staramba
Touch the Future

STARAMBA – **PRESENTATION @ Eigenkapitalforum 2018**

MATERIA.ONE

THE

„Virtual Reality...I really believe it's going to be the superdrug of the future."

- Steven Spielberg, Hollywood-Regisseur

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"*Virtual reality could be the next big Social Platform and connect more than a billion people*"

- Mark Zuckerberg

„*People are the most interesting thing in the world to other people. Unfortunately, we're also highly sensitive to the nuances of other people, so enabling virtual humans is one Of **the hardest parts of VR.***"
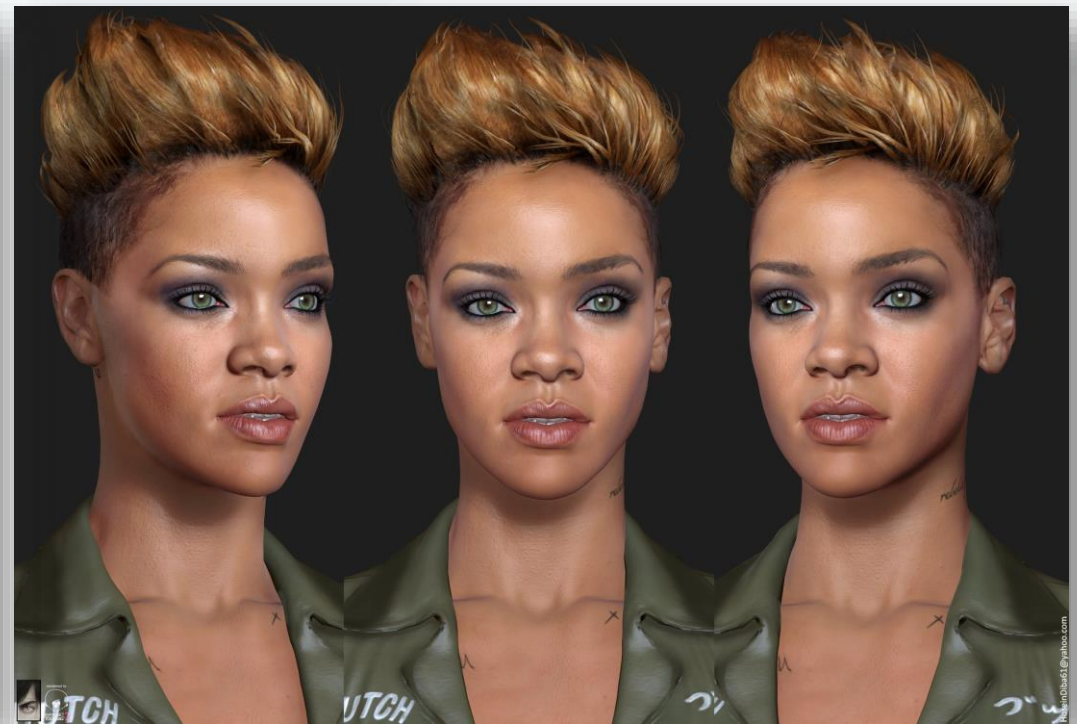
- Michael Abrash, Oculus Chief Scientist

