



EVERSE

FOUNDER |
Dedrick Boyd

Dedrick Boyd

DEAL SUMMARY

KEY INVESTMENT MERITS		FINANCING TARGET: \$2M
INDUSTRY FOCUS	LUXURY RETAIL, LODGING, & EXPERIENCE	
OFFERING FRAMEWORK	REGULATION D 506(B)	
FINANCING STRUCTURE	COMMON EQUITY	
STAGE	SEED	
MINIMUM INVESTMENT	\$100K	
CURRENT FINANCING TARGET	\$2M	
USE OF FUNDS	ENGINEERING, CHANNEL DEV, SALES	
YR 5 REVENUE TARGET	\$75.31M	
RVERSE is a user-friendly, simplified, and integrated platform SAAS platform. It is experiential, enhances online shopping experiences, and enables social shopping experiences. RVERSE connects retailers to more customers, allows customers to move between virtual stores, and creates social shopping experiences. The company targets luxury market enterprises and mid-size customers.		

A 5-year proforma, key operating assumptions and management highlights are provided herein. This document is CONFIDENTIAL; is not for distribution; and should be marked confidential when providing to stakeholders and for internal communication. This summary, which contains brief, selected information pertaining to the plans and affairs of the Company, has been prepared by the Company to provide general information and is not an offer to sell, or a solicitation of an offer to buy securities, as such an offer or solicitation can only come through subscription documents following the execution of a definitive agreement.





THE BIG IDEA IN 190 WORDS

By 2028, the Luxury Goods market will soar to \$418.93B and yet, simplistic 2D pictures and text cannot properly convey distinctive shapes, materials, and finishes for luxury products.

Luxury Brands continue to lose money due to high return rates, counterfeit products, and a poor digital experience. They have struggled to enhance their digital presence and site usability while still adhering to the core values of luxury. **Those brands are swiftly realizing that they can no longer afford to do so.**

Everything breaks HERE

The current digital landscape lacks emotional appeal, the driving force for luxury goods, and lacks a cohesive way to display 3D models for product details, **AI** for personalized shopping advice, and exclusive 1-on-1 concierge help. **Sales are left on the table.**

What if businesses could quickly launch luxurious immersive online stores, showcase 3D products in a 3D experiential environment, provide virtual try-ons, showcase their brand with entertaining and educational immersive storytelling. **Those businesses would dominate the competition and dramatically accelerate revenue.**

Welcome to Immersive Commerce®

This presentation is dedicated to our business of accelerating sales for the luxury market.

DEMAND DRIVERS

Online shopping has pivoted - personalization, immersive experiences, and social shopping are the key driving forces behind successful digital commerce. In fact, **80% of shoppers consider the experience as important as the product itself¹**. Additionally, generations Y, Z, and Alpha, who will dominate luxury purchases by 2030², require new capabilities.

The Experience Economy Is Here

3D product visualization can increase conversion rates by up to 40%.

– PureWeb

42% of people are willing to pay more for a product if they could see it in 3D/AR.

– Reydar

CB2 expanded into 3D products and AR and have reported an overall increase in conversion (7%), RPV (21%), and AOV (13%).

