



ARVA

SOFTWARE IS EATING THE WORLD WE ARE ENTERING THE DIGITAL ERA

SOLVING TALENTED CODERS SHORTAGE by ENABLING
EVERYONE TO BUILT THERE DIGITAL SOLUTION.

The screenshot shows a digital interface with a dark background and a light blue header bar. The header includes tabs for 'Global', 'Screens', and 'Preview'. On the left, there's a sidebar with sections like 'Layers' (containing 'My courses' and 'My Wall of fame'), 'Wall of fame' (with icons for Component, File, Group, Icon, Shape, Text, Image, Scroll area, and Component), and 'Player details' (with icons for Text, Component, Shape, and Image). The main content area features a teal-colored 'Wall of fame' card with the text 'Excuses don't win championships.' and 'Your current ranking is #24.'. Below this is a list of top 5 players:

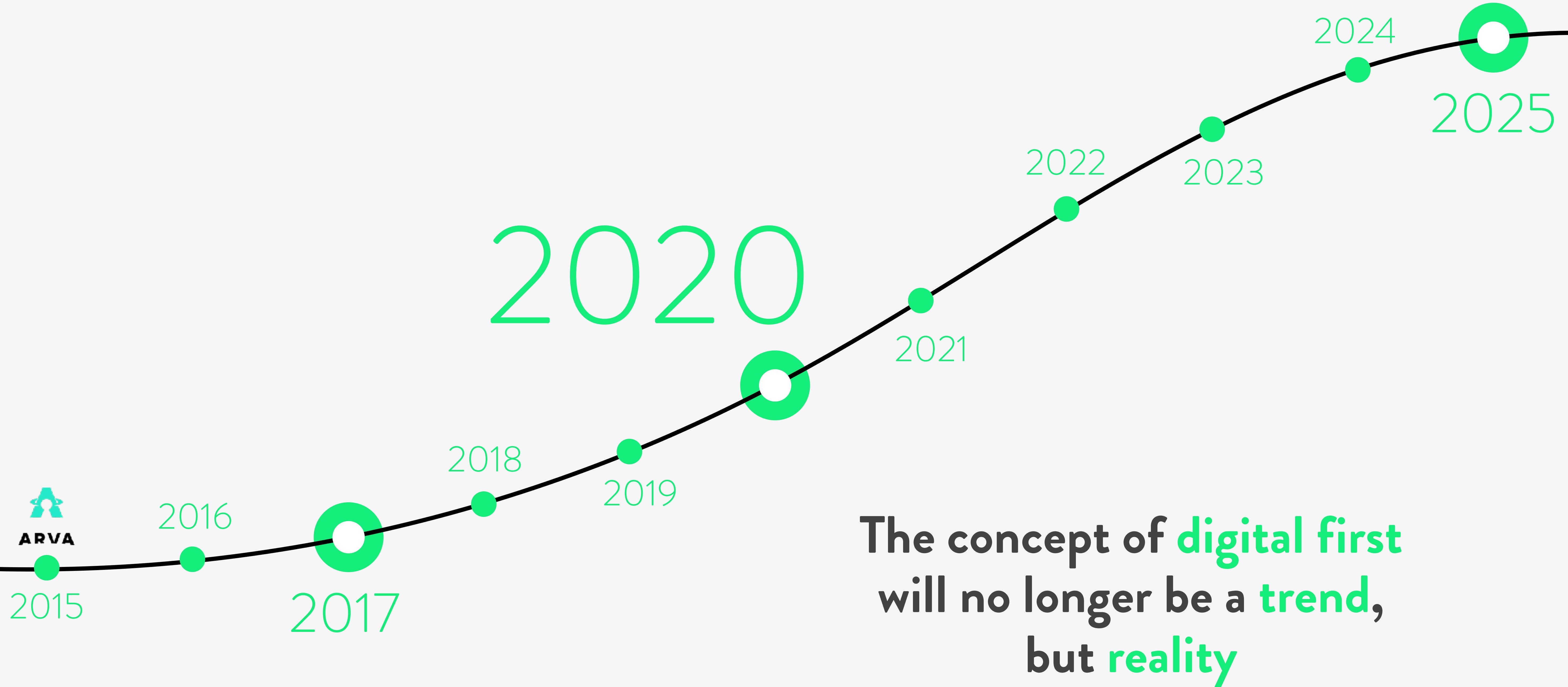
Rank	Name	Points
1	John Appleseed	384 points
2	Johanna Appleseed	320 points
3	Jony Ive	256 points
4	Emma Watson	240 points
5	John Malkovich	192 points

At the bottom of the card is an 'Edit contents' button. The footer of the card has icons for Home, Search, Trophy (highlighted in blue), and User. To the right of the card, a partial view of another player's profile is visible, showing a large number '1' and the name 'John App'.

