Akmal Pulatov

Virtual Reality Communications Technology "AdComTech"

Company Background

- "Mahadev Marmo Tashkent" JV LLC was incorporated in Tashkent, Uzbekistan in 2016 July
- I started this Joint Venture with my business partner "Mahadev Marmo" Pvt. Ltd. from Udaipur, India.
- We started importing marble and granite from India to Uzbekistan but now I am moving into different business.
- Now I am the only owner of "Mahadev Marmo Tashkent" JV LLC in Tashkent, Uzbekistan.

Company Overview

- New generation of technology in communications industry.
- To use Virtual Reality technology instead of smartphones and computers.
- Users will enjoy communicating in 3D environment and share any type of data with each other.
- The price for the end user will not exceed than that of smartphones (1000 USD – 1500 USD per piece).
- Initiator – I have more than 10 years of entrepreneurial experience in Uzbekistan and MBA graduate from Heriot Watt University.
- We will rebrand my business as "Ad Com Tech" which stands for "Advanced Communications Technologies"

Mission/Vision of the Company

- To transform the communications industry globally and take it to the next level.
- Around 20 years ago when the internet was just developing people tried to get benefits from it.
- Some people thought:
- that internet will be used to socialise
- that there will be billions of websites so that people will be searching in the internet
- that internet will be used to buy various products
- That's how Google, Facebook and Amazon appeared.
- Today Virtual Reality technology is in the same situation as internet 20 years ago.

The Team

- CEO – Akmal Pulatov did several startups in the past in Uzbekistan.

- VironIT – is a professional IT consulting company based in the USA will be responsible to technically develop this software.

The Problem

- Main types of communication devices are smartphones, tablets and computers. However, this industry is mature and needs something totally new.
- Smartphones and computers are becoming more alike time by time. There is no much differences among them now.
- The global market needs innovation.

The Solution

- To introduce Virtual Reality device for communication and sharing information among users.
- Communicating in 3D environment and using it instead of smartphones and computers which are 2D.
- Totally different method which is not exploited by anyone so far.

The Market Opportunity

- There is global demand for communications devices.
- Smartphones are used by – 3.8 billion people
- Computers are used by – more than 2 billion people
- Active internet users – 4.66 billion people

- No one introduced Virtual Reality device for communication yet.
- Such a lack of competition gives great opportunities and to get first mover advantage globally.

The Product

There will be 3 different software applications

- 1) Calling and texting in 3D environment with other multiple users.
- 2) Browsing the internet and to see and work with multiple 2D web pages simultaneously in 3D environment.
- 3) Create, edit and save multiple different 2D and 3D files in 3D environment. Including texts, documents, images and videos.

Also to share any data with other users.

Technology

- Software – Viron IT will develop the software according to our requirements
- Hardware - We will use already existing Virtual Headsets, for example Oculus or others.
- End users will use internet connection to share info and communicate with each other.

The Competition

- There is no well established companies yet as no one has exploited this opportunity.
- Even though there is no information available about perspective competitors, there is not much time to become first in the market.
- We will not compete with companies such as Facebook or Microsoft, which are investing to develop hardware(VR headset)
- We will develop only Software and we will cooperate with big companies who are developing Hardware (VR Headsets).

Business Model

- We will buy already existing Virtual Reality headsets and we will use our own brand name.
- We will fix our software to these Virtual Reality headsets and sell it to wholesalers and distributors.
- We are not planning to sell directly to customers because we do not need to manage retail stores and sales team globally. We are ready to give away some margin to well established distributors.
- The price for end users will not exceed the price of new smartphone or new laptop.

The Marketing Plan

- We will approach retailers of computers.
- We will approach mobile operators such as Vodafone or O2 as they have well established retail chain for smartphones.
- We will approach other smartphone and computer wholesalers and distributors who has already well established marketing network.

- After development and demonstration of prototypes to Distributors I will sign contract with them asking prepayment 40%.
- And use 50% of this prepayment to pay in advance to hardware suppliers.

Financials

- So far just roughly estimates are known after communications with "Viron It" Belarus office.
- Software development will be 120 000 USD will take 1 year.
- Oculus Virtual Reality Headset 300 USD per piece.
- The selling price will be around 1 300 USD per piece.
- So the revenue is 1 000 USD per piece.
- Expect to have sales of 1 million pieces during the first year.
- So that revenue is 1 billion USD for the first year.
- However, the precise figures will be known after detailed discussion about requirements with the Viron IT.

The Ask

- I am seeking 500 000 USD for 20% equity:
- Exit route for investors - I will buy back the 20% equity for 10 mln USD in   2 years.
  500 000 USD will be used to
- 1) Develop several prototypes by the end of this year.
- 2) Sign contracts with distributors and wholesales of smartphones and computers globally with 40% advance payments.
- 3) Use these 40% advance payments to order hardware components and to fix our software into these hardware (VR Headsets).
- If the budget is 120 000 it will take around 1 year and our software will be ready next year
- I want to increase the budget considerably for the development of software because I want to offer this product by the end of this year (2022).

Thank you !!!

- I appreciate your time and interest in my business idea.

- THANK YOU VERY MUCH!!!