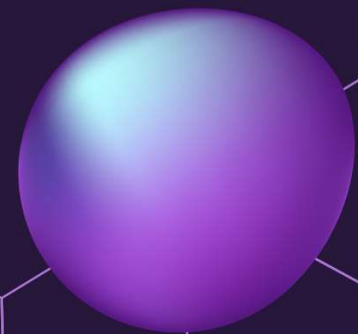
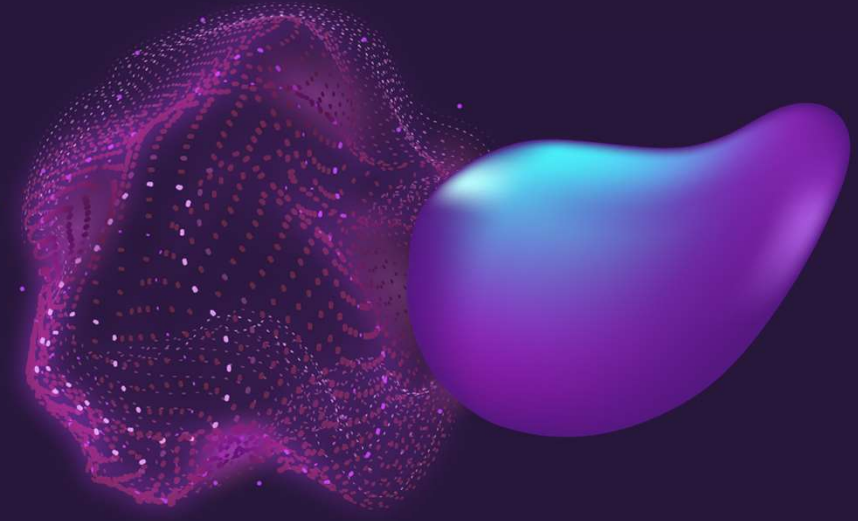


