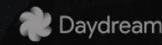




LUCIDWEB

Removing the friction to discover VR/AR experiences
WebXR distribution platform for media, (public) brands,
enterprises and XR agencies





SUMMARY



OVERVIEW



Industry	Virtual Reality (VR) & Augmented Reality (AR)	
B2C or B2B	B2B2C - White labelled distribution platform for VR and AR	
Problem	Friction to access VR/AR content, no FOMO for XR	
Solution	Empower default consumer browser of smartphone, desktop and headsets to showcase storytelling with optimal UX/UI	
Market potential (2021)	VR video = 8 billion \$	Smartphone AR = 80 billion \$
Target audience	Companies for whom viewer accessibility is key: media & entertainment, tourism, governments, retail/ecommerce	
Sales 2017 → 2018	19,000€ → 282,000€	
€ RAISED 2018	100,000€ convertible note + 150,000€ bank loan	
€ CURRENT RAISE	100,000€ convertible note + 100,000 Region loan (tbc)	



PROBLEM



VR IS EXPERIENCING A VR WINTER



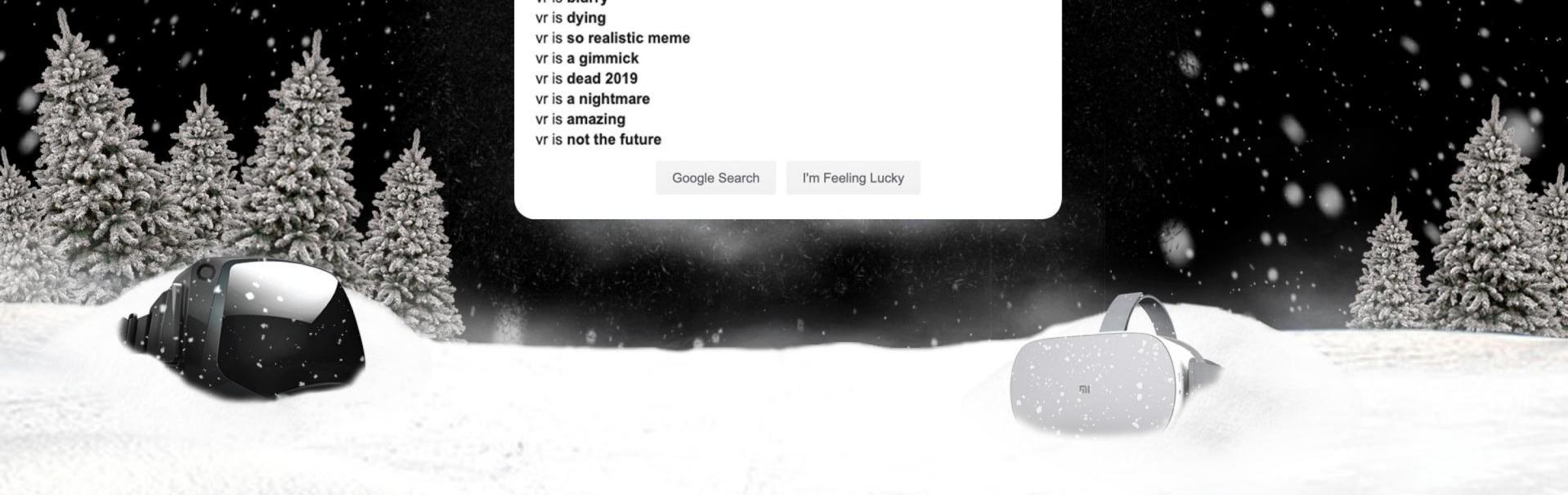
Google

VR is

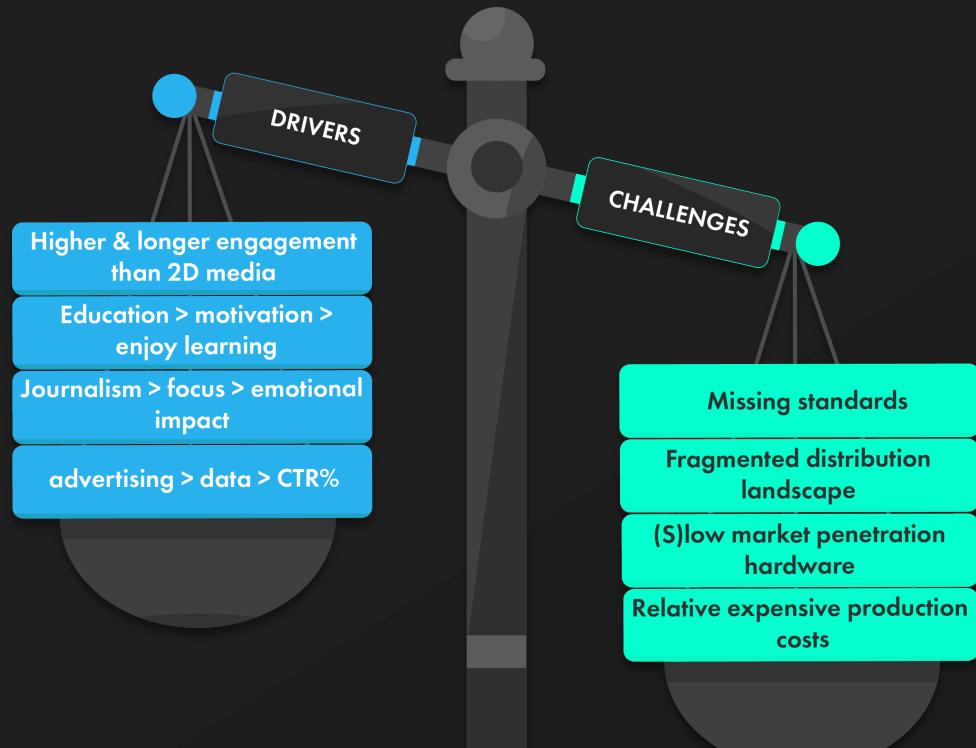
- vr is dead**
- vr is the future
- vr is blurry
- vr is dying
- vr is so realistic meme
- vr is a gimmick
- vr is dead 2019
- vr is a nightmare
- vr is amazing
- vr is not the future

