

# ARaura

ARaura was born in the spring of 2020 from shared vision of our future where we were able to use augmented reality to digitally enhance ourselves, much like we did with our avatars in the games we played.

We soon realized there was a massive complication - the internet is a dangerous place filled with toxic content and the spatial internet carries an even greater risk. We will show you how we identified and solved a major problem facing the spatial internet and how that became a life-changing opportunity.

# The Internet is Moving Outside

AR (Augmented Reality):

**\$1T** by 2030 at **>50%** CAGR  
(From \$67B in 2023)

Forbes Business Insights

*“Simply put, we believe augmented reality is going to change the way we use technology forever. We’re already seeing things that will transform the way you work, play, connect and learn.”*

**-Tim Cook**



# Great right?

## Yes and No

If we give people the tools to express themselves digitally, unfortunately, they will. The spatial internet will be toxic and potentially dangerous: all someone needs to do to expose someone else to harmful content is walk in front of them or publish something in their path or view.



A problem for us if this is the new outside...

...and these images are from social media. It gets worse fast.



It's also a big problem for brands...



*How do we de-risk the  
whole internet?*

**EMPOWERMENT!**

Give **EVERY PARTICIPANT** full control over their view and their display.

# YOU MAKE YOUR OWN RULES



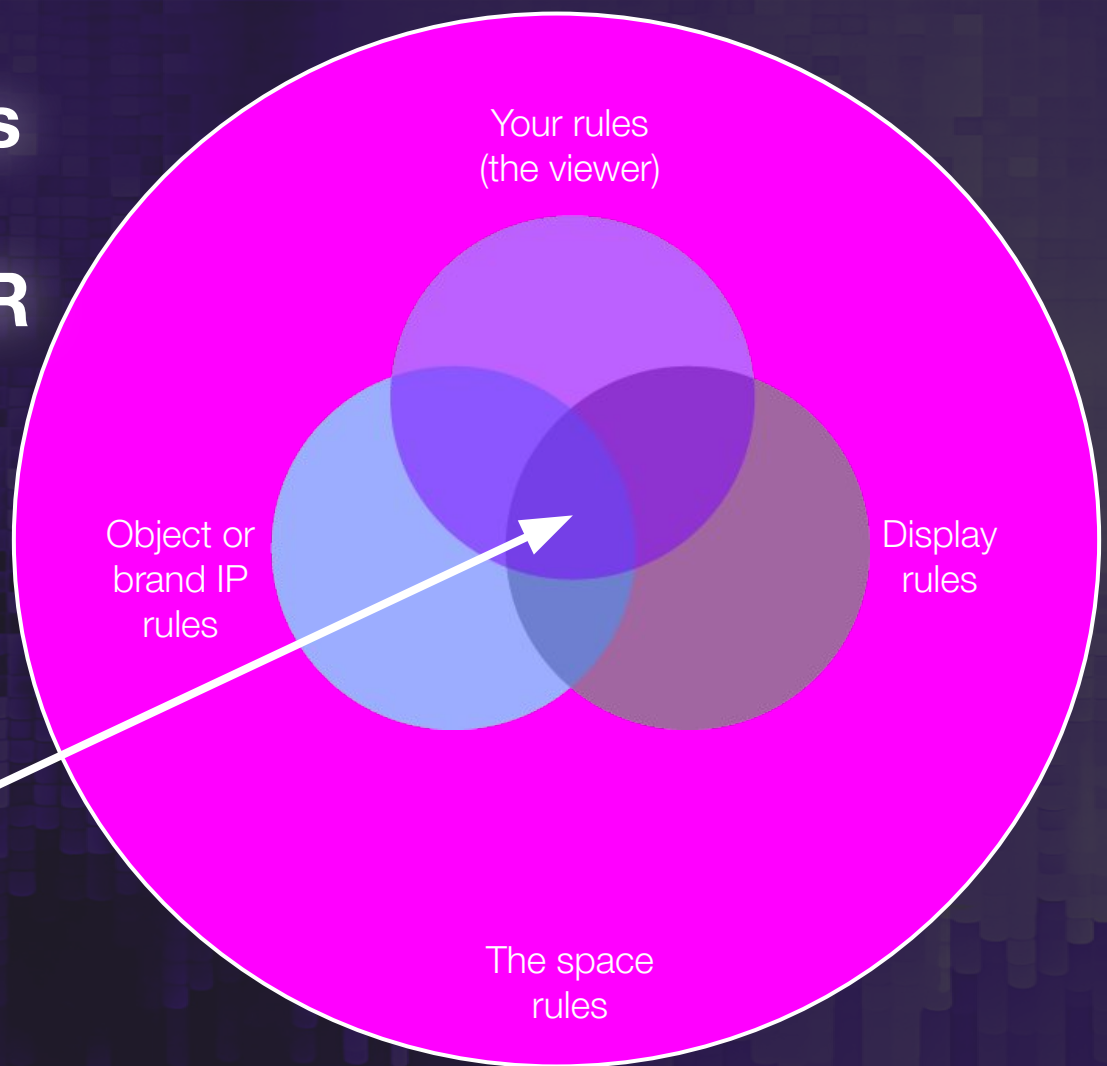
What you see and allow to  
render in your viewer



What you show and who you  
show



# ARaura Rules Engine: For Rendering AR



## The negotiated decision


Our 1st patent is successfully patented in the US and pending in Canada. 2 additional provisional patents filed in the US.



