



Secrecity

Bringing the Internet away from the screens

02/14/2015

Most of **our day-to-day experiences have flat-lined** – Free time activities have become empty, lacking spice, fun or meaning

Flat-lined experiences and our solution

Boring Boring



Weekends

Boring

City tours



Reading city guide books' Top 10...
> Looking up at a buildings, walking to the next one and looking up again...
> Damn, it's raining! Now what?...

Enter: Secrecity

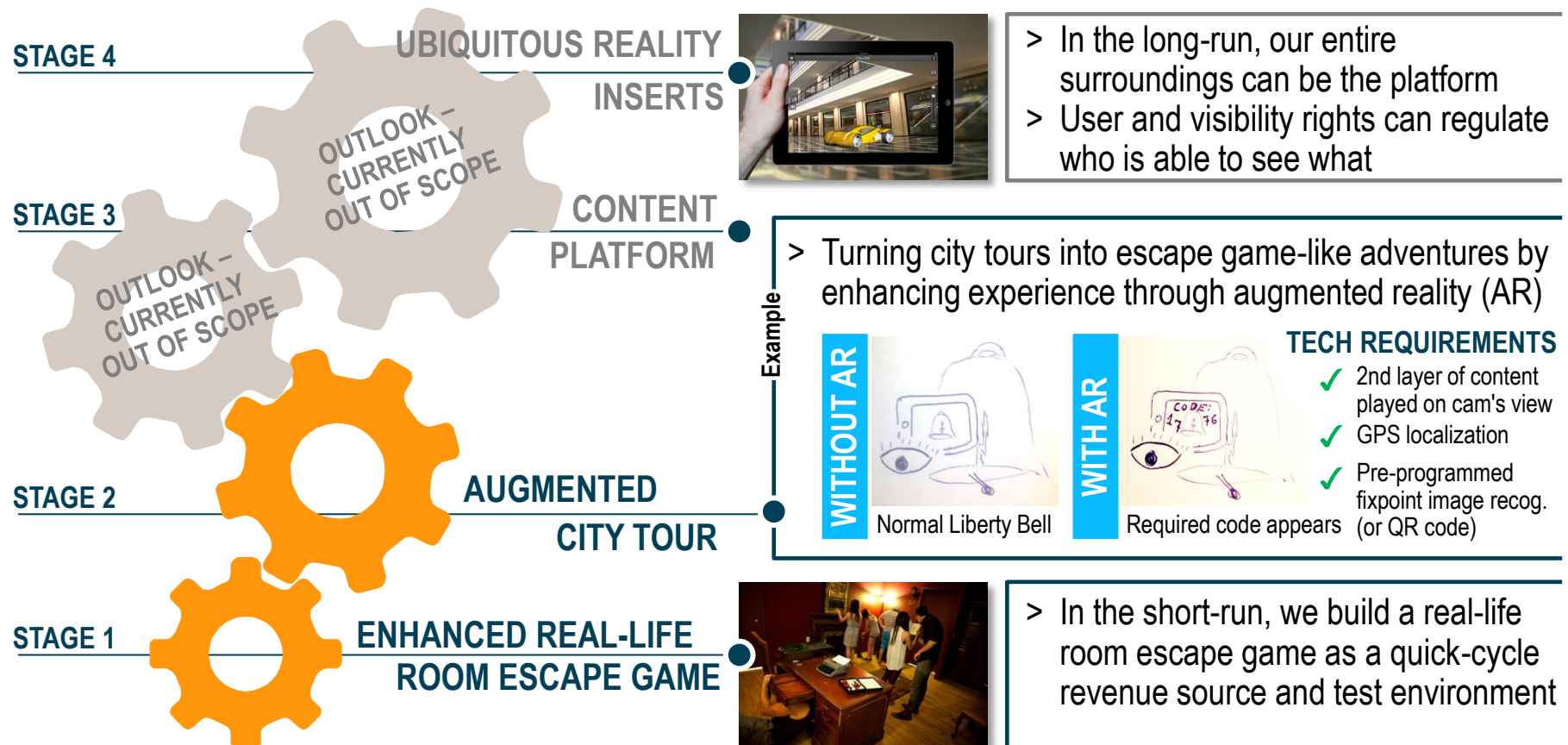
What shall we do?

- > Watching The Hobbit 3...
- > Drinking at The Irish Pub...
- > Having a coffee at La Colombe...

- > An easily available augmented reality technology through current smart devices with the purpose of enhancing our experiences
- > Initially applied in entertainment products (escape games and city tours) and later rolled out to a wide range of use cases

Through a mobile app, relying on GPS and fix-point image recognition we display information onto reality – Phone cam serves as "HoloLens"

Our staged approach for roll-out and concept description



Besides students and families, **main target audience is the 1.1bn global tourist market** – Technology starts to enter for-profit sectors

Our target segments – With Philly figures and escape game references

TARGET SEGMENTS

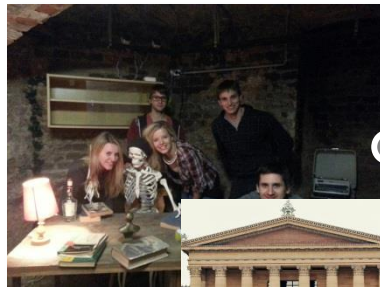
200k+ university students

160k+ families with children under age 18

40m tourists per year (of global 1.1bn)

COMPETITION

OUR ESCAPE GAME REFERENCES



"You feel like in a mystery movie. We chose the first scenario [...] We had a blast of time to be honest."

