



Beame

Reshaping
Human
Interaction.

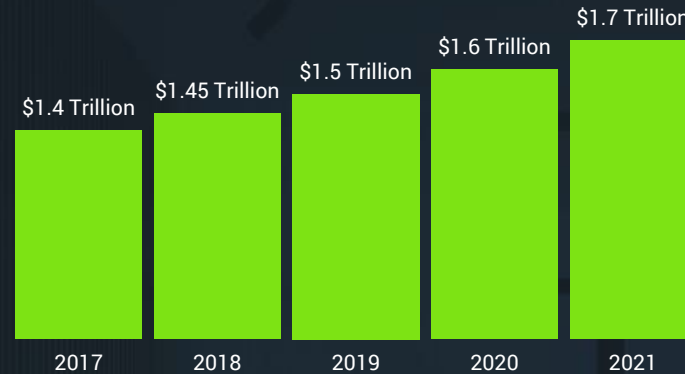
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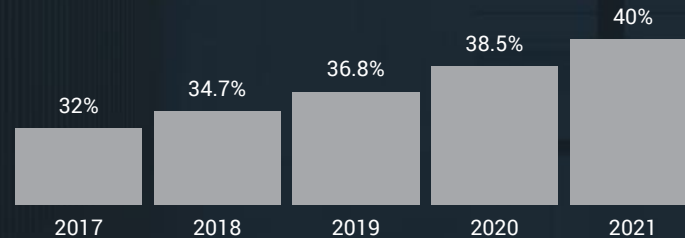
Here's the reality

In the US alone, the Global Business Travel Association estimates that 405 MM business trips are taken per year. Even as remote conferencing rises, so does business travel – signaling that personal connections still matter.



Global Business Travel Spending

Source: Statista



Global Smartphone Adoption

Source: GBTA BTI Outlook

-  In-person meetings
-  Phone & video meetings





Contextual
Understanding



Why is this happening?

Humans are social creatures, evolved to collaborate and build in groups and complex communities.



Importance of
Physical Presence



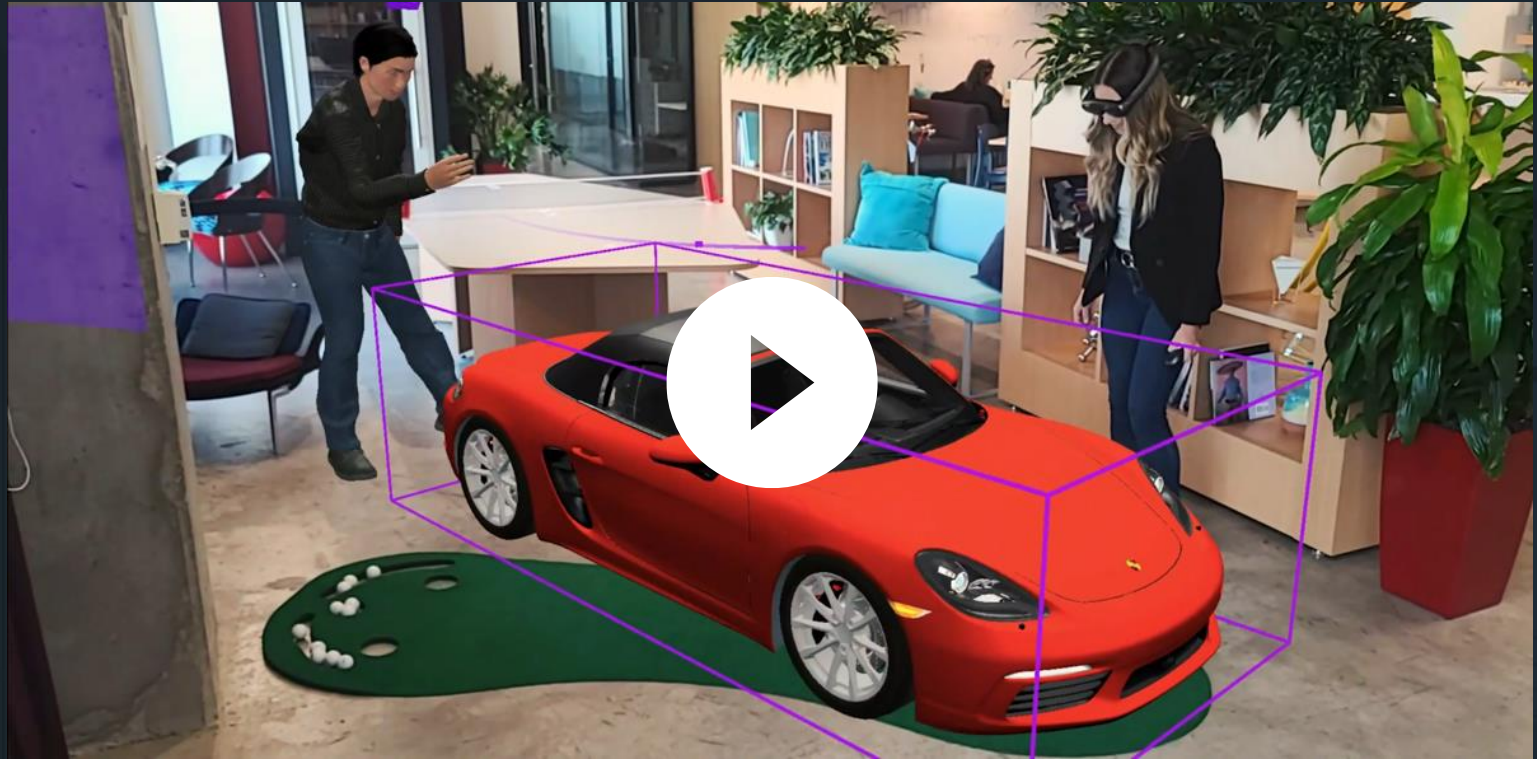
Demand for Efficient
Business Methods





Seamless interactions

Beame is an extended reality (XR) collaborative experience which delivers lifelike communication by teleporting people and content into your real-world environment.



Automotive Sales Representative via Telepresence

This video demonstrates how customers may experience their dream car in full fidelity without stepping into a showroom, while having their questions answered in front of them by a car dealer.



Ubiquitous Access

As a device agnostic solution, participants connect through XR glasses, tablets and smartphones.

From day one, we focused on practicality and designed with mobile accessibility in mind.



Magic Leap

Available on Store



HoloLens 2

Available on Store



iOS

Available on Store



Android

Available on Store





Photoreal Avatars

Through a unique blend of technology, art, mobility and representation, Beame's avatar system delivers the highest quality co-presence experience on the market.



Eye Tracking

Eyes are a window into the soul, and Beame relays that spark.



Phenome Face Detection

Real time ML animates the face and mouth to match your exact words.



Global Representation

Equality and accessibility, spanning age, race and gender.



Entire Body Co-Presence

Beame tracks and replicates your entire body. No floating heads here.





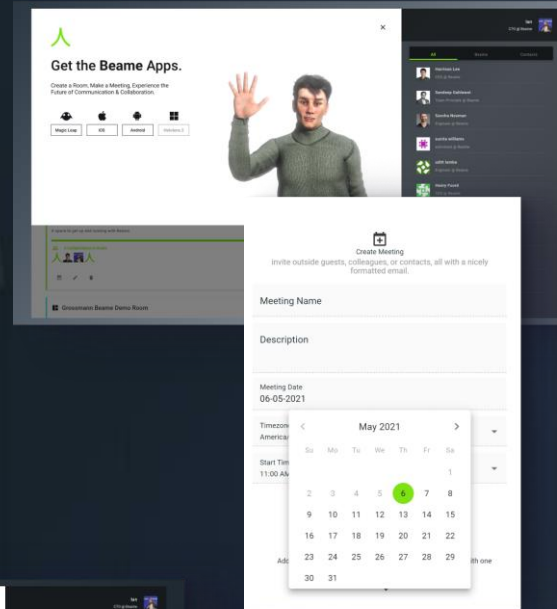
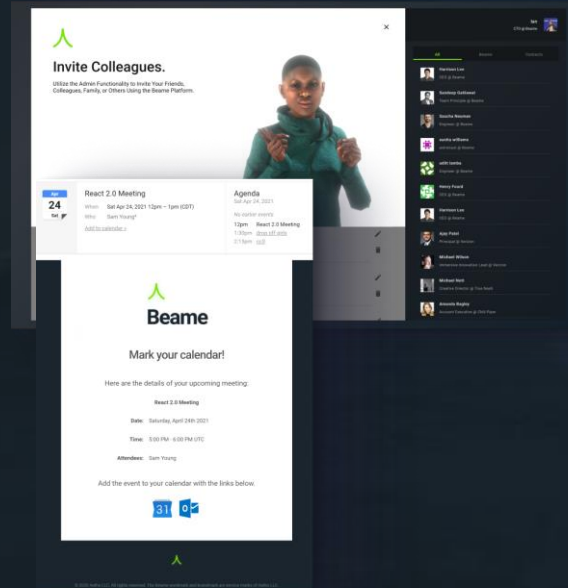
Account Portal

Self-service web portal for subscribing to service, account administration, user provisioning, contact management, meeting scheduling and content storage and organization.



