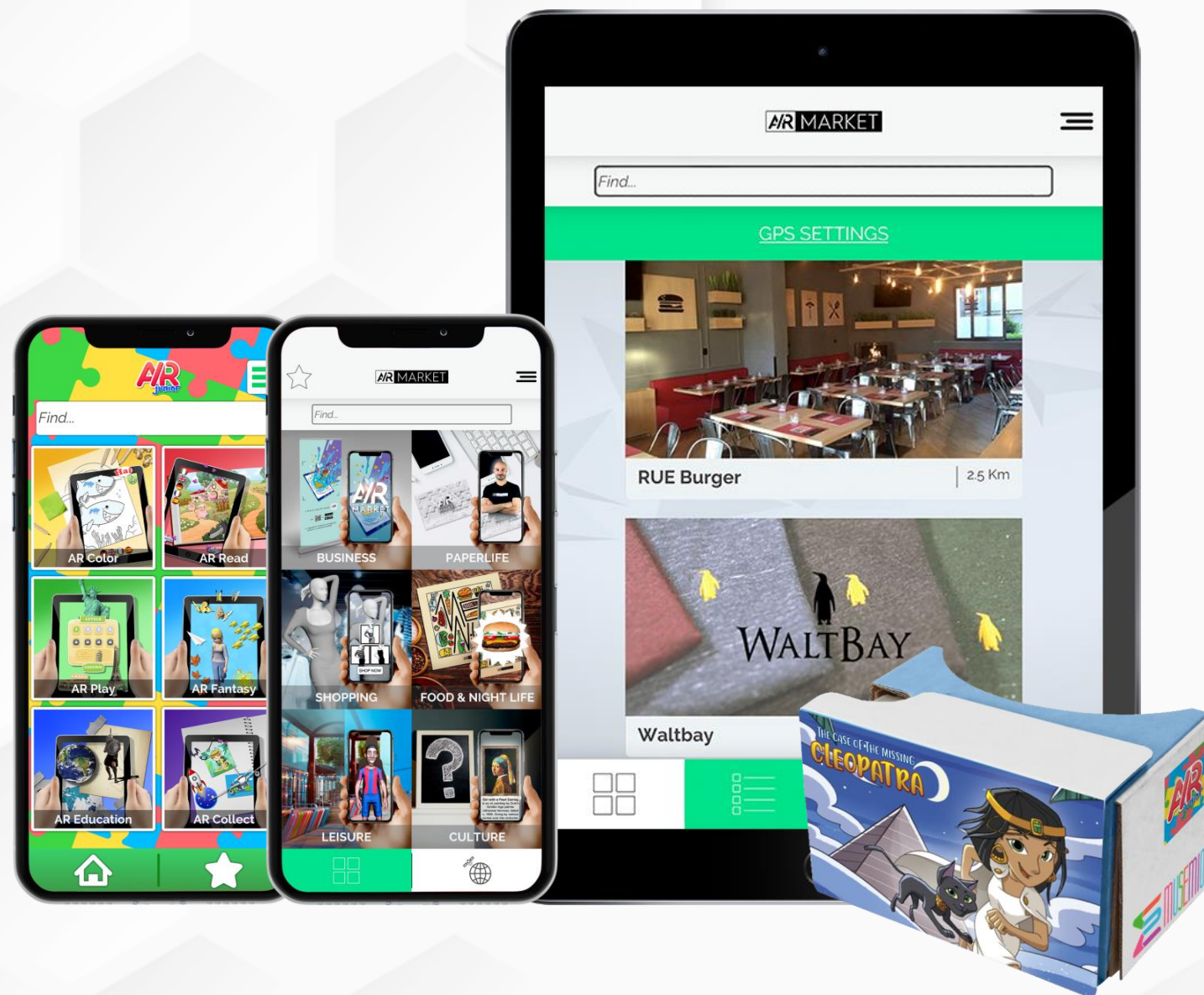


AR MARKET

IMMERSIVE TECHNOLOGIES
FOR **BETTER HUMANS**

SHAPING EDUCATION AND TRAINING



THE NEED

BETTER EDUCATION AND TRAINING



REINVENT EDUCATION BUILDING
ON ITS **CORE VALUES**



REDUCE THE **DISTANCE** BETWEEN
SCHOOL & UNIVERSITY AND
THE REAL NEEDS OF THE **MARKET**



INCREASE THE **QUALITY, SKILLS
AND HAPPINESS** OF WORKERS TO
ENHANCE PRODUCTIVITY



AVOID LOSS OF KNOW-HOW
ACROSS GENERATIONS

THE PATH



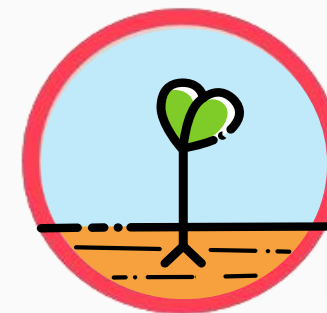
THE CYCLE OF KNOWLEDGE ALL CONNECTED



OUR COMPANY **MISSION**
AND WHY IS **BEING PART
OF THE PROCESS**
TO KEEP THE CYCLE OF
KNOWLEDGE FLOWING
FOR A **BETTER SOCIETY**



LEARN, GET PASSIONATE
UNDERSTAND THE
WORLD



LEARN AND TRY
CHOOSE YOUR PATH
