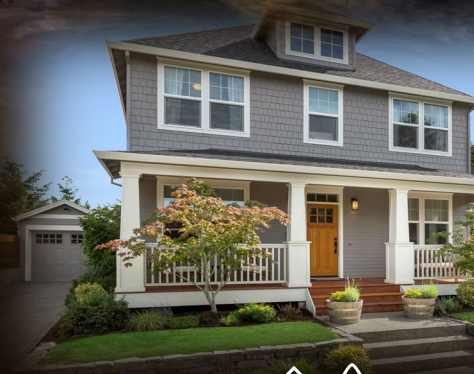


SOULAR MIND MEDIA

BUILDING THE METAVERSE

TO MANAGE BUILDINGS, HOMES AND SPACES
IN THE REAL WORLD



WHO WE ARE



Soular Mind Media is a software company specializing in interactive 3D and Virtual Reality experiences for enterprise customers.

Our Vision: **The Metaverse for the Global Enterprise**

Our Mission: **Build the Metaverse to manage Buildings, Homes and Spaces in the Real World.**

WHAT WE DO



The Metaverse for Business

“ *Executives I speak with say they need more value from their technology and digital investments. 'More' means more connection with trading partners ... and external coordination across entire value chains and ecosystems.*

This won't come from more [...] investments inside a company's own four walls. Attention needs to shift to a new type of technology purpose-built for businesses to connect and work with each other.

The metaverse brings a new mindset that will drive this needed innovation. ”

THE OPPORTUNITY

The background of the image is a complex, abstract geometric pattern. It features a series of overlapping, slightly offset rectangular frames that create a sense of depth and perspective, resembling a modern architectural structure or a window looking out onto a city. The lines are thin and light gray, set against a white background. The overall effect is clean, minimalist, and futuristic.

PROBLEM



Real Estate industry workers do not have a method to help them succeed in the Future of Work

“ The first global report to look at *the impact of the Future of Work on real estate and cities over the next three to five years predicts a strong focus on flexibility, demanded by both workers and companies, not only relating to work activities but also the space and location..*

Real estate professionals overwhelmingly expect increased remote working, including more home working (96%), more remote working away from the home (72%), and more use of satellite offices at the edge of cities (67%). ”

[Real Estate Trends: Is Flexibility The Future Of Work? \(facilityexecutive.com\)](#)

“ I think this is going to be ubiquitous in the culture of real estate... it's not a question of, 'What value do I see?' It's, 'How can I not see the value here?'

It's like saying 'I don't need an iPhone, I have a flip phone'.

Real estate firms are very well capitalized. But they have to start from zero. There's nothing they have today that makes them particularly suited to build in the metaverse. ”

[Metaverse Real Estate Trailblazers Now Taking The Leap Into The Great Beyond \(bisnow.com\)](#)

PROBLEM



Real Estate industry workers do not have
a method to help them succeed
in the Future of Work



DETRIMENTS OF TRAVEL



- COSTLY TRANSPORTATION AND ACCOMODATIONS



- TIME CONSUMING COMMUTES FOR LARGE DISTANCES



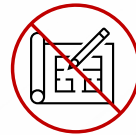
- HAZARDOUS SITE CONDITIONS AND EPIDEMICS



- INCREASED CARBON EMISSIONS



EXPIRING TECHNOLOGY



- 2D SITE VISUALIZATION IS BEING REPLACED BY 3D VISUALIZATION



- 2D WEB APPS WILL BE REPLACED BY A 3D METAVERSE

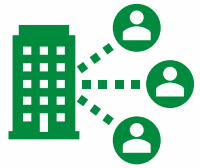


- ZOOM MEETINGS WILL BE REPLACED BY IMMERSIVE MEETINGS

SOLUTION



The Metaverse for Real Estate: A 3D virtual world where real estate workers can remotely manage buildings, homes and spaces in the physical world.



BENEFITS OF VIRTUAL TRAVEL



- COST SAVINGS



- TIME SAVINGS FROM DIGITAL TELEPORTATION TO REMOTE LOCATIONS



- SAFETY FROM INJURY AND POSSIBLE INFECTION



- ENVIRONMENTALLY FRIENDLY



METaverse: THE 3D INTERNET



- 3D REALISTIC BUILDINGS, HOMES AND SPACES



- 3D WORLD MAP OPEN TO THE PUBLIC



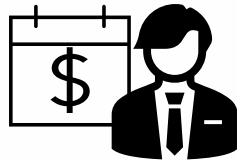
- 3D MEETINGS WITH AVATARS

THE GLOBAL MARKET



REAL ESTATE TECHNOLOGY COMPANIES^A

8,000+



PROJECTED ANNUAL REVENUE
FOR A MEDIUM REAL ESTATE COMPANY^C

\$237 Thousand

$19,750 \times 12 \text{ months} = \$237K$



REAL ESTATE TECHNOLOGY MARKET SIZE^B

\$1 Trillion+



PROJECTED ANNUAL REVENUE
FROM 5% OF MEDIUM REAL ESTATE COMPANIES^D

\$94.8 Million

$((8,000 \times .05) = 400) \times 237,000 = \$94.8M$

^A <https://urbanland.uli.org/economy-markets-trends/jll-betting-100-million-on-global-growth-of-proptech/>

