

The logo for makeSEA, with 'make' in a dark blue serif font and 'SEA' in a lighter blue sans-serif font.

makeSEA

Content Management and Collaboration Platform
for Mixed Reality

**THE EASIEST,
FASTEST, BEST
WAY TO SHARE
YOUR CONTENT
IN AR/VR AND
EVERY REALITY**



2B Users



1B Users



2.8B Users



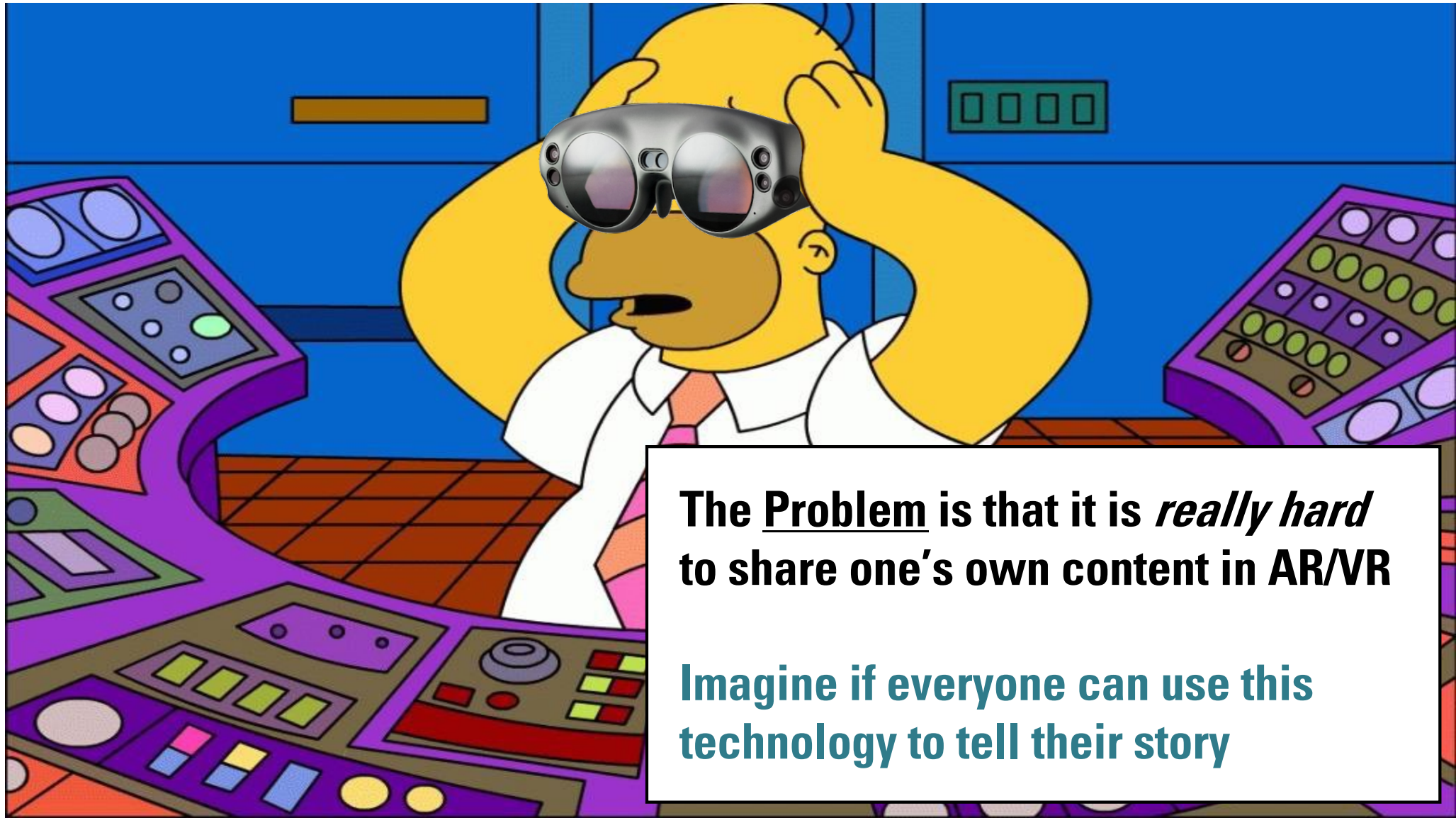
140M Users



**EVERYONE
HAS
SOMETHING
TO SHARE**

NEW
AUGMENTED
AND VIRTUAL
REALITY TECH
COMPELS
LIKE NO OTHER
MEDIUM CAN





The Problem is that it is *really hard* to share one's own content in AR/VR

Imagine if everyone can use this technology to tell their story

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POOF... YOU'RE A MIXED REALITY PRODUCER!

Easy, like social media
posting



WE MAKE SHARING AND INFLUENCING IN XR A NO-BRAINER



