INDEX AR

The Mobile AR Browser

Microsoft For Startups

Co-funded by the Horizon 2020 programme of the European Union

DIGITAL TRANSFORMATION

THROUGH AUGMENTED REALITY

We help companies bring their

PRODUCTS AND SERVICES

in front of their customers, fast and cost-effective

by using Augmented Reality (AR)

We are addressing the horizontals

SALES & MARKETING

2D

3D

COMPANY

BACKGROUND

Since **2019** we are delivering AR campaigns for different industries:

- MANUFACTURING
- AUTOMOTIVE
- REAL ESTATE
- EDUCATION
- BANKING

rexroth A Bosch Company

accenture

ifm

Continental

PHOENIX CONTACT

Hygienium

Riverside RESIDENCE

Transylvania College – The Cambridge International School Club – Since 1993

BCR

TEAM & **COLLABORATORS**

14 yrs. Experience

Founder & CEO
Razvan Boldis

16 yrs. Experience

CTO
Tiberiu Maran

8 yrs. Experience

Legal Advisor
Bogdan Buta

6 yrs. Experience

IT Developer
Dejan Nichsici

5 yrs. Experience

IT Developer
Eugen Traista

9 yrs. Experience

UX/UI Designer
Andreea Mica

16 yrs. Experience

Advisor
Bogdan Nicoara

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BLUE OCEAN STRATEGY

RED OCEAN STRATEGY

Fighting over the
existing customers
by
having to choose between
differatiation vs. low cost

BLUE OCEAN STRATEGIES

1) Offer a breakthrough solution for an industry's existing problem

2) Redefine an industry's existing problem

and solve it

3) Identify and solve a brand new problem or seize a brand-new opportunity

indexAR

MAKES THE DIFFERENCE

indexAR is
a **TOOL** for
3D CONTENT DELIVERY
in
AUGMENTED REALITY

We are the

YouTube

of

3D CONTENT

Through indexAR we are providing a service
that allows companies to

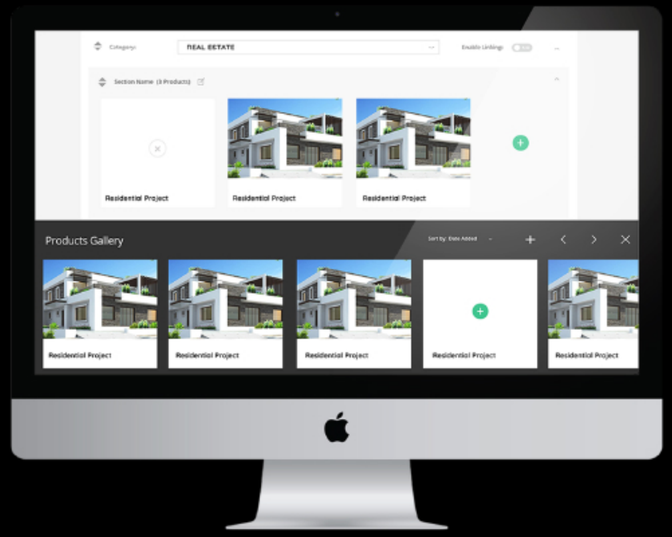
DELIVER

AR CAMPAIGNS

FAST and **EASY**

WE PROVIDE

THE WEB PLATFORM & MOBILE AR APP



Allows companies
to **SETUP & DEPLOY** an
AR CAMPAIGN
in a matter of minutes
with just a few
drag & drop actions.

iOS

Allows customers,
with the help of their mobile device, to
BRING IN FRONT OF THEM
that company's entire product portfolio.

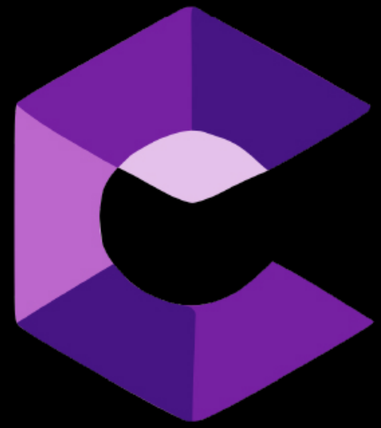
TECHNICAL
SPECS

The AR SDKs we use:

ARKit

*compatible with iPhone 6S or more recent models

ARCore



*compatible with more than 350 devices

COST
EFFECTIVE

1) NO app development costs

2) Included services

- assistance (web platform onboarding, developing the concept of an AR campaign);
- initial setup of an AR campaign;
- app upgrades (ex.DesignUX/UI, haptics, etc.);
- app maintenance.

