The Platform

Zia plans to provide unified device-infrastructure solution that leverages Augmented Reality, to provide a unique experience. We are planning to provide a fashionable, high-tech, low-cost consumer device that leverages cloud infrastructure to create apps and services consumers like. Our product consists of a platform solution. Allowing developers to create services and experiences that target multiple types of segments. These markets include Games, CAD, Military, Retail, Marketing, Healthcare, Skilled Engineers, First Responders, and Labor Workers. The possibilities are open for the developers to target certain groups, we will provide the tools necessary for the developers to succeed in targeting those groups. The two market groups we are focusing on fall under Developer, and Consumer (End User).

ZIAWE

" We are a NM Tech **start-up** making us a Nontraditional Defense Contractor.

Spatial Cognitive Solution

1 ## Military Implication

Units as Applicable

A military platform whose focus is on providing cognitive solutions to officers, and high ranking officials of the military.

A more traditional *out-of-combat* cognitive communication solution, for soldiers, and military personnel.

2 ## Commercial Application

5M+ Units in 5 Years

A high-end product who's goal it is to target consumers who want a computing experience, without the computer.

Leveraging connected 5G+, Augmented Reality, and cloud infrastructure, AI and similar technologies.

Intention

It is our intention to partner with JBD to license their technology in an effort to commercialize our vision of a unified Augmented Reality Hardware product.

A platform that leverages an embedded computer system, JBD's display technology, and cloud infrastructure to a create a unique cognitive experience for the user.
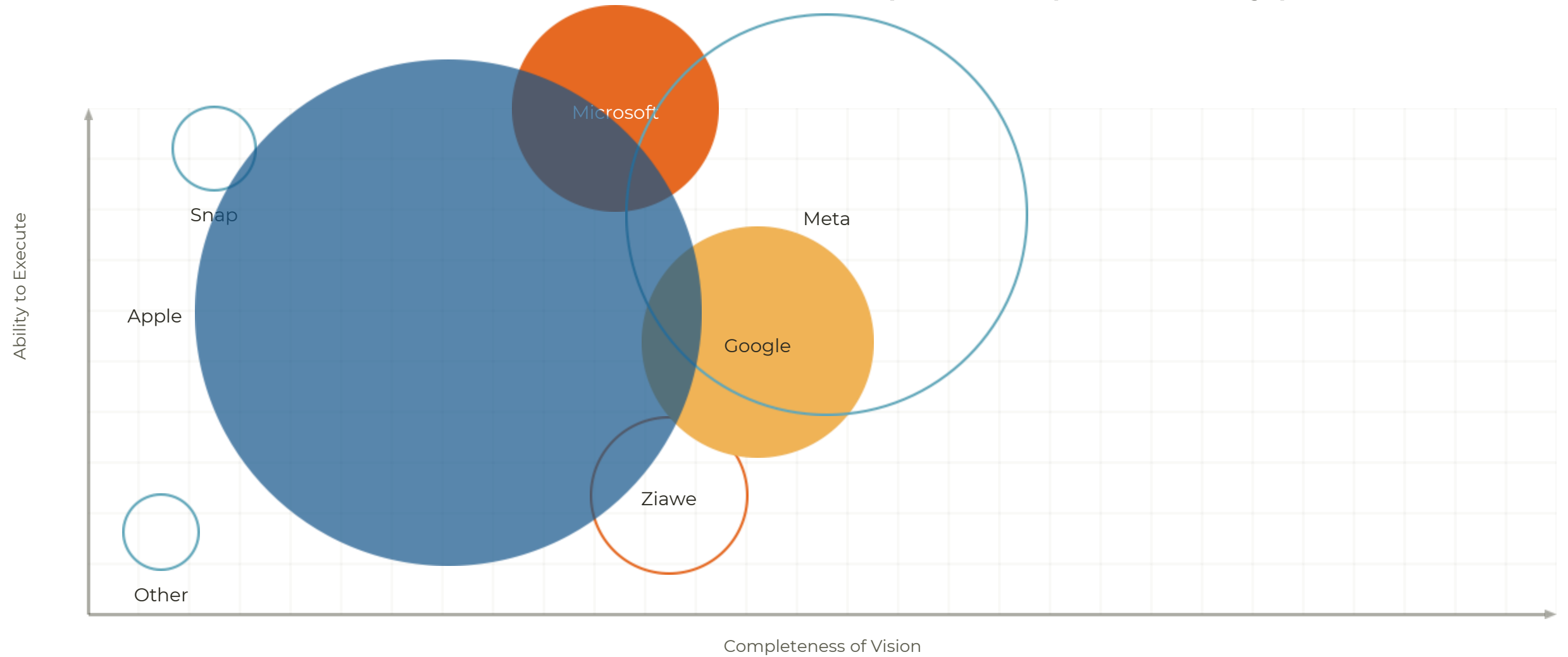
Research and Development efforts have gone into contacting JBD. Working with individuals who have experience in the field.

