



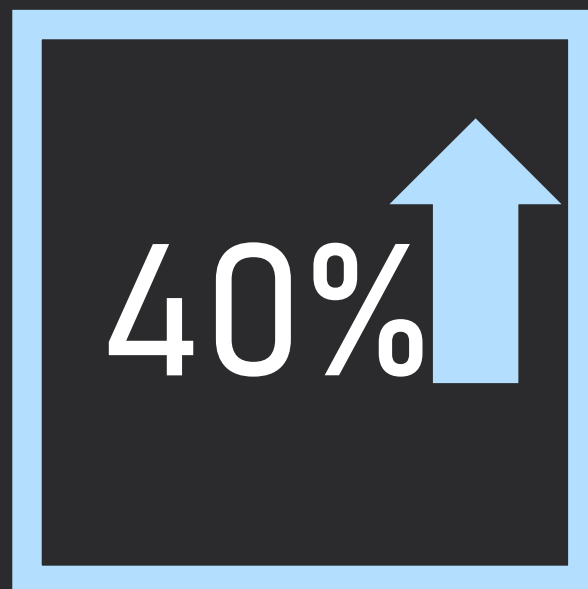
VORTALS

Imagine. Create. Experience.

Opportunity



MARKET



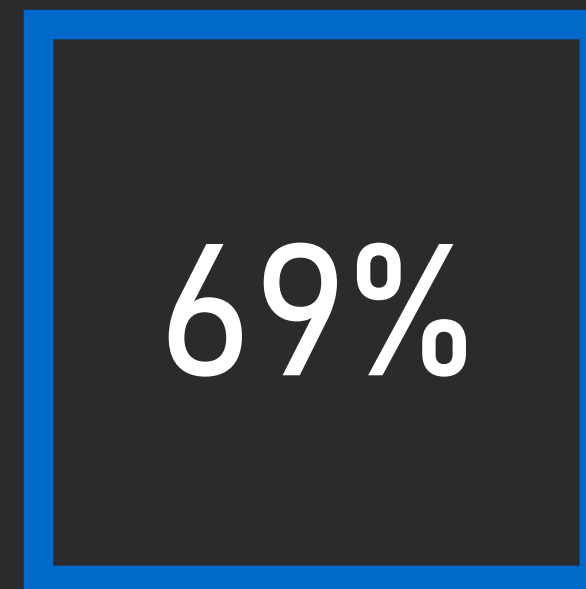
Mixed Reality (MR)
market to grow by over
35% to \$95Bn by 2023

HARDWARE



Shipment of MR devices
expected to increase to
26.7m by 2022

ADOPTION



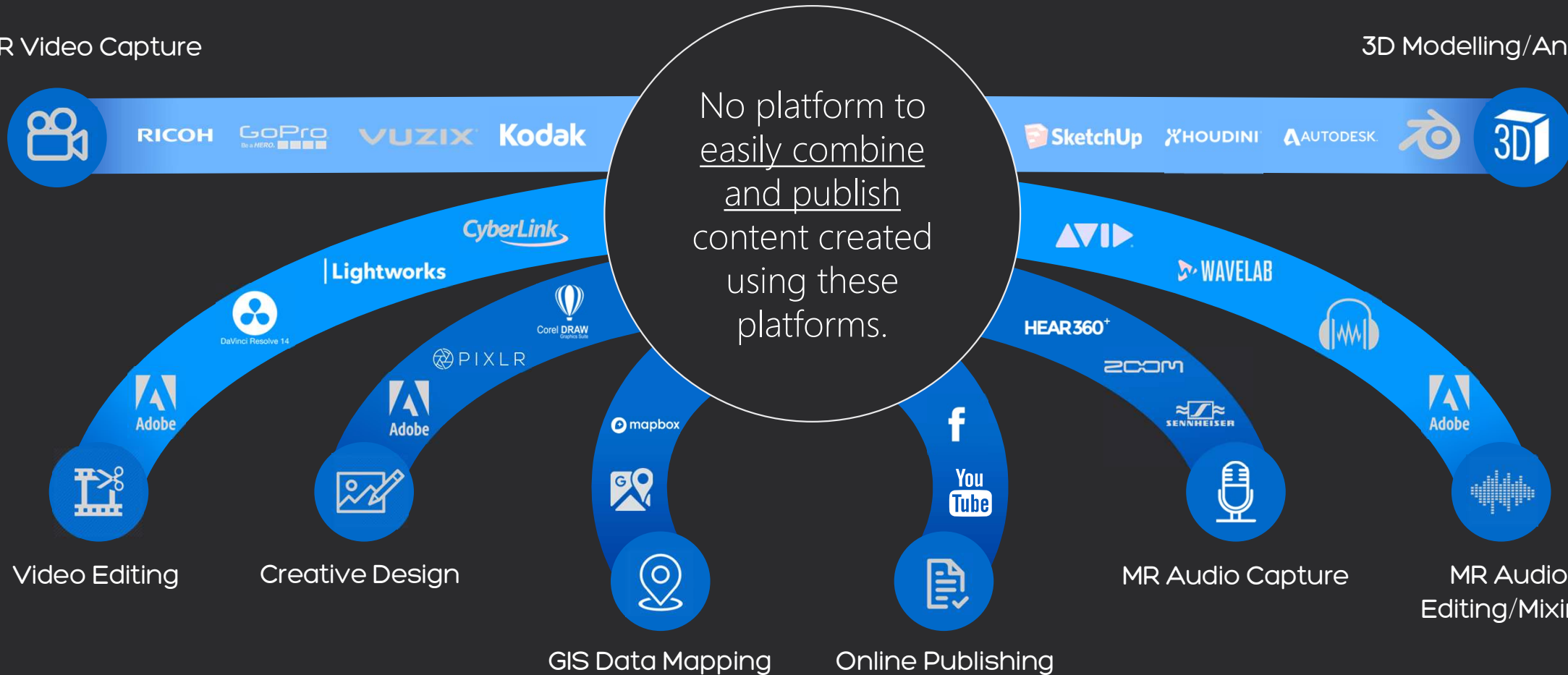
60-70% of consumers
believe MR can help
them learn new skills

