



QuarkXR

The Next-Gen **Cloud Streaming** Platform

Success Stories

Bell designed the revolutionary FCX-001 helicopter
10 times faster with VR



Kia launched the EV9 in Finland through a **mixed reality** showcase





In the next 5 years we will witness a technology shift: millions of industrial, IT, and Design professionals will migrate away from 2D screens and start working in XR*.



* Virtual, Augmented, and Mixed Reality are collectively called XR.



Bosch employees are meeting in XR to **design new products remotely**.

But due to **limitations of the Meta Quest**, they are unable to open large 3D models or have over 15 participants.

Bosch needed a solution which combines the **convenience** of Quest with the **power** of Desktop XR.



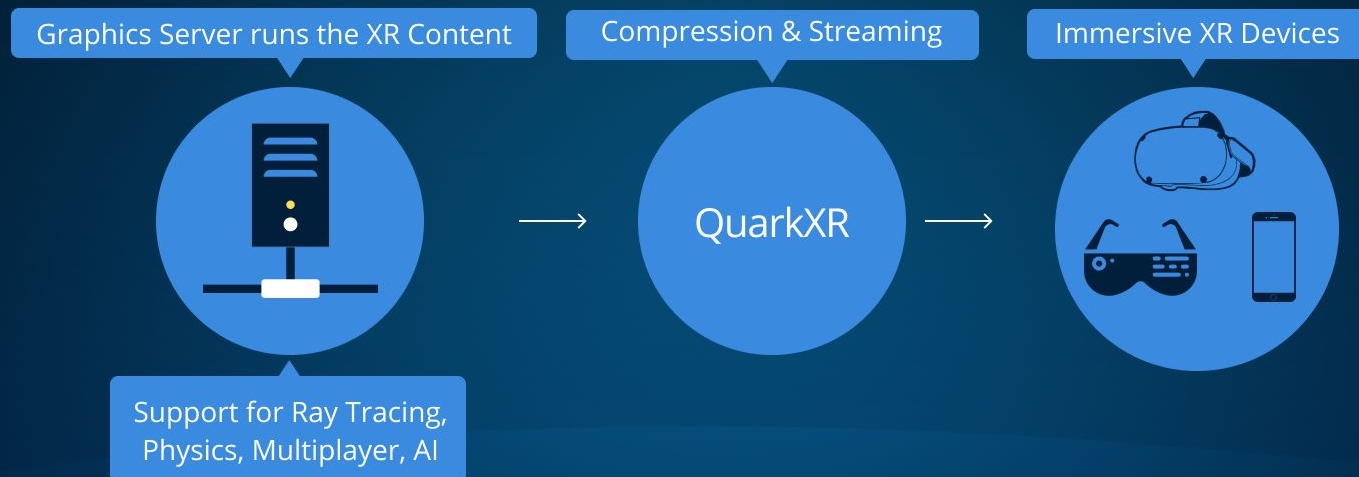
Problem

Every major corporation like **SAP**, **VW**, and **Deutsche Telekom** looks at XR to save money and reduce time to market by 1/3, but faces similar challenges as Bosch.

This is because XR headsets like the Meta Quest are **low-powered mobile devices** which makes them hard to use for work.



QuarkXR is the **Next-Gen Platform** which renders XR apps in the Cloud and uses our **state of the art streaming technology** to deliver the content in real time to any XR device. You can open any 3D model, render any environment, and have multi-user experiences with thousands of people. Our Vision is to be the **Netflix of XR** which drives the **digital transformation** in the **Enterprise**.





Advantages

QuarkXR leverages open standards like OpenXR to stream XR content **without any SDK** integration. Our approach enables support for **any business use case**. We've built QuarkXR with **security, scalability, and Enterprise management** in mind.

