HOLOPRO, INC.

CHANGE THE WORLD

WITH HOLOGRAM PROJECTORS

HTTPS://WHYHOLOPRO.COM/

EXECUTIVE SUMMARY

Executive Summary

Problem Solution/Value Proposition

Market Validation/Why Now?

Product Market Size Business

Model Competition Marketing Plan/Go-to-Market Founding Team Fundraising Financial Stats/Use of Funds

The Problem
Integrating visual technology in human lives

The Solution
Holograms – Those offer more usability and better experience

Target Market
1° stage – Commercial companies, mainly in entertainment industry
2° stage – technology mainstream for everyone

The competition
MagicLeap – Our main competitor, based in FL, but they use head-mounted visors

Oculus VR – Backed by Facebook, their technology is still in the development phase, and they too use head-mounted visors.

Team
Founder + about 12 engineers to develop the hologram technology.

Milestones
1 year for a well developed prototype (ideally, 6 months).

On 2° year we should be able to offer it on the market.

Financial summary (1° stage – Selling to Commercial companies)
Revenues: 100K/Unit

Costs: 20K/Unit manufacturing, 50K/Unit total cost.

Profit: 50K/Unit.

Impact on the world
Immersive experiences: users will be IN the visual experience. I will be **indistinguishable from reality.**

The problem

- Integrate visual technology with human daily experiences

Today

- Today people use screens (mostly smartphones and PCs) as visual technologies
  - Limited by Usability (need of the phisical device)
  - Limited by Experience (not much can be done except showing things, there is little difference between a screen and a piece of paper)

Our solution for the future

- Holograms can be integrated in everyday life
  - Usability – There is no longer the need to have a phisical device (i.e. you are driving? You no longer need to use the phone to look at the map)
  - Experience – Individuals can have a fully immersive experience in the visual action

MARKET VALIDATION/WHY NOW?

- In the same way, as the world needed TVs and LCD displays a few years ago, this is the next step, probably inevitable as it will happen soon or later, as well as flying cars or autonomous cars

- Companies are already investing Billions of Dollars in this technology, eventually one company will become an unicorn in this technology.

- There as been little innovation in the visual technology industry since 2007, when iPhone was introduced and reinvented the utility of LCD screens.

PRODUCT

- Hologram projector: it would render high definition moving images without any support.

- Cost of production: estimated to be around $20,000 / Unit in the first stages of the production.

- It will offer a really immersive Virtual Reality experience. Anything could be rendered without any support, and it could theoretically have any shape and size. **People will be IN the virtual reality.**

MARKET SIZE

If we look at HOLOPRO as a new company in the holographic sector, we are talking about a market size that used to be 733 Million Dollars (2014) and now is estimated to be 3.576 Billion USD (2020). A Compound growth rate of 30.2% .

Attractive Opportunities in Holographic Display Market

CAGR
30.2%

USD 3,576
Million

USD 733
Million

2014   2020

- The global holographic display market is projected to reach USD 3,576 million by 2020 from USD 567 million in 2013

- The Increased demand of holographic displays in events and advertisements and escalated demand of holography for medical imaging in healthcare industry are the major factors contributing significantly to the growth of holographic display market

- Advancements in holographic display technology and rapidly advancing smartphone and tablet market are the major opportunities for holographic display vendors.

Source: Press Releases, Investor Relation Presentations, Annual Reports, Expert Interviews, and MarketsandMarkets Analysis

BUSINESS MODEL

- Stage 0: R&D to develop a hologram projector that accomplish the Holopro mission.

- Stage 1: Offering Holopro's technology to commercial companies and government entities (like defense, or possibly education). Those will be able to pay the higher price to have a revolutionary technology to improve their business.

- Stage 2: R&D to reduce production costs. The goal is to be able to make the technology affordable for everyday customers.

- Stage 3: Offer Holopro's technology to as many customers as possible, for private and commercial use.

- Stage 4 (possibly): Repeat Stage 2 and 3 to offer an even more affordable version of Holopro's technology.

