

Virtual Reality

Executive Summary



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Contact Information

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FUNDING REQUIREMENTS
\$6,000,000 USD | Debit

USE OF FUNDS
Software Development
Marketing
Sales Development
Team
Working Capital
Users acquisition

PROJECTED RETURNS:

ESTIMATED REVENUE:

METRICS:

FINANCIAL ASSUMPTIONS
LOCATION

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SUMMARY: DSG Platform is an ecosystem for designers, free users and companies to interact with AR. The unique self creation technology allows users to generate AR experiences that can be anchored to images, locations, etc. The innovation of this company it's giving the power of Pokemon Go technology to the world, with this, the world becomes a creator of new AR and this technology will grow so much faster. DSG is raising \$6 MM for software development, marketing, and administration costs.

MARKET CONCERN: Augmented Reality experiences are now created by developers, not the public, which inhibits the explosive growth of the Augmented Reality industry. Giving the power of AR creation to the world will change human behavior and improve the development of this kind of technology.

DSG SOLUTION: DSG reduces the friction of creation and consumption of Augmented Reality experiences in a way that accumulates social capital for the creators. DSG democratized AR by being the first self-creation Augmented Reality social platform and generates traffic to images and locations populated by user generated content.

BUSINESS PLAN: At the moment over 1.8 Billion Websites, videos and games need AR Services, that's why DSG created a very disruptive AR platform. In phase One, we already deploy our Saas Model, in which we are focusing for now in the furniture industry.

With our free trial before getting enrolled we are ready to bring as many customers as possible that will be monetized via the enterprise Saas model . In the future, brands will pay DSG to help facilitate the creation of Augmented Reality User Generated Content for unprecedented return on marketing spend through text campaigns, WEB AR and others.

INDUSTRY: Augmented Reality is projected to become a Trillion Dollar market by 2030 (PwC) Besides, forecasting out to 2035, it's believed AR could grab about 25 percent of the m-commerce market which would equate to almost \$1.3 trillion".

COMPETITION: There are a few companies that offer some of the enterprise model and service. Not direct competitors in the Platform Space.

TEAM WITH DEEP EXPERIENCE: The majority of our team have 10+ years of experience in the development software industry, the administration activities and the marketing fill.

= FINANCE PROJECTIONS =

Projected Financial Performance of DSG		1st Year	2nd Year	3rd Year
	Month 1	\$ 310,862	\$ 8.754.822	\$ 68.023.508
	Month 12		Month 24	Month 36
Pay- As-You-Go Business Users	0	96	1,022	7,394
Impression Ads Revenue	\$ -	\$ 97,234	\$ 1.030.623,00	\$ 7.453.621
Pay-As-You-Go Revenue	\$ 34	\$ 19,293	\$ 204,489	\$ 1.478.893
SaaS Revenue	\$ 68	\$ 38,489	\$ 407,955	\$ 2.950.392
Total Revenue	\$ 102	\$ 155,015	\$ 1.643.067	\$ 11.882.906