# Who Will Need This?

- Spaces like schools & malls
- Public spaces & events
- Governments and regulatory bodies
- Ad networks
- Social networks
- Google
- Generative AI
- Spatial internet
- Apple

*Anyone looking to engage with the general public will need a way to de-risk the space.*



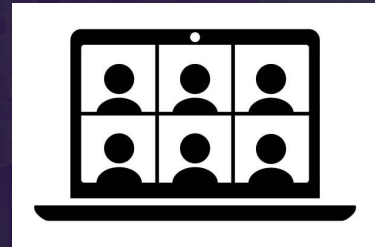
...but no one uses this space right now

So, how do we get there from here?

# With Gamers!

## \$50B

Sales of in game skins.  
<https://www.gamesindustry.biz>



Video Game players invest \$50b on their in-game look.  
Now with AR, DnD players can finally do it too, and during Covid, they moved online.

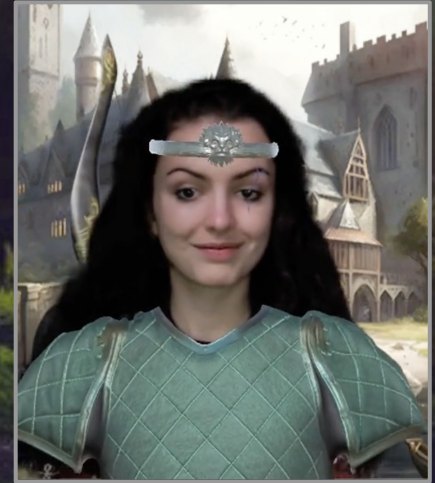
# The Magic of

FÆS  
+  
AR

Our 1st product, **Faes AR** is an example of how wearable AR can be used by niche communities as digital tools become more pervasive in our lives. Much of DnD play has moved online to video chats so now players can actually BE their in-game character!

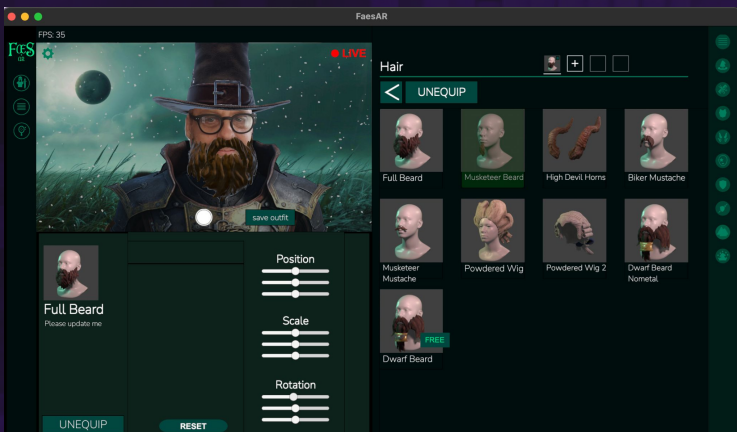
# FÆS + AR

## AR Fantasy Outfit Creator App



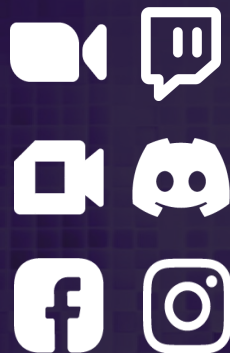
Powered by **ARaura**

# How it works



1.

Build your unique look.



2.

Broadcast into any video environment.



3.

Show up in-game in your epic gear.

# Market for Faes AR

> 700 sign ups for  
Alpha launch

**Model:** Free App with ~\$5 Subscription and in game sales

## Market size - DnD:

TAM: Players: 50 million\*  
Playing online: 25 million\*\*  
SAM - Using Video: Approx. 12M  
SOM - Serviceable 2.5M  
Paying vs Free: 10% Paid\*\*\*

@\$5 Subscription = 15M  
revenue with Faes AR alone.

