

Democratizing AR Creation & Storytelling For Businesses With Gen-AI [B2B SaaS]



Accessible, Personalized & Scalable AR

Founding Team



Albeir Salman
Chief Executive Officer



Dr. Ibrahim Jubran
Chief Technology Officer



Hanan Hijazi
Chief eXperience Officer



Orb
Family



B.Arch | Architecture - Technion

1X Founder & CEO @ Ruya

VP of business development @ HAAT



PhD | Computer Science - University of Haifa

Expert in Computer Vision | 15+ top-conference papers
Ex-IBM Research & Intel | Lecturer | Exchange student at Berkeley | B.Sc. at age 17.



MSc | Psychology - Haifa & Ben Gurion Universities

7 Years psychologist | Lecturer at PSGA

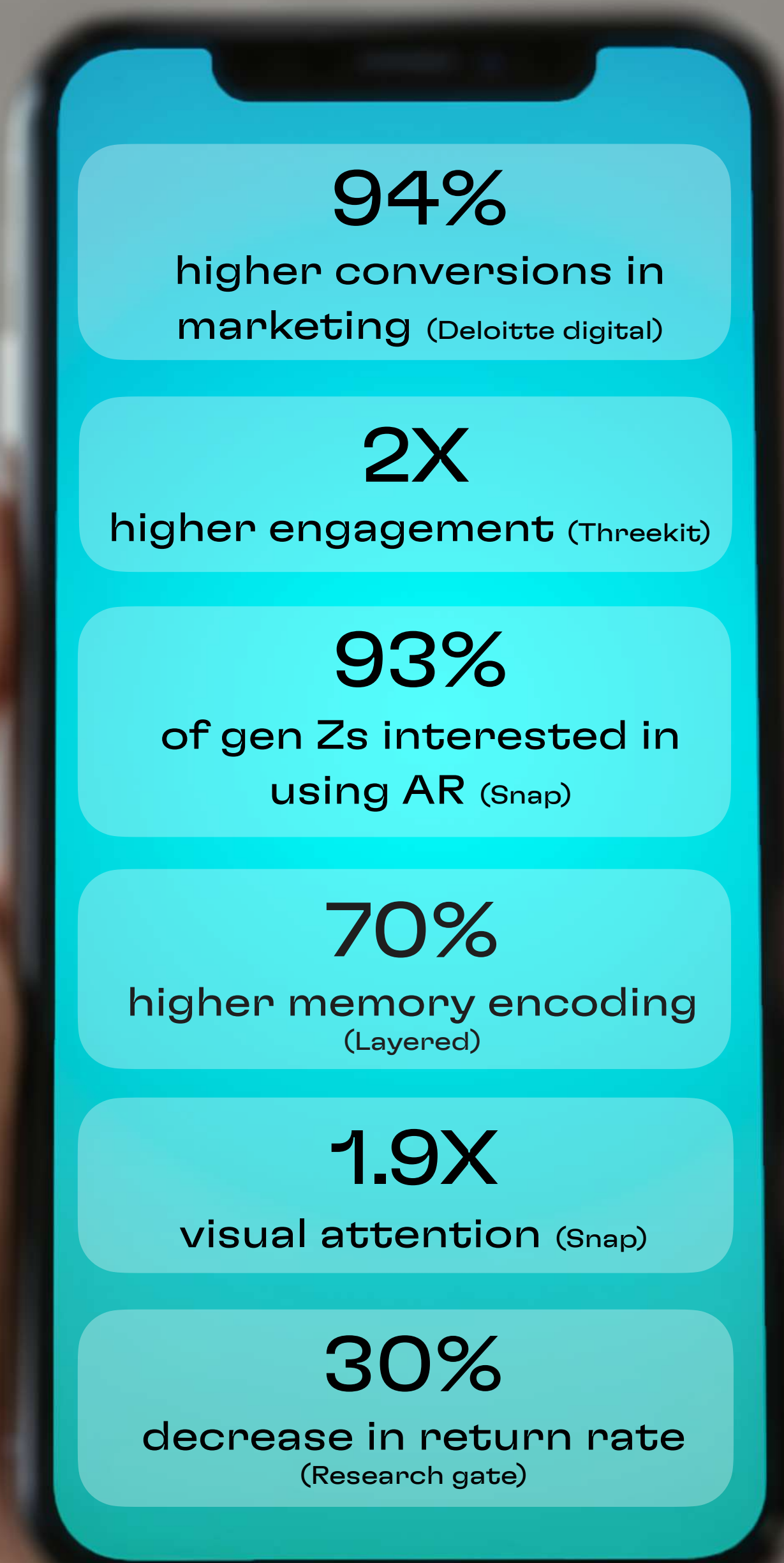
Therapy through play & gamification for youth