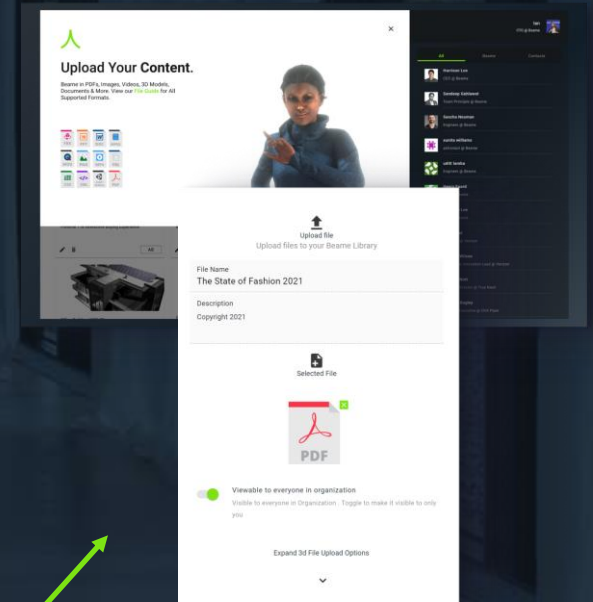
Administer Accounts

Bring your team, manage permissions and work across organizations



Create Meetings

Book meetings with Beame's contacts and calendar functions



Manage Content

Upload 3D models, images, videos, documents and more



Features



Meet virtually anywhere

Hold 1-on-1 and multi-party immersive meetings in your home, at the office or on the road.



Move, swivel and scale shared content

Reposition, resize and rotate 2D files and 3D objects seen by all participants.



See people as full body, holographic avatars

Stand and walk with participants while observing head and body movements, hand gestures and eye motions.



Look at 3D objects in full fidelity

Let meeting participants lean in and walk around all sides of an item to examine thoroughly.



Share simulated 2D and 3D content

Layer presentations, graphs, artwork as well as CAD and scanned models into your physical space.



Draw in 3D space

Whiteboard in full color through the air or annotate on shared content to highlight points of discussion.



Benefits



Cut down physical meeting costs

Reduce business trip expenditures and watch your ROI soar.



Increase worker productivity

Improve efficiency with less time spent traveling and more information at your fingertips.



Solve practical problems

Make decisions effectively through the display and interaction of visual representations in full scale.



Improve social engagement

Avoid miscommunication from the absence of body language and gestures.



Enhance team collaboration

Take team work to a whole new level with high fidelity 3D models in your physical space.



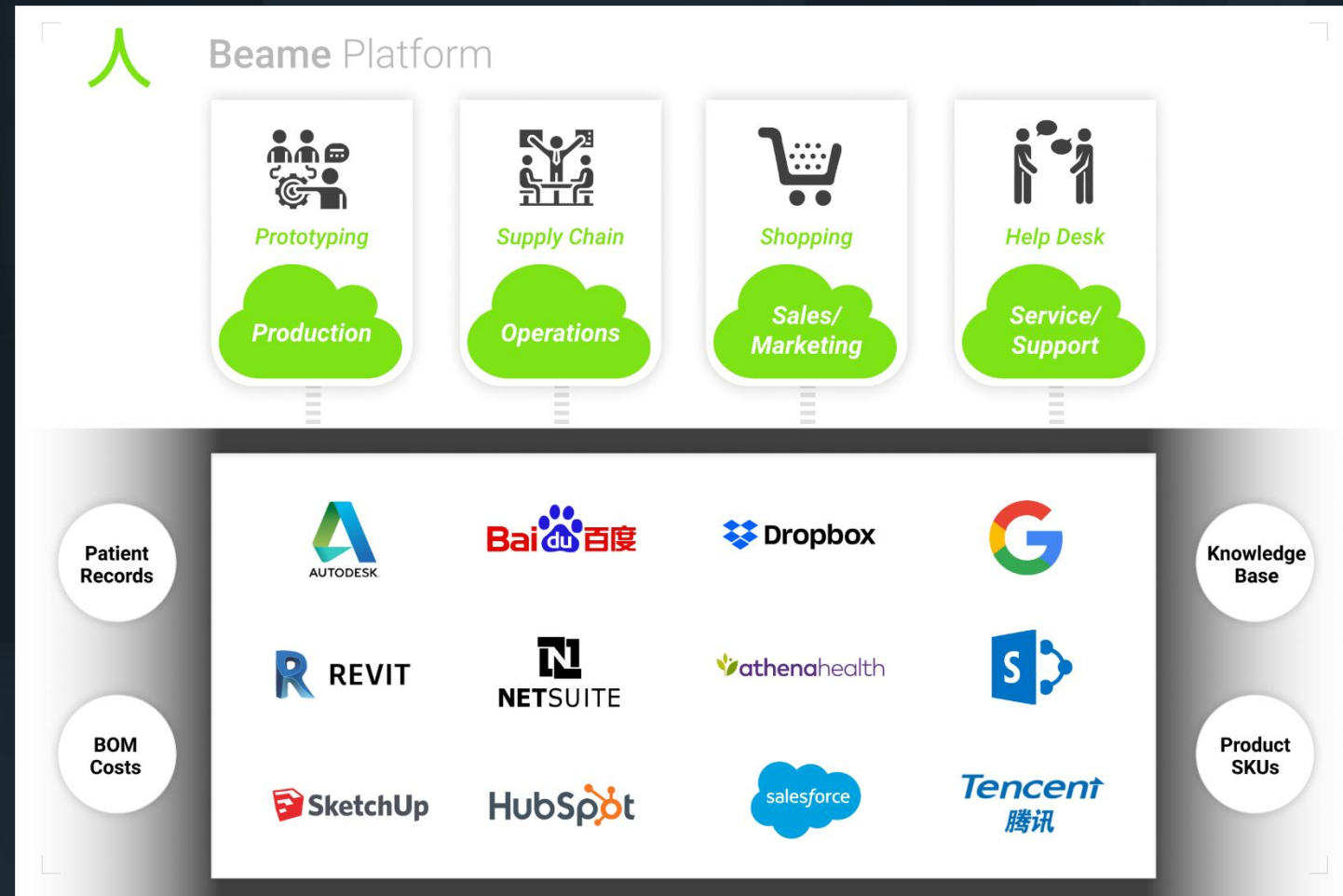
Generate revenue opportunities

Create innovative products and services for producing new income sources.



Endless use cases

Our telepresence platform is scalable to fit any number of users and is API-friendly for combining information (e.g., CRM, patient data, inventory control, etc.) to drive efficiencies and new revenue opportunities.





Case studies

Surgeon and world-renowned innovator and advocate on transformative healthcare [Professor Shafi Ahmed](#) shares insights on COVID-19. Special thanks to [Johns Hopkins CSSE](#) for providing real-time tracking data.