(About our pilot track – TripAdvisor – 2014 Feb)



"Our 12 and 14 year old boys also loved it. Highly recommend! Planning to go to the Mad Prof room next time."

(Family feedback on our website – mystoria.at)



> MIT's Media Lab, develops a "smart objects" project with currently no commercial use, but similar technology



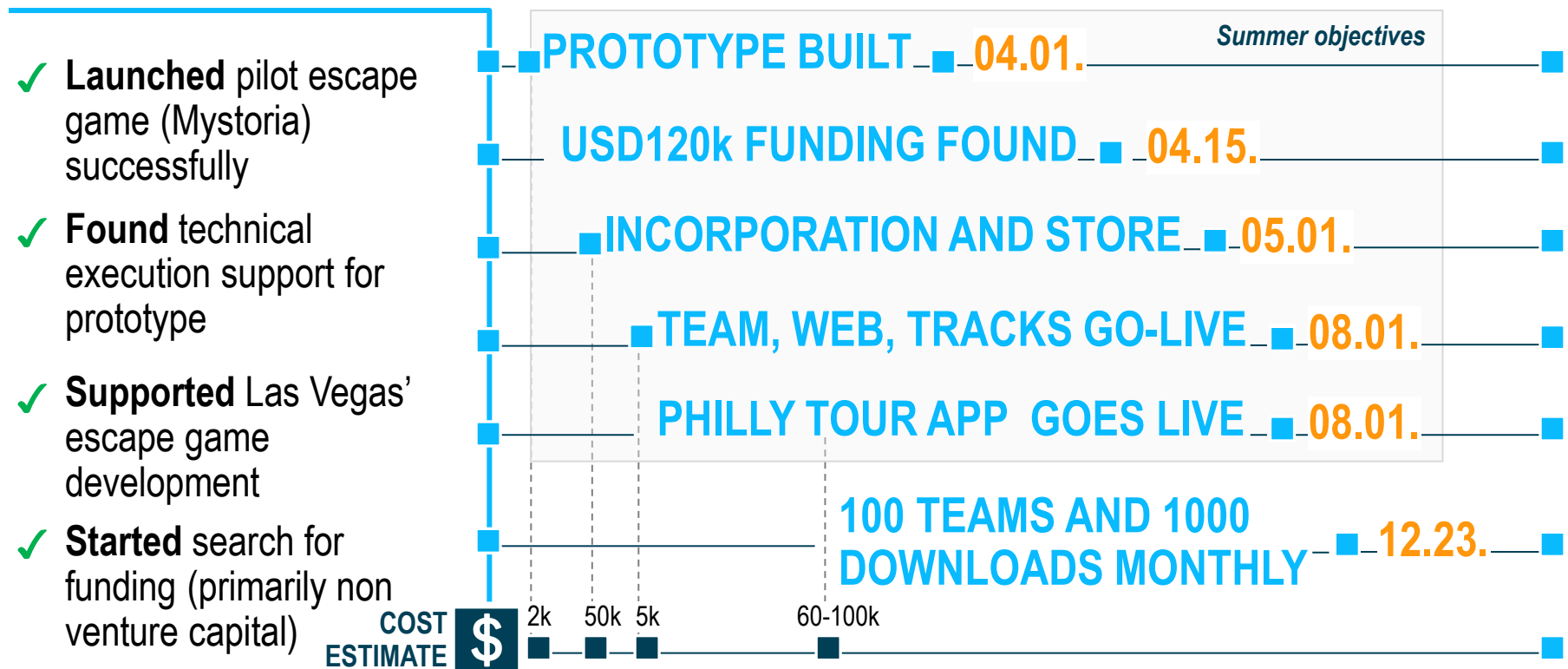
> GlorAR offers an augmented reality browser that can be populated by objects based on GPS (for marketers)



> NantMobile's, iDbrowser is the closest manifest claiming to support browsing the world – However, ad and not experience driven

Strong foundations have already been achieved, and from prototype, as current focus, **main summer goal is product launch**

Current status and next steps with cost estimates



###.##. Stands for planned milestone (MM.DD.) – Dates are not drawn to scale

The management team consists of **Kristof (WG '16)**, co-founder of an escape game and **Adam**, IT architect and augmented reality expert

Team: the generalist and the IT craftsman

- > **MBA '16 candidate** at The Wharton School
- > Responsible for **marketing, sales, operation and HR**
- > In 2008 **founded EngAme**, Hungary's first admission consulting firm – Grew to a regional company in 3 years
- > From 2011, **management consultant** at the largest European consulting firm
- > In 2013, **co-founded** Mysteria, an **escape game firm** in Austria
- > Mysteria **broke even in 6 months**, has 100% positive reviews (Tripadvisor) and **licenced its tracks to Las Vegas' first escape game**



- > **Computer Aided Design and Rendering** degree
- > Responsible for **IT architecture**, functional and technical specifications
- > Certified SAP BusinessObjects and IBM SPSS **modelling expert**
- > **Establishment and stabilization of Dendrite International** (CRM solution provider) in Hungary
- > Employee of the year with **tender winning technical proposal**
- > Escape game track designer and **augmented reality technology expert**



Secrecy

Browse the **world!**