Google Search

I'm Feeling Lucky

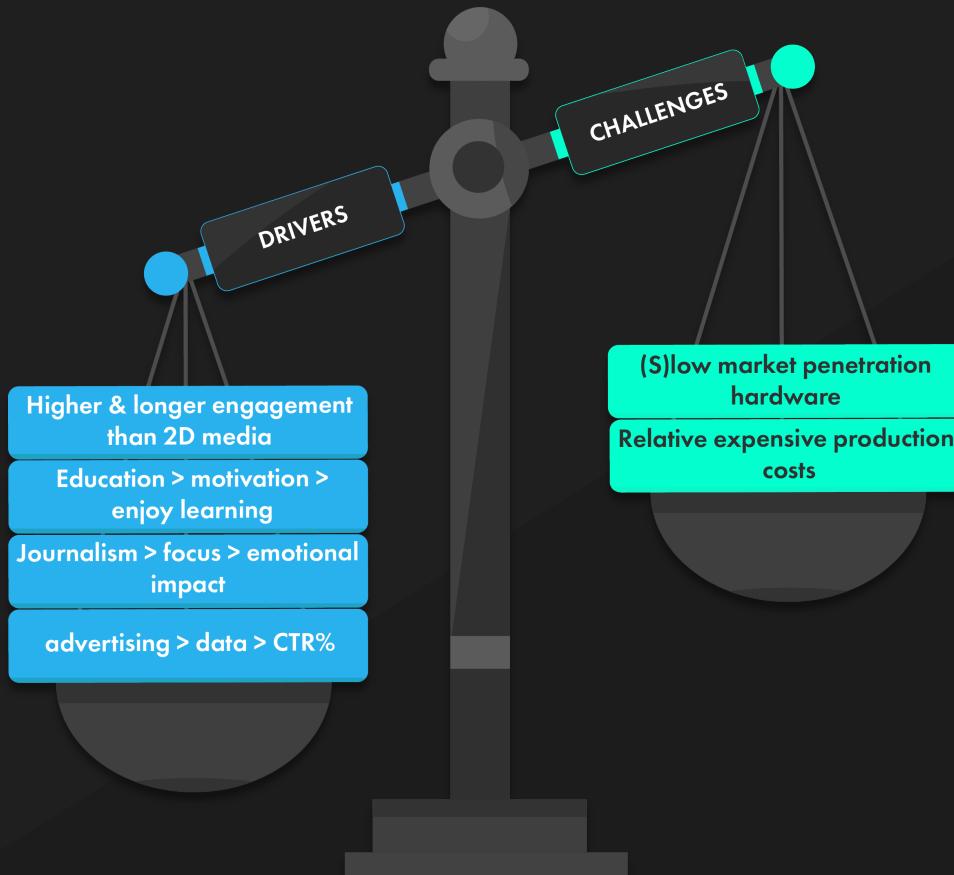


XR MARKET: CURRENT CHALLENGES OUTWEIGH THE DRIVES



VR IS STUCK WITH GAMERS/FESTIVALS

PUBLISHER & 360 °/ VR / AR



IMPACT FOR XR MARKET IF DISTRIBUTION VIA BROWSER



Publisher?

Distribution is chaos, missing standards
"Technology is not there yet", prefer to wait
Missing reach & ROI

Consumer?

Not enough compelling content
Expensive hardware
Step out of comfort zone = too big
No FOMO

VR is stuck

with niche audiences of GAMERS/ FESTIVAL GOERS

SOLUTION?



Publisher?

- One solution to serve 3 platforms: mobile, desktop and VR headset
- Immediate reach
- Economical

Consumer?

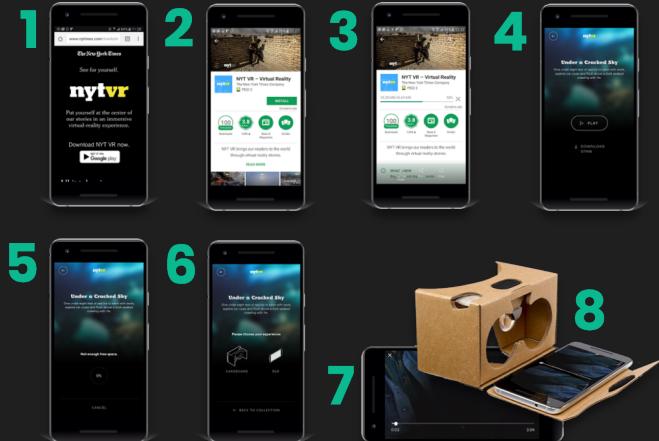
- Bring the content to where they are
- UX hand holding
- VR is the next big medium: it runs smoothly on the devices they already have

