BTIQ

A product by:
VERTUAL VR Co.

If it's not the same to visit Zara and Gucci physical stores,
then why is it so similar to buy on their e-commerce platforms?

THE PARADOX OF DIGITAL LUXURY EXPERIENCE

The shopping experience is still very different on physical and online mediums.

There isn't just a lack of differentiation among the websites of different brands in the present scene, but even among products within a website.

Luxury Brands need to improve the buying and selling e-commerce experience with a more inspirational orientation and to sell a lifestyle in the same way as physical shops.

Luxury consumers are highly digital, mobile and social, and because of this they have extremely high expectations for what they want in a shopping experience. Luxury shoppers want a seamless, digitally enabled, multi-channel experience, one that unfortunately most luxury players are not yet ready to deliver.

WE HAVE THE SOLUTION

We are VERTUAL and we are going to fundamentally transform the human experience of digital shopping, by creating bespoke digital stores for forward-thinking luxury brands.

We build custom immersive experiences that engage customers beyond physical and digital brand experiences. We call this BTIQ and it will be the next evolution of e-commerce.

BTIQ is 100% working and ready to be implemented.

We are transforming the purchasing experience, by creating digital flagship stores that merge together brand, content, architecture and digital and disperse it across all channels.

BTIQ is something that you have never seen before: it integrates with an existing e-commerce platform to extend your product catalog into immersive shopping experience, which can be easily embedded directly in a website and is fully optimized for both desktop, mobile and VR headsets.

BTIQ provides an experience so similar to shopping in person: it can offer consumers the best of both worlds.

DIGITIZING THE STORE EXPERIENCE

It's about creating an online experience that is fully customizable according to a company brand values and identity.

We design compelling and functional virtual stores that make it easy for your customers to quickly find what they're looking for when they get to the site .

Every feature in BTIQ is offering a highly flexible user interface and user experience that enables retailers to tailor each component of the platform to the brand's specific needs.

BTIQ offers customer service options, which prompt an overlay with multiple options, such as the salesperson assistance.
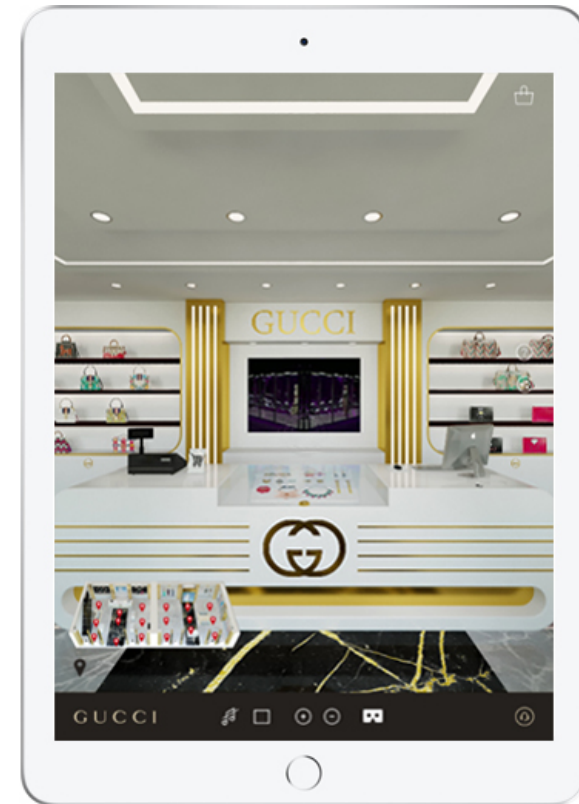
PERSONALIZATION IS KEY

With BTIQ imagination has no boundaries.

It will be like walking in a real store with a 360° interaction with the products and the virtual environments, thus making the best of your current sales platform.

MULTIPLATFORM

BTIQ is a custom-made digital platform for desktop, tablet, mobile and VR headset, which allows to smoothly integrate the digital flagship store in a single website.

