

INVEST IN MOD TECH LABS INC.

## An automatic creative team in your pocket for 3D digital media in a click.

PITCH VIDEO INVESTOR PANEL



modtechlabs.com Austin TX

Technology Entertainment Software App Artificial Intelligence

### LEAD INVESTOR

**Josef Merrill** General Partner, Sputnik #17X

ModTech Labs is revolutionizing how visual assets can be created and deployed. Their AI and software platform automates processes that used to take thousands of hours with hundreds of animators, light specialists, and digital artists. They put the power of "Star Wars" special effects into the hands of everyone, for a fraction of the cost. For large studios, their platform vastly reduces the time to render and utilize objects for VFX, VR and AR in all forms of visual entertainment.

Invested \$30,000 this round & \$350,000 previously

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

## Highlights

- 1 🚀🔧📈 An all-in-one automated platform using AI to supercharge the \$397B+ digital content market.
- 2 💰 \$750k in VC Investment
- 3 🏆 3500 assets created during 2020 pilot. 2021 Pipeline: \$1M+
- 4 📈 750% growth in users from 2020 to 2021
- 5 🔥 3K Downloads of 3D capture app on iOS and Android
- 6 📈 +150% increase in revenue from 2020 to 2021
- 7 🚀 No-code cloud based AI speeds up delivery by up to 99%: less downtime, fewer technical staff.
- 8 🧑‍🤝‍🧑 Team previous Sony, Gameloft, XR Studio experts in workflow automation + tech experts.

## Our Team



**Alexandria Porter** CEO & Co-Founder

Previously CEO & Founder @Underminer Studios; BS in Interior Design and Construction Technology; Intel Top Innovator since 2017, NVIDIA Inception Member, Forbes Next 1000, Woman's Way Rising Star 2021, CTA Chair.

We've spent more than 15 years creating digital content for mobile, games, movies, and XR. The tools, workflows, and people needed to produce content are too technical, slow, and manual. Our CTO built these tools inside of studios including our own and we know MOD automated AI solves these problems making creative teams more efficient.



**Timothy Porter** CTO & Co-Founder

Previously Tech Artist @GameLoft, @Gamehouse, @Two Bit Circus; Pipeline Technical Director @Sony; Previous CTO & Founder @Underminer Studios; BS Computer Animation @Full Sail University; Intel Top Innovator; NVIDIA Inception Member; CTA Chair.



**Dakotah Lyons**

BS @ Missouri University of Science and Technology: Computer Engineering and Computer Science. Developer @ U.S. Geological Survey (USGS) Sep 2019 - Aug 2020; Full Stack Developer

# Pitch



Innovative content delivered with outdated processes.



Linear workflows are slow.



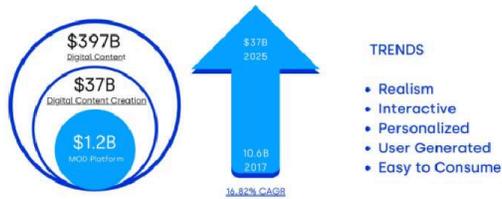
Lack of talent.



Old processes are expensive.

MOD

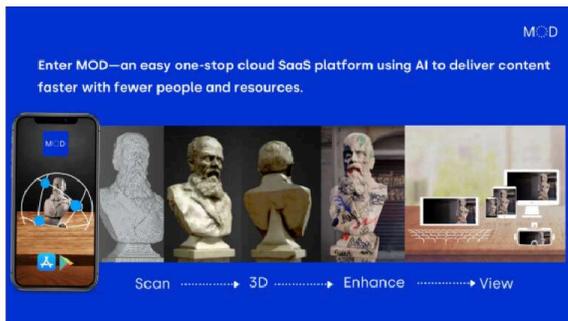
Global digital content market spend is \$400 Bn.



MOD

Why now and why us?

- Digitize product, people, and worlds on one-platform
- One-stop for any content: film, tv, games, web, mobile, XR
- Automated no-code makes it simple for anyone to use
- Machine Learning means no reliance on people to scale
- Make realistic digital media from photos, videos, scans, and models
- Universal capture with any camera, scanner, or the MOD app
- Using bleeding edge technology to create tools for anyone



Machine Learning   No Code   Universal   Cloud

Increases Speed  
Increases Quality

Automated Systems  
Modular workflows

Any Device  
Any Imagery

Work from Anywhere  
No Infrastructure

### How We Make Money

SaaS & Licensing

Annual Expected Rev

APP \$50-100k/yr  
SMB \$100k - \$500k/yr  
Enterprise \$1M+/yr

Revenue Projections

CLV \$585k

MARGINS 90%+

CAC \$8k

Select Clients and Pipeline

This slide contains forward-looking projections that cannot be guaranteed.