COMPETITION

- Competition could affect us because:
  - They will try to stop us
  - They might cooperate with us, accelerating the introduction of hologram technology in the world (much more desirable).

- Companies are already investing Billions of Dollars in this technology, eventually one company will become an unicorn in this technology.

- There as been little innovation in the visual technology industry since 2007, when iPhone was introduced and reinvented the utility of LCD screens. Even the companies currently dedicated to this technology are just trying to use VR visors to accomplish the objective.

COMPETITION (CONTINUE)

MagicLeap
Launched in 2010 and based in FL, it is our biggest treath.

- They raised multiple funding rounds, for a total valuation in July 2019 of $6.4 Billions. Even so, in June 2020 the company was valued at $0.45 Billions.
- The company produce head-mounted virtual retinal display that are already in the market. Even so, the product is head-mounted, and that could be the issue in them becoming an unicorn company: **holopro's technology is a projector, not an head-mounted visor.**

Oculus VR
Launched in 2012 and based in CA, its backed by Facebook Inc

- According to Crunchbase.com, Oculus received about $ 100 Millions in funding.
- Oculus still follow the model of developing a head-mounted virtual retinal display. This will not be suitable for everyday use.
- Oculus have already discontinued many of its products: Oculus Rift, Oculus Go, Oculus Rift S... **This show that the company is having hard time to create a business out of head-mounted virtual retinal displays.**

Google Glass (failed, and reattempted)
Launched in 2013 and based in CA, it's an integral part of Google

- It's probably the best attempt for a retinal visor, definitely more comfortable to wear and geared toward common end users.
- It's still head mounted, and it is facing the difficulties and limitations that MagicLeap and OculusVR are facing. Google discontinued the project in 2015, and reattempted in 2017 and 2019 but **without significant differences in the business model.**

MARKETING PLAN / GO-TO-MARKET

- Stage 1: Social media marketing aimed to businesses involved in the entertainment industry. Demostration shows for entertainment businesses, to illustrate the capabilities of this technology.

- Stage 2: Offering Holopro's technology to commercial companies in different industries and to government entities: We will conduct demonstration shows to illustrate how Holopro's technology can be applied to the education industry, the defense industry, and others…

- Stage 3: Marketing to wealthy citizens for private use. Price tag for the product will be high. Holopro's technology will start to replace TVs and most screens.

- Stage 4: Marketing to mid-class citizens for private use. Price tag for the product will be expensive but no longer prohibitive.

- Stage 5: Technology available worldwide and integrated in every human's everyday life.

FOUNDING TEAM

- A guy:

- Expert coder in Python, JavaScript, ReactJS, COBOL and others…

- Expert businessman, running my own company, doing accounting, hiring employees and managing projects daily.