BTIQ is platform-agnostic and can be integrated on all e-commerce platforms

Our Platform is based on the concept of responsiveness, setting a great baseline experience for everyone while introducing specific designs, based on the different devices, without risking the experience on less-advanced screens.
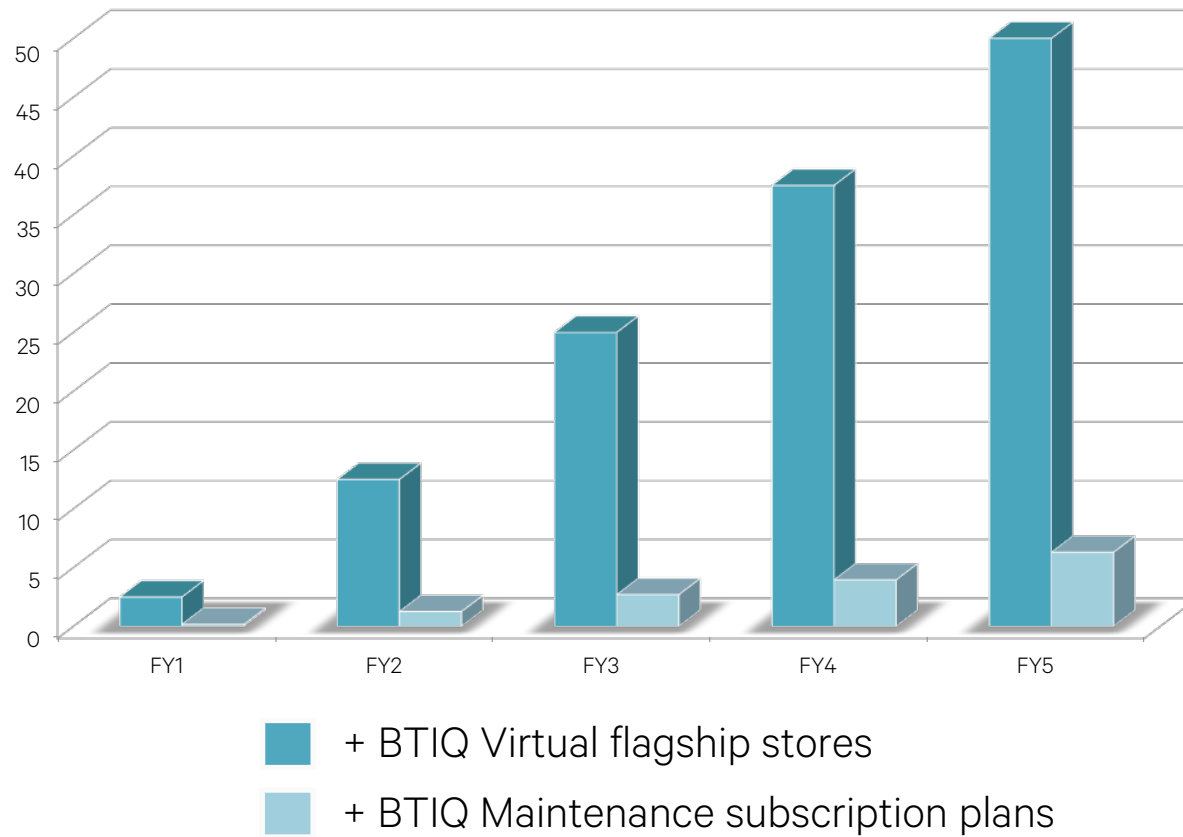
THE PRODUCT: BTIQ

BTIQ   enables brands to bring the catalogue and rooms to life. Putting people in the center of environments makes e-commerce more immersive as it will give them confidence to purchase.

Click to watch the promo video

REVENUES PROJECTIONS (ML/ €)

5 years plan

+ BTIQ Virtual flagship stores

+ BTIQ Maintenance subscription plans

THE MARKET

The Worldwide physical retail Industry Is declining

By 2018, global digital sales for women's luxury fashion are expected to grow from a current 7% of the total market to 17%, for a total market size of $12 billion, according to Boston Consulting Group estimates.

By 2025, online luxury goods sales are expected to increase five-fold, according to a Bank of America Merrill Lynch report.

Annual online sales growth for women's luxury fashion between now and 2018 is expected to be 17% in U.S., 18 % in UK, 12 % in Germany and a whopping 70% in China.

Meanwhile, the industry has a new challenge appealing to millennials, who tend to want to spend more on experiences rather than material things.

Luxury consumers also tend to be more tech savvy: across all age groups, at least 80% of them use the Internet, including 100% for those 15 to 35. In comparison, the percentage ranges from 34% to 77% across different age groups among regular consumers..