IN A CONSCIOUS WAY



KEEP LEARNING,
ADAPTING TO CHANGE
AND **INCREASING SKILLS**

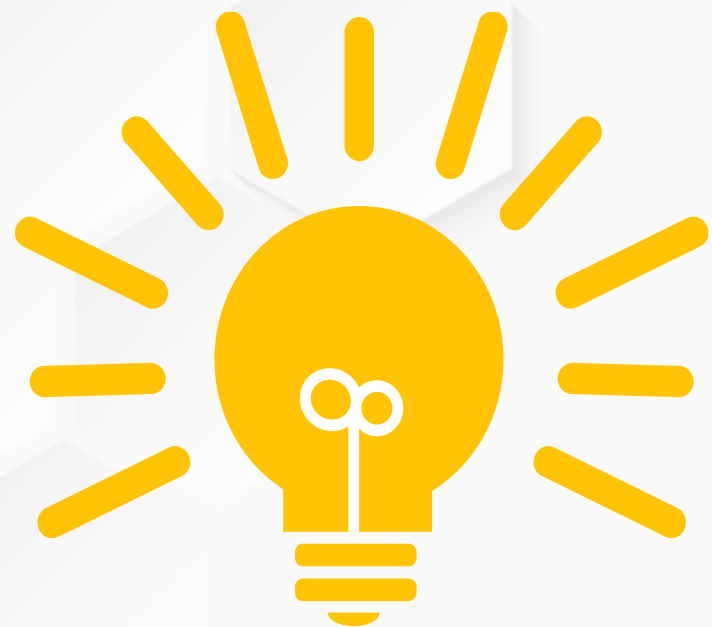


**SHARE BACK YOUR KNOW
HOW** AND PASSION TO THE
ONES GETTING THERE



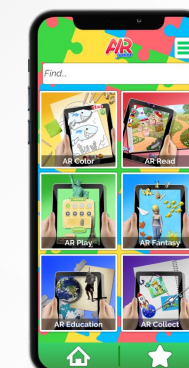
THE SOLUTION

IMMERSIVE TECHNOLOGY AND GAMIFICATION



1

WE TURN **KNOWLEDGE** INTO
SOMETHING **COOL** THROUGH AR/VR
& **GAMIFIED EXPERIENCES**



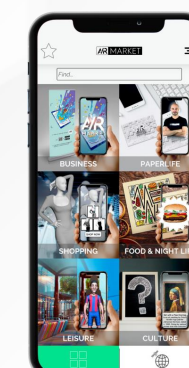
2

WE USE AR/VR TO SIMULATE WORK
ENVIRONMENTS AND **TRAIN ON**
SKILLS REQUIRED IN REAL LIFE



3

WE ENABLE A **CONSTANT TRAINING**
TO **INCREASE** THE INTEREST AND
AMBITION WHILE **DISCOVERING** THE
TALENTS



4

WE CREATE **TRAINING MODELS**
BASED ON **TRADITIONAL**
FRAMEWORKS AND TURN THEM
INTO **GAMES** THAT ALL
GENERATIONS CAN PLAY TOGETHER

