



— mobil**iteam** presents —

be//yond

JUL 7th 2022

PROBLEM

≡ **TODAY'S CARS ARE
PARKED 95% OF THE
TIME.**

– Fortune





**WHAT IF A CAR WAS MORE
THAN JUST A VEHICLE?**



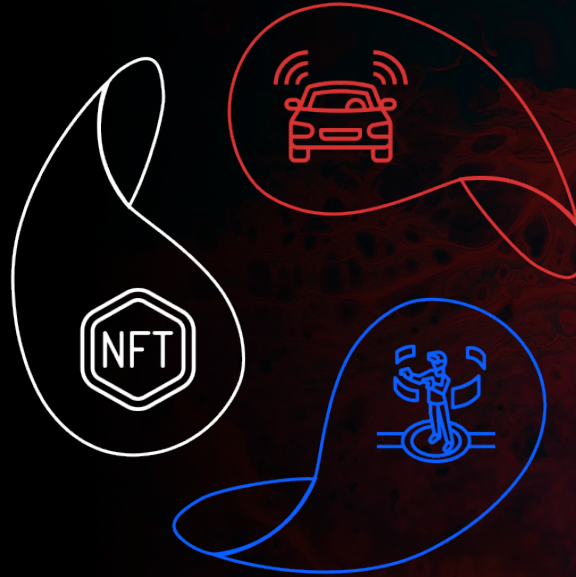
SOLUTION

**BEYOND IS A PLATFORM THAT PROVIDES
AN ENTERTAINING AND FUNCTIONAL
PASSENGER EXPERIENCE THAT TURNS
RIDES INTO MEMORIES.**



SOLUTION COMPONENTS

NFTS



**AUTONOMOUS
VEHICLES**

METAVERSE

PRODUCT FEATURES

» Functional

Explore as
you pass by



» Restaurant

» Shops & Places

» Entertaining

Socialise and
collect memories



» NFT Ecosystem

» Events & metaverse

HOW WE CREATE **VALUE**

NEWNESS

Satisfies a **new set of needs**
not previously perceived by
customers.



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PERSONALIZATION

Provides a **tailored experience** to each customer, based on their **needs** and **preferences**.

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USABILITY

Seamlessly integrates the vehicle with an **easy-to-use interface**.

HOW WE CREATE **VALUE**

NEWNESS

Satisfies a **new set of needs** not previously perceived by customers.

STATUS

Offers **prestige** and **superior quality** associated with the Porsche brand.



PERSONALIZATION

Provides a **tailored experience** to each customer, based on their **needs** and **preferences**.

USABILITY

Seamlessly integrates the vehicle with an **easy-to-use interface**.



**WE ARE TALKING
INNOVATION HERE...**

**...BUT WE ARE NOT THE
ONLY ONES IN THIS SPACE**





COMPETITORS



holoride



WAYRAY

be//yond

VR

AR



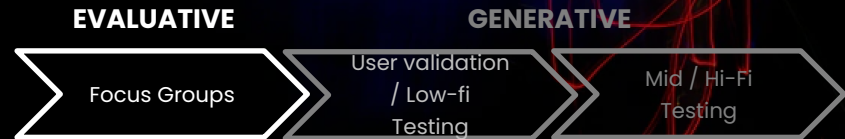
COMPETITIVE ADVANTAGE

» No VR headset



"For me, the VR headset is super **primitive**."

"I already get **sick** in a normal car; I wouldn't imagine wearing **VR goggles during a ride**."

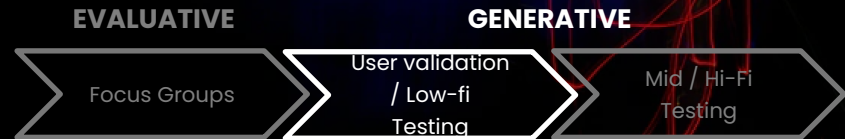


COMPETITIVE ADVANTAGE

- » No VR headset
- » Broader use cases



[...] when there are **self-driving cars**, what are we going to do? Using it for finding **new places**, learn more about **cities history**, or attending **work meetings**. This could really add value to our daily lives.