1

Scalable
Platform for
B2B use cases

2

Easy to
integrate

3

Enterprise-
grade
features

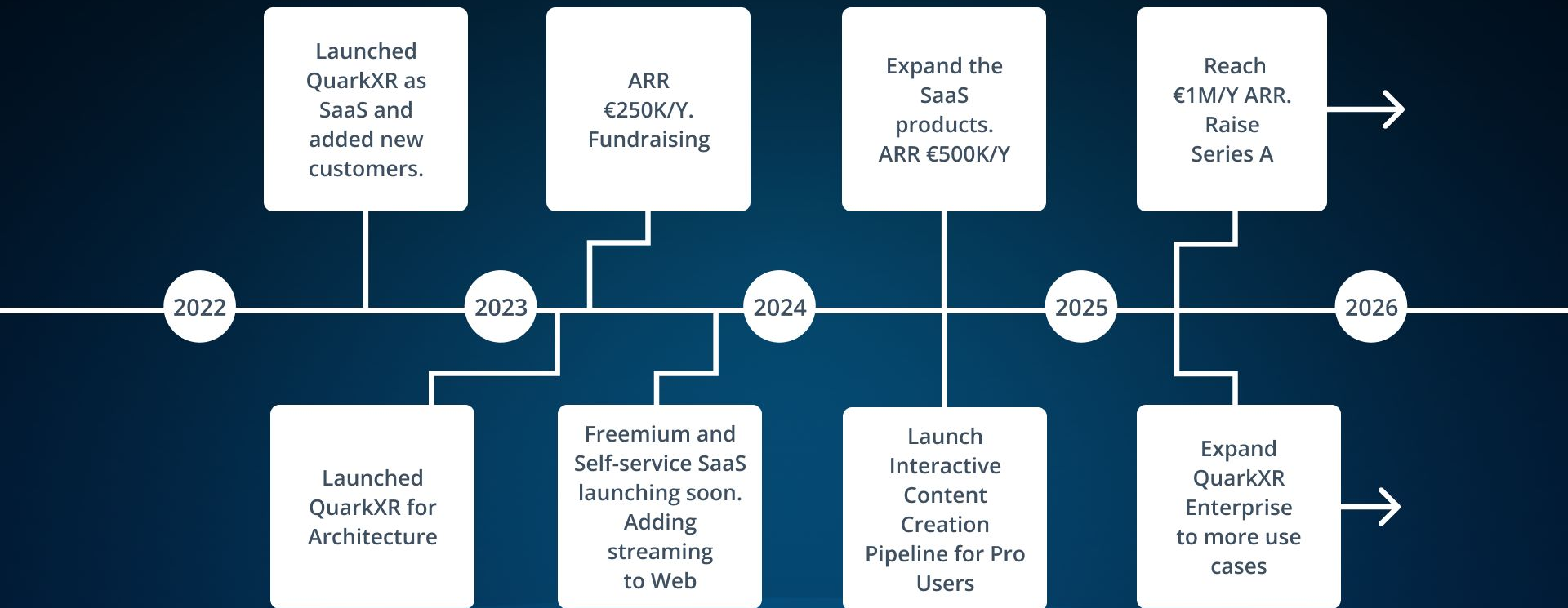


QuarkXR for Architecture



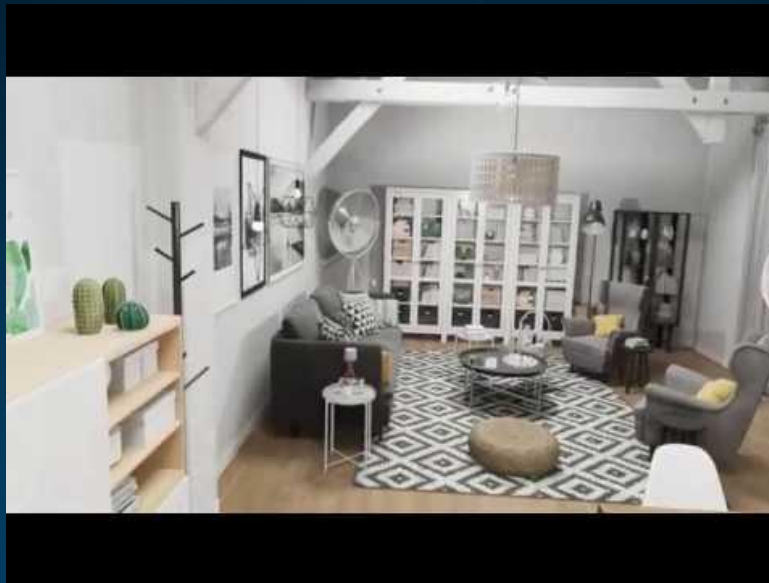
QuarkXR Enterprise

Roadmap



QuarkXR Demo (Play the Video)

Industrial and Architectural Design



QuarkXR brings scale and high-quality graphics to XR for use cases like design and training. We enable companies to save money on prototyping and cut time to market by 1/3.