# HEDZ UP

Enhance Your Reality





×

# TABLE OF CONTENTS



×

**01 ABOUT THE PROJECT**

**02 REQUIREMENTS**

**03 PROJECT GOALS**

**04 EARLY PROTOTYPE**

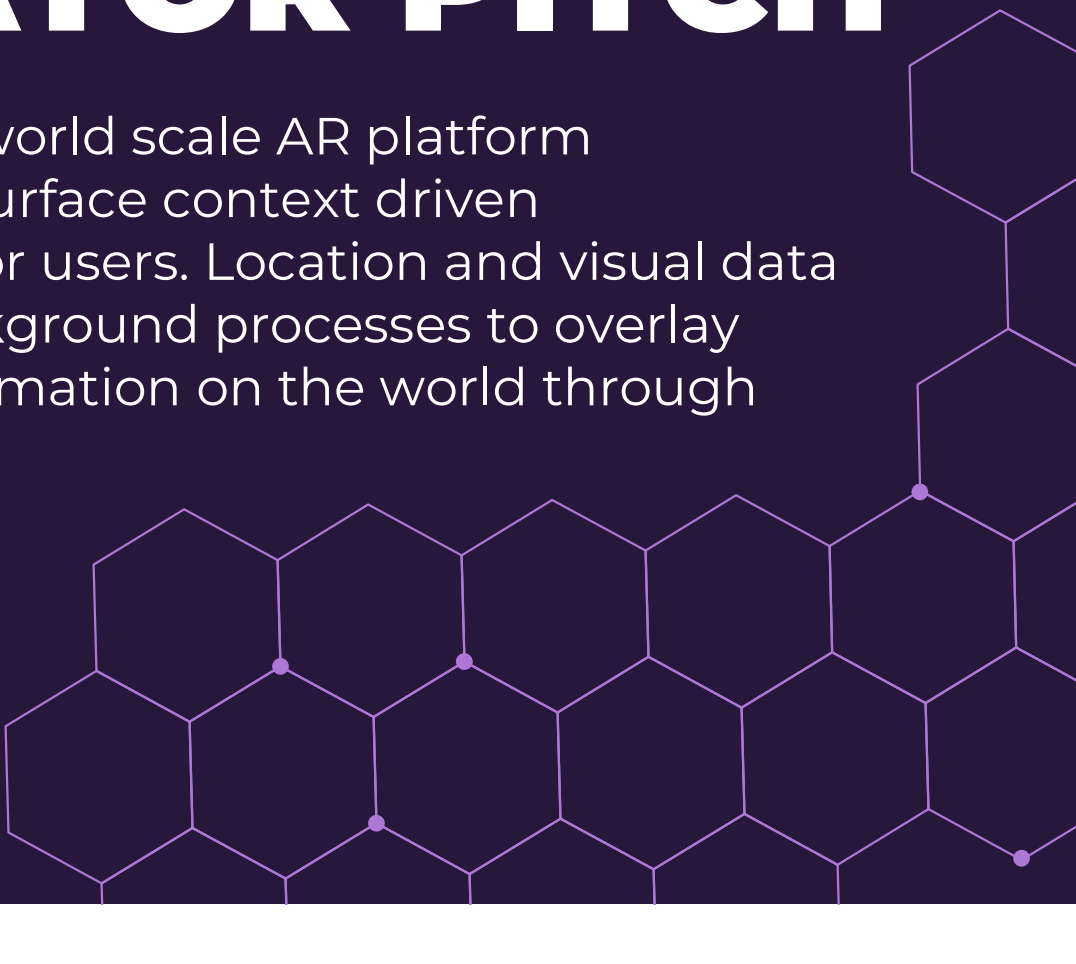
**05 PROJECT STAGES**



x

# ELEVATOR PITCH

Hedz Up is a world scale AR platform designed to surface context driven information for users. Location and visual data feed into background processes to overlay relevant information on the world through AR lens.



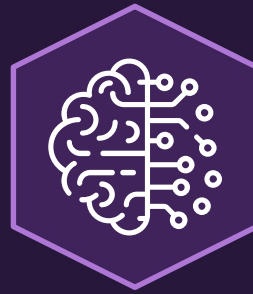
# Purpose



## INTRODUCE

Put relevant and helpful information in front of user.

×



## SEDUCE

Curate and advertise experiences and products offered locally and around the globe



×

## DELIGHT

Add magic to the experience, beyond novelty

+





# PROBLEM

“Text Neck” is a problem.

People not knowing what they can or cannot see

People struggling to know what’s going on around them when they are using their smartphones

People constantly having their heads down in their phones. What do they say what don’t know cant hurt you.

# OUR ASPIRATIONS



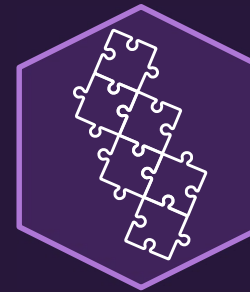
×



**NOW**

×

Find key technologies to create  
a scalable device agnostic  
augmented reality experience



**FUTURE**

Intergrate the manyservices  
with partners within Namibia  
providing an end to end  
solution

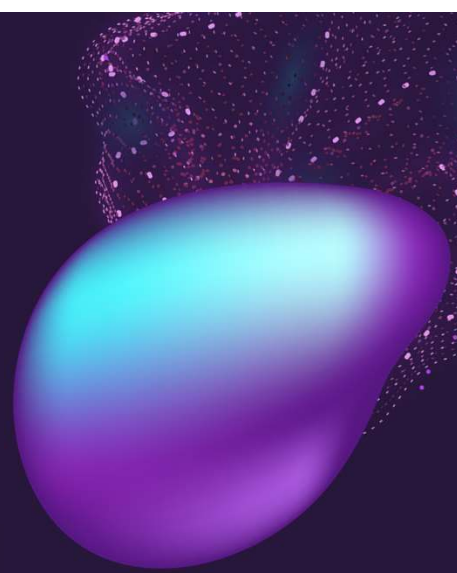
×





# × OUR SOLUTION

(what it is and what it does)

- Augmented Reality (AR) lens projecting relevant information and entertainment to the users on the world.
  - Based on geographic location and context
  - Service two customer segments, consumers and advertisers.
  - Help drive user decision making based on their activity; our curation or Ad Spend
  - Eliminate FOMO
  - Empower users with information about items, and products, and places that they pass by everyday.
- 





