VIRTUAL 360° SPACES & IMMERSIVE TECHNOLOGIES FOR CUSTOMER ENGAGEMENT
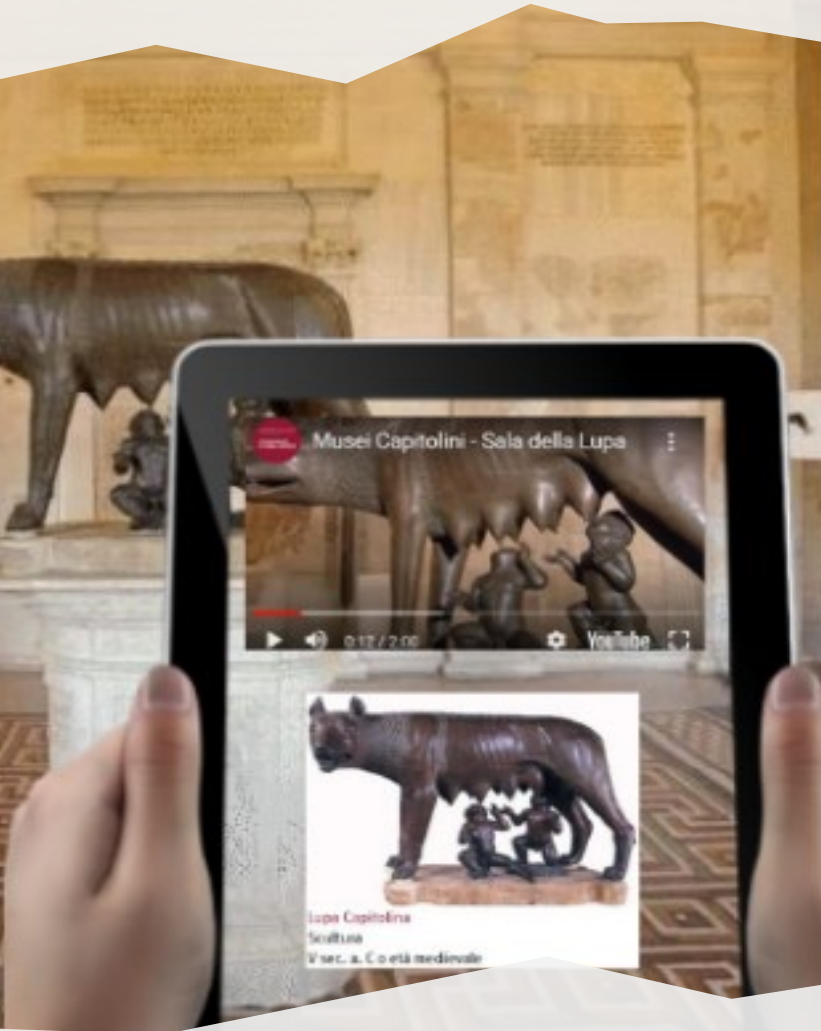
360°

A|R MARKET

The Company

- ✓ Innovative startup based in Rome

- ✓ Founded June 2018

- ✓ We operate in the Immersive Technology sector, both B2B and B2C

- ✓ We develop interactive content and solutions for marketing, retail, tourism, events and education
