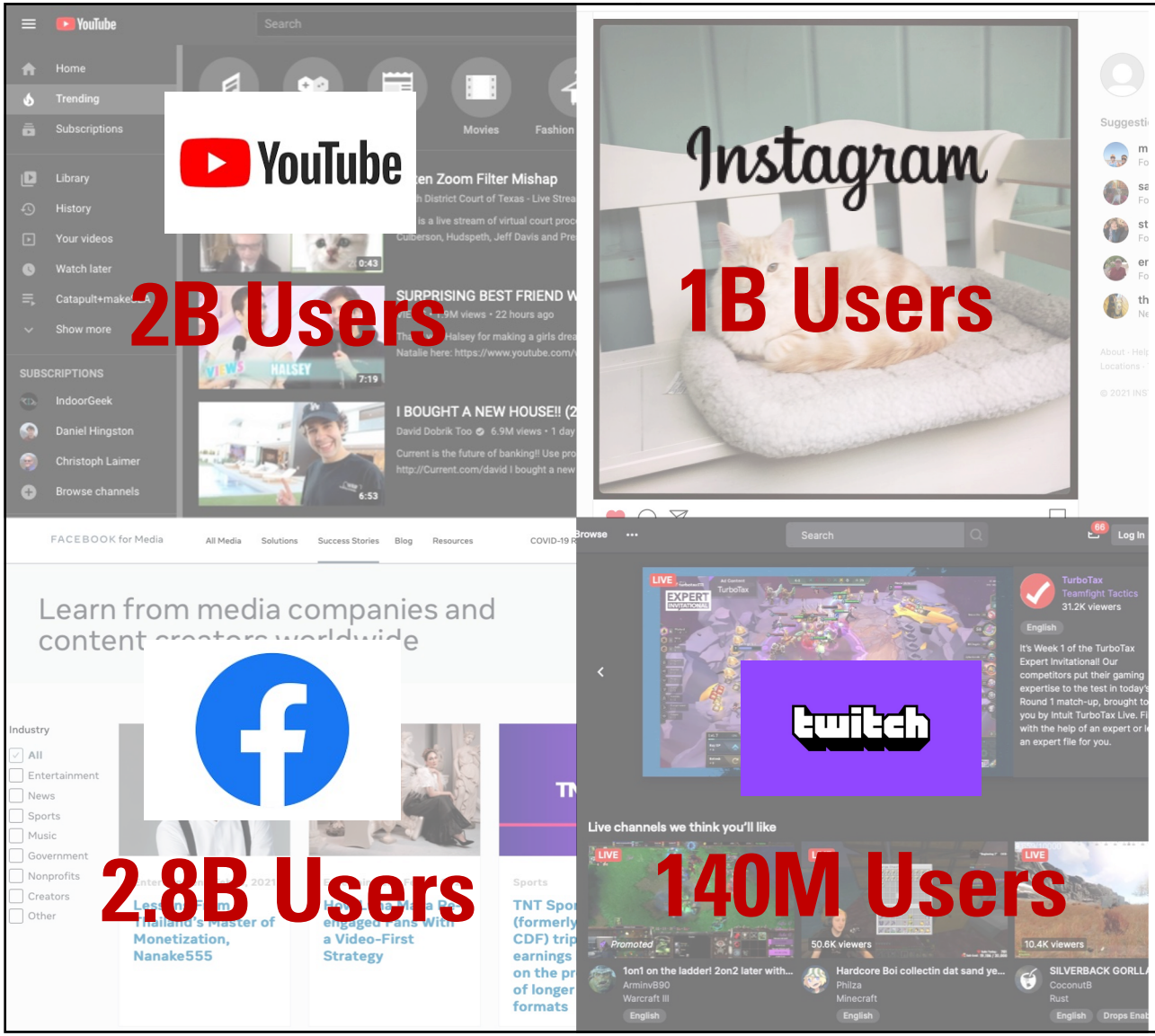
Content Management, Sharing, and Cross Platform Collaboration for Mixed Reality

makeSEA

THE EASIEST, FASTEST, BEST WAY TO SHARE **YOUR CONTENT** IN **EVERY REALITY**

# EVERYONE HAS A STORY




# A VENUE FOR EVERYONE

There's a venue for photos, video; advertisers get it, to the tune of $50B+ per year (Facebook).
There are even niche venues for gaming like Twitch and ROBLOX.

# MIXED REALITY (AR/VR/XR)

Guess where we are headed?