PHOTOREALISM in VR: Avatars

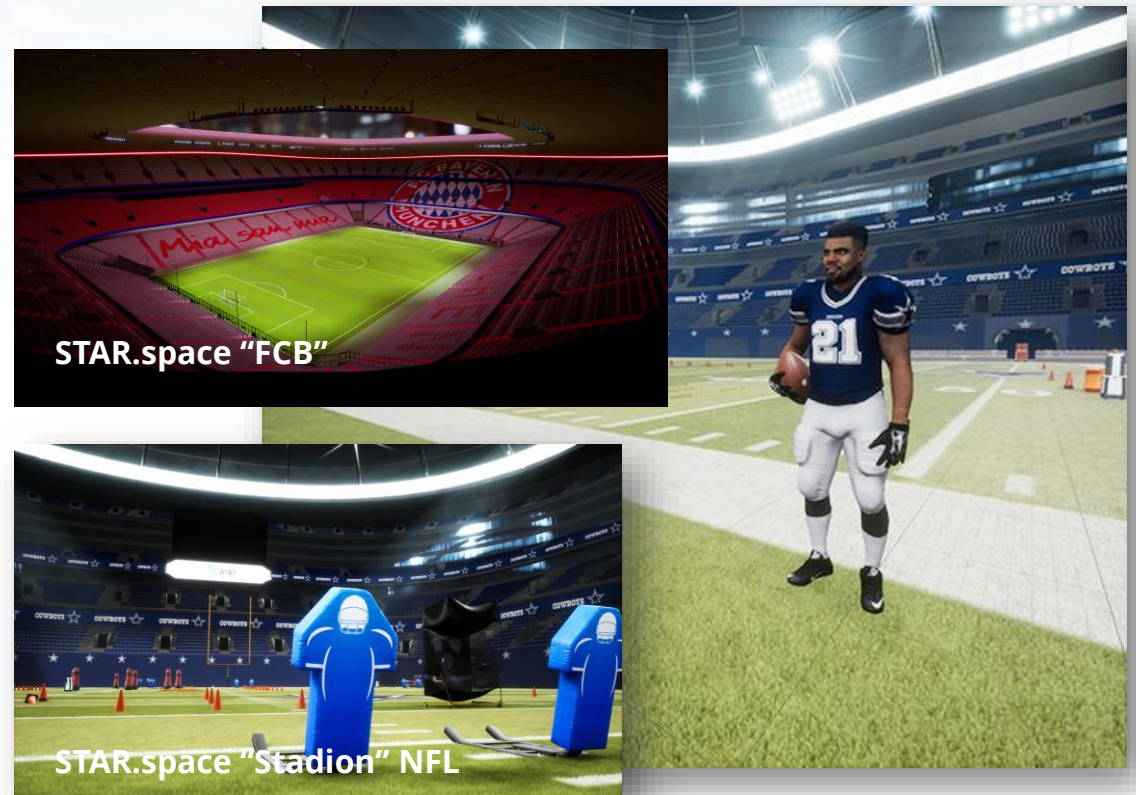**Facebook Spaces:** Avatars

MATERIA.ONE: Avatars

COMPARISON Oculus and STARAMBA

Draft of **Oculus Rooms**

MATERIA.ONE

STAR.space "FCB"

STAR.space "Stadion" NFL

PRODUCT **PORTFOLIO - 3D SCANNING**

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3D INSTAGRAPH
SCAN SYSTEMS MADE BY STARAMBA

KONAMI

PES 2018 Usain Bolt Reveal Trailer

Usain Bolt
as a digital model & inside the 3D-INSTAGRAPH®

PRODUCT **PORTFOLIO - 3D SCANNING**

3D INSTAGRAPH
SCAN SYSTEMS MADE BY STARAMBA

Fast 3D-scans without operator and without post processing

TOUCH PANEL

RGB AMBILIGHTS

CUSTOM BRANDING

SMART LOCK

HIGHLIGHTS

Web Preview
As soon as you have been scanned, the 3D INSTAGRAPH®´s **cloud rendering engine** automatically generates your high-res **3D mode**l and sends it to your **smartphone or computer**

Scanning Assistant
The new 3D INSTAGRAPH® is a self-operating system that enables you to create professional 3D scans just by using the **built-in touch panels**

Cloud Platform
The Staramba Cloud Platform is a tool for users, owners and services providers. Users get access to various **services like fitness, fashion and gaming applications** that refer to your 3D model

Motion Detection
The 3D INSTAGRAPH® is equipped with a smart motion detection system. Based on the detected position data, the 3D INSTAGRAPH® gently tells users **how to position inside** the scanning room in order to get the desired scanning result

PRODUCT **PORTFOLIO** – 3D Database
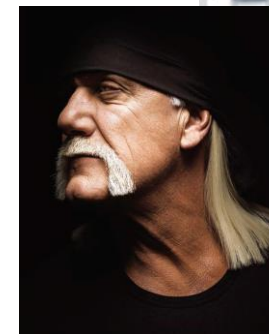
3D AVATAR DATABASE

Exclusive **partnerships** with 14 international top clubs, 2 National Soccer teams

Universal Music , Bravado, WWE Stars, National Football League Player Association (NFL PA)

Growing every day from 7,000 today to over 10,000 tomorrow...

