NEW DIGITAL APPLICATION

MARASENSE

A sophisticated, portable, and customizable personal assistant.

INTRODUCTION

GOAL: TRANSFORM THE INTERACTION BETWEEN HUMANS AND ARTIFICIAL INTELLIGENCE BY PROVIDING A SOPHISTICATED HOLOGRAPHIC ASSISTANT FOR BOTH HOME AND WORKPLACE ENVIRONMENTS.

What is MaraSense?

MaraSense is a holographic artificial intelligence that integrates cutting-edge technology with complete customization.

Always by your side
Thanks to its rechargeable battery, it is mobile and can be utilized in any location.

Intelligent and responsive
It adapts to the owner's habits and evolves over time.

An unparalleled experience
Users have the ability to personalize their name, avatar, and features for a customized interaction.

MaraSense signifies a groundbreaking advancement in holographic artificial intelligence, integrating cutting-edge technology, semantic learning, and visual interaction. The prototype was designed to provide an entirely novel experience, portable and customizable, adept at adapting to the user's requirements and engaging in a natural and intuitive manner.

WHAT IS THE NECESSITY OF MARASENSE IN THE WORLD?

Contemporary voice assistants exhibit limitations.
- Devices such as Alexa and Google Assistant respond solely to predefined commands.
- Lack of genuine learning or customization capabilities.
- They exhibit a deficiency in natural and empathetic engagement with the user.

Artificial Intelligence remains detached and impersonal.
Users seek more engaging and intuitive experiences.
No assistant today possesses the capability to adapt to the user's personality and habits.

Interactive holograms represent the future.
Technology is advancing towards visible and customizable assistants.
AI must become more human-like, adept at communication and learning.

THE SOLUTION: MARASENSE

MARASENSE REPRESENTS THE ADVANCEMENT OF THE AI ASSISTANT.

A holographic assistant equipped with semantic and adaptive artificial intelligence.
A portable, adaptable device that evolves and develops alongside the user.
An interactive digital companion capable of assuming various functions:

CUTTING-EDGE TECHNOLOGY FOR AN UNPARALLELED EXPERIENCE

Holographic AI: Tailorable holographic projection featuring the user's selected visage.
Adaptive Intelligence: Acquires habits and evolves alongside the user.
Multifunctional: A single device with various applications.

MULTIFUNCTIONAL AND LIMITLESS APPLICATIONS

It can be set up as:
Personal assistant for appointment organization
Virtual assistant to oversee emails and communications
Personal trainer for tailored fitness programs
Support companion for engaging dialogues

INNOVATION AND SEMANTIC ARTIFICIAL INTELLIGENCE

CUTTING-EDGE TECHNOLOGY

AI SEMANTICS AND MACHINE LEARNING

- Deep Learning Algorithms for User Understanding and Adaptation.
- AI that can learn habits, tone of voice, and preferences.

INTERACTIVE HOLOGRAPHIC TECHNOLOGY

- Realistic three-dimensional projection featuring customizable avatars.
- Gesture and vocal interface for immersive engagement.

HARDWARE AND PERFORMANCE

- Cutting-edge AI chip for rapid responses and seamless performance.
- Durable rechargeable battery for cordless operation.
- Wi-Fi and Bluetooth connectivity facilitate integration with additional devices.

SECURITY AND PRIVACY

- Enhanced security through data encryption and user authentication.
- Offline mode to guarantee optimal security.

SCALABILITY AND EXPANSION

INTEGRATION WITH ESTABLISHED ECOSYSTEMS

- Compatibile con la smart home (Alexa, Google Home, Apple HomeKit).
- Open APIs for seamless integration with enterprise software and customer relationship management systems.

ENHANCING CAPABILITIES THROUGH AI CLOUD

- Regular software updates incorporating advanced AI functionalities.
- New avatars and premium packs available for purchase by users.