Upload



Share



Spatialize



Collaborate

makeSEA

Enterprise Content Management System + Cross-device AR/VR Collaboration

WHY WE ARE UNIQUE

10x-100X Time Savings, Refresh,
Repeat

Focus on Sharing Actual User
Generated Content

Works across Disciplines, and
Devices

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See it in action here: <https://makeSEA.com/watch>

UNIVERSAL, EXPANDING MARKET

2020

GLOBAL AUGMENTED AND VIRTUAL REALITY
(AR/VR) MARKET SIZE 2020

18.8bn USD

FORECAST CONSUMER SPEND ON AR/VR
WORLDWIDE 2020

7bn USD

SHARE OF GLOBAL AR/VR SPENDING ON
CONSUMER MARKET WORLDWIDE 2020

37.4%

2021

XR/AR/VR/MR MARKET SIZE 2021

30.7bn USD

NUMBER OF AR/VR USERS IN THE U.S. 2021

150m

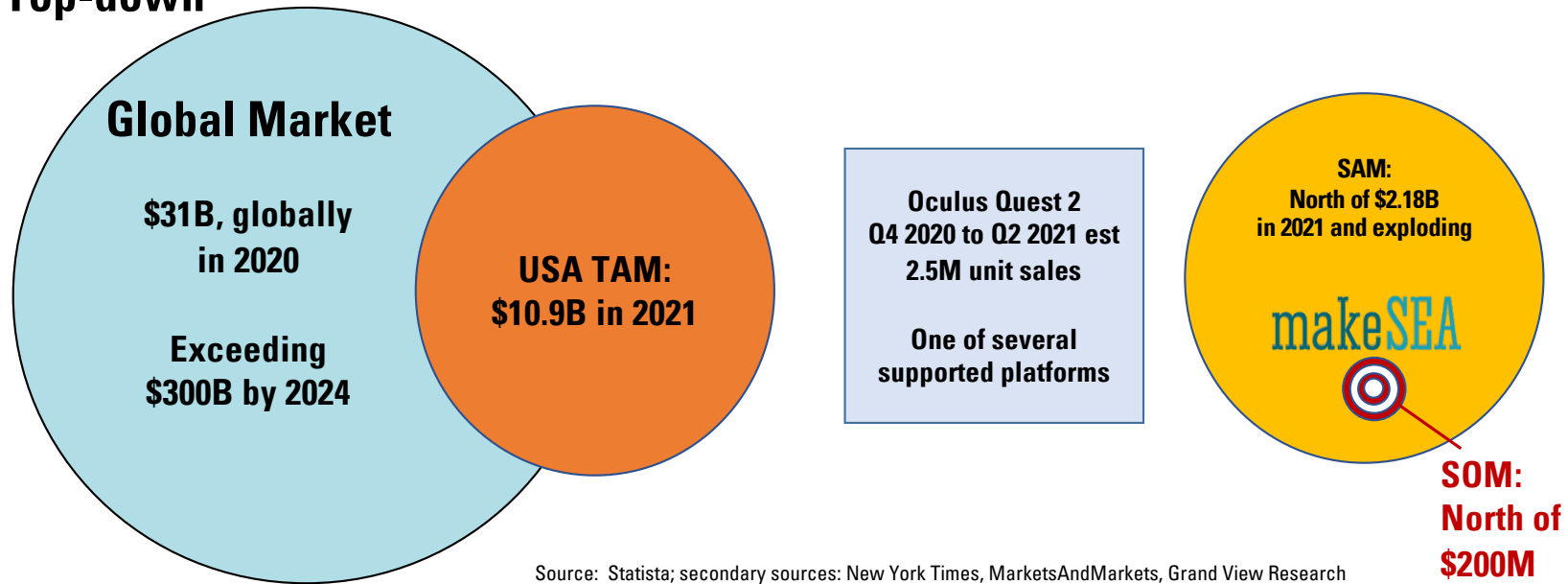
BOOST TO GDP FROM AR/VR IN THE U.S. 2021

