

AiR Reality

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GLASSES



- augment your reality -



# - The team -



**Alejandro Cabeza de Vaca González**

*-The best with numbers-*  
Business-oriented and results driven.



**Raquel Fernández García**

*-Controlling the market-*  
Enterprising, creative and go-ahead kind of person.



**Jose Piñero Gallardo**

*-Thinking about the future-*  
Interested in new and disrupting innovations.



**Paula Parrado Aliod**

*-Looking for opportunities-*  
Committed and problem-solving, able to work under pressure.



**José Ignacio Delgado Muñoz**

*-Making it possible-*  
Hardworking, fast-learner and motivated person.

**Mentor: Alberto Badaya**

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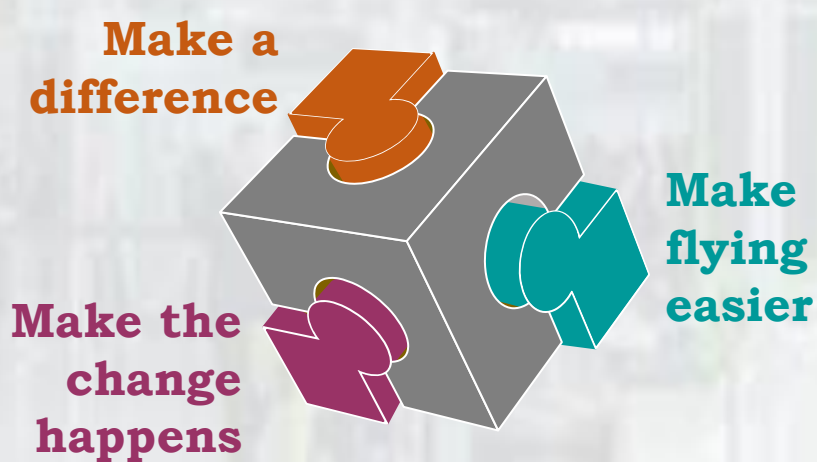


# - OUR COMPANY -

## Our mission

AiRGlasses wants to offer an **unique service to air travellers**, not only **guiding them** through international airports but also showing them the **offer** in terms of **shops and restaurants** through **augmented reality technology**.

Here below it is our *mission-cube*:



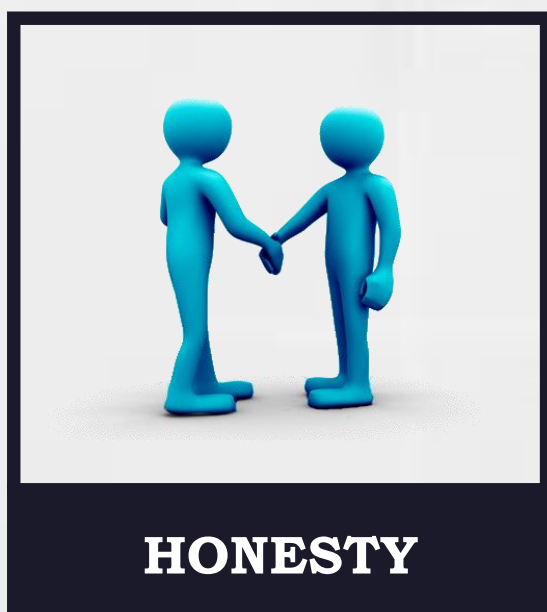
## Our vision

AiRGlasses wants to become an authentic revolution, to **mark a before and an after in the airport experience**. We want to transform the tedious and complicated **stays at the airport** into an **enjoyable experience**.



## Our values

These must be a faithful reflection of reality, as they define the personality of the company. These values are the mind-set of the fundamental purpose of AiRGlasses:



# - Business opportunity -

What happens if we merge a **sector in continuous growth** with a **disruptive technology**? The result is **AiRGlasses**.

There is an **uncovered customer need** in the field of **airports**:

On the one hand, there are many **international airports** that are a **real maze**, where finding the place you are looking for becomes a nightmare.

On the other hand, passengers waiting at airports for **delays or layovers** are demanding for something that can help them **spend this time in an enjoyable way**.

**AiR**  
**GLASSES**



## Why is AiRGlasses a good idea?



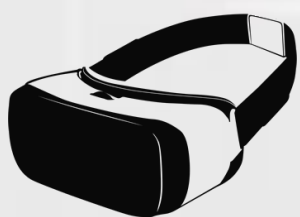
The **number of flights doubles every 15 years** so that there is more and more air travellers



We live in an increasingly connected world in which **everyone** (any age or social class) **can afford to fly anywhere worldwide**



**No competitors yet:** We are the first company able to cover this customer need



**Augmented reality** is currently an attractive and **trendy technology** which offers a lot of **new opportunities**



# - Our service -

## What does AiRGlasses offer?



### AIRPORT GUIDE

The glasses show your way to the boarding gate, passing through the check-in line and the security checkpoint. They not only show places, but also report changes, possible delays and the time you should go to your flight.



### AUGMENTED REALITY GAMES

Maybe for you not to get bored during a stopover or maybe for the kids to play.



### OTHER USEFUL INFORMATION



### RESTAURANTS & COFFEE

You will see all the places where you can eat something or have a cup of tea and where they are.



