

AdVision

**Taking advertising to a new level
through customer interaction**

Presenting:

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Company

Reactive advertising - revolutionary technology, boosting your brand awareness and recall

- * Cost-effective
- * Versatile
- * Attention-grabbing
- * Fun!

Defining our market

AdVision is taking advertising to a new level through customer interaction

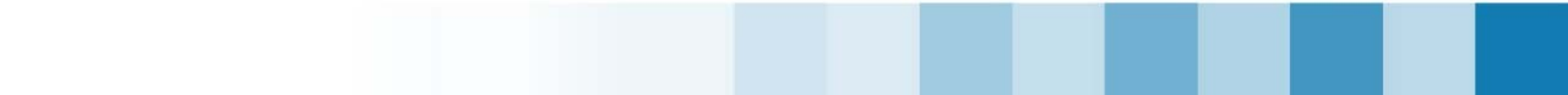
- * **Who for?** Progressive distributors and chains in the entertainment retail industry.
- * **Their problem?** Customers no longer captured by traditional advertising.
- * **Their pain?** Pre-existing solutions lack cost-effectiveness.
- * **Current remedy:** quantity over quality.



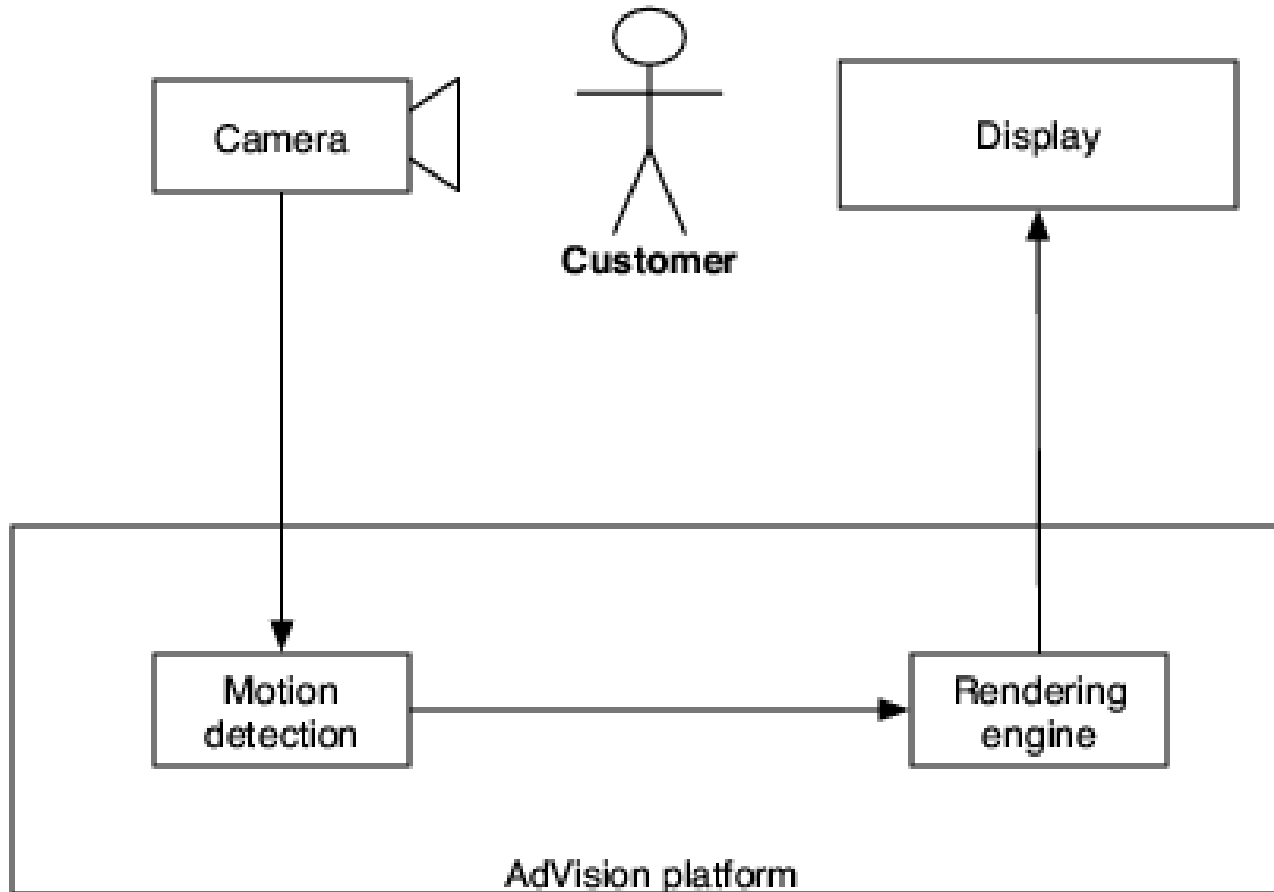
The AdVision Solution

AdVision creates

a revolutionary advertising medium that provides a cost-effective solution which reacts to customers movement and increases the likelihood that customers will notice and remember your product.