Currently we hold no patents. Yet, are seeking patent for 2 of our products.
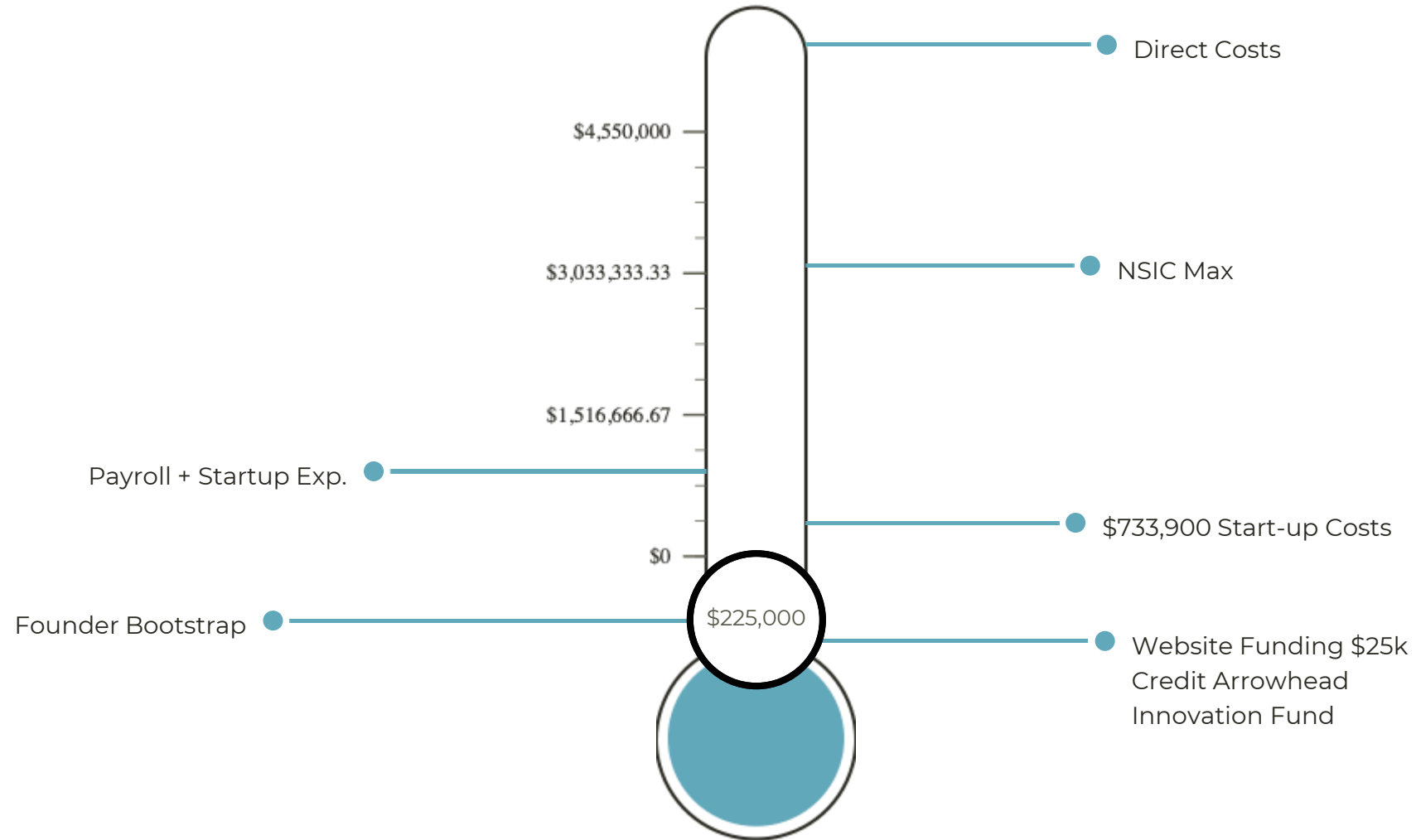
