



ARTHYLEN

Augmented Reality Assistant



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The Need



300 Kg.



2.5 Kg.



40%



11%



40%



70%

The solution



ARTI, LEN
Augmented Reality Assistant

Business Model

B2B



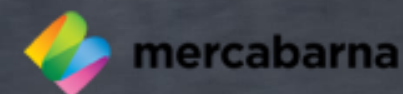
- SaaS
- Subscription payment
- Shared Bonus

B2C



- Free Download
- Advertising
- Information

P.A.



- Custom dev.
- Innovation

Marketing Strategy

PHASE 1: B2C market

Development of free App available in Google Play and Apple Store.
Promotion in digital and off-line channels

PHASE 2: B2B market

Consultative selling.
Offer pilot projects before a final implementation

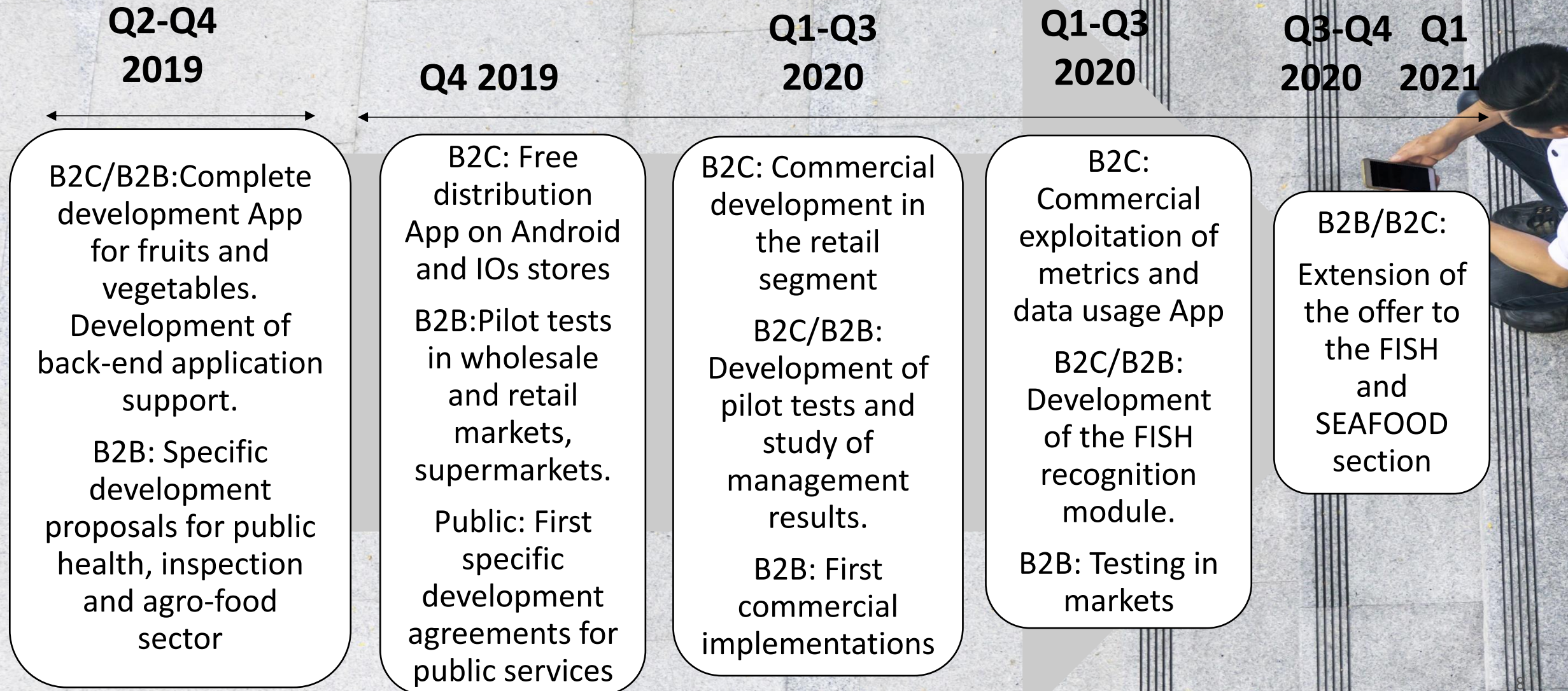
PHASE 2B: Public Market

Consultative selling.
Specific joint development projects.
Innovative purchase offers

Phase 1: Campaign to the general public with the app to obtain a large number of downloads and increase notoriety. Rand recognition.

Phase 2: Campaign to the distribution and food services segment, which must already know the application by Phase 1.

Operations Plan: B2C, B2B & Public Market



Financials & Scalability

Current funding

- Estimated investment to date: 140.000 €.
- With funding from the promoters themselves.
- With a grant of € 40,000.

Financing needs in the short term

- Financing in 1 million euros for three years:
- 1. R & D costs € 300,000
- 2. Costs of extension database of references. € 250,000
- 3. Marketing and sales costs. € 150,000
- 4 Structure and management costs. € 300,000

SCENARIOS OF ESTIMATED RESULTS in thousands (K) of €	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ESTIMATED RESULTS	101 K	2.762 K	6.027 K	10.199 K	12.232 K
ESTIMATED MAXIMUN RESULTS	1.842K	20.900 K	35.968 K	44.372 K	45.029 K

Team

RAIMUNDO PAYO



The expert in
food
distribution
and food
services

ALVARO LÓPEZ-AMO



Who had the
idea and
convinced the
rest of the
team

CESAR LAPUENTE



The
technologist
who doted
with the idea
of Álvaro

ANDRÉS GUITERAS



The Mentor.
Expert in finance
and launching
high-growth
innovative
projects.



Thank you

<https://arthylen.es/>

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