3) 3D modelling

- preferential costs for 3D modelling through our partners.

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COMPETITION

CUSTOM AR APPS

COST: 30K - 100K EUR

DEV TIME: 3 - 9 MONTHS

SIMILAR SOLUTIONS

We differentiate through:

AFFORDABLE MONTHLY FEES

&

READY TO USE INFASTRUCTURE

a mix of

FEATURES

&

PRODUCT DEVELOPMENT STRATEGIES

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DIFFERENTIATORS - TECHNICAL FEASIBILITY

The mix of features and product development strategies:

1) Realistic AR experiences.

Continuous improvement of the visual quality of the AR scene by integrating new technologies or in-house development.

2) Lead generation tool.

indexAR is not just a simple AR viewer.
One of the main objectives is to provide a lead generation tool for companies.
We provide a smooth user experience that can end with a purchase or another action intended by the owner of the AR campaign.

3) Custom features.

We are developing custom features for our customers if the situation requires it.

4) Easy to integrate

Integrate with your website or other marketing tools through a link.

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DIFFERENTIATORS - COMMERCIAL FEASIBILITY & MARKET STRATEGY

1160 Contacts from

Advertising Agencies

(since June 2022)

Cheil | Centrade | GRAFFITPR

tribal worldwide | DDB | FRIENDS \TBWA

OMG Omnicom MediaGroup | MINDSHARE

kubis | adLemonade

Market Validation

- 5.000EUR Technology Co. (Concluded)
- 12.000 EUR Beverages Co. (Oct. '22)
- 5.000 EUR - Child Care Co. (Nov. '22)
- 2.500 EUR - AgriFood Co. (Nov. '22)

2000 Contacts from

Real Estate; Furniture; 3D Rendering Studios; Interior Design; Arch Visualisation.

(since 2020)

BPI | ATENOR ACTING FOR CITIES

BESIX RED Real Estate Development | ION

SPEEDWELL YOUR CITY, YOUR FUTURE | Allianz Real Estate

COS | FENIXCO REAL ESTATE DEVELOPMENT

Staples

Conclusion:
A Top - Down approach is needed in order to create a market trend for using AR as a sales &marketing tool. .

148 Contacts from

Final Clients

(since 2020)

SAMSUNG | Haier

DEDEMAN | UNTOLD

arctic | novo nordisk®

vodafone | KUKA

GEBERIT | SIEMENS

McDonald's | MedLife

farmec | NORDIS GROUP

PROBLEMS vs.