## Adjacent Fantasy market:

67M Influencers on  
Instagram alone

<https://trendhero.io/blog/how-many-influencers-are-there/>

7.5M Twitch Streamers

<https://www.statista.com/statistics/746173/monthly-active-streamers-on-twitch>

25M Cosplayers

<https://www.arizton.com/market-reports/cosplay>

\*<https://webtribunal.net/blog/how-many-people-play-dnd>

\*\* based on de-duplication of Roll 20 & DnD, services for online play

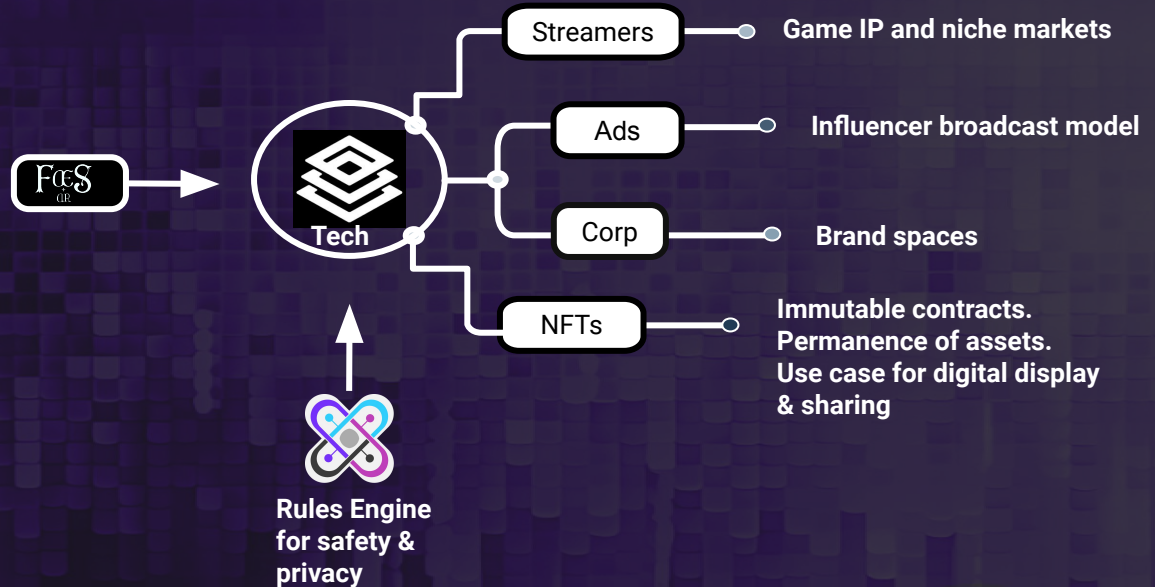
\*\*\*<https://pubmed.ncbi.nlm.nih.gov/36497782/#:~:text=Among%20the%20F2P%20gamers%2C%2026.1,in%20the%20game%20and%20IGD,-21.6%20pay>

# ARaura Tech Scales Beyond Fantasy Role Play

Faes is our first app - but we will not stop there. We simply recognize that RPG gamers are the best placed niche to help the world understand how technology can be used to express ourselves digitally.

Every tool we build in Faes will be part of an increasingly useful tech stack for a variety of use cases that will increase in relevance as Apple and other companies develop hardware and software for the spatial internet.

Our differentiation from competition will be our patented rules engine for safety and privacy.



ARaura

# Why Us?

*In 2020, while the industry stampeded towards VR & in-game metaverses, we identified the real problem facing the spatial internet, patented an elegant solution and found the audience to grow with on our way there.*



**Mike Webber**

**CEO**

Ex Snapchat Business Lead  
>\$50M Book of Business  
20+ yrs Digital Media Sales  
Leadership & Team Builder



**Jesse Cizauskas**

**Content & Community**

Hardcore Gamer  
MFA: Fantasy Gaming Driving Tech  
Original vision: Wearable AR



**Connor Harty**

**VP Tech & Operations**

Software & Product Dev  
20+ years Digital OOH & VFX  
Content: Creation Mgmt & Dist



# ARaura Business Plan

**2024**

Friends  
and Family

Faes to **10k** users at **\$2**  
**ARPU/month**

**R&D:** Rules Engine &  
Generative AI

**R&D:** Public Space AR

**IP:** <sup>TM</sup>'s Copyright & 3  
Pending Patents

**2025**

Seed  
Round

Faes to **100k** users,  
Adding **AI & Mobile**

**2** more apps launched

**SaaS** - licence tech to  
brands

**R&D:** Rules Feasibility  
and strategy

**2026/7**

Series A

**2** apps to **100k**

**5** more apps launched

**Applied Rules Engine**  
into apps

Rules Engine API for  
**SaaS** to market

**IP:** Applied Rules <sup>TM</sup>'s  
& Patents

**We'd Love to Talk to You!**

**Contact Mike Webber**

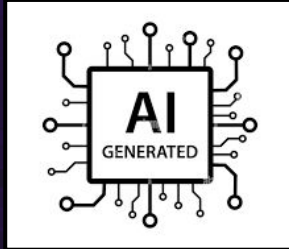
*mike@araura.co*

*514-518-5309*

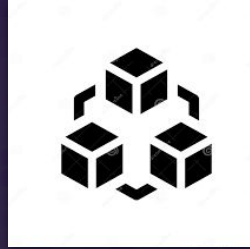
# More: Research and Development Pipeline



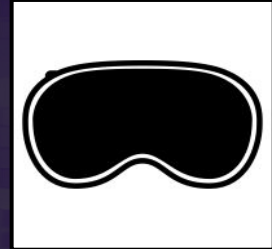
Upload interface and text tools for artists and user generated content.



Med term: Working with text to 2D and text to 3D models to incorporate into our tech stack to include as a subscription within Faes AR, plus use the no-code 3D creation tools to make new consumer and business apps.



Med Term: Blockchain R&D for decentralization of AR rendering decision & negotiation, immutability of contracts and permanence of virtual assets.



Long Term: Test our patented rules engine MVP within Apple Vision Pro.