1. QuarkXR Today

- **Timeframe:** 2022-2023
- **Market:** Europe & US
- **Focus Verticals:** Remote Collaboration, Design, Workforce Development (out of 30+ use cases on our platform)
- **Focus Industries with high XR adoption:** Manufacturing, Architecture, Telecoms
- **ARR Goal:** \$1.5M

2. Take-Off

- **Timeframe:** 2024-2025
- **Markets:** Europe, US, Asia
- **Launch** B2B2B/B2B2C models through Telcos/OEMs
- **Growth:** QuarkXR streams to millions of users worldwide
- **Expansion** into Defense, Healthcare, Education
- **ARR Goal:** \$20M

3. Mature Platform

- **Timeframe:** 2026-2027
- **QuarkXR is a fundamental part of the XR stack** (used by Qualcomm, Intel, Meta)
- **First-party** apps and content for key verticals
- **Mature ecosystem** of Content and Developers will lock in Enterprise customers
- **ARR Goal:** \$50M



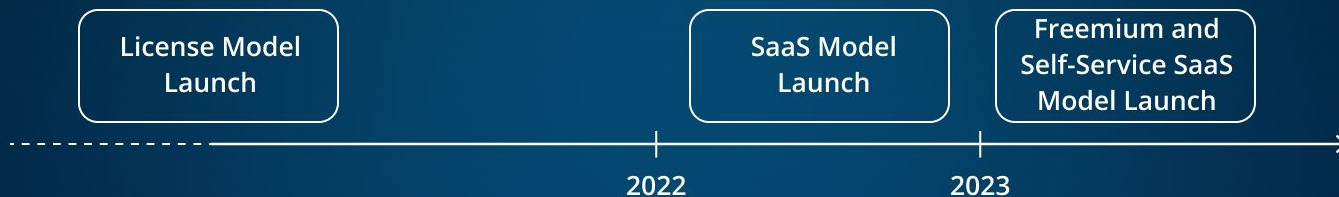
- On track for **\$1M ARR** by EOY 2024.



Business Model

QuarkXR recently transitioned from a License-based model to a SaaS model:

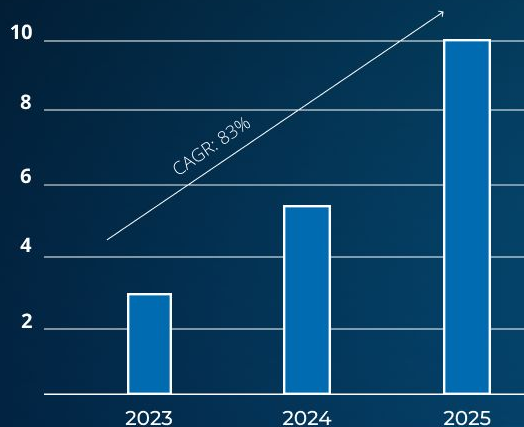
- **Freemium:** Launching soon for architecture customers. Will enable prospects to experience QuarkXR in action with limited functionality - e.g. upload just one project to the platform.
- **SAAS:** QuarkXR for Architecture starts at **€100/month** per seat. QuarkXR Enterprise starts at **€1000/month** per seat.
- **Self-Service SAAS:** Launching soon on www.quarkxr.com and AWS/Azure/GCP marketplace. Customers can get started with QuarkXR without talking to our representatives.



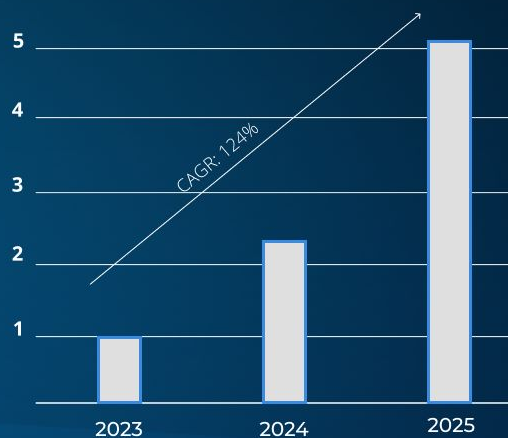
Market

Companies like **Meta**, **Apple**, and **Qualcomm** are starting a **tidal wave** of OEMs entering XR, including Samsung, Lenovo, and more, and driving QuarkXR's TAM from **\$1B** today to **\$5B+** in 2025.

Enterprise XR users (in Millions)



QuarkXR TAM (in Billions, USD)





A unique combination of **XR**, **Streaming**, and **Cloud** expertise.

A team of 10+ people in Europe & the US.



Krasi Nikolov

CEO & Co-Founder

Experience in building software for Enterprise at a large scale; Master's Degree in AI and compression;



Drago Stoychev

CTO & Co-Founder

8 years building cutting-edge streaming software for XR; 28 years in the software industry.



Blake Wind

Head of BizDev US

Ex-VC Advisor and CMO, XR veteran



Varag Gharibjanian

Advisor

Former Exec at AI start-up (acquired by Qualcomm). Advises QuarkXR on the GTM strategy



Bobby Simandoff

Advisor

Ex-Director of Engineering V-Ray Cloud / Ex-VP of Engineering, Tech Innovations @ Via



This round will enable us to reach:

- €1M ARR by 2024
- Foothold in the European, US, and Asian Markets
- Mature Platform for the AEC, Rendering, and Digital Twin industries

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