



MeandAR

Next-Generation Selfie-App

MeandAR App brings together fans and their favorite fandom stars

THINK OF YOUR DEDICATED FANS FOR A SECOND...

- ⌚ Wouldn't it be awesome to make it possible for them to take a selfie with their all-time favorite star in their own environment at any moment?!
- ⌚ Or create a completely new reality placing them in the surroundings of their favorite movies, games, stadiums, concerts ... you name it!

OUR AUGMENTED REALITY APP
MAKES THIS HAPPEN!!!

MeandAR

USE CASES

Use Case #1

Fans are able to place the avatar of their favorite character in every room in the real world and take a photo of them, their friends and the avatar in 3D



Use Case #2

Take pictures in the augmented scenery settings of their favorite films, TV series, games or with favorite football team in 3D.



Use Case #3

Take 2D pictures with automatic cropping and e.g. a film or TV series scenery setting as background.



How it works



How do we know that this **WILL** work on the market ?

New and Innovative Technology



Augmented Reality provides completely new digital experience for our users

Entertaining And Easy To Use



It's simple, accessible and enjoyable, which means user fascination will continue as they create new content

First Movers



No other app offers what we do or have even similar approach in terms of quality and technology. We are disrupting the market.

Enormous Market Size



Licensed merchandise turnover worldwide is a US-\$ 270 billion per year¹

People Love Selfies



93 million selfies are posted every day²

“Instagramability”



Designed to look great on Instagram and be shared on social networks

Easy to Adress Target Groups



Customers are quite well organised in fan bases

Highly Scalable



APP is developed to meet rising market demand

1. According to the US Licensing Industry Merchandiser's Association's annual market study

2. According to Google statistics

Business Models



Free App
download

- Users just
pay use



Different business
models available

- Revenue share
- Subscription with
Revenue share
- White label
- Special solutions for
marketers



DRM protection with
different models

- High visibility through
shared fanbases






At 1M users our
projected company
revenue is € 22 mio

- Create your own
model: imagine an
income of € 0.50 per
download and 1 mio
downloads...




MARKET OPPORTUNITY AND COMPETITION

With our platform and the APP, we are creating a new ecosystem for Augmented Reality. Copyright holders, content creators, end-users (fans) and merchandisers will all find a marketplace which has not been existing like that in the past.

AR Market

-  There are still just a few AR apps on the market, because the technology is still young and only recently smart phones and tablets are powerful enough in order to achieve satisfactory results
-  Market studies estimate the current value of this market with \$3.5 billion and that it will increase to \$198 billion by 2025
-  Number of regularly AR users will reach 1 billion by 2020 and 2.5 billion per 2025

Competition

-  We are seeing a lack of innovative business models in the field
-  Lack of DRM
-  So actually there is almost no competition in this new and rising market

MARKETS WHERE MEANDAR WILL BE INITIALLY OFFERED



TECHNOLOGY TIMELINE

September 2019

APP prototype

October 2019

MVP and testing

November 2019

Alpha version development

December 2019

Alpha testing

January 2020

Launch of Beta version

February 2020

Full Launch

MeandAR - the next generation selfie

The technologies behind

**B2B Video max 30 seconds
runs inside this frame (click to start)**

WHAT WE OFFER TO OUR PARTNERS

- **NEW REVENUE STREAM WITH ABSOLUTELY NO COST AND NO RISK**

We provide technology, customer support, marketing and promotion

- **DEEPER CONNECTION WITH FANS**

What fans really want is personal access to their idols, let them be part of your world !

- **NEW CHANNEL OF COMMUNICATION WITH YOUR FANS**

Reach out to your fans in a completely new and innovative way. Use our platform to communicate with them.

