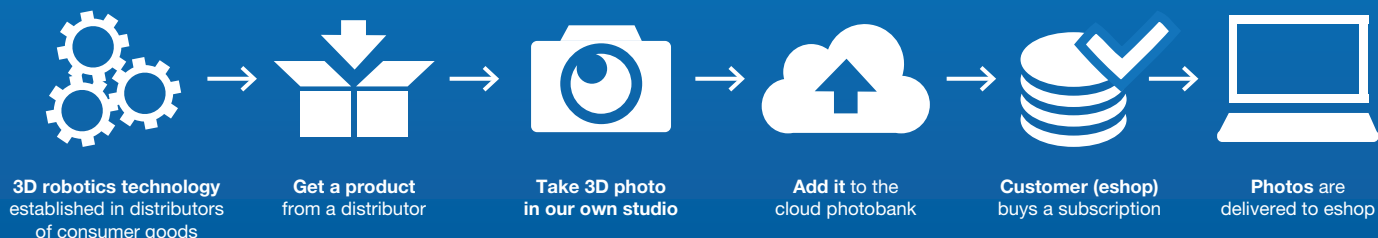


# 3Doid.com

## THE WORLD'S FIRST 3D PRODUCT PHOTOBANK



### Business model



We developed our own **3D PHOTO ROBOTIC SYSTEMS** and established highly automated production facilities within the warehouses of several of the largest CEE distributors of electronic consumer goods. The automated imaging

and publishing systems allow us to **add over 10.000 new products annually** to the online library which is distributed to global e-shops via 3Doid Cloud.

**Photobank subscription pricing**  
3Doid monthly subscription  
**275–1.300 €**

**Custom photo shoot pricing**  
One machine + staff per month  
**15.000 €**

#### Custom photo shoot services

We can provide custom photo shoots on a turnkey basis for large companies. We build custom machines and deliver them along with trained personnel to photograph products in the client's warehouses or factories. Currently we are negotiating with IKEA, Volvo and Lego.

**3D photos are beneficial for e-shops**

↑ Increase conversion by **27 %**

↓ Decrease returns/refunds by **22 %**

### Own technologies

**Robotics technology**  
won INTEL ISEF award



**Highest resolution**  
and most interactive 3D images on the market

**Proprietary automation**

software – cooperation with Zoner sw



### Our team



**Lukas FORAL**  
CEO



**Michal NEVRKLA**  
COO



**Marek VOTROUBEK**  
Technology Director



**Jiri KLUSACEK**  
Sales Director



**Dominik KNAPO**  
IT Manager



**Tomas REJZEK**  
Production Manager

*"We are working at lightning speed because we want to build the next-generation of worldwide innovations for e-commerce."*

Lukas FORAL, CEO

### Customers



## The market

3Doid has no serious competition. For e-commerce sites, the only other sources of 3D photo images are prohibitively

expensive professional custom photo shoots or self-operated amateur machines with very slow production and low quality.

## Estimated potential of the European market

**E-SHOPS FOCUSING**  
on the sale of electronics

**1.750**

**LARGE** e-shops

**116**

**MID-SIZED** e-shops

**644**

**SMALL** e-shops

**990**

## Business potential 2017–2018



**Expected number of photobank customers**  
more than  
**300 e-shops**

**Average price for basic services**  
**750 € / customer / month**

**3Doid Cloud:**  
estimate of sales cloud services potential – more than  
**2 € million per year**

**Global sales potential**  
more than  
**10 € million / year**

**Yearly potential of turnover for 3Doids**  
more than  
**2.7 € million within two years**

## Growth strategy



### Value creators

- **First Player Advantage**
- **Unique** proprietary robotics technology
- **Extensive cooperation** with vendors/ manufacturers
- **High production quality**
- **Highly automated production**
- **Our own post-production** software/Zoner
- **Cooperation** with Adobe creative cloud



### Further growth potential

- **US market**
- **Expanding** to dozens of product categories beyond consumer electronics
- **Product videos**
- **Virtual Reality / Augmented Reality** solutions
- **Direct cooperation with manufacturers** of products covered in our Photobank
- **Direct cooperation with the main global providers** of content and data used by all e-shops

## Medium-term evaluation estimate

**> 2 € million**  
Potential of yearly EBIT

**> 20 € million**  
Medium-term valuation potential

## We are looking for **Seed round B**

**1,5 € million**

## How we use investment

- **Entering US Market**
- **Boosting sales** department
- **Innovation / automation** of our technology
- **Realization of cooperation** with biggest world content providers
- **Boosting** custom photo shoot operations
- **Increase production** capacity
- **Extend production to new product** categories – toys, jewellery, shoes, etc.
- **Introduce VR and AR** product image solutions