Market Vision

Market transformation
in a digital era

Market Vision



Vision

1. Between 2020 and 2025, we will see an increase of **2x** more digital businesses globally.
2. At least **5x** more people will use digital projections in their personal communications.
3. Building a company like Uber requires major investments today, excluding many people to participate in the digital era.
4. Let's make digital product development a commodity by automating the most important **personas** (designer, analist, coder) in the **value chain** of the digital creation proces: 1. Frameworks, 2 Collaborative Development and integration, 3 Design systems and 4 Low Code development methodology.
5. We need to be ready to help facilitate this growth rate worldwide, **before 2020**.

Problem

Digital productions are increasingly growing worldwide. **Talent is scarce and demand is high.**

Innovation in the creation process is necessary to support global growth. Below are the three main reasons a UX platform like ARVA fulfils both Trends with Ease and increases Productivity by overhead reduction.

UNIQUE DIFFERENTIATION

It is important to attain user attention and do business. Since 2016 UX is trending in Startups and Large Corporates towards 2020

DIGITAL ERA

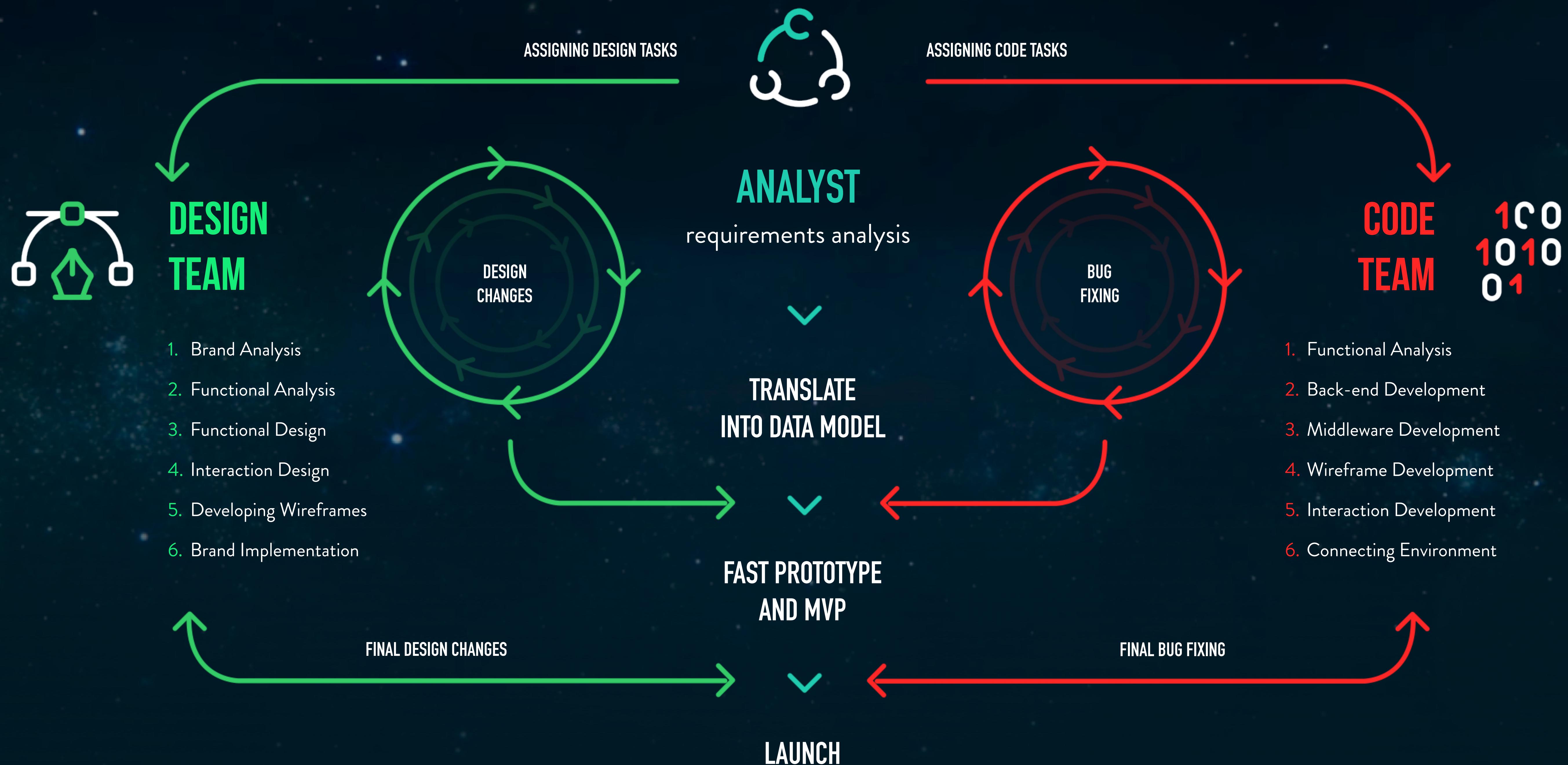
Forces many businesses to increase the pace of innovation to survive. Differentiated digital products require scarce and expensive talent.