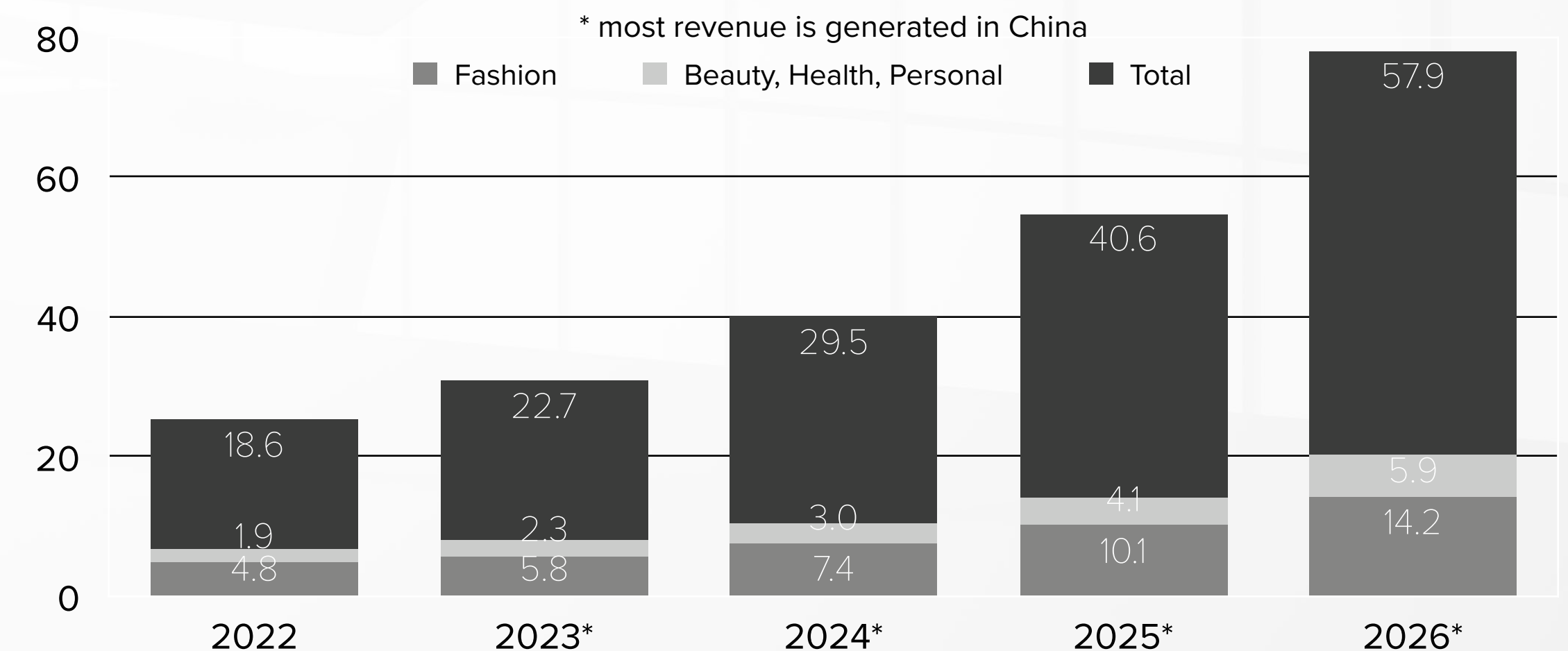
– Digital Commerce 360

IMMERSIVE **ECOMMERCE**
MARKET PROJECTED AT

\$57.9B

BY 2026

Metaverse eCommerce - Worldwide (USD Billions) *Statista



1. [Salesforce State of the Connected Customer, May 2022](#)

2. [Bain & Co. Renaissance in Uncertainty: Luxury Builds on Its Rebound](#)

THE PROBLEM

Virtual shopping, social commerce, AR, 3D, and AI technologies are complex and time-consuming for eCommerce businesses, especially luxury brands. Most luxury brands lack the tools to create social shopping experiences and struggle to enhance their digital presence while still adhering to the core values of luxury.

RVERSE solves all of these issues in a simple to use, fully integrated solution.

CURRENT VIRTUAL SOLUTIONS

- Fake 3D environments
- No 3d products on PDP
- No Live or AI Concierge Support
- No Brand Activation Capability
- No Social Commerce Capability
- No In-Store/App Advertising
- Brittle eCommerce System Integration