Mixed Reality (MR) Publishing

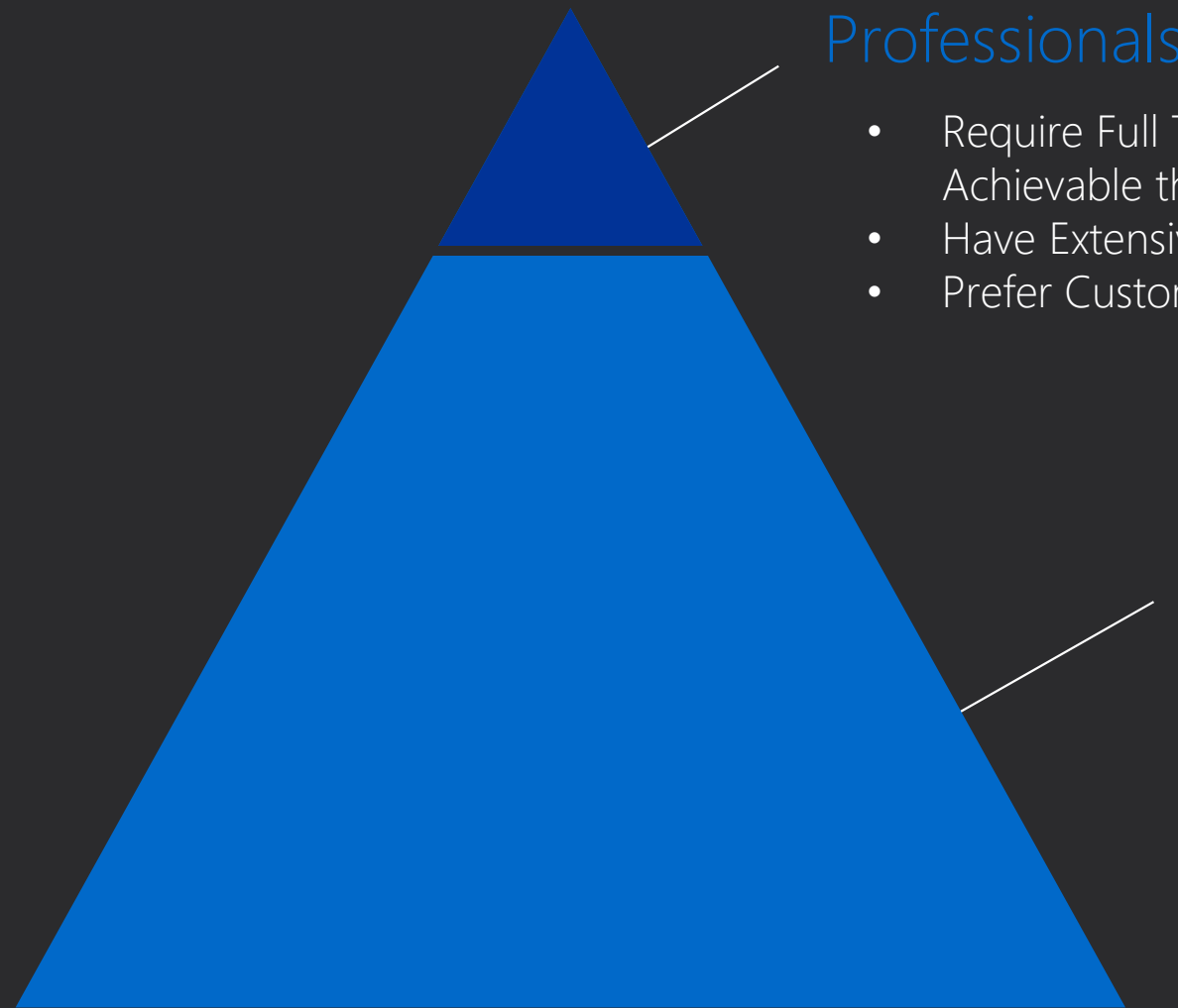


MR Video Capture

3D Modelling/Animation



Market Segmentation



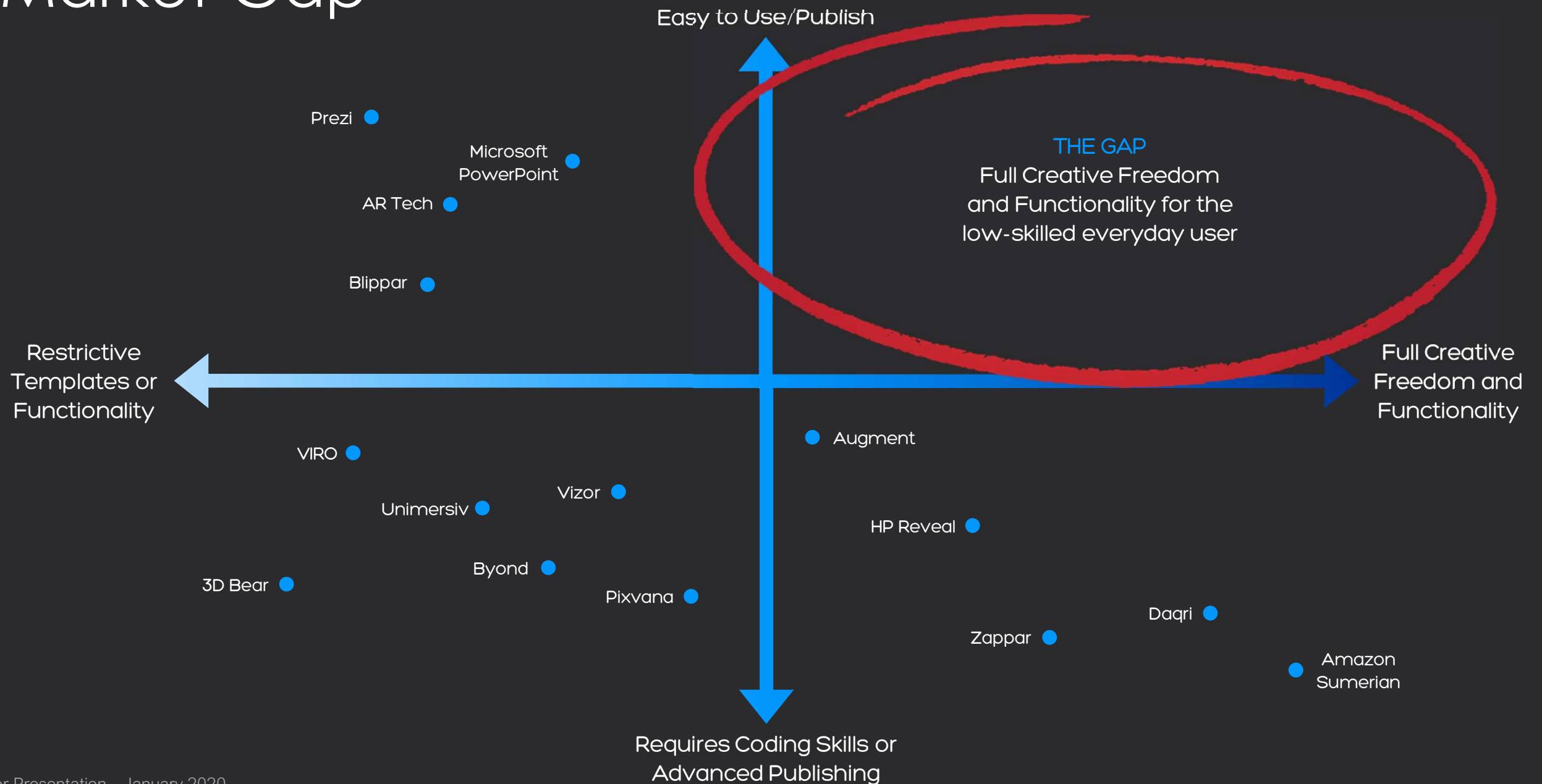
Professionals

- Require Full Technical/Design Customisation (Only Achievable through Coding)
- Have Extensive Experience Designing/Publishing/Coding
- Prefer Customised Publishing Options (e.g. Apps)

Everyone Else

- Prefer to Use 'Template' or 'Drag and Drop' Design Solutions
- Have Limited Technical/Design/Coding Experience
- Prefer Fast & Simple Publishing Formats

Market Gap



Mixed Reality (MR) Publishing



MR Video Capture

3D Modelling/Animation



Our Product



The VORTALS™ software suite is the world's only creation-based education platform that allows students to design, create and publish immersive projects while developing vital digital and 'soft' skills.