NO EASY WAY EXISTS

No easy way exists to date that speeds up the design and coding process of digital products and at the same time provide speed, to validate fast. Let's innovate!

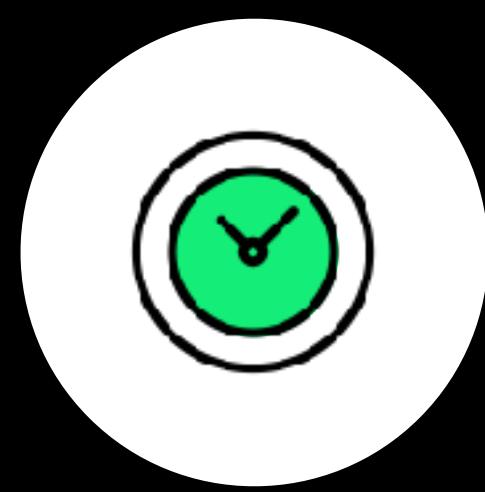
Workflow to optimise

The Basic Way



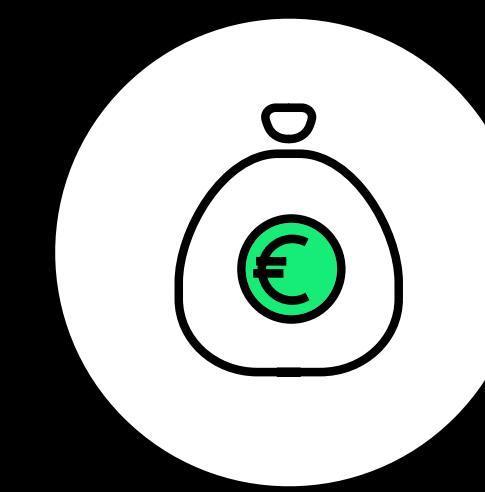
Solution

A tech platform where **designers**, **analysts** can create without creative boundaries and **coders** pent significant less work building magic.