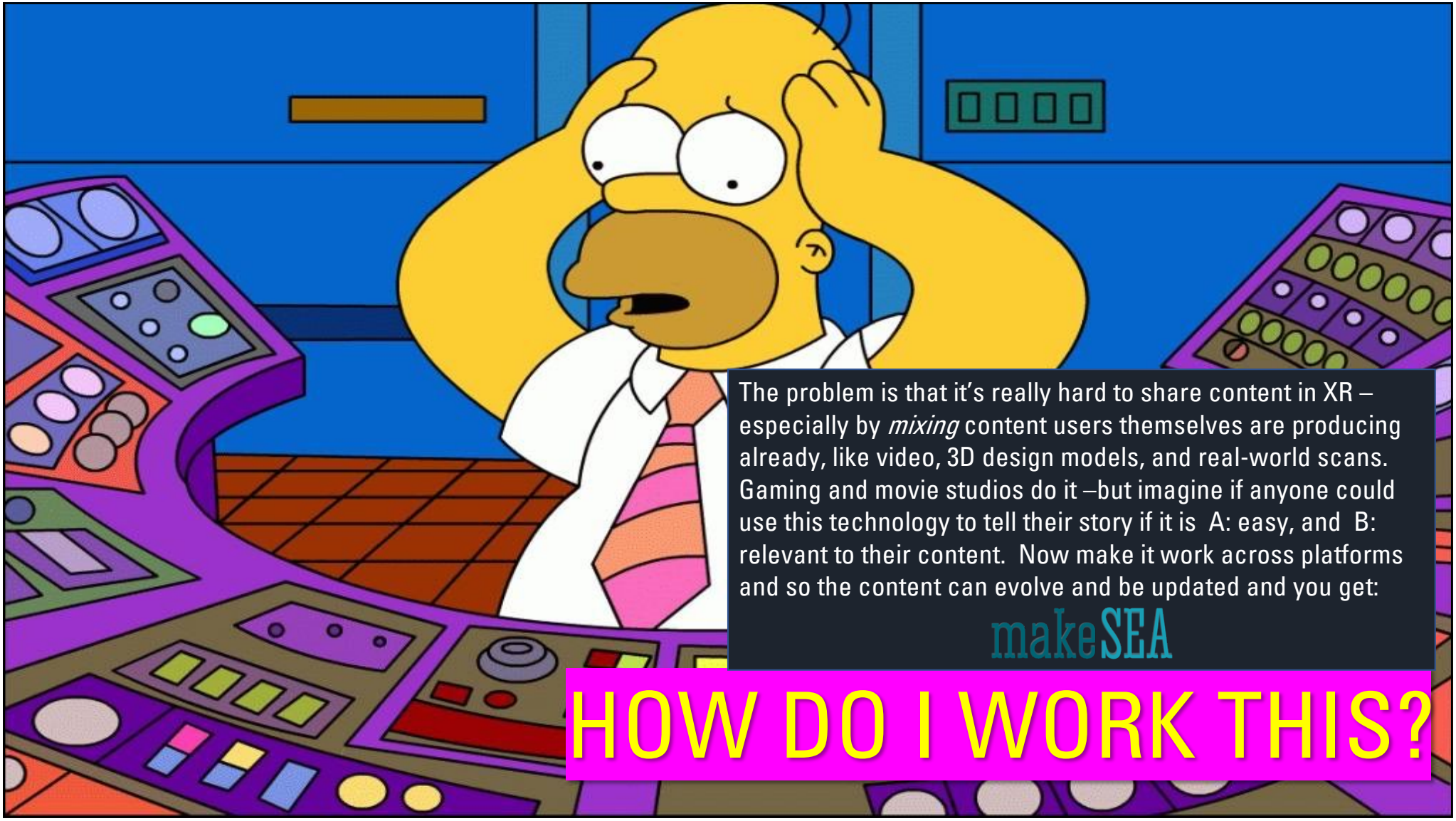
*Hint:* it is as close to first-hand as you can get: Virtual, Augmented, Mixed Reality

With these technologies, you can put any audience in any location, at any scale, as if together in real life.

# INFLUENCE

- Research shows that using augmented (AR), and virtual reality (VR), is more compelling and more likely to persuade an audience to buy, learn, and understand.

- makeSEA empowers everyone to deliver content that connects with an audience like no other medium can.