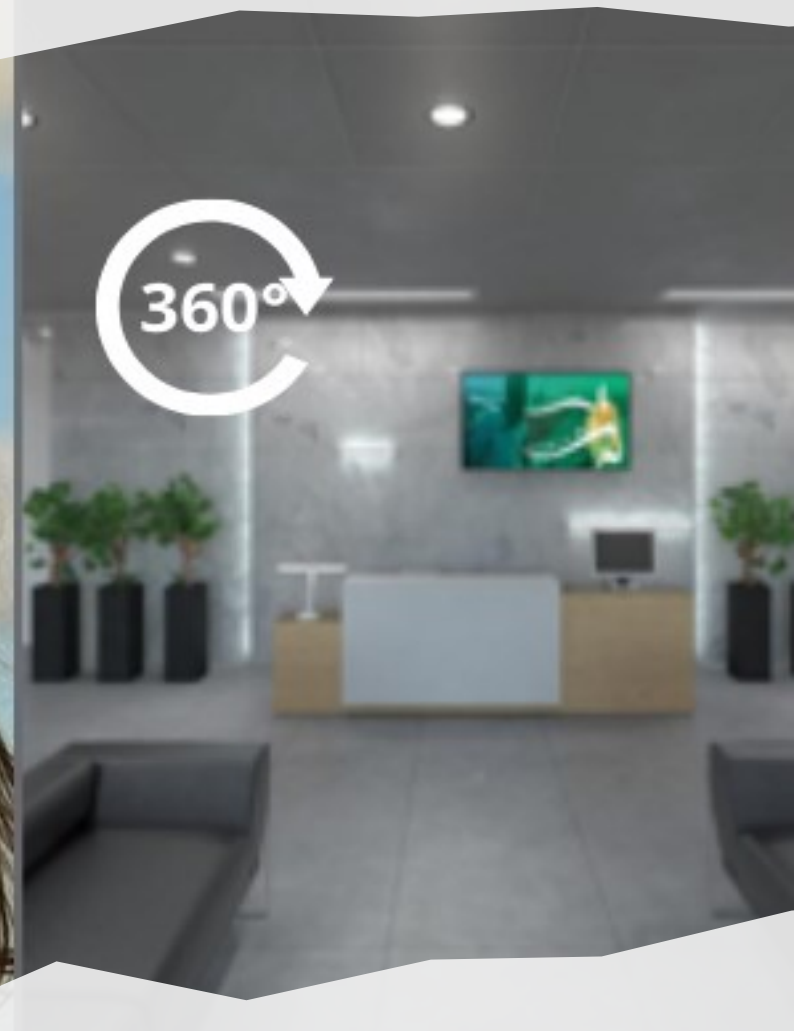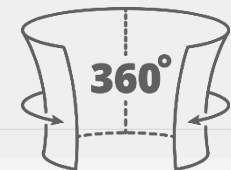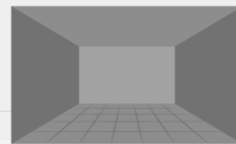
The Immersive Tecnologies

AUGMENTED REALITY

VIRTUAL REALITY

VIRTUAL SPACES 360°

Virtual Spaces a 360°

We create and develop **virtual spaces** for business, empowered by immersive technology (**AR/VR**) and «**gamification**» for engaging and interactive users' experiences.