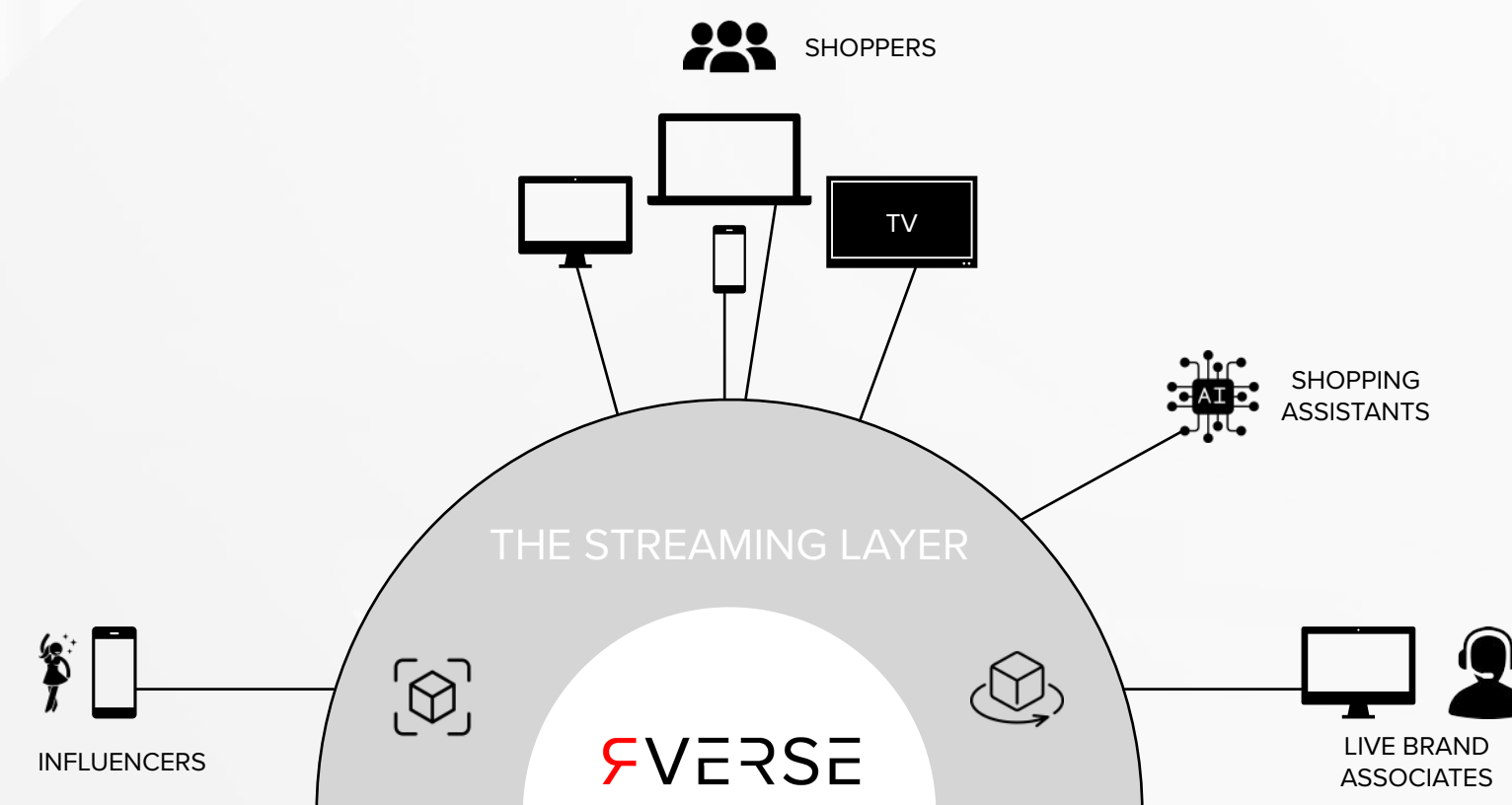


THE RVERSE SOLUTION

RVERSE is a simplified and integrated platform that seamlessly incorporates **virtual shopping, social commerce, AR, 3D, and AI technologies** into existing eCommerce systems. RVERSE provides a unique value proposition by offering a user-friendly SAAS platform that enhances online shopping experiences and enables luxury brands to create social shopping experiences. **RVERSE accelerates AOV by up to 13% and increases conversion rates by up to 7%.**