SAVE TIME

when creating together



MAKE MONEY

when monetising your creations



BRIDGE GAPS

From design to coding and collaboration to distribution

WE INNOVATE IN EVERY CHAIN OF THE CREATIONS PROCESS

The ARVA Way

Fast lane



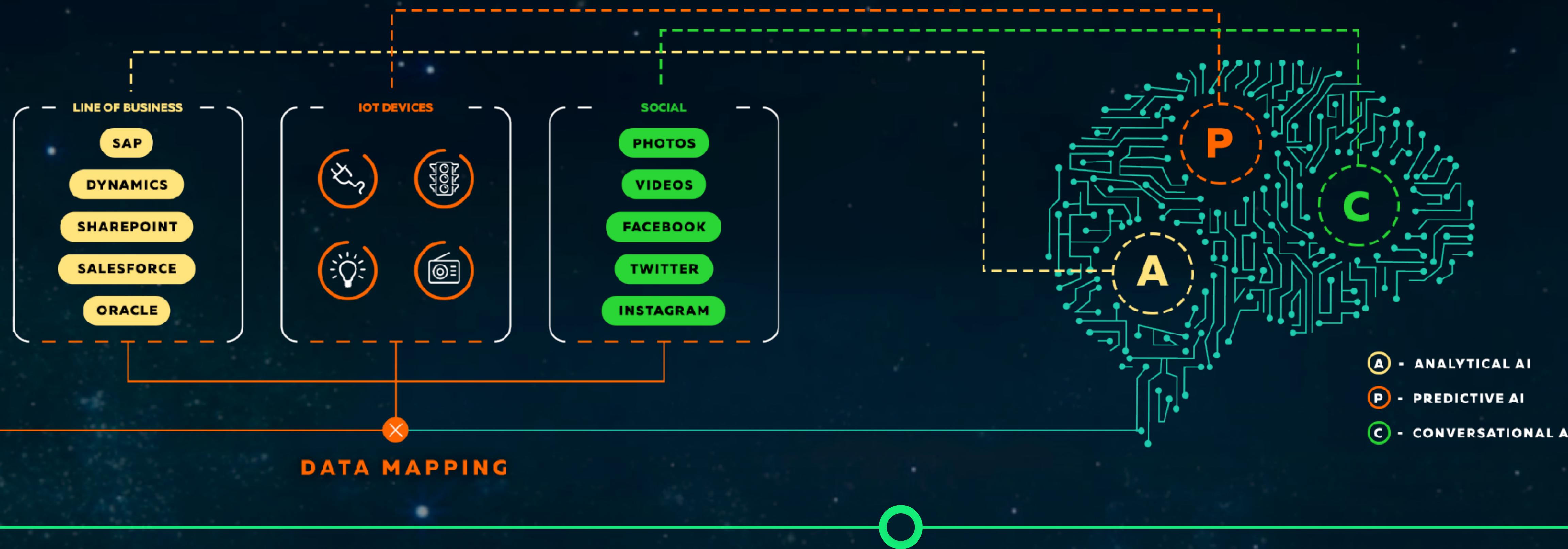
DESIGN AND CODE

With Arva Studio you will become the animator of digital productions. Build compelling components for existing apps or built a complete Arva based App or adaptive Learning experience. Arva Studio is the space to do Prototyping, data modelling, MVP and incremental cycles in one!

So you've baked your production? It's time to validate your work with users. Whether you're targeting audiences for A/B testing or validating Business Requirements within a Business App. We've removed the boundaries of integration so validation becomes fast!

The ARVA Way

Slow lane



INTEGRATE

Ready to release 1.0 or your quickly iterated 1.3? Now it's time to close the gap between your App and systems like IoT telemetry, Business APIs. Decoupling the mapping, ensures true speed in the beginning and validated deployment in the most cost-effective way possible.

The ARVA Way

TYPE	TYPE
<input checked="" type="checkbox"/> App	<input checked="" type="checkbox"/> App
<input checked="" type="checkbox"/> Component	<input checked="" type="checkbox"/> Component
DEVICE	OUTPUT
<input type="checkbox"/> TV	<input type="checkbox"/> Web Component
<input type="checkbox"/> Desktop	<input type="checkbox"/> Animated GIF
<input type="checkbox"/> iOS	<input type="checkbox"/> Video
<input type="checkbox"/> Android	
<input type="checkbox"/> Web	



TARGETING

Deploying your production is a tedious task which can be error-prone. With ARVA, you can easily set up a targeting profile that automates deployments every time you need to distribute updates.

DISTRIBUTION

We know distributing your app or other digital content, in general, can be error-prone during a build and making it ready for your target platform. Designed to support Store and Medium push, now you can perform this with a click of a button. Setup your targets and fly!

Our Vision

Step by step, to the Moon, Sun, round trip through the galaxy. Why not?



Arva Foundation
2016

Arva Studio
EST. 2018

Arva Hub
EST. 2020

Product (1/3)

ARVA is a feature rich platform. We show you the main USPs that define ARVA Foundation

SINGLE POINT OF EXPERTISE

Create solutions using **javascript** as the main language. Reduce techniques and address a larger pool of

1. ECMAscript standards
2. Simplify coding standards
3. Reduce dependent tooling

PHYSICS BASED ANIMATIONS

Bring the feel of native iOS and Android animations to the web. We made making them easier than ever, so you don't need rocket scientists.

1. Pixel perfect layout
2. Reactive animations
3. Device responsiveness and optimisations

PROVEN ARCHITECTURE

Before we head over to ARVA Studio and generate your App from a design sprint. We had to make sure Architects like our output and easy semantics.

1. Reactive programming
2. Modular from simple to complex applications
3. Export to industry standards

CODING UP TO 5X TIMES FASTER

Product (2/3)

Arva is a feature rich platform. We show you the main USPs that define Arva Studio

CREATIVES FIRST

We bring layered design, visual state differentiation and management in a creative way. Forget App Machine. You'll be building the next Uber.

1. Integrates seamless with Sketch
2. Simplify coding standards
3. Prebuild UI Kits

DATABINDING 3.0

With visual state differentiation you no longer need to think about data states, but visual states. So we made data

1. GAP analysis by design
2. Integration with blockchain
3. Reactive Data Transport (realtime)

INDUSTRY STANDARDS

We make UX creations work nicely with industry standards. Start small, end big.