### STORES

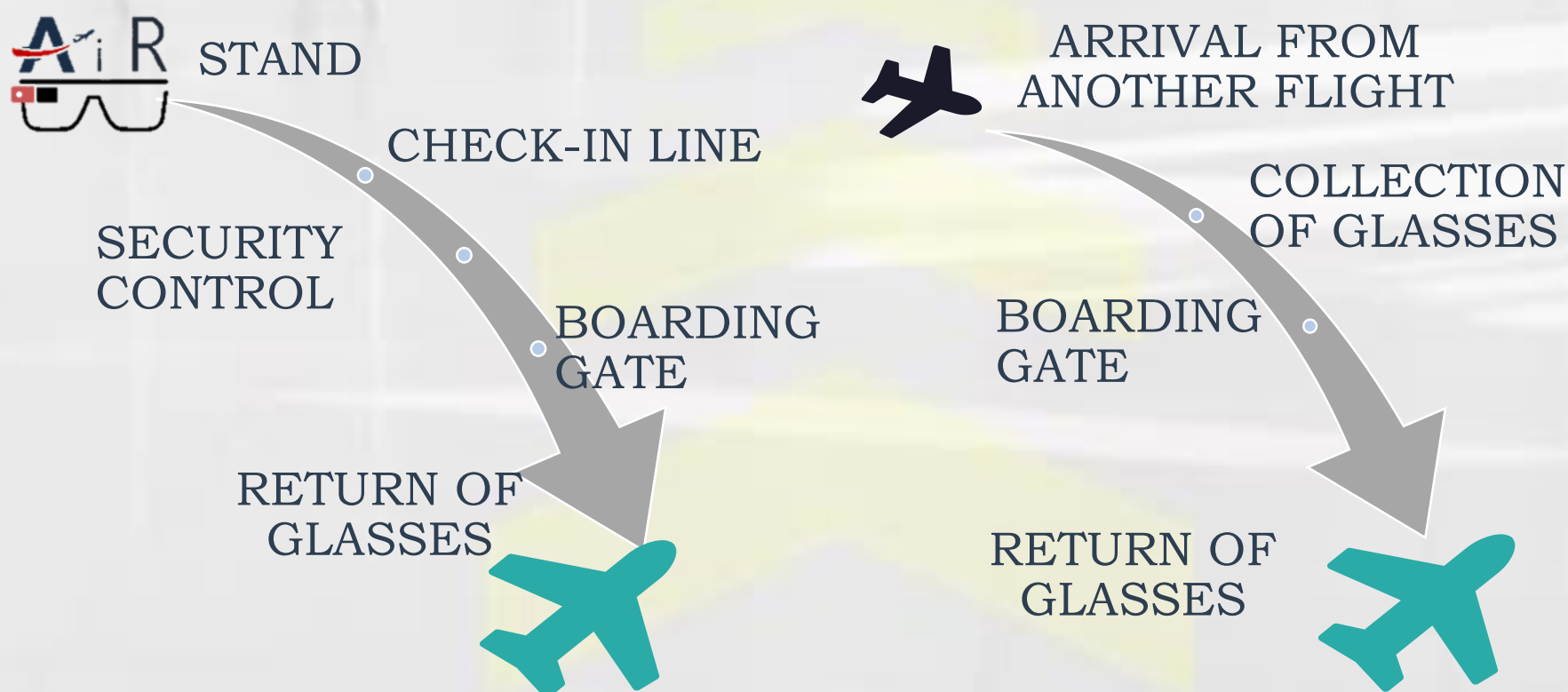
It doesn't matter if you need to buy something or just want to have a look to pass the time, with the glasses you will know all the shops you can go to at the airport.



### DAILY SALES

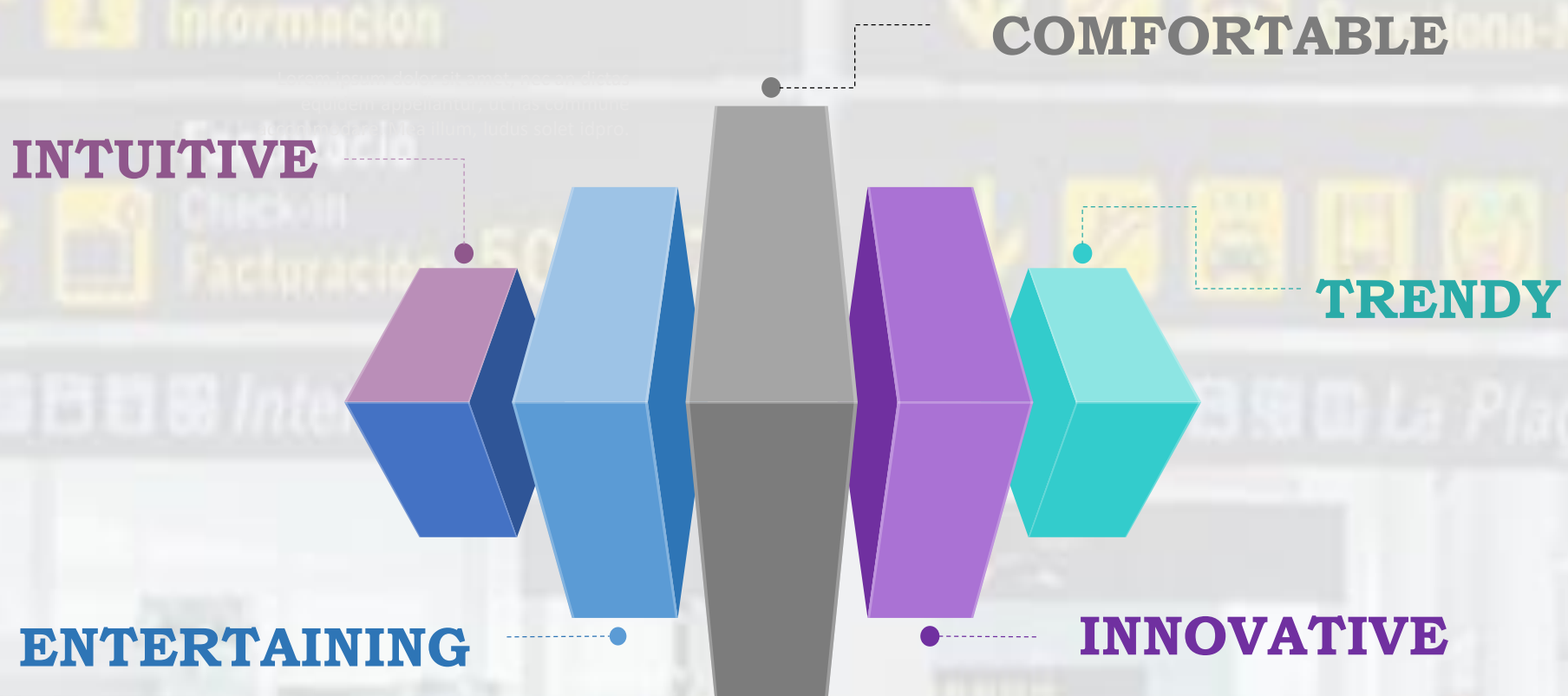
Potential discounts that you can find at stores and restaurants.

