

Snaploader – Asset Visualisation

Snaploader has developed asset visualisation tools that use a unique proprietary webviewer to enable 3D images to be viewed on all platforms including mobile devices. These tools have particular relevance to the real estate sector by helping potential buyers to see and to plan, furnish and decorate their future living or working spaces. The use of 3D images allows property owners and agents reduce marketing costs and reduce the sales cycle. Snaploader's software integrates with existing software systems and portals which allows the real estate sector to transition seamlessly to new technologies. Current developments include conversion technologies to move the services into a fully interactive AR and VR experience.

Background and business model

Snaploader was founded in 2013 by Eric Fink. Its initial focus was on image recognition software. The business quickly integrated augmented reality technologies and completed several consumer interactive marketing programs, including a successful product launch program with Cadbury's. In 2014 Snaploader identified and launched in the property sector with an image and geo-position recognition app for real estate services. Included within that app was the conversion of 2D into 3D floorplans. The 3D floorplans proved to be a desired component and was launched as a separate service in 2Q'15 for residential property, together with the webviewer which allows 3D models to run in native mode on a smart phone. In 2016, Snaploader launched 3D models for commercial and industrial properties with successful trials with many major property corporations. In 2H'16, Snaploader undertook the first of many projects for property visualisation for off-the-plan project developments.

The real estate product is sold either directly to property developers or indirectly to real estate agents who pass the cost on to the vendor as part of the advertising package. Residential 3D models sell for \$185 per model with larger off the plan and commercial projects selling between \$5,000 and \$25,000 each. Commercial/Industrial projects average \$350 per 1000 sqm. Snaploader is forming reseller agreements with a major Real Estate portals, complimentary floorplan providers and media suppliers.

Competition

In the residential market there are three global competitors. Diakrit commenced operations in Sweden in 2001 and is now headquartered in Bangkok with 450 employees globally. In 2016, News Corp became a major shareholder (terms not disclosed). ARCHilogic is headquartered in Switzerland and is a platform for architecture and interiors. Matterport founded in 2011, has over 100 employees and has invested US\$61m to date). It uses 3D visualisation which allows the user to walk through a property. It does not incorporate furnishing/decorating/design features. Floored.com offering 3D models for commercial real estate was acquired in January 2017 by CBRE Group Inc. (terms not disclosed).

Share details

Investment to date	\$2M
Number of shareholders	>10
Shareholders include Eric Fink, William Ehmcke , employs and a number of private investors	

Capital raising timetable

Series C	\$600,000
Potential IPO	\$4m

Upside Case

- Unique proprietary webviewer for mobile phones and tablets
- Migration technologies from 2D plans to Augmented Reality and Virtual Reality
- High quality 3D models for project developments and corporate sector

Downside Case

- Competition from offshore players with longer operating histories and in the case of Diakrit, powerful partners (ie News Corp)
- Fast moving technology
- Time from development to market

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