



**HORIZON**®  
**STUDIOS**

**C O M P A N Y   D E C K**



# About Our Company

Horizon Studios Ltd is a global brand that creates enthralling augmented virtual and mixed reality experiences and handles spatial media post production for businesses, brands and creators worldwide





# Vision

To be the preferred top tier extended reality experiences development brand that forward the advancement of VR/AR/MR for modern consumption worldwide with the new paradigm shift in industry 4.0

# Mission

▶ craft amazing and engaging digital reality experiences in augmented reality and virtual reality for web, mobile and PCs that enables companies to enthrall and target their audiences

▶ redefine new ways to enable modern companies and creators come up with engaging contents and presentations



# Problems



## Long Press

Fully-3D immersive content can only be created by teams of highly technical and talented individuals using professional 3D tools

## Difficult to Prototype

The steep learning curve and difficulty of building VR/AR has limited the amount of available content making prototyping VR/AR environments difficult

## Adoption

Unreal engine and Unity only provide high end 3D editing tools that can only be utilized by professional programmers leading to a lack of democratization for content creation





# Solutions

## Flexible Payment Plan

We plan on creating flexible payment plan for cash strapped startups and businesses. We can implement an advertising model in some of their projects in a freemium proposition that will enable us get required revenue while also easing the financial stress of startups and up and coming businesses.

## Marketing and Training

We plan on holding trade shows and conferences whereby we engage with small businesses and other key industries in educating and highlighting the benefits of using VR/AR technology in their companies.

## Decrease Industry GAP

We will work with other VR/AR market players in creating educative contents and courses in helping the talent pool increase so as to lower the costs of salaries and compensations and allow for a healthy competition that will foster adoption of AR/VR at the macro scale.



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## Strengths

- Best Prices
- Innovative Mindset
- Strong Brand Image & Equity
- Good Quality of After Sales
- Industry 4.0 ready

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## Weaknesses

- Long Term Investment
- Capital Intensive
- To Price competition
- Requires experienced talent that is very expensive
- Low Adoptability





## Opportunities

- Long Term Investment
- Remote working
- High interest from businesses to adopt using VR/AR
- Relaxed government regulations

## Threats

- Inflation and increasing prices
- New Competitors From Other Country
- Covid-19 Pandemics Situation
- Bad world financial situation

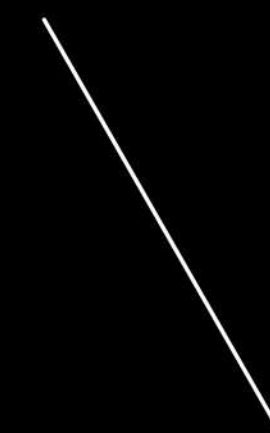
# Services Overview

## ▶ Augmented, Mixed and Virtual Reality Experiences Development

Digital Reality is a term that encompasses immersive technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR). Digital Reality services enable businesses to create and deliver engaging and interactive experiences for their clients across various platforms and devices. Whether it's showcasing products, providing training, enhancing collaboration, or creating brand awareness, we can help businesses achieve their goals and stand out from the competition.