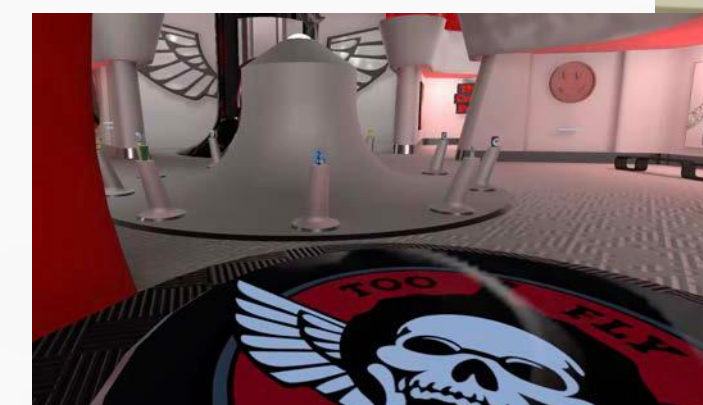
RVERSE is for eCommerce businesses, particularly luxury brands, who are unsatisfied with the current market options for implementing virtual shopping, social commerce, AR, 3D, and AI technologies. **RVERSE makes it easy for businesses to cater to digital customers and accelerate sales with one single platform.**

64% of adults spend more money when they shop with friends.
— NY Daily News



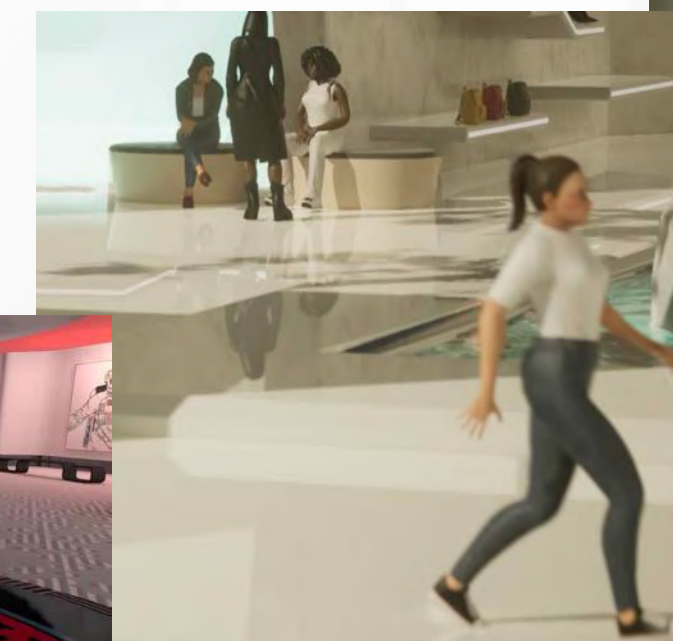
EXPLORE ONLINE

Explore the Brand With Friends,
Brand Associates,
and A.I.