El cirujano [Dr. Rafael Grossmann](#), futurista e innovador de la atención sanitaria, comparte sus impresiones y actitud hacia la telesalud en un mundo antes y después al COVID-19 así como su implementación en cirugía. El Dr. Grossmann también describe el punto de inflexión para COVID-19 con respecto a la mortalidad.



Use Cases by Industry





Automotive

Bring industrial designers together with mechanical and electrical engineers to develop the next concept car. Give customers the ability to configure their next ride and visualize it in their garage or driveway.





Biotech

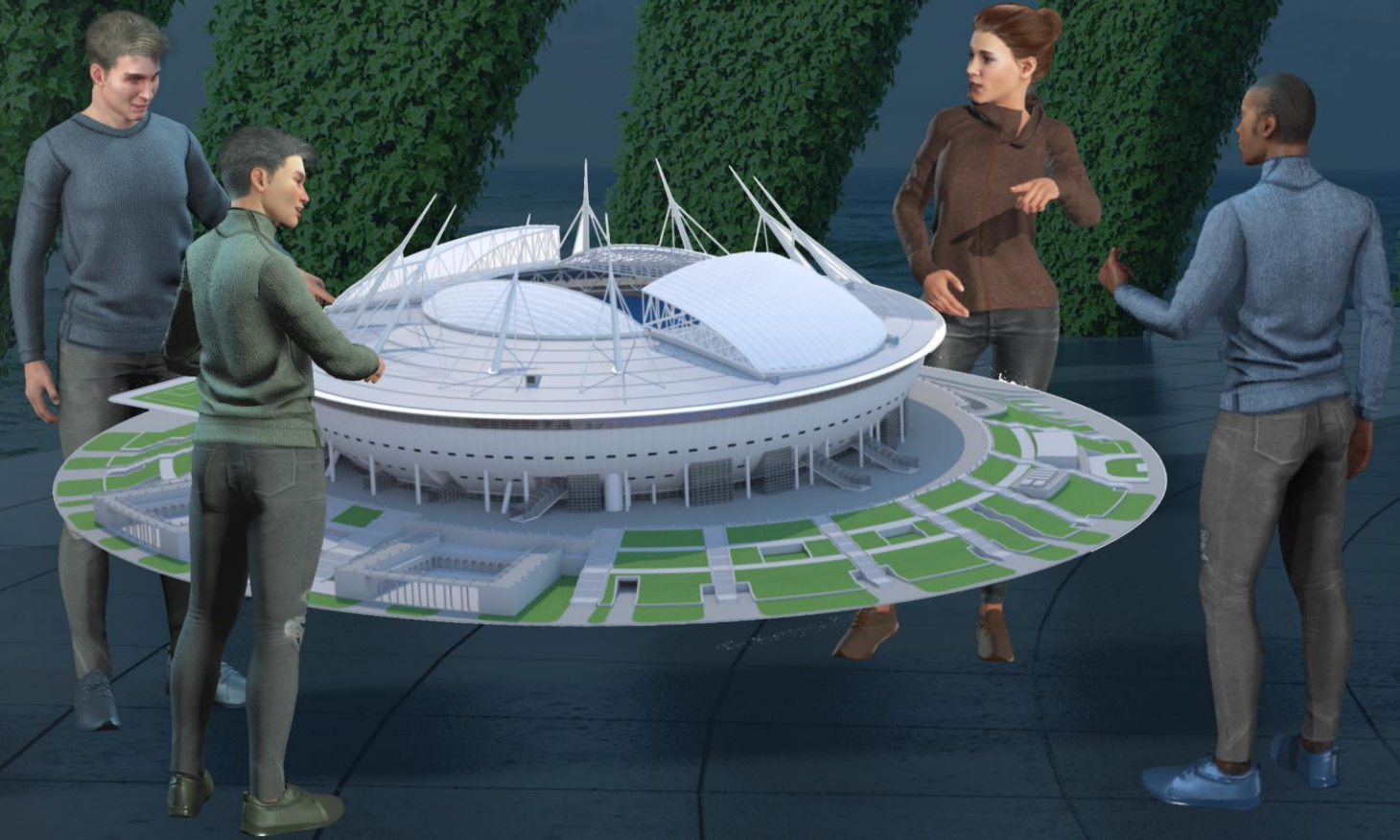
With clinicians racing to develop vaccines and antiviral drugs, researchers, scientists and healthcare experts could collaborate meaningfully in an immersive environment to disseminate findings faster and confer on outcomes.





Construction

Transform the industry from the ground up. Leverage full scale and full fidelity 3D visualization for BIM as well as for architectural design, project management, office space planning, real estate selling, home buying and interior decorating.





Defense

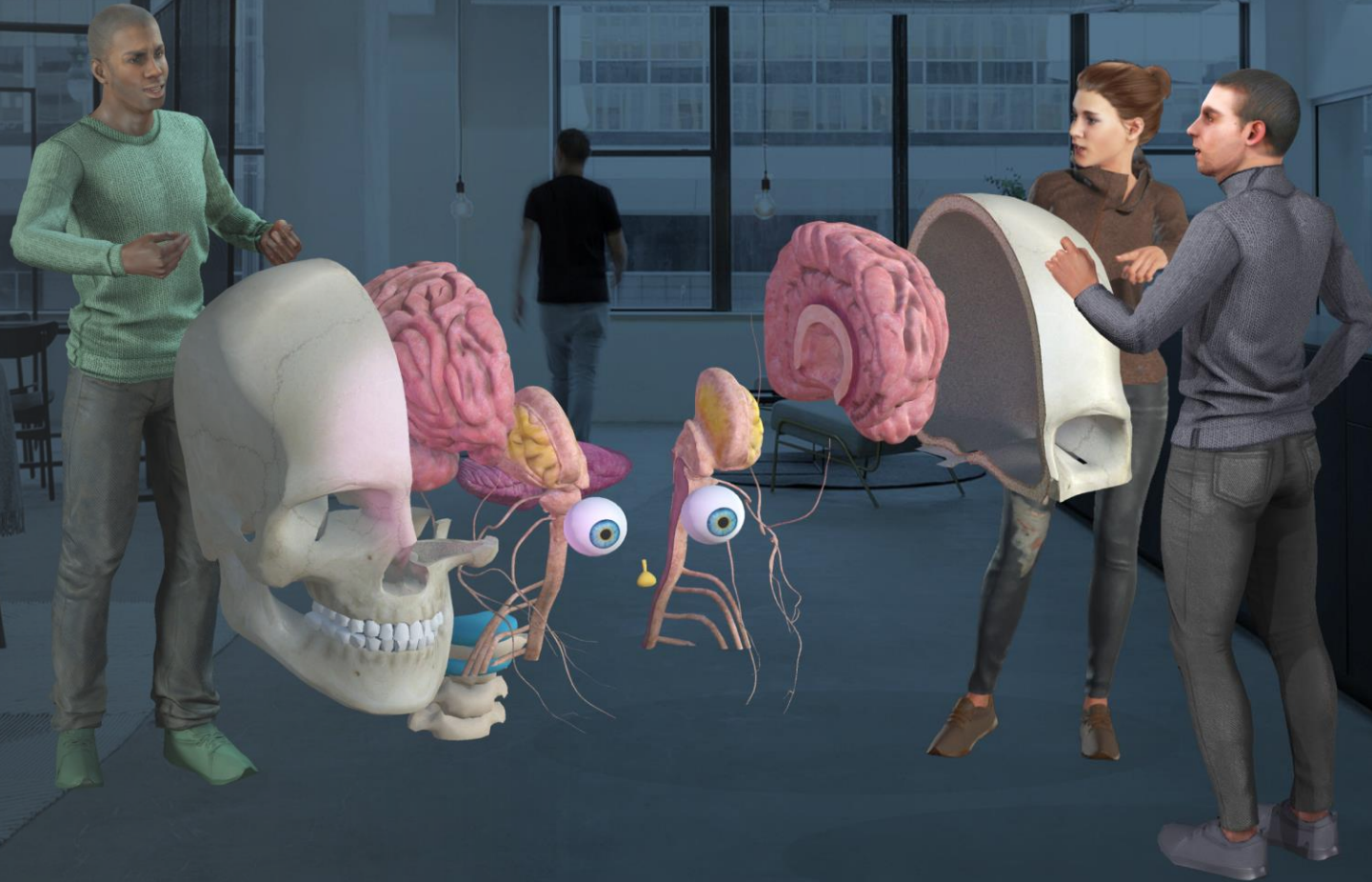
Simulate safety protocols, field training and combat scenarios to better protect soldiers in preparation for instances where split-second decisions are on the line and heightened situational awareness makes all the difference.