3 Founders | 3 developers | 1 Advisor

Reality of:

Mobile AR

Businesses

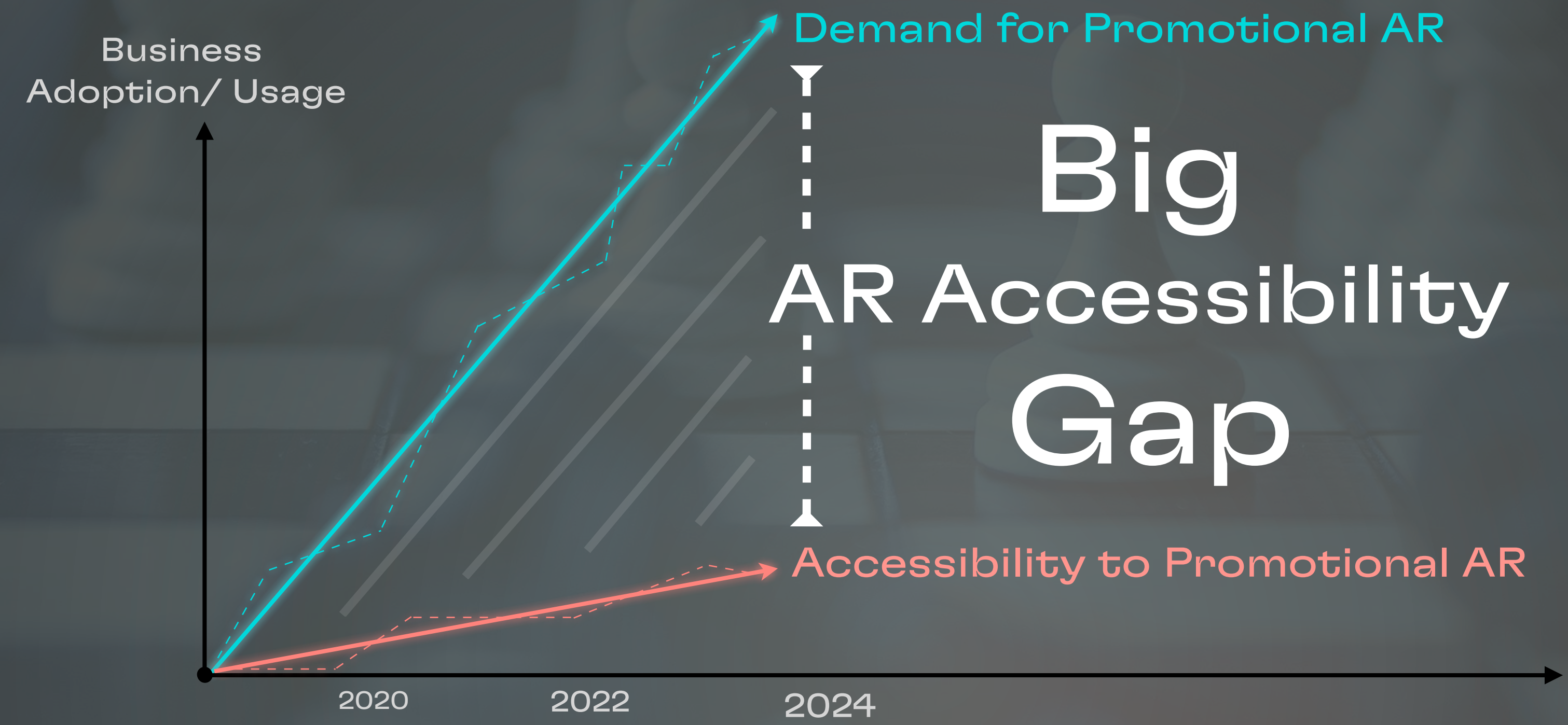


1000+
Big names
already use
promotional
AR



Retention is everything

Problem



High Development Costs

AR development requires substantial financial investment, often **out of reach for smaller businesses**