1. Export to React, Angular and Vue.js
2. Web Components standards
3. Works well with open-source

JUST APPLY YOUR CREATIVE AND SPREADSHEET
SKILLS TO MAKE YOUR NEXT UBER

Product (3/3)

ARVA is a feature-rich platform. We show you the main USPs that define ARVA Hub

COLLABORATE WORLDWIDE

We bring automated GIT branch management to a logical workflow in Arva Studio. Mitigating risk of failure and knowledge levels.

1. The NPM for UI development
2. Git(Hub) automation
3. Seamless Studio integration

CONTINUOUS INTEGRATION 3.0

We bring developer updates into your project on a continues basis. You only test and release, keeping control of your quality. We redefine UAT testing.

1. Automated updates
2. Controlled UAT
3. Free testing for developers

SHARE AND MONETISE

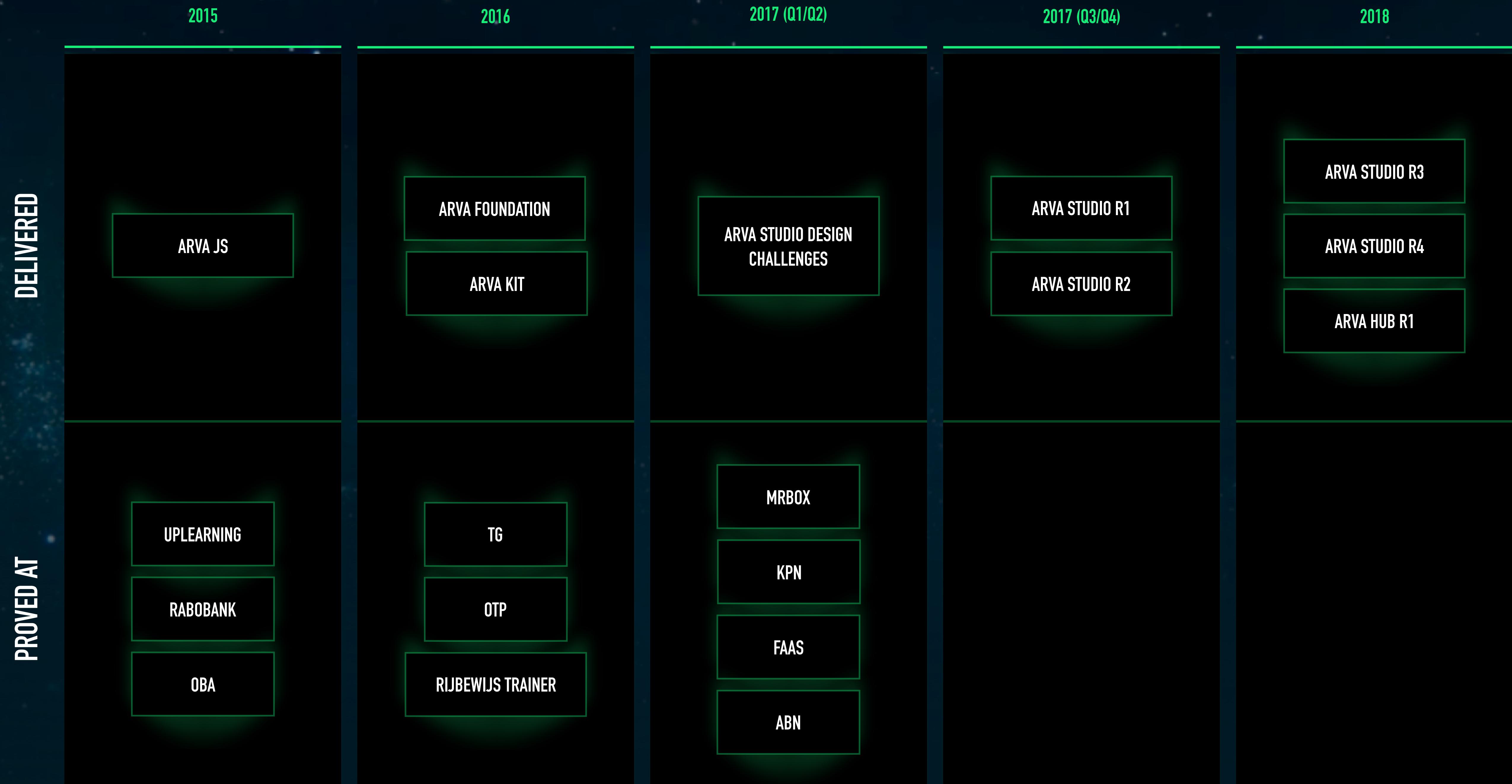
Make money with your creations. We help you sell and make a living out of your creations. People pay for your work and integration benefits.