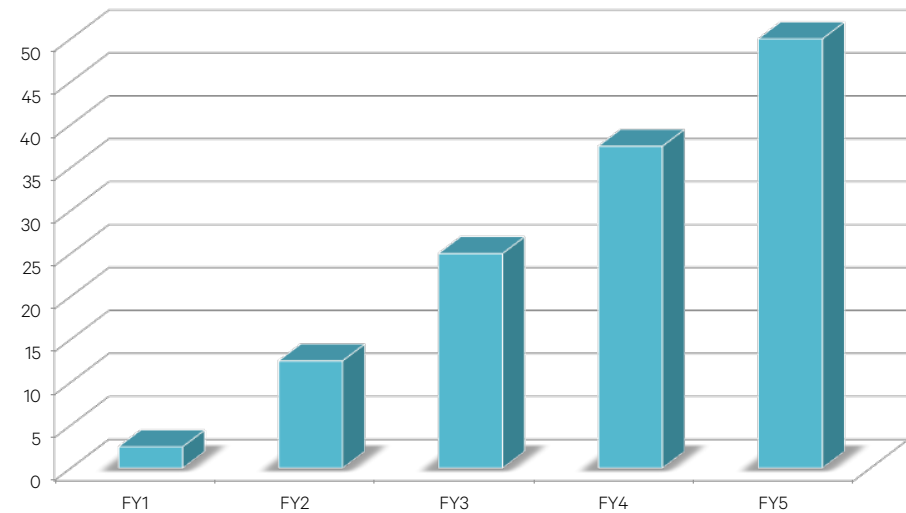# REVENUES PROJECTIONS
BTIQ Virtual Flagship Stores Design

Digital Stores
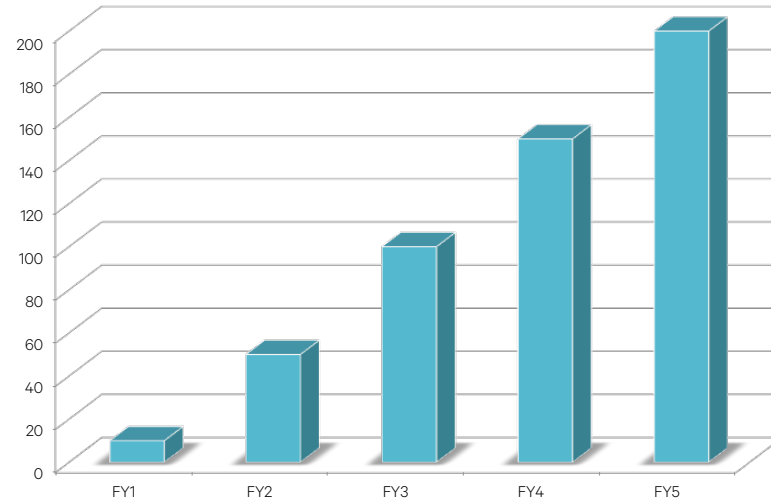
AVERAGE COST BTIQ
250.000 €

Revenue BTIQ (ML/ €)