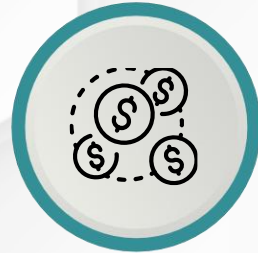


THE MARKET

EDTECH Global

\$252 BILLION (2020)

17% CAGR



EUROPE

2nd largest EdTech Market, following NA



AR/VR Global Size

18.8 Billion (2020)

\$570 Billion (2025)

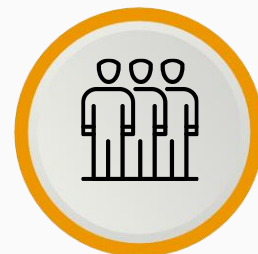
63% CAGR



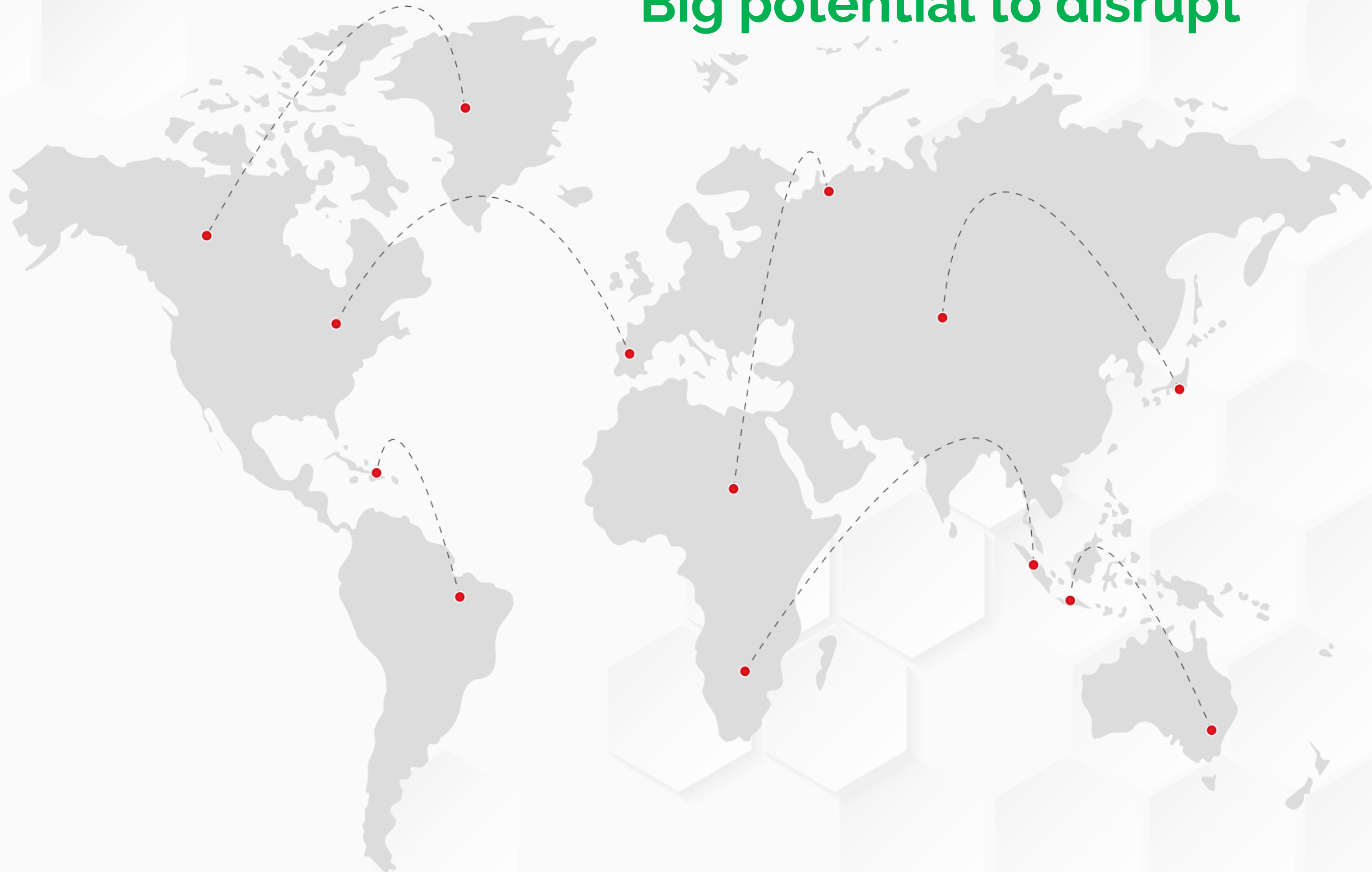