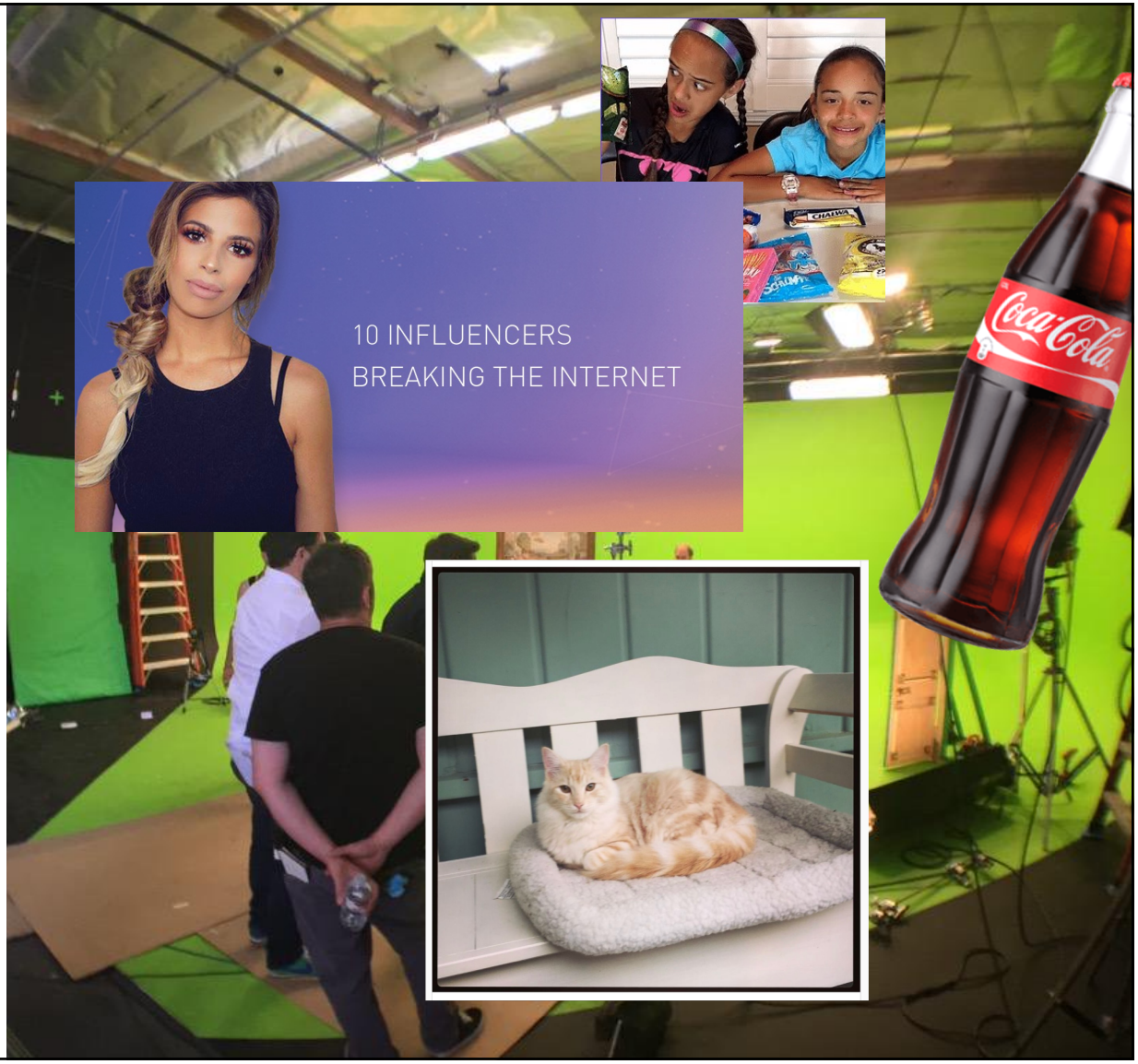

The problem is that it's really hard to share content in XR – especially by *mixing* content users themselves are producing already, like video, 3D design models, and real-world scans. Gaming and movie studios do it –but imagine if anyone could use this technology to tell their story if it is A: easy, and B: relevant to their content. Now make it work across platforms and so the content can evolve and be updated and you get:
makeSEA
HOW DO I WORK THIS?

# POOF… YOU'RE A MIXED REALITY PRODUCER

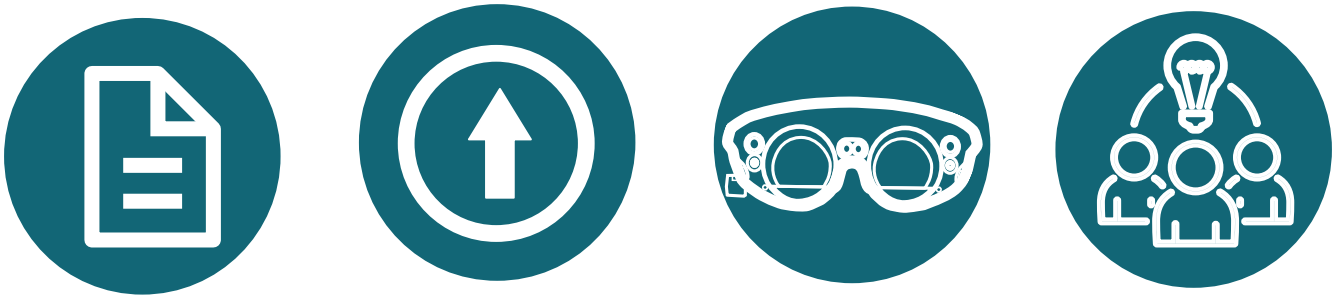
makeSEA

is a platform that solves the "hard" part of XR publishing by making it easy like social media posting and puts mixed reality in the hands of every creative, every teacher, every business, EVERYONE.

