



octilabs | Q1 2019

“AR WILL SPARK THE NEXT BIG TECH PLATFORM- CALL IT MIRROR WORLD.”

“WHOEVER DOMINATES THIS GRAND THIRD PLATFORM WILL BECOME AMONG THE WEALTHIEST AND MOST POWERFUL PEOPLE AND COMPANIES IN HISTORY, JUST AS THOSE WHO NOW DOMINATE THE FIRST TWO PLATFORMS HAVE”

Kevin Kelly- Founding Executive Editor of Wired Magazine

WIRED



“The team at Octi has built an impressive suite of capabilities based on their unique ability to capture and augment humans and other objects within the camera. There’s a wide range of compelling applications of this technology in the consumer space and beyond.”

TOM CONRAD / SNAP, PANDORA, APPLE



pandora®



PROBLEM PROBLEM PROBLEM

Existing social platforms don't let kids interact and represent themselves virtually. Avatars don't get the job done and consumer *AR hasn't had it's breakout consumer moment.*



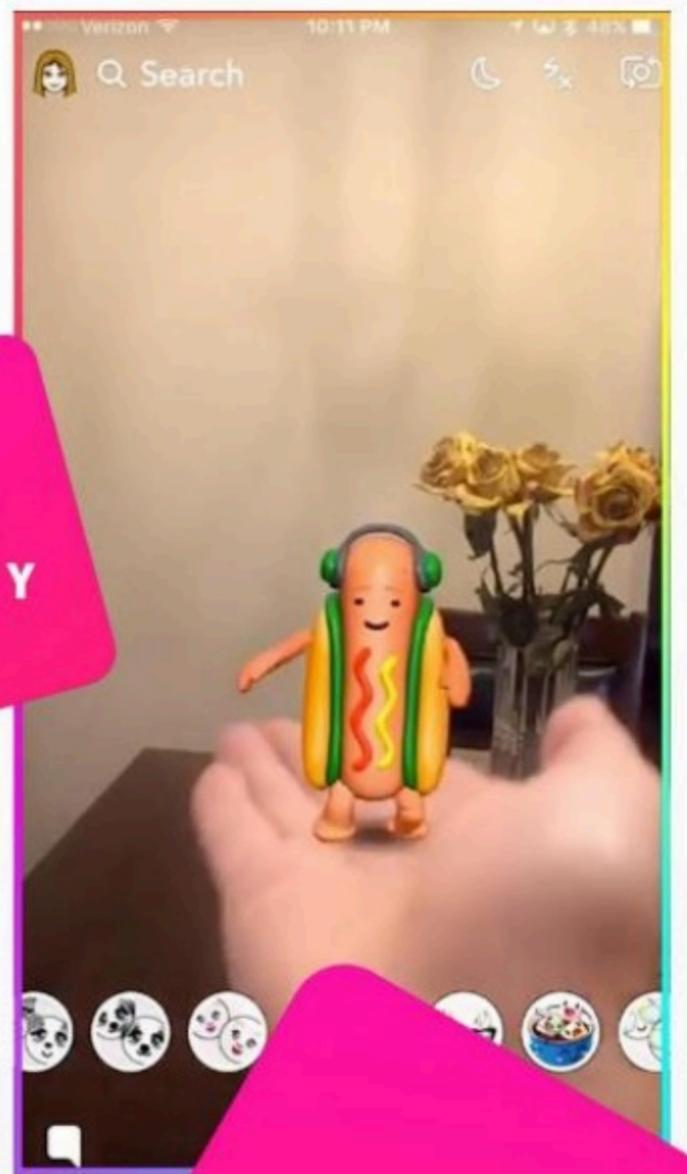
NO UTILITY



LOW ENGAGEMENT

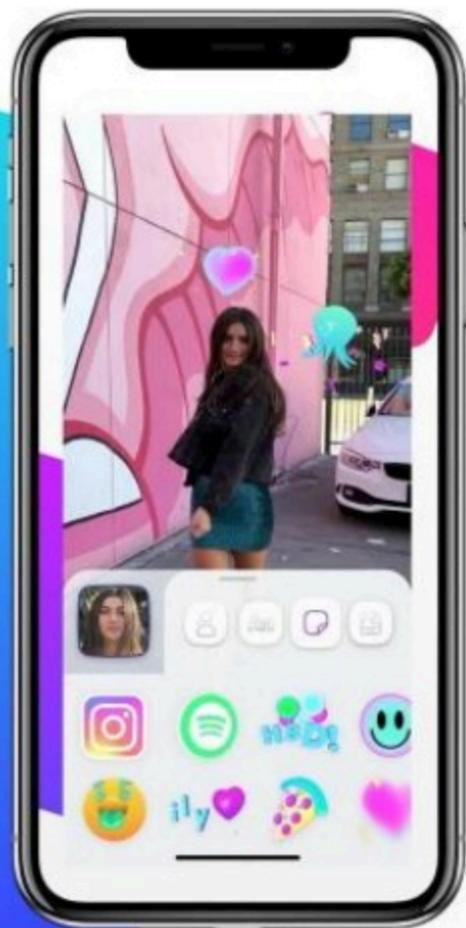


PURE NOVELTY



ZERO RETENTION

OCTI'S MOBILE AI UNDERSTANDS WHO EVERYONE IS AND CAN SURFACE THEIR CURATED DIGITAL PROFILE AND CONTENT.