COLLABORATE ONLINE

Collaborate With Friends, View
Products in 360° 3D & AR, and
Virtual Try-on



BUY ONLINE

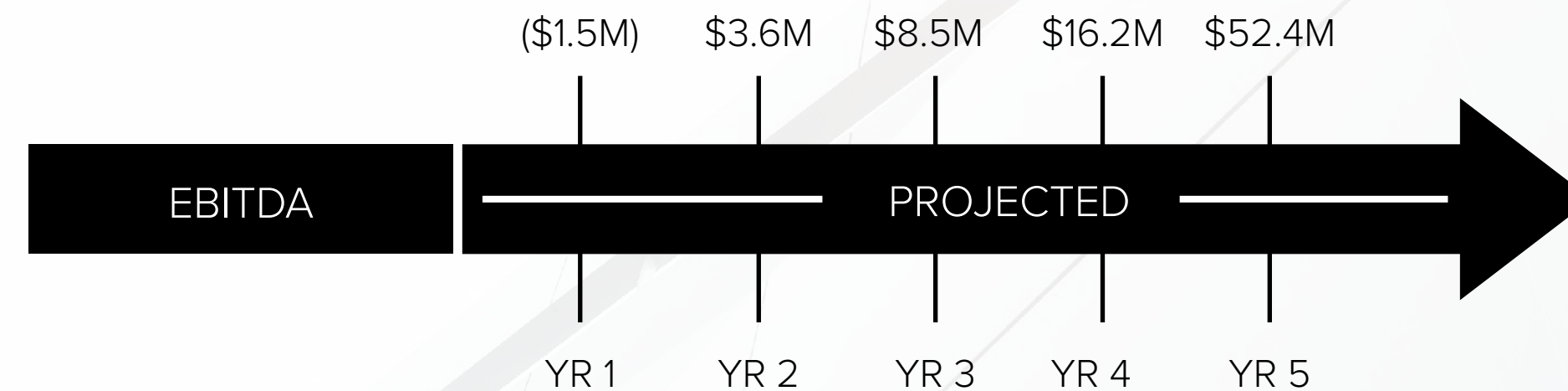
Make The Purchase



THE OPPORTUNITY

THE OPPORTUNITY TO INVEST IN A SAAS SOFTWARE COMPANY ENTERING THE ECOMMERCE MARKET WITH CHANNEL PARTNERS

The Company is now placing \$2M of new capital in the form of equity.



RVERSE is a technology enabled immersive eCommerce experience Company founded by a former big 5 tech consultant and eCommerce consultancy founder who has bootstrapped the company with \$500,000+ of capital.

The Company provides immersive experiences for businesses of all sizes. Unlike current virtual & social shopping providers, RVERSE has deep eCommerce expertise, ready-made plugins to major eCommerce platform providers, and a 24+ year history in digital commerce.

The Company is currently raising \$2M in equity capital to convert the alpha product from Unity to the Unreal platform, expand its platform to include brand activation functionality & AI, and expand API integrations.

BUSINESS MODEL

The Company provides an immersive experience and virtual shopping platform that **increases time spent in-store by 10%** and **increases checkout likelihood by 110% for businesses**.

The Company has a three-tier (startup/small, SMB, enterprise) pricing plan to support small to enterprise businesses. This includes a **yearly platform subscription fee, plus a percentage of GMV per customer**.

In year 1, the Company projects a 70-30% split between enterprise and SMB customers which will shift to a 45-55% split by year 5.

REVENUE FORECAST (in Millions, USD)				
YR 1	YR 2	YR 3	YR 4	YR 5
\$0.56	\$10.15	\$18.91	\$35.52	\$75.31

PROJECTED REVENUE PER CUSTOMER		
	ENTERPRISE	SMB & STARTUP
YR 2	\$222,000	\$81,600
YR 3	\$255,000	\$97,500
YR 4	\$281,250	\$113,925
YR 5	\$297,450	\$128,160

PRICING			
	ENTERPRISE	MEDIUM	STARTUP/SMALL
PLATFORM FEE (MONTHLY)	\$12,500	\$2,500	\$0
GMV % FEE	1%	3%	10%

LEADERSHIP

We're a team with eCommerce, advanced technology, and process excellence built into our DNA.



Dedrick Boyd - CEO & FOUNDER 

Dedrick Boyd, an international e-commerce strategist and founder of TechSparq, possesses over 24 years of unrivaled expertise in the e-commerce realm. Renowned for his proficiency in constructing B2B marketplaces, e-procurement implementations, and B2C commerce systems, Dedrick embraces a no-wasted-motion philosophy. His unwavering commitment to elevating customer experiences while avoiding excessive tech distractions drives unparalleled success for Fortune 500 clients. Featured in Forbes, Yahoo!, NBC, Metavertising Podcast, and Salesforce Commerce Cloud Innovations Podcast. Dedrick's visionary approach has solidified his position as an industry luminary.



Boyd McKenna - CPO 




Strategic consultant who has worked at the intersection of business and technical design for over 20 years. Boyd has a passion to create and redesign businesses by integrating technology and process excellence to improve customer experiences and business outcomes. He has worked on large scale technology implementations and business redesign across eCommerce, sales, customer service and finance spaces.



FVERSE



GET IN TOUCH

-  [Dedrick Boyd](#)
-  funding@techsparq.com
-  [@realDedrickBoyd](#)

Dedrick Boyd

APPENDIX

USE OF FUNDS AND TIMELINE

The Company is currently placing a \$4M tranche of equity to complete the product platform and launch, to provide working capital, and fund basic capital expenditures to strengthen their technology and operational platform.