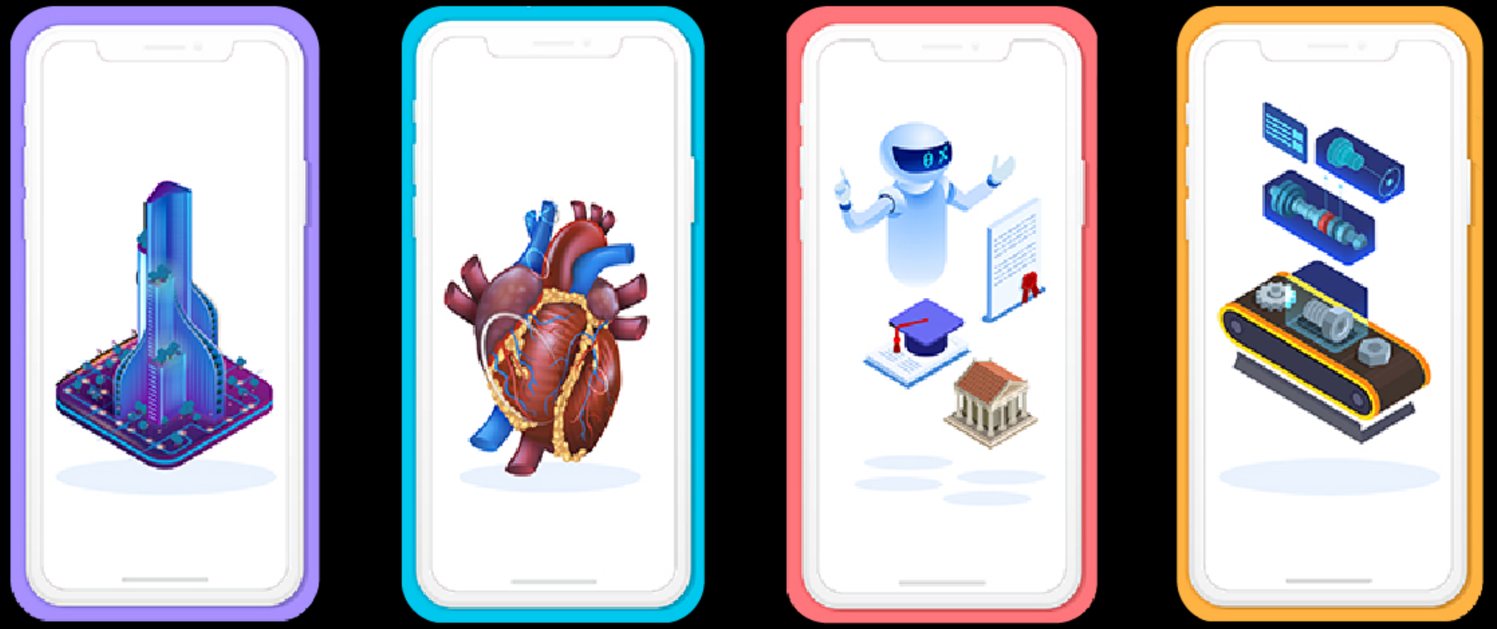
OPPORTUNITIES

SALES

PRESENTATIONS

BRAND AWARENESS

ONBOARDING & TRAINING



MARKET STRATEGY

T.A.M.

MARKET SIZE $195 BN 2025

*According to a Statista report.

S.A.M.

EUROPE

S.O.M.

WESTERN EUROPE & ROMANIA

SALE STRATEGY

DIRECT SALES

PARTNERS

Advertising Agencies

Microsoft
IP Co-Sell Ready

Belgian Luxembourg Romanian Moldovan Chamber of Commerce

PROPTECHlab

PRICING

MONTHLY FEE

Starting at 500 EUR/month

ANNUAL FEE

FUNDING
SOUGHT

1.160.000 EUR

2 YEAR RUNWAY

YEAR 1

CEO - 48k EUR /year
CTO - 72k EUR /year
2 IT DEVELOPERS - 96k EUR /year
BUSINESS DEV. REP - 51k EUR/year
ACCOUNT MANAGER - 43,2k EUR/year
CREATIVE DIRECTOR - 43,2k EUR/year
3D ARTIST - 48k EUR/year
JR. ACCOUNT EXECUTIVE - 28,8k EUR/year
BRANDING & PR - 60k EUR/year
MARKETING & PR - 60k EUR/year
OTHER EXPENSES - 33,8k EUR/year

TOTAL 584.000 EUR /YEAR

YEAR 2

CEO - 48k EUR /year
CTO - 75,6k EUR /year
2 IT DEVELOPERS - 100,8k EUR /year
BUSINESS DEV. REP - 53,5k EUR/year
ACCOUNT MANAGER - 45,36k EUR/year
CREATIVE DIRECTOR - 45,36k EUR/year
3D ARTIST - 50,4k EUR/year
JR. ACCOUNT EXECUTIVE - 30,24k EUR/year
BRANDING & PR - 35k EUR/year
MARKETING & PR - 75k EUR/year
OTHER EXPENSES - 35.6k EUR/year

