRef - State of Mind Sport & Rugby Football League.



Could we create an engaging Referee PoV VR experience for rugby league fans?

There was no wearable 360° camera rig on the market that would be stable, light-weight and durable enough for the job – so we made one...

# | Solution.

EmbodysCam® is an **end-to-end AI-powered** 360 PoV solution that **democratises** 360° POV VR production.

EmbodysCam® is a huge leap forward in **quality, efficiency, comfort, and ease of use.**

80%

Faster post-production

90%

Population wearability

50%

Lighter



**EMBODYCAM**

App

Capture System



**AI CLOUD**

Upload

Stitching



**ANY DEVICE**

Publishing

Broadcast



**EMBODYPRO**

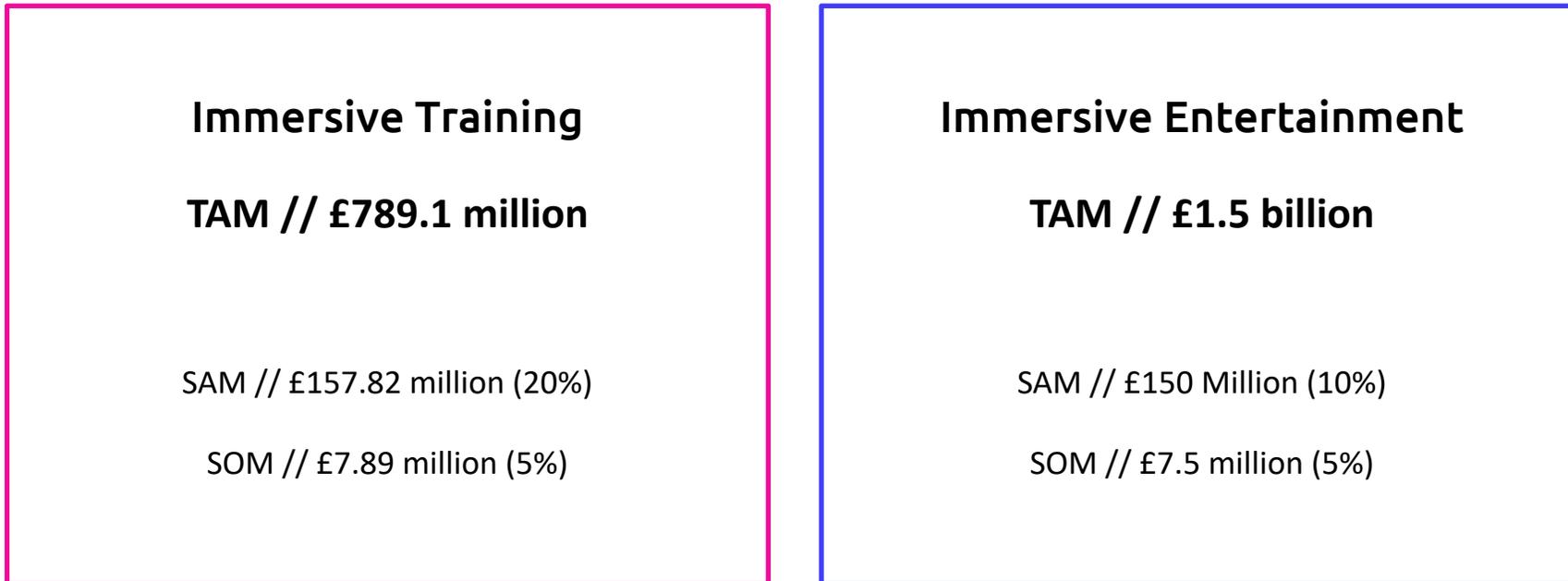
Creative Ideation

Production

# | Markets.

EmbodysCam® has a strong Product/Market fit that will deliver strong growth and MRR & ARR.

## Initial Target UK Market Segments:



## Global TAM

The VR and 360 video market size was valued at \$17 billion in 2023 and is expected to grow to \$102 billion by the end of 2030.