Our product is at the conceptual prototyping stage.
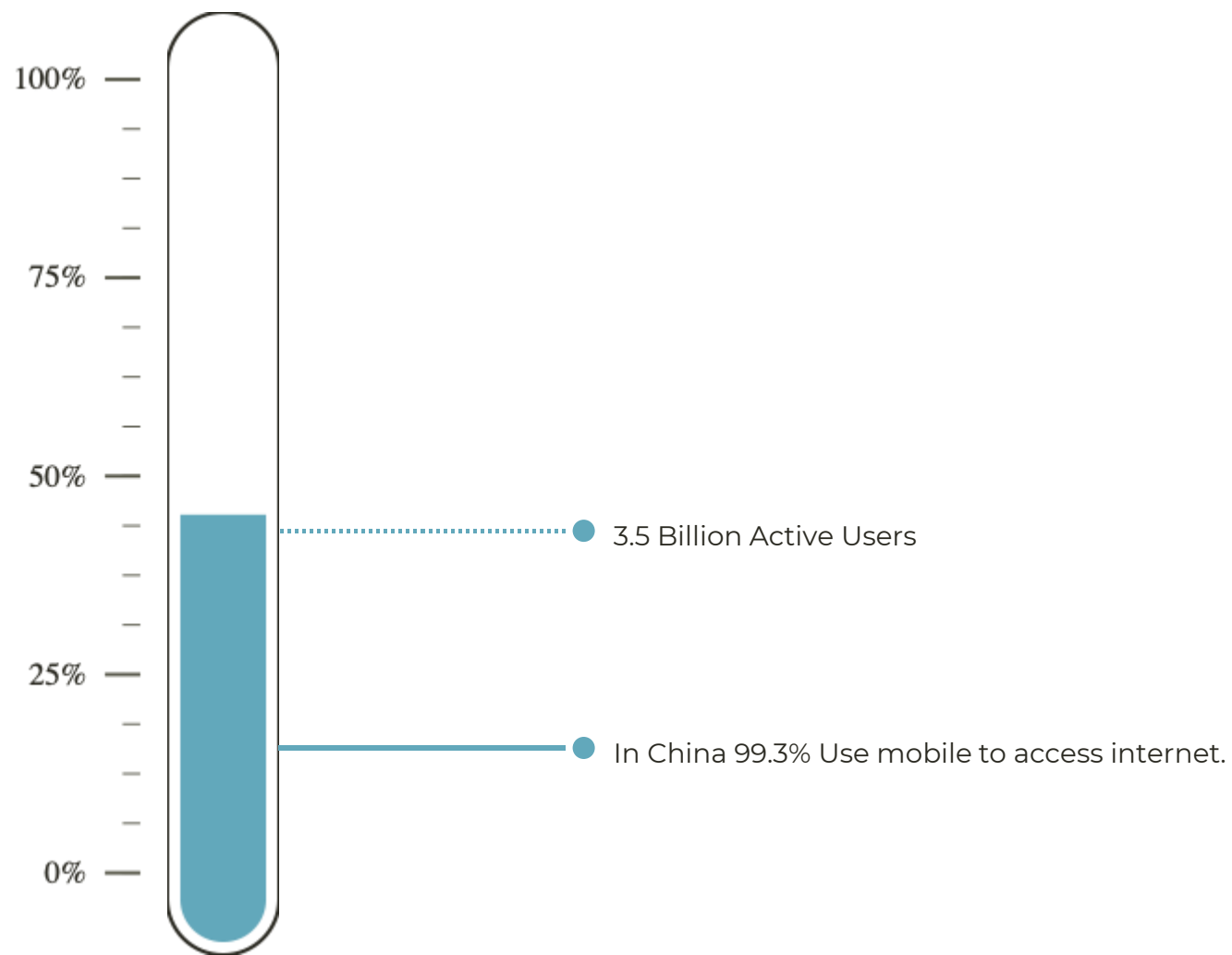
Market Share Assumption (AR Only)