▶ *video teaser*

Spaces 360° for Events, Training, Tourism

Customized 360° Spaces for business with digital contents that can be updated by the Client in full autonomy through a Saas system, for on-going use.
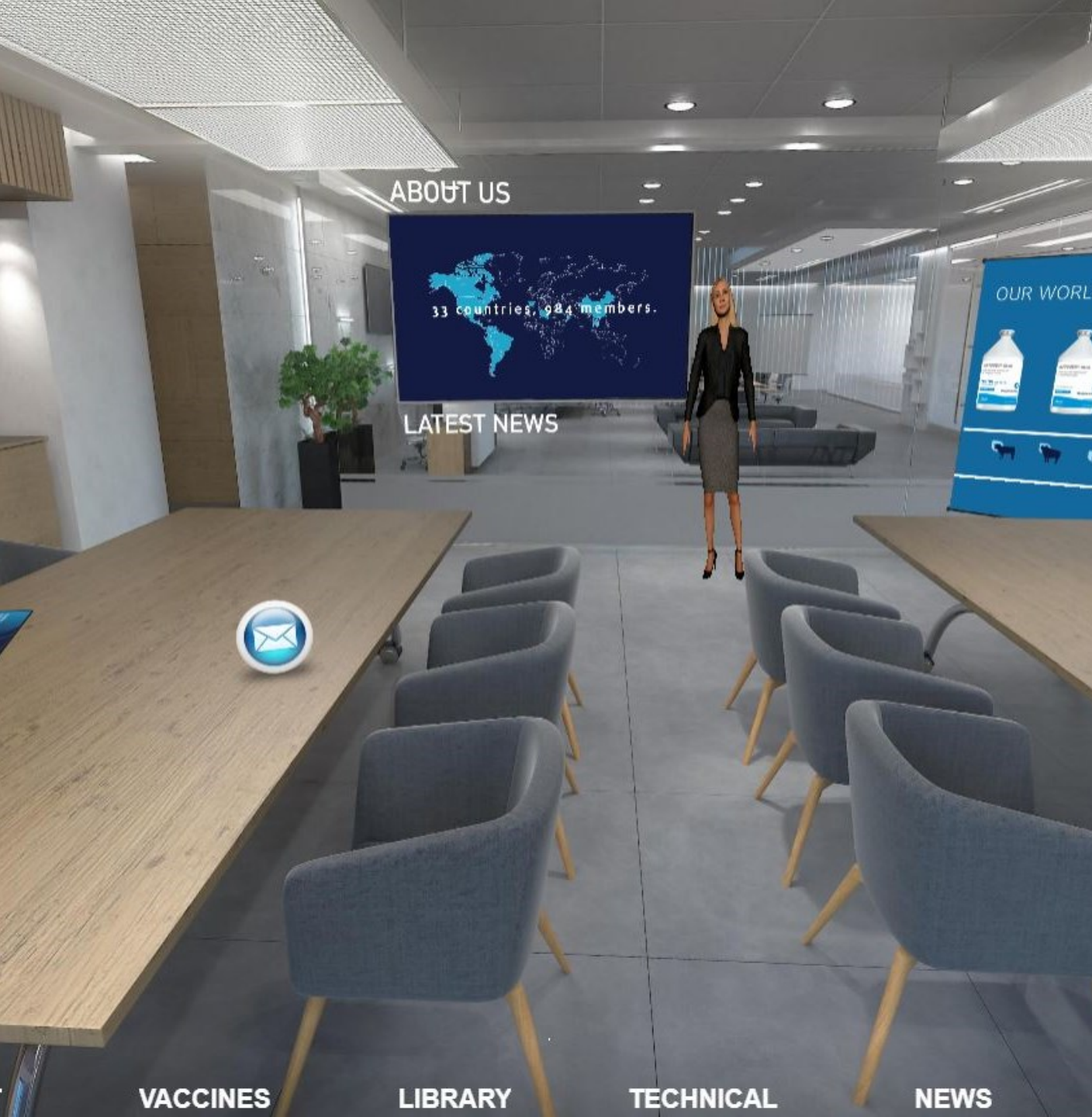
Virtual Stores 360°

We turn the traditional e-commerce websites in «**digital tours**» to offer a 360° shopping experience to customers, enriched by interactive content, to inform and entertain, combining «gamification» logics.

Usage Specification

- ✓ 360° Spaces available on Client's site or ad-hoc servers supplied by AR Market.

- ✓ Interactive experiences enjoyable through **desktops** or **mobile devices**, as well as **cardboards** or latest generation **headsets,** for a full immersive view.

Technical Profile

- ✓ Virtual Spaces are developed starting with **360° images, videos or recording of real locations** (es: stores, museums)

- ✓ Development of **3D Spaces, rendered and navigable.**

- ✓ Enriched with **digital content** in **AR, gaming and quizzes,** developed in Unity, AR Foundation.