REVENUES PROJECTIONS

BTIQ Subscription plans

BASIC PLAN

24/7 Technical Assistance

SUBSCRIPTION FEE
10.000 €/year

POWER PLAN

24/7 Technical Assistance

Monthly limited update of products

SUBSCRIPTION FEE
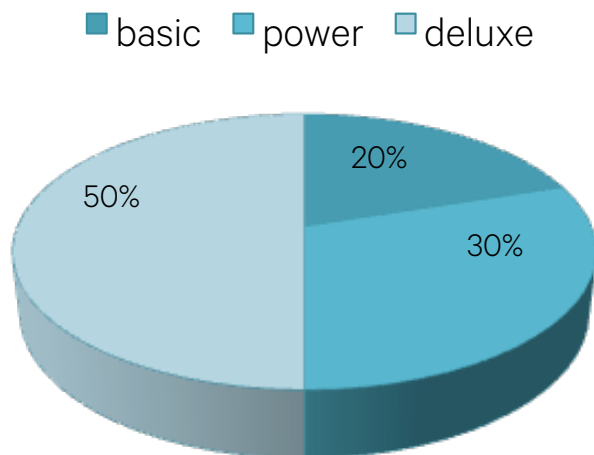30.000 €/year

DELUXE PLAN

24/7 Technical Assistance

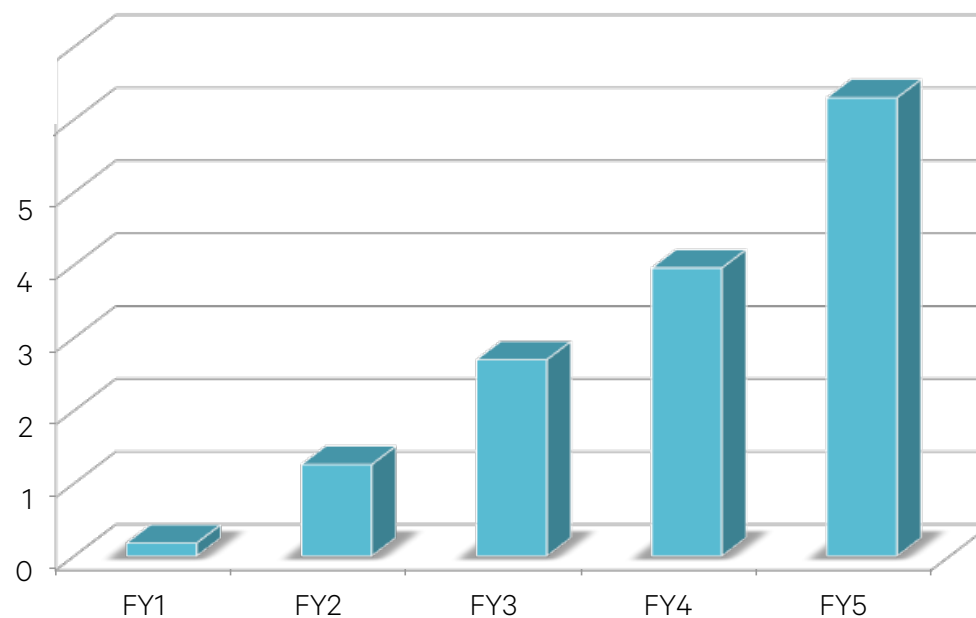Monthly unlimited update of products

SUBSCRIPTION FEE
50.000 €/year

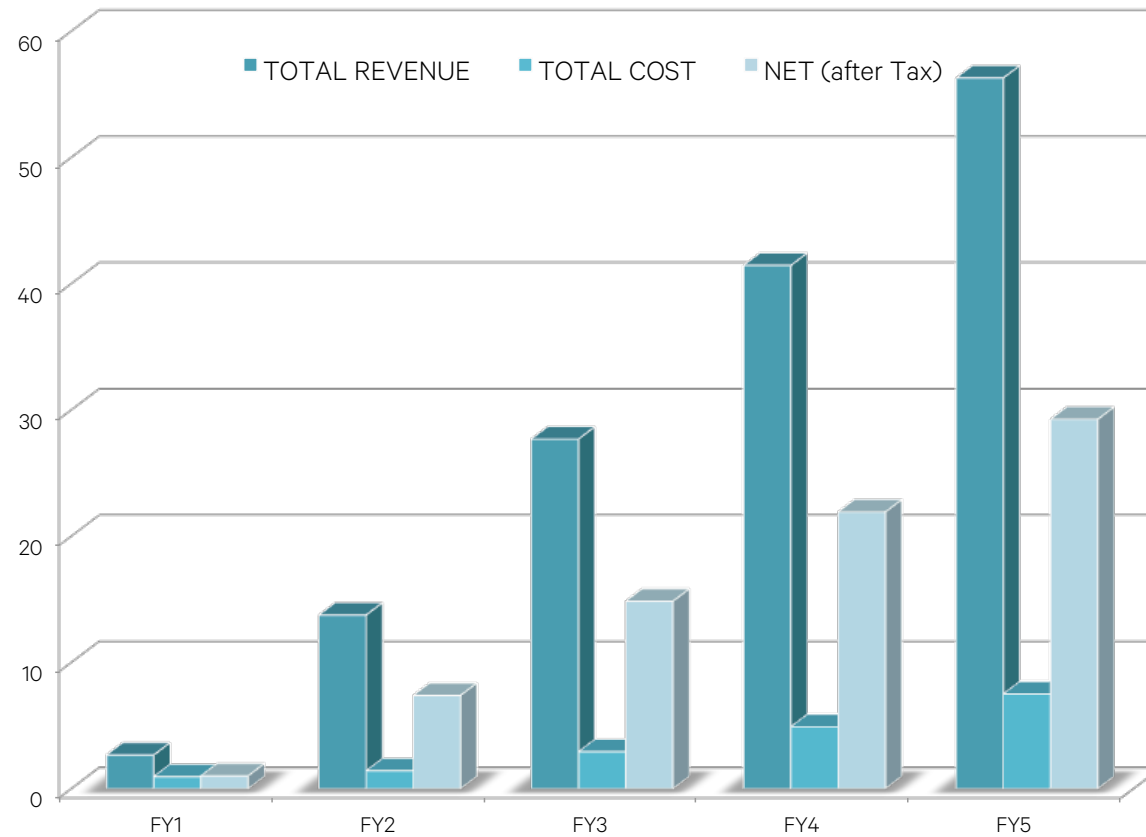## REVENUES PROJECTIONS
BTIQ Subscription plans