VR FOR EVERYONE, ROI growth

FRICITION TO ACCESS AND TO EXPERIENCE VR/AR

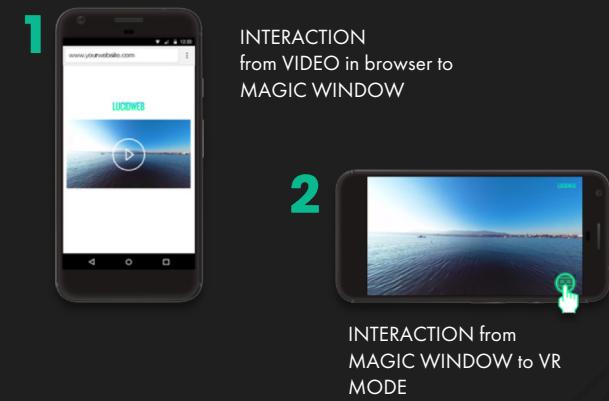
Native apps

THE NEW YORK TIMES VR NEEDS 8 STEPS TO ACCES VR MODE



WebVR

LUCIDWEB USER ONLY NEEDS 2 STEPS TO ACCESS VR MODE

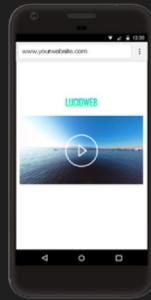


THE DROP OFF RATE INCREASES WITH THE LENGTH OF THE
ONBOARDING FUNNEL

BROWSER ACCESS: REMOVING THE FRICTION TO ACCESS AND TO EXPERIENCE

LUCIDWEB USER ONLY NEEDS 2 STEPS TO ACCESS VR MODE

1



INTERACTION
from VIDEO in browser to
MAGIC WINDOW

2



INTERACTION from
MAGIC WINDOW to VR
MODE

IMMEDIATE ACCESS TO CONTENT
=
MAXIMISE ENGAGEMENT



SOLUTION



