

XRBASE to Launch All-Virtual Investment Event at Laval

For its fourth edition, the XRBASE Investor Event is moving to Laval Virtual World, this time with a twist timed to sync with the new era of social distancing. The pilot project promises to take XR investors, experts, and startups on an experimental VR ride. XRBASE.XPERIMENT is the working title, reflecting the novelty of its approach.

Together with HTC's Vive X, Laval Virtual World, and XRCROWD, the three-and-a-half-hour XRBASE.XPERIMENT will throw together startups with VCs in brand new ways on the latest VR platforms, allowing them to navigate virtual spaces and experiences while making business connections with a real-world impact.

On April 22 starting at 3pm CET, XRBASE.XPERIMENT will mingle industry frequent-fliers and innovative upstarts in an unpredictable virtual adventure, adapting immersive media to what's happening now, up close and personal, yet at warp speed.

Here's the preliminary itinerary lined up for this experimental event:

- Pitches from selected XR startups, each with five minutes to entice VCs
- Q&As where top investors grill startups and make them sweat
- A panel by experts, investors, and influencers on the abrupt resurrection of VR
- Informal interviews with XR gurus, rock stars, upstarts, and avatars
- Social mixers and private meetings where VCs and startups can go 1-on-1

XRBASE organizers of the pilot event warn that the virtual flight can be bumpy. "Make no mistake," executive producer Andrey Lunev of XRBASE and XRCROWD cautioned, "this is a high wire experiment and anything can happen. But we can't just sit in lockdown. We're taking off on a short runway but, no matter what, we'll gain experiential knowledge and have fun while learning by doing."

Much of the risk involves complex backstage orchestration, trying to seamlessly meld divergent technology platforms with a combination of recorded, live, broadcast, and streaming media. Event co-producer Alina Mikhaleva of Less Media Group said the big challenges are "using virtual environments to replicate and enhance the value and vitality of a real-life investor event -- pitches, discussions, and networking -- so it feels natural. And then, using virtual environments as broadcast tools for 2D livestreams for audiences outside the VR space. We hope to gain practical knowledge about the production of a fully virtual event, then share it with the community."

Daan Kip of XRBASE and Dave Haynes of HTC's Vive X will guide the conversation on the impact of the current crisis on the XR industry, focusing on the ramped-up relevance of virtual technologies and venture activity in these black swan times.

The XRBASE Investor event will be hosted on ENGAGE, accessible via Desktop PC or VR headsets, and streamed via social media. Follow the flight at **#xrbasexperiment**

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