Imaginate
EXECUTIVE SUMMARY

imaginate

Hemanth Satyanarayana

17+ years of experience in AR & VR, Top 20 Indian Innovator, IIT Madras, SUNY Buffalo

FOUNDER & CEO

Meha Desai

12+ years of engineering in startups like UrbanLadder, Fab, NCSU Alumnus

PRODUCT

Abhishek Gupta

9+ exp with entrepreneurial background incl. sales, product evangelism

BIZ DEV

Syam Basina

16+ years of experience in high quality content design & development

CONTENT

- 6+ year USA company with India Development Center
- 23+ member team of Tech, Design, and Cust. Success

Top Clients

Reliance Industries Limited

BRIDGESTONE

Mercedes-Benz

SIEMENS Healthineers

CISCO

Mondelēz International

MARUTI SUZUKI

RENAULT NISSAN MITSUBISHI

L&T

...

Investor ($500k, 2017)

SRI Capital LLC, Philadelphia, USA

SRI CAPITAL

Areas that Imaginate addresses
IN BROADER MANUFACTURING INDUSTRY

R&D / Concept Development → Product / Plant Design → Production Training → Sales Training → Marketing/ Sales → Deployment / Installation → Support / Maintenance

Long turnaround time

DESIGN REVIEW

Unrealistic & low learning quotient

TRAINING

Cumbersome & delayed sales

SALES

Expensive & long wait times

MAINTENANCE

Product - SaaS Software Suite
VR/AR MEETING SOFTWARE FOR SALES, TRAINING & SUPPORT

imaginate

ATOM

For Immersive Training & Sales

ASSIST

For On-Field Training & Support

Product - Atom
SALES & TRAINING FOR MAINTENANCE IN ENTERPRISE METAVERSE

VR/AR

Immersive training in digital twins of real world machines & facilities

ENGINE CAD model in VR

Avatars with Spatial Audio — Demo ▶

Movement, Rotation & Scaling ▶

Standalone / Collaboration ▶ ▶

Annotations / Sticky Notes

Save/Resume Meetings

In-Built Web Browser

Online/Offline Mode

Interactive Experiences ▶

PDF, PPT Video Widgets

▶ ▶

Device Agnostic, No-Code Authoring, Enterprise Integrations

Product - Assist
ON-FIELD TRAINING & POST-SALES SUPPORT

imaginate

Video and Voice Support

PDF, Video, 3D Models

Screen Sharing & Web Browsing

Annotation Pins

Voice Commands

Integration with Enterprise Apps

Job & Session Recording

Online/Offline Mode

IoT Connected

Smartphone/Smartglass/PC compatible, Low bandwidth mode

AR

Adam with the **ACTUAL ENGINE**

Step 3/10: Check the engine oil level

Product - SaaS Software Suite
DEVICES SUPPORTED

Laptop / Desktop
- Windows 10
- MacBook

Smartphones
- android
- iPhone | iPad

Smartglasses | Virtual Reality
- oculus quest 2 | rift s
- VIVE
- Pico

Smartglasses | Augmented Reality
- Lenovo ThinkReality A3
- realwear
- Microsoft HoloLens

Recent Customers
WITH USE CASES

Reliance Industries Limited	**Mercedes-Benz**	**MARUTI SUZUKI**	**BRIDGESTONE**	**Mondelēz** International SNACKING MADE RIGHT
Metaverse / Digital Twin	Immersive Meetings	Service Support	Sales / Training	Training & Field Support
CISCO	**novo nordisk**	**L&T Defence**	**Apollo HOSPITALS**	**IRCLASS** Indian Register of Shipping
Metaverse for Sales	Employee Onboarding	Remote Support	Training & Remote Assistance	Remote Inspection
AMADA	**AUTODESK**	**TATA METALIKS**	**TechnipFMC**	**LOWE'S**
Assisted Sales & Maintenance	Partner / Virtual Events	Training / Support	Design Review	Assisted Sales

Other Customers
WITH USE CASES

Shell	**Rolls-Royce**	**Maruti Suzuki**	**Coca-Cola**	**Ford**
Design Review/ Training	Field Support, CAD Review	Review, Validation & Training	Remote Support	Remote Support
L&T	**phfi / Indian Institutes of Public Health**	**Hero**	**United Technologies**	**ABB**
Design Review in AR	VR based Training	On-job training/support	Remote Support	Remote Support
accenture	**Schneider Electric**	**FLOWSERVE**	**Mahindra**	**ICICI Lombard General Insurance**
Event Marketing	Shop floor Training	Remote Support	Remote Inspection	Remote Inspection

Engagement through monthly/yearly software license with or without hardware

Pricing & GTM
B2B SAAS, STRONG CHANNEL PARTNERSHIPS

Host License

Subscription based, Host meetings

Creator License

Subscription based, Upload 3D Content

Bundled Solution with

Lenovo, Realwear

VR/AR smartglass companies

Channel partnership with

TCS, HCL, Cisco, Yash, Vedam

SIs, Consulting firms, etc.