1. Flexible monetising model
2. Enterprise teams for efficiency
3. Global teams

BUILT YOUR DIGITAL PRODUCTION
WITH A WORLDWIDE COMMUNITY

Product/Platform

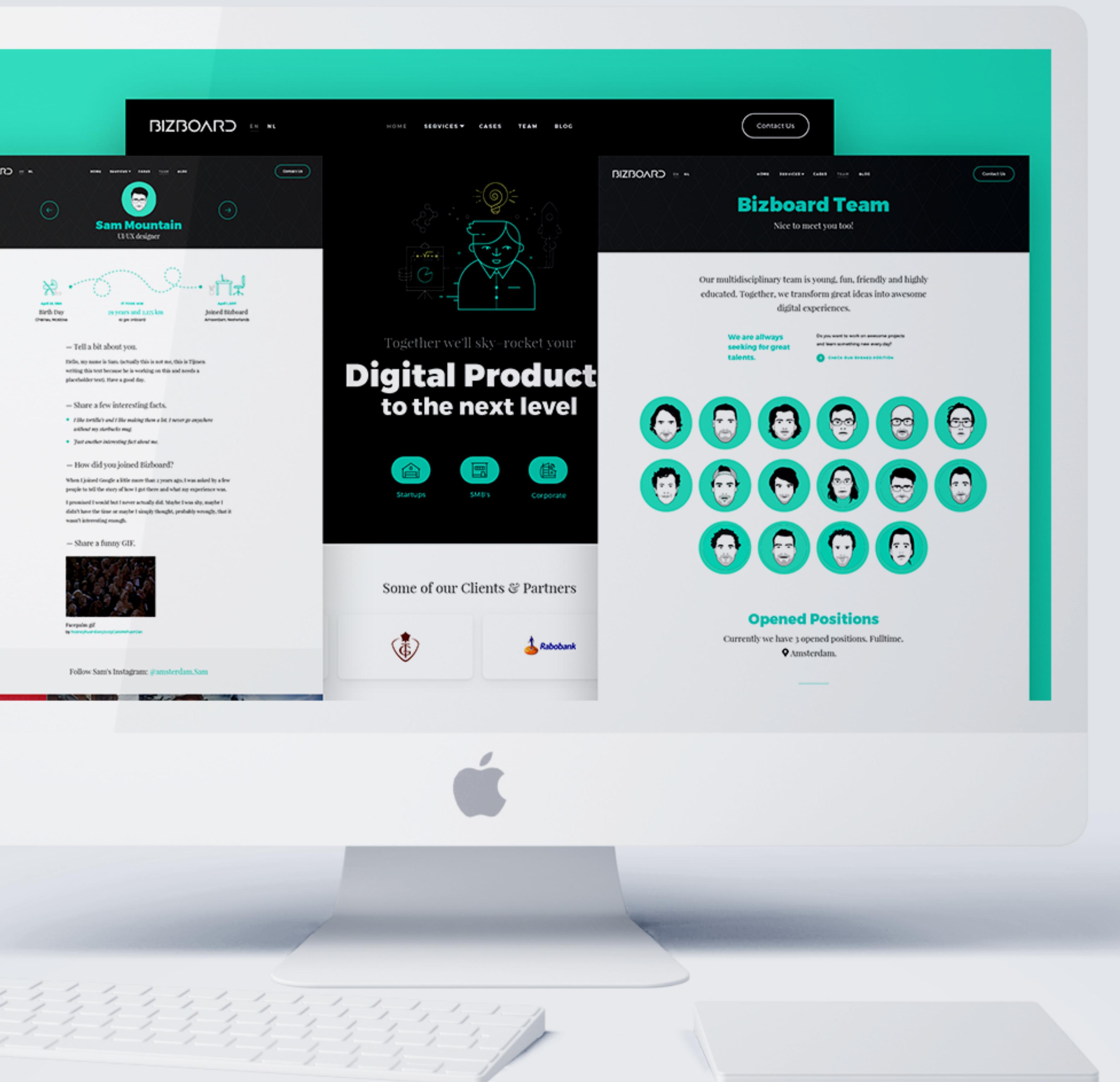
How we progressed with ARVA till date and plan for more.



Market validation

Several key market insights prove there is the opportunity at hand to really innovate digital productions.