Soccer

MATERIA.ONE is composed of **different areas** - all represented by single islands arranged around the central meeting point, kind of a market place, the **main Hub**. Areas that will be available for the launch are:

The **main Hub,** departure point for every social VR experience, the **place** where users can **date, chat and meet with friends**

The **STAR.spaces** available from the beginning
- **Bayern München**
- **Paris Hilton**
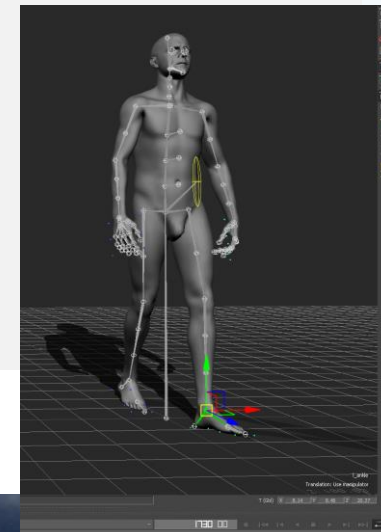- **Hulk Hogan**
- **Real Madrid**

VR Shop
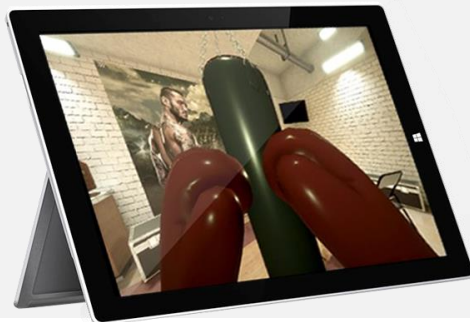
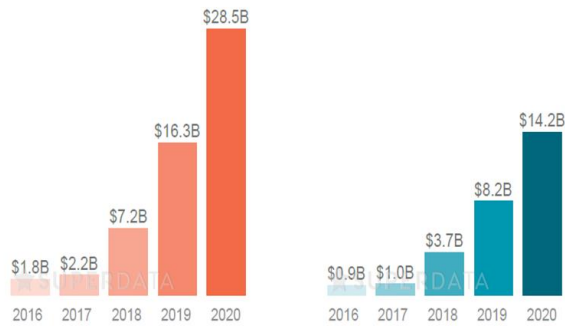**Modular set up offers high flexibility!**

Upcoming areas
- 360° Movie Dome
- Real Estate Office
- Casino Dome / Sportsbar
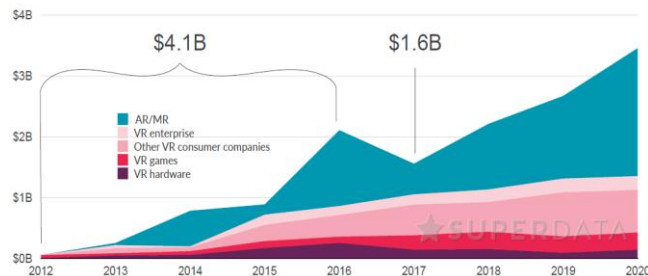- Casting Dome

AR and VR – THE MARKET and WHO IS USING IT

Virtual Reality vs. Augmented Reality

$28.5B
$16.3B
$7.2B
$1.8B $2.2B
2016 2017 2018 2019 2020

$0.9B $1.0B $3.7B $8.2B $14.2B
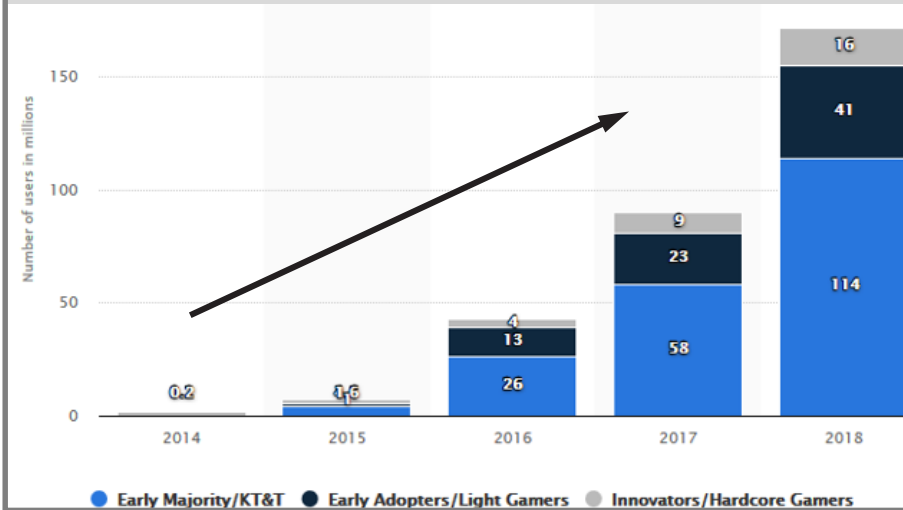2016 2017 2018 2019 2020

Opportunities in XR, VRX USA December © 2017 SuperData Research Holdings, Inc. All rights reserved.