^B <https://docsumo.com/blog/proptech-trends-2021>

^C <https://docs.google.com/spreadsheets/d/1kxFVKbAa6WcvgabMptkMI1mTQUBvxvca>

^D <https://docs.google.com/spreadsheets/d/1kxFVKbAa6WcvgabMptkMI1mTQUBvxvca>

PRODUCT

T.H.E.O.S. PropTech Metaverse is a 3D experience which empowers people to remotely visit and manage real estate properties all over the world. It is an open world ecosystem for builders, owners, architects, property managers, energy managers, buyers, sellers and even the curious.



T.H.E.O.S.
PROPTech METAVERSE



3D EXPERIENCE FOR WEB, MOBILE AND VIRTUAL REALITY DEVICES



MONITOR AND CONTROL BUILDINGS



SHOWCASE AND TOUR HOMES



FIND NEARBY SPACES TO WORK



MANAGE PROPERTIES GLOBALLY



USE YOUR OWN AVATAR



VISIT PROPERTIES WITH OTHERS

PROTOTYPE



[Prototype Demo - T.H.E.O.S. PropTech Metaverse](#) ←

[YouTube Channel: Soular Mind Media](#) ←

PROTOTYPE: FEATURES DEVELOPED TO DATE



• PROPERTY LIST



• WORLD MAP



• ARCHITECTURE
SHOWCASE



• ARCHITECTURE
DISSECTION



• SPACE MANAGEMENT



• LIGHTING CONTROLS



• TIME OF DAY CONTROL



• COMPASS



• WALK



• DRIVE



• FLY



• SEARCH



• LOGO



• COLORS



TRACTION



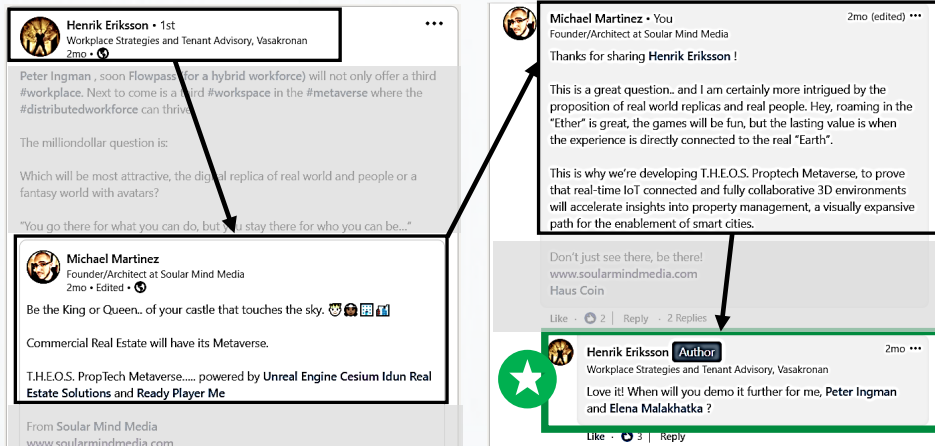
CUSTOMER INTEREST

VASAKRONAN

Vasakronan is the largest commercial property company in the Nordics.

They own, manage and develop offices and retail properties across Sweden. The majority of the portfolio is located in Stockholm.

The market value of their property portfolio amounts to 17 Billion (USD)



INDUSTRY PARTNERS



BUILDINGS



HOMES










SPACES



BUSINESS MODEL

The following table demonstrates the SaaS pricing model to be paid by customers on a Monthly basis.

	 BUILDINGS	 HOMES	 SPACES
 3D Architecture (IFC, DWG, gLTF, FBX, etc..)	\$ 0.01 PER SQFT	\$ 0.05 PER SQFT	\$ 10.00 PER SPACE
 Static 3D Assets (Furniture, Artwork, Houseware, etc..)	\$ 0.10 PER ASSET	\$ 0.15 PER ASSET	\$ 1.00 PER ASSET
 Smart 3D Assets (Lights, TVs, Sensors, Meters, etc...)	\$ 1.00 PER ASSET	\$ 5.00 PER ASSET	\$ 9.00 PER ASSET
 Metaverse Users	\$ 19.00 PER USER	\$ 19.00 PER USER	\$ 19.00 PER USER

COMPARATIVE ANALYSIS



T.H.E.O.S.
PROPTech METAVERSE

buildmedia

3DCITYSCAPES

 Decentraland

THE SANDBOX



Metaverse



Cross-Platform Avatars

**READY
PLAYER
ME**



Whole Earth Open To The Public



Real World Architecture



Building Management System



Real Estate Open Standards



THE FUTURE



VISION: METAVERSE FOR THE GLOBAL ENTERPRISE

"...the entire business should be thought of as being part of the metaverse, and all of the data that exists about that business can be aimed at that digital identity to create a digital twin for the entire business.. supported by a persistent, interoperable, collaborative digital space.."