■ basic ■ power □ deluxe

20%

30%

50%

Revenue Subscription plans (ML/ €)

| | FY1 | FY2 | FY3 | FY4 | FY5 |

FINANCIAL PLAN AND PROJECTIONS (ML/ €)

5 year plan

MANAGEMENT TEAM AND PERSONNEL
100% Committed

ANDREA CATTANEO
FOUNDER, CEO

Andrea is a Tech addicted.
He holds a degree in Business engineering, and he graduated from the Documentary and multimedia program in New York, at the International Center of Photography.
Andrea spent many years as an executive director at the Walt Disney company in Milan and Paris.
Andrea also teaches Virtual Reality at the new media narrative program at ICP in New York.

LUCA NOZZA
TECHNICAL DIRECTOR

Luca holds a degree in economics and business from the University of Bergamo.
He has a previous experience as marketing coordinator in a pharmaceutical company.
He is specialized in immersive storytelling and new Technologies.
Luca has a lot of experience supervising the operations of digital marketing campaign.
He is also an expert in virtual reality.

ENRICO IURILLO
SOFTWARE ENGINEER

Enrico is a veteran software engineer and designer.
He graduated in Communication at "Università Statale degli Studi" in Milan and he is specialized in Marketing and Commercial Advertising.
He has also a degree in Information Technology and he has studied under the Erasmus Program at the University of Applied Science in Espoo, Finland.
He has been working as a freelance digital designer for many years.

ALESSIO AZZALIN
3D ART DIRECTOR

After the a degree in graphic design, he studied Set Designing at the Brera Academy.

He is specialized in 3D Design,. A world he explore first as a
 and he got closer to the 3D design, a world he explored first as set designer and then also as 3D producers.
He has worked for many important Italian and and International TV companies.

MANAGEMENT TEAM AND PERSONNEL

5 years plan

Additional Resources (FTE)
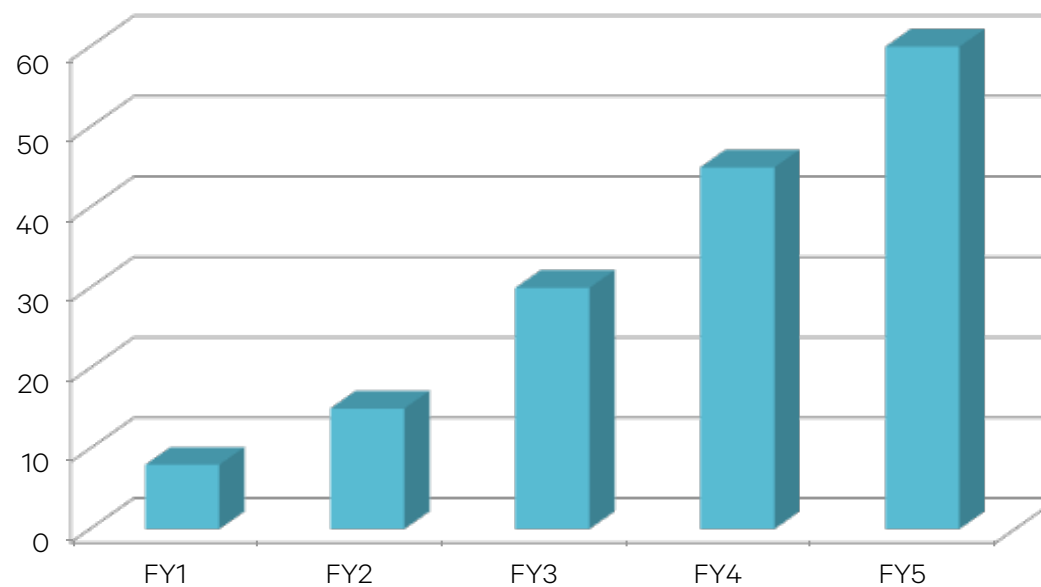
ADJACENT COMPETITORS

There are no similar products on the market, but we have some things in common with these players.
Some of these companies are creating something analogous in purpose but different in technology and user usability.

MARXENT®

InContext
S O L U T I O N S

SHELFZONE™
virtual reality retail simulator

websolute

VR
RETAIL

WHAT ARE WE LOOKING FOR

We have just created BTIQ with hard work, a lot of passion and self investment.
Now we are looking for first round of funding   in order to scale the business.

THANKS

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