Global Users

AR 2.4 Billion

VR 171 Million



Big potential to disrupt



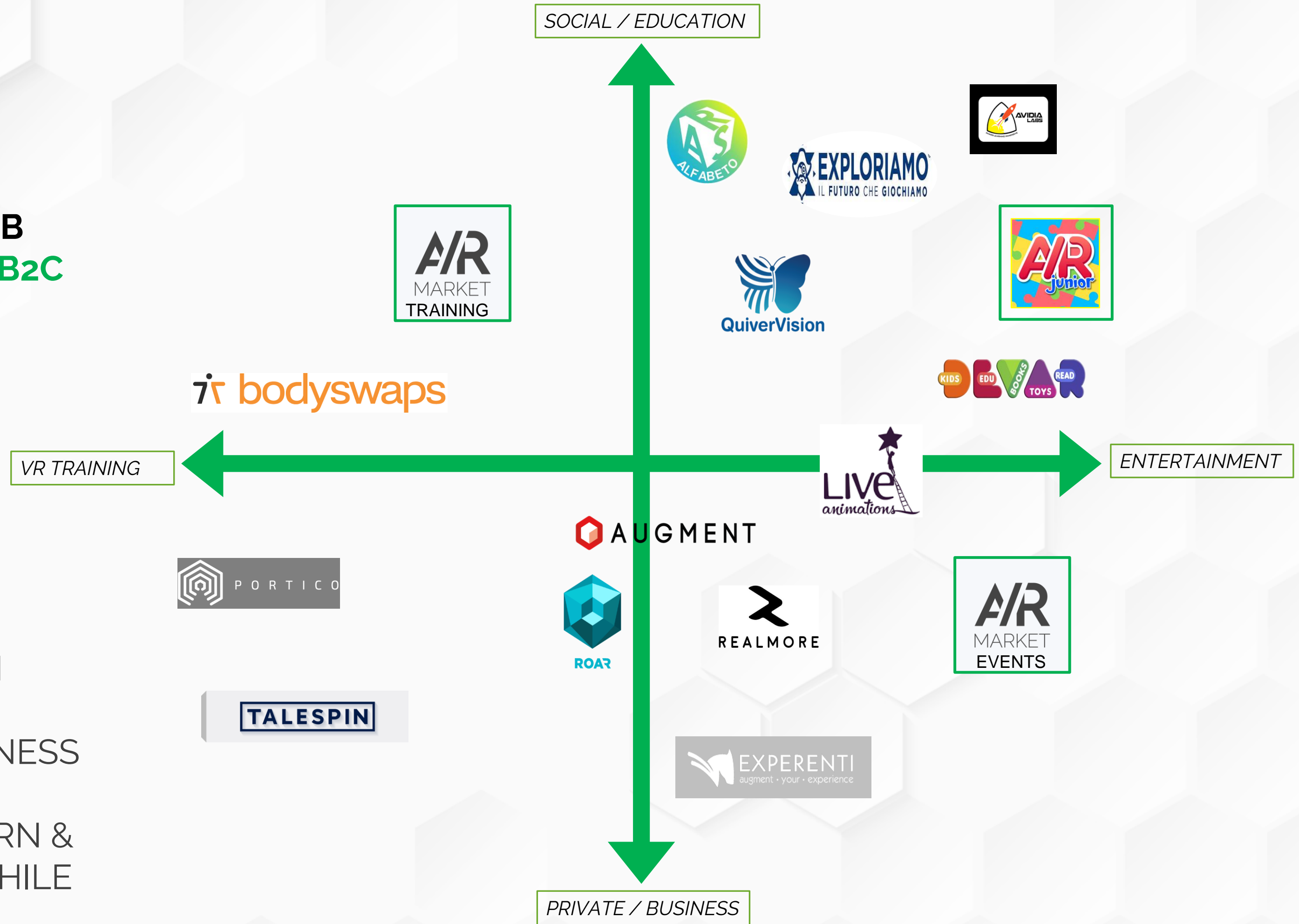
THE COMPETITION

CROWDED ENVIRONMENT

AR MARKET and VR for B2B
AR JUNIOR for EDTECH & B2C

POINTS OF DIFFERENCE

- PUBLISHER APPROACH
- PATH TO WORK HAPPINESS