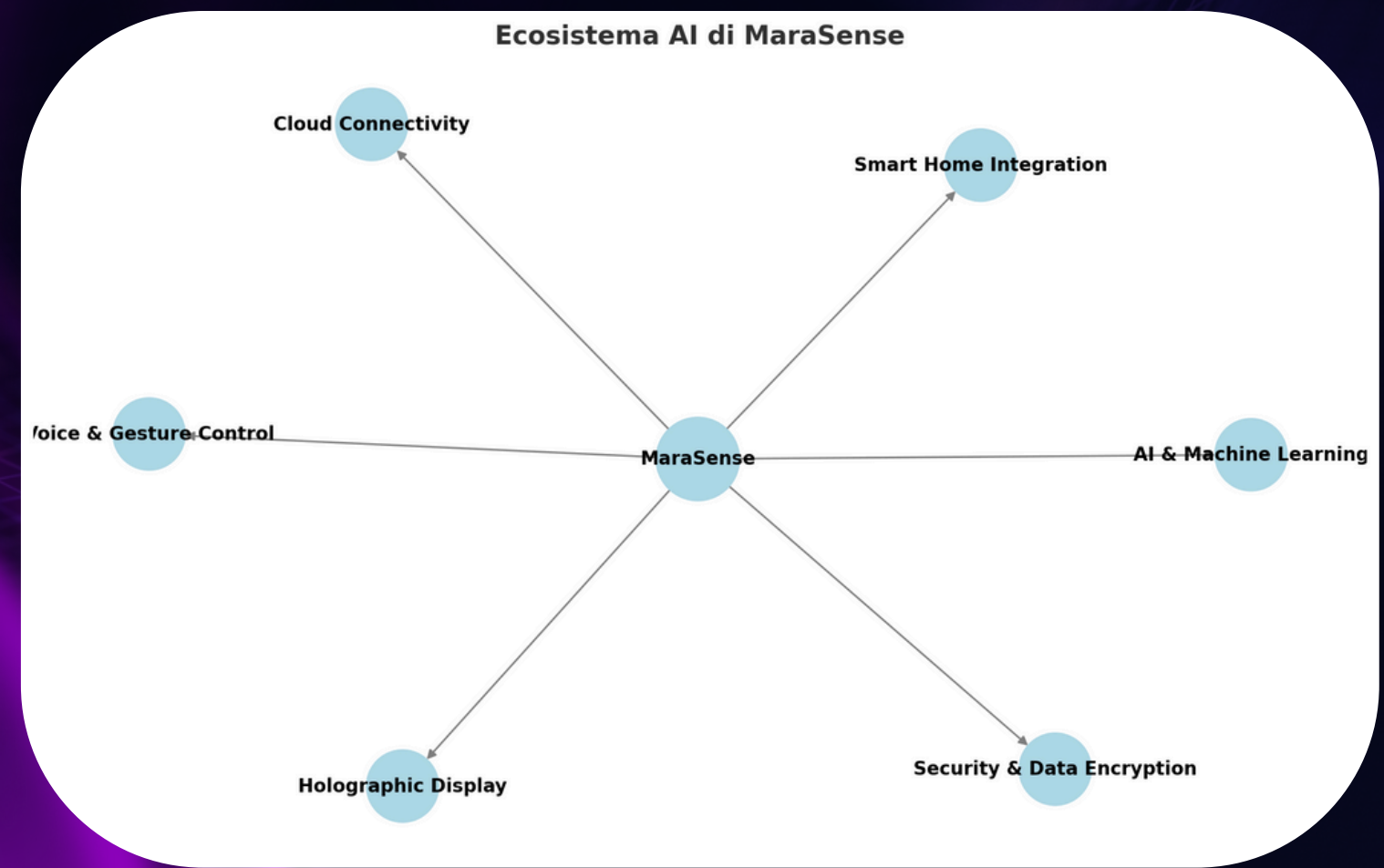### INTERNATIONAL EXPANSION STRATEGY

- Market entry in Europe, the Middle East, and the United States.
- Collaborations with key sectors: corporate, retail, healthcare.

A SECTOR EXPERIENCING ROBUST GROWTH

THE MARASENSE MARKETPLACE

Artificial intelligence and holographic technology are revolutionizing our interactions with devices.

Ecosistema AI di MaraSense

- Cloud Connectivity
- Smart Home Integration
- Voice & Gesture Control
- MaraSense
- AI & Machine Learning
- Holographic Display
- Security & Data Encryption

Global AI-Enhanced Market

- In 2023, the market for voice assistants and artificial intelligence is projected to exceed $10 billion.
- It is anticipated to expand to $50 billion by 2030.

Expansion of Holographic Technology

- Interactive holography solutions are experiencing significant growth, boasting a compound annual growth rate (CAGR) exceeding 28%.
- The demand for visible and immersive interfaces is swiftly increasing across the retail, healthcare, smart home, and business sectors.

Client Demographic

- Individuals: For those seeking a tailored AI assistant for personal or professional use.
- Business: Virtual assistant, client support, and enhanced engagement.
- Luxury and High-Tech Sector: AI Holograms for Events, Showrooms, and Digital Concierges.

COMMERCIAL PROSPECT

MARASENSE DEVICE PROMOTION

- Premium pricing for a distinctive high-tech product.
- Standard and professional versions with enhanced features.

SUBSCRIPTIONS AND ARTIFICIAL INTELLIGENCE SERVICES

- Subscription plans for updates, enhanced features, and new avatars.
- Customization Marketplace: Users have the option to acquire additional packages (assistant, personal

COLLABORATIONS WITH DESIGNATED COMPANIES AND INDUSTRIES

- Retail and Events: For immersive experiences in luxury boutiques and showrooms.
- Healthcare & Wellness: Virtual Medical Assistant for Informational Support.
- Corporate Sector: MaraSense as a business aide and digital receptionist.