Technologies



Competition

Our competition includes:

- * **Status Quo:** Have to face traditional advertising media, already well established
- * Competition by region:
 - o UK
 - Hypertag
 - o Global
 - Reactrix
 - GestureTek

Business model

Customer	Progressive distributors and chains in entertainment retail
Value proposition	Dominant value: Increase brand awareness, brand recall. Differentiating value: Cost-effective
Differentiation	Using video interactively unlike competition, agile hardware platform
Scope of products and activities	Provision and maintenance of software and hardware, artwork and design to be outsourced
Organisational design and implementation	Focus on entertainment retail, aim to work with broader agents in 24 months
Value capture for profit	Lease platform and ongoing maintenance contracts

Marketing plan

Offer: 1 month trial, content development cost + fixed monthly lease

* Initial platform ready in **9 months**

* Received speculative interest from 1 independent music distributor (20 stores).

* **Pursue UK entertainment distributors** in computer game, film + general toy segments.

* Leading to: **diversify to other markets** seeking innovative solutions using agencies .

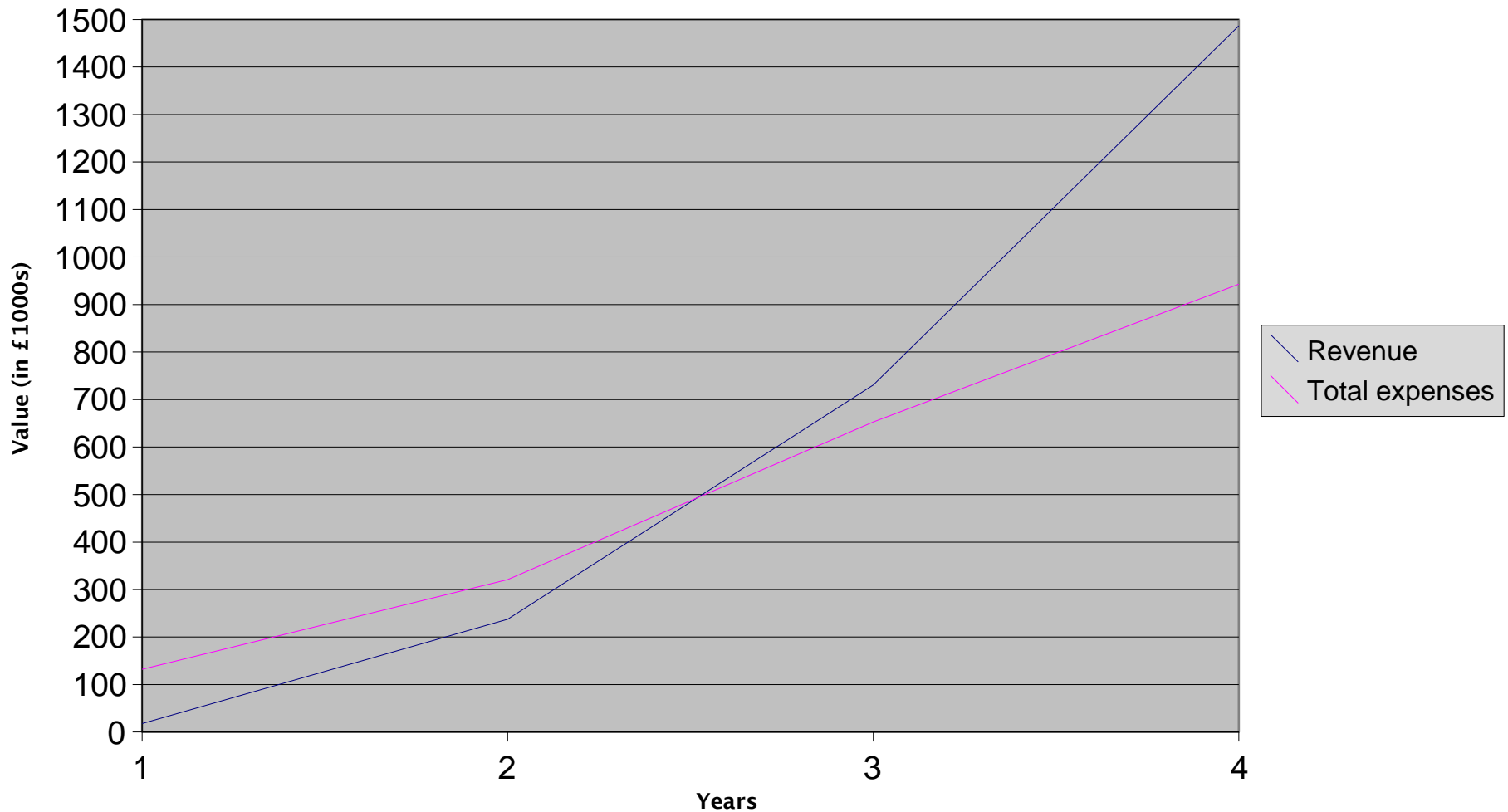
Financial predictions

Based on assumptions:

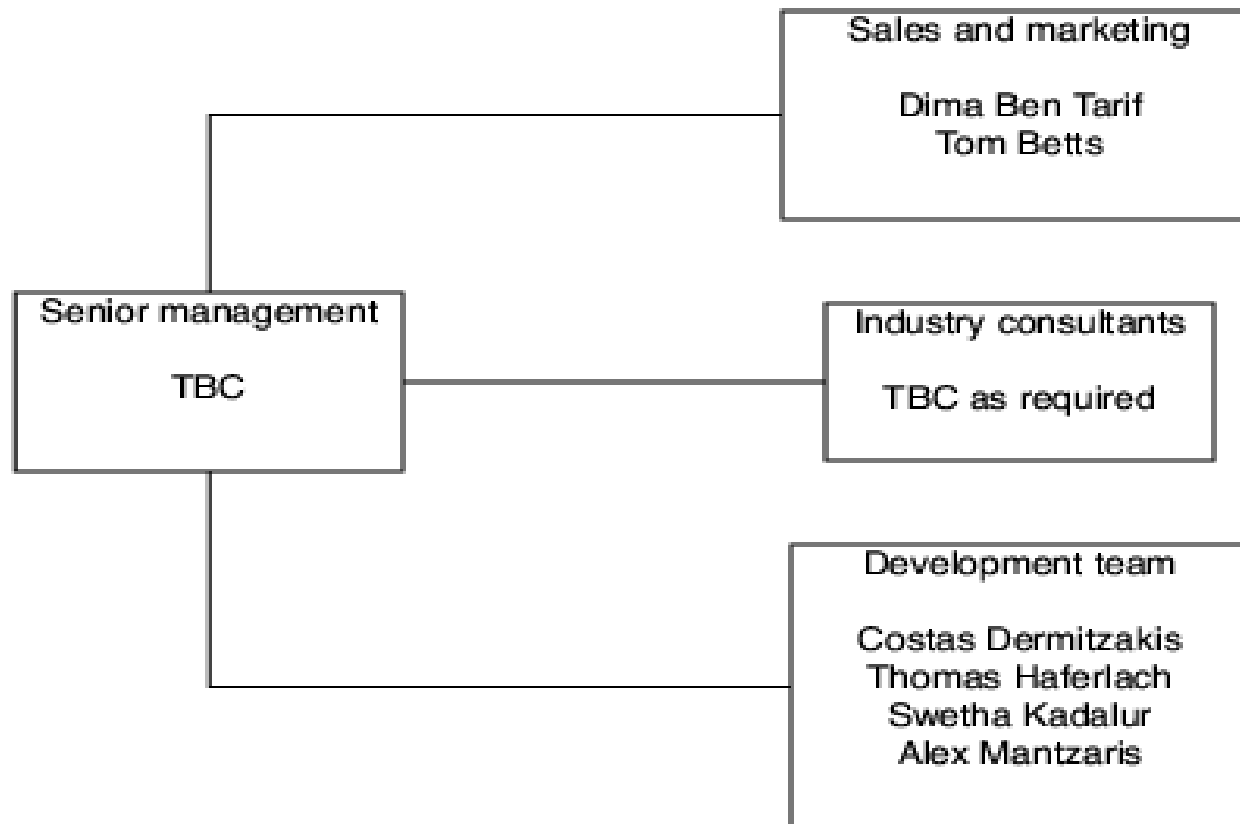
- * projections of new stores / year: 20 (year 1), 50 (2), 150 (3) , 250 (4)
- * 80%retention rate - cumulative totals: 20, 66, 103, 413
- * average cost per store £300 / month, with minimum 12 month contract
- * staffing as detailed in Team

