

# Virtu-Dream

From Society® Inc.

\*A Dream Recorder to a VR Headset\*



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# History of Society®



- Founded in 2009 with a goal of helping people better understand each other
- Headquarters in Philadelphia
- No. 13 on *The Forbes Fast Tech 25*
- One of the largest tech companies this side of the Mississippi
  - Offices in Boston, New York, Pittsburgh, Charlotte, and Tampa
- Creators of popular products such as The Social Network (not Meta) and Social Translator™



# What are Dreams



- Dreams are stories and images that our mind create while we sleep. Dreams can be entertaining, scary, fun, thrilling, and bizarre
- It is a mystery for scientists still to fully understand what causes dreams, why they occur, and what they mean. Some theories to the purpose of why we dream include:
  - Representing desires and wishes
  - Processing information gathered
  - Interpreting brain signals
- The “**activation-synthesis hypothesis**” states that dreams don’t mean anything, they are brain impulses that pull random thoughts and images from our memories
  - What we see and experience in dreams might not be real, but the emotions attached to them are

# Science of Dreaming

- Dreaming occurs when the body is in the last stage of sleep: R.E.M.
  - Sleep is the deepest and the eyes move in random directions
  - Deep sleep is when the brain is processing memories
  - Muscles relax and blood pressure / breathing drop
- R.E.M starts within 90 minutes after falling asleep
  - In this cycle, your brain signals the spinal cord - muscles are temporarily paralyzed
  - This lack of muscle activity is called atonia - a “protective mechanism” used to help you not act out or react to what you are dreaming about



## SLEEP STAGES

### STAGE 1

Falling asleep/light sleep



### STAGE 2

Heart rate slows and body temperature drops



### STAGE 3&4

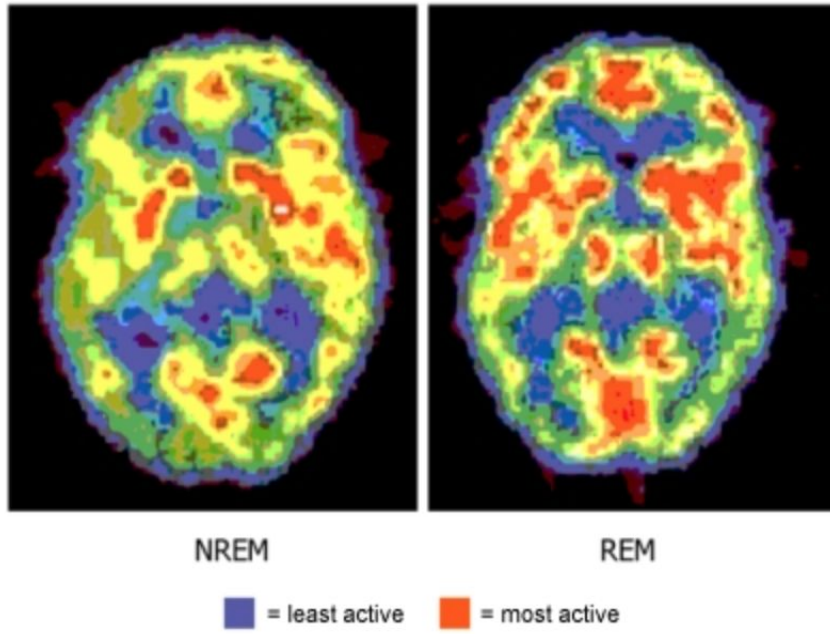
Deep sleep, muscles and tissues repair



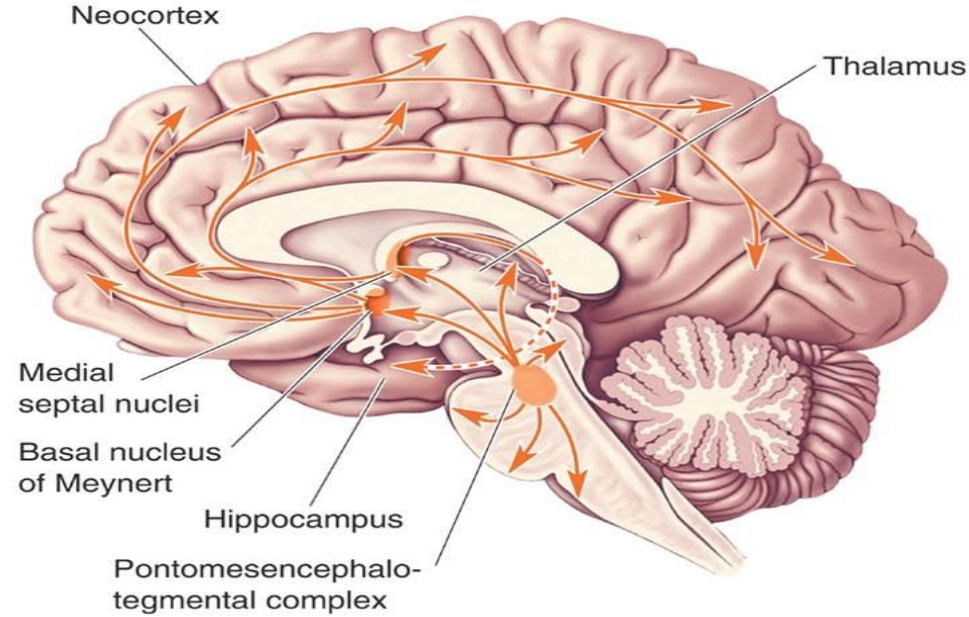
### R.E.M.

