Virtual Reality Training

Innovative Today, Everywhere Tomorrow

STRIVR
Background and History of STRIVR

With encouragement from HC David Shaw, Belch leaves Stanford to start STRIVR. The Dallas Cowboys and Clemson Tigers are among STRIVR’s first customers.

STRIVR begins working with non-sports customers. Walmart becomes STRIVR’s first non-sports training customer.

December 2014
Derek Belch starts using VR with Stanford Quarterbacks as a masters thesis while serving as an assistant coach

Spring 2015

Fall 2015
STRIVR starts the 2015 season with ten college football teams and six NFL teams

2016
STRIVR works with 30 teams from the NFL, NCAAF, NBA, NHL and international soccer, along with six enterprise customers, including Walmart and United Rentals

Today
Why Use Virtual Reality?

Human beings retain...

<table>
<thead>
<tr>
<th>20%</th>
<th>of what they read &amp; hear</th>
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<tbody>
<tr>
<td>40%</td>
<td>of what they observe</td>
</tr>
<tr>
<td>90%</td>
<td>of what they experience</td>
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Why does VR work for football?

• Time is a precious commodity in football of all levels, and there are never enough reps to go around

• STRIVR captures practice reps from a player’s vantage point, allowing the player to replay those reps in VR as if he’s right back in the action

• Fully immersive with real audio, real video, and a player’s own teammates, it’s film study taken to the next level

• Many players who have gone “all-in” on STRIVR say they’ve never felt so prepared
Film Study is More Realistic with STRIVR
Time for a demo!
VR wasn’t invented three years ago...

Facebook buying Oculus was a watershed moment for VR, but it wasn’t necessarily the beginning of the technology’s existence

- Pilots
- Military
- Medicine
- Phobias
- Academic Labs
... but it finally has a chance to truly scale

**Where does VR make sense?**

- The “right” way -- D.I.C.E.
  - Dangerous
  - Impossible
  - Counterproductive
  - Expensive

- The “wrong” way
  - Data visualization
  - Math Equations
  - Things you can otherwise do in 2D or the real world
How does Virtual Training “win”?

It’s all about the data... and scale

• Usage = success
• We now know where people are looking, making possible attention and engagement tracking
• Mapping outcomes to ROI
• Predictive and prescriptive analytics
• If scale isn’t present, then big companies don’t care
What is STRIVR doing today and in the future?

A lot!

- **We’re working with:**
  - Retail
  - Automotive
  - Finance
  - Healthcare
  - Construction

- **We’re monitoring:**
  - Camera technology
  - Advancements in playback (light fields)
  - AR

- We’re **bullish** on: All-in-one devices
- We’re **bearish** on: Room-scale experiences