

# makeSEA

## Executive Summary

### Content Management, Sharing, and Cross Platform Collaboration for Mixed Reality

*The easiest way to share and collaborate in XR with content that's relevant to you.*

#### Contact Information

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#### Industry

Augmented/Virtual/Mixed  
Reality (XR) Content Mgt.  
Collaboration & Social

#### Development stage

First-generation Product  
Released, In-Production with  
paying POC subscribers  
Pre-revenue

#### Year founded

Founding Company: 2007  
makeSEA Community: 2015  
makeSEA for XR: 2020

#### Number of Employees

5

#### Funding Opportunity

\$2M Seed Round for 20%  
equity targeting 30X+ 5yr exit

#### Use of Funds

58% Marketing/Sales  
23% Product Development  
12% Operations  
7% Legal/Other  
0% Existing Debt

#### Current Monthly Burn Rate

\$40K

#### Current Monthly Revenue

\$1K

#### Existing Debt

\$0

#### Existing Investors

Chris Stavros, Founder, 100%  
@\$750K

#### THE GRAB

Augmented, virtual and mixed reality (XR), are the next frontiers for sharing first-hand experiences, teaching, and influencing. makeSEA makes collaboration and sharing using XR as easy as social media posting, like no other tool available today. makeSEA seeks to be the premier social sharing and collaboration hub and the leading platform under the hood for mixed reality content publishers of all kinds.

#### PROBLEM/OPPORTUNITY

Augmented and virtual reality allow users to share content and experiences with profound effect, as if they are real, first-hand, and is the next closest thing to being there. Sharing one's own content in mixed reality is very hard and expensive – just like video was before services like YouTube put that medium in the hands of every producer for any subject matter.

#### SOLUTION/PRODUCT

makeSEA puts the power of sharing and live collaboration using mixed reality in the hands of everyone: the "9 to 99-year-old set", businesses, educators, influencers, every discipline, *everyone*, using content creators are already producing and devices that are rapidly becoming mainstream. Under the hood, makeSEA is an enterprise-grade content management platform that can be repackaged and sold as a bundled solution for a broad range of verticals.

#### POTENTIAL RETURN/REVENUE MODEL

Conservative COVID-adjusted growth plan projects profitability mid-year 3 and an EBIT exceeding \$45M annually by year 5; revenue and profitability scales with expenditure. Exit target is north of \$300M acquisition or IPO in 3-5 years depending on market forces. The product strategy is designed to maximize consumer, mid-market, and enterprise business pipelines at best-speed, in parallel, with flexibility to adjust with adoption trends.

#### COMPETITION

Unlike competing solutions, makeSEA can reduce the cost and effort to share content and collaborate in mixed reality by 10X or more. Other solutions are technically complex and expensive to operate, purpose-built for specific applications like architecture or engineering, and are not accessible to the masses as a common tool –similar to the way that video publishing was only accessible to creators with professional tools before YouTube arrived. They do not enable everybody to share any combination of content to any device universally, like makeSEA. makeSEA also offers a unique combination of features that replaces several more complicated, expensive and less efficient tools for 3D capture and visualization. We are years ahead in feature development and ripe to establish brand supremacy.

#### EXECUTION PLAN/GO TO MARKET STRATEGY

3 phased, parallel pipelines based on the same core technology and platform: A B2C SaaS model for users at-large with a self-service "freemium" subscription model, a B2B2C Channel Partner model selling prepackaged mid-market makeSEA bundles targeting specific verticals, and a fully customizable standalone framework for integrated enterprise applications.

#### FINANCIALS

makeSEA is bootstrapped by its parent company, Omegabit, LLC, which specializes in custom enterprise application development and hosting for household brands. makeSEA is part of a strategic plan to transition the company from commodity managed hosting service, into a platform solutions provider focused on disruptive technology solutions including XR. makeSEA is pre-revenue with some paid POCs, 10K Community members, and approximately \$250K in pipeline revenue forecast for 2021, not adjusted for unforeseen delays related to COVID. We are seeking seed funding to expand Sales, Marketing, and Operations.

#### THE TEAM/RELEVANT EXPERIENCE

The makeSEA team consists of seasoned professionals with over 35 years of strategic planning, marketing and custom software development experience for leading digital agencies, ecommerce, and consumer brands. Now we are applying deep experience to something we are truly passionate about.