# WHY NOW?



# AFRICAN URBANIZATION

At 4%

Population expected to double by 2035



×



## ONLINE TRAFFIC KEEPS EXPLODING



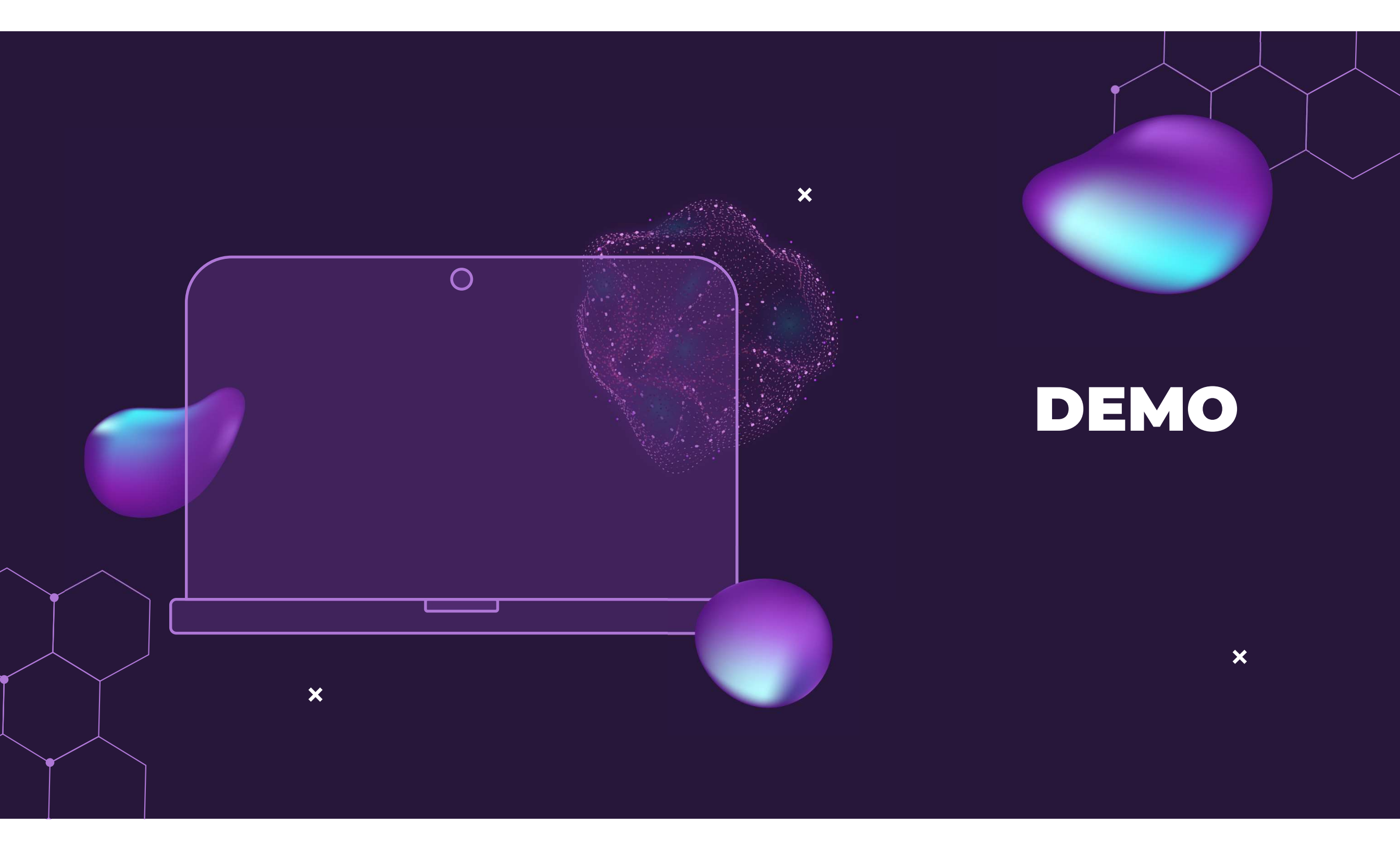
E-Commerce 100% CAGR during Pandemic  
Currently 50%  
Giving rise to new user patterns