Ability to Execute

Completeness of Vision

Snap

Apple

Microsoft

Meta

Google

Ziawe

Other

Assumptions at the end of 2027

Investor Funding 2022 Q1-Q2

- Direct Costs
- NSIC Max
- $733,900 Start-up Costs
- Website Funding $25k Credit Arrowhead Innovation Fund
- Founder Bootstrap
- Payroll + Startup Exp.
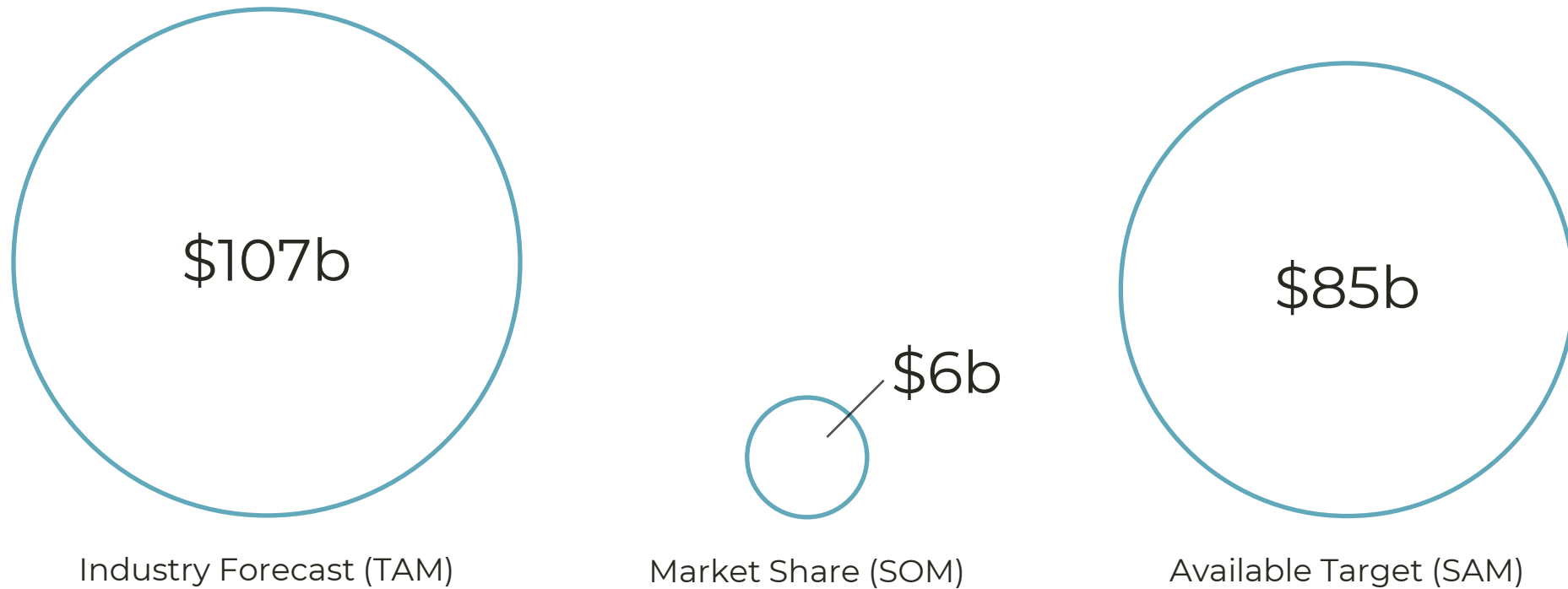
$4,550,000

$3,033,333.33

$1,516,666.67

$0

$225,000

77%
Americans with smartphones in 2020.

47%
Americans who say "They couldn't live without their mobile device"

Mobile Users around the World.

100%

75%

50%

.... 3.5 Billion Active Users

25%

In China 99.3% Use mobile to access internet.

0%

Total Addressable Market

$107b

Industry Forecast (TAM)

$6b

Market Share (SOM)

$85b

Available Target (SAM)

Assuming a **7%** Market Share of "Target Market" and an annual spending of **$1,999 per customer**.

