



BUSINESS PLAN



SUNDAY, 1/12/2019



AGENDA

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SUMMARY**

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VIDEO DEMO

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**BUSINESS
CANVAS**

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**HIGH LEVEL
BUSINESS CASE**

EXECUTIVE SUMMARY



TO *DESIGN* THE WORLD *ON-THE-FLY*

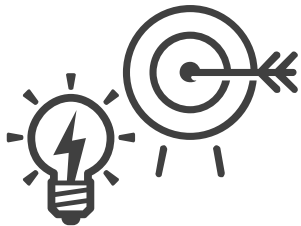


- Effort spent from designers backoffice to update CAD files
- Quality issues during Design

PROBLEM

SOLUTION

TECHNOLOGY



- AR enabled real-time design and visualization
- Automatic modification of CAD file



- Use Augmented Reality technology
- Unity platform enabled with ARCore

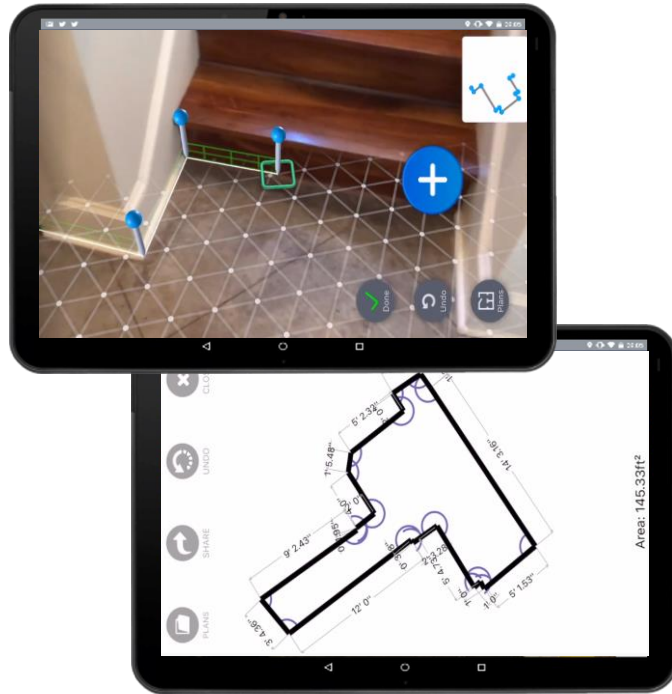
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SOLUTION APPROACH



On-The-Fly Interior Design



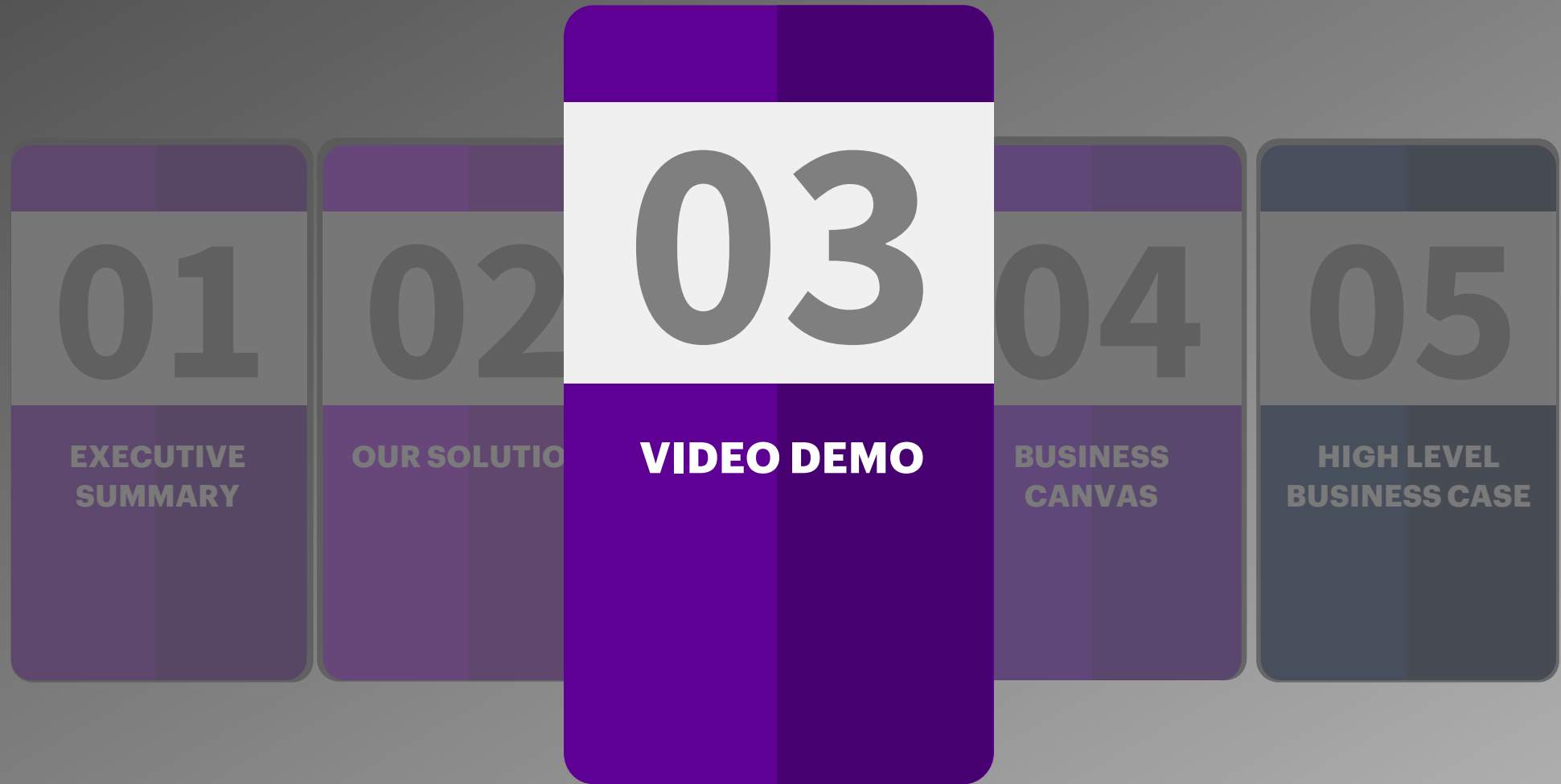
Real-Time Equipment Visualization

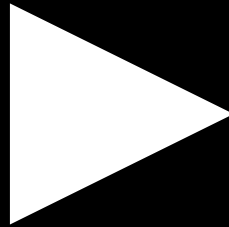


Automated Update of CAD Drawings



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BUSINESS CANVAS



KEY PARTNERS

**Gaming Platform
(i.e. Unity, etc.)**

**AR Enablers (i.e.
Google ARCore,
Vuforia, etc.)**

KEY ACTIVITIES

**Develop
application that
enable Interior
Design using AR
technology**

VALUE PROPOSITION

**Increase of User
Experience and Customer
Satisfaction through real-
time visualization of
created design**

**Reduction of human
effort through
automation in update of
CAD files**

**Increased quality through
reduction of human
errors**

CHANNELS

**Play Store / App
Store**

**B2B – Tailor
Made /
Customized
Application
Development**

CUSTOMER SEGMENTS

**Logistics / Supply
Chain**

Retail

Telecoms

**Architecture /
Interior Design**

Events

KEY RESOURCES

Product Development Team

Financing / Funding

Business Mentoring

COST STRUCTURE

Development Cost

Licensing Cost

Hardware Cost (Tablets, Mobile phones)

Marketing Cost

Legal / Regulatory Cost

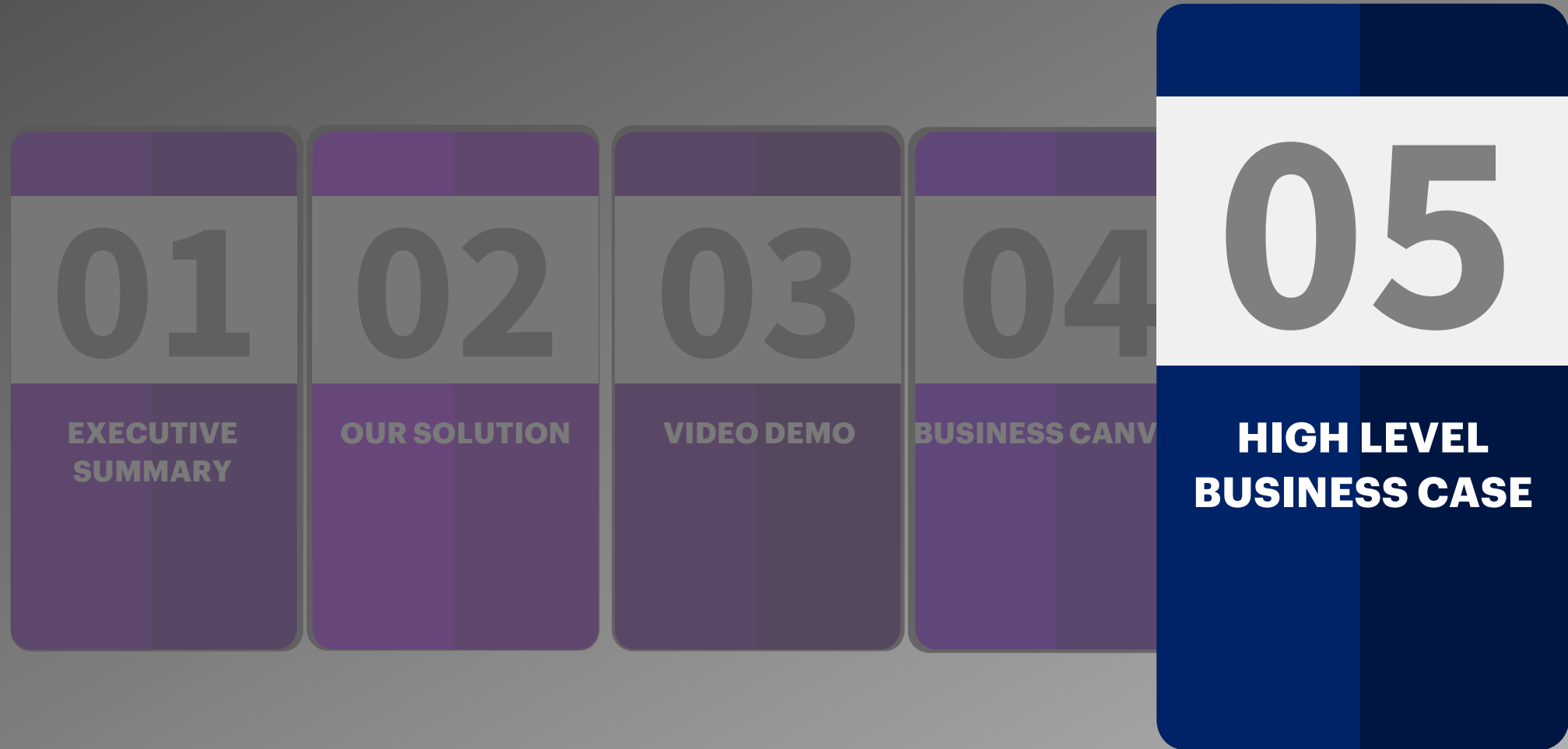
Software Maintenance Cost

REVENUE STREAMS

Subscription Model

Consumption Model (PAYG)

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HIGH LEVEL BUSINESS CASE



ASSUMPTIONS

Initial Covered Area	1.000.000 m²
Covered Area (Y2 – Y5)	700.000 m²
Average Hourly Rate	€ 15
% of Rework	5 %

BUSINESS CASE FIGURES



NPV

€ 84 k



IRR

51%



Payback Period

< 2 years

THE TEAM



**GIANNIS
DANATSOPOULOS**



**IAKOVOS
GIALAGKOLIDIS**



**IOANNA
BALASI**



**PANAGIOTIS
GIANNOPOULOS**



**CHRISTOS
PASPALIERIS**



THANK YOU!

Q&A