Education

Increase retention by taking teaching and training to a new dimension. Break up lectures with interactive workshops so students become active participants with a *learn by doing* attitude.





Energy

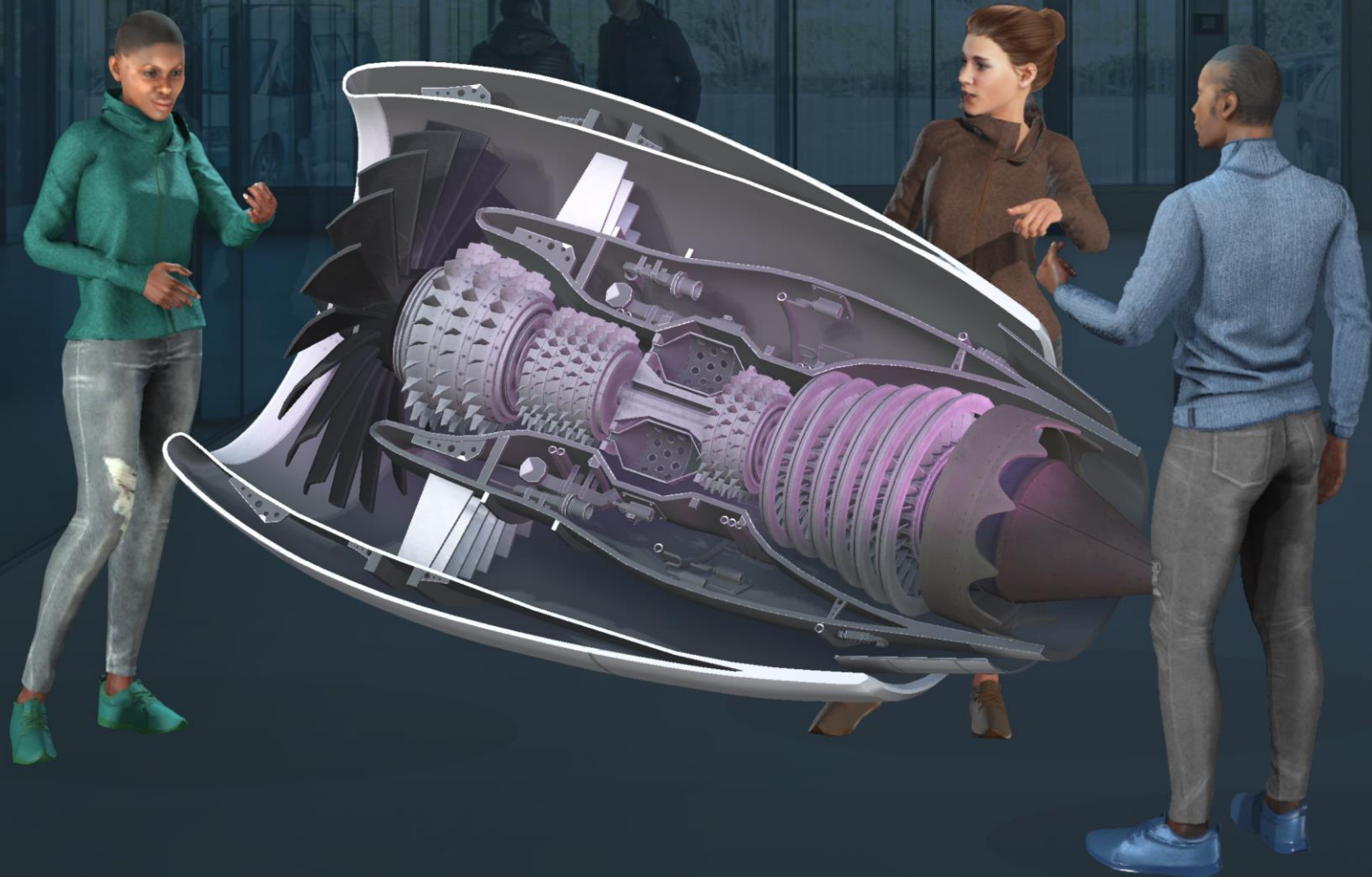
Because jobs sites are challenging, costly and dangerous to get to, extensive and thorough planning of pipes, power grids and refineries could be performed with a visual 3D map of the landscape and terrain.





Industrial

Collaborate cross-borders for rapid prototyping, supply chain management, simulating training and remote troubleshooting. Bring industrial designers and electrical and mechanical engineers together during the DFM process.





Medical

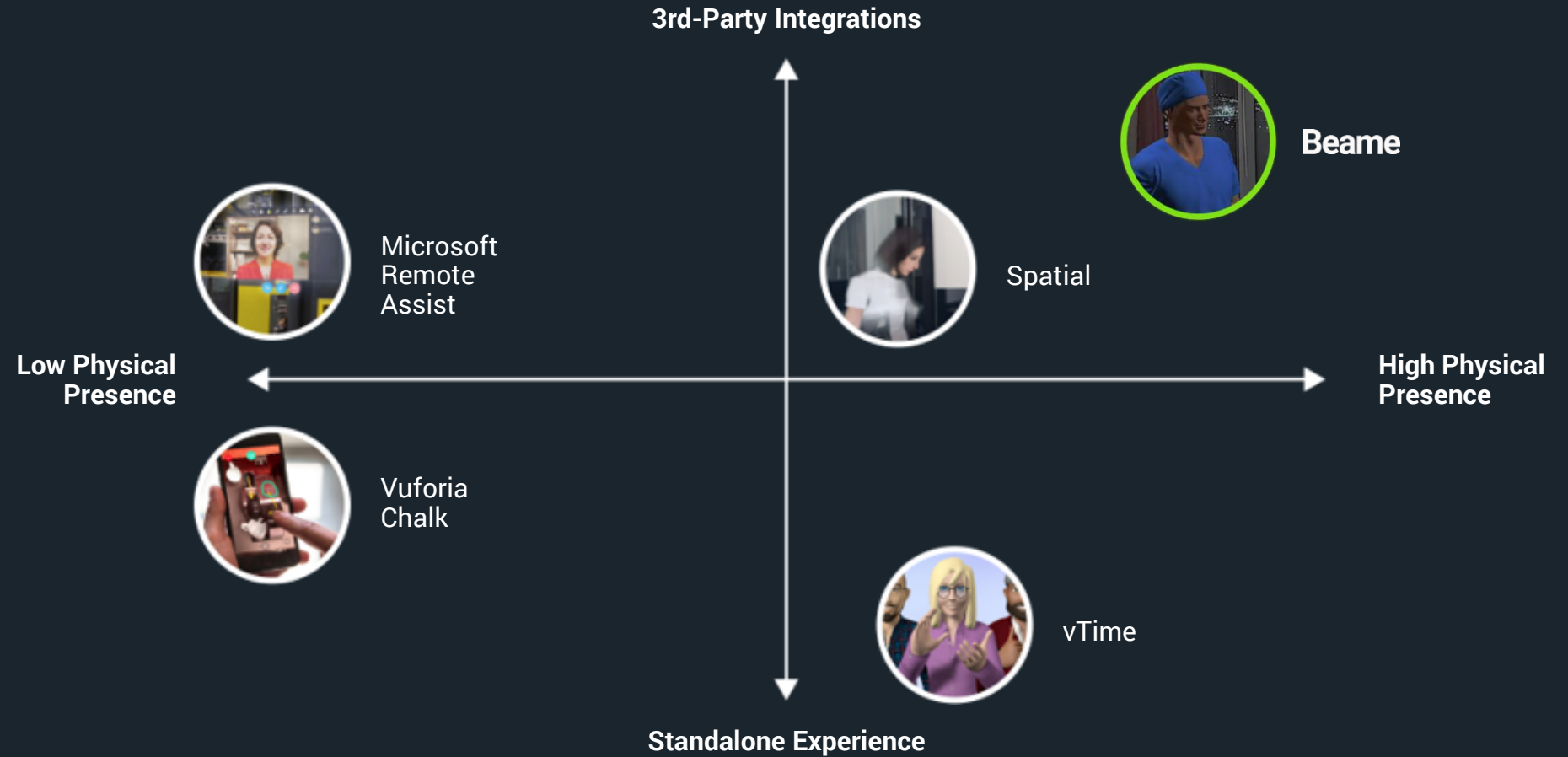
Elevate telemedicine, triaging, surgical training, and physician consultations to deliver better quality of care. Increase accessibility to specialists for second opinions even in times of life-threatening, critical procedures.