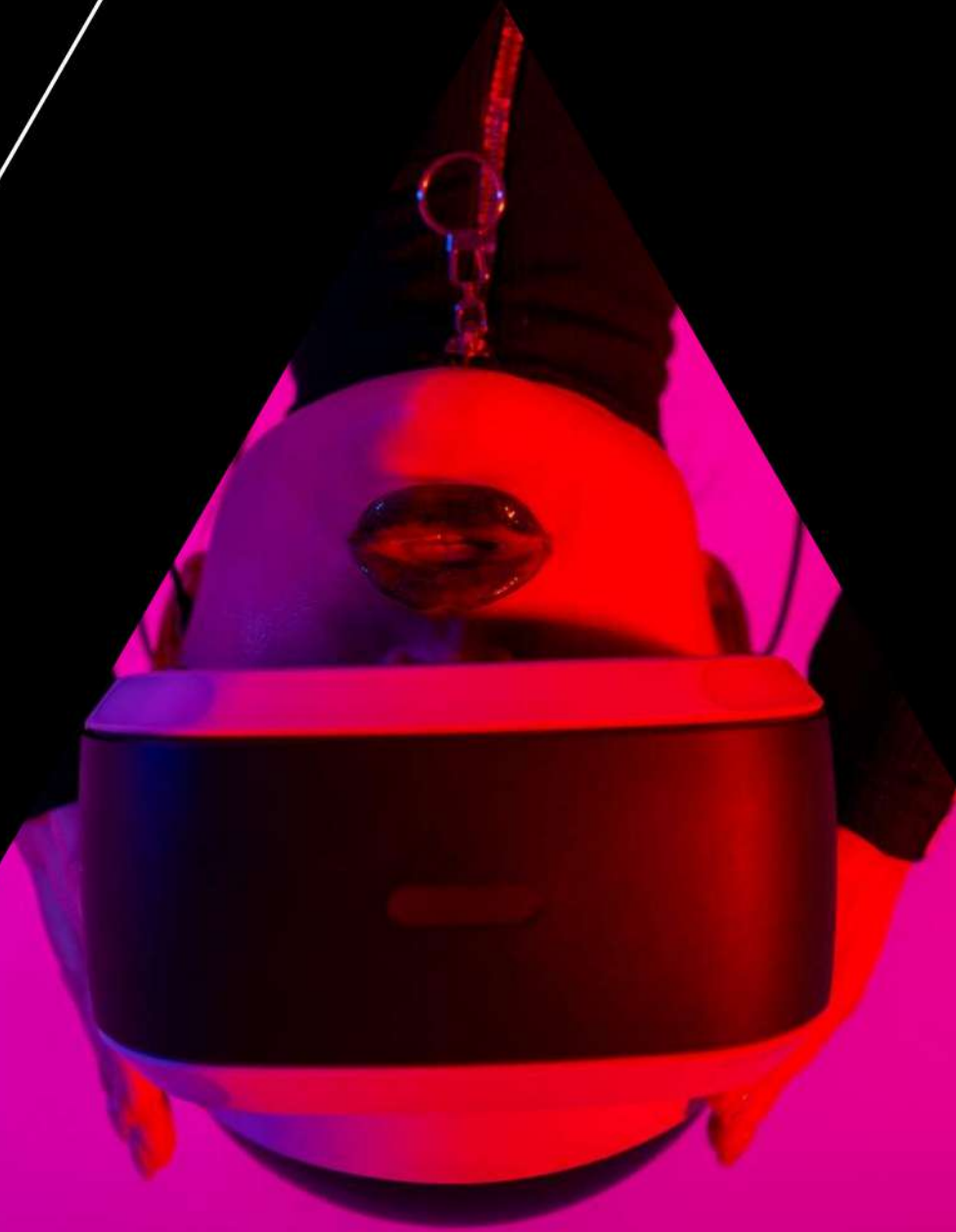
## ▶ Spatial Audio and Video Post Production

At Horizon Studios, we specialize in 3D sound, also referred to as binaural sound or spatial audio post-production services. Additionally, we offer stereoscopic video post-production services, known as spatial video. Our expertise includes editing with CGI and preparing media for export.





# Market Size



VIRTUAL REALITY

**\$ 21.83 Billion**

Total Available Market

AUGMENTED REALITY

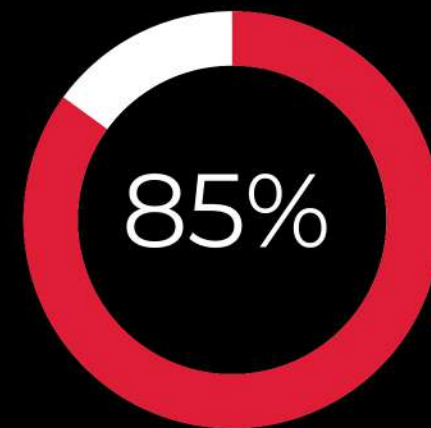
**\$ 70.98 Million**

Total Available Market

VR HEADSET UNIT SALES

**16.44 million  
units**

# Market Targeting

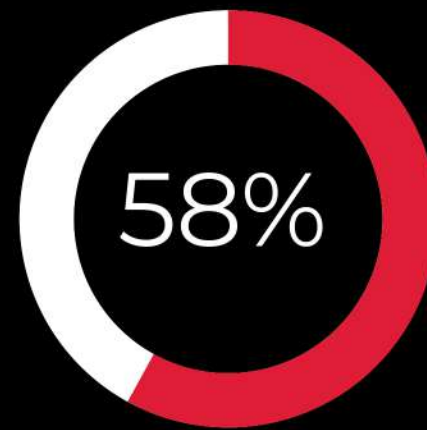


## Brands / Startups

Digital Reality is a term that covers immersive technologies like virtual reality (VR), augmented reality (AR) and mixed reality (MR). These technologies can create engaging and interactive experiences for media consumers, such as 360-degree videos, live concerts and immersive journalism. However, developing these experiences can be challenging and time-consuming for companies and startups, especially if they lack the expertise and resources. That's why outsourcing Digital Reality experiences development services can be a smart move. By hiring a professional VR/AR development company, media companies can save time and money, access skilled developers and designers, leverage the latest tools and frameworks, and deliver high-quality experiences to their audiences.