Competitive Advantage
IMAGINATE IS AR/VR MEDIUM AGNOSTIC

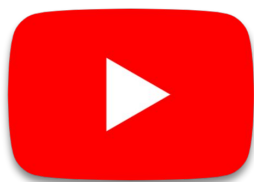| R&D / Concept Development | Product / Plant Design | Pre-Production Training | Production Training | Deployment / Installation | Support / Maintenance |

The only 3D collaboration platform for entire engineering pipeline

Imaginate Connect
SOCIAL MEDIA PRESENCE

~62,000
Subscribers

imaginatexr.com

@imaginatexr

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**Write to us on
INFO@IMAGINATE.IN**

Key Recognition (Co-won $1mn NSF grant)
IMAGINATE IS THE INDUSTRY PARTNER FOR MR BASED ER TRAINING

A Personalized Mixed-Reality Learning Platform for Emergency Responders

B-7053

PI Gabbard | **Co-PI** Leonessa | **Co-PI** Srinivasan | Earnest | Lattimer | Kim | **Co-PI** Du | **Co-PI** Mehta | Moats | Murphy

Industrial Partners
imag**in**ate — COLLABORATE IN VR/AR
ihmc — FLORIDA INSTITUTE FOR HUMAN & MACHINE COGNITION
ekso BIONICS

VT | UF | A&M

PHASE 2 DELIVERABLES
- Mixed-reality learning platform with physical, AR & VR components
- Use-inspired technology prototypes to augment ER personnel
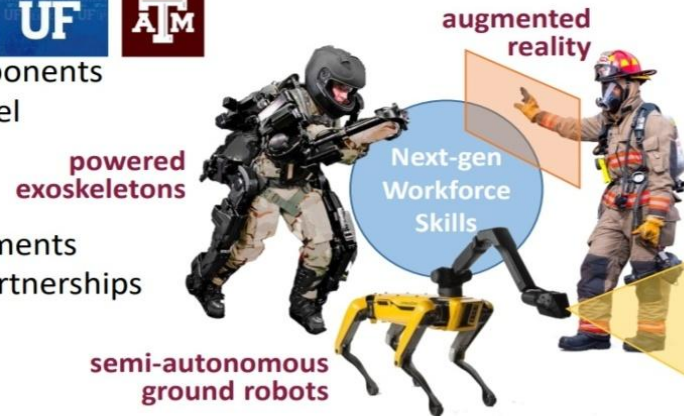- Open source knowledge-sharing platform

PHASE 1 DELIVERABLES
- Key learning system values, use-cases & technology requirements
- Stakeholder group, advisory board and expanded project partnerships
- Plans for open source knowledge sharing platform
- Detailed roadmap for successful Phase 2 effort

GIVE / GET
- **Give**: Insights into the socio-technical landscaping of ER workers and emerging technologies (e.g., technology learning needs, models of acceptance, barriers associated with technology in public safety)
- **Get**: Insights on developing economic models of technology adoption (in public safety)

ADVISORY BOAD (Phase 1)
FEMA | SARCOS | NATIONAL FIRE PROTECTION ASSN NFPA | CNA Institute for Public Research | U.S. NAVAL RESEARCH LABORATORY

augmented reality
powered exoskeletons
Next-gen Workforce Skills
semi-autonomous ground robots

PHASE 1 EVENTS
- **6** Face-to-face Working Meetings
- **5** Advisory Board Meetings
- **3** On-site Industrial Partner Visits

September 2019
https://www.thehindubusinessline.com/info-tech/imaginate-software-labs-wi n-5-million-from-nsf-to-create-er-platfform/article29555220.ece

Founder's Journey
Hemanth Satyanarayana, 17+ yrs in VR/AR

B.Tech (IIT Madras)
MS   (Univ. Buffalo)

Top Innovator in Indian Innovators Book (ISBN-13: 978-8184956597)

MIT TR35 Innovator Awardee

Expert in Computer Vision & Graphics

LinkedIn Profile
https://www.linkedin.com/in/hemanths/

Image Guided Liver Surgery using Augmented Reality (2004-2007) (Link)

Kaleida Health Hospital, SUNY Research, Buffalo

- Joint research work with a Pediatric Liver Surgeon
- Integrated CT Images onto a surgeon's AR smartglass to enable intra-operative interaction in 3D directly in view of the diseased organ

https://books.google.co.in/books/about/Image_Guided_Liver_Surgery_Using_Augment.html?id=UYO8uAAACAAJ

Wearable Suit for Locomotion Control in Virtual Reality (2006-2010)

Sovoz Incorporation, Princeton, USA

- Conceptualized & Developed a multi-sensor wearable suit that maps user movements to his avatar in Virtual Reality (For US Army)
- Co-developed a game development software like Unity, targeting enterprises
- Built a virtual forklift simulator at an earlier startup - Tactus Technologies

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Virtual Fitting Room for Apparel in Augmented Reality (2011-2016)

Imaginate Software Labs Pvt Ltd, Hyderabad, India

- Built 1 of the Global first 3 virtual fitting rooms for apparel
- Awarded MIT TR35 Innovator of the Year
- 50+ Customers across 20 countries, 3 Large Retailers,
- Started business in Chile for 6 months through Startup Chile Accelerator
- Filed patent for Virtual Collaborative Shopping across multiple mediums
- Winner of Global Shapers Top Startup Award in Germany, 2015