TOTAL 576.000 EUR /YEAR

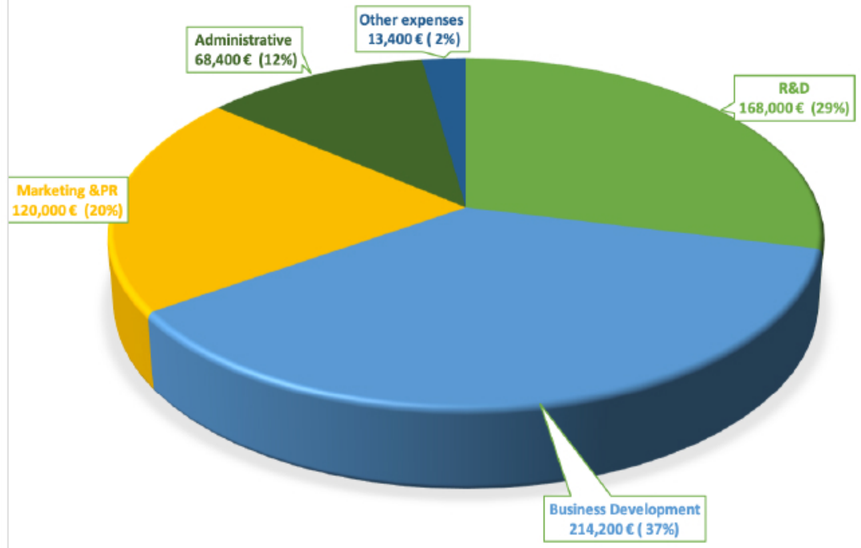
FUNDING

SOUGHT

1.160.000 EUR

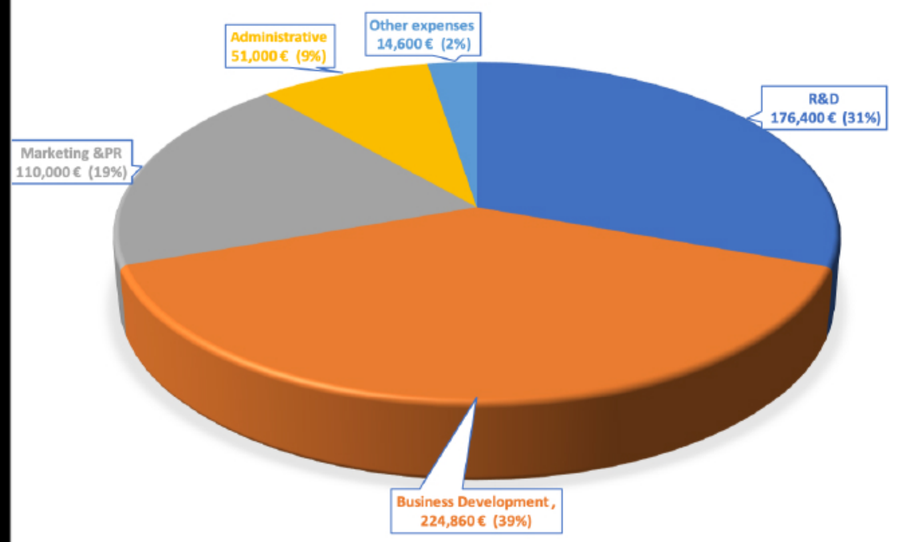
2 YEAR RUNWAY

YEAR 1



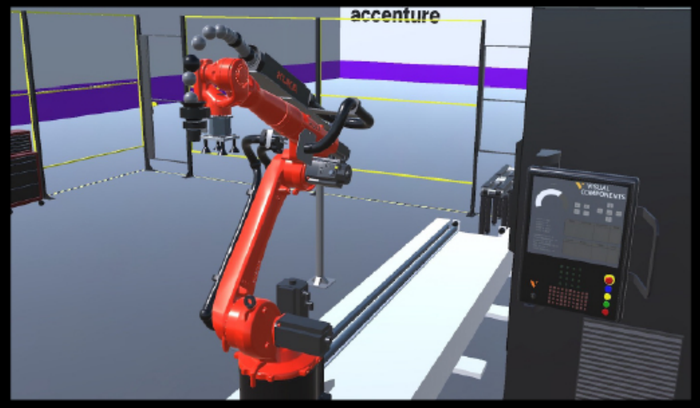
TOTAL 584.000 EUR /YEAR

YEAR 2



TOTAL 576.000 EUR /YEAR

CUSTOMER'S
EXPERIENCE



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