49bn USD

ANALYSIS: TOP-DOWN IS CONSERVATIVE

Market Opportunity

Top-down



ONE PLATFORM, 3 REVENUE PIPELINES

Today:

**SMB: white-label
turnkey solution for
mid-market**
(SaaS), vertical
applications and
private domains

Reoccurring Annual Subscriptions
Sold Through VAR Partners

**ENTERPRISE: fully
customizable
standalone version for
enterprise**
(PaaS), standalone
platform

Emerging Market

Consumer Direct:
(SaaS) at
community.makeSEA.com
Free-to-Pro upgrade

Month-to-month
Sold Direct (self-service)



**Phase 1
(now)**


**SMB Subscriptions
with VAR Partners
\$1,800-\$4,900
per year, recurring
revenue (RR)**

All Pipelines Served from a Common Technical Platform



Is
naturally
leading
to...

**Enterprise
Customers
\$35K-\$60K
per year, RR**

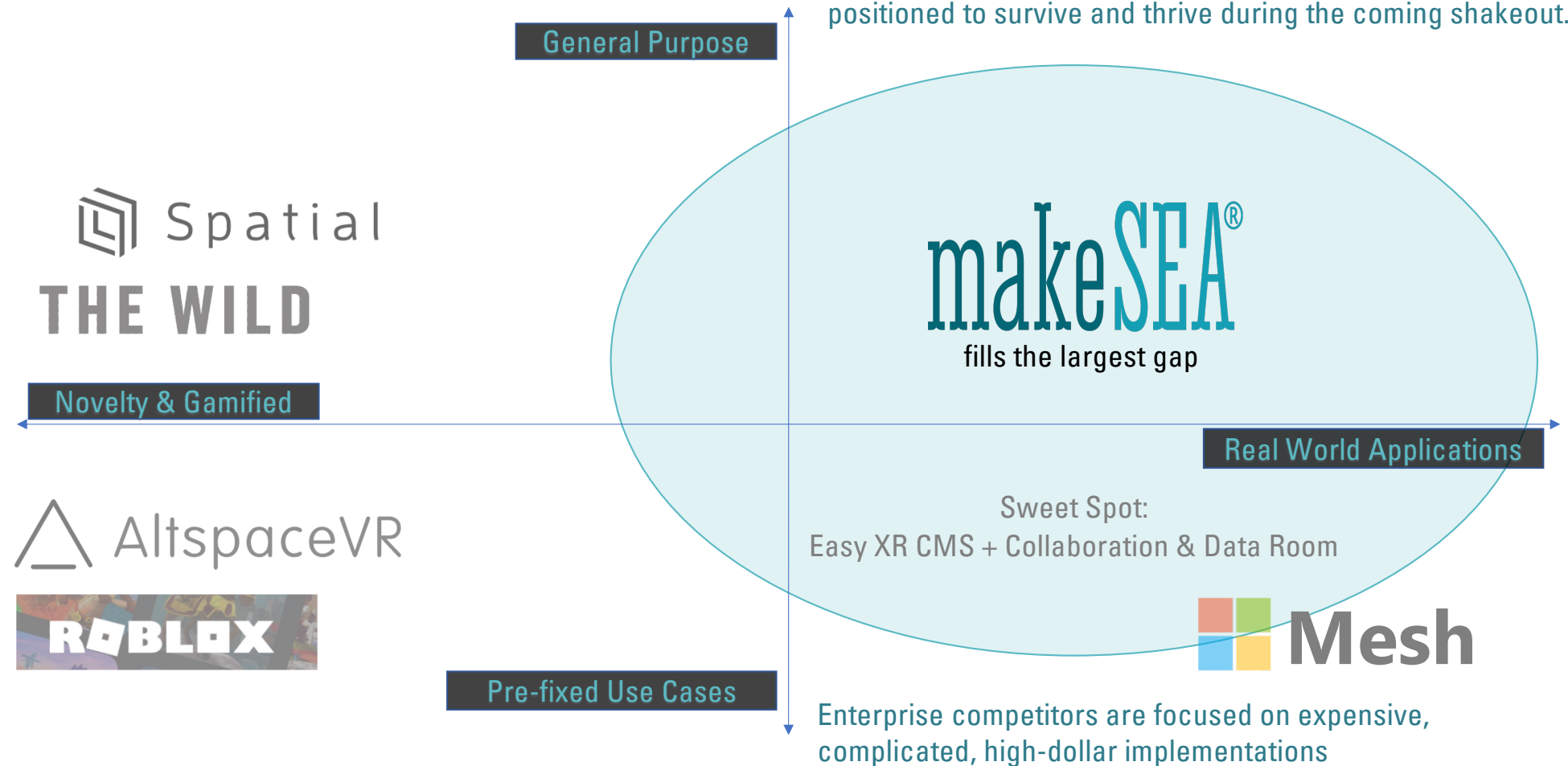


Our loss-leader
and free trial
sandbox is
currently our
Community site
with limited
branding and
features

**Independent Creators
\$0 - \$29/month**

COMPETITIVE LANDSCAPE

Indie competition has been early, overspending, and burning through capital (with the wrong feature set), while makeSEA is positioned to survive and thrive during the coming shakeout.