USE OF FUNDS 1

Development

Build technical team of 17 (engineers, 3d modelers, DevOps) to drive core product and eCommerce platform plugin development.

USE OF FUNDS 2

Sales & Marketing

Add headcount of 11 (8 sales/3 marketing) to build sales & marketing teams to scale and sell.

USE OF FUNDS 3

G & A

Less than 15% of raise attributed to management team, legal fees, and advisory fees.

TIMELINE



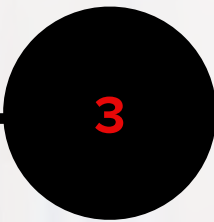
DISRUPT

Launch Virtual Store & Immersive Brand Activation
SAAS Platform - Month 12



DIFFERENTIATE

Expand Product With Advanced AR and
AI Capabilities - Month 16



DOMINATE

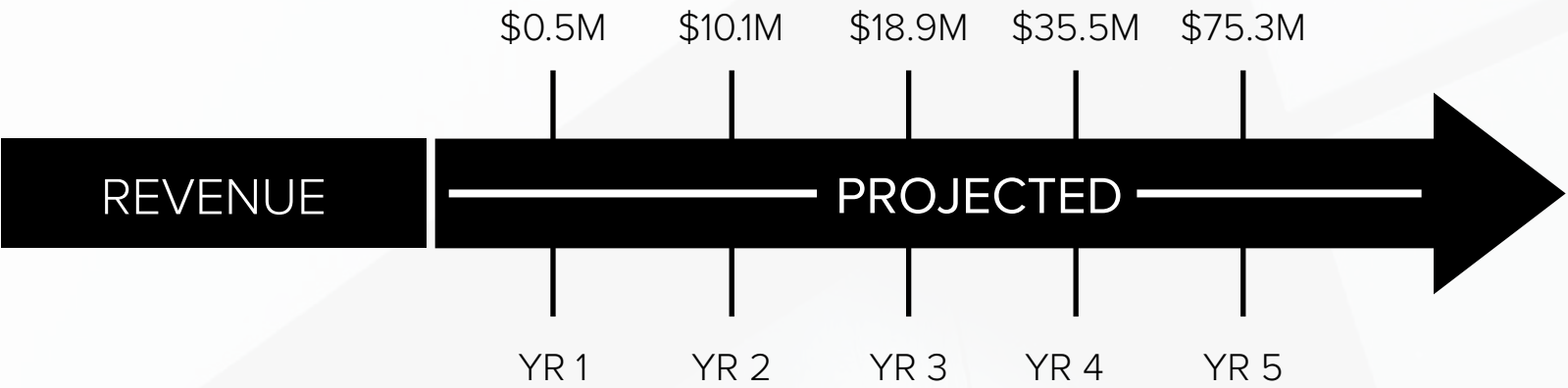
Publicize API and Launch Builder Toolkit for the
Creator Economy - Month 20

PRO FORMA

DISCUSSION. RVERSE can be integrated into a minimum of 3.8M eCommerce stores with its standard Salesforce and Shopify plugins. With this funding, additional eCommerce platform plugins (Magento, BigCommerce, etc) and an open API will be developed, yielding a considerable number of customers. The brand activation marketing & advertising component, which can stand alone, allows for accelerated revenue.

	YR 1	YR 2	YR 3	YR 4	YR 5
Total Revenue	\$0.56	\$10.15	\$18.91	\$35.52	\$75.31
Total Direct Cost	\$0.13	\$2.38	\$4.18	\$7.79	\$7.34
Gross Profit	\$0.42	\$7.77	\$14.73	\$27.73	\$67.95
Gross Profit Margin (%)	76%	77%	78%	78%	90%
Total Operating Expenses	\$1.97	\$4.42	\$6.15	\$11.69	\$15.72
EBITDA	(\$1.55)	\$3.34	\$8.57	\$16.04	\$52.23
Net Income	(\$1.55)	\$2.70	\$5.54	\$10.36	\$33.87

USD (millions)



Company is projected to be cash flow positive by month 14.

