

# *ULTRA REALIS*

*Next-Gen Augmented Reality*



# Early Traction

MyView



MVP – In Development

Early Interest from -

Advertising agencies

Content creators

Media houses

...Building out our waiting list!

# Experienced Team

✓ **Strategy** and **Consulting** for **30 years**



- ✓ Banking, Gaming, AR-Tech
- ✓ Multi-geo, Enterprise, B2B, D2C
- ✓ Recurring Subscriptions

# Problem

**Immersive tech users want**  
Effortless & bespoke experiences

Today's media formats restrict  
AR personalisation & adoption



# Solution



We're Building the New  
Defacto Standard for  
Augmented Reality Video

Redefining the AR Media content Experience with

MyView



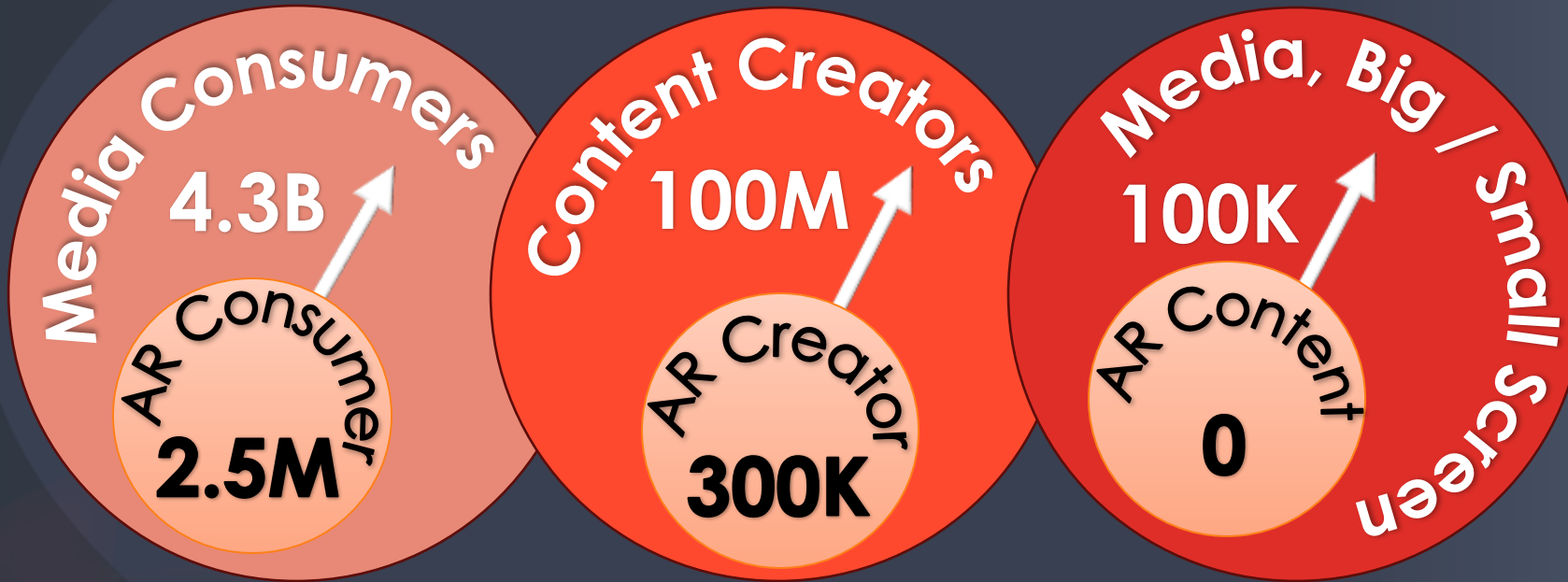
# Example?