- ✓ Production of **analytic reports**, for targeting and marketing campaigns.
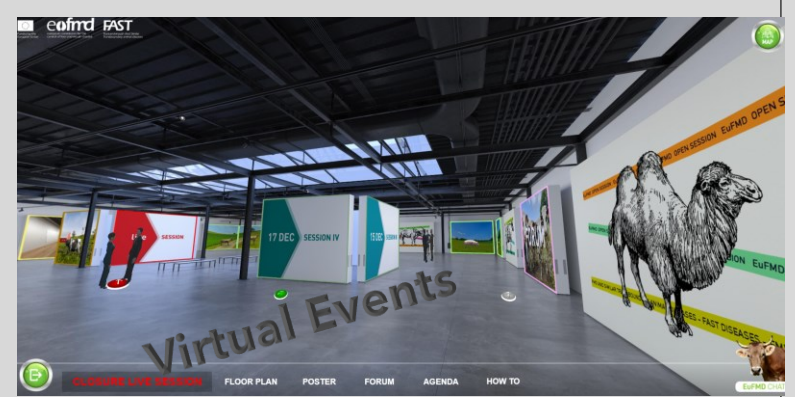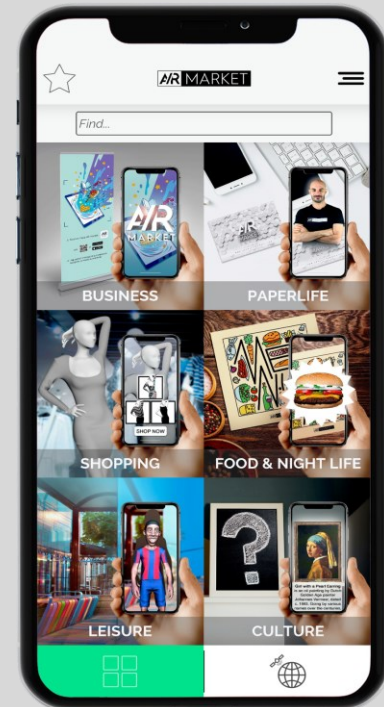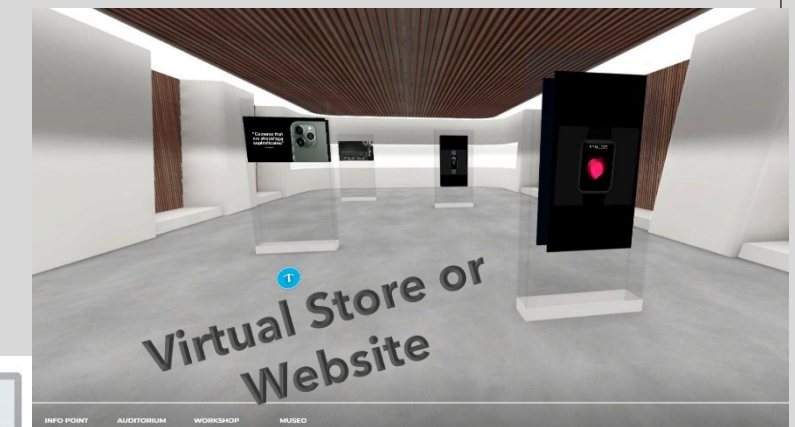
MUSEO

AR Menu

AR Shopping

Other B2B Solutions

Virtual Events

VR Situational Training

Cards, Brochures, Flyers

Virtual Store or Website

Virtual Tourism

Main Clients & Partners

ESA · eofmd · P&G · DURACELL · CONFCOMMERCIO IMPRESE PER L'ITALIA · ITA Italian Trade Agency · TALENTUS