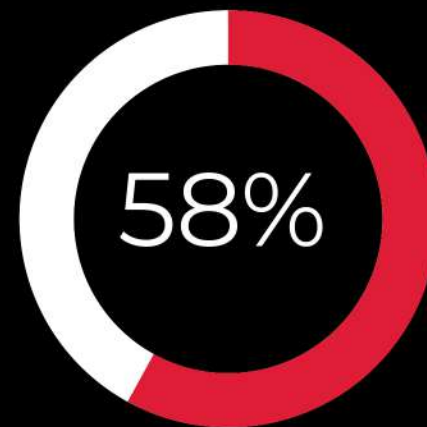
# Market Targeting



## Retail Industries

VR/AR/MR experiences can offer many benefits for online retail companies, such as enhancing customer engagement, increasing sales conversions, and reducing costs. By outsourcing the services, online retail companies can leverage the expertise and experience of professionals who know how to create interactive and realistic VR/AR/MR experiences that can run on multiple platforms and devices. Outsourcing these development services can also save time and resources for online retail companies, as they don't have to invest in hiring and training their own staff or buying expensive equipment.

# Market Targeting



## Realtors

VR/AR/MR experiences development services can help online realtors and real estate companies to showcase their properties in a more engaging and realistic way. For example, It can allow potential buyers or renters to take virtual tours of multiple locations without having to visit them physically . This can save time, money and hassle for both parties. We can also create digital twins of real-world environments that can be projected on a 3D model, allowing users to explore different scenarios and features of a property. XR can also enhance the visualization and communication of real estate information, leading to better decision making and customer satisfaction.