Mason & Clara Experience an Immersive and Enhanced Barcelona tour with curated tour guides they can choose, using MyView :

- **Next Generation - XR 2.0**
- **Augmented Reality** videos

# Market



1300 sales per day =  
**525K**  
**Global Customers**  
10% of Market  
Share in year 5 =  
**\$95M**  
Revenue in year 5

\*Total addressable market - Global (TAM) \$539B

\*\*Serviceable addressable market - Global (SAM) @10% of TAM \$539M

\*\*\* (SOM) \$95M = 1300 combined customers per day @ 100 customers across 13 countries

# Revenue model

1. FREE for 7 days, Choice of favorite full-length streaming media content from any media source in MyView-Viewer\*
2. FREE for 15 days, Creators codify any media source in MyView-Creator<sup>+±</sup>
3. Enterprise customers sign up for a demo period followed by annual MyView-Enterprise<sup>+</sup> subscription
4. Pricing between \$9.99 & \$999.99 with recurring subscription, Retain enterprise billing for minimum 12 months @ \$999.99

1300  
sales per day  
@ \$200 APA=

**\$95M**

Revenue in  
**YEAR 5**

\* On up to 5 devices; <sup>±</sup>Single User / Device; <sup>+</sup>FREE lifetime access to MyView-Viewer with creator / enterprise license | Additional **40% - 60% in Global Sales**



# Projections

**\$900K**

**\*12 sales per day**

5 sales per day globally

**Year 1**

**\$9.5M**

**\*150 sales per day**

70 sales per day globally

**Year 3**

**\$95M**

**\*1,300 sales per day**

700 sales per day globally

**Year 5**

*\*All sales are gross*

# Go To Market

- ✓ Scalable, Universal, Customer Acquisition Strategy
- ✓ Target CPA per upgrade \$24  
Combined across license tiers
- ✓ Viral social growth strategy ready  
Multi-channel high volume generating long and short form stories daily
- ✓ Enterprise integration plan ready  
MyView 'just-works' for large film studios, media and advertising houses
- ✓ Global expansion ready  
UK launch, followed closely by USA, India, UAE, East-Asia



**Rapid Global  
Expansion**

# Competition



Inspired by how:

- Netflix transformed Entertainment & Media
- Google redefined Internet Navigation
- Meta revised Social Media

**We are building something new!**

- Something Personal, Immersive & Engaging
- Next-Gen XR Streaming & Social Media Entertainment

No One, delivers AI-driven, contextual, one-touch AR video experiences

**Potential  
Competitor  
Valuation  
\$100B-\$1T**

# Ask

## Pre-seed - Raising £500,000

1<sup>st</sup> tranche of £250,000 - to qualify for SEIS tax relief

2<sup>nd</sup> tranche of £250,000 - to qualify for EIS tax relief

## Use of funds:

£200,000 – Design, Development & Engineering to bring the product to market

£40,000 – Security, Legal & Compliance establishing privacy first

£140,000 – Digital Marketing, Advertising & Partnerships to drive revenue

£120,000 – Contingency



# *THANK YOU*



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# Investment Tax Relief

The **Enterprise Investment Scheme (EIS)** and the **Seed Enterprise Investment Scheme (SEIS)** both offer generous tax reliefs to encourage investment in small, high-risk companies in the UK. Here's a breakdown of the tax relief available for each:

## EIS (Enterprise Investment Scheme)

### 1. Income Tax Relief:

- **30%** tax relief on investments of up to £1,000,000 per tax year (or up to £2,000,000 if at least £1,000,000 is invested in knowledge-intensive companies).

### 2. Capital Gains Tax (CGT) Deferral Relief:

- Any gain on the disposal of other assets can be deferred by investing the gain into EIS-qualifying shares.

### 3. Exemption from CGT:

- No CGT to pay on gains from EIS shares held for at least 3 years.

### 4. Loss Relief:

- If the investment fails, you can offset the loss against your income tax or CGT.

### 5. Inheritance Tax (IHT) Relief:

- After 2 years, investments can qualify for 100% IHT relief.

The **Enterprise Investment Scheme (EIS)** and the **Seed Enterprise Investment Scheme (SEIS)** both offer generous tax reliefs to encourage investment in small, high-risk companies in the UK. Here's a breakdown of the tax relief available for each:

## SEIS (Seed Enterprise Investment Scheme)

### 1. Income Tax Relief:

- **50%** tax relief on investments of up to £100,000 per tax year.

### 2. CGT Reinvestment Relief:

- Up to **50% of the investment** can be exempt from CGT if the gain is reinvested into SEIS shares.

### 3. Exemption from CGT:

- No CGT to pay on gains from SEIS shares held for at least 3 years.

### 4. Loss Relief:

- Similar to EIS, losses can be offset against income tax or CGT.

### 5. Inheritance Tax (IHT) Relief:

- After 2 years, investments can qualify for 100% IHT relief.

These schemes are designed to make high-risk investments more attractive by significantly reducing financial risk to investors.