Market

$570 billions by 2025*

CAGR 63%

2.5 billion users AR/VR by 2025*

Source: Valuates Reports / Statista

Traction

Turnover 2020	€100K (x3 vs. 2019)
Projection 2021	€200K
App Downloads	20K

Award - Funding

Seal of Excellence Horizon 2020

Special Prize Marzotto - EY

Funding Smart & Start

Clients
Market
Traction

AR MARKET

Competition

SOCIAL / EDUCATION

ALFABETO

EXPLORIAMO
IL FUTURO CHE GIOCHIAMO

QuiverVision

A/R junior

7T bodyswaps

LIVE animations

KIDS EDU BOOKS TOYS READ DEVAR

VR TRAINING

ENTERTAINMENT

velvet

PORTICO

AUGMENT

COPERNIKO
360° Experience Technology

ROAR

BLUEMOTION
COMUNICAZIONE VISIVA 3D

TALESPIN

REALMORE

EXPERENTI
augment your · experience

A/R MARKET
B2B

PRIVATE / BUSINESS
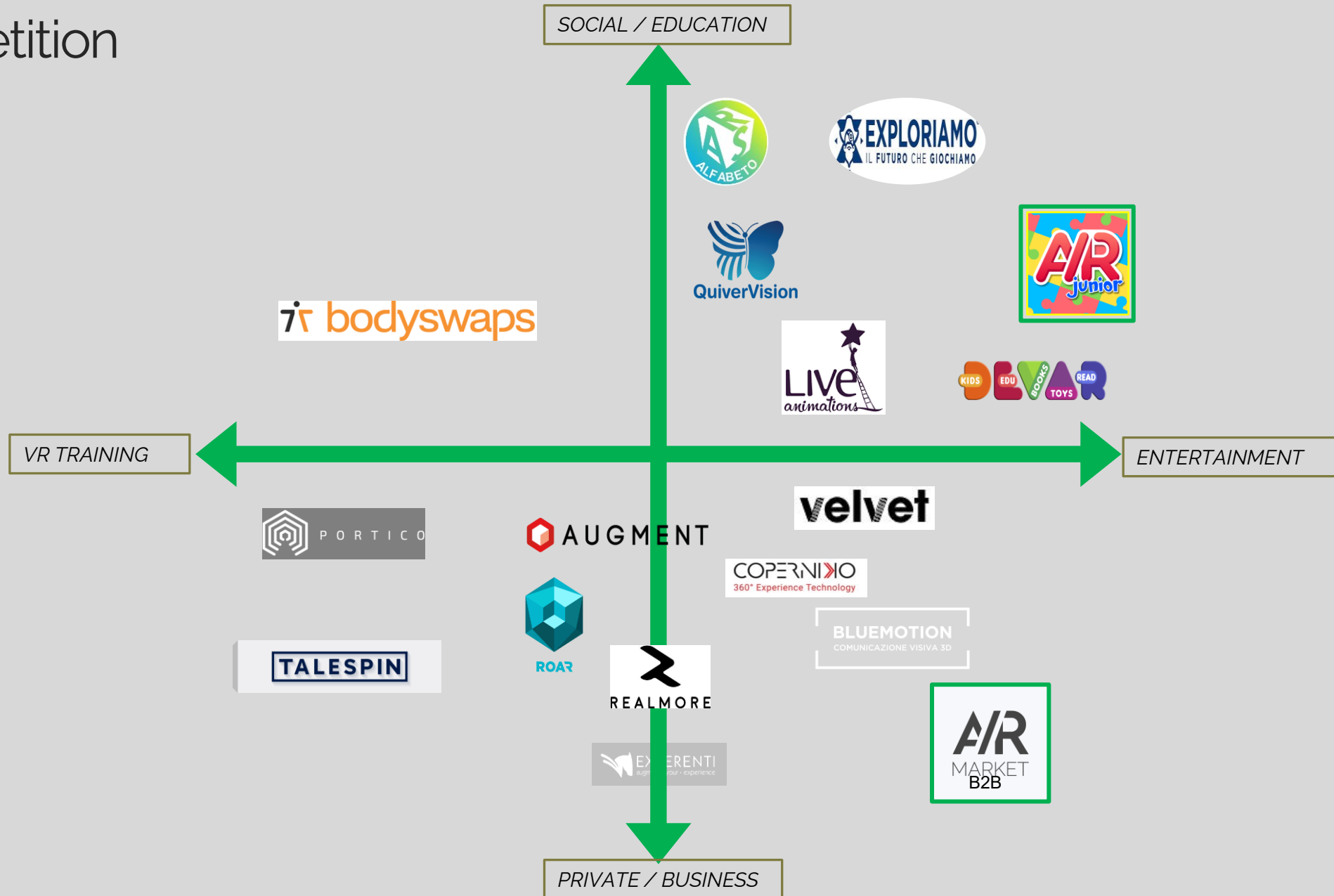
AR Market Team

ANDREA BALDINI
CEO & CO-FOUNDER
Serial Entrepreneur

FLAVIA D'ALTRUI
CO-FOUNDER/CMO
Master in Buz & Admin
Corporate experience

ALESSANDRO CONTI
CFO
Degree in Business
Economics

FRANCESCO IAFOLLA
CO-FOUNDER
Angel Investor
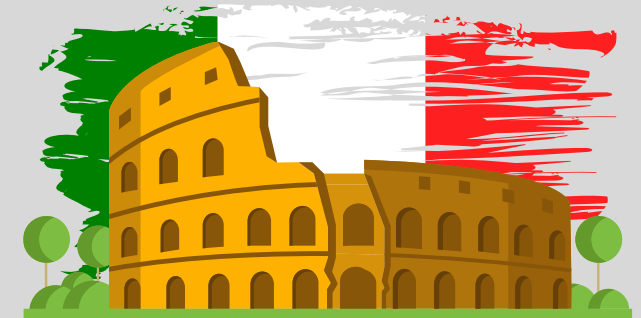
TEAM