. . . isn't that what YouTube did for video?



# EASY-PEASY



Upload Share Spatialize Collaborate

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# 10X-100X TIME SAVINGS, REFRESH, REPEAT

- makeSEA reduces AR and VR production time by an order of magnitude -or two- vs existing methods
- Content can be blended from multiple sources to tell a better story:  3D models, real-world scans, video, and more
- Hosts can interact with their audience LIVE
- makeSEA helps publishers to keep things fresh and relevant by empowering them to update, re-use and improve experiences over time as the content and XR technology mature

For Video Examples of makeSEA and Catapult (makeSEA's XR client app), in action please visit:

https://www.makeSEA.com/examples

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# TRIANGLE OF DISRUPTION

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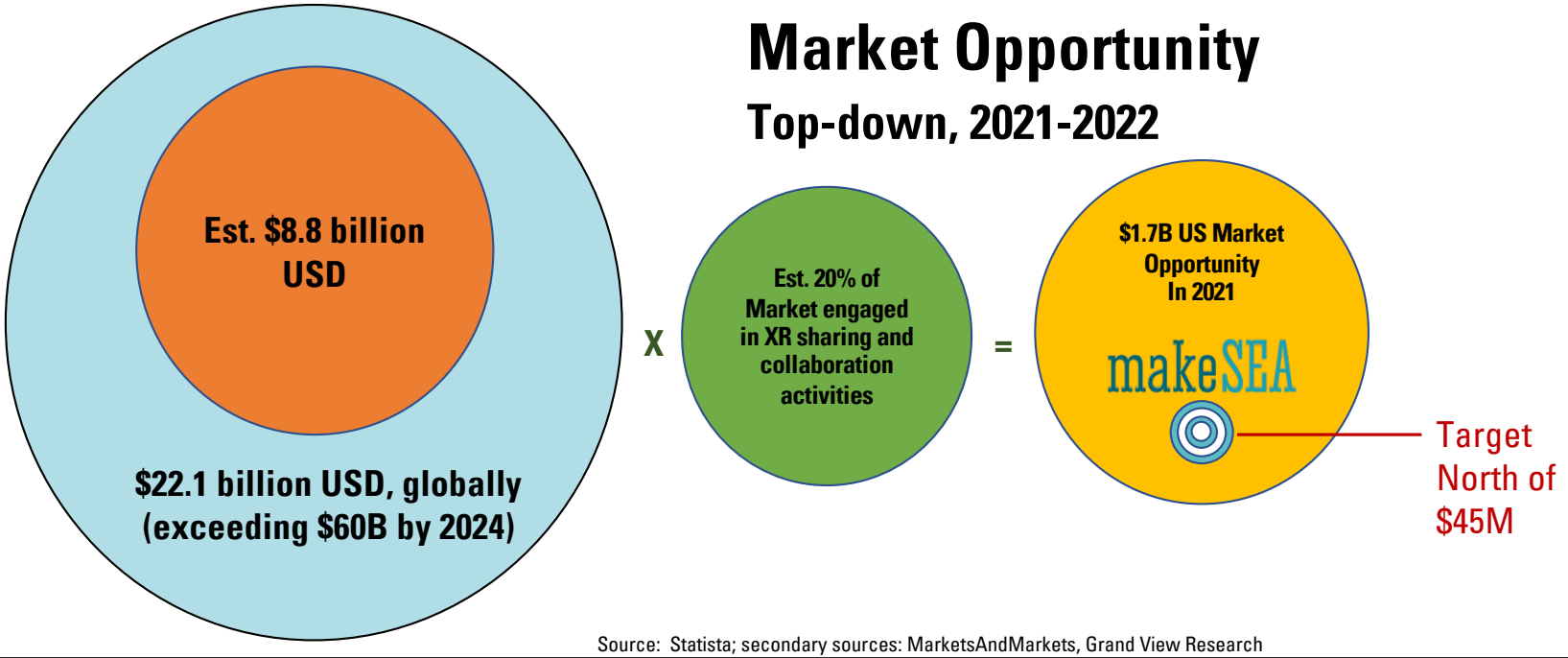
Tools

Creators

Devices

# VORACIOUS APPETITE




## Market Opportunity

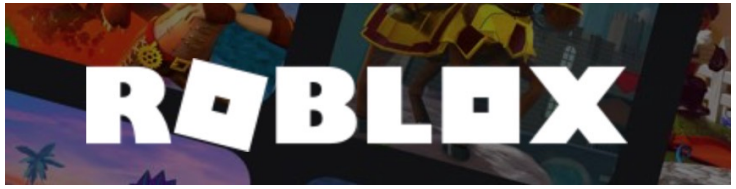
### Top-down, 2021-2022

Source: Statista; secondary sources: MarketsAndMarkets, Grand View Research

# PERSPECTIVE

YouTube
= $15B in Revenue

Instagram
= $1B Acquisition




March 9, 2021, CNBC:
"Roblox goes public Wednesday — **here's how indie game makers turned it into a $30 billion company**"

makeSEA is analogous to these services, but for XR, with a platform capable of also serving mid-market business and enterprise sectors.