Competitive landscape

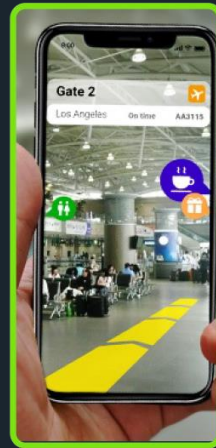
The XR space is disparate with companies exploring various aspects. Our focus from day one has been on practicality and ubiquity.





Hardware landscape

We are a multi-platform solution designed with a flexible architecture to run on current and next generation devices. AR glasses are rapidly returning to an eyeglass form factor, yet with wide field-of-view, high resolution, in-depth sensors and extensive processing power.



Existing Market
Mobile



>\$1000
Consumer

nreal
Qualcomm



\$2000
Prosumer



\$3500
Enterprise

HoloLens 2



Product roadmap

As we continue to perform paid pilots, we'll be soft launching our SaaS platform in a matter of months and continue development to offer the richest suite of features and solutions without compromising usability and user experience.





TAM

Because Beame runs on phones and tablets, our total addressable market includes mobile AR enabled smartphone users worldwide.

Number of mobile augmented reality (AR) active users worldwide from 2019 to 2024

(in billions)



Source: Statista



SAM

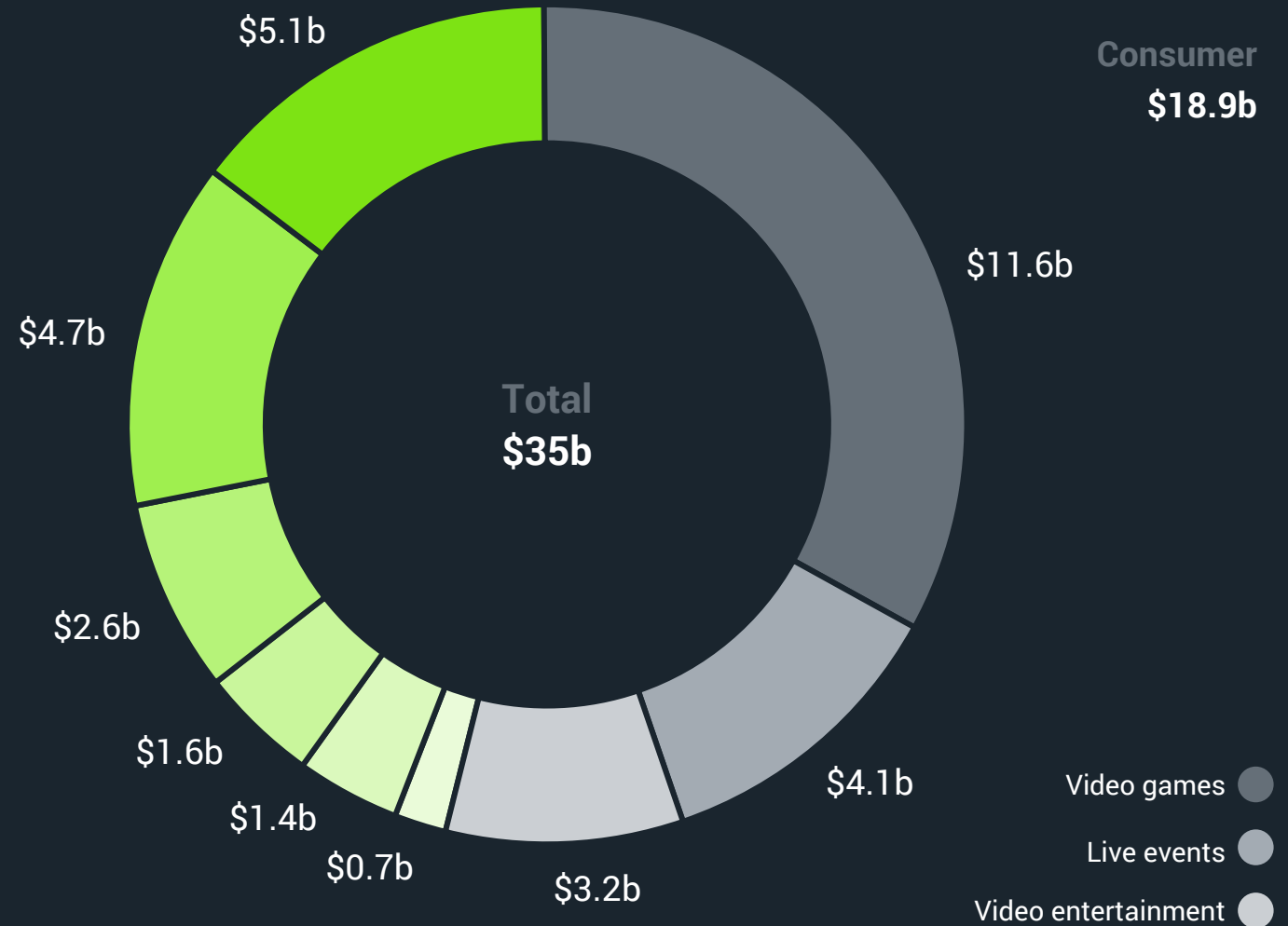
While our serviceable addressable market is the b2b sector, we also cater to consumer-facing brands to push out solutions which drive mass consumer adoption.