Long Preparation Times

Traditional AR content creation can take **months**, involving multiple stages and extensive coordination



Complex Coordination

Businesses face **constant back and forth** with creative teams, leading to **inefficiencies and delays**



Future of Accessible AR

- **End-to-End Generative AI Platform**
Orb automates the entire AR creation process, from concept to distribution, using **generative AI!**
- **Instant & No-Code**
Create and deploy AR content instantly with our intuitive, **no-code Web platform!**
- **Cost-Effective & Efficient**
90% Cost reduction for promotional AR projects and **Accelerated time to market**

“It’s **Wix** for AR promotional experiences” - Professional marketer

End-to-End AI Platform For Businesses To Create AR Experiences Instantly



Click For Demo

TAM
\$83B



334M
Businesses
Globally

SAM
\$8.25B



33M
SMBs
In US

SOM
\$1.5B



6M
SMBs 1-499
Employees

U.S. AR market:

\$14.27 B | 2024

39.09%
CAGR



2033 | \$392.32 B

AR mobile users: 100M+

AR Software: \$3.9 B

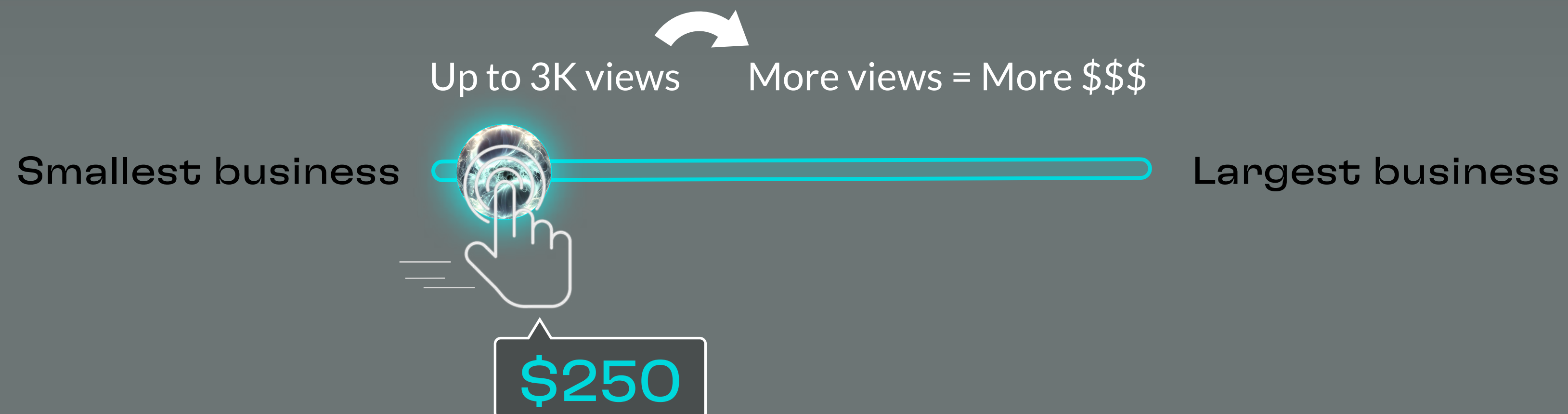
AR Ads: \$1.2 B

Fun Fact: “88% of medium-sized businesses are already using or testing AR for some purposes” (Deloitte)