63,000 FACES

SCANNED BY

12000 PEOPLE

IN 2 WEEKS

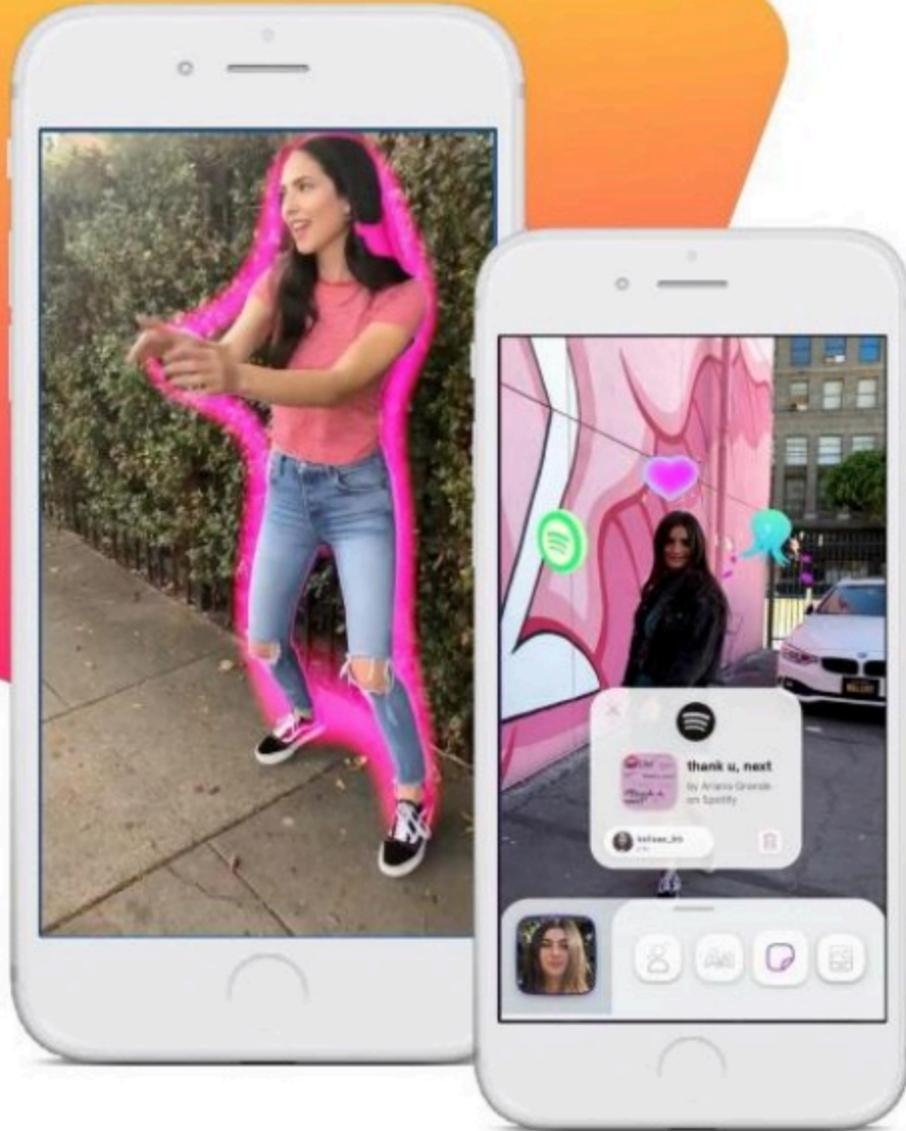
OCTI MINI APPS



HUMANS AS A PLATFORM

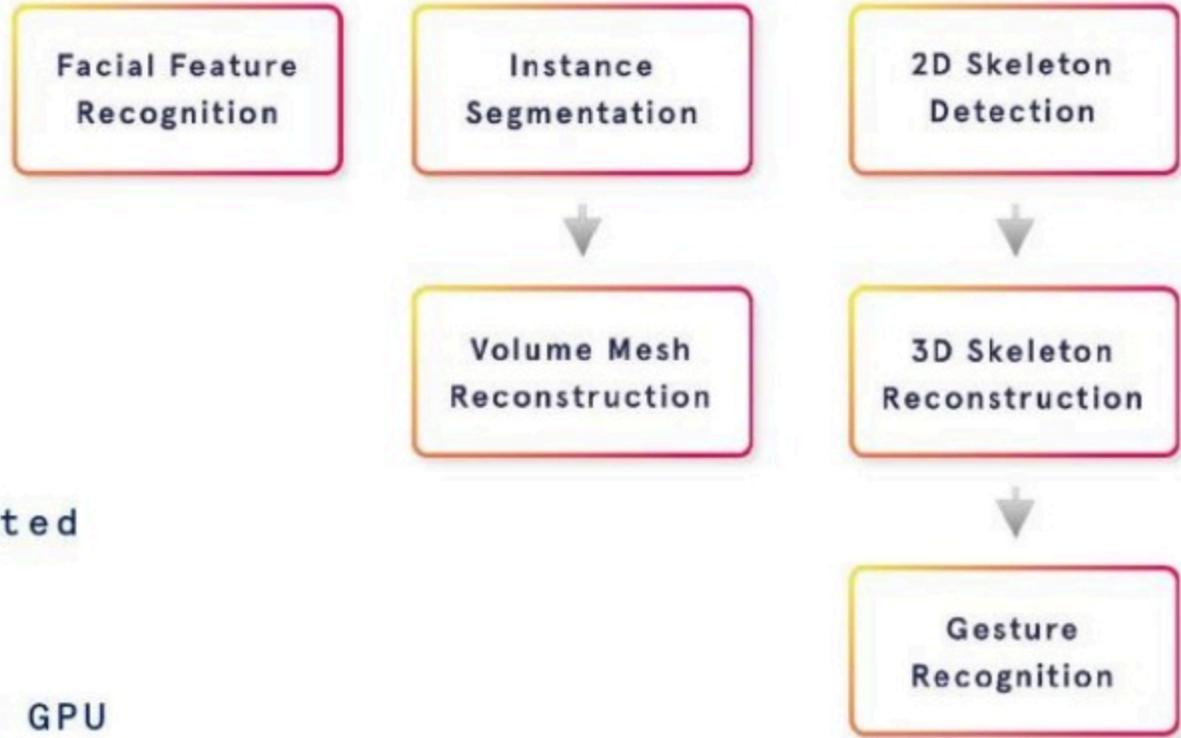


OCTI TECH STACK



Octi has built several patented technologies for human understanding on smartphone cameras by leveraging custom GPU level programming for iOS (Metal) and Android (Vulkan).

CORE TECHNOLOGIES [person understanding]



OCTI EXPERIENCES



BEST INVESTORS

SCOTT BELSKY, CPO ADOBE

JOSHUA KUSHNER, FOUNDER THRIVE CAPITAL