Available september 2019



LUCIDWEB PRO

WHITE LABELLED DISTRIBUTION PLATFORM FOR IMMERSIVE MEDIA

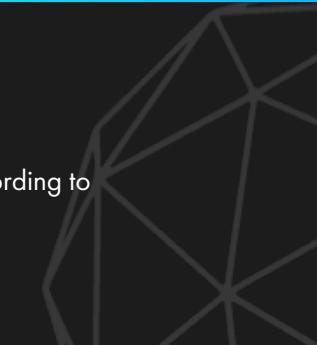


- ✓ Targeting medium to large online publishers
- ✓ Out-of-the-box, non-technical
- ✓ Takes away all distribution pains
- ✓ Brandable players ensure widest reach, the viewer decides how to experience
- ✓ Control hosting & monetization
- ✓ Known licensing model: SaaS

CORE VALUES:

"Europe first" approach:

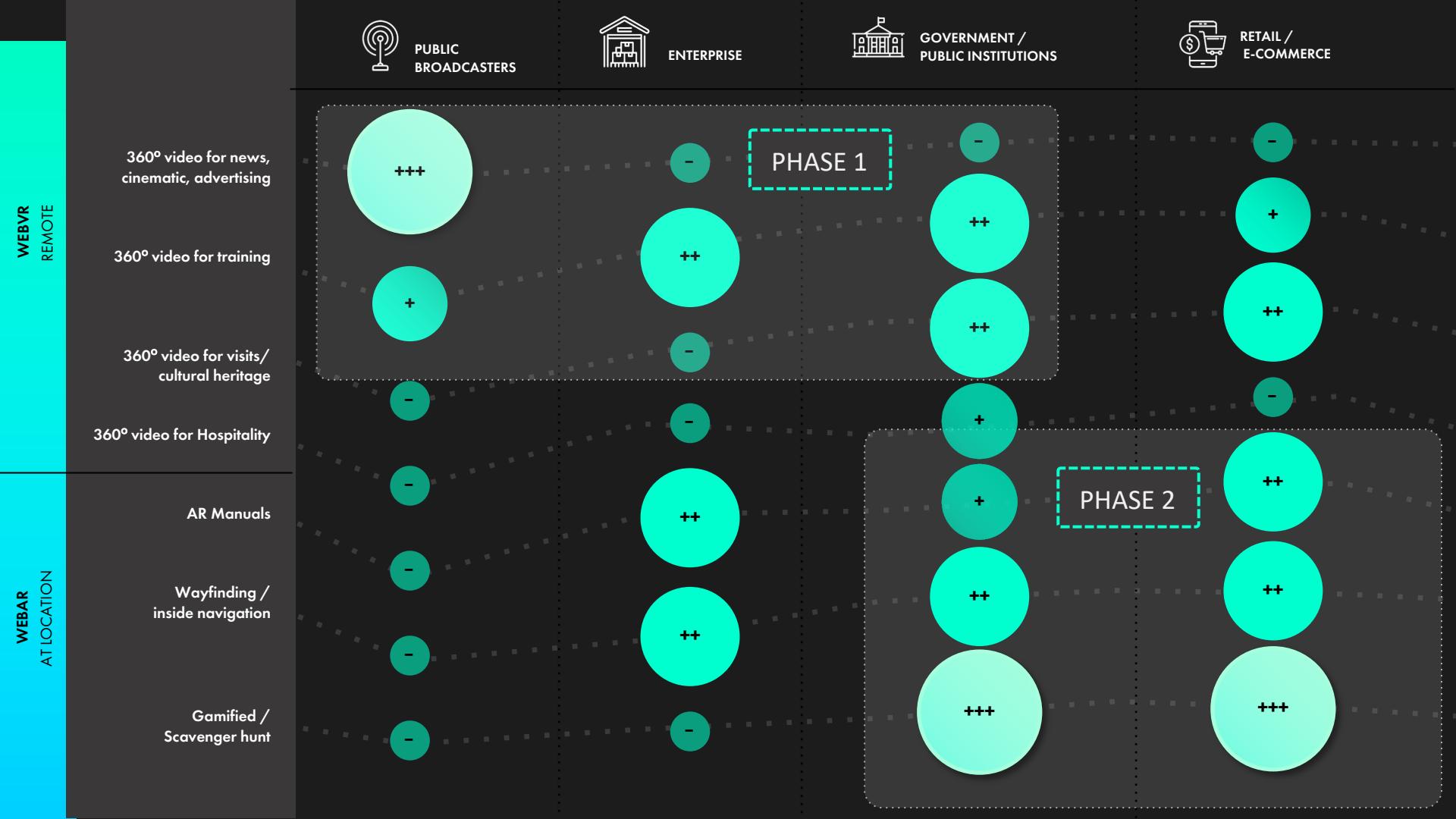
- Human centric
- Trustworthy
- Clear focus on ethics and data protection according to European guidelines
- Educational UX/UI on upcoming device shift