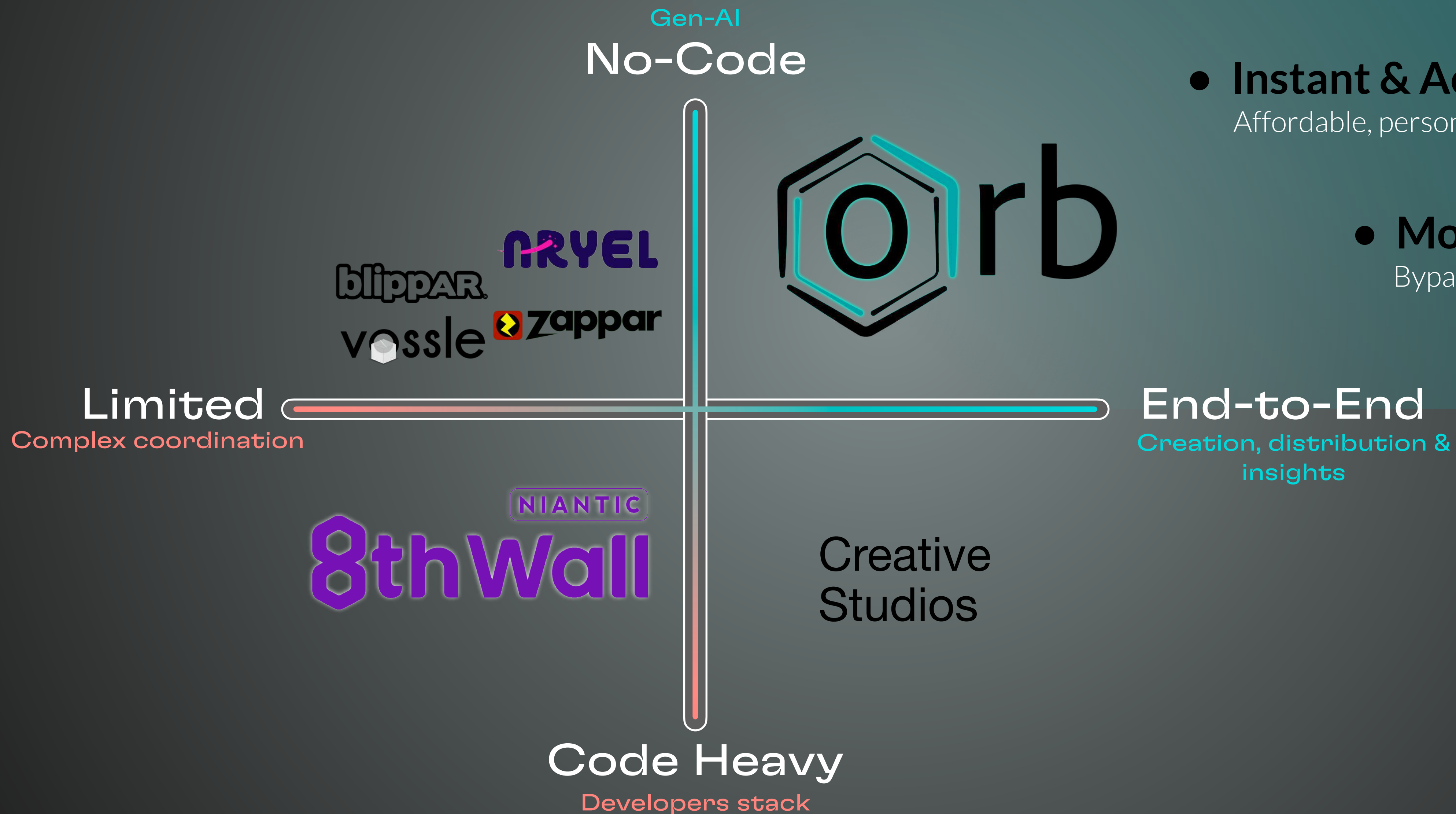
[B2B SaaS]

Monthly subscription starts at :

\$250
(\$3K annually)



Competition



- **Immersive Story Telling**

Goal oriented, advanced and interactive experiences

- **Instant & Accessible**

Affordable, personlized and scalable.

- **Mobile Web AR**

Bypass end-user barriers

Why now

Rise of AI & AR : giants alignment



Growing AR demand YoY: by component, device, segment & users

Software:



Mobile:



Ads:



Users:

1.7B 2024
1.4B 2023

Plenty of room for growth

AR ads revenue is less than 1% of total mobile ad revenues worldwide!



