



HYPERSTAGE

The Spatial Computing Layer for Live Experiences

Transforming how humans gather by seamlessly merging physical and digital worlds

Hybrid Events Are Still Trapped Between Two Worlds

- **Remote Participants:** 81% of remote attendees report feeling like 'passive observers' rather than active participants, with 67% lower engagement rates compared to in-person¹
- **In-Person Attendees:** Average attendee wastes 1.5 hours navigating complex venues, retains only 23% of exhibitor information, and 91% of business cards collected lead to zero follow-up²
- **Event Organizers:** Technical issues disrupt 78% of hybrid events, while organizers struggle with fragmented technologies and no unified data layer³

¹ EventMB State of the Event Industry Report 2023

² Event Technology Engagement Study, PCMA Foundation 2024

³ Technical Events Industry Association Survey 2024

The Spatial Computing Layer for Live Experiences

- **Enhanced Remote Presence:** Spatial audio, navigable perspectives, VR presence, equal access to content and networking
 - **In-Person AR Companion:** Wayfinding, information capture, enhanced discovery and networking
 - **Unified Spatial Dashboard:** Cross-mode analytics, engagement tracking, exhibitor ROI measurement
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The Perfect Convergence of Technology, Behaviour, and Need

- **Technology:** 2.6B AR-capable devices globally in 2025¹, with spatial anchors, 5G, and cloud computing reaching maturity
- **Behaviour:** Post-pandemic permanent shift with 86% of professional events now including hybrid components²
- **Need:** Despite \$18.7B invested in event tech since 2020³, no platform currently successfully bridges physical and digital worlds for live experiences

¹ Statista Global AR Device Market Report 2025

² Allied Market Research Events Industry Report 2024

³ PitchBook

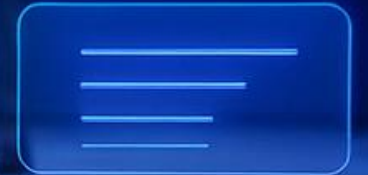
▮▮ Spatial computing represents the fourth wave of computing, fundamentally reshaping how humans interact with information and each other

Mark Stevens
Marketing



Laura Mitchell
Speaker

Daniel Brown
CTO



Massive Markets Merging

- **Events Industry:** \$1.3T global market undergoing digital transformation and expected to reach \$2.5T by 2035¹
- **Spatial Computing:** Projected to reach \$48B by 2029 with 57% CAGR²

Initial Target:

- 4,800+ professional conferences annually across technology, healthcare, financial services, and related sectors
- Average technology budget: \$175K per event³

Initial serviceable market:

- \$840M, expanding to \$2.7B with adjacent event types

¹ Allied Market Research Events Industry Report 2024

² Goldman Sachs Spatial Computing Market Analysis 2024

³ EventMB Event Technology Spending Report 2024

Platform Economics

Experience Platform:

- Event licensing: \$5K-50K per event based on scale and features
- Exhibitor features included with organizer purchase
- Target Margin: 78% growing to 85% at scale

5-Year Revenue Projection:

- Year 1 (FY25-26): \$1.2M (35 customers)
 - Year 2 (FY26-27): \$4.5M (80 customers + developer platform launch)
 - Year 3 (FY27-28): \$12M (150 customers + content marketplace)
 - Year 4 (FY28-29): \$28M (international expansion + analytics platform)
 - Year 5 (FY29-30): \$52M (multi-vertical expansion)
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Strategic Path to Category Leadership

Initial Focus:

- 8 Flagship Implementations with premium events
- Strategic Technology Partnerships with Apple, Meta, and Google AR platforms
- Developer Community Cultivation through Early Access Program

