

<p>Description Trillenium empowers the trillion-dollar retail sector to commercialize AR by delivering 3-D imaging more efficiently and at a disruptive price discount.</p>	
<p>Contact Information Steve H. Prpic +44 (7511) 820 639 +385 91 54 000 50 steve@trillenium.com www.trillenium.com</p> <p>Industry AR shopping/R-commerce</p> <p>Executive Team CEO, Steve Prpic; IPO'd 10 yrs ago, electronics retail chain, \$120 million revenue CTO, Joerg Geidel; 10 yrs experience in 3d scanning, one of the most experienced people on the planet in 3d scanning Stephen Ashurst; 20 yrs experience in building white label platforms for retail banks in London</p> <p>Stage Pre-revenue</p> <p>Potential Revenue Streams Platform: \$1,000,000/One Time/User Post Production: \$300,000/Year/User</p> <p>Breakeven Point End of 2017</p> <p>Market Size \$20 billion by 2021</p> <p>Current Monthly Burn Rate \$10,000</p> <p>Current Monthly Revenue \$0</p> <p>Total Funding to Date Self-funded/BA/ Crowdfunding/ASOS</p> <p>Competitors Direct competitors: small 3d scanning studios</p>	<p>Opportunity The BIG problem preventing AR from entering retail is the production of high-quality 3D image which vendors find complex and cumbersome. Currently it takes dozens of hours for a 3D modeller to fix a photogrammetry model. Lack of 3D rendering that is both easy and cost-effective is a serious showstopper.</p> <p>Solution <i>Trillenium solution bursts through the blockage.</i> Here's a use case: Consider a typical millennial shopper, she's considering buying shoes and, of course; she's going to reach for her phone. Here's the ideal solution for *BOTH* her and the retailer: Once at a retailer's site, she picks a shoe and then points her phone at her feet, swiping through shoes, each one <i>actually</i> appearing on her foot, <i>as if she had physically laced one up.</i> (Note: That effect is AR at work.) That interaction so effective that it will add a new verb to retailing vocabulary – <i>to Trill</i> – as in '<i>Trill that blouse</i>' when a retailer wants to show how that item will look on buyer or '<i>I trilled pants and bought this pair</i>' from buyer to friend.</p> <p>Secret Sauce A combination of process automation and machine learning to completely remove manual corrections on AR images. Currently it can take from 6-120 hours for a 3d modeller to fix a photogrammetry model. Trillenium's solution is based on dozens of high-end, professional cameras placed around the product, taking images and uploading them to cloud. Trillenium processes all the information and generates 3d images that are BOTH: highly accurate and lower priced by a factor of 20, so from \$200 to \$10.</p> <p>Customers Trillenium has two endorsements from iconic fashion retailers. Ted Baker has agreed to install our scanners into their production studio on a 3-month trial period and to pay \$10 for each AR image after the trial period. And we also have ASOS, one of the biggest fashion online stores in the world (88 million unique visitors per month). ASOS was so impressed with the potential of Trillenium's technology they made an investment and took 9 percent of the company.</p> <p>3 Key Milestones Achieved to date 1. Sold idea to customers, achieved customer validation 2. Produced a 3d model at the requested quality from Ted Baker 3. Built a team that can manage to solve the technical issues</p>