- NEVER QUIT, first time I thought about this project was 8 years ago. Since then, I'm trying to make it a reality creating a better and better business plan and investor pitch until Holopro will become real. I will NEVER QUIT.
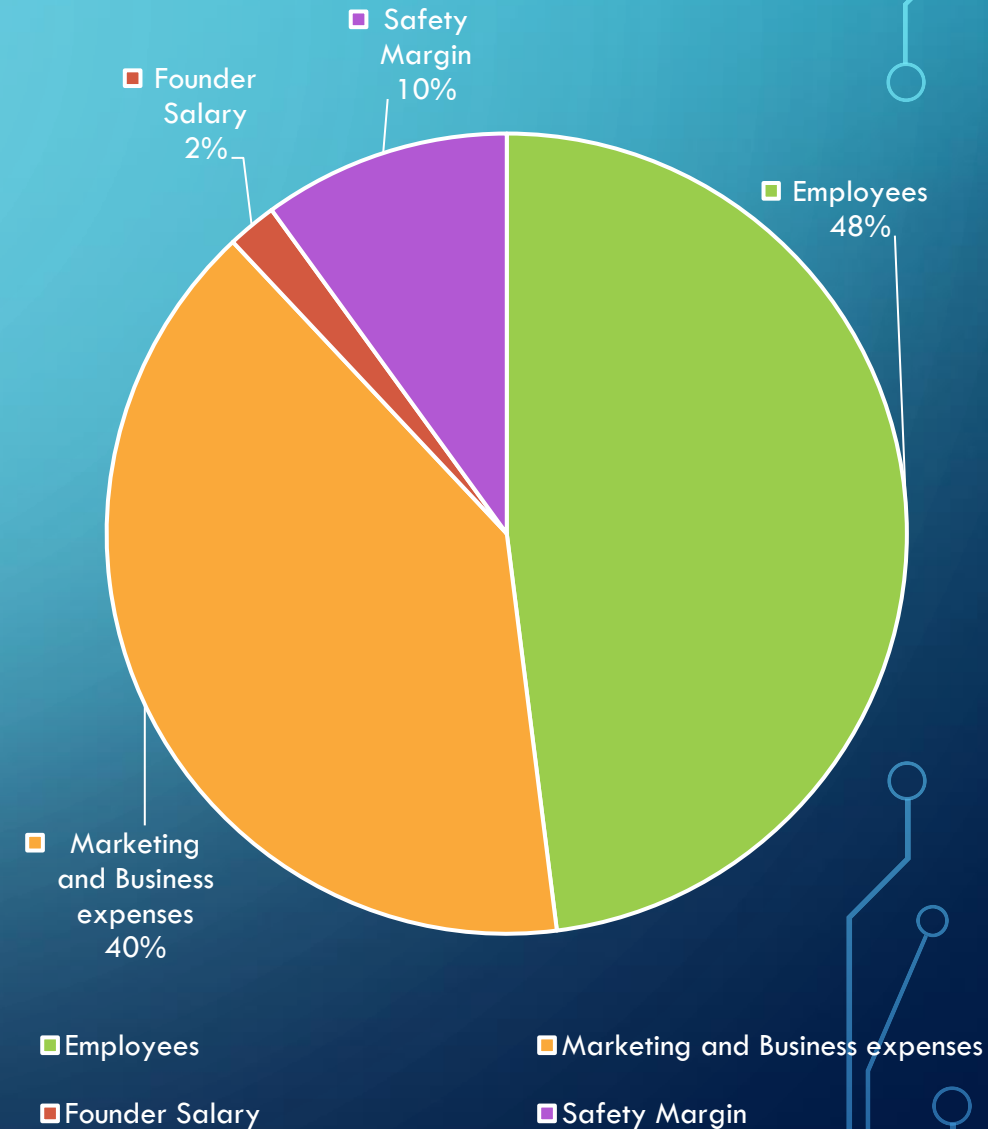
FUNDRAISING

- Preferred source of capital: Venture capital firms
  Venture capitalists can provide not only capital, but also expertise and network opportunities, making it a preferred source of funding.

- Alternative source of capital: Kickstarter campaign
  There will be a multitude of small investors in the project. Even if we could raise some capital in this way, the efficacy of the pitch will be much lower as we would target small investors.

- **Amount needed: Around 3 Million dollars** (explanations in next slide).

FINANCIAL STATS / USE OF FUNDS

- Target capital to be raised: 3 Million dollars.

- After talks with different prototype companies in the US, a prototype for the Holopro project is estimated to require
    - 12 (Possibly less) full time engineers: median salary 120K /year → About 1.44 Million dollars per year in employees (48% of raised capital).
    - 100K per month in marketing, offices, equipment, travel and general business expenses → About 1.2 Million dollars per year in business expenses (40% of raised capital).
    - 60K per year as founder salary (2% of raised capital).
    - 300K as margin if expenses are bigger than expected (10% of raised capital).

- **After one full year, we should be able to have a prototype ready for the market, and begin to receive revenues which would sustain the existence and expansion of the company.**

Use of Funds (3 Million dollars)

- Safety Margin 10%
- Founder Salary 2%
- Employees 48%
- Marketing and Business expenses 40%

Legend:
- Employees
- Marketing and Business expenses
- Founder Salary
- Safety Margin

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VIDEO TRAILER AT HTTPS://YOUTU.BE/7R2PY3AVJPM