

## BlueAtomVR

In 2015, our three BluAtomVR company founders, Steve Kearsley, Dean Shipley and Farzad Ahmadkhanlou, started working on the idea of building the world's first wireless motion control body system for virtual reality. This was a small, self-funded effort, with our company office in one of the founder's rec room.

After working long hours for many months, we completed our first garage prototype. It worked, but left much to be desired. This prototype worked well enough to secure \$75,000 in financing from our first private investor (Sean Sharifian). Even today, this investor's faith in us is what jump-started BluAtomVr as a company.

At that time, we were accepted into the Applied Innovation startup accelerator at University of California, Irvine. This is where we met Bill Waldo, an SBDC resident at the UCI Cove facility, which is a High-Tech Small Business Development Center.

Bill has advised on our business plan, raising capital, overcoming obstacles and has always been ether when we need him. At the UCI cove facility we built a first-class engineering team, with Farzad leading the engineering effort. Our next good fortune was meeting the extraordinary industrial designer Carl TernBrink, who put the next investment into the company and with his (Sonos Product Development) team, designed the vest and HTC Vive gun controllers.

The company (BluAtom, Inc) was incorporated in February of 2016, with a clear objective and the goal of demonstrating an exceptional motion control platform at the 2017 CES. This was an exceptional engineering and design effort. Prior to CES, we welcomed our third investor, Conservico (Mark Thimmig), a media powerhouse that developed our website, social media and press releases, and launched us into the media world of CES.

At CES, there was a great interest for our new VR product. We met with key virtual reality subject area experts from the U.S. Navy, U.S. Customs, LA police department and others from global law enforcement who validated our innovation effort. We are launching a Kickstarter (with Conservico) in early February for the wireless VR vest and VR gun, and we are on our way to develop the most innovative virtual reality training platform for the U.S. Armed Forces, police and fire departments.