2021 KPIs

- **Enterprise Customer Lifetime Value (CLT): \$120K**
 - **SMB CLT \$20K**
 - Enterprise Customer Acquisition Cost (CAC): \$4,500
 - SMB CAC: \$1,200
 - New engagements with Celebrity Championship Boxing, Cal Poly + Space Force, SoCal Edison and more
 - Exhibitor Live Tradeshow (original inaugural launch event) Rescheduled for November 2021
 - 38,000 Users Under Site License
 - 8,400 Community Users
 - \$750K R&D Invested in Production Platform
 - Signed 2 Strategic Enterprise Solutions Provider Partnerships Agreements (Magic Leap, Oculus), added 3 VARs (tradeshow/events, oil/gas/energy)
 - New pre-engagement PoCs in Oil, Gas, Nuclear
 - New VAR partner targeting .edu @India
 - 2021 Revenue to-date: \$40K in annual RR, new multi-year subscribers, new strategic partners
 - 3.0 product version to all targeted hardware platforms
 - Multi-touch sales campaign producing 600 MQL/month, 20 SQL/month, per sales persona
 - Cost per Lead: \$5
-

TRACTION

PILOTS &
SUBSCRIBING
CUSTOMERS:

VAR
PARTNERS:

TECHNOLOGY
PARTNERS:

aramco



moxi
The Wolf Museum of Exploration + Innovation



Duke
UNIVERSITY

UAB
THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM

SAN LUIS COASTAL
UNIFIED SCHOOL DISTRICT

FOCUS
Learning Corporation



GENESIS
EXHIBITS



LEVR Studios

Liferay

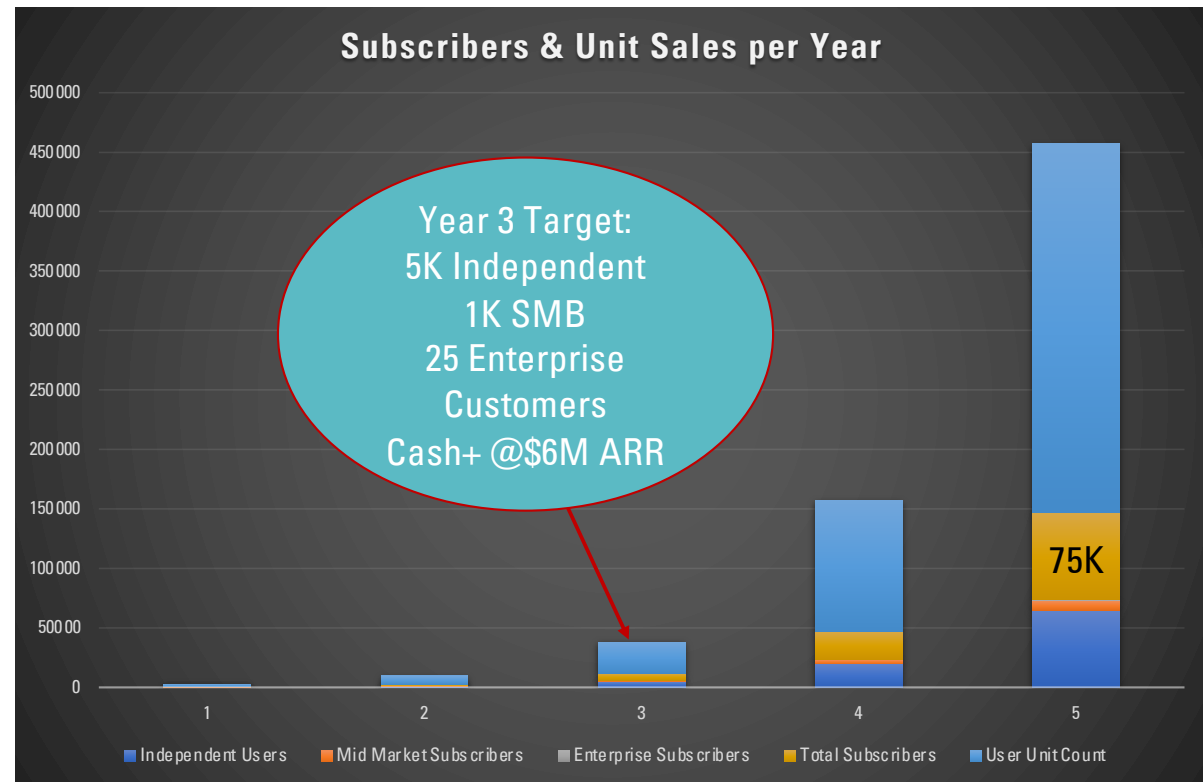
oculus

photon

WOWZA™
media systems

Microsoft

MODEST, BUT AMBITIOUS GOALS

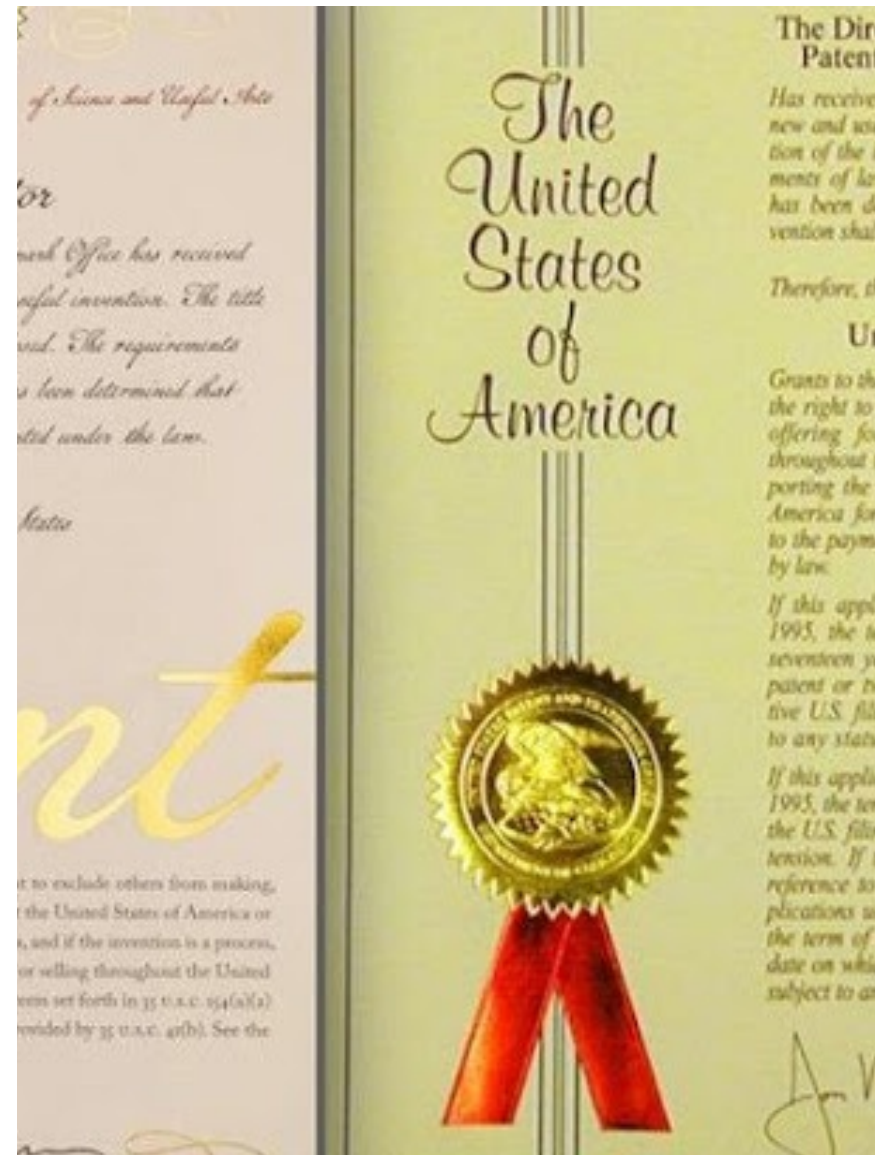


#IP4DAYS

**Utility Patent 9,904,773 Awarded
February 2018: DRM for 3D assets**

**Our XR technology is proprietary
and hard to replicate**

**We are the repository for our
users' IP, too**



YES, WE KNOW HOW TO FLY THIS THING



Chris Stavros

Founder, CEO, Chief Architect

10 years founding/operating successful high-margin boutique enterprise portal hosting and managed services company
8 years in tier I digital agency space as Director of Engineering, Senior Strategist and Senior Solutions Architect
8 years enterprise integration, architect for K-20 and Cal State System "My" portal architecture as Web Strategist



Roberta Doblek

Marketing & Customer Relations

Director of Marketing & Client Relations

Operating and Advisory Roles

20 years Tech Director experience, 10 years eCommerce Platform Client Management, 15 years @Digital Agency



Drew Hartley

XR Experience Engineer

3rd Year Advanced Unity Developer, Our "Rockstar Rookie"

Cal Poly San Luis Obispo Graduate



Stuart Hallin

Operations & Systems Administration

Director of IT Operations and Security Officer

5 years IT Operations for eCommerce Platform

5 years Director of IT & Security Officer for Enterprise Hosting Provider



Bill Berks

Web Experience Engineer

Senior Enterprise Application Architect

Enterprise Java/Liferay Developer

45 Years Custom Enterprise Application Design and Development (Fintech, Gov, Consumer, +)

Our team has experience building custom software solutions for the following notable brands:





**JOIN US,
EAT WORLD**

- **In production**
- **Adoption is ramping**
- **We survived COVID!**
- **New features released continuously**
- **Pre-revenue (no FT sales team, yet)**
- **Seed fund round launches July 2021 to build sales and marcom operations**

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It doesn't have to be complicated...

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CONTACT

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