



Contact details

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ScaleVR Technologies FZCO,
Dubai Technology Entrepreneurship
Centre, Dubai Silicon Oasis Authority
Government of Dubai, Dubai, UAE

Website: www.scalevrtechnologies.com

Team

Co-founder, Business Development - Srinath Kandala

8 years in Business Development and Sales
Strong background in Education, Training
and Network sales

Co-founder, Technology & Marketing - Sunder Jagannathan

5 years of experience in product
development and business strategy for new
businesses

Co-founder, Operations - Arvind Kumhar

4 years of experience in Operations
Worked at Daimler Benz.
UAE market experience - 2 years.

Lead, VR development - Karthick M E

6 years of VR development experience
Built 20+ content and games in Virtual
reality

Lead, Software development - Divya Krishnan

5 years of Software engineering and
development
Ex-Qualcomm Engineer

Stage/Financials

Stage: Post Product / Post Revenue
Monthly burn rate: \$7000
Revenue since inception: \$300,000
Desired fundraising amount: \$1.5M

Key Achievements

-Top 3 startups in Virtual Reality by
Government of India

Summary

ScaleVR is a Virtual Reality Platform that allows enterprises to build and share immersive experiences. Our platform has proven case studies for 4 different industries – Real Estate (Prop VR), Education (EduVR), Automotive (AutoVR), and Product (ProductVR). We are initially focusing on Real Estate industry in UAE market.

PropVR is a virtual reality platform for builders, architects and interior designers to help them create, share and build quality leads using immersive experiences.

Problem

Real estate companies still rely on traditional methods of marketing such as brochures, print ads, 3D models etc., which is time consuming and very expensive. Even though virtual reality is an effective solution for this, it is not a clear option for realtors due to high cost of development and long project timeline from digital agencies.

Solution

Imagine if real estate agents could take their properties to customers rather than customers coming to the property, saving both time and cost, in decision making process. PropVR is a platform that allows builders, architects and interior designers to build immersive experiences for their projects, meaning they can showcase their projects using virtual reality. Our platform allows estate agents to quickly create and share engaging 360 tours, thus creating high quality leads. With an easy interface and affordable pricing PropVR enables the industry to adopt virtual reality for their projects on a mass scale.

Traction

We are in talks with 4 organizations to implement PropVR platform in UAE and we have already worked with Dubai Silicon Oasis Authority, providing them engaging and scalable VR experiences.

In India, we have worked with top developers like Sobha builders, Shriram Properties, Ozone properties and built use case for Government of Karnataka to promote tourism.

Market

Our market opportunity is global, and since the tool can be easily distributed, it is a highly scalable solution. We are already present in Dubai and India. Global Virtual Reality market for Real estate is estimated at \$2.6 Billion, we aim to penetrate this market using partner channels. We aim to become the market leader in Virtual Reality for Real estate in UAE by end of 2020, providing 360 tours for top developers using PropVR.

Competitors

Our competitors are InstaVR, Matterport and Hiverlab, which have similar platforms for creating Virtual Reality experience. Currently, all these platforms are in early stages of the market. InstaVR and Matterport are the current market leaders, with its major presence in US market.

Competitive Advantage

Our platform has the following competitive advantage

- We have democratized creating VR, allowing anyone to create using simple tools
- As a SaaS platform, we are fraction of the cost and can take agencies out of the equation
- Using our platform, we can build an experience in 5 days rather than 8 weeks

Revenue Model

We make money by subscription fee and photography service fee. As an extended support, our revenue model extends into hardware consultancy and VR development service.