### First year growth: pilot, partnerships with major industry players, realized recurring revenue, and app launch.

MOD

3500+ Assets  
\$20M Capacity

Partnerships  
Hardware | Software | Studios

\$1M+ in Projected Rev  
in pipeline

750% growth in users  
from 2020 to 2021

This slide contains forward-looking projections that cannot be guaranteed. We ran a pilot to understand usage and value from our early customers. In order to gauge this we issued credits with each credit equalling a dollar. The resulted in 3500 assets processed and 20 LOIs signed.

### After 20 years in entertainment & media, experts build MOD.

MOD

**ALEXANDRIA PORTER, CEO**

- Serial entrepreneur & Startup CEO
- Expert in visualization technology
- Co-Founder Underminer Studios (R2B XR)
- Interior Design and Construction Tech Edu
- Chair for CTA Diversity in XR

**TIMOTHY PORTER, CTO**

- 20 years in Entertainment & Media
- Expert in pipelines & automation
- Co-founder at Underminer Studios (R2B XR)
- Technical Artist (Two Bit Circus, Gameport)
- Pipeline Technical Director (Sony)
- Chair for CTA XR and AI Groups

Partnerships: SONY, GAMESLOFT, TWO BIT CIRCUS, UNDERMINER STUDIOS, intel, KPMG, QUANTUM

**David Salberg**  
Director of Sales  
Verizon Enterprise

**Dakotah Lyons**  
Web Developer  
US Geological Survey

**Intern Extraordinaire**  
Beta Tester  
Hello World Coder

### Venture backed and advised by technologists and seasoned executives.

MOD

**Joe Merrill**  
VC | Board Member  
Founder | 2 Exits

**Oksana Malysheva**  
VC  
Motorola Exec

**Travis Oliphant**  
VC  
Founder Anaconda | 2 Exits

**Alan Hulme-Lowe**  
Advisor  
3M Exec

VC | Board Member Founder | 2 Exits

VC Motorola Exec

VC Founder Anaconda | 2 Exits

Advisor 3M Exec

### Leading industry affiliations and recognition.

MOD

SPUTNIK ATX

intel Software INNOVATOR

NVIDIA INCEPTION PROGRAM

Consumer Technology Association Member

TVL TEXAS VENTURE LABS THE UNIVERSITY OF TEXAS AT DALLAS

CREATIVE DESTRUCTION

Next 1000 HONOREE 2021

**\$1M**  
Priced Equity  
Seed Round

- FUNDING SPEND
- Sales engineers
  - Marketing Spend
  - Technical team
  - Patents

- NEXT MILESTONES WITHIN 18 MONTHS
- Increase MRR to \$1M
  - Expand client base by 4x
  - Increase processing speeds
  - Add more features



MOD

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“  
Pressure is building in the industry as traditional and disruptive content creators compete for not only customers, but also production, visual effects, and postproduction talent and resources...  
”

Deloitte

MOD

Easy integration with existing workflows.



MOD

One platform to do all the boring and slow technical work.

- Photo Capture
- Image Cleanup
- Meshes
- Optimization
- Visualization



MOD

	MOD	Adobe	Topaz Labs	CyberReality
AI Enabled	✓	✓	✓	✗
No-code Tools	✓	✗	✗	✗
Cloud	✓	✓	✓	✗
Fast Delivery	✓	✗	✗	✓
Scalable	✓	✗	✗	✗

MOD

Go-to-market

Direct sales to production studios, resellers, and partnership referrals.

SaaS, licensing for on premise use, and eventually OEM Channels.



**ONLINE**  
Website  
AWS  
Azure  
Agencies



**NETWORK**  
NVIDIA Inception  
Intel Innovators  
Consumer Tech Assn.  
Visual Effects Society



**PARTNERSHIPS**  
AUTODESK  
SideFX  
IO Industries  
Education

MOD

## Client ROI

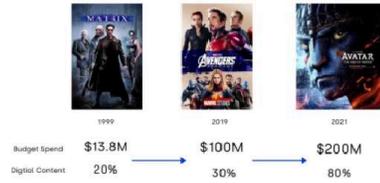
**COST SAVINGS PER YEAR 60%**  
**TIME SAVINGS PER PROJECT 50%**

Eliminate an average of 3 salaried positions, management, hardware for an estimated \$25k per month minimum.



MOD

Digital content in entertainment is up to 80-90% of the budget now.



MOD

Future market opportunities for imagery data are endless.



Construction  
Architecture



Aerial Imaging  
Government



Medical Scans  
Telemedicine

MOD

A universal platform to transform any kind of images into digital content.



- Objects
- Props
- Product



- Worlds
- Backgrounds
- Buildings



- People
- Performance
- Animation

