

Digital Bacon

The next WordPress for the Metaverse





Digital Bacon wants to make **building 3D websites accessible to everyone** with a computer, phone, tablet, and AR/VR headset

Why would anyone build a 3D website?

- For all the same reasons trailblazers used 2D websites instead of traditional physical methods back in the 90s
 - To market their brand while engaging users interactively
 - To share immersive educational content
 - To stand out from their competitors

*Did you know there are over a billion 2D websites today?
Almost half of them are made with WordPress*

What can I offer?

- No-code 3D website editor made with non-technical users in mind
 - Open-source
 - MMP built - more features planned
 - Supports realtime collaboration
- Paid hosting platform to quickly get user's websites up online
 - Done
- Asset store to provide developers a marketplace to sell plugins and templates
 - Planned

Competition?

- Meta Horizon Worlds
 - Strict user generated content limitations - unlikely to be relaxed due to liability as they own their users' creations
- Spline
 - Only supports non-immersive 3D
- Hyperfy, Rogue Engine, Wonderland Engine, etc
 - Target audiences are technical users
 - Licensing required or blockchain based

Who else thinks 3D is worth investing in?

- Toyota, Microsoft, and Porter Robinson are finding success engaging users with 3D web content
- Apple has entered the spatial computing scene, investing over 1 billion per year to develop their Apple Vision Pro
- Google finds engagement rate to increase by 60% when users interact with 3D web content

Money comes from hosting

- Following WordPress's business model, the tool to build is free, but hosting is not
- While user's can host Digital Bacon websites themselves, non-technical users will typically opt for a full-service paid hosting solution
- Good minimum profit margins - from 85.25% for the basic tier (\$3) to 66.3% for the business tier (\$100) assuming max usage
- Base infrastructure costs are minimal ~ \$50/month
- Serverless architecture allows for straightforward cost scaling with user growth

Initial niches that are focused on

- Bands and music teachers
 - Bands like sharing their music with immersive experiences
 - Music teachers like non-immersive scroll based 3D websites with call-to-actions geared towards sales
- Painters and photographers love sharing their work in virtual art studios they curate
- Real Estate agents are interested, but constructing high-fidelity low-bandwidth models of houses is too much effort and needs to be simpler than using MatterPort first

The Team



Gaurav Kale

CEO & Founder

Former CTO of TaxToken



Gaurav Kale

Marketing

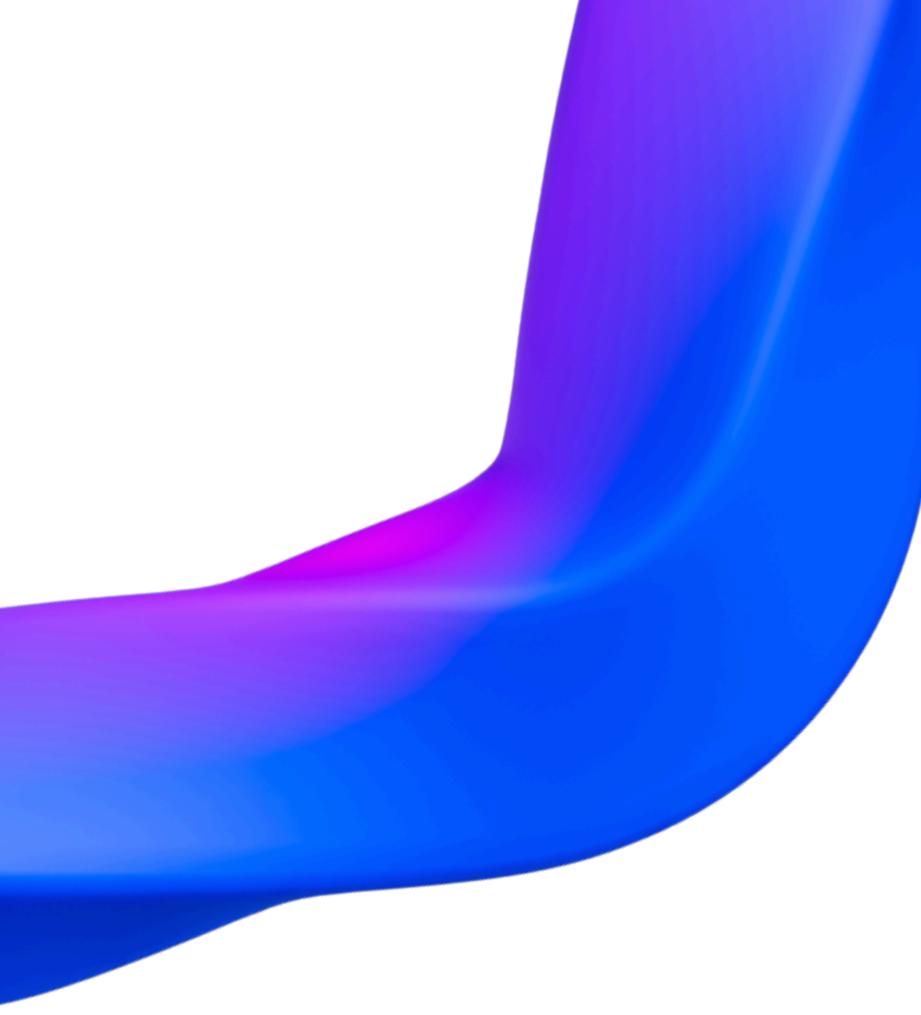


Gaurav Kale

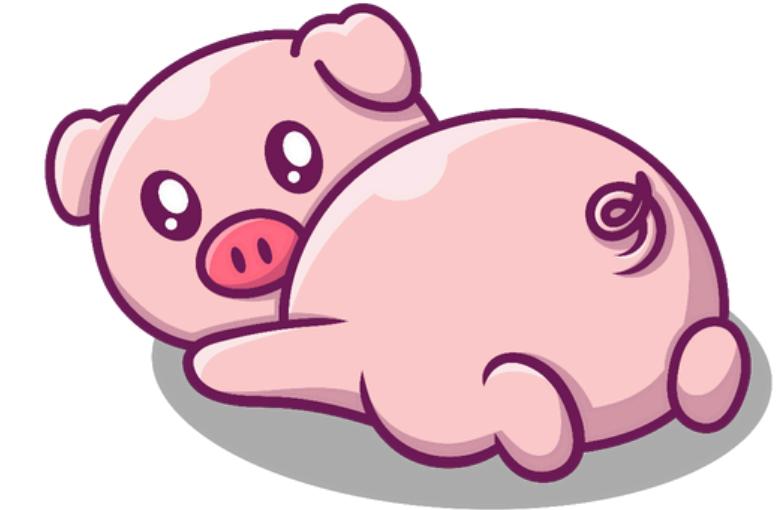
Software Engineer

Former Amazon &
Capital One Engineer

**How will a portion of funding be used?
To fill in some of my roles and grow faster**



Thank you



Contact Me

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