Fun Fact: Over 75% of Snapchat's 383 million daily active users engage with AR features regularly, highlighting the platform's role in promotional AR (MarketSplash)

Traction

Market feedback



Advanced dialog / testings



Mazzawi Advertising

Current team and product (MVP/Beta)

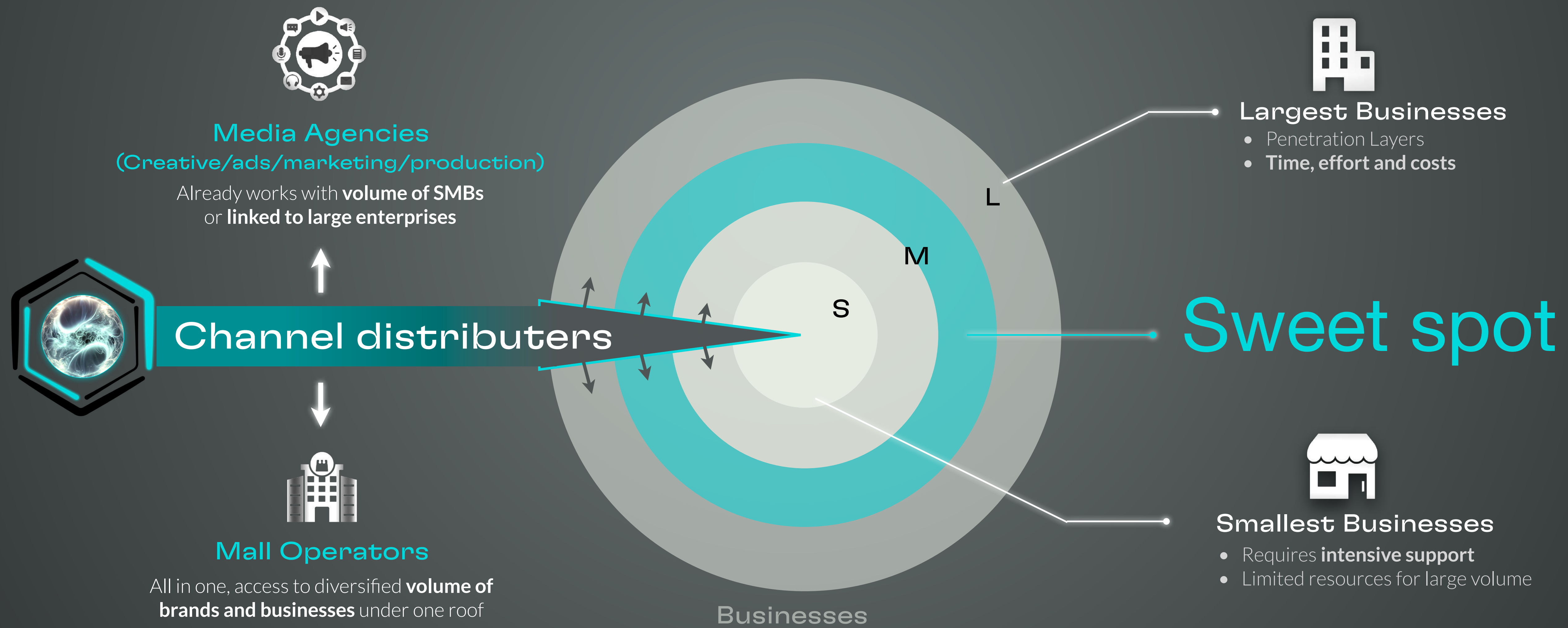


1st paying customer



Primary : Medium sized business with 50-250 employees, featuring a marketing division/professionals

Secondary : AR development agency/studio (Media)



\$1M

Looking for 15 months financing to
reach 150 subscriptions and **unlock** \$450K ARR