The VR Market
Investment in VR/AR/MR companies
2012-2020

$4B
$4.1B $1.6B
$3B
$2B   AR/MR
           VR enterprise
           Other VR consumer companies
$1B   VR games
           VR hardware
$0B
2012 2013 2014 2015 2016 2017 2018 2019 2020

¹Investment figures include the following investment types: Crowdfunding, seed, angel, Series A/B/C venture rounds or later, acquisitions (excluding Facebook's purchase of Oculus) and IPO.
Enterprise XR, VRX USA December | © 2017 SuperData Research Holdings, Inc. All rights reserved.

@stephinaners | @VR_Intelligence | #VRX2017 ★SUPERD

Number of *active virtual reality users* worldwide 2014 to 2018 (in million)

150

100

50

Number of users in millions

0.2   0.6   4   9   16
                  13   23   41
         0.6   26   58   114
2014   2015   2016   2017   2018

● Early Majority/KT&T   ● Early Adopters/Light Gamers   ● Innovators/Hardcore Gamers

Source (Statista, 2017):
http://bit.ly/2jeoTsT

The American VR headset owner (18+)
The audience for mobile VR is older, less male dominated, and has a lower average annual income.

Mobile¹	41%	59%	35 Average age	$76K	Average personal income
PC	24%	76%	32 Average age	$82K	Average personal income
Console	27%	73%	32 Average age	$80K	Average personal income

Sales forecast Oculus Go in 2018: 1.8 million pieces
*Source: Superdata Reserach 2018

Year	Forecast AR and VR market size worldwide*
2016	$6,1 billion US
2017	$11,4 billion US
2020	$143,3 bilion US
2021	$215 billion US

*Source: Statista, 2017
http://bit.ly/2hVeZde

STARAMBA.Token – **BLOCKCHAIN SOLUTION for MATERIA.ONE**

Characterization

- Revolutionizing license billing worldwide!
- Financing of MATERIA.ONE
- Securing the customer base through targeted offers and discounts

Scope

- In-app currency of MATERIA.ONE
- Pricing and settlement based on transaction data
- Settlement of royalties

ITO

- Public sale successful
- Income from ITO will be used for:
  - Increase digital content (more licenses, more products)
  - Increase number of users
  - Accelerate release of MATERIA.ONE

Trading platform

- STARAMBA.Token will be tradable on a global crypto currency trading platform soon

Staramba TEAM

3D-/VR- and Scan-Experts (>100 employees; >23 Countries)

Fredi Bobic
Chairman of the Advisory Board

Christian Daudert
Managing Director, CEO
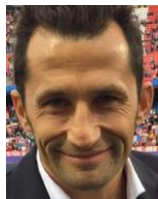
Marthe Wolbring
Member of the Board of Directors

Marko Rehmer
Advisory Board member

Rolf Elgeti
Member of the Board of Directors

Prof. Dr. Clemens Skibicki
Member of the Board of Directors

Hasan Salihamidzic
Advisory Board member

Marc O. Kneifel
Member of the Board of Directors,

CTO

STARAMBA **TEAM**

MANAGEMENT TEAM

Christian Daudert - Co-Founder and CEO
Experience: 20 years experience in bringing new technologies into the world of sport & entertainment

Rainer Hjort - Acting COO
Experience: 30 years in project and product management, information and communication technology (ICT), software development and operations

Martin Bauernfeind – VP VR (Vice President VR)
Experience: 20 years in 2D/3D production

Marc O. Kneifel – CTO (Chief Technology Officer)
Experience: inventor of the 3D INSTAGRAPH®, 3 years scanner R&D with a team of 10 people

Thomas Richter – Chief Advisor
Experience: 20 years in music and entertainment industry

Board of Directors

Marthe Wolbring
Prof. Dr. Clemens Skibicki
Marc O. Kneifel
Rolf Elgeti
Christian Daudert

Board of Advisors

Chairman of the Advisory Board
Fredi Bobic

Advisory board members
Marko Rehmer
Hasan Salihamidzic
Oliver Neuville
Gerd Bernard

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Gründerszene
Wachstums-Ranking 2017/18

Founding member of the
Bundesverband
Deutsche
Startups e.V