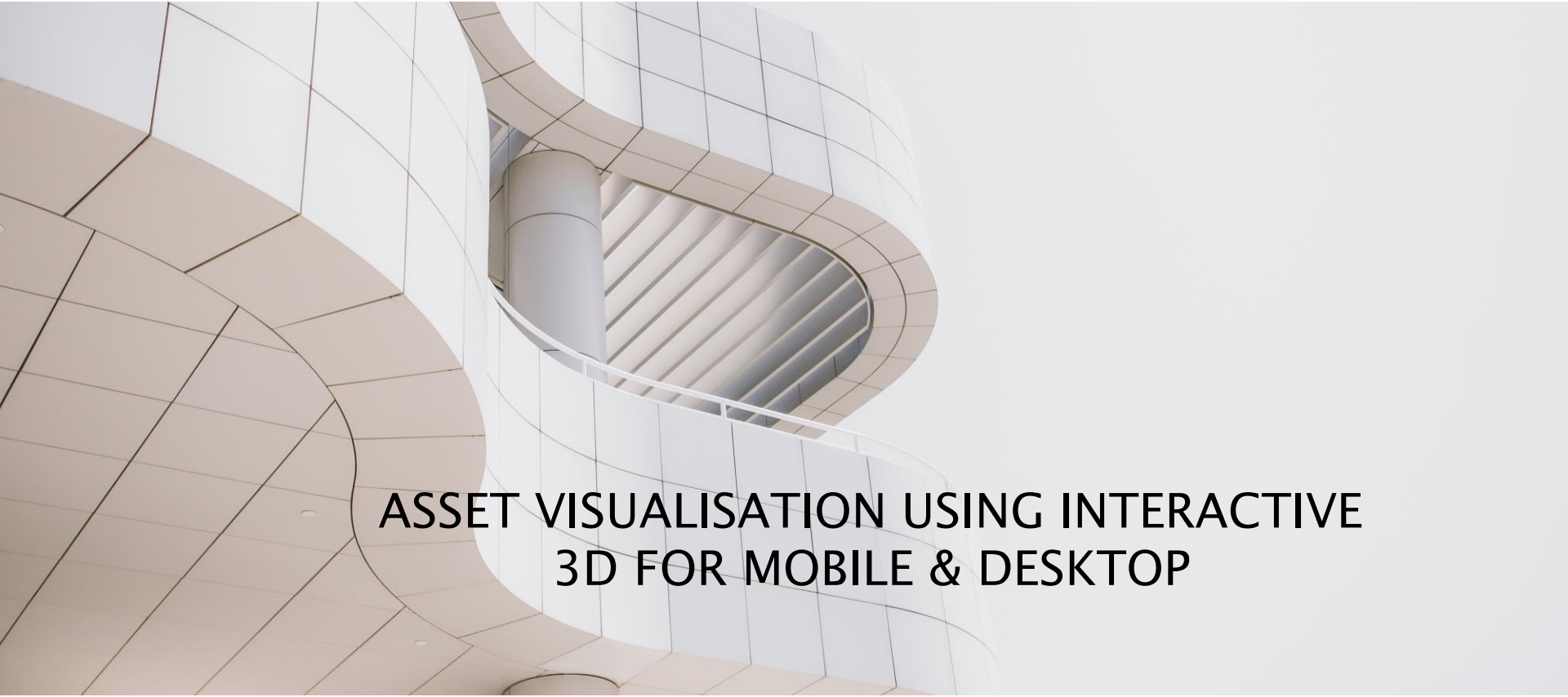
snaploader™



ASSET VISUALISATION USING INTERACTIVE 3D FOR MOBILE & DESKTOP

BACKGROUND

- Eric Fink - Founder and CEO of Snaploader
- Background in high-end fashion to CEO, Hugo Boss Australia
- The tech journey started in 2013 with a mobile based app that could deliver information by simply taking a photo.