3 DISCRETE REVENUE PIPELINES ON THE ROADMAP

**B2B2C: white-label turnkey solution for mid-market**
(SaaS), vertical applications and private domains

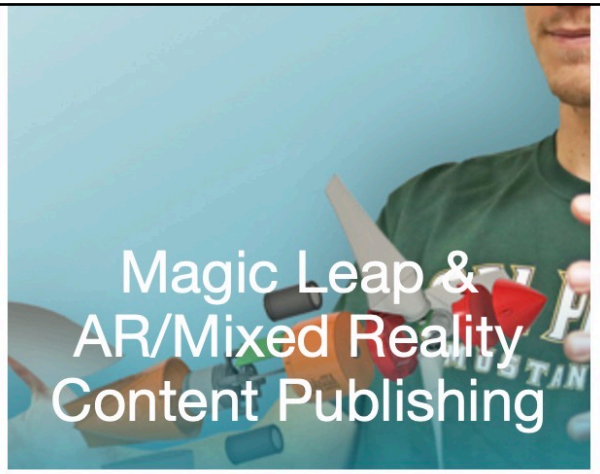
**ENTERPRISE: fully customizable standalone version for enterprise**
(SaaS), standalone platform

**D2C: Web facing software-as-a-service**
(SaaS) at www.makeSEA.com

Today

2022

2023

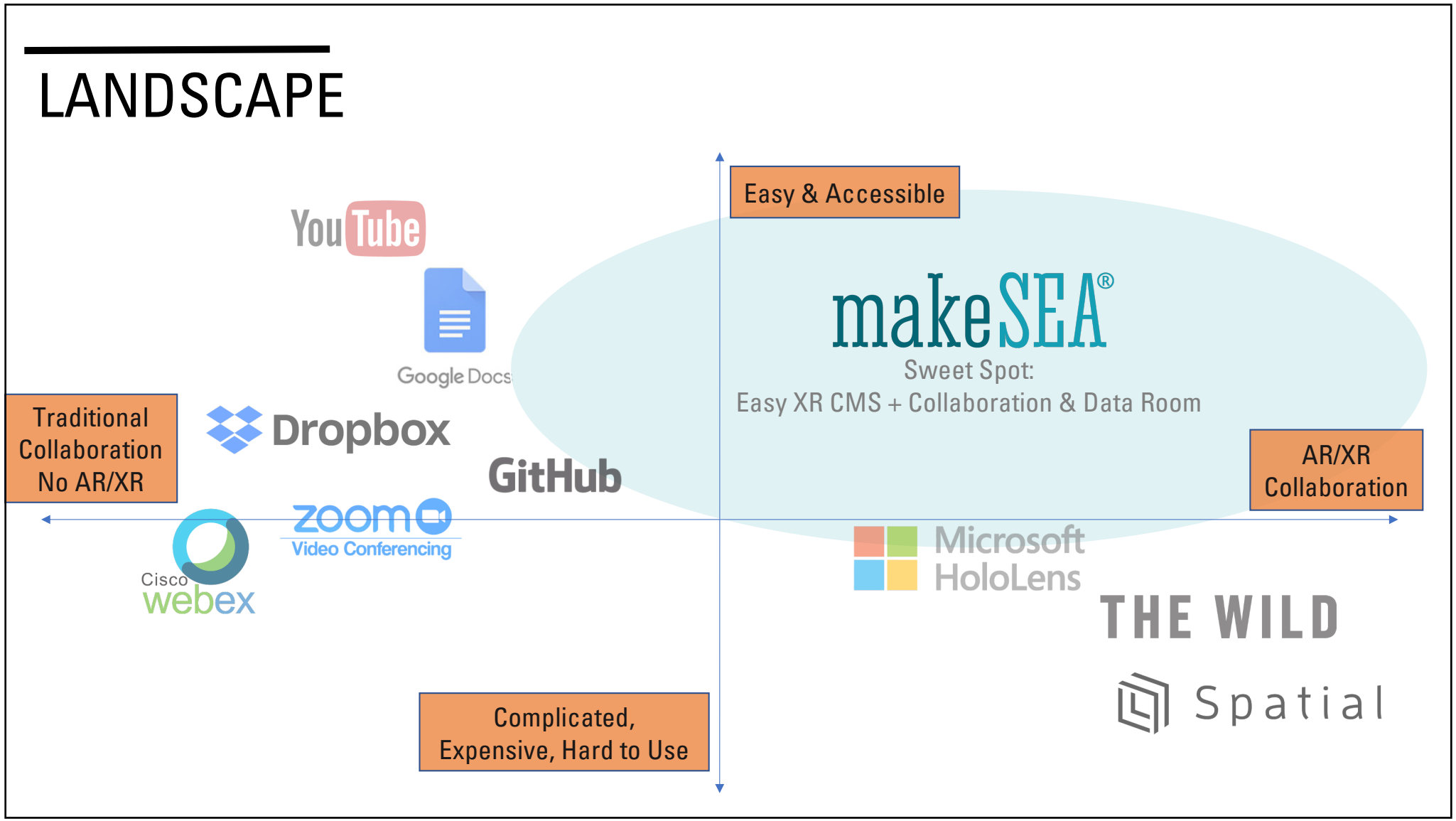


MULTIPLE CHANNELS THROUGH VARS

Channel Customers
$2,900-$4,900/Year
/Customer/Channel
Phase 1
(now)
All Pipelines Served from a Common Technical Platform

naturally
leads to...
Enterprise
Customers
$35K-$60K
each
...establishing
name brand for
burgeoning
consumer
markets
Independent Creators
$0 - $29/month

# LANDSCAPE


Easy & Accessible
YouTube
Google Docs
makeSEA®
Sweet Spot:
Easy XR CMS + Collaboration & Data Room
Traditional Collaboration No AR/XR
Dropbox
GitHub
AR/XR Collaboration
zoom
Video Conferencing
Cisco webex
Microsoft HoloLens
THE WILD
Spatial
Complicated, Expensive, Hard to Use