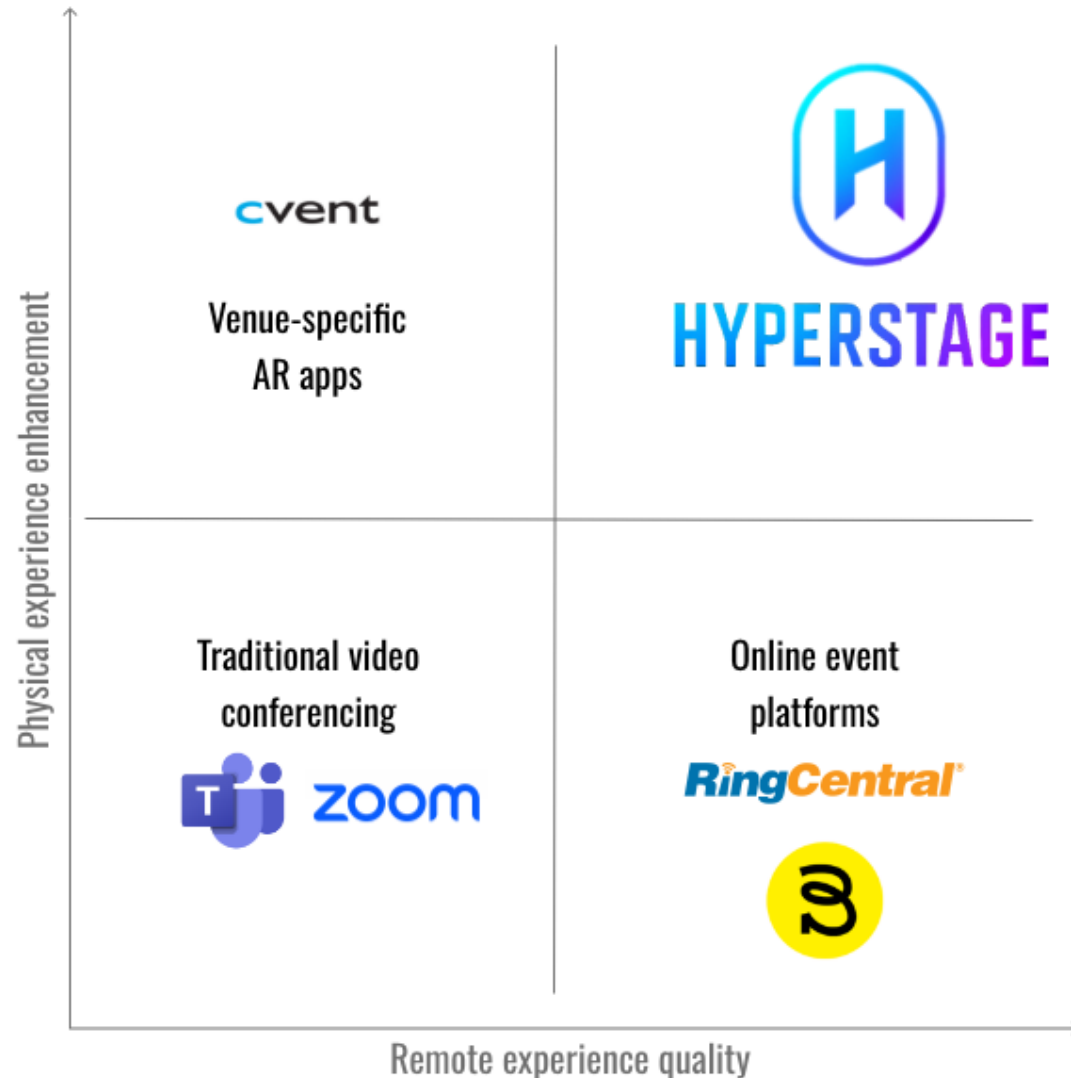
Growth Strategy:

- Professional Conferences → Entertainment Events → Education → Corporate Gatherings
- Land with Core Experience → Expand to Full Platform → Grow to Ecosystem

Key Year 1 Targets:

- 35 paying customers across technology, healthcare, and financial services sectors
 - 90%+ retention rate
 - 5+ case studies with measurable ROI
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Creating a New Category at the Intersection



Technical Moat:

- Proprietary multi-user spatial synchronization
- Cross-platform spatial experience engine optimized for live events
- Venue mapping database with 120+ premium venues already mapped
- Data network effects: each new event improves platform intelligence

Founded at the Intersection of Events and Technology



Lucas North, Founder

- 5+ years running mid and large-scale events across corporate and political settings
- Technical background with proven app development experience
- Built and deployed event apps used by up to 6,000 attendees
- Uniquely positioned at the intersection of event operations and technical implementation

First Key Hires Post-Funding:

1. Chief Technology Officer: AR/VR specialist with multiplayer systems experience
 2. Lead Spatial Experience Designer: UX expert with background in gaming and events
 3. Head of Business Development: Enterprise sales executive from event technology sector
 4. AR Engineering Lead: Computer vision and SLAM algorithm specialist
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Execution Path and Key Milestones

Current Status (May 2025):

- Technical prototype in progress, demonstrating core spatial synchronization technology

Next 12 Months:

- Q3 2025: MVP launch with first 3 flagship implementations
 - Q4 2025: Patent application filed for key spatial synchronization technology
 - Q2 2025: 10 paying customers and developer toolkit beta
 - Q1 2026: 20 customers and spatial analytics launch
 - Q3 2026: International expansion begins with North American, European and APAC partners
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Fundraising to Build a Category-Defining Platform

Seeking:

- \$950K Seed Investment

Use of Funds:

- Engineering Team: 60% (Core platform development, AR implementation)
- Product & Design: 20% (Spatial UX, interaction design)
- Go-to-Market: 15% (Early customer acquisition, partnerships)
- Operations: 5% (Legal, infrastructure, tooling)

Key Objectives:

- MVP launch within 3 months
 - First 10 paying customers within 6 months
 - Path to \$4.5M in revenue by end of Year 2
 - Series A readiness by Q4 2026
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