PRESS



ARTICLES & APPEARANCES

- SLTV Episode 8
- Live with Hanna Fitz
- ICSC Tech Connect
- Dedrick Boyd Sizzle Reel
- The Inventive Expert #77
- Decoding The Metaverse
- Metavertising Podcast #2
- The Inventive Journey #354
- Inspirational Black Men In Tech
- Christine Russo CEO Interview Series
- The eCommerce Evolution Is Underway
- Salesforce Commerce Cloud Innovations
- The Supply Chain & The Future Of Retail
- The Metaverse Will Revolutionize eCommerce
- Forbes:** The Economic Viability Of The Metaverse
- Forbes:** Luxury Fashion Meets Immersive Commerce
- Enterprise in the Vanguard of US\$60B Metaverse Market

ARTICLES & APPEARANCES

[SLTV Episode 8](#)
[Live with Hanna Fitz](#)
[ICSC Tech Connect](#)
[Dedrick Boyd Sizzle Reel](#)
[The Inventive Expert #77](#)
[Decoding The Metaverse](#)
[Metavertising Podcast #2](#)
[The Inventive Journey #354](#)
[Inspirational Black Men In Tech](#)
[Christine Russo CEO Interview Series](#)
[The eCommerce Evolution Is Underway](#)
[The Supply Chain & The Future Of Retail](#)
[The Economic Viability Of The Metaverse](#)
[The Metaverse Will Revolutionize E-Commerce](#)

MEDIA MENTIONS

TechSparq [is] the go-to problem solving company for enterprise ecommerce.

- Hanna Fitz, LLM, QLP

The Metaverse is coming, and it promises to be far more immersive, interactive, and collaborative than the Internet.

- Yahoo!

E-commerce brands must evolve to thrive and compete within the Metaverse.

- Yahoo!

DEDRICK BOYD

"The era of flat, one-dimensional E-commerce is over."

- Dedrick Boyd / CEO

VISION

"Dedrick Boyd sees e-commerce like no other [...] in this space."

- Hanna Fitz, LLM, QLP

FORBES

NBC

FOX

CBS

yahoo!

HIGH-PERFORMANCE

"Dedrick builds high-performing technology organizations."

- Michael Burlando, Former Sr. Director of Engineering, Nike

Dedrick Boyd, CEO, TechSparq

310 SW 4th Ave, Suite 610, Portland, OR

dedrick.boyd@techsparq.com

+1 800.640.5589

in/dedrickboyd

@realdedrickboyd

ABOUT DEDRICK

Dedrick Boyd is an international e-commerce strategist and the founder of TechSparq. For over 23 years, he has architected and built marketplaces, e-procurement, B2B e-commerce, and B2C e-commerce systems for his Fortune 500 clients. Dedrick has been featured in Forbes, Yahoo!, NBC, CBS, Metavertising podcast, Portland Business Journal, Cultured Life Magazine, ICSC Tech Connect, and the Inventive Journey Podcast. Dedrick is dedicated bringing the best of humanity to the digital world through collaboration, elevating the underdog, connection, and freedom.

KEY CLIENTS

EMPOWER GLOBAL

Abercrombie & Fitch

Disney

RAYMOND JAMES

THE HOME DEPOT

CLICK TO VIEW PROFILE

T

TECHSPARQ

MEDIA MENTIONS

- TechSparq [is] the go-to problem solving company for enterprise eCommerce.*
– Christine Russo
- The Metaverse is coming, and it promises to be far more immersive, interactive, and collaborative than the Internet.*
– Yahoo!
- E-commerce brands must evolve to thrive and compete within the Metaverse.*
– Yahoo!

Proprietary and Confidential. Copyright RVERSE © 2023. All rights reserved.

FACTS ABOUT US

THE EXPERIENCE ECONOMY IS NOW

- Previous clients include Nike, Columbia Sports, Abercrombie & Fitch
- Sean “Love” Combs aka P. Diddy Marketplace (Empower Global)
- Salesforce Commerce Cloud Partner



RVERSE

Proprietary and Confidential. Copyright RVERSE © 2023. All rights reserved.