BACKGROUND

- The app evolved to target the Real Estate industry with custom built Image Recognition and Geolocation to recognise a property

- 3D floor plans were delivered as another technology in the app and proved to have 77% of the views

BACKGROUND

- In 2014-2015, Snaploader developed a web viewer to allow the 3D floor plans to be viewed outside the app ecosystem
- In 2015 Snaploader launched the ability for an end user to drag and drop furniture into the 3D floor plans

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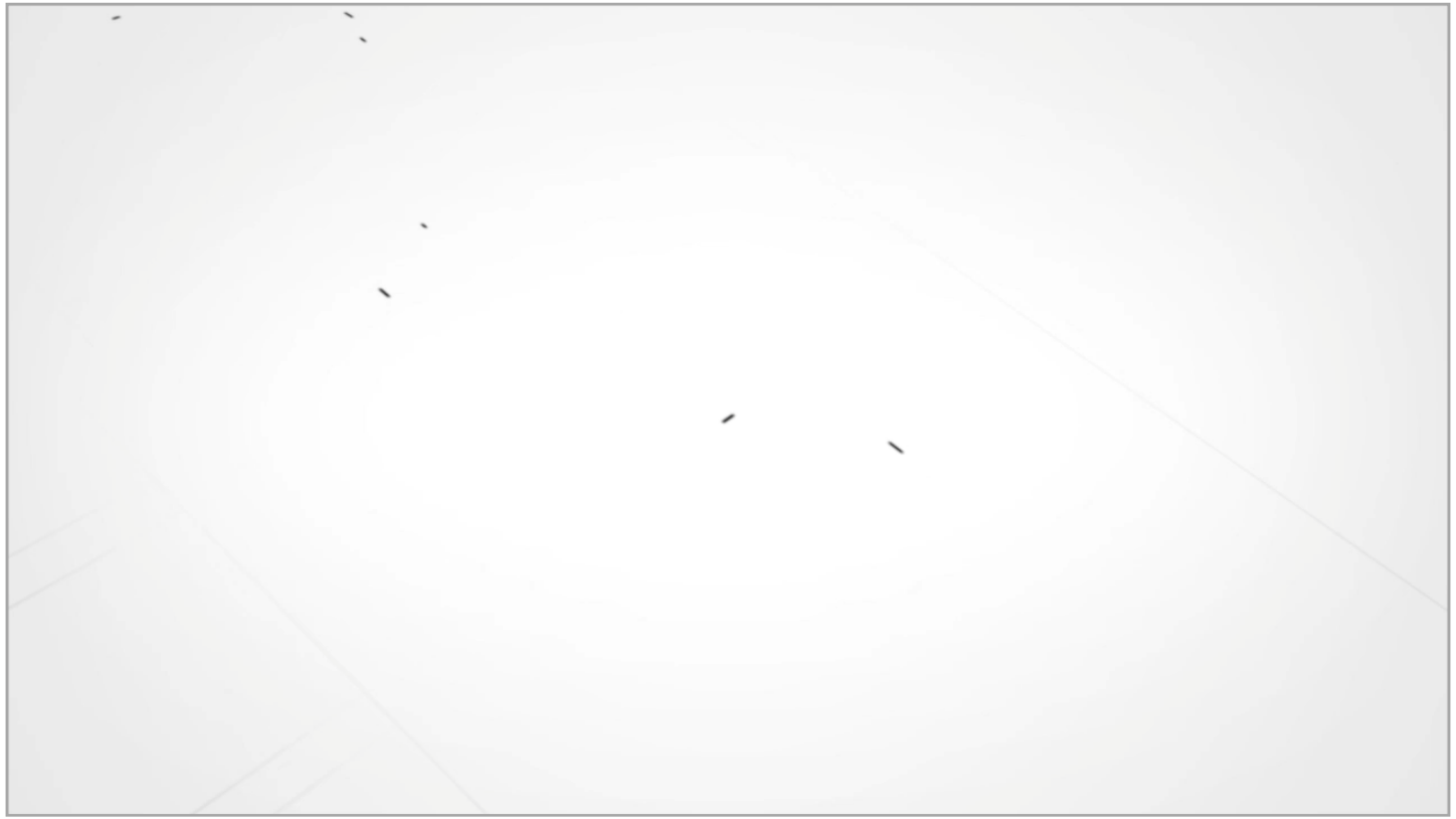
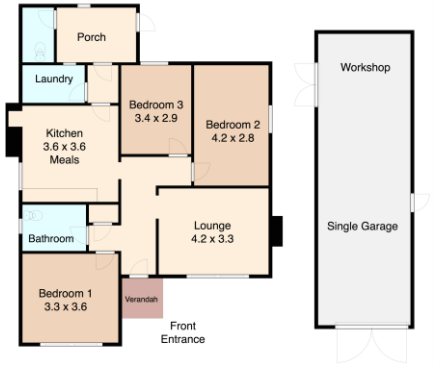
BACKGROUND