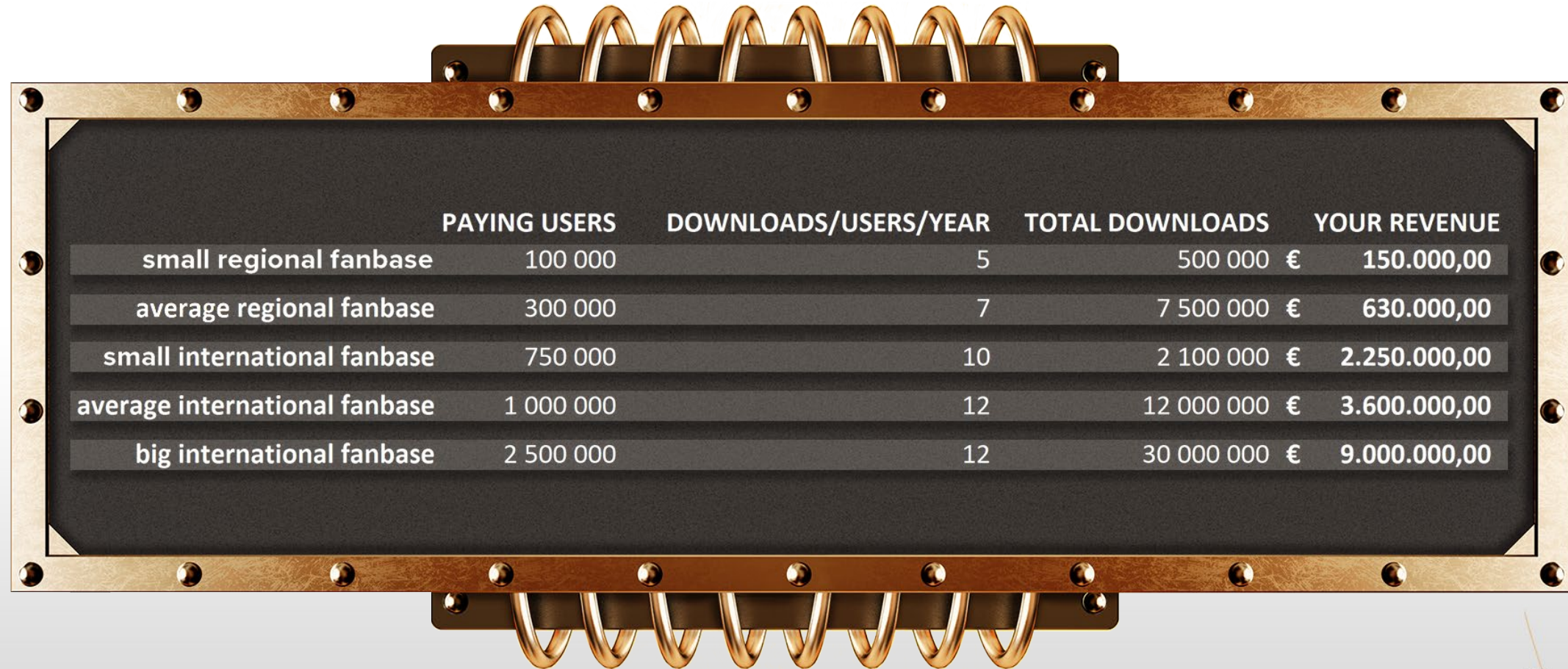
- **TAILOR-MADE BUSINESS MODELS**

From revenue share programme (60% of income to the copyright holders) to eventually company shares (convertibles)