Body is paralyzed and dreams begin





## Acetylcholine system



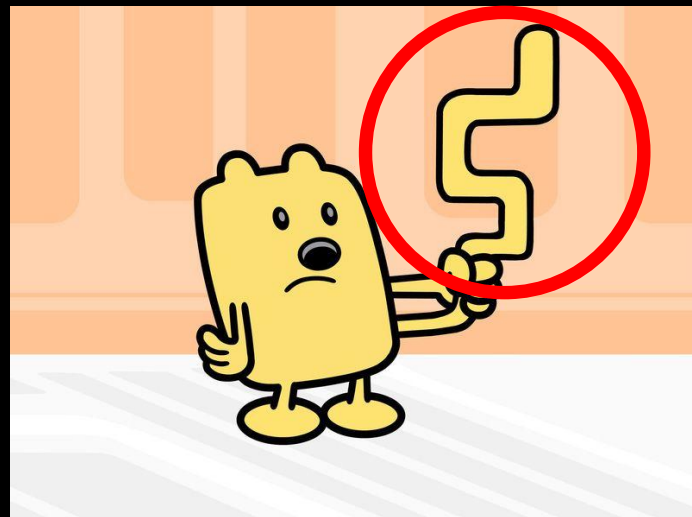
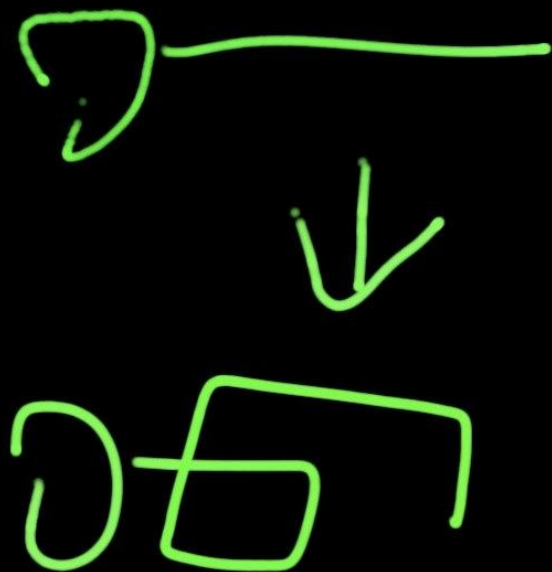
- Brain activity is very active as we enter into R.E.M sleep
- In R.E.M, there is an increase in the levels of acetylcholine: accounts for the fact we experience “real life” things. In contrast with this, there are low levels of adrenaline during R.E.M: accounts for why we can’t remember these experiences when we wake up
- According to a CBS NEWS Poll, taken place in October 2021, 1 in 10 Americans say they always remember their dreams
  - Since 90% don’t know remember what their dreams are, the Virtu-Dream will help us remember and live out our dreams



# Inspirations



- Have you ever had an insane dream that you've wanted to describe to your friend but it's nearly impossible to do so?
- Curly Dogs?? What??
- Things are changing!



# Inspirations



- Have you ever had an insane dream that you've wanted to describe to your friend but it's nearly impossible to do so?
  - Curly Dogs?? What??
  - Lucid Dreaming
- Things are changing!



# How It Works

- Place your Dream Chip™ on your temple using our skin-safe night-long adhesive (purchase comes with 60 day supply)
- The chip will monitor your body and will fully power on once it detects that REM has been reached
  - Testing has shown this detection process to be upwards of 97% accurate
- Once fully powered on, the chip will start recording brain waves and eye movements to properly fill in the images our brains are producing
- Stores dream for one week before deletion



# Virtual Reality



- After you wake up, place the Dream Chip™ into the VR headset and see what you dreamed in vivid detail
- Dials along headset to adjust volume, color scale, depth perception, and scrolling through the dream
- Can save a dream long term by uploading it to the headset
  - Standard has 64 GB of memory, good for over 2 years worth of dreams
- Hope to work with Meta and other VR companies in the future to make the Dream Chip™ universal to any headset

# Cost

- Production Costs
  - \$200 per Chip
  - \$250 per headset
- Starting Market Price of \$700
  - \$300 for the Dream Chip™
  - \$400 for the headset
  - As production continues, we will work to lower the price
- Prototype already built
- We hope to start production by January of 2023
- Sales would begin September of 2024





# Other Product Ideas in the Future

- In the foreseeable future, if our original Virtu-Dream product is a success, then Society® Inc. is going to look to advance the technology into turning dreams into a movie instead of a quick “live it out” experience.
- Also, we may advance our algorithms to incorporate only the landscape in the VR headset, but you will be the person to control what you do in it





# Seeking Investment



- \$500,000,000 investment for 4.2% in the company
- This money will be used to help mass produce Virtu-Dream
- A Prototype is available to test out
  - Provided to all potential investors
- Help us Make Your Dreams a Reality!





Thank You!



# Sources

- <https://www.scientificamerican.com/article/the-science-behind-dreaming/#:~:text=One%20prominent%20neurobiological%20theory%20of,and%20imagery%20from%20our%20memories.>
- <https://www.medicalnewstoday.com/articles/247927#what-is-it>
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