# | SaaS Revenue Model.

## Product / Market Fit.

EmbodysCam® has a strong Product/Market fit, as identified and confirmed through AppliedXR®, designed with focus on real **industry Challenges and Needs**.

EmbodysCam® will be a **Vertical Hybrid SaaS model**, generating recurring revenues from key revenue.

**Value Metric... More usage = more value.**

### EmbodysCam® - Production System

Camera Rig Sales & Rentals

### Indie – Emerging Creators

1 Users / 3 – 5 experiences

### Pro – Larger Production Teams

5 Users / 10-20 experiences

### Studio – Agencies & Small Businesses

12 Users / 20-50 experiences

### Enterprise - Large Businesses

Custom Users / Custom experiences

### EmbodysPro® – Production Services

Pre-Production & Production

# | Traction.

01

£50,000 Grant funding  
via Innovate UK

02

Commercially trading  
EmbodyPro®

03

Multi-award-winning  
projects

04

Protectable IP as a  
Patent

05

Registered Trademarks  
in the UK



## | Traction – Testimonials.

*Collaborating with Juice on an educational knife-crime project for our client, Everton in the Community, I was incredibly impressed with EmbodyCam. EmbodyCam's first-person perspective fostered an emotionally strong connection between our young audience and the situation we presented, allowing them to better understand a challenging and complicated issue. EmbodyCam transformed what was already a powerful immersive video into something truly profound.*

**Darren Jeffries | Founder, Ludovico Media**



*"State of Mind Sport charity work with the Rugby Football League match official's department to support the mental fitness of match officials and to challenge the abuse received at all levels of the sport. Professional match officials felt that creating an experience that replicates the difficulties they face could help. EmbodyCam has re-written what was possible by developing an experience, 'BeTheRef VR' that has allowed match officials, players, pundits and fans from all over the world to engage with and support our work. Using this experience with fan engagements at major rugby league events has allowed State of Mind to begin to positively change fans views of match officials by placing them at the heart of a rugby league game. The future training opportunities are endless for rugby league and other sports!"*

**Dr. Phil Cooper RMN, MBE | Trustee and Co-Founder State of Mind Sport**

## | Traction – Testimonials.

*I am so excited to be working with Juice Immersive. Their innovative EmbodyCam technology allows us to gift the carers we are training and creating for, a truly immersive experience which will have benefits we simply could not have delivered with standard VR cameras. I am also valuing their approach to project development and management - they are a pleasure to work with!*

**Sarah Beauclerk | Founder, Vere Experiences**



# | Environment. Social. Governance.



Social Impact



Emotional Connections



Environmentally Friendly

# | Wider Intellectual Property.

Through our methodology and drive for innovation through need, JUICE are serial generators of valuable IP.



6 Years Traction UK Market.

'Innovation Through Need' approach.

Challenge & User-Led.

Proven with multi-sector brands.

Drives Insights and IP generation.

Registered UK Trademark.



£500,000 Funded Innovation.

Industry Field Tested.

Active UK DNO Partner.

Regularity, Severity & Impact of Storms

£2-6m daily savings, per storm response.

Interest from UKPN, SSE, SPEN, NATO.

# | Team.

JUICE has a highly-experienced **multi-disciplinary** team with a blend of diverse skillsets.



Owen Cotterell  
Co-Founder & Creative Director



Pete Radcliffe  
Non-Executive Chair



Lewis Gething  
Associate 360 Video Expert



Gareth Abbott  
Co-Founder & Managing Director



Guy Littlejohn  
Sales Director



DefProc  
Rapid Prototyping Partner



Jon Bradley  
XR Producer



Ian Ravenscroft  
XR Strategy Lead



Samantha Littlejohn  
Client Services-Lead



Melodie Ash  
Associate XR Producer

## Seeking for Rapid Scale:

- COO
- CTO
- Non-Executive Director (SaaS)
- Senior Developer
- Junior Developer
- UI/UX Developer
- Marketing Manager
- Sales Representative

Trust.  
Authenticity.  
Collaboration.



| We are JUICE