



Use Augmented Reality to bring products and services in front of customers in a matter of minutes.

MISSION

Democratize AR technology by providing a YouTube like tool, to create and deliver AR 3D content, fast and easy.

VALUE PROPOSITION

We help companies drive performance increases in the areas of Sales, HR and Marketing, through Augmented Reality (AR). In the context of Digital Transformation, indexAR is a tool for delivering AR content fast and easy. It takes 5 minutes to setup and deliver an AR experience through indexAR, instead of 5 months through classic solutions.

INNOVATION MODEL:

ONE PLATFORM – ONE APP – ONE AUDIENCE

indexAR is the solution to high costs and complex technical requirements to develop your own AR app.

We provide:

- 1) a content management platform, where Authors (companies) with a few drag & drop actions can load & manage content on their own;
- 2) a free mobile app (iOS and Android) for their customers, allowing them to see those products & services in front of them as if they were real.

MARKET

We address companies, by helping them to reach their audience better, through AR immersive experiences. They usually need to reach the market fast, but don't have the time and sometimes the budget to invest in developing their own app.

BUSINESS MODEL

Depending on the lifespan of the Story, Authors pay a monthly or a one-time fee, per Story (starting at 1000 EUR/Story)

TRACTION

Real Estate, Industry 4.0, Automotive and Banking are industries where we already delivered stories through indexAR to their Audience.

MILESTONES

We raised 200k EUR (EU funding) and successfully implemented a 2year R&D and go-to-market project.

In 2020 we are implementing a Horizon 2020 Phase 1 grant (50k EUR). We also received a Microsoft for Startups sponsorship.

LONG TERM OBJECTIVES

Make the transition from a linear growth (by targeting premium & selling through Advertising Agencies and Microsoft Partner Network) to an exponential growth (by creating also a product that offers the essential features to small companies for a fee starting at 100 EUR/ story – a mass market SaaS).

TEAM

1. CEO / Business development
2. CTO /Mobile app Dev (+10ys experience)
3. Mobile app Dev (+5ys experience)
4. Back-end Devs (5-10ys experience)
5. UX/UI Designer (+10ys experience)
6. Sales (+10ys experience)
7. Legal Advisor & IP services
8. Business Advisor

