1. Opportunity & our solution

ARena is the augmented reality platform that allows you to attract public attention with modern technologies and concentrate it on the subject of your interest.

Products will not be "one of many".

Science will never be boring.

Your company will definitely be remembered at any presentation, conference or exhibition.

Your business may not be ready for AR, but with the help of hundreds of 3D designers connected to ARena, creating models will take a few days, and the cost will seem ridiculous.

Yes, we won't make you better, but we will highlight you with all the spotlights in the hall!

2. Competition

We do not compete with other AR applications. You don't need to invest a lot of money in developing your application and keeping it actual. We do this for you, providing access to a convenient online platform for creating and managing your projects.

ARena mobile applications for working with your models in AR are so good that Apple and Google developers would envy them.

To become a part of ARena will not take you more than 15 minutes.

We create an indirect competition to traditional methods of advertising and promotion.

But our high efficiency and low cost give them no chance!

3. Go-to-market strategy

The strategy "from large to small" will help us to enter the market quickly and efficiently. Large companies are more willing to use the platform today, as they have developed 3D models, have market and experience in advertising campaigns.

We connect everyone to ARena platform for free and provide unlimited access until the end of 2019.

Taking part in exhibitions, forums and conferences as an innovative partner or a simple participant draws the attention to ARena of a large number of visitors.

4. Business model

For any user ARena is free with some restrictions (1 project, 2 models). We charge the subscription, differentiating users by the quantity of projects, models and the storage capacity.

We also have a special very low tariff for 3D designers.

5. Team

Vadym Kochevykh
CEO
14+ years in IT
5th own project

Bogdan Pyzhykov
CTO
5+ years in IT
2nd own project

Leonid Vlasov
CCO
4+ years in IT
15+ years in sales

6. Traction

We announced the commercial launch of ARena this October, but we already have much to be proud of. We've started development of ARena in December 2018. In early summer 2019, we arrived at the Emerge Conference in Minsk with an MVP product and conducted up to 100 interviews there. The results showed that the product has big demand but needs a little upgrades. Prior to the release, we've attracted dozens of customers already working with the product.

Now we are actively attracting customers who will switch to paid tariff plans from the beginning of 2020.

They already felt all the benefits of the product for their business.