ALEXANDER CENTILI
SENIOR DEVELOPER
AIV Programming

ROBERTO POMPILI
SENIOR 3D ARTIST
Degree Computer
Graphics &
Multimedia Design

PATRIZIA DI BIASI
DEVELOPER
Master in AR/VR

ALESSIO PICCHI
WEB DESIGNER

AGOSTINO SOLAGNA
GRAPHIC / 3D DESIGNER

SIMONE LIBERATI
GRAPHIC DESIGNER

JUAN CARBONE
GAME DEVELOPER

Roadmap

2018

2019
- REVENUE ~ 100K
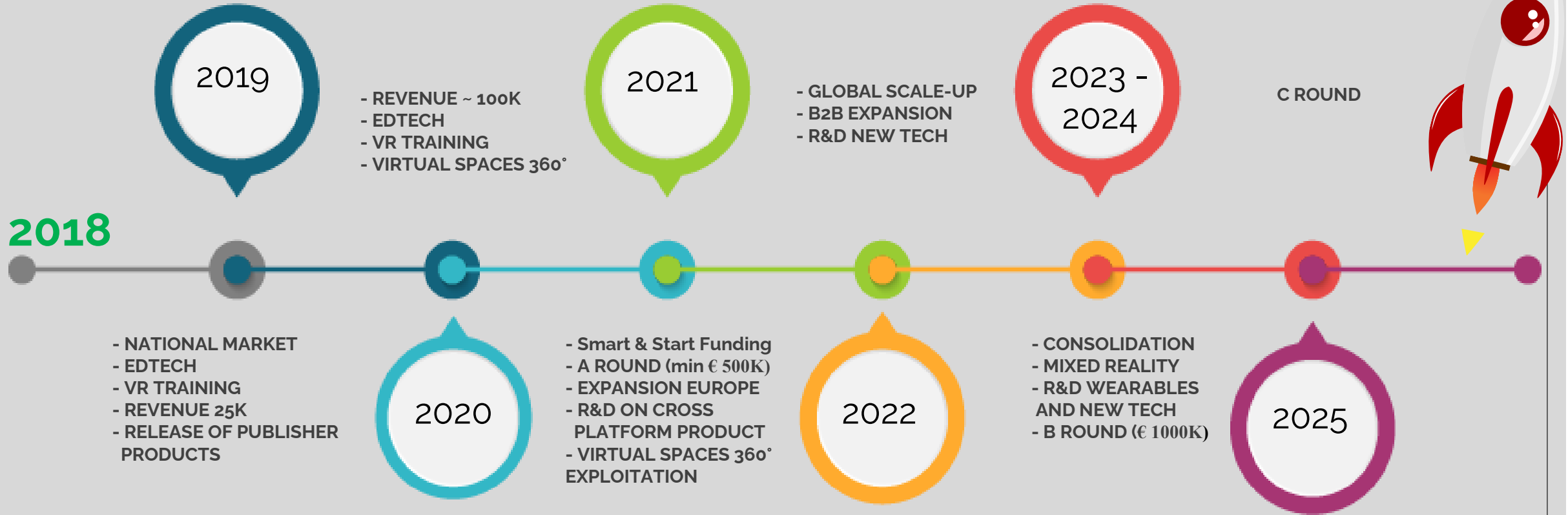- EDTECH
- VR TRAINING
- VIRTUAL SPACES 360°

2021
- GLOBAL SCALE-UP
- B2B EXPANSION
- R&D NEW TECH

2023 - 2024
C ROUND

- NATIONAL MARKET
- EDTECH
- VR TRAINING
- REVENUE 25K
- RELEASE OF PUBLISHER
  PRODUCTS

2020

- Smart & Start Funding
- A ROUND (min € 500K)
- EXPANSION EUROPE
- R&D ON CROSS
  PLATFORM PRODUCT
- VIRTUAL SPACES 360°
  EXPLOITATION

2022

- CONSOLIDATION
- MIXED REALITY
- R&D WEARABLES
  AND NEW TECH
- B ROUND (€ 1000K)

2025

"We can only see a short distance ahead, but we can see plenty there that needs to be done."
Alan Turing

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