This complete service is offered in both flowchart: **The customer arrives to the airport from the city & The customer arrives in another flight:**



# - Competitive advantage -

## Why is AiRGlasses worthy?



AiRGlasses is a pioneer in offering this service, with a disruptive and innovative proposal. Therefore, it has no direct competitors. The only service that can be compared in any way is the one offered by Aena:



😊	<b>INNOVATIVE</b>	😊
😊	<b>PERSONALIZED</b>	😊
😊	<b>RESTAURANTS &amp; STORES INFO</b>	😊
😊	<b>EXTRAS OFFER</b>	😊
😊	<b>EASY TO HIRE</b>	😊
😊	<b>INDEPENDENCE DURING THE WAY</b>	😊
😊	<b>FEELING CONFIDENT</b>	😊
😊	<b>QUALIFIED AND FRIENDLY STAFF</b>	😊
😊	<b>SUITABLE FOR EVERYBODY</b>	😊
😞	<b>FREE</b>	😊



# - Market assessment -

## Where should we start?

The decision to deploy the AiRGlasses project in **Barcelona** has been made taking into account the following three criteria:

- **Airports with low scores:** those airports that are not well considered by users see an opportunity for improvement by being able to offer the AiRGlasses service.
- **Volume of passengers:** the more travellers who pass through the airport, the more potential customers who can hire the glasses.
- **Premium Airlines:** those air travellers who buy tickets from low-cost airlines and do not want to spend money on better performance during the flight will be discarded as potential customers.



## Who is going to use our service?

AiRGlasses is not only focused on those who need help during their air travels but also on those one who want to improve and make the most of their experience at the airport.



**ELDER  
PEOPLE**



**FAMILY  
TRAVELLERS**



**UNEXPERIENCED  
TRAVELLERS**



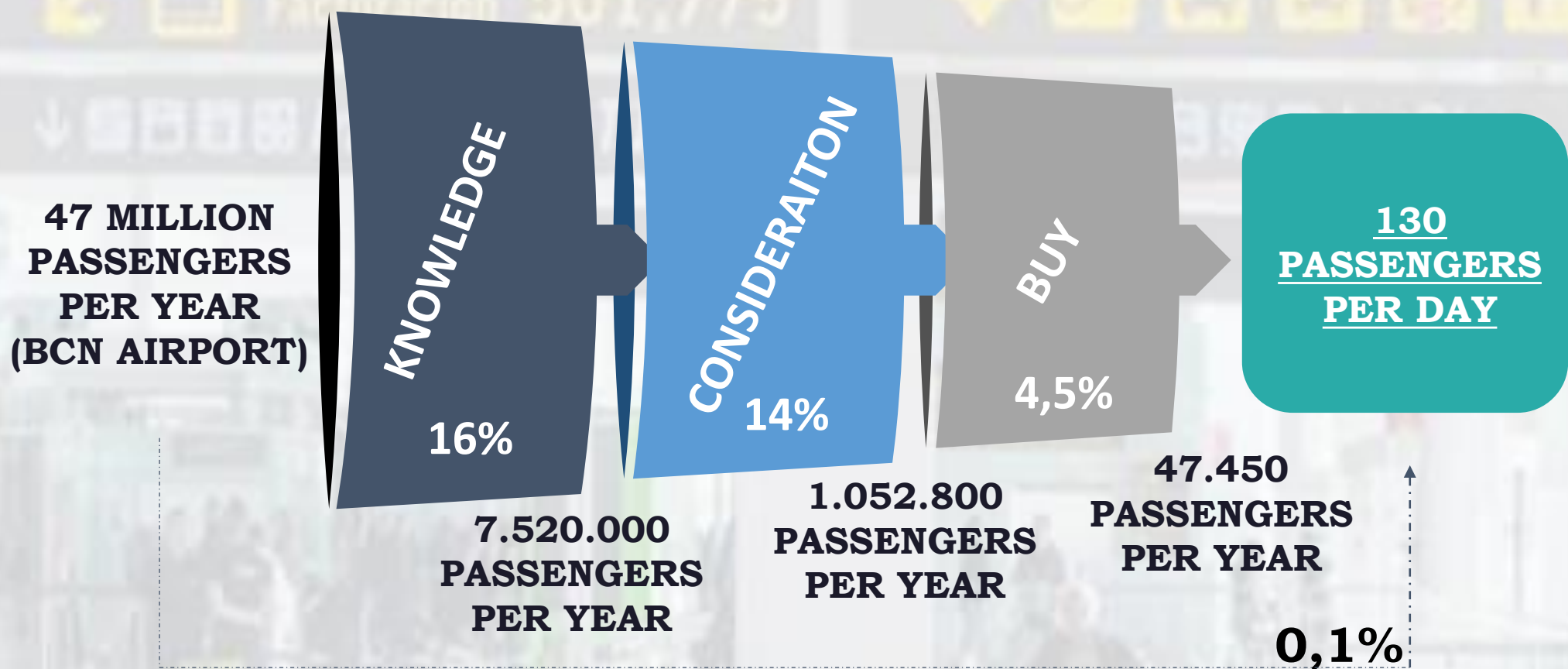
**LANGUAGES  
LIMITATION**



# - Marketing -

## Which is our target market?

Regarding the number of annual passengers transiting Barcelona airport and taking into account the barriers that the AiRGlasses project will find, the target market will be as follows:



## How to sell our service?

### • ONLINE CHANNELS:

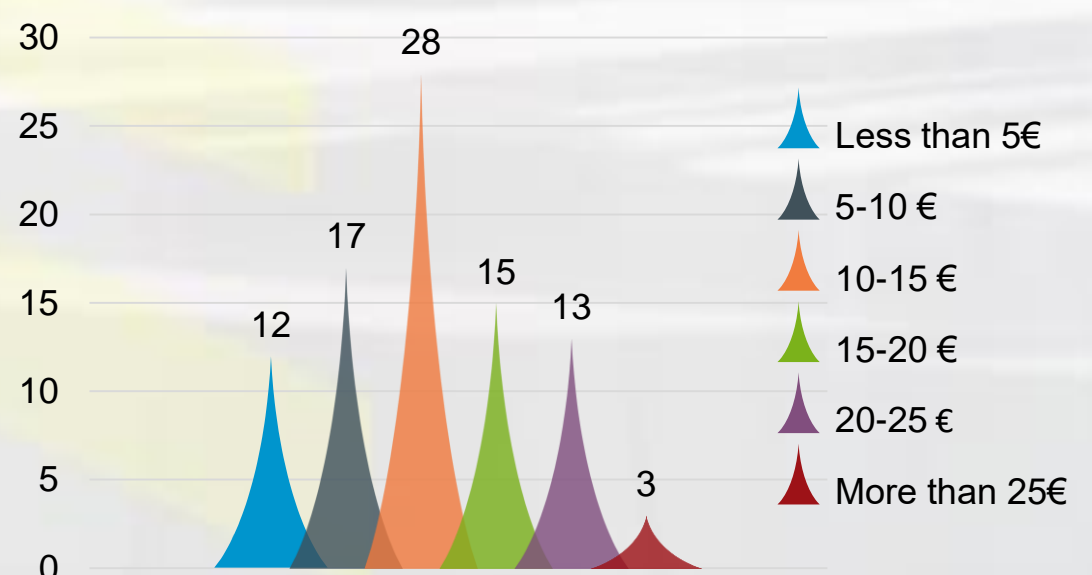
through our **website**. Every type of digital marketing used leads to this website: social networks, emails, SEO, etc.

### • OFFLINE CHANNELS:

airport stands (delivery and boxes) & call center

## At which price will we sell it?

Taking into account the results obtained after the survey of people who have been at Barcelona airport, the price of the service, in order to obtain some margin will be **12€**. This is a price that customers are willing to pay and that gives us certain profit margin.