- GAMIFICATION TO LEARN & LIVE LIFE WITH FUN WHILE PLAYING



SWOT

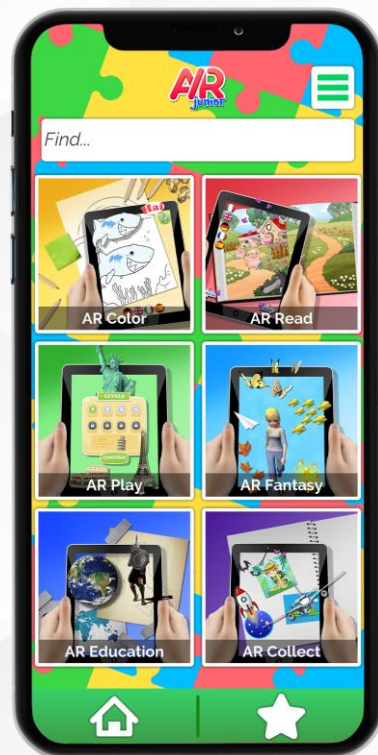


THE BUSINESS MODEL

B2C - PUBLISHER

EDTECH

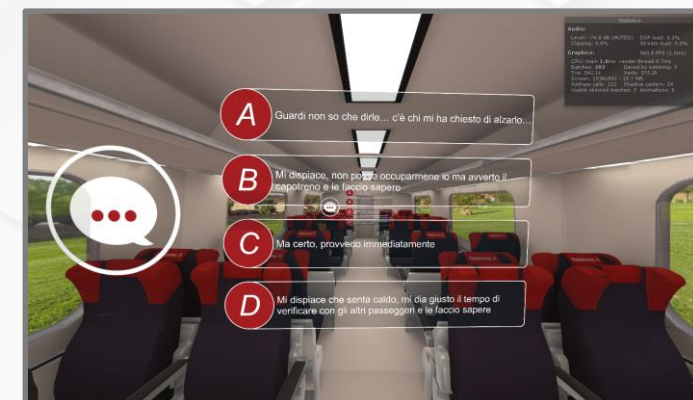
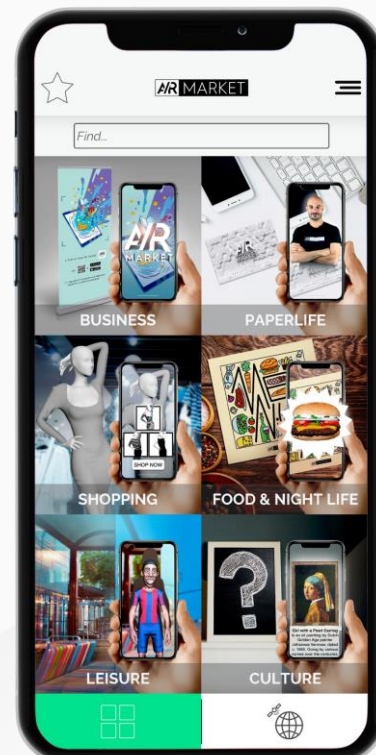
APP FREMIUM WITH IAP
AR/VR EDUCATIONAL BOOKS
AR/VR EDUCATIONAL GAMES
CARDBOARDS