Enterprise and public sector
\$16.1b

- Healthcare
- Engineering
- Real estate
- Retail
- Military
- Education

The diverse potential of AR & VR applications

Predicted market size of AR/VR software for different use cases in 2025





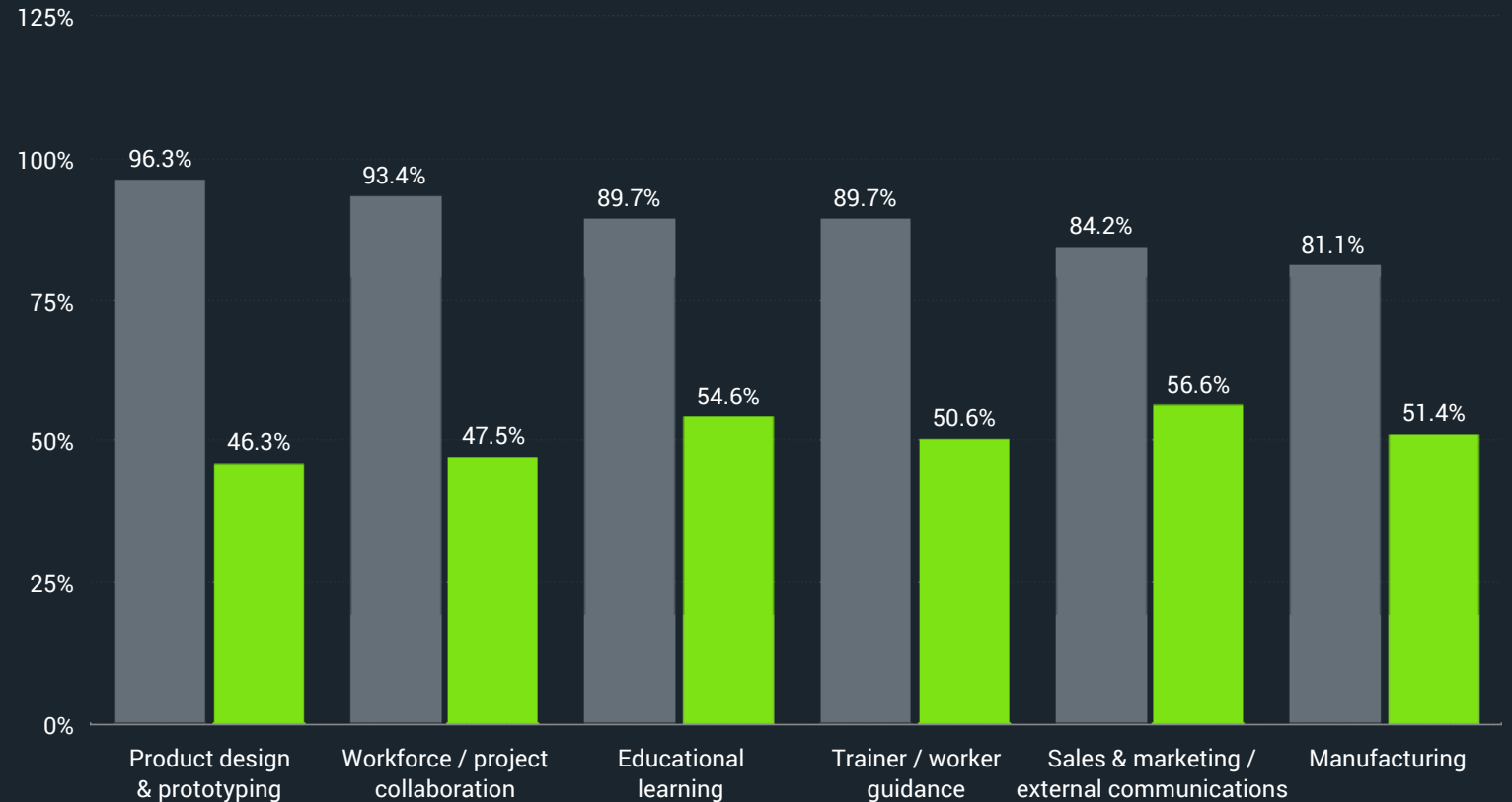
Go-to-market plan

Our distribution strategy includes channel partnerships with management consulting firms, systems integrators and marketing agencies.

Since these organizations (a) already serve large enterprises and have (b) the inside track on pain points and common applications used, (c) knowledge of budgets and (d) ears of senior leadership, our goal would be to enter through the backdoor to close deals quicker. With a SaaS platform in place, management consulting firms could pitch projects with API integration points to add value (both 3rd-party and custom API's) and handle all aspects of service delivery.

Areas of business where XR is used according to XR professionals worldwide

(as of the 3rd quarter of 2019)



● VR ● AR / XR

Source: Statista



Pricing model

Tiered pricing structure to fit the needs of any size organization.

As a multi-tenant SaaS platform, businesses under heavy regulation or compliance can be assured their sensitive data is secured.

Only plan released to date

Essentials

Out-of-the box telepresence to get you up and running instantly

from

\$95 *5 seat minimum*

USD/user/month

Fast

Conduct engaging meetings with our dynamic set of collaboration features

Contents and calendar import from iOS, Google and Outlook for scheduling meetings.

Content imported from Dropbox, Box and Google Drive

Email support

Premium

Turnkey tools to incorporate telepresence into your solutions

from

\$600

USD/organization/month

Powerful

Add the power of Beame to your XR experiences with widgets and plugins

Works with unity applications

Insert administration and reporting into your web portal

Phone support during business hours

Ultimate

Enterprise-grade telepresence platform for deep customization

from

\$2800

USD/organization/month

Comprehensive

Streamline existing workflows and develop new applications with 3rd-party and custom APIs

Access to technical documentation and community support forums

99.7% uptime guarantee

24/7 Telepresence support
(by phone when connection is affected)



Guest invitations

Currently waived.

Potential annual revenue of **\$43,200** per organization with 10,000 monthly guests.

\$95/user/month (5 seat minimum) → \$475/month for 5 seats → \$5,700 in year 1 for 5 seats

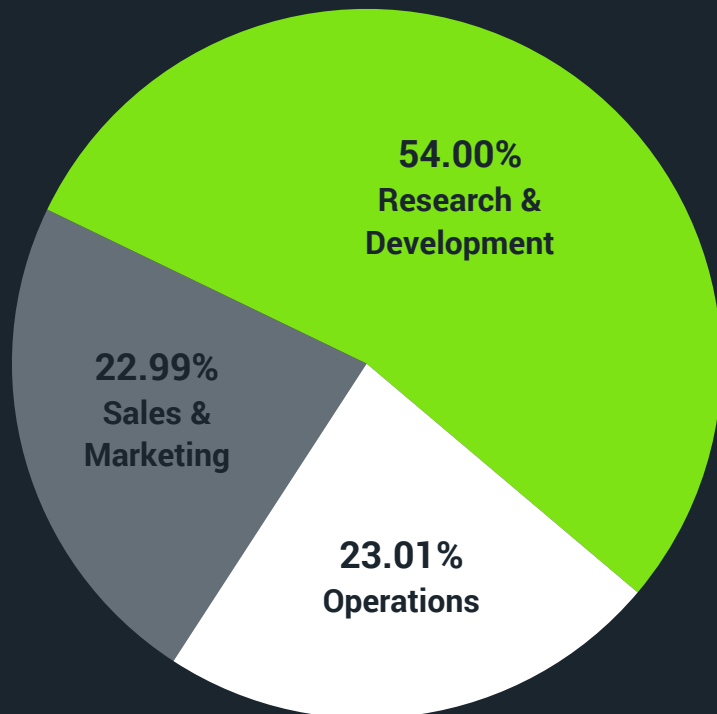
No set up fees.

Total monthly guest invitations:

First 50	Included in plan
51 to 250	\$50.00/mo per 100
251 to 550	\$48.00/mo per 100
551 to 1,050	\$45.00/mo per 100
1,051 to 5,050	\$42.00/mo per 100
5,051 to 10,050	\$39.00/mo per 100
10,051+	\$36.00/mo per 100



Here's the deal



Raising

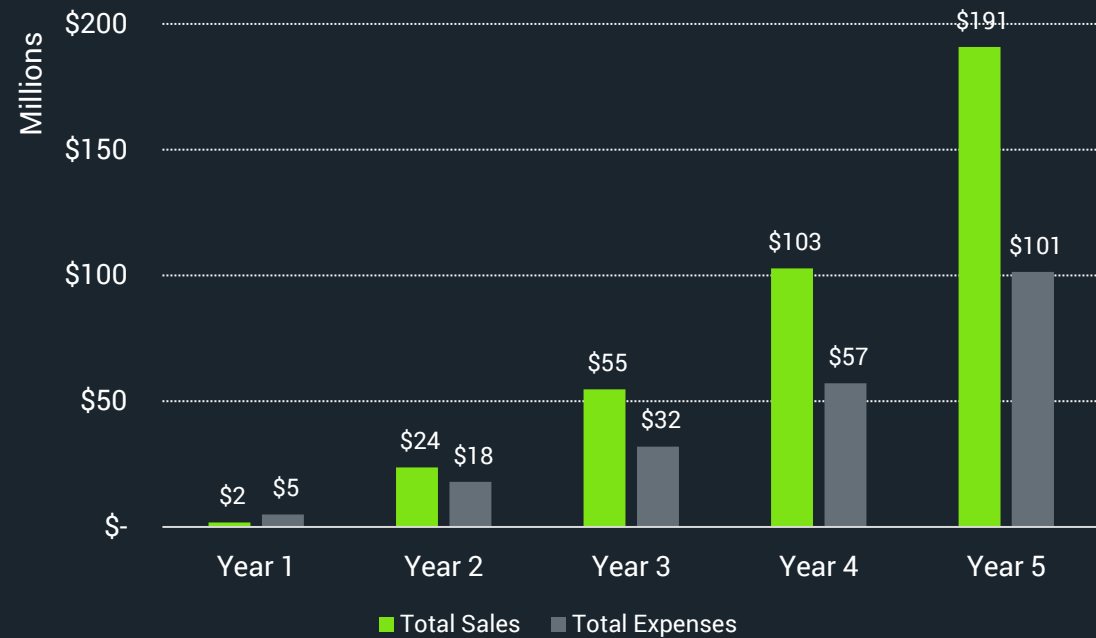
\$1.25 MM

20% discount

in convertible notes

\$8.5 MM valuation cap

Operationally profitable in under 24 months





Origin story

Rooted in human-centered design, Aetho started in 2014 with a consumer-friendly tool to improve video capture. As we developed our first commercial product, we noticed the shift from 2D planar imaging to volumetric display, so we spent considerable time exploring the augmented and virtual reality space.