## CITIES GETTING BIGGER AND BUSIER

Making it hard to find places even with  
traditional maps





**DEMO**

# PROJECT STAGES

×

×

WINDHOEK

**STAGE 1**



NAMIBIA

**STAGE 2**



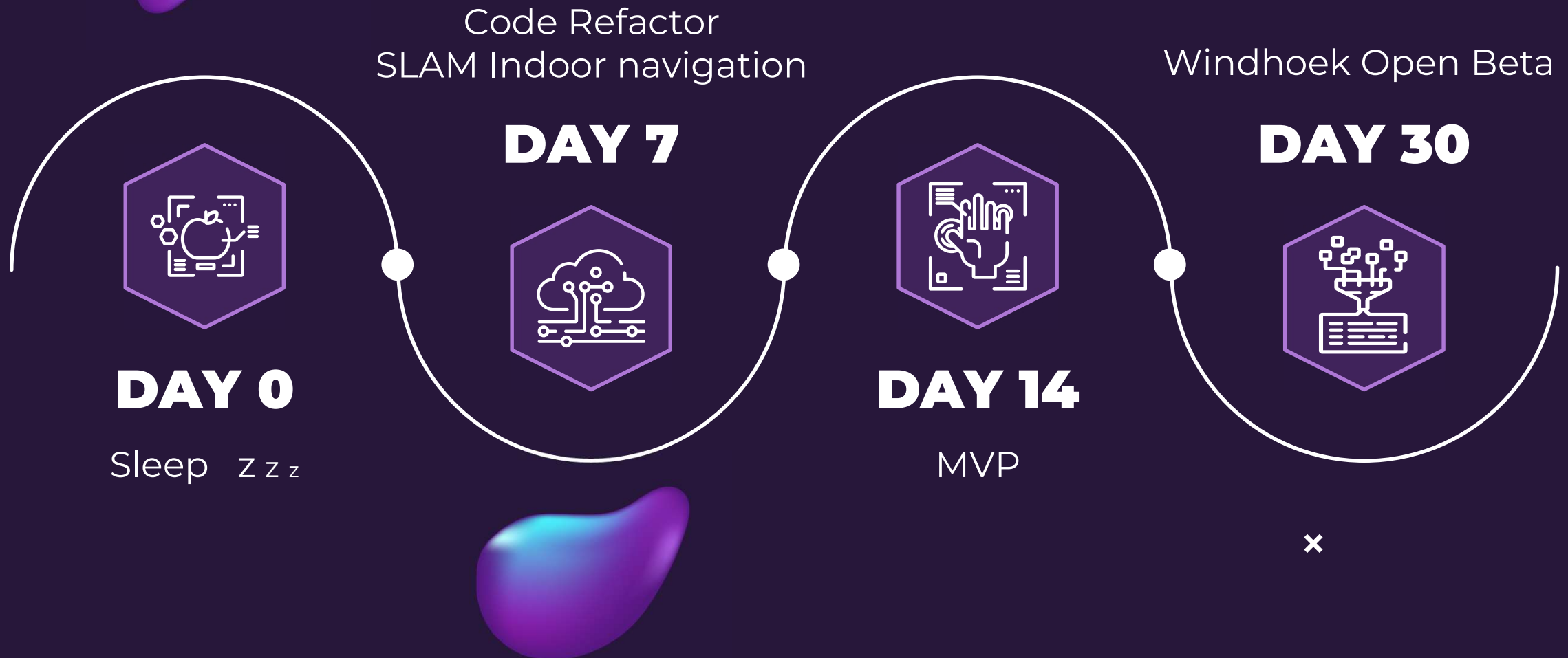
SADC + BEYOND

**STAGE 3**



×

# TIMELINE



# BUSINESS MODEL CANVAS

## CUSTOMER SEGMENT

**AR User:** Provide free and premium content and experiences

**Advertisers:** Buy space and collaborate on interactive materials.

## VALUE PROPOSITION

**Users:** Expand horizon literally, add information at finger tip

**Businesses:** Increase exposure and capture mindshare in metaverse

**Advertisers:** Direct user exposure  
Added layer of interaction

## CUSTOMER RELATIONSHIP

**AR User:** Provide free and premium content and experiences

**Advertisers:** Buy space and collaborate on interactive materials.

# BUSINESS MODEL CANVAS

## CHANNELS

Web