REVENUE - example

key metrics for € 0.5 per download and 60% revenue share

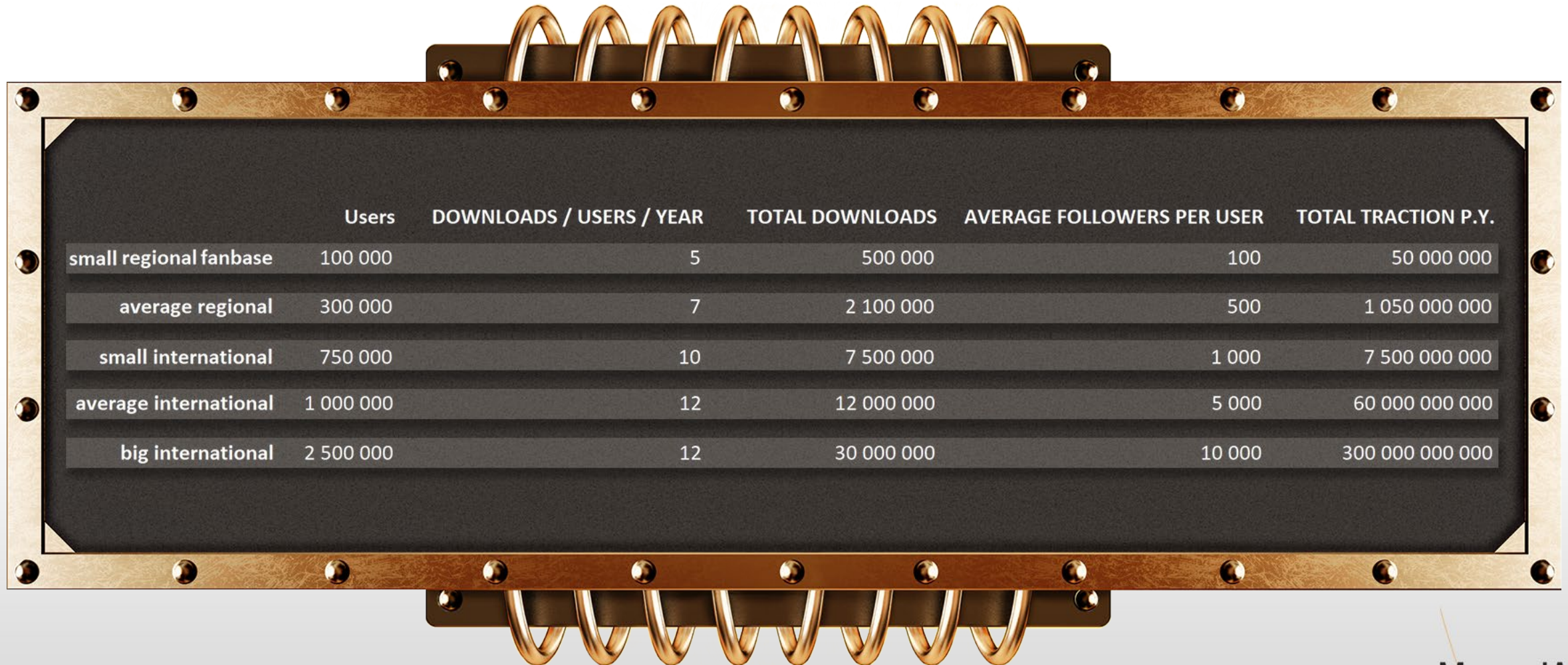


A spiral-bound notebook with a gold-colored cover and a black page. The page contains a table with five columns: 'Paying Users', 'Downloads/Users/Year', 'Total Downloads', 'Your Revenue', and 'Revenue Share'. The table lists five fanbase categories: small regional, average regional, small international, average international, and big international. The revenue share is consistently 60% for all categories.

	PAYING USERS	DOWNLOADS/USERS/YEAR	TOTAL DOWNLOADS	YOUR REVENUE	REVENUE SHARE
small regional fanbase	100 000	5	500 000	€ 150.000,00	60%
average regional fanbase	300 000	7	7 500 000	€ 630.000,00	60%
small international fanbase	750 000	10	2 100 000	€ 2.250.000,00	60%
average international fanbase	1 000 000	12	12 000 000	€ 3.600.000,00	60%
big international fanbase	2 500 000	12	30 000 000	€ 9.000.000,00	60%

TRACTION - example

total traction for different groups



	Users	DOWNLOADS / USERS / YEAR	TOTAL DOWNLOADS	AVERAGE FOLLOWERS PER USER	TOTAL TRACTION P.Y.
small regional fanbase	100 000	5	500 000	100	50 000 000
average regional	300 000	7	2 100 000	500	1 050 000 000
small international	750 000	10	7 500 000	1 000	7 500 000 000
average international	1 000 000	12	12 000 000	5 000	60 000 000 000
big international	2 500 000	12	30 000 000	10 000	300 000 000 000

OUR TEAM MAKING IT HAPPEN



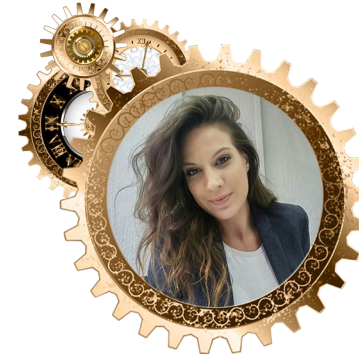
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Thank you!

Let us - together - create your plan!

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You find us on



On our Website: www.meandar.eu