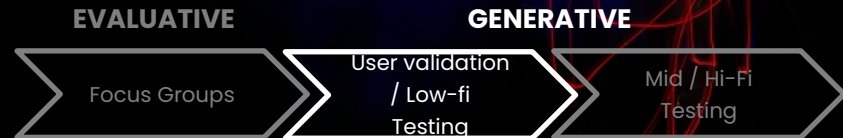


COMPETITIVE ADVANTAGE

- » No VR headset
- » Broader use cases
- » Novel application of NFTs



"It's a very nice idea as it allows you to **know a place better**. [...] I would **want to go to visit these monuments** with this car. I think it's very **clever**."

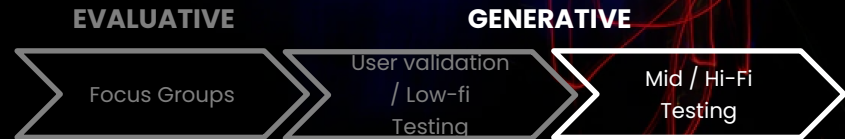


COMPETITIVE ADVANTAGE

- » No VR headset
- » Broader use cases
- » Novel application of NFTs
- » Gesture interaction



"I would assume voice or getting near the screen without actually touching it, through gesture"

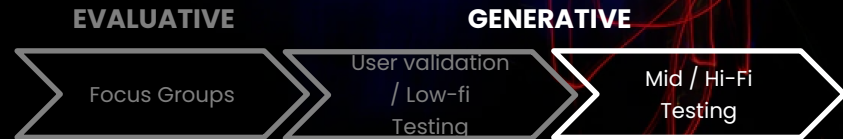


COMPETITIVE ADVANTAGE

- » No VR headset
- » Broader use cases
- » Novel application of NFTs
- » Gesture interaction
- » Plug-and-Play



"Can this technology be **installed in any AV**? If so, that could be nice."



COMPETITIVE **ADVANTAGE**

- » No VR headset
- » Broader use cases
- » Novel application of NFTs
- » Gesture interaction
- » Plug-and-Play

» **WE BUILD
COMMUNITIES**

PRODUCT ROADMAP

6 mos

GAIN MARKET RECOGNITION

- » Prepare MKT Campaign
- » Launch MKT Campaign
- » First exclusive events

ACHIEVE SUPERIOR PRODUCT QUALITY

- » Iterative prototyping and testing
- » Create strategic partnerships
- » Gamification & memorabilia

OBTAIN NEW CUSTOMER SEGMENTS

- » Launch landing page
- » NFT Marketplace

2 years

MVP LAUNCH

SO WHAT?



MARKET SIZE

\$11.03 BILLION

PROJECTED SIZE OF **AV** MARKET IN 2028

\$20 MILLION

ESTIMATED VALUE OF **NFTS** SOLD EVERY WEEK

\$678.8 BILLION

PROJECTED SIZE OF **METaverse** MARKET IN 2030



**SEIZE THIS OPPORTUNITY WITH US
AND BE THE FIRST-TO-MARKET
WITH THIS TECHNOLOGY.**



MEET THE TEAM



Ilaria Romeo

Italy
Architecture



Irmak Yilmaz

Turkey
Computer Science,
Front-end
Development



Joy Lim

Singapore
Law, Management
Consulting



Maurice Paul

The Netherlands
Marketing



Pietro Maschera

Italy
Psychology, Human
Technology Interaction



Richard Urizar

Peru
Electronics and
Telecommunications
Engineering



**WHY SETTLE FOR JUST A RIDE,
WHEN YOU CAN GO *be* yond?**





THANK YOU.

be|yond