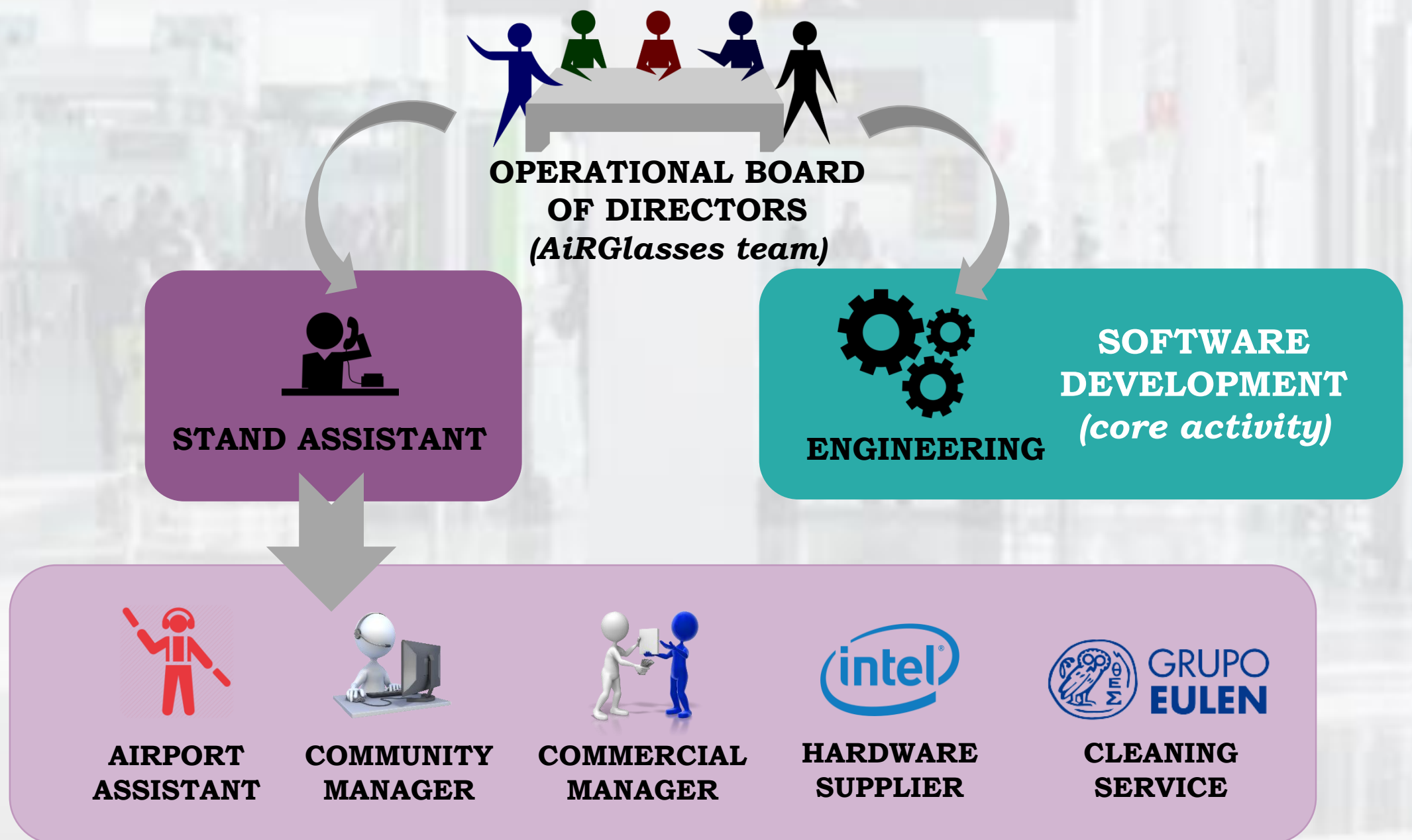


# - From dreams to reality -

## Who is going to make it possible?

In our project, **people are very important** because without them it would not be possible to carry it out. The organizational structure is shown below, with a **small team at the beginning that will grow proportionally with our business.**

For the sizing of the team it has been taken into account that the AiRGlasses service will be offered from **7:00 AM to 23 PM** since these are the hours when we detect the largest volume of passengers:



We want our employees to believe as much as we do in the project, so our company is committed to **people orientation**, based on three fundamental pillars





# - Business strategy -

## How do we earn money?

This is one of the most important questions to ask yourself, which is our **business model**. AiRGlasses is going to make money in two different ways:

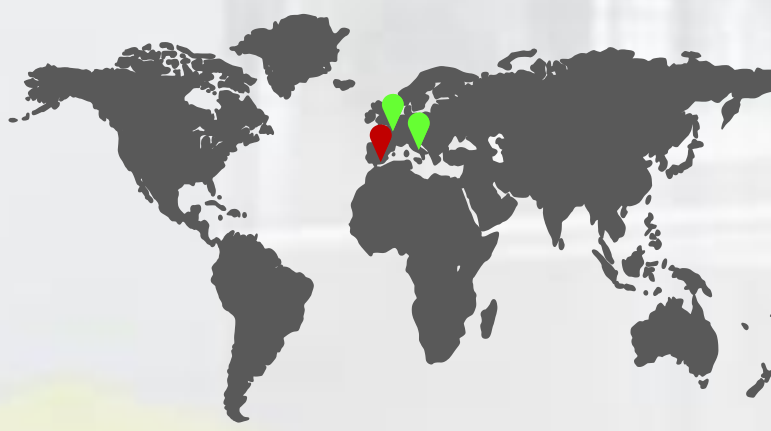


## What about our future strategy?

We have **full confidence in our project** and its results, so we are going to follow a **growth strategy**. The project is deployed in **Spain** and in the next few years we will expand into **Europe**, the **United States** and **Asia**:



Year 1: **Barcelona**



Year 2: **Paris & Rome**



Year 3: **Seattle, San Francisco & Los Angeles**

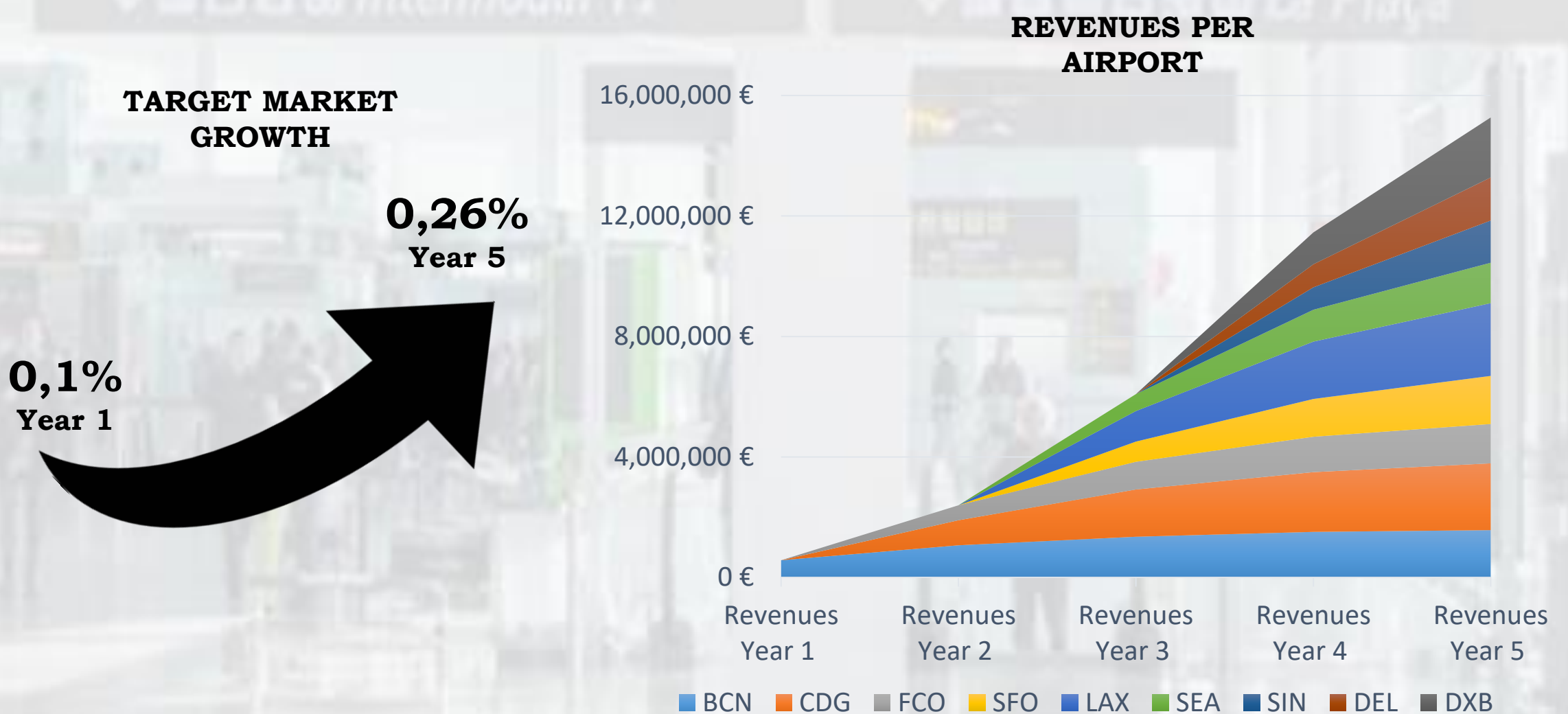


Year 4: **Dubai, New Delhi & Singapore**

# - The numbers -

## Why should you trust AiRGlasses?

AiRGlasses is aware that it is difficult to believe in a theoretical project based on forecasts, that is why our **target market** is so **conservative** in the first year (0,1%). Over the next few years, taking into account the business performance and marketing investments, we expect the target market to grow to 0.26% (conservative scenario).

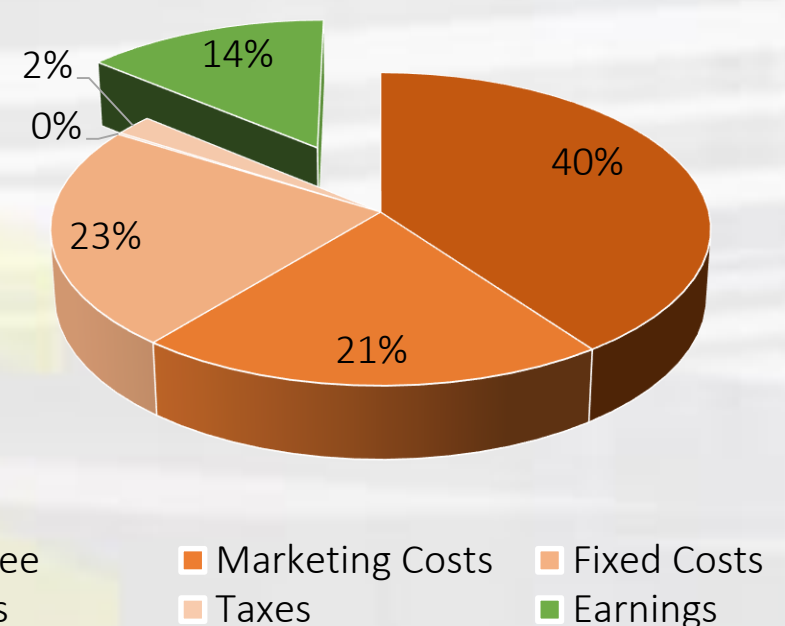


However, we can not analyse these revenue data independently, but we have to compare them with service costs.

The price-cost ratio provides a **margin of 14% per service**, considering as costs:

- Airline fee
- Marketing costs
- Fixed costs
- Interests
- Taxes

### MARGIN PER SERVICE



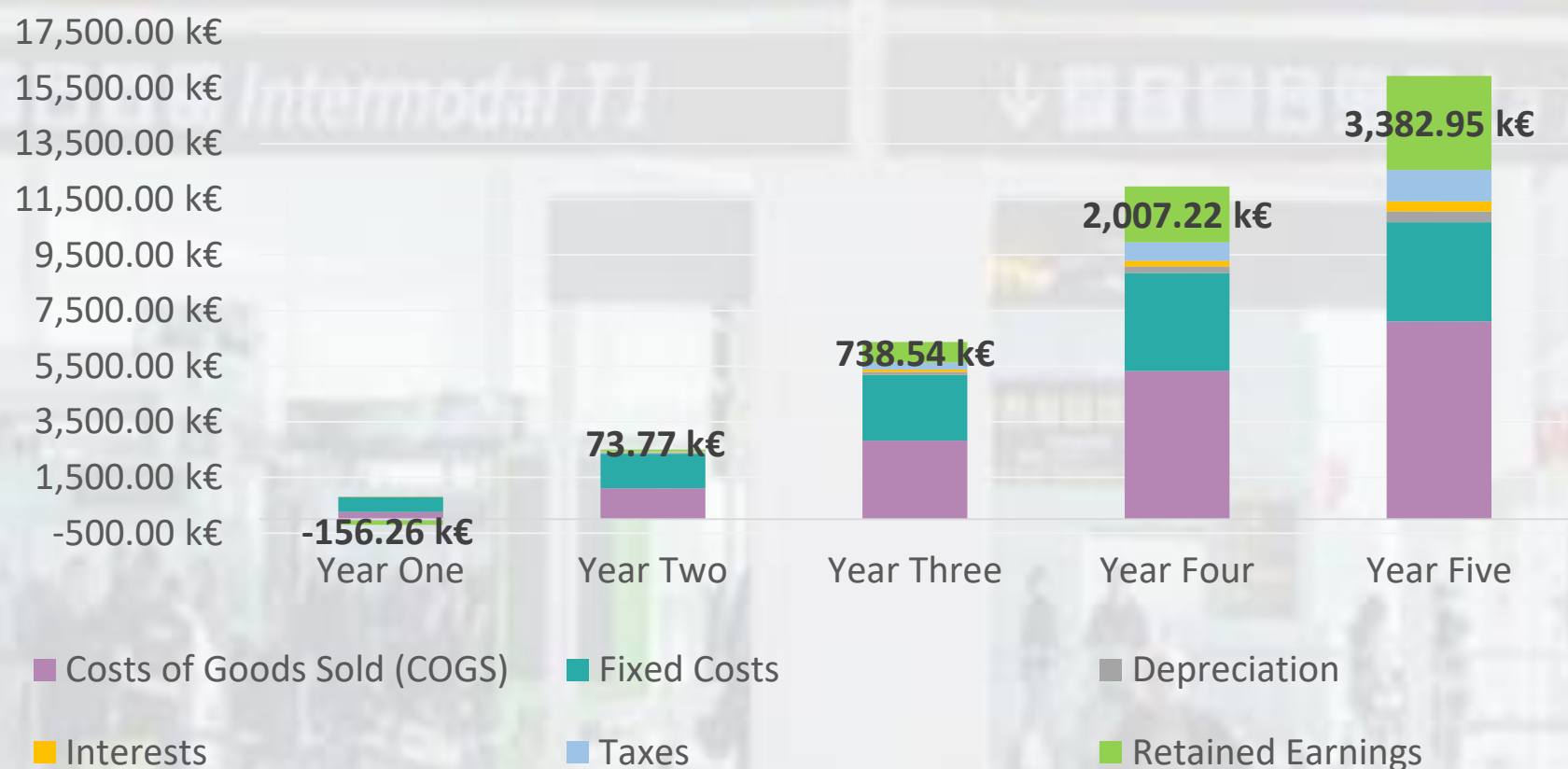


# - The numbers -

## Why AiRGlasses is profitable?

**Dividends or retained earnings, Return of Equity, Return on Assets and Enterprise Value** are one of the main indicators of how profitable a business is:

### TARGET EARNINGS



**ROE Y5**

105 %

**ROA Y5**

35,1 %

**ENTERPRISE VALUE Y5**

26,3 M€

Measuring how much out of every euro of revenues of AiRGlasses actually keeps in earnings, we can see **how efficient we are in our operations:**