New hires

Level up technical and
functional capabilities



Product dev

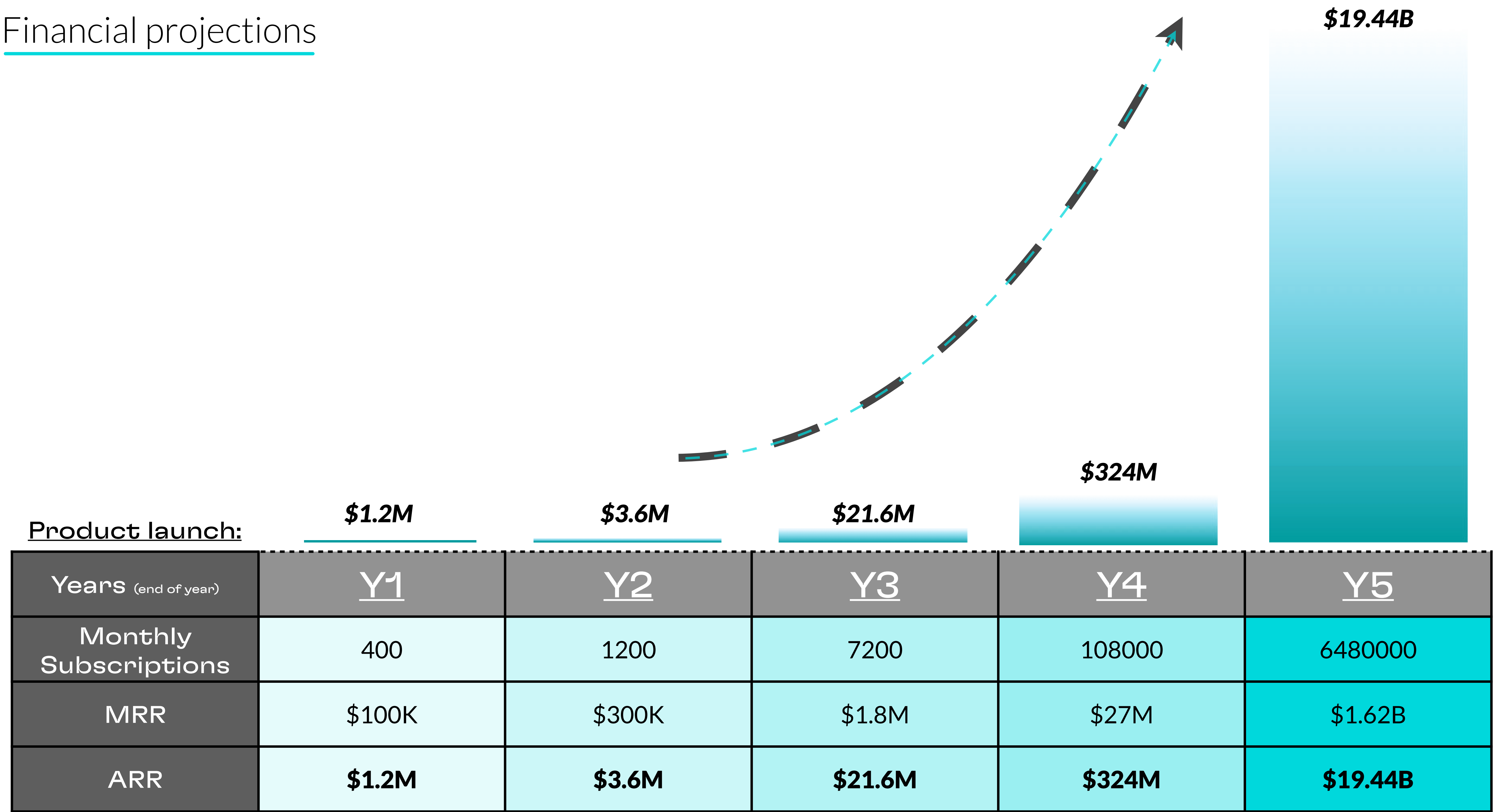
Reach from Beta to
finalized version for launch



Market fit

Find strong market fit
early in lifecycles

Financial projections



Thank You

Contact details:

Albeir Salman - CEO & Co-Founder

E-mail: albeir@orb-ar.com

Phone: +972 54 6138056

www.Orb-AR.com

