

Executive Summary: Accessorize Anywhere (AA)

Briefly: A SEMA accessories marketing platform which muzaks-out the latest ads, while driving, and, in park mode, interactive visualization on a virtual 3D version of your own car.

Problem:

The SEMA ecosystems consists of many accessory makers and distributors who lack a consistent and technologically-innovative way to share their products with their customers, in a global year-round POS system.

Solution:

AA lets end-users find out about the latest accessories exclusively from SEMA members and then see how the accessory would look like on their own vehicle and buy it -- hands-free, right on their car.

Monetization:

Initially, the user pays a one time setup fee where they can choose the exact make and model of their vehicle. The platform can be constantly monetized from advertisement length charges for drive-mode and commissions for POS.

The working demo uses BedWood and Parts in the example interactive visualization.