Decentralized AR/VR ecosystem for 3D content exchange

Company Profile:
URL: www.artoken.io
Industry: Internet/Software
Employees: 21
Founded: 2013

Management:
Kosta Popov, CEO
Marianna Alshina, CBDO
Alex Chegaev, CTO
Natalie Reyes, CSO
Julia Kasiyanova, BD

Total raised:
$4.9M seed

Token sale (Phase 2):
Hard cap: $47.5M

CAPP/USD: market price (CoinMarketCap)

Presale:
1PM UTC, **February 22 – March 22, 2018**

Public sale:
1PM UTC, **March 22, 2018 28 days**

Early bird bonus: 10% (First $10M)

Community bonus: 3-7% for CAPP holders

Our vision is to make AR/VR experiences widespread

Cappasity introduce a global ecosystem of AR/VR services through the establishment of a new cooperative model. In this model users and developers benefit from easy 3D object creation and delivery while businesses get access to a broad range of 3D content.

The first industry we brought an impact to is e-commerce. Before Cappasity, 3D image creation was time-consuming, complicated and not applicable to large catalogs. Now our software is widely used among online retailers and major e-commerce platforms. Our next step is to provide an impulse forward for the industries standing on the edge of an AR/VR breakthrough.

How do we achieve our vision?

Augmented and virtual realities [AR/VR] have the potential to become a disruptive innovation that will change the business landscape across many industries. However, the lack of 3D content is a constraining factor that prevents the AR/VR's massive expansion. So, the next wave of the AR/VR revolution will be driven by the content creators working together and contributing to the new ecosystem.

We'll address the creative content demand with an AR/VR ecosystem that makes 3D modelling of real objects open to everyone. The AR/VR tool kits available via the ecosystem platform will allow 3D images to be built with any camera and to be submitted to the 3D content base. The content base will be accessible for endless business cases in the e-commerce, video games and entertainment industries.

What's in the secret sauce?

Cappasity is the first platform that leverages blockchain infrastructure to create, rent and sell 3D content. This approach ensures decentralized and trustless copyrights storage and exchange of creative content. Based on smart contract protocols and Ethereum blockchain, our decentralized platform is designed to empower users to protect and transfer their copyrights.

Ecosystem participants will pay content makers for the right to use or rent their 3D models. The AR/VR/3D content marketplace and its mobile app will encourage 3D artists to create, rent and sell their products or to use them for personal purposes like demonstrating a 3D models portfolio or integrating them to AR/VR applications. Furthermore, the platform will provide with API and SDK to implement our technologies and community-developed tools as services and applications. In order to support active community members and developers with promising AR/VR software solutions, we will establish The Reward Fund for users and The Cappasity Innovation Fund.

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CAPPASITY

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What is already delivered:
- Free 3D digitizing software Easy 3D Scan® to create 3D Views - works with any camera
- Platform with CAPP support
- 10x faster 3D content production-optimized for shooting of thousands SKUs
- 4x faster browsing from any type of device - proprietary 3D format
- Easy embedding - manual or API
- Compatibility with mobile and VR/AR devices

Social networks:
Twitter
Facebook
LinkedIn
YouTube
Telegram
GitHub
Reddit
Instagram

(intel) Software Partner

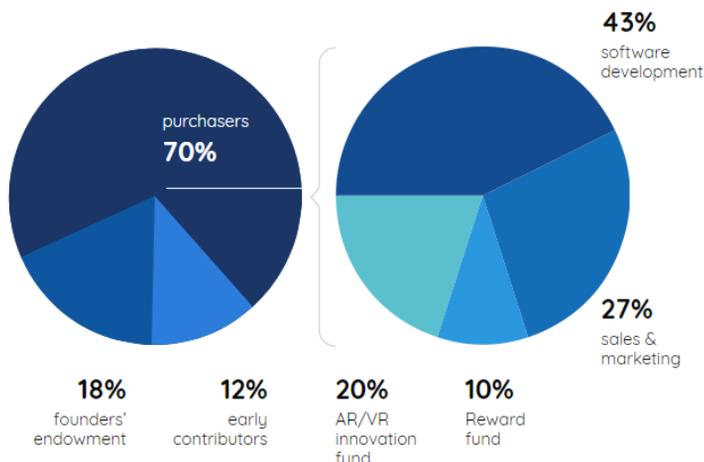Consumer Technology Association™ Member

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Market

AR has the full potential to be a major constituent element of contemporary e-commerce and mobile commerce. According to Citi Bank research, AR commerce is expected to represent 25% of online retailing by 2035 which would equate to $1,3 trillion. Nevertheless, there are many more fields that can use AR/VR technologies including: Console & Mobile gaming, Theme park & Amusement, Media & Advertising, Sports, Music, Automotive, Education, Medical & Healthcare, Industrial use, Factory operation.

Goldman Sachs expects the software AR/VR market to achieve $35bln by 2025 with 60% of VR/AR software revenue driven by the consumer.

Cappasity Token Crowdsale

Cappasity utility token (CAPP) will be issued as a digital payment vehicle that facilitates AR/VR/3D content exchange among the ecosystem participants from all over the globe.

purchasers **70%**
43% software development
27% sales & marketing
18% founders' endowment
12% early contributors
20% AR/VR innovation fund
10% Reward fund

Business model

Marketplace: The content creator gets 85-95% from every deal that s/he makes on the Cappasity platform. The rest is held by the platform as a fee. **Business accounts:** Cappasity using freemium business model for SMB. For Enterprise, Cappasity applies a subscription-based pricing model - it can be either a fixed price per SKU or an unlimited plan.

Roadmap

Q4 2017: Cappasity platform starts accepting Cappasity Tokens for its services
Q1 2018: 3D hologram mobile capturing app and SDK, Plugins for Unity/UE
Q2 2018: Smart contract empowered content marketplace, Apple ARKit integration
Q3 2018: Free 3D avatars scanner, Remeshing solution for AR/VR devices and 3D printing
Q4 2018: Decentralized 3D content storage, 3D capturing for real estate spaces
Q1 2019: Decentralized AR/VR/3D app marketplace, 3D capturing for drones, Fast mobile photogrammetry, Decentralized GPU photogrammetry solution