# TRACTION

newchip
2021 Seed Accelerator

## PAYING POC, CHANNEL & TECHNOLOGY PARTNERS

Duke UNIVERSITY

UAB THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

moxi
The Wolf Museum of Exploration + Innovation

AB Design

aramco

magic leap

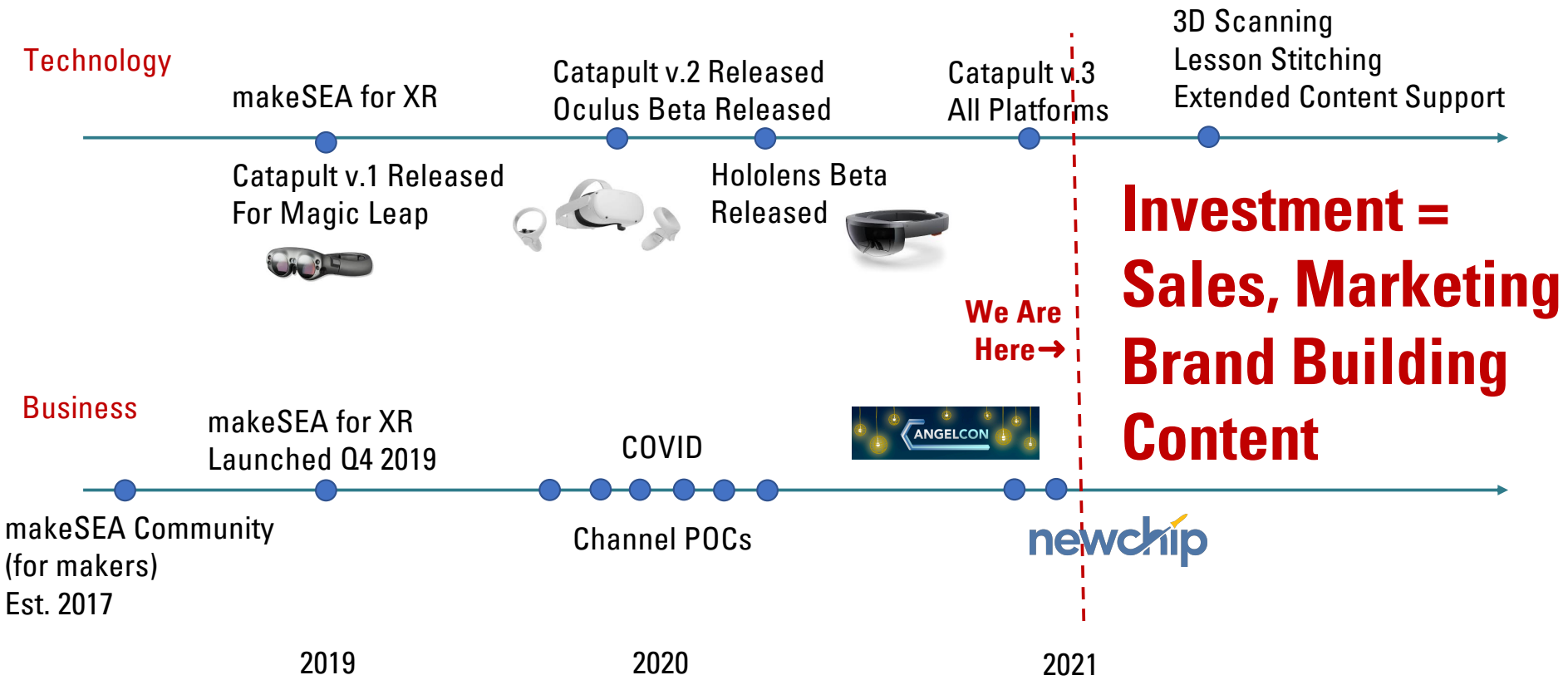
FOCUS Learning Corporation

GENESIS EXHIBITS

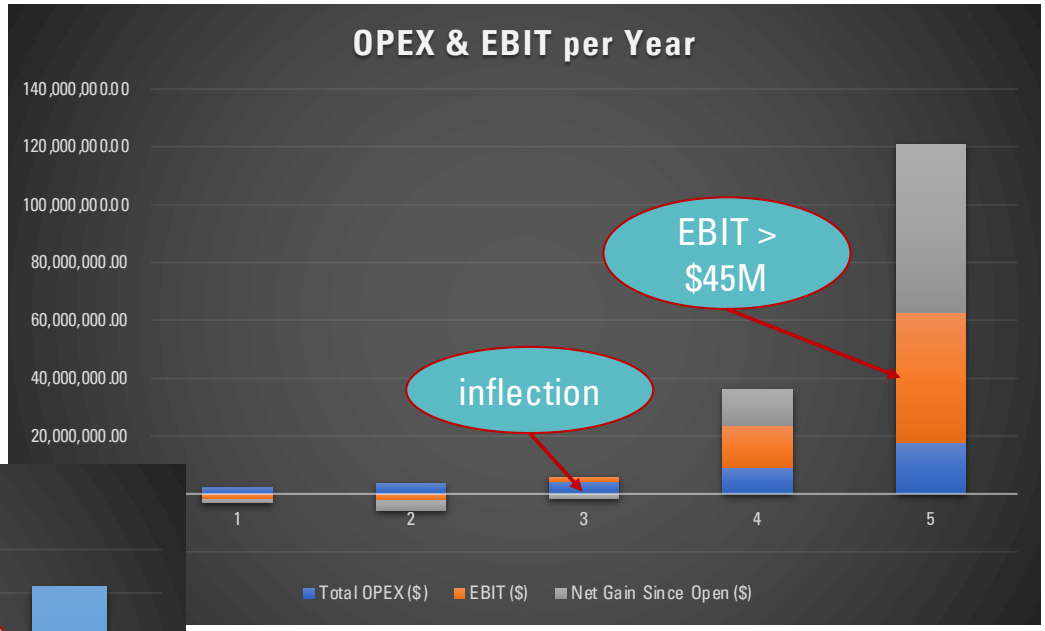
ZENTECH

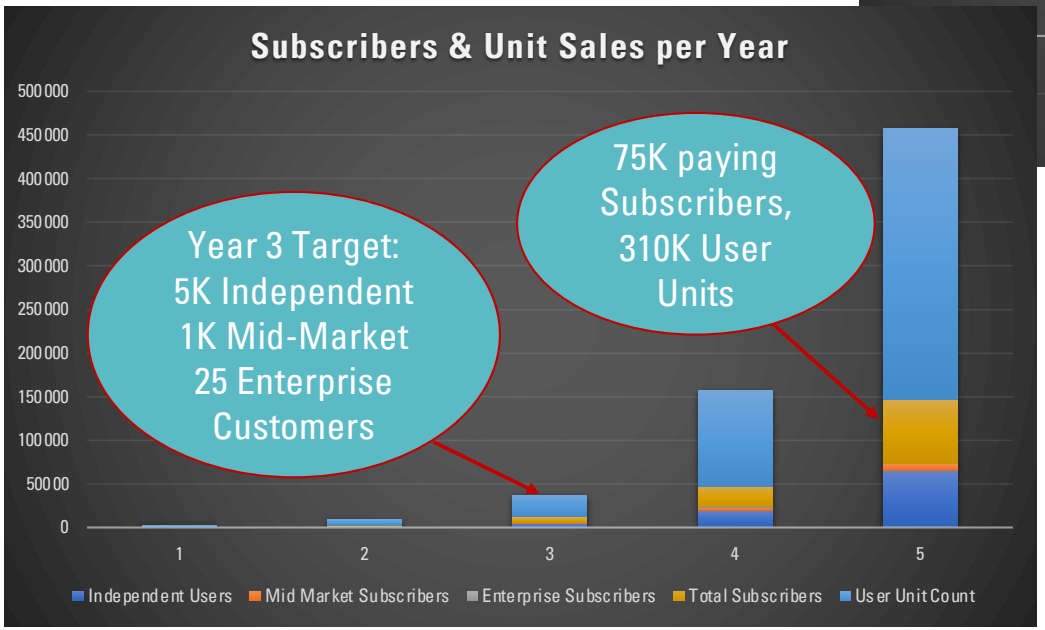
Leica

# READY FOR LIFTOFF



# MODEST BUT, AMBITIOUS



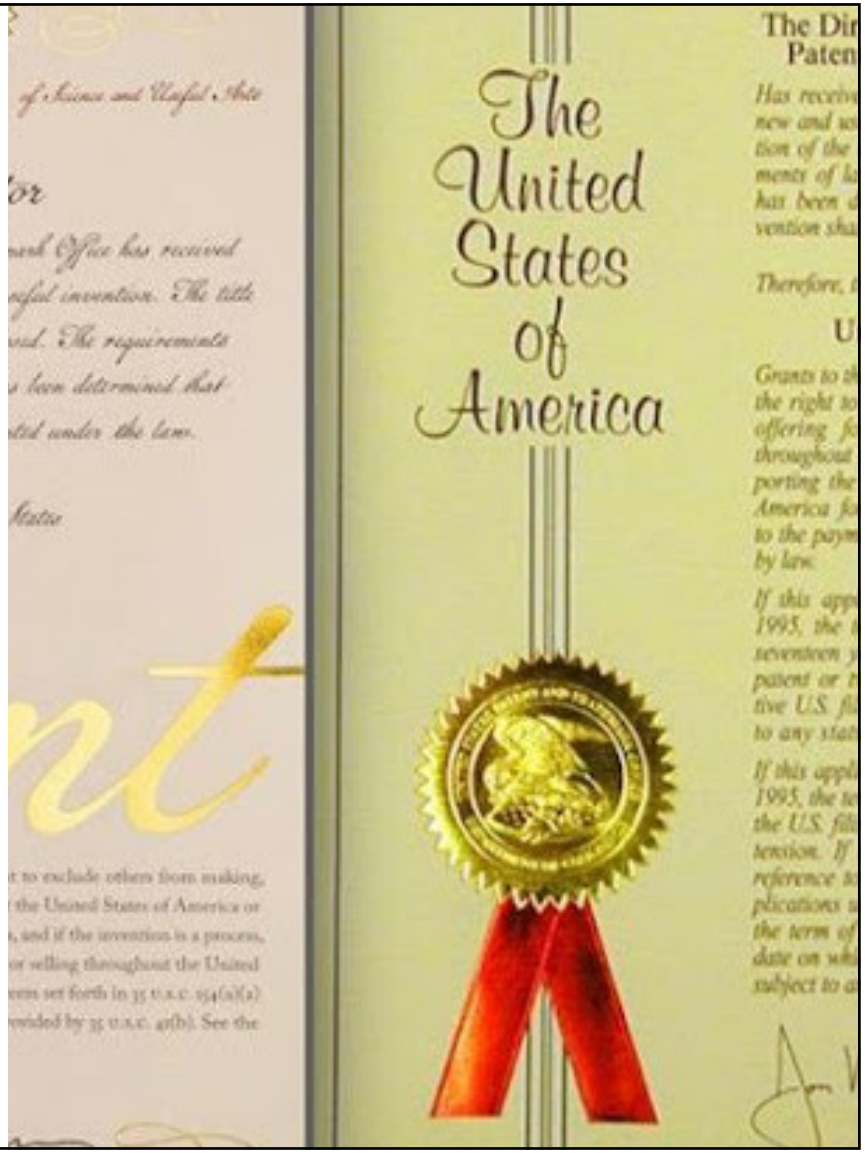




Profitability Inflection, Year 3

IPO/Acquisition Option, Year 5

# #IP4DAYS

- Patent 9,904,773 Awarded February 2018: DRM for 3D assets
- Our 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 building/operating successful boutique enterprise portal hosting and managed services company
8 years in tier I digital agency space as Director of Engineering, Senior Strategist and Architect
8 years in enterprise computing for K-20 and Cal State System

Drew Hartley
XR Experience Engineer
Unity Developer
Cal Poly San Luis Obispo Graduate

Roberta Dobolek
Marketing & Customer Relations
Client Relations and Operations Manager
Director of Client Services

Bill Berks
Web Experience Engineer
Senior Enterprise Application Architect
Enterprise Java/Liferay Developer

Stuart Hallin
Operations & Systems Administration
IT Operations and Security Officer
Senior Operations Manager

JOIN US,
EAT WORLD
• In production
• Pre-revenue (paid POCs)
• Seeking $2M Seed round to grow Sales, Marketing, and Operations
• Targeting very achievable 30X+ exit in year 5, with much higher potential
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