



# SuperSplendide

Humanizing use  
of immersive  
technologies



# EXECUTIVE SUMMARY 1/2

**MISSION :**

Founded in 2016, Super Splendide inc. works to alleviate the suffering (both moral and physical) of individuals with reduced autonomy or specific needs, through the humanizing use of immersive technologies.

**1 PLATFORM → 2 PRODUCTS**

Multiplatform Immersive Assistance Technology

<b>GO TO MARKET FOR OUR 2 APPS - Q4 2024</b>		2028 Projections
1- Immersive App for Exposure Therapy + Service <i>(Psychological Rehabilitation)</i>	B2B	\$ 14 M
2- Immersive App for Happy Moments + Service <i>(Long-term Care, Palliative Care)</i>	B2B	\$ 13.7 M
	B2C	\$ 6 M

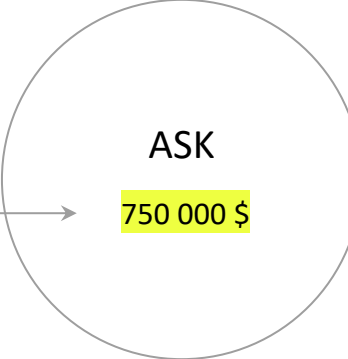
**IMMEDIATE REACTION**

Organic sales in 60+ healthcare institutions with zero marketing

Business Model : SaaS	Gross Margin: 79 %	CAC:LTV = 4.2
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## EXECUTIVE SUMMARY 2/2

PACKAGE		
NRCC-IRAP Subsidies	170 000 \$	<i>Confirmed</i>
MEDTEQ+ Subsidies	60 000 \$	<i>Confirmed</i>
EDC-CANEXPORT Loan	400 000 \$	<i>In discussion</i>
Equity	750 000 \$	
Match Fund (IQ)	750 000 \$	<i>In discussion</i>
TOTAL FOR THE ROUND:	2 130 000 \$	



# Super Splendide Team



JF Malouin  
Founding CEO



Gabriel Pelland  
UI/UX Designer  
Cloud Developer



Félix Rondeau  
Client Success



Nicholas Di Iorio  
Architect Developer



Emile Bouchard  
Developer



Daniel Delisle  
Video Artist



Alex Belov  
Audio Designer



Violeta Santamaria  
E-Learning Specialist



Philip Davis  
Intern Developer



Étienne Primeau  
Intern Developer



Soon to be announced  
Ai R&D Developer



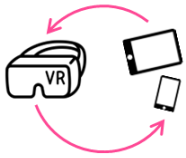
Soon to be announced  
VP Marketing

# SCIENTIFIC PARTNERSHIPS

## 10 Research Collaborations



# 1 PLATFORM



Multiplatform  
VR / Mobile



Multiusers  
& Remote



Secured  
Connections



UGC Content  
Platform



Assistance  
Features & Tools

1 PLATFORM → 2 PRODUCTS



Happy  
Moments

Challenging  
Moments

## Toujours Dimanche

- Nursing homes, Palliative care, caregivers
- Reminiscence, stimulation, relaxation, escape
- Control over dreams & regrets

## Psychotherapy

- Psychotherapy & psychological rehabilitation
- Anxiety & phobia treatment
- Desensitization through exposure therapy



1 PLATFORM → 2 PRODUCTS + SERVICES

## App + Services



Turnkey  
Equipment



Training App  
(Tech / Security / Comfort)



Documentation  
& Tutorials



Technical  
Support

## BUSINESS MODEL

# SaaS + Purchase

## Premium + Options

**Exemple :** **\$ 139,94/month**

Premium : \$ 14,99/ month

Dog Phobia Module : \$ 14,99/ month

Social Anxiety Module : \$ 14,99/ month

Road Drive Anxiety Module : \$ 14,99/ month

## Turnkey Equipement

**Exemple :** **\$ 1610**

Equipment : \$ 960

Installation + Prep + Shipping : \$ 650

# IMMEDIATE TRACTION

# Organiques Sales in 60+ Institutions

Centre intégré  
universitaire de santé  
et de services sociaux  
du Centre-Sud-  
de-l'Île-de-Montréal

Québec 

Centre intégré  
universitaire de santé  
et de services sociaux  
de l'Est-de-  
l'Île-de-Montréal

Québec 

Centre intégré  
de santé et de services  
sociaux de Chaudière-  
Appalaches

Québec 

Centre intégré  
universitaire de santé  
et de services sociaux  
de la Capitale-Nationale