THE PROBLEM

‘NOT EVERYONE CAN LOOK AT A 2D FLOOR PLAN AND IMAGINE HOW THE SPACE IS GOING TO LOOK’

- Joel Wilkinson - Snaploader Client



In 2016, Snaploader was approached by 2 new segments of the Real Estate market to adapt it’s 3D technology to solve their specific problems:

- Commercial/Industrial Real Estate
- Off the Plan Developments

THE PROBLEM - COMMERCIAL/INDUSTRIAL

- Difficult for potential tenants to visualise a space with very few assets to help them
- Difficulty for a potential tenant to understand the capacity of a space

THE SOLUTION - COMMERCIAL/INDUSTRIAL

DECISION SUPPORT TOOLS

INTERACTIVE 3D MODELS

THE PROBLEM - OFF THE PLAN

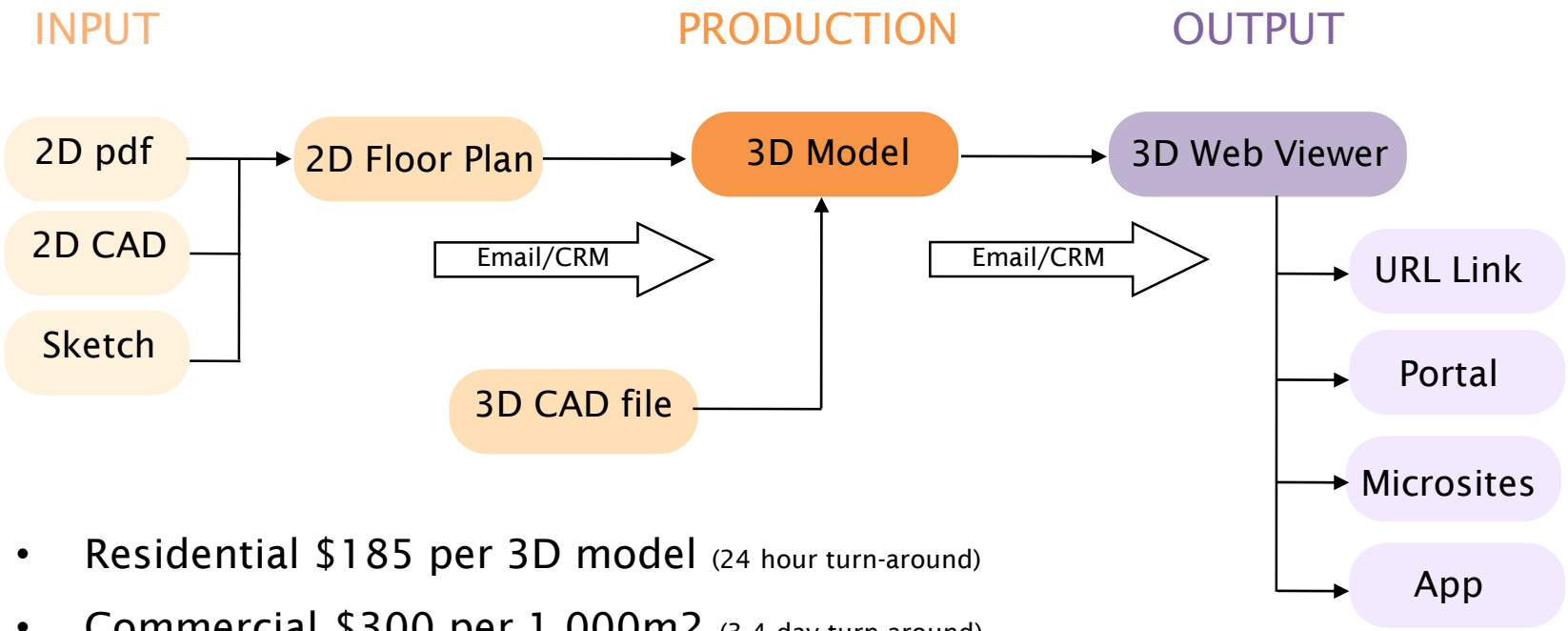
- Difficult for potential buyers to visualise the way a building, a floor or the apartments will look before it is built
- Buyers are only given 2D floor plans and CGI images to make their purchase decision
- 3D files created by architects are large and cannot be viewed on mobile