### RETAINED EARNINGS & PROFIT MARGIN



# - The numbers -

## Why should you invest?

SHAREHOLDERS' ROI

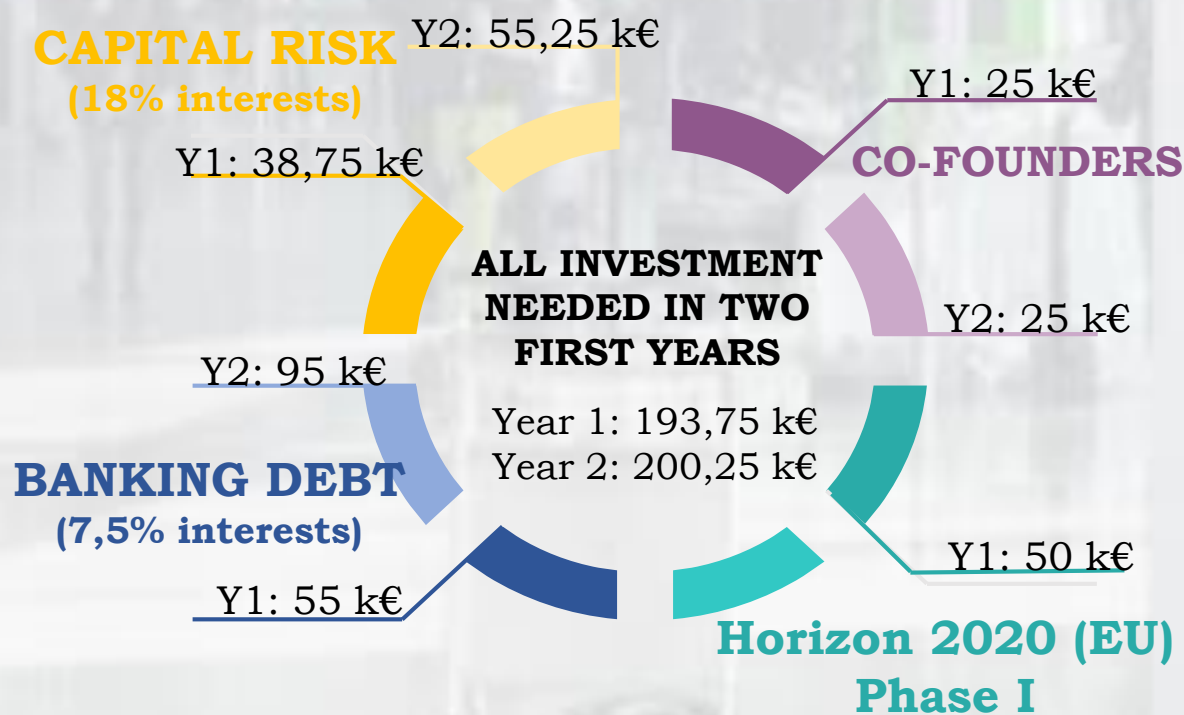


**PAYBACK**  
3,25 years

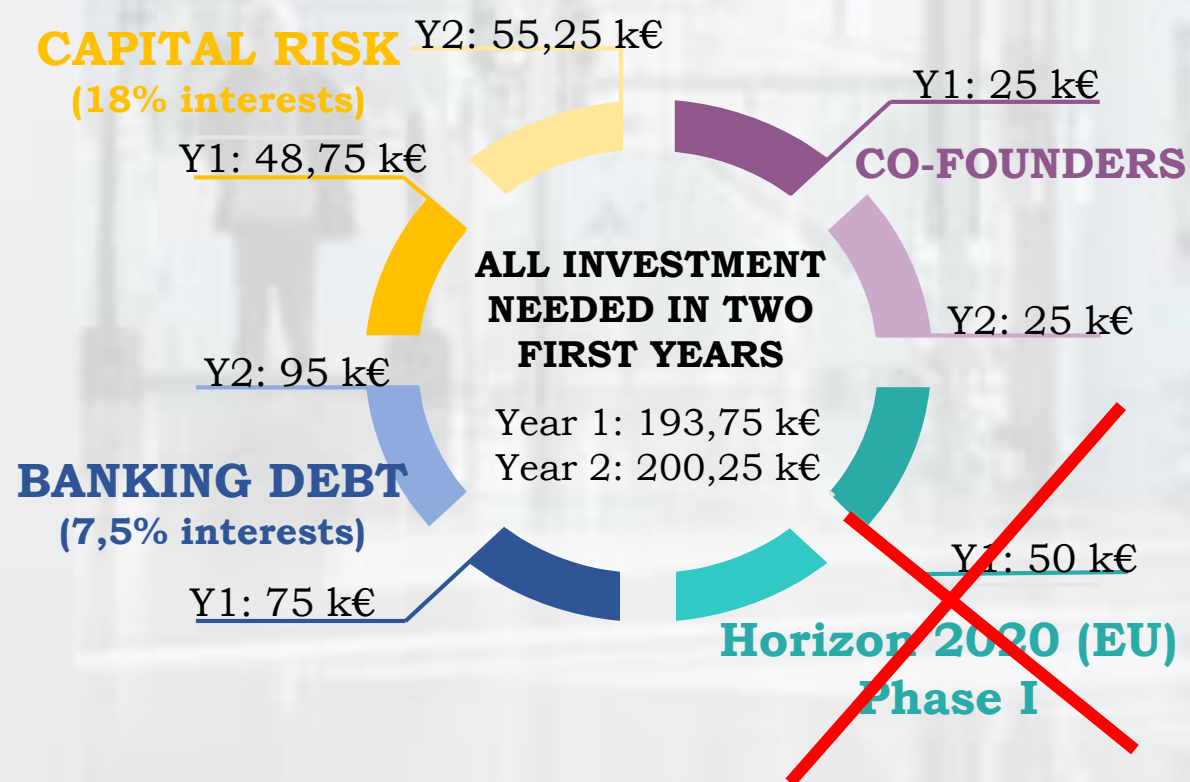
**IRR**  
98 %

## What are our financial needs?

SCENARIO I

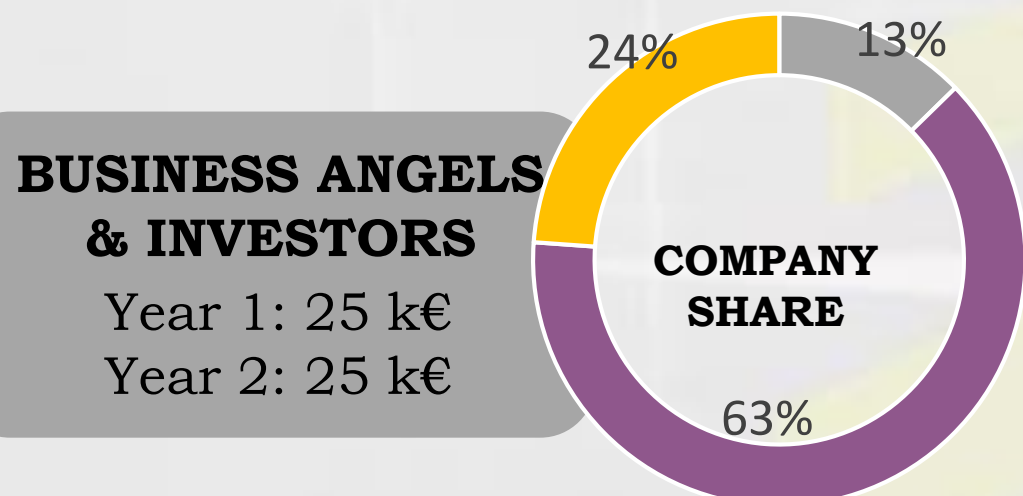


SCENARIO II

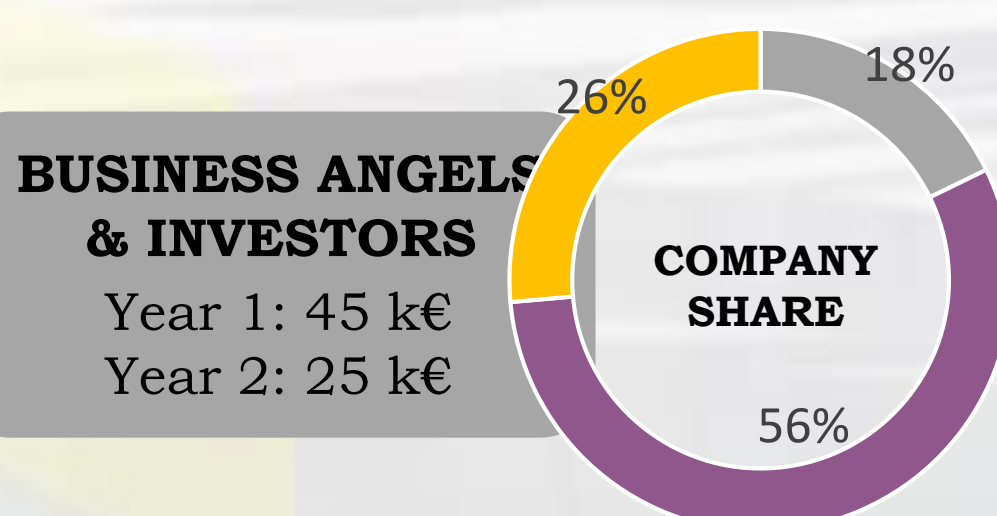


## What do we need from you?

SCENARIO I



SCENARIO II



■ INVESTORS ■ FOUNDER ■ CAPITAL RISK ■ INVESTORS ■ FOUNDER ■ CAPITAL RISK