

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

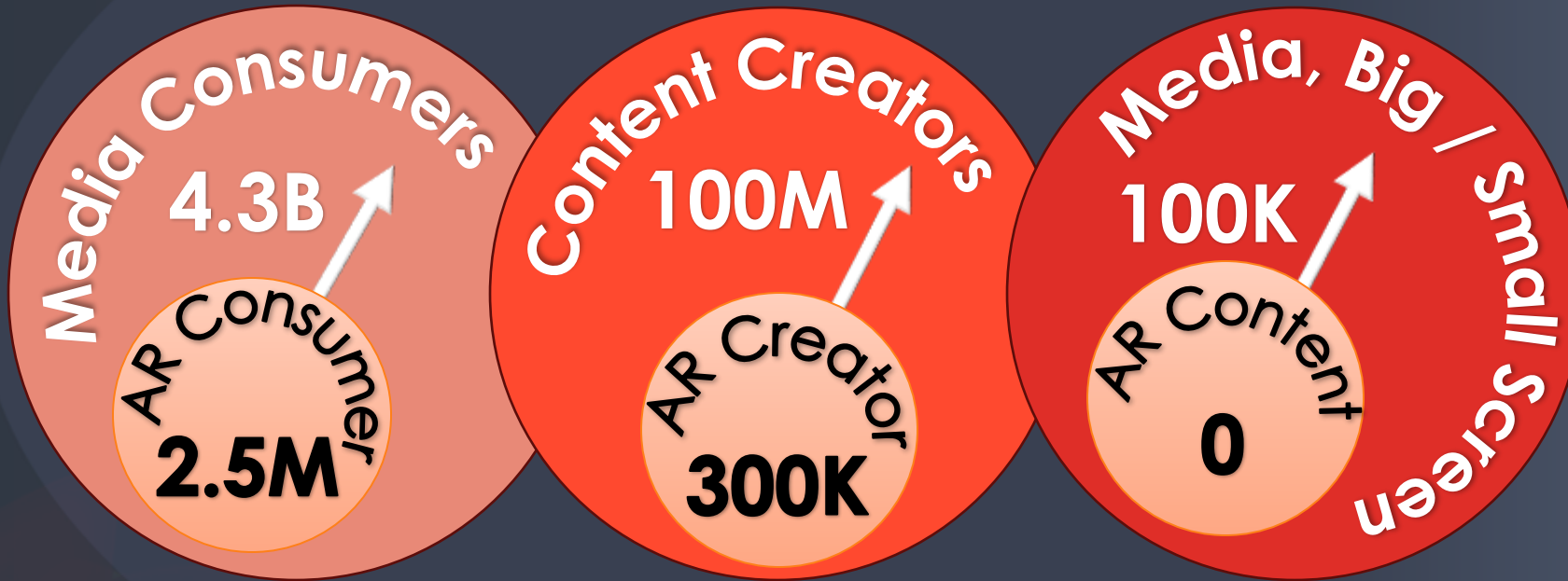
Example?



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[±]
3. Enterprise customers sign up for a demo period followed by annual MyView-Enterprise⁺ 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; [±]Single User / Device; ⁺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

1st tranche of £250,000 - to qualify for SEIS tax relief

2nd 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.