SHASTA VENTURES

TOM CONRAD, FMR VP PRODUCT @ SNAP

SHIVA RAJARAMAN, CPO WEWORK

ABBE RAVEN, CEO A&E NETWORKS

BOLD CAPITAL PARTNERS

LIVENATION

JOE MARCHESE, FOUNDER HUMAN VENTURES

NFLPA ONE COLLECTIVE

I2BF GLOBAL VENTURES



**THANK
YOU.**



“ THE APPLICATION
OF THIS TECHNOLOGY
WILL CHANGE HOW PEOPLE CAN
COMMUNICATE USING AR.
ALSO, IT’S REALLY FUN. ”

JOE MARCHESE
PRESIDENT OF AD REVENUES @FOX

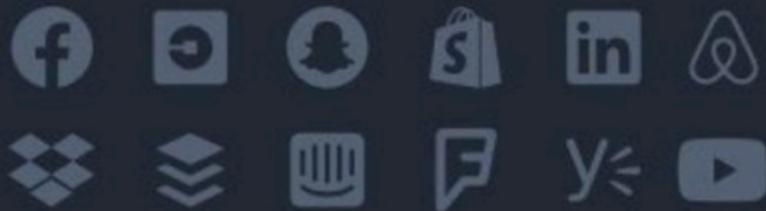
FOX

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