THE SOLUTION - OFF THE PLAN

VISUALISATION TOOL

INTERACTIVE 3D MODELS

THE BUSINESS MODEL



- Residential $185 per 3D model (24 hour turn-around)
- Commercial $300 per 1,000m2 (3-4 day turn-around)
- Off the Plan $5k to $25k per project (3-4 week turn-around)

MARKET SIZE - AUSTRALIA

600,000 Residential properties that are sold annually

230,000 off the plan homes are currently in the pipeline

Over 114,000,000 m2 of Commercial/Industrial property with 7 to 20 year lease life cycles

THE ASSET VISUALIZATION MARKET ACROSS ALL PROPERTY TYPES IS ESTIMATED TO EXCEED AUD$1.65b

VALIDATION - RESIDENTIAL

- Used by top Australian Real Estate franchise brands
- Re-seller agreement in progress with one of the top 2 Australian Real Estate portals
- Snaploader 3D models enjoy up to 3300 views per campaign with an average dwell time of 3.5 minutes per view

ACTUAL 3D MODEL

VALIDATION - OFF THE PLAN

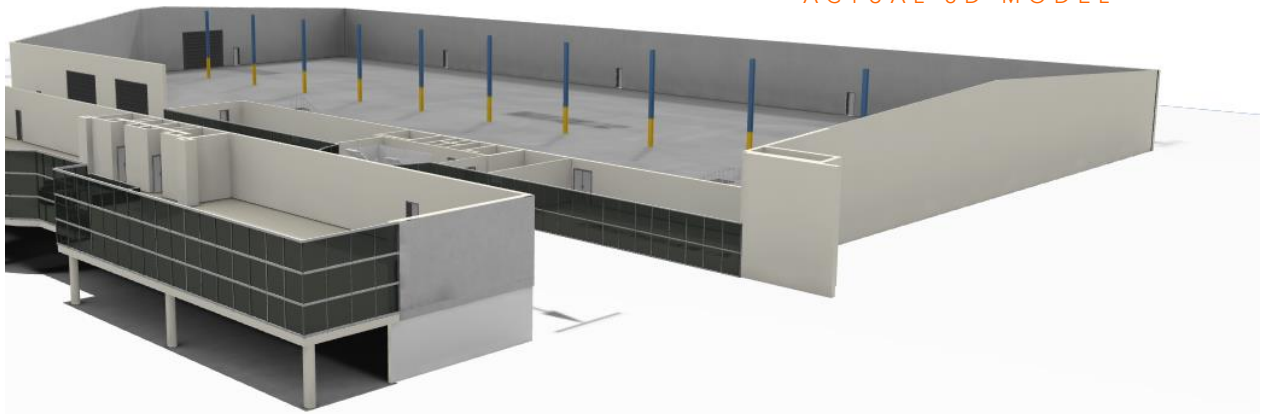
- Has become the primary selling tool for the developer
- Confirmed it helps them not just sell apartments but secure finance and community support
- Projects are enjoying up to 3,000 views per month with an average dwell time over 4 minutes per view

ACTUAL 3D MODEL

VALIDATION - COMMERCIAL/INDUSTRIAL

- Product developed with group that has over $33b of assets under management
- A company that has over $22b assets under management has recently signed to 3D all untenanted Industrial assets
- Recently signed re-seller agreement with largest supplier of Commercial/Industrial 2D floor plans