Québec 

Centre intégré  
de santé  
et de services sociaux  
du Bas-Saint-Laurent

Québec 

**Douglas**  
INSTITUT UNIVERSITAIRE EN  
SANTÉ MENTALE / MENTAL HEALTH  
UNIVERSITY INSTITUTE

**HMR**  
Hôpital Maisonneuve-Rosemont  
Centre affilié à l'Université de Montréal

 CENTRE RÉGIONAL  
DE SANTÉ ET DE  
SERVICES SOCIAUX  
DE LA BAIE-JAMES 

 **Maison  
Source Bleue**  
Soins palliatifs

 Résidence  
de soins palliatifs  
Teresa-Dellar

 **PALLIA-VIE**

 **St Raphaël**  
Maison de soins palliatifs  
et centre de jour

# TARGET MARKETS

Product	Model	Customer segments	Potential Clients	TAM	SAM	
<b>Psycho</b>	<b>B2B</b>	<ul style="list-style-type: none"> <li>● Psychotherapy</li> <li>● Psychological Rehab</li> <li>● Psychiatry</li> </ul>	88K	\$ 229M	\$ 30.5M	13%
<b>Toujours Dimanche</b>	<b>B2B</b>	<ul style="list-style-type: none"> <li>● Nursing homes</li> <li>● Palliative Cares</li> </ul>	96K	\$ 191M	\$ 26M	14%
	<b>B2C</b>	<ul style="list-style-type: none"> <li>● Caregivers</li> </ul>	130M	\$ 15.6G	\$ 20.4M	0,13%
<b>COMBINED</b>			130.2M	\$ 16.4G	\$ 57M	

# PROJECTIONS

SALES	CUMULATIVE	2025	2026	2027	2028
<b>B2B SALES - Psycho</b>	\$ 13 706 285	\$ 365,045	\$ 1,533,605	\$ 3,790 410	\$ 8,017,225
<b>B2B SALES - Toujours Dimanche</b>	\$ 14 009 274	\$ 758,144	\$ 1,798,875	\$ 3,657 328	\$ 7,729,,929
<b>B2C SALES - Toujours Dimanche</b>	\$ 6 138 248	\$ 6,525	\$ 112,418	\$ 1,707 914	\$ 4,311,391
<b>TOTAL SALES</b>	\$ 33 853 807	\$ 1,129,714	\$ 3,444,898	\$ 9,155 652	\$ 20,058,545



<b>2023-2024 B2B Sales of Toujours Dimanche (organic)</b>	\$ 299,818
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# COMPETITION

## Why we will take the niche?

DIFFERENTIATORS	Splendide	Rendever	Lumeen	XRhealth	C2 Care
● 100% Multiplatform (VR, i/OS, Android)	✓				
● Assistance (Side-by-Side / Remote)	✓	✓	✓	✓	✓
● User Generated Content	✓	✓			
● Custom Content Creation Service	✓				
● Training App (Duolingo Style)	✓	✓		✓	
● Caregiver Focus	✓				
● Ai 2D video conversion into Full 3D Scenes	✓				

Game Changer

# COMMERCIALIZATION

## 2025 Low-Hanging fruits

- Pending Quotations + 1st level contact network
- Web scraping + Targeted approaches
- Top 5% Early-Adopters (Americas)
- Hiring the Sales & Marketing core team

### Markets :

2025 : Pan-Americas

2026 : + Europe

2027 : + Asia

2030 : Global

## 2026 ++ Full Speed

- Foster organic sales through awareness
  - Heartfelt social media content.
  - Media Campaigns & Press relations
- Happy customers referrals
- Sponsorship campaigns
- Notorious creators & artists partnerships
- Notorious brands partnerships
- Scientific partnerships
- New & innovative features (periodically)
- Expert Leadership : inform & train
- Community of practice relationships
- Doubling the Sales & Marketing team (2025-2028)

# FUNDING ROUND

## PACKAGE

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<b>Equity</b>	<b>\$ 750,000</b>	
IQ Match Fund	\$ 750,000	<i>in discussion</i>
TOTAL FOR THE ROUND:	\$ 2,130,000	

**ASK : 750 000 \$**

## USE OF FUNDS: COMMERCIALIZATION + Ai R&D

Sales & Marketing Team + VP Marketing	\$ 785,000 \$
Promotion (Ads, sponsorship & events)	\$ 500,000
Export (Localisation, accreditations, legal, web portal)	\$ 495,000
Ai R&D salaries	\$ 300,000
Equipment	\$ 50,000
<b>TOTAL</b>	<b>\$ 2,130,000</b>



Thank you!



# Supersplendide

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of immersive  
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Let's talk!

[jfm@supersplendide.com](mailto:jfm@supersplendide.com)