B2B

TRAINING – EVENTS – INDUSTRY

APP SAAS
WHITE LABELS/WEB AR
AR/VR/MR EXPERIENCES



FOLLOWING THE CYCLE



AR – VR CARDBOARDS

APP FREMIUM WITH IAP
AR/VR EDUCATIONAL
BOOKS
AR/VR EDUCATIONAL
GAMES
CARDBOARDS



AR – VR - WEB

TRAINING ON:
- LABOUR SAFETY
- FIRE SAFETY
- CPR
- TALENT DISCOVERY



MX- VR- AR –WEB

TRAINING FOR:
- CAREER GROWTH
- TESTING SKILLS



MX- VR- AR –WEB

BUILDING TRAINING
SIMULATIONS FROM
KNOW HOW

TEAM AND LOCATION

FOUNDERS



ANDREA BALDINI
CEO & CO-FOUNDER
Serial Entrepreneur



FLAVIA D'ALTRUI
CO-FOUNDER/CMO
Master in Buz & Admin
Corporate experience

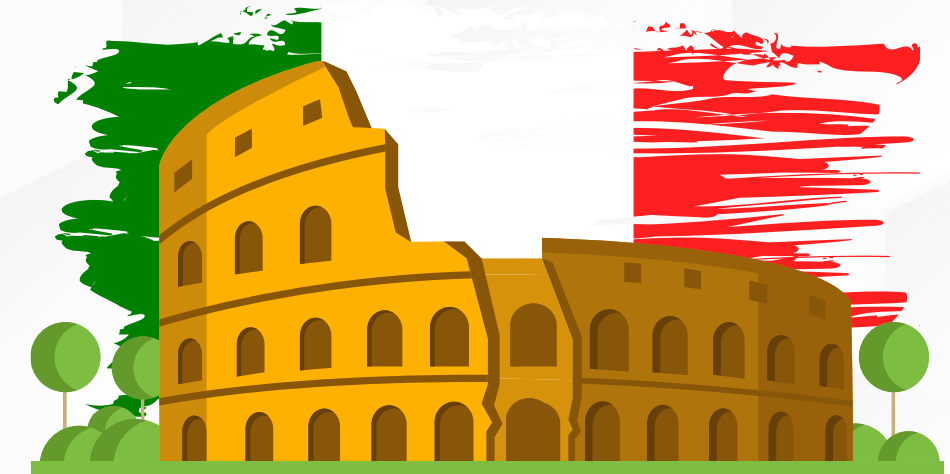


ALESSANDRO CONTI
CFO
Degree in Business
Economics



FRANCESCO IAFOLLA
CO-FOUNDER
Angel Investor

ROME - ITALY



TEAM



ALEXANDER CENTILI
CTO
AIV Programming



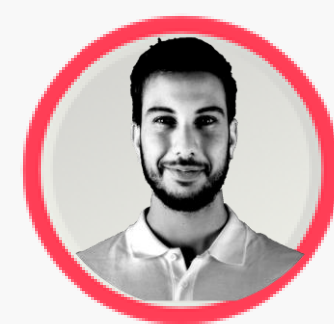
ROBERTO POMPILI
SENIOR 3D ARTIST
Degree Computer
Graphics & Multimedia
Design