As we launched the first product, we worked tirelessly behind the scenes to push the limits of visual engagement. We delved into spatial computing and 3D reconstruction in our infancy knowing full well the proliferation of AR/VR consumption devices would soon catch up.

Today, Aetho redefines human interaction by connecting people and information in immersive environments.



ætho®



Core team



Harrison D. Lee, CEO and Co-founder

Harrison has over 15 years of hands-on experience in go-to-market, product and marketing strategy. His background is a combination of startup experience and multi-channel marketing support for clients – both in the B2B and consumer worlds. The product launches Harrison has been involved with include one of the earliest cloud-based business communications solutions for the small and medium-size business market as well as consumer Web and mobile apps in the social commerce and fashion tech spaces.

Harrison holds a bachelor's degree in management information systems (MIS) and finance from Drexel University.



Ian Nott, CTO and Co-founder

Ian's innovations for Aetho are the offspring of his forte for bleeding edge technologies with an eye for commercialization and his unwavering passion for human-centered design. His prior hands on experience with Hong Kong and mainland Chinese manufacturing led to products that found their way into big-box retail stores in the US such as Best Buy.

Ian is also the creator of Vivid AR Portfolio, the world's first and only Augmented Reality Crypto Portfolio, which is available for iOS & Android. Vivid gives users a comprehensive availability of trading pairs, chart windows, indicators, and technical analysis tools in both traditional 2D and 3D Augmented Reality for both sophisticated day traders and novice investors.

Ian holds a bachelor of fine arts (BFA) degree in industrial and product design with a minor in service design from the Savannah College of Art and Design (SCAD).



Sascha Neumann, Product Manager

Sascha is a well-rounded product designer and developer focused on revolutionizing human experiences through the creative exploration of cutting-edge technologies. He has years of gained experience taking innovative physical products and software solutions to market at both the corporate and entrepreneurial levels. Sascha is skilled in contextual research, idea visualization, rapid prototyping, design for manufacturing and branding.

Sascha holds a bachelor of fine arts (BFA) degree in industrial design from the Savannah College of Art and Design (SCAD).



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Notable media coverage



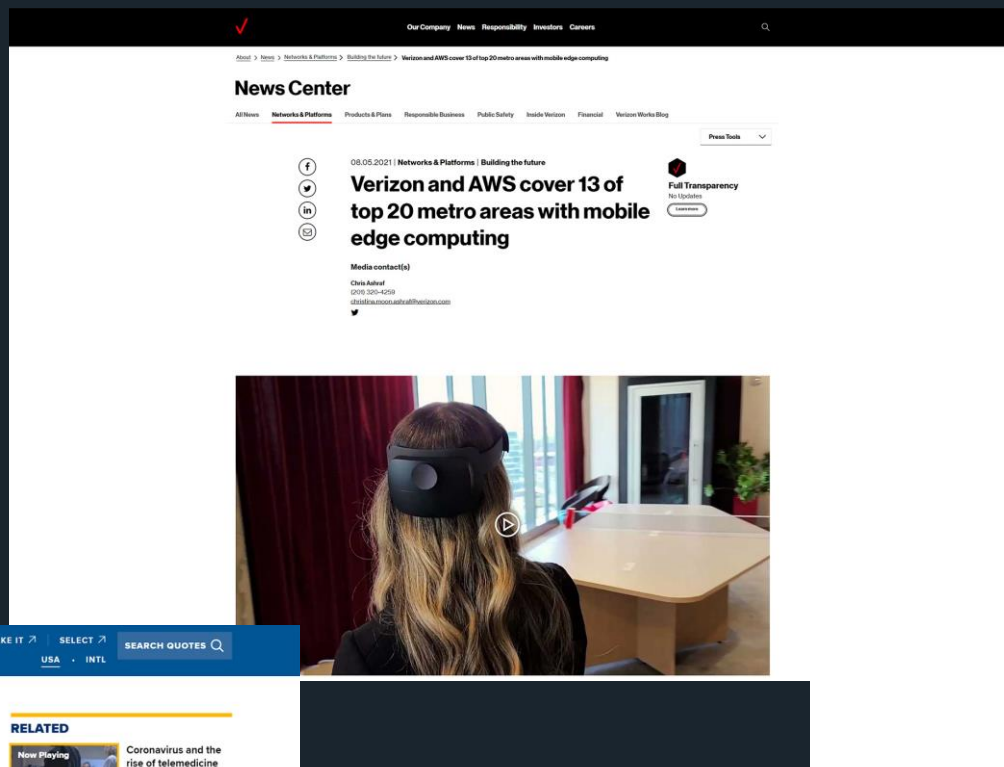
HEALTH AND SCIENCE

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Coronavirus and the rise of telemedicine

CNBC's Contessa Brewer reports on how the coronavirus outbreak is causing more people to try telemedicine as a means to connect with medical professionals.

WED, MAR 4 2020 • 3:43 PM EST



Recruiting new students with new technology

POSTED AUG 13, 2021 0

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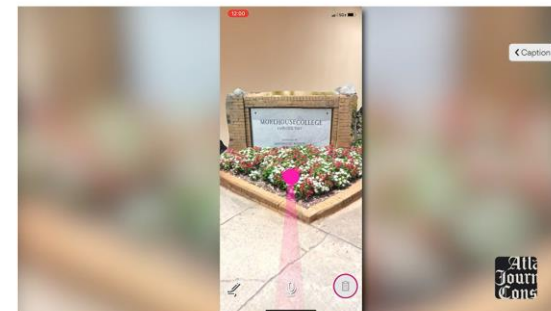
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The Atlanta Journal-Constitution

Local News Unapologetically ATL Public Safety EPaper COVID-19 Sports Press On

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Morehouse College goes 3D to recruit students



EDUCATION

By Eric Stigfus, The Atlanta Journal-Constitution

Sept 12, 2021

Colleges finding the best way to attract students is to meet them where they are: online

