

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

Second-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

Seed Round Opens July 2021

Use of Funds

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

Current Monthly Burn Rate

\$25K

Current Monthly Revenue

\$5K

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, selling and influencing. 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. Research shows that AR/VR is more compelling and more likely to persuade an audience to buy, learn, and understand.

PROBLEM/OPPORTUNITY

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 and XR collaboration platform that can be repackaged and sold as a white-label solution for a broad range of vertical markets.

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 mid-market, and enterprise business and consumer 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-100X 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 B2B2C Channel Partner model selling prepackaged mid-market makeSEA bundles targeting specific verticals, a fully customizable standalone framework for integrated enterprise applications, and a B2C SaaS model for users at-large with a self-service "freemium" subscription model.

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, 8500K Community members, and approximately \$250K in pipeline revenue forecast for 2021. We are seeking seed funding to expand Sales, Marketing, and Operations.

THE TEAM/RELEVANT EXPERIENCE

The makeSEA team consists of seasoned professionals with over 60 years of collective 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.