PATRIZIA DI BIASI
PROGRAMMER
Master in AR/VR



GABRIELE DI MAIO
SOCIAL MEDIA
MANAGER
Degree in Psychology



ALESSIO PICCHI
WEB DESIGNER

AWARDS AND TRACTION



HORIZON 2020
AR EDUCATIONAL KITS
SEAL OF EXCELLENCE
(April and June Calls)



WEB MKTG FESTIVAL 2020
AR/VR EDTECH & TRAINING
THE HIVE – BUSINESS SCHOOL SIDA
EXECUTIVE MASTER



GAETANO MARZOTTO 2019
SPECIAL PRIZE ERNST & YOUNG

2020



PARTNERS AND CLIENTS



EXPERIENCE AND INNOVATION
SINCE 1948



CONFCOMMERCIO
IMPRESE PER L'ITALIA



 **TIM** Digital Store



Feel  Center
feelings and sales

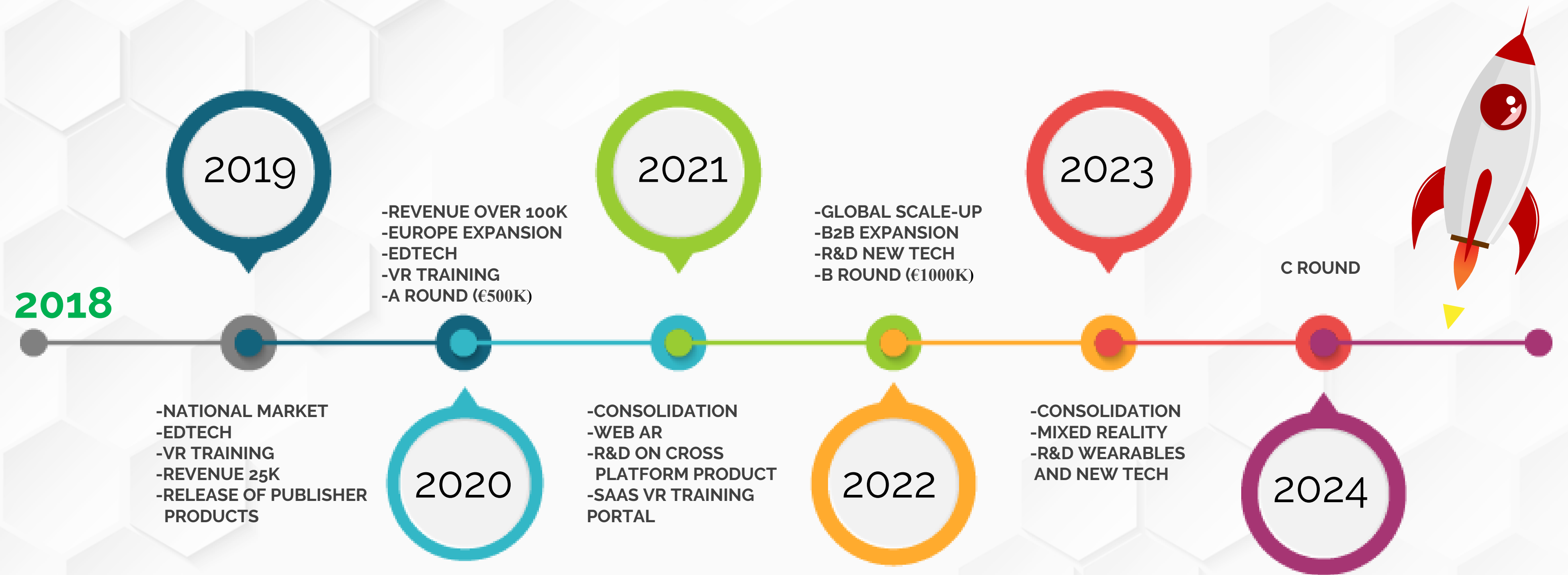


ASSINTEL
ASSOCIAZIONE NAZIONALE
IMPRESE ICT

CORE
VALUES 
The Transmission of Values
in the Digital Age



ROADMAP



“We can only see a short distance ahead, but we can see plenty there that needs to be done.”

Alan Turing

CONTACTS

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