Financial predictions

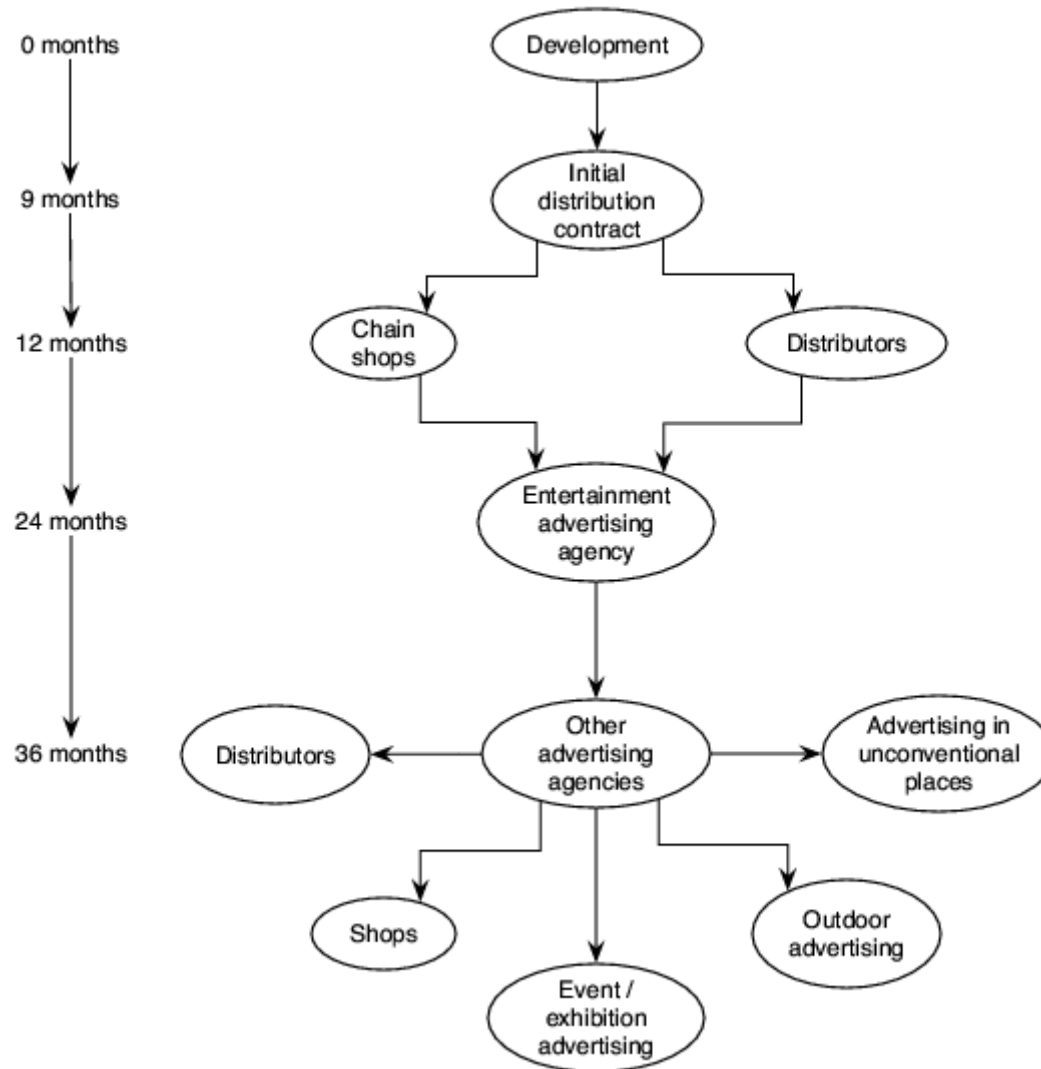
Costs and revenue projection



Team



Road map



Choose AdVision?

- * **A creative solution to the evergrowing problem of capturing customers' attention with suprising cost and effectiveness benefits**
- * **Blooming market with little competition**