Appstore

Google Play

## REVENUE STREAMS

Premium content & Experiences

Advertiser Spend

Business Referral

## KEY PARTNERS

Geospatial Data Providers

Advertisers

Business Owners

# BUSINESS MODEL CANVAS

## KEY RESOURCES

Web Servers

Developers

Content Creators

## KEY ACTIVITIES

Translate Real world to AR

Help Serve Interactive Ads

Expand AR business properties

## COST STRUCTURE

Compute

Storage

Geospatial Data Acquisition Cost

Maintenance and Additions Dataset

Marketing



# OUR TEAM

**ALBERTO K.**

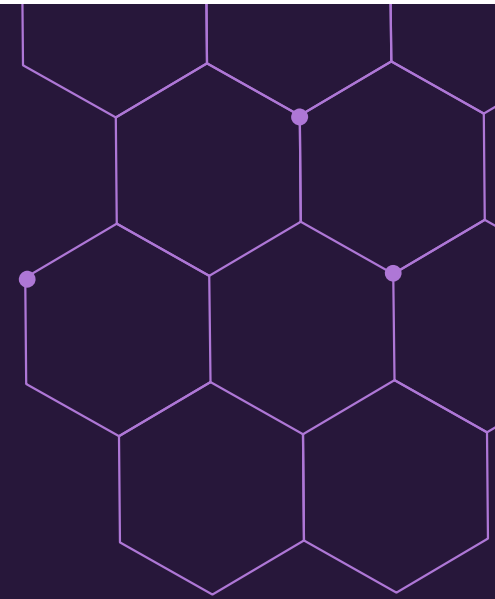
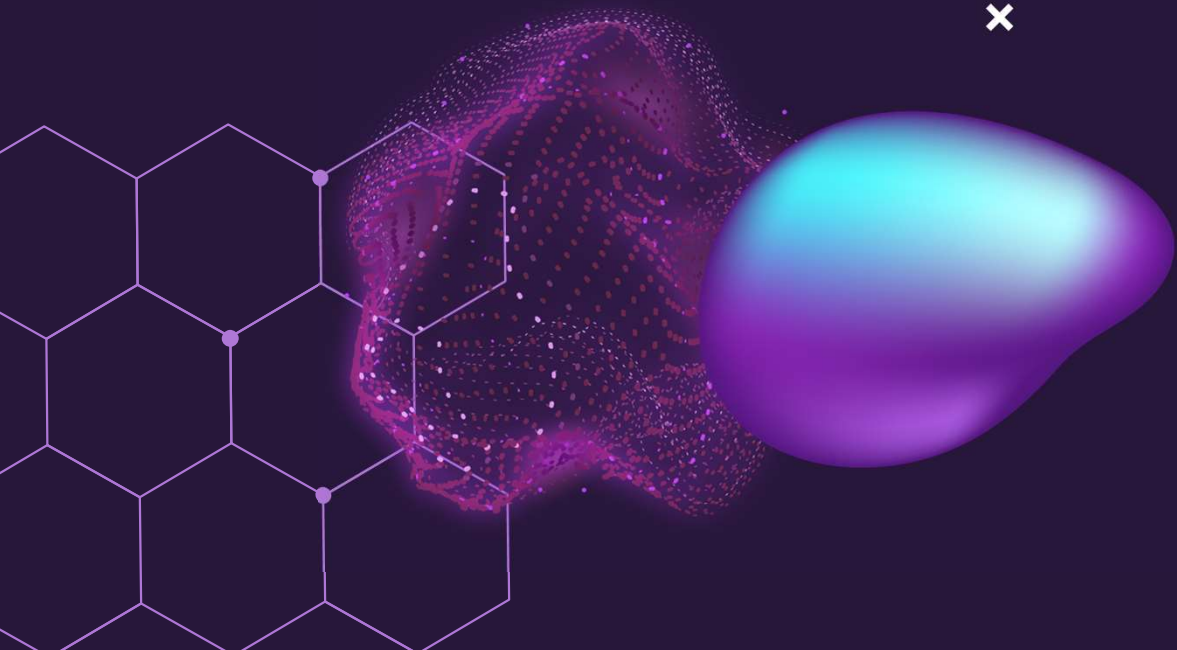
Tech & Team Lead

**NIXON**

Assistant Slide Deck

**EDDY**

Assistant Consumer  
Research





# THANKS!

DO YOU HAVE ANY QUESTIONS?

[frfrontiereng@gmail.com](mailto:frfrontiereng@gmail.com)

+264 812 620 787