1. +30BLN in digital product creation every year.
2. +1BLN in revenue in low-code platforms like Mendix and Outsystems every year
3. +200 million business trying to differentiate themselves online worldwide by User Experience
4. Micro-animations are the **no 1** way to create meaningful visual transitions that people understand.
5. Major Tech news hubs indicate UX is a trend for all industries (TechCrunch, Wired, Gartner, TechRepublic)
6. Countries worldwide don't innovate at the same pace, providing huge growth opportunities in upcoming markets



BIZBOARD

Key development partner

Bizboard is a Digital Studio working with people to built their digital businesses and make them truly unique, different and attractive.

CHECK BIZBOARD WEBSITE

Customers

Selection of customers serviced by our key partner www.bizboard.nl



Rabobank

LegalBikes

TradeSquare



Market size

All digital productions created globally together represent an extremely high market cap. Thus we focus on the increase of the total market each year. We prefer focus on a single Vertical, to strengthen our product, reputation and war chest.

FOCUS 2017-2020

FINTECH

€ 80-120 Bln

SELECTION 2020-2025

EVERYTHING ELSE

€ 1200+ Bln

Business models

Selection of business models

1. Large Corporates 2017+ as Strategic partners helping them achieve 2020 targets @ User Experience (€4999 p/m)
2. Investor Platform 2018+ as a means to improve Governance on the Startup portfolio (starting at €49 p/m)
3. Mass Market 2020+ as a means of selling segments like Students (free/growth), Startups (simple pricing €49 p/m), SMBs (serious pricing, €299 p/m)
4. Bizboard Partnership 2017+ as a way of evangelising from our reputation how technology for digital productions evolve. And of course, all projects are created with ARVA Technology.

Revenue models

A Simplified version of the revenue model developed for the ARVA Platform.

	STUDENT	STARTUP	SMB	ENTERPRISE
	free	€49 p/m	€299 p/m	€4999 p/m
Core (devs/apps)	1/1	2/5	8/10	unlimited
Identity Management	—	—	+	+
Platforms	—	—	—	+
Connectors	—	—	—	+
UI Kits	—	—	999	2499+
Support	community	community	premium	premium+
Hub	free	€99 p/y	€99 p/y	€299 p/y

Market Adoption

Increasing visibility and stimulating conversion

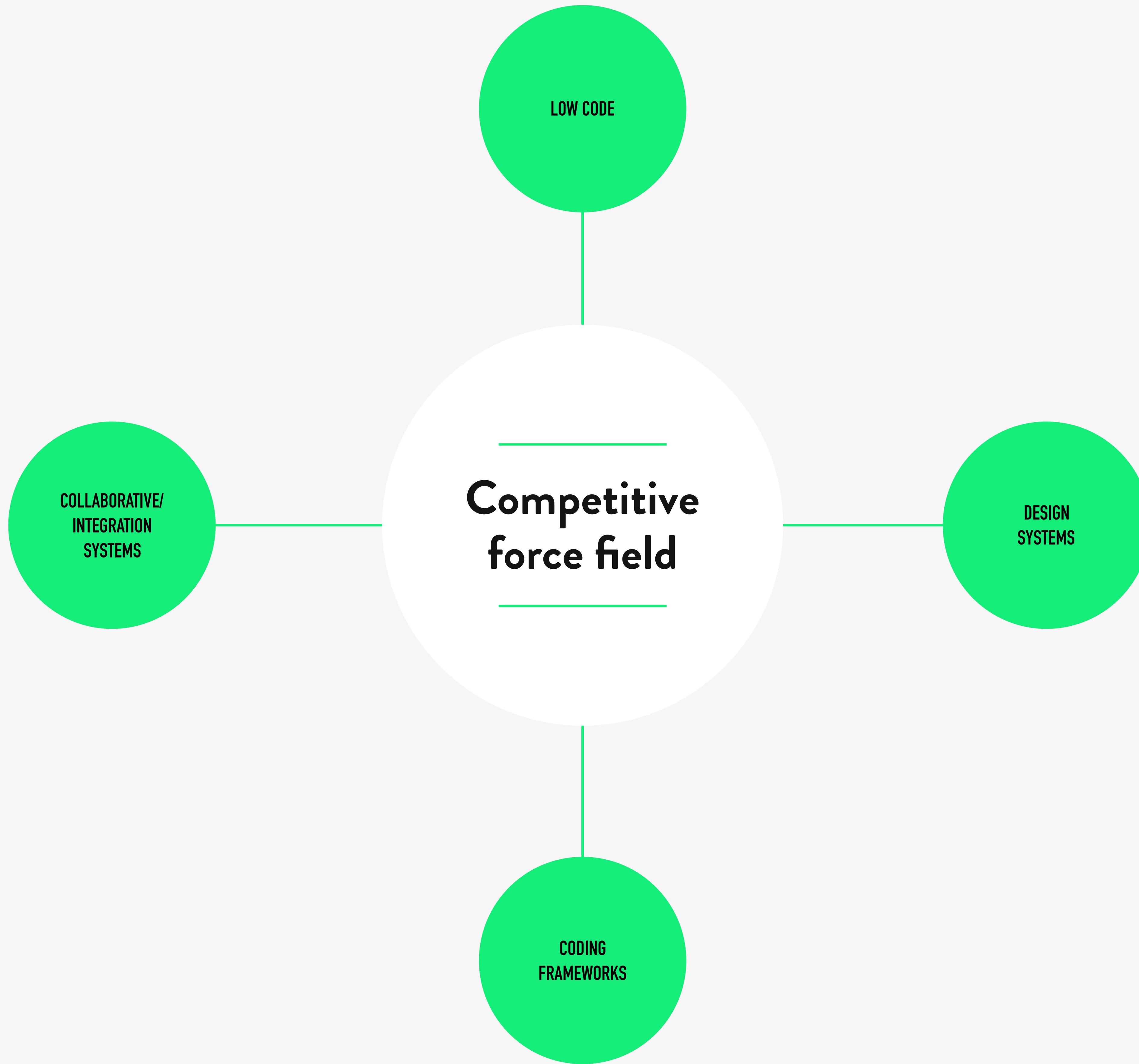
1. Bizboard (evangelising)
2. Events (winning UX competitions)
3. Partnerships (win-win-win collaborations with Large corporates / Accelerators)
4. Communities (aligning with industry standards, positioning Arva as a UX addition)

Competition

We have a detailed competitor analysis, these are the headlines.

1. Low-Code development platforms (Mendix, Outsystems, etc)
2. Design systems (Adobe, Sketch, etc)
3. Collaborative development and integration systems (GitHub, wercker, etc)
4. Coding frameworks for cross-platform targeting (Angular, React, etc)

WHY THESE COMPETITOR AREA'S? BECAUSE WE INNOVATE IN THESE AREA'S



Our advantages

Key reasons why we can rapidly win ground
in this highly competitive space.

1. No legacy
2. Right team
3. Complete vision
4. Right timing
5. Proven milestones



Selected

ARVA
Creations

ARVA Kit

The image shows a screenshot of the Springest website's search interface. At the top left is the Springest logo, which consists of five colorful arrows pointing upwards. Below the logo are two input fields: 'PARTICIPANTS' with the value '30' and 'UPPER PRICE RANGE' with the value '20 000'. To the right of these fields is a large search button with a magnifying glass icon. The main content area displays a list of search results under the heading 'We found 86 Accounting:'. The first result is a course titled 'Accountancy Shorten switching to post bachelor Accounting Consultant (AA) SMEs' offered by Friday, March 24th, 2017 in Breda. The second result is 'Essentials course Lean and Lean Accounting - Education (PE) hours / points' offered by Thursday, December 8th, 2016 in Utrecht. The third result is 'Accountant Consultant' offered by Friday. Each result card includes a small thumbnail image of a document or certificate.

Springest

PARTICIPANTS: 30

UPPER PRICE RANGE: 20 000

OTHER FILTERS:

- e-Learning
- Personal Tutor
- Evening Lectures
- Only high rating

We found 86 Accounting:

Accountancy Shorten switching to post bachelor Accounting Consultant (AA) SMEs
Friday, March 24th, 2017 in Breda
Why can call the Accounting Shorten give yourself Accounting Consultant (A...
you must be included in the account ...
€ 15,600 | Max: 25 | 1460 Days | HBO | 8 (3 experiences)

Essentials course Lean and Lean Accounting - Education (PE) hours / points
Thursday, December 8th, 2016 in Utrecht
Essentials course Lean and Lean Acc...
finance and enterprise-wide? Disc...
€ 15,600 | Max: 25 | 1460 Days | HBO | 8 (3 experiences)

Accountant Consultant
Friday



Mister box allows you to store your stuff “in the cloud”.

By using the application you get yourself some storage space without any trouble!

MRBOX CASE STUDY

BIZBOARD



KPN Customer eXperience portal

Provides employees with all the information they need for successful communication and enables them to send feedback.

[CHECK KPN CASE STUDY](#)

Let's discuss the details

And drink a cup of hot coffee at our office



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