ACTUAL 3D MODEL



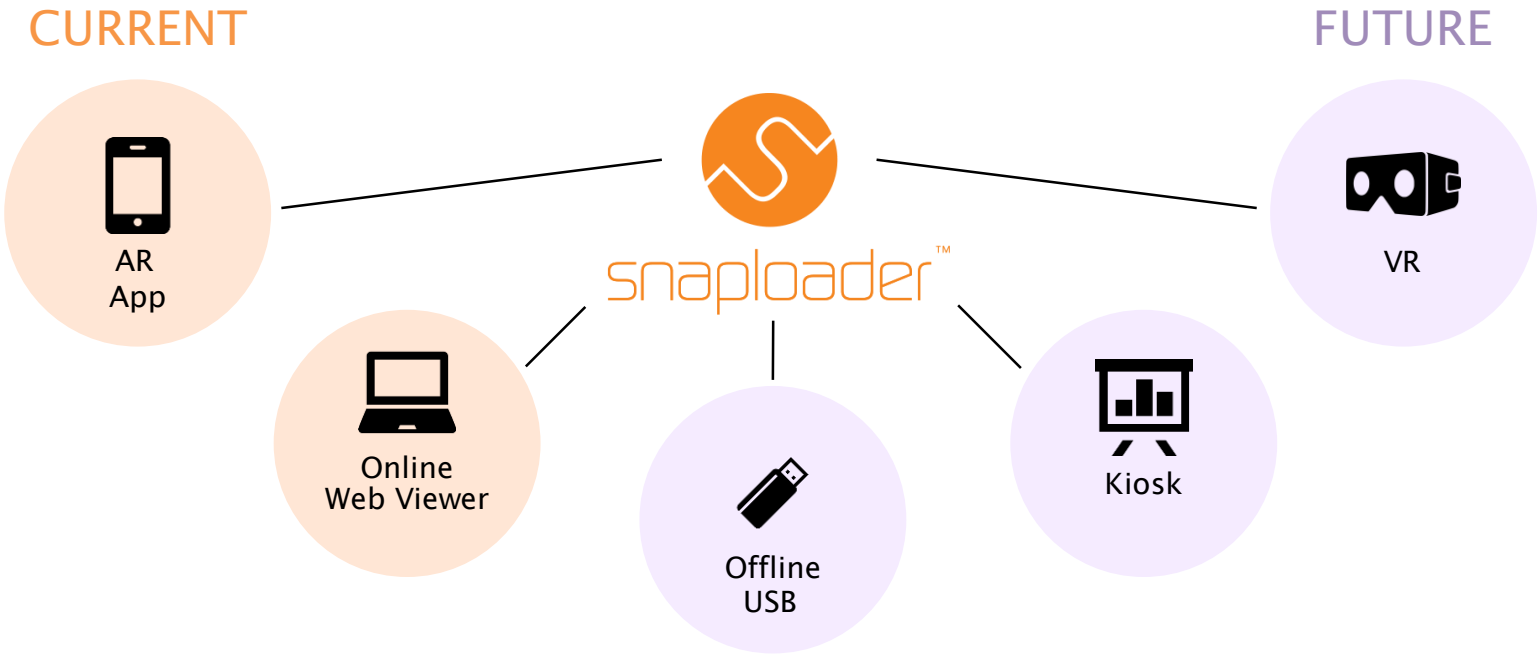
Goodman

DEXUS
PROPERTY GROUP

REALSERVE
Start confident.

THE FUTURE

The Snaploader platform delivery methods:

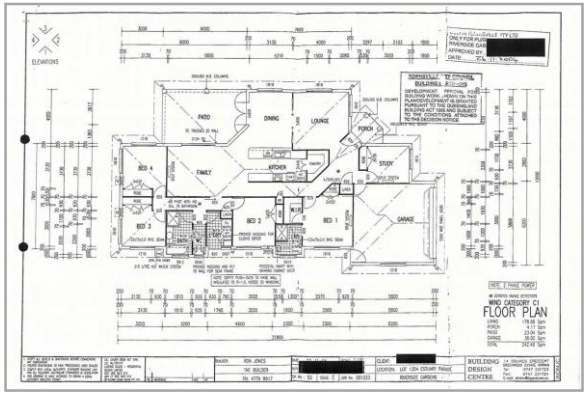


INTERACTIVE 3D MODELS

THE FUTURE

Increase automation of our software for:

- 2D CAD files
- 2D floor plan pdf file
- 2D hand drawn sketch



To capitalise on the software, Snaploader will build a self-service platform that will allow clients to upload and pay for requested 3D services.

THE TEAM

Eric Fink

Founder/CEO

- Entrepreneur founding 5 Hugo Boss stores in Aust.
- MD Hugo Boss Au. 2010-11
- Bachelor of Marketing

William Ehmcke

Chairman

- ICT exp. spanning 40 years
- International business exp. in Europe and SE Asia
- B.Science in Mathematics, & MBA from IMD, Switzerland

Benjamin Dobell

CTO

- Android app, iOS app, Web Services, Image Recognition, 3D/AR and Admin Portal
- Project management, client liaison, UX design

Vernon Williams

Sales Director

- Sales/Marketing professional with 20 years exp.
- Area Manager Hugo Boss (Victoria) 11 years
- Diploma of Applied Fashion Design & Technology

Offshore Team

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