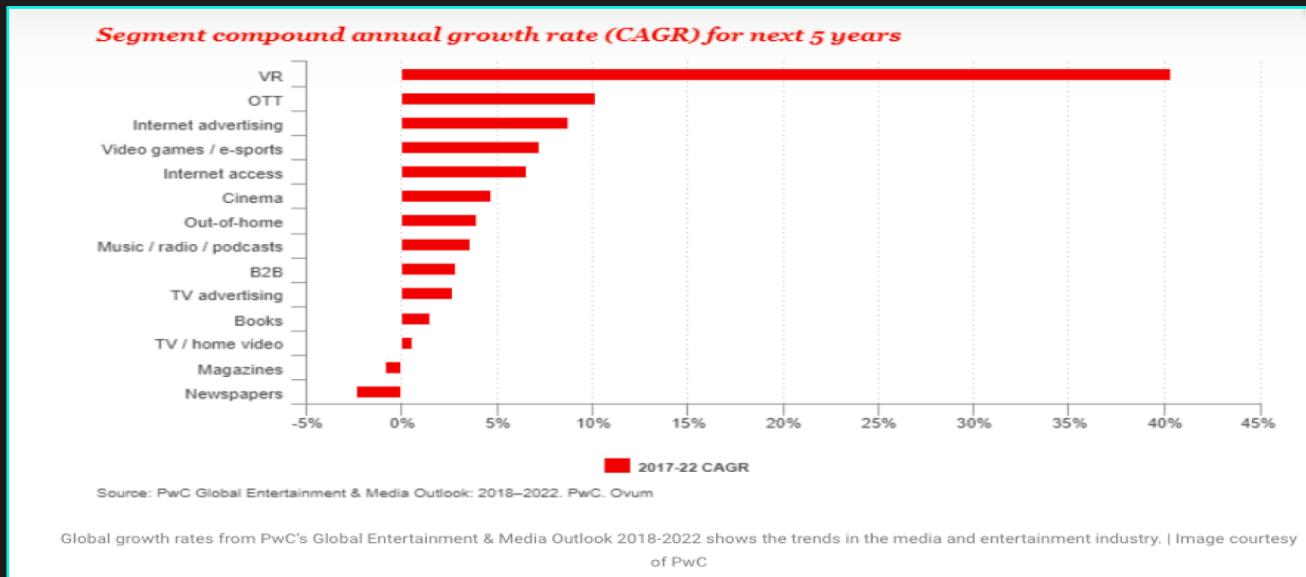


MARKET





MARKET OF INTERACTIVE COURSES/STORYTELLING/BRANDING in 3D





COMPETITION





COMPETITION

WEB XR	DELIGHT VR	VIZOR	BLEND MEDIA	INSTA VR	SCAPIC	OMNIVIRT	VERTEBRAE	8TH WALL	LUCIDWEB
	NA	2,3m€ (2017)	3m€ (2017)	3m€ (2017)	\$500.000	2x Seed (NA)	10\$m	10.4\$m	300K€
SINGULAR 360°									
INTERACTIVE 360°									
OPTIMIZED DESKTOP/MOBILE									
CONTENT HUB	beta								
360°/3D eCOMMERCE									
FOCUS									
OPTIMIZED VR HEADSETS									
WEBAR					poc	poc	poc	poc	poc
	WEBVR			WEBXR			WEBAR		



FINANCIALS

2016 - 2019



Desktop/
Mobile 2D

Headset VR

Desktop/
Mobile 3D