1st Mission: Real Estate



2nd Mission: Automotive, Sea and Aerospace



3rd Mission: Enterprise Operations Management
(The **H**olographic **E**nterprise **O**perating **S**ystem)



IMPACT

AUTOMATION



SMART BUILDINGS FOR SMART CITIES

EMPATHY



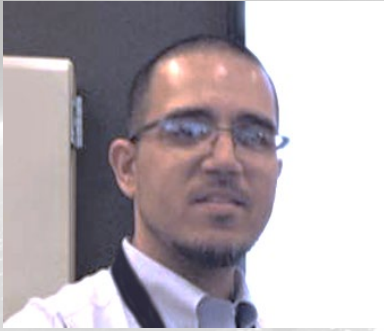
GLOBAL HOUSING
SHORTAGE

ENERGY MANAGEMENT



DECREASED CARBON
FOOTPRINT

FOUNDER



MICHAEL MARTINEZ
PRESIDENT, SOULAR MIND MEDIA

Designer . Businessman . Engineer

[LinkedIn](#)

Michael is an accomplished **Software Engineer**, **User Experience (UX) Architect** and **Patented Inventor** with 22 years of software design and engineering experience.

As the principal web developer and lead architect on many projects, Michael has successfully led UI engineering initiatives which involved dozens of onshore and offshore developers throughout the years.

He has been responsible for setting vision, defining scope and overseeing delivery of award-winning, customer-facing software products.

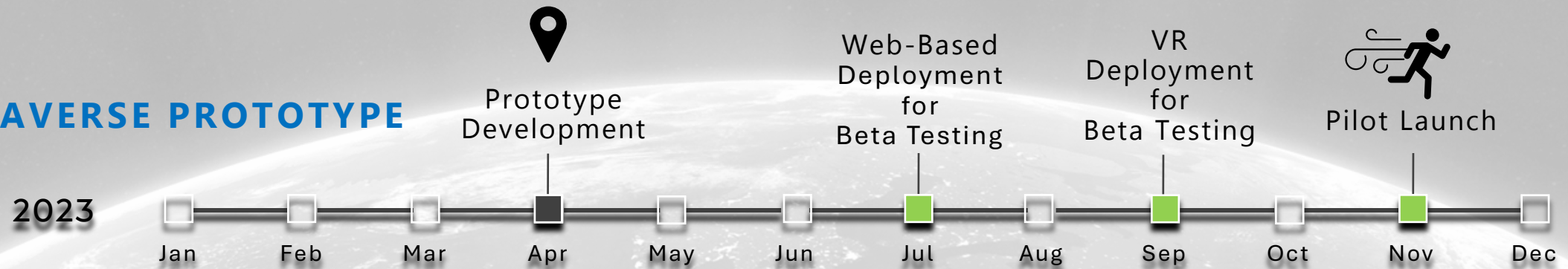
Patent: 3D building management system visualization, JAN 2019

United States Patent Office, Patent # 10,190,791

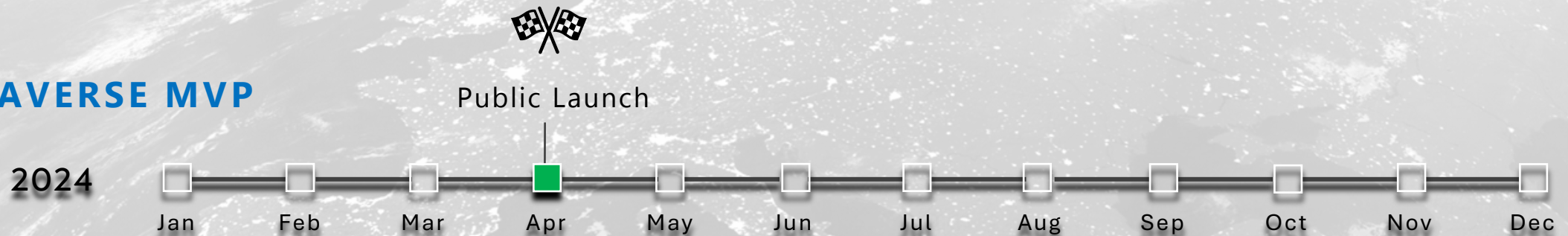
- Systems, methods, and modes for on-demand rendering of a three-dimensional building management system...

ROADMAP

METaverse PROTOTYPE








METaverse MVP



FUNDING

\$300,000 

Request: We are seeking \$300K to bring our product to market by April 2024

	Software Development	\$170,000
	Cloud Coverage in all Regions	\$50,000
	Enhanced Build Machine	\$30,000
	Architectural Software Subscriptions	\$40,000
	Virtual Reality Test Devices	\$10,000
		\$300,000



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THANK YOU