



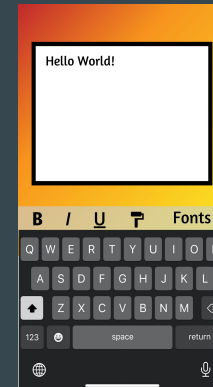
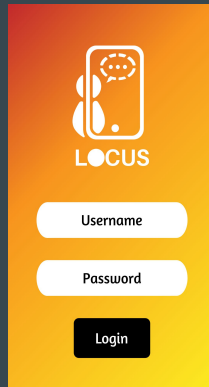
LOCUS

Innovative Augmented
Reality Communication



OVERVIEW

- Locus is an augmented reality app that allows its users to write text in real world locations
- It superimposes your stylized text messages onto the real world in which:
 - Anybody with the app can read that message and react to it
 - You can restrict who can see your messages
- It provides a unique method of sharing information and connecting with others both virtually and physically
- Utilizes geolocation technology to get the exact coordinate of the real-world location
- Uses AR technology to suspend virtual objects in real world
- Modern and extremely easy-to-navigate user interface; can appeal to both young and old demographic



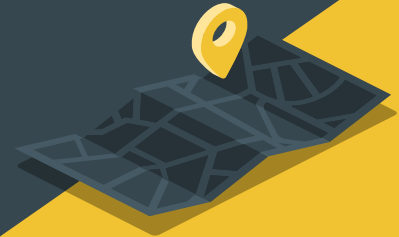
OPPORTUNITY

- Locus provides unique and fun communication opportunities not found in other applications within the industry through its location based function. Some use cases include:
 - Reviews or thoughts posted at the location
 - Messages or inside jokes between friends
 - Virtual and real world scavenger hunts
- Locus has a competitive advantage due to the lack of similar applications in the market
- There is large opportunity to bring a new communication application at universities in the United States. We believe our fun and community-based application will appeal to the campus culture



SOLUTION AND STRATEGY

- Locus is innovative in its utilization of technology
 - The augmented reality assets allow for both Android and IOS users
 - Most GPS based applications struggle with receiving accurate coordinates. However, Locus solves this problem by using vector calculations to realign the compass and display messages at their precise locations
 - Our use of a backend server mitigates the need for client side data storage. This allows for all users to efficiently view the same messages real-time
 - We plan to add different “chat rooms” for personal, friends and global messaging
- We plan to start advertising at the University of Michigan, Ann Arbor and growing to other universities
- Some potential sources of revenue we are exploring are:
 - Providing advertisement slots on our app for different companies and a user fee to remove ads
 - Premium user features such as animated texts, posting images, increasing number of “chat rooms” they can create



FUTURE PLANS AND FUNDING

- Expansion of backend server to increase number of customers and message data
- Travel costs to pitch at universities around the United States
- Further market research to refine product
- Research and development cost for continued content creation and optimizations
- Implementation of automatic and human-based chat moderation
- Online marketing campaigns to reach target audience of college students
 - Youtube videos
 - Social media platforms

OUR TEAM



Beste Aydin - Team Lead & Developer

Entrepreneur and XR (virtual and augmented reality) developer. Current co-president of the Alternate Reality Initiative, which is the larger XR student organization in the Midwest. Growing skills in this field by working as a research assistant in a university VR project and leading its development team. Participated in two XR hackathons at the MIT Media Lab and collectively won two awards. Gaining skills in entrepreneurship through the Entrepreneurs Leadership Program. Finishing BSE in Computer Engineering and Entrepreneurship minor at the University of Michigan.



Howie Chang - Lead Designer & Marketer

A passionate innovator and a self-taught graphic designer. First entered the field of graphic design during high school; taught himself all the necessary software and application that can be of use in graphic design. Designed posters and promotional materials for several high-school and university events before working as designer for Locus. Finishing BA in Economics from University of Michigan, learned marketing strategy from his economic education.



Rutvi Shah - Developer and Marketing Strategist

An enthusiastic software developer currently completing her BSE in Computer Science and minor in Entrepreneurship at the University of Michigan. Gained experience about marketing while working at a hospitality supply startup in Houston called Champion Supply LLC. Learnt about VR/AR technology by taking a class at UofM. Self taught programming in high school and honing her skills by working as a research assistant in EECS department.