FINANCIAL STRATEGY

MARASENSE POSSESSES A DIVERSIFIED AND SCALABLE BUSINESS MODEL:

HARDWARE SALE

- Estimated retail price: €1,500 - €3,000 per unit, contingent upon configuration.
- Basic and premium versions with enhanced features.
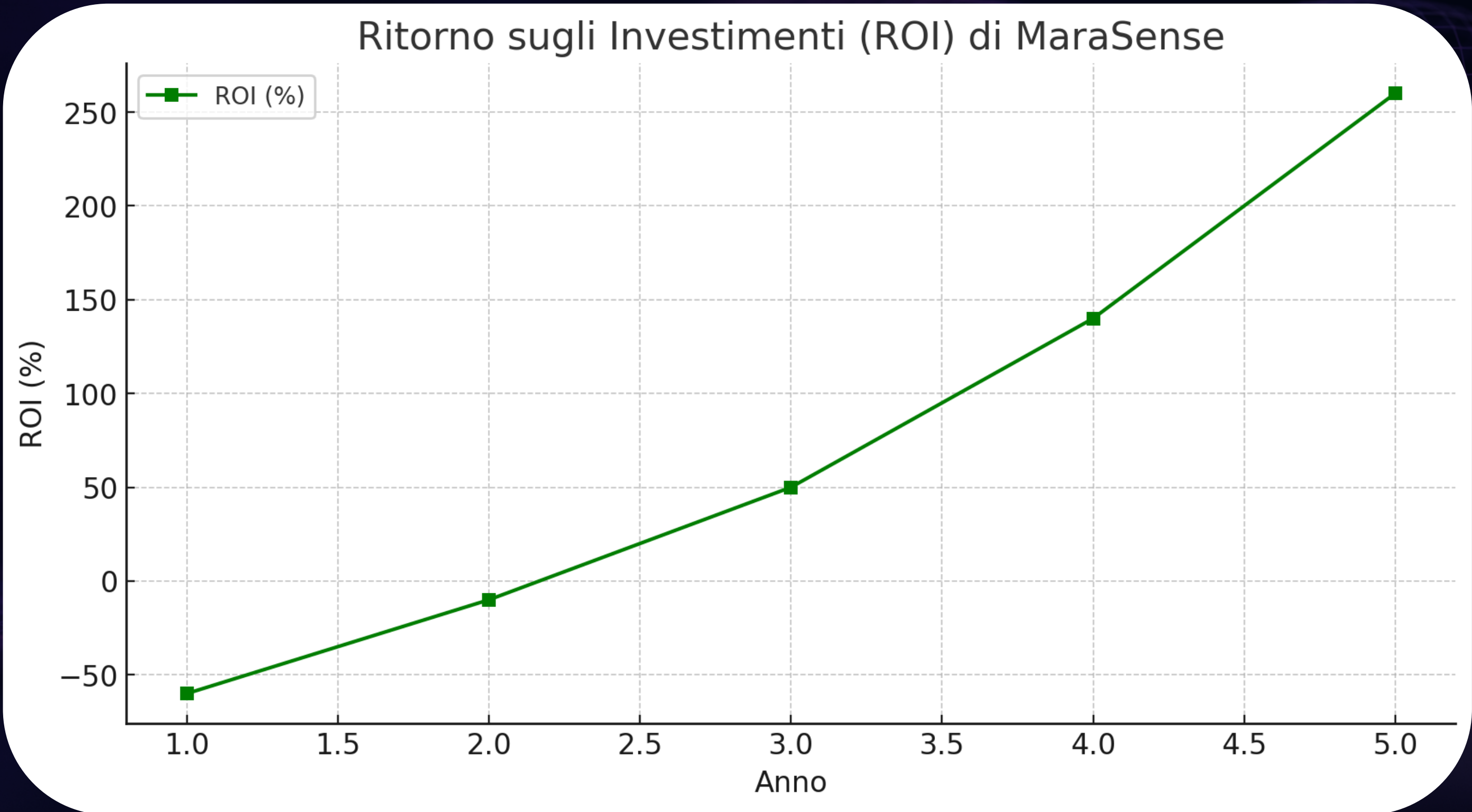
AI PREMIUM SUBSCRIPTIONS

- Basic (free) – Standard AI capabilities and fundamental support.
- Pro (€9.99/month) – Enhanced AI, increased memory, and additional voices and avatars.
- Elite (€19.99/month) – Tailored AI, sophisticated habit analysis.

MARKETPLACE FOR AVATARS AND ADDITIONAL FEATURES

- Enhanced hologram personalization with premium offerings.
- Store for acquiring new skills and software updates.

COLLABORATIONS AND BUSINESS-TO-BUSINESS

- Providing tailored solutions for corporations, luxury hotels, retail establishments, and customer service sectors.