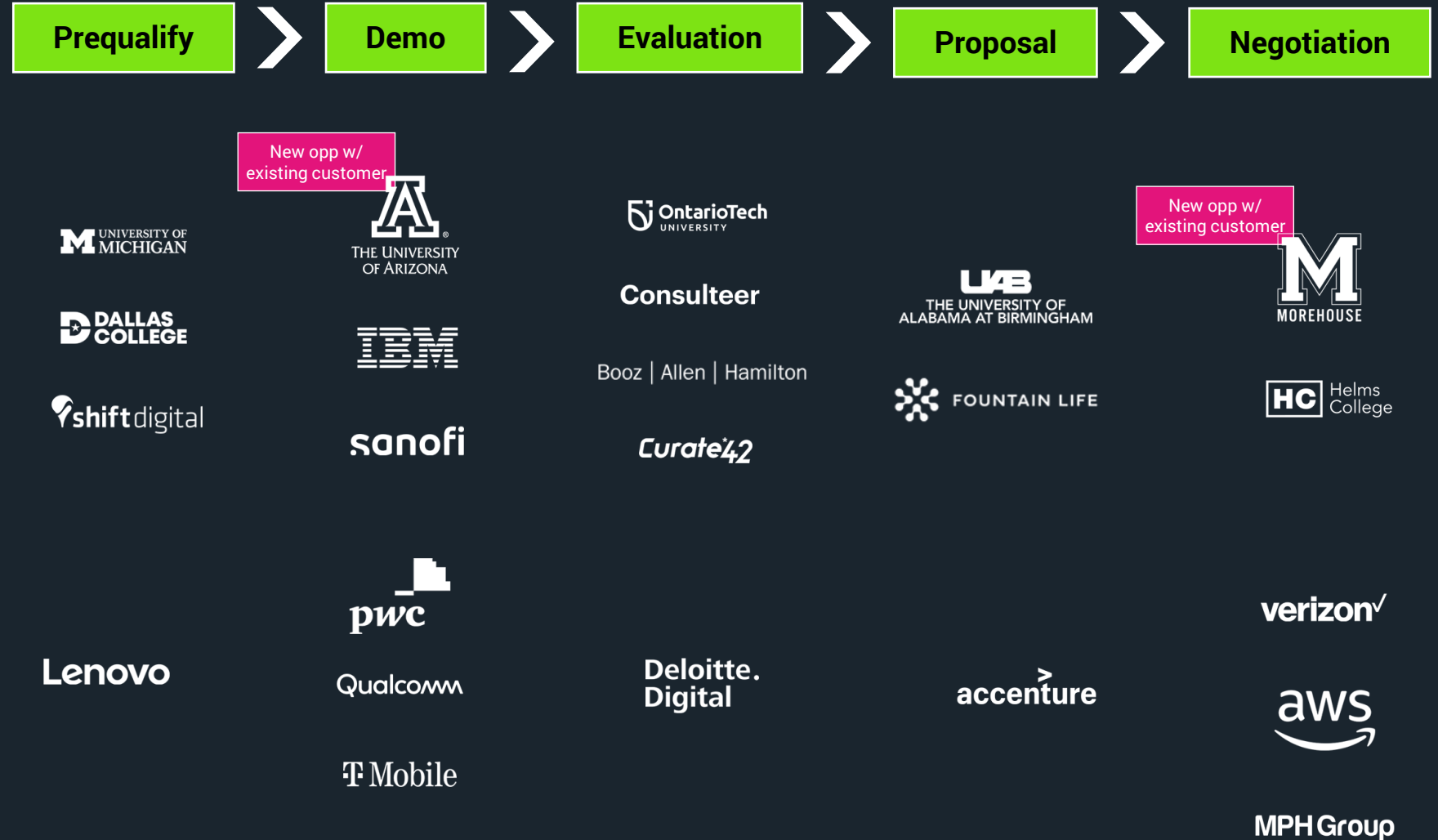


Opportunities

Snapshot of deals
in our pipeline at
various stages

Sales

Partnerships





Prospective Student Journey



What they want/what we say

Students at this stage need to be educated and want content to inform them about the entire college process or career path they should take.

Students at this stage are comparing schools that fit their desired criteria, be it campus size, curriculum, geography, student life, etc. They begin to compile a list of schools they are interested in and preparing material for college applications.

Students at this stage have applied, and as they anxiously await whether they have been accepted, they are also weighing their options and determining how they will go about paying for their college tuition and fees. It's time to instill school spirit and help students understand what is left in the process so they aren't kept in the dark. They also need to know how we'll be able to fulfill their academic as well as social needs and how the college journey sets them up for the rest of their lives.

Where we meet/connect

Beame may be used as a lead generation tool for obtaining contact info through registration for informational sessions over a high touch medium that is highly engaging, interactive and naturally intuitive for young generations.

Beame may be leveraged for lead generation still at virtual college fairs as well as for nurturing and qualifying leads by making sure prospective students receive relevant information to factors they deem most important. Admissions staff may also use this environment to provide virtual campus tours and to convey what they look for in applicants.

Because Beame delivers a far more lifelike experience, admissions staff may interact with students and parents on a 1:1 basis and answer outstanding questions and squash doubt about the school. They can give a personal touch to put students in contact with the financial aid office and connect them with student ambassadors and alumni to share impact stories on how the school has excelled at setting them up for the future or how they rose to the top by utilizing the skills they acquired during school and the network they formed as a result of the tight and everlasting community they become part of when they attend the school.



Illustration

If we only had 100 paying accounts on each of the 3 plans, our annual revenues would be:

$$\begin{aligned} & (100 \text{ Essentials users} \times \$95/\text{user/month} \times 12 \text{ months}) \\ & + (100 \text{ Premium users} \times \$600/\text{user/month} \times 12 \text{ months}) \\ & + (100 \text{ Ultimate users} \times \$2800/\text{user/month} \times 12 \text{ months}) \\ & = \text{\textcolor{green}{\$4,194,000}} \end{aligned}$$

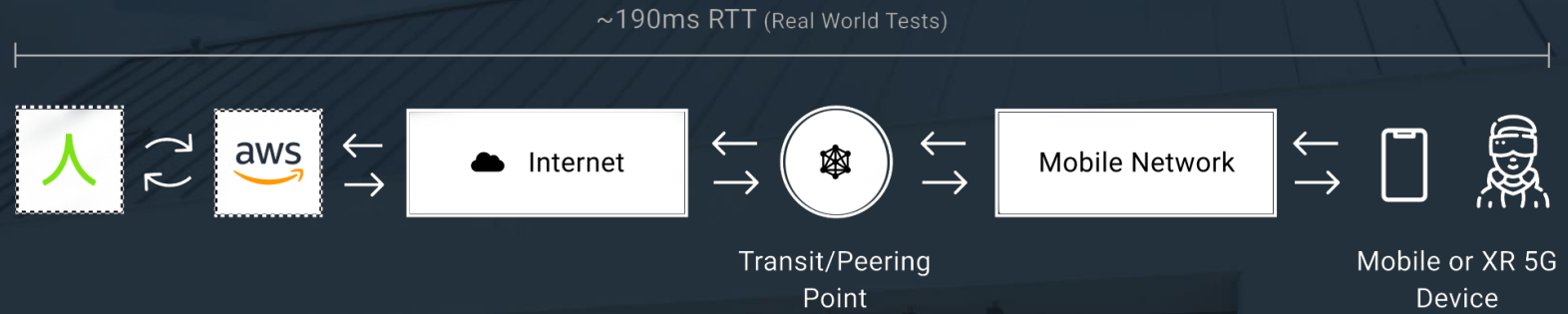
With 1,000 paying on each of the 3 plans, our annual revenues would increase to:

$$\begin{aligned} & (1,000 \text{ Essentials users} \times \$95/\text{user/month} \times 12 \text{ months}) \\ & + (1,000 \text{ Premium users} \times \$600/\text{user/month} \times 12 \text{ months}) \\ & + (1,000 \text{ Ultimate users} \times \$2800/\text{user/month} \times 12 \text{ months}) \\ & = \text{\textcolor{green}{\$41,940,000}} \end{aligned}$$

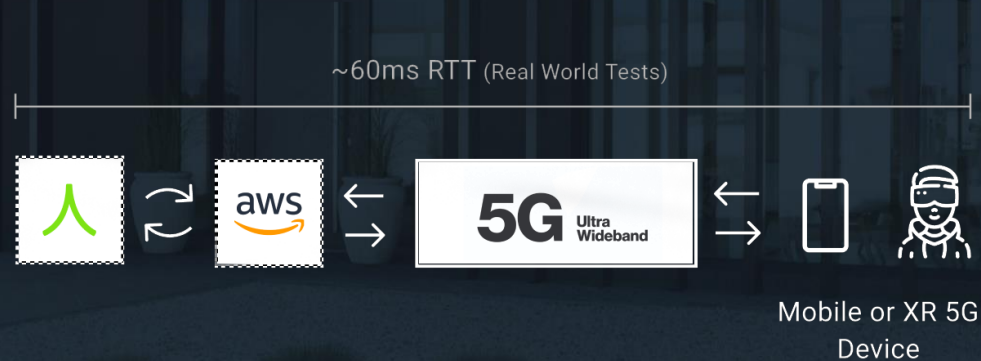


5G MEC POC

Traditional Beame Experience



Beame 5G MEC Experience



*Carefulness costs
you nothing.
Carelessness may
cost you your life.*

Demonstrated Best in Class 5G MEC XR Co-Presence