# Market Validation



VR users in the US

57.4M

Total Users

AR users in the US

90.9M

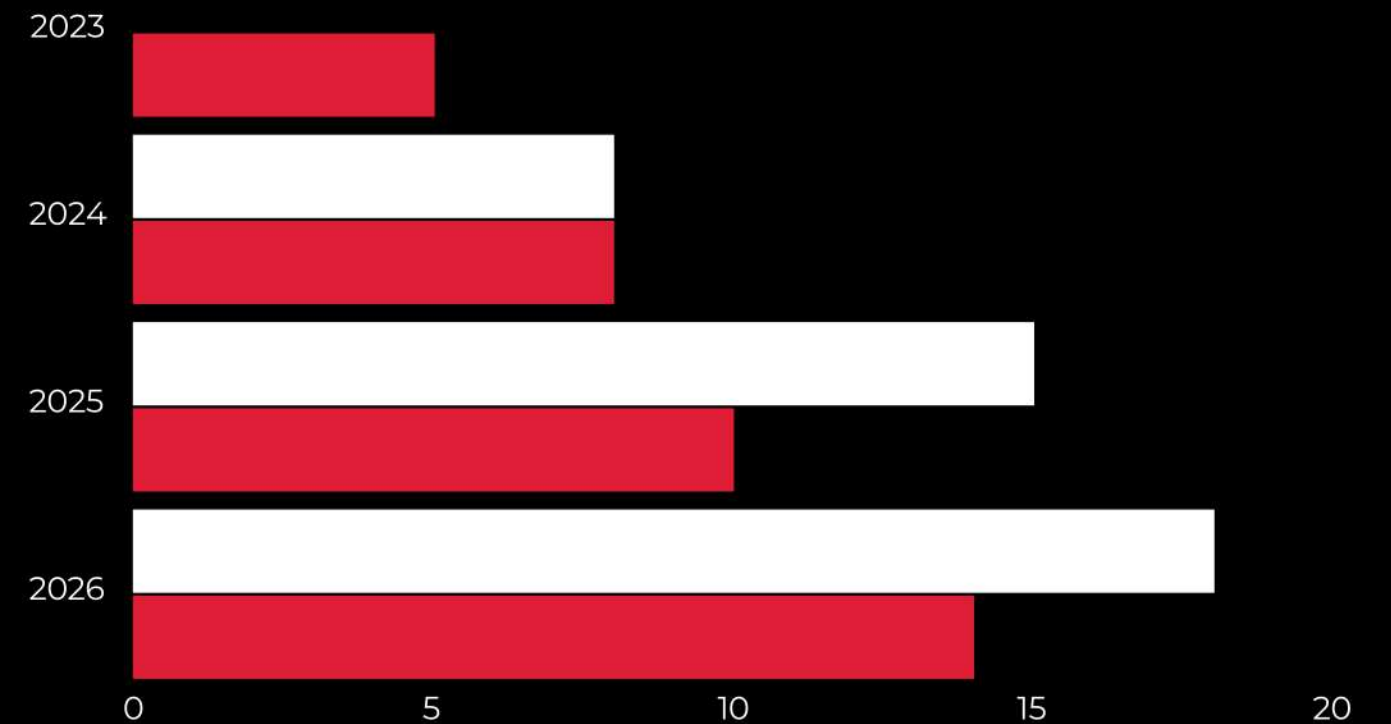
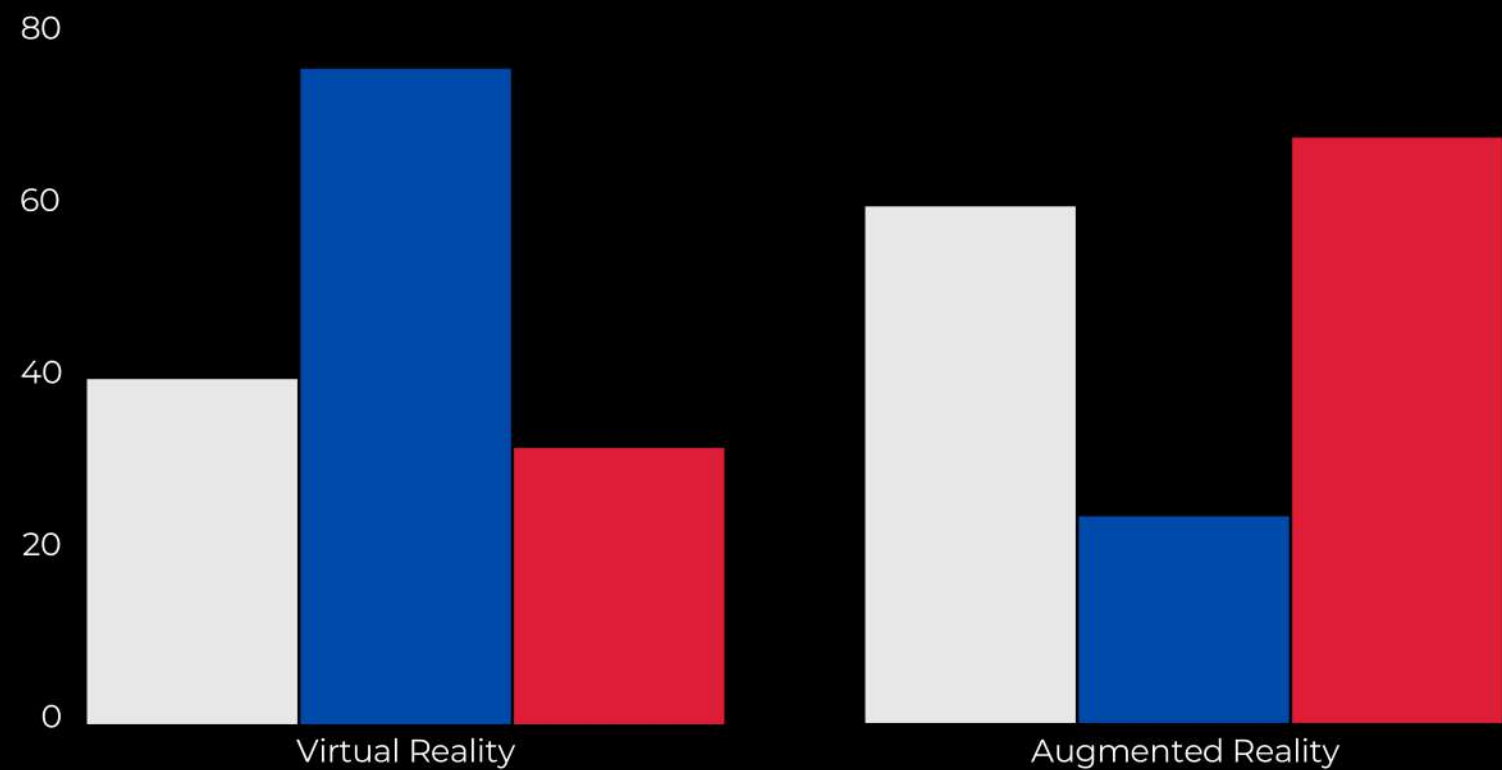
Total Users

US Resident

19%

Who have tried  
VR

# Business Model



SUBSCRIPTION REVENUE

67% - 82%

The Ratio

1:4 - 1:3



# Competitive Advantage

## Fair Pricing

We offer the best pricing structure that invites and makes new startups be able to integrate these VR/AR technologies and make them competitive in the outer world.

## Young and Vibrant

We got young and vibrant talent that caters to the enterprising Gen Z generation that makes us very friendly and approachable to the new generation coming of age.

## Huge Availability


We are incorporated in the US and presence in Africa which gives us a wider market space and scalability to be able to reach out to our esteemed clients and potential clients.

## Industry 4.0

We pride ourselves in being industry4.0 compliant as we are able to integrate new technologies and ideologies to foster human development.



# Thank You

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