"By 2028, the AR space could be worth as much as $340.16 billion!" ~ XRToday

DISPLAY TECH

Laser TECH by JBD
Available in polychromatic.
(Full Color Spectrum)

USE CASE

Digital Research Labs
Augmented Reality Digital labs for R&D

Pattern Recognition + Auxiliary Aid
Negative Behavioral Pattern recognition with Auxiliary Aid.

Department of Defense Implications
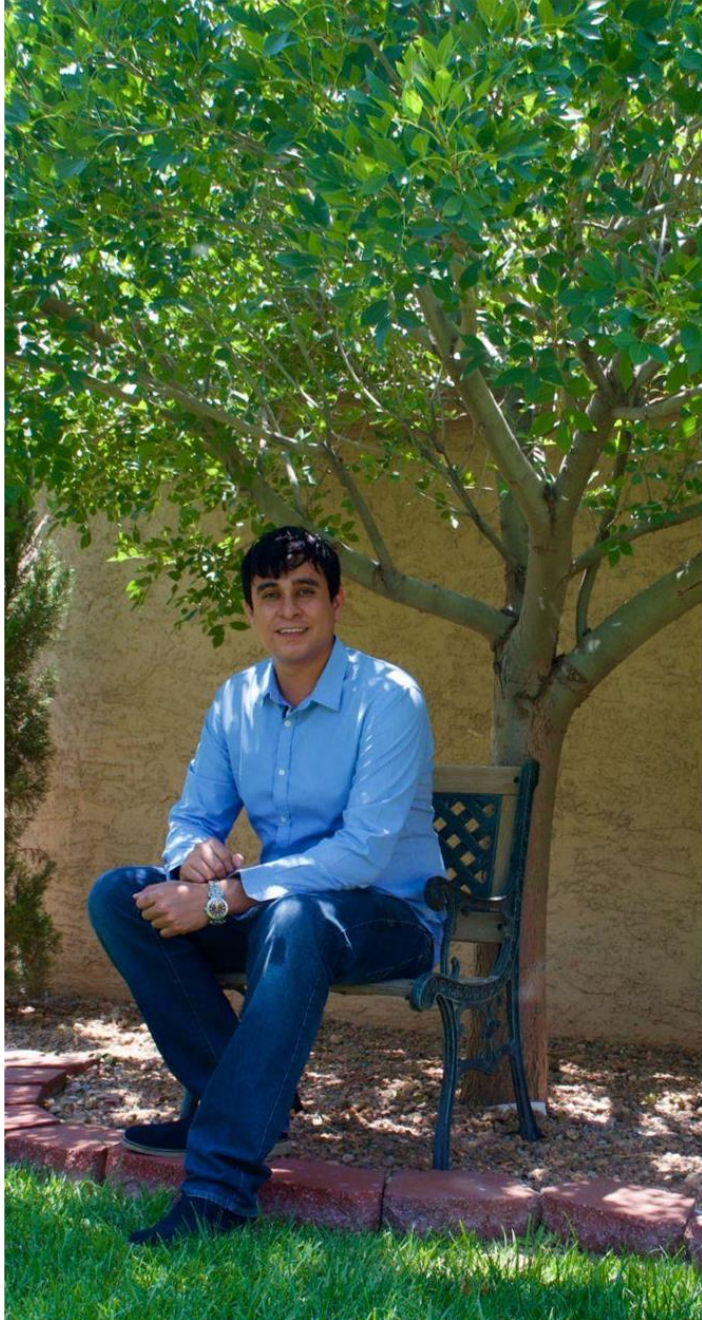Air Force Cadet Training simulations and auxiliary systems.

People are talking about us...

> "Wao! This is really an innovative product you are building."

> "Your idea with big potential."

> "Very happy to review this project. I actually saw your post on frontier."

> "Hey, a fascinating product. I love the concept of [AR] I am a huge VR users with my Oculus very frequently I'm on that system"

PoC - Jonathan Caraveo

EDUCATION

Full Sail University - Associate of Science

EXPERIENCE

Mobile Development

Interest in Augmented Reality

Founder of Ziawe.com

INFO

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