With the VORTALS™ software suite, a student can very simply create blended 2D, 3D, VR and AR presentations and publish them with voice and interaction capabilities – with the presenter being able to fully control the experience, or share with others to explore the content in their own time.



Use Case: Education

The University of Southern Mississippi found that MR can enhance the teaching process by:

Enhancing collaboration between students and instructors

01



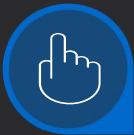
Fostering student creativity and imagination

02



Allowing students to explore and engage with class materials

03

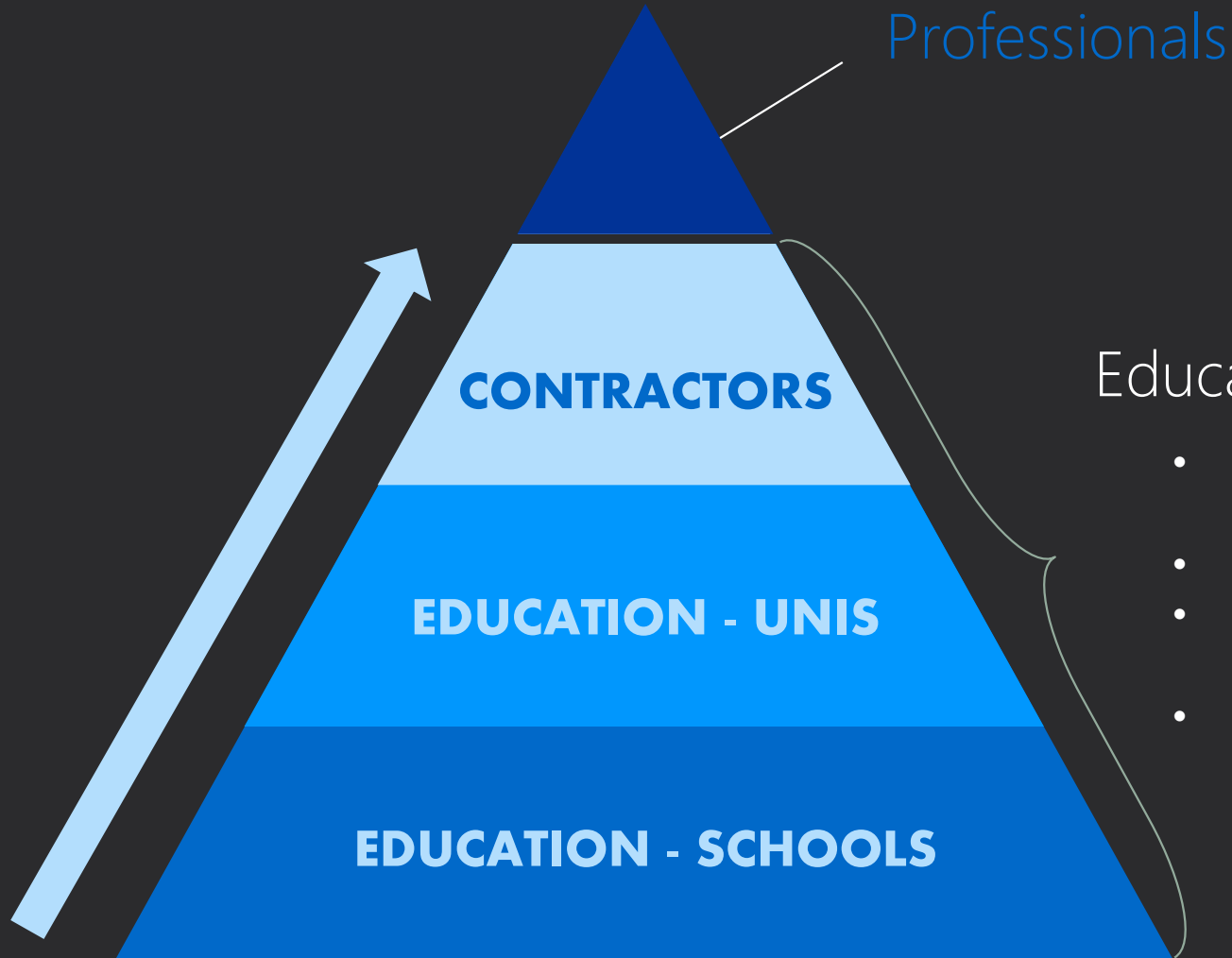


04

Giving students control to learn at their own pace and own path



Market Segment: Early Focus



Education Market is Ready

- Access to wide range of publishing tools, editing platforms, and MR hardware devices
- Digital Natives
- Large appetite for learning at 'own pace' and with creative outlets
- Start with Primary/Secondary students and continue on with them to university/college and work life

Early Target: Schools



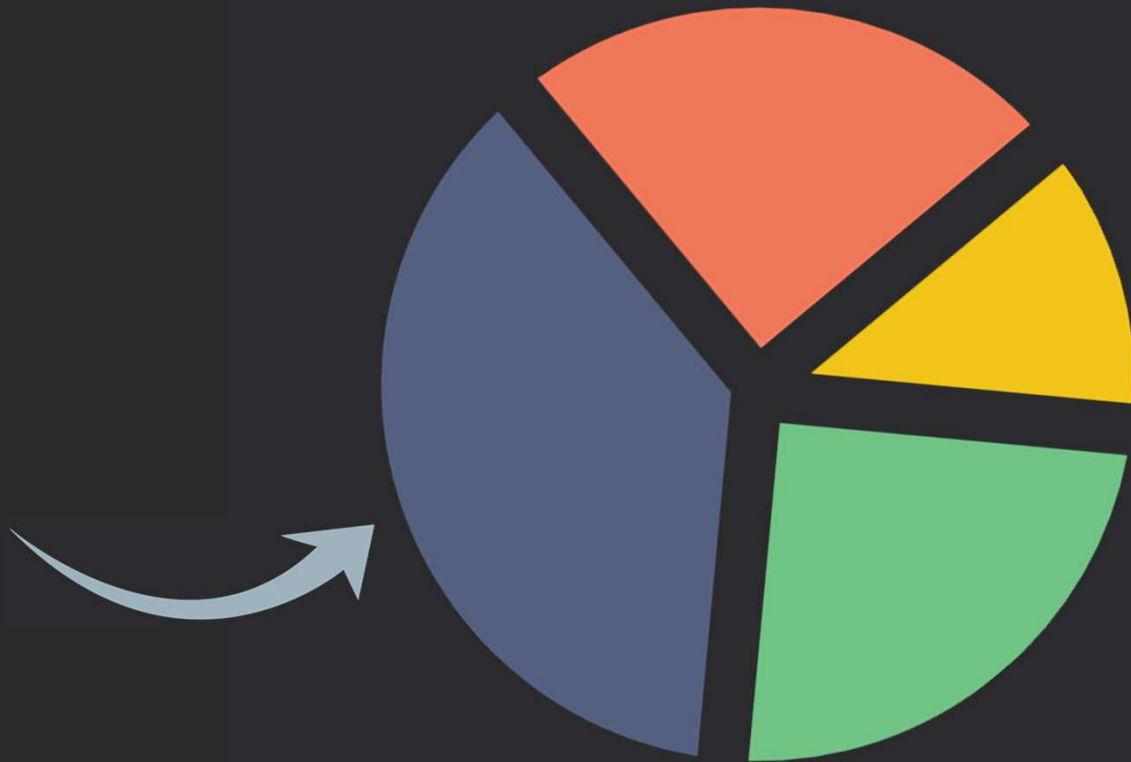
While the AR/VR world is still figuring out who will win the hardware battle, schools have a number of factors leaning in their favour for immediate adoption:

- Students are digital natives that have only ever known devices and 'augmented' experiences;
- Schools have all the hardware needed to make great MR experiences - they just don't have a 'canvas' to bring it all together and share their work; and
- Educators are hungry for a tool that fosters collaboration and heutagogy (i.e. self-guided learning).

Addressable Market

The total number of schools in Australia is around 9,500, which includes primary and secondary schools.

The initial focus will be on secondary schools due to their increased focus on STEM/STEAM programs, and great discretionary budget for software platforms, but it is expected that primary schools will also be a key target for the business as traction develops.



Organic Target Extension



School students rapidly become university students that soon find their way out into the corporate world.

Our goal is simply to start them on that journey and make Vortals an integral part of the their education journey because it provides them with:

- Creative freedom and expression
- An opportunity to collaborate with other 'creators' in a 'low tech' environment
- Access to a powerful platform that they can further unlock as their skill level develops

Pain Points in Schools

Schools have been pressured into acquiring technology that most corporate organisations do not have – and yet there is no platform available to:

- Support educators to best utilise that technology and deliver a cohesive curriculum for learning in a digital environment;
- Foster the development of critical 'soft skills', like group-think and collaboration, while still encouraging the use of technology in a learning environment.

Most importantly, schools are now also being required to address the Digital Technologies aspects of the Australian Curriculum, which they have not been able to achieve to date.



Solution



Vortals has already been proven to deliver:

- A simple and 'easy to use' platform that has been used at a Year 7 level and socialised at a primary school level as a means of connecting primary and secondary schools;
- A means for greater student engagement that has already shown to be 'instantly' successful with problematic students;
- A demonstrated way of improving student collaboration and self-guided learning, without the need for advanced technical skills.
- An engaging approach to delivering Digital Technologies requirements in accordance with the Australian Curriculum.



How it Works

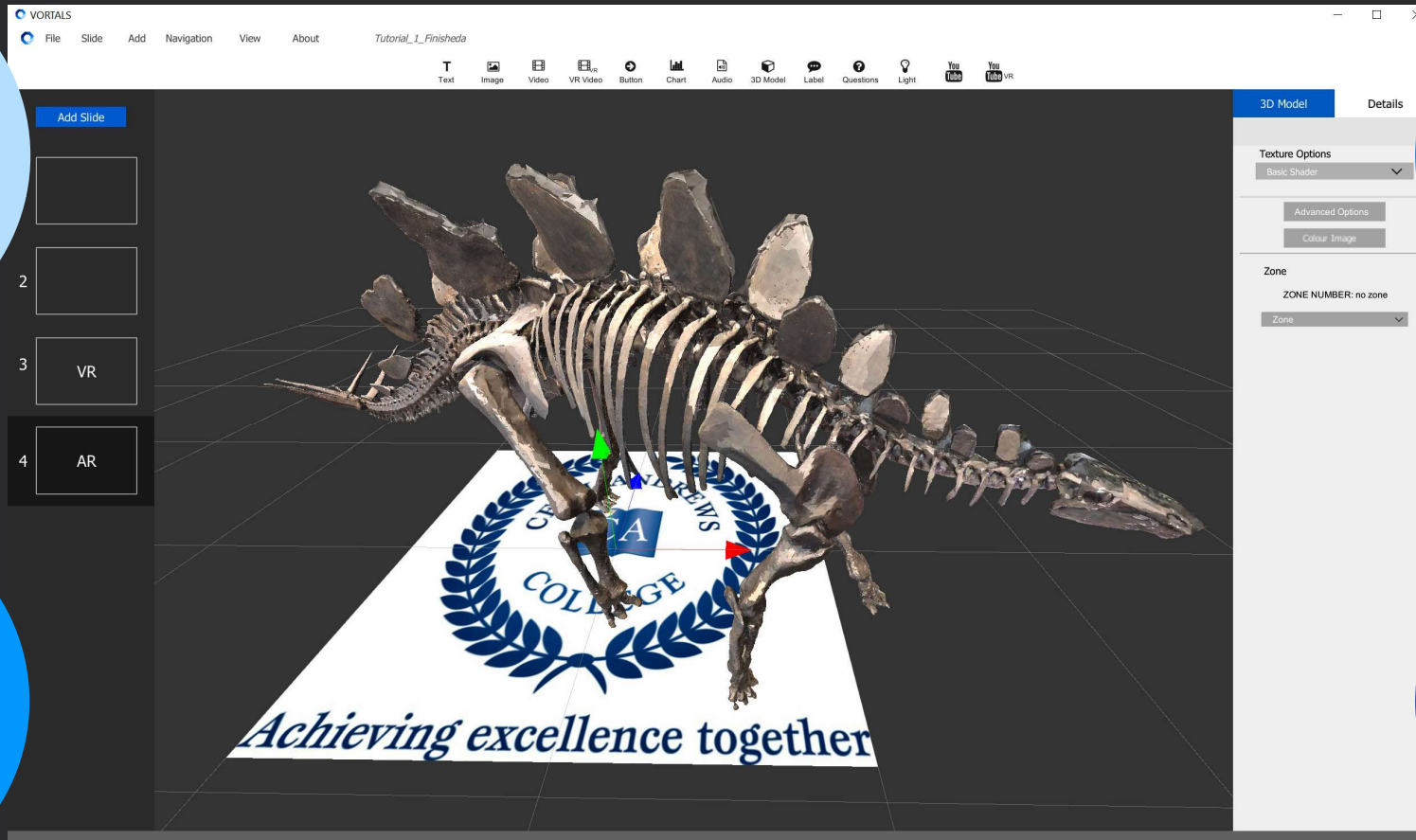


1

Student creates presentation using Vortals Editor and available MR content

2

Presentation is published using the Vortals Editor platform



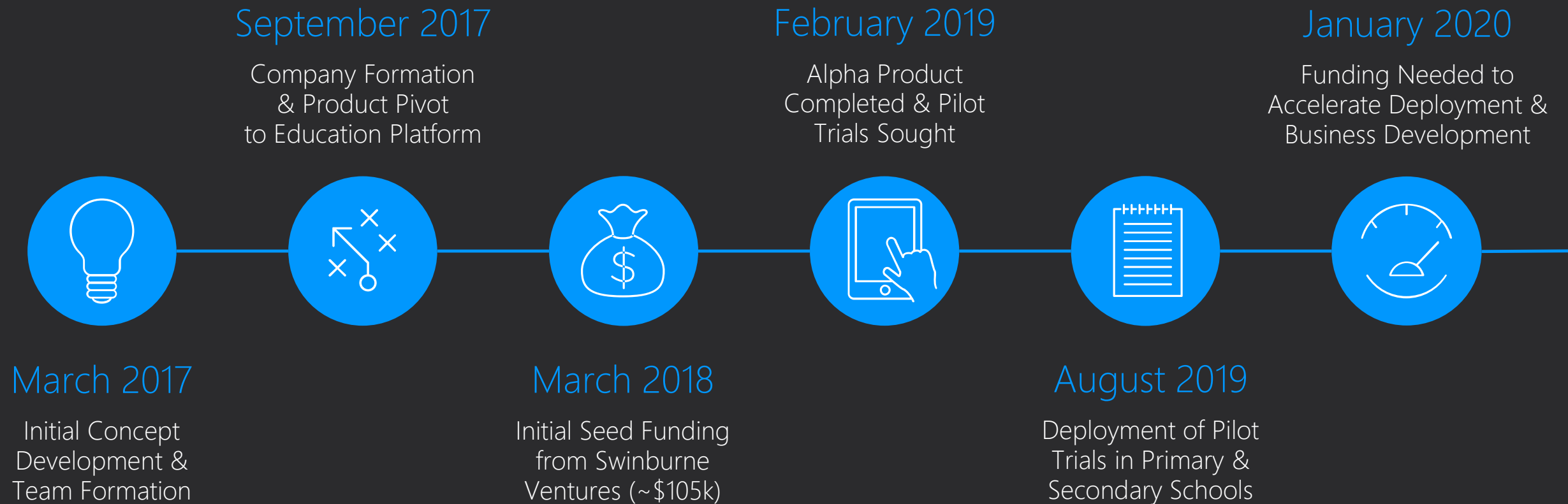
3

Published Presentation is accessible via the Vortals App on any device

4

Presentation can be shared or edited at any time without coding

Progress to Date



Progress to Date



Direct Sales

5 Schools Secured & Contracting with 7 Secondary Schools

- All have indicated a preference for a 2-year license to use the Vortals platform across the school and in major STEM projects
- Expressed an interest in using the Vortals platform for teaching/training purposes

Distribution Partners

In Discussions for Large-Scale Deployment

- Catholic Education provider with oversight of 160+ schools within Western Australia
- Interest in software that can enable students to learn at their own rate, and using a medium that unlocks creativity
- Vortals provides all of these features and aligns fully with the new Digital Curriculum

Pricing Model



At the moment we are not pricing for profit, we are pricing for maximum penetration and market traction.

A site licence fee of \$3,000/annum or \$4,000 for two years is currently being charged to secure schools on the Vortals platform.

We ratchet this up through our progressive sale of curriculum modules that are deployed through the Vortals platform.

Revenue Models



Multi-year low-cost subscription model with Primary/Secondary Schools to gain rapid adoption



Phase 1

Site Licence Sales
Ongoing Model

Phase 2

Sale of Curriculum Modules
18+ Months

Phase 3

Broaden Distribution
36+ Months



- Additional curriculum modules that align specifically to course content & digital curriculum
- Sale of curriculum modules directly to schools or passed to students as a 'book list' expense

Expansion into universities with Canva-style marketplace to deliver curated content and templates available for micro-purchase via Vortals platform



Sales & Sales Channels

Our sales and business development approach is a mixture of:

- Direct-to-school sales; and
- Distribution channels/partners – in order to gain rapid adoption of the Vortals platform.

Our marketing efforts to schools began in July 2019 after pivoting from the university market. In that time we have:

- Locked in Cecil Andrews College – the State's pre-eminent STEM school – to use the Vortals platform, develop an ongoing curriculum, and validate the pedagogy;
- Secured a multi-year licence deal with John Curtin College – another leading STEM school;
- Entered contracting with another 7 schools for multi-year licensing deals.



Team



Nick Stamatiou

Co-founder / Head of Growth & Legal

- Software Engineer & Lawyer
- IP & Commercialisation Expert (IAM300 Global Top 300 Strategist)
- Serial Entrepreneur



Russell Scott

Co-founder / Head of Development

- Animation & Stereography Expert
- 3x IMAX Documentary Director, Stereographer & Producer
- VR/AR Developer & Consultant



Tony Panetta

Advisory Board Member

- Digital Technologies Expert with 15+ Years Experience in Education
- Former National Head of Education - Datacom
- Currently Head of Digital Transformation for Catholic Education WA (CEWA)

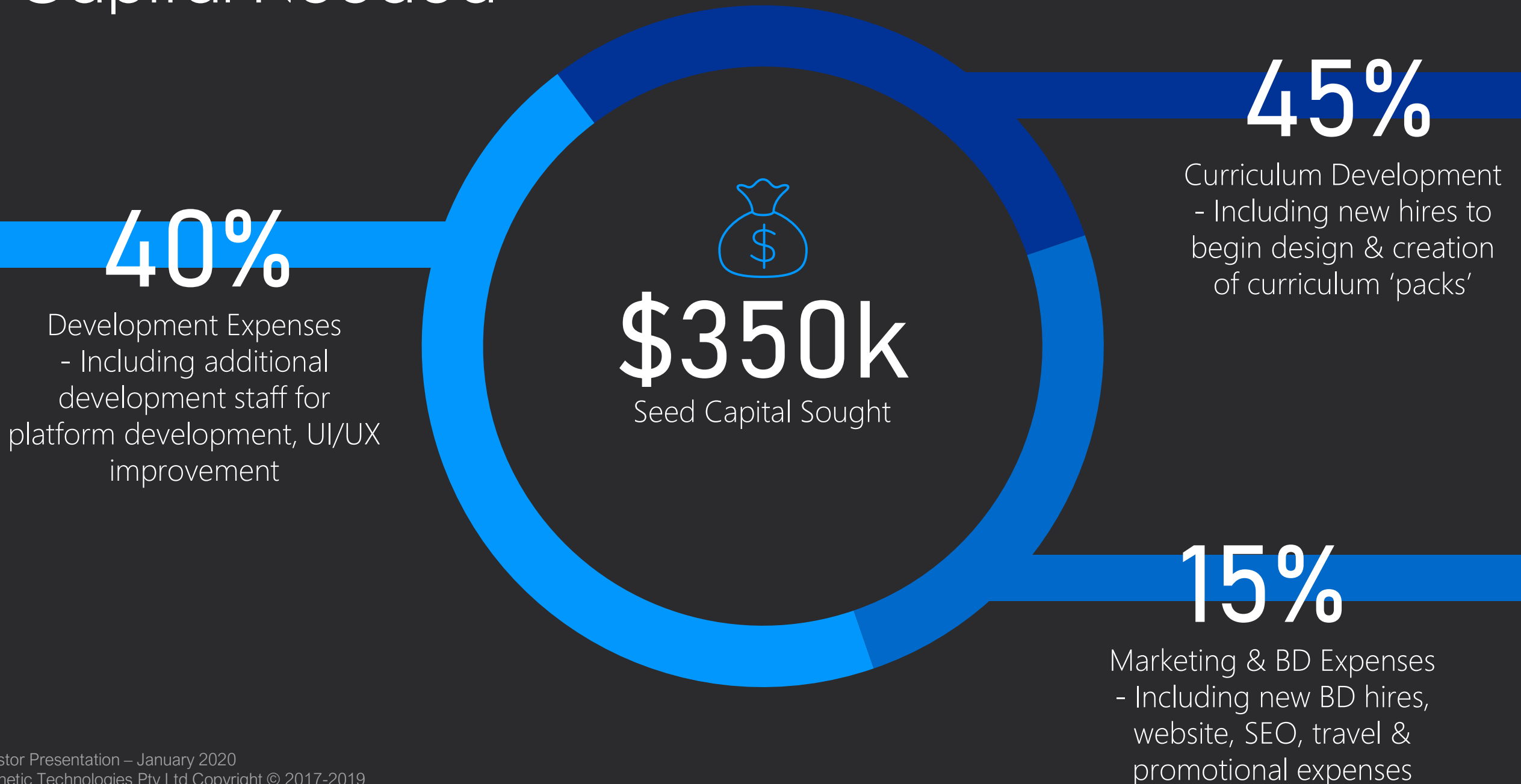


Sam Papuppo

Advisory Board Member

- EduTech specialist with 30+ Years Experience in Education
- Strategic Advisor to the EdSmart and Tali businesses
- Global experience with marketing/sales of EduTech platforms.

Capital Needed



Cap Table



The initial angel round by Swinburne Ventures in 2017 put the post-money valuation of the business at \$1.5M.

We are now looking to raise \$360k at a pre-money valuation of \$2.4M, giving incoming investors access to up to 15% of the available equity in the business. It is calculated that this capital injection will sustain projected growth of the business for 12-18 months.

The current cap table is as follows:

Current Shareholders	Shares	Percentage
Swinburne Ventures Ltd	700,000	7%
Russell Peer Scott as Trustee for the RPS Family Trust	4,500,000	46.5%
Nicholas Emmanuel Stamatiou as Trustee for the N&M Stamatiou Family Trust	4,500,000	46.5%

Contact



If you would like to know more about
VORTALS™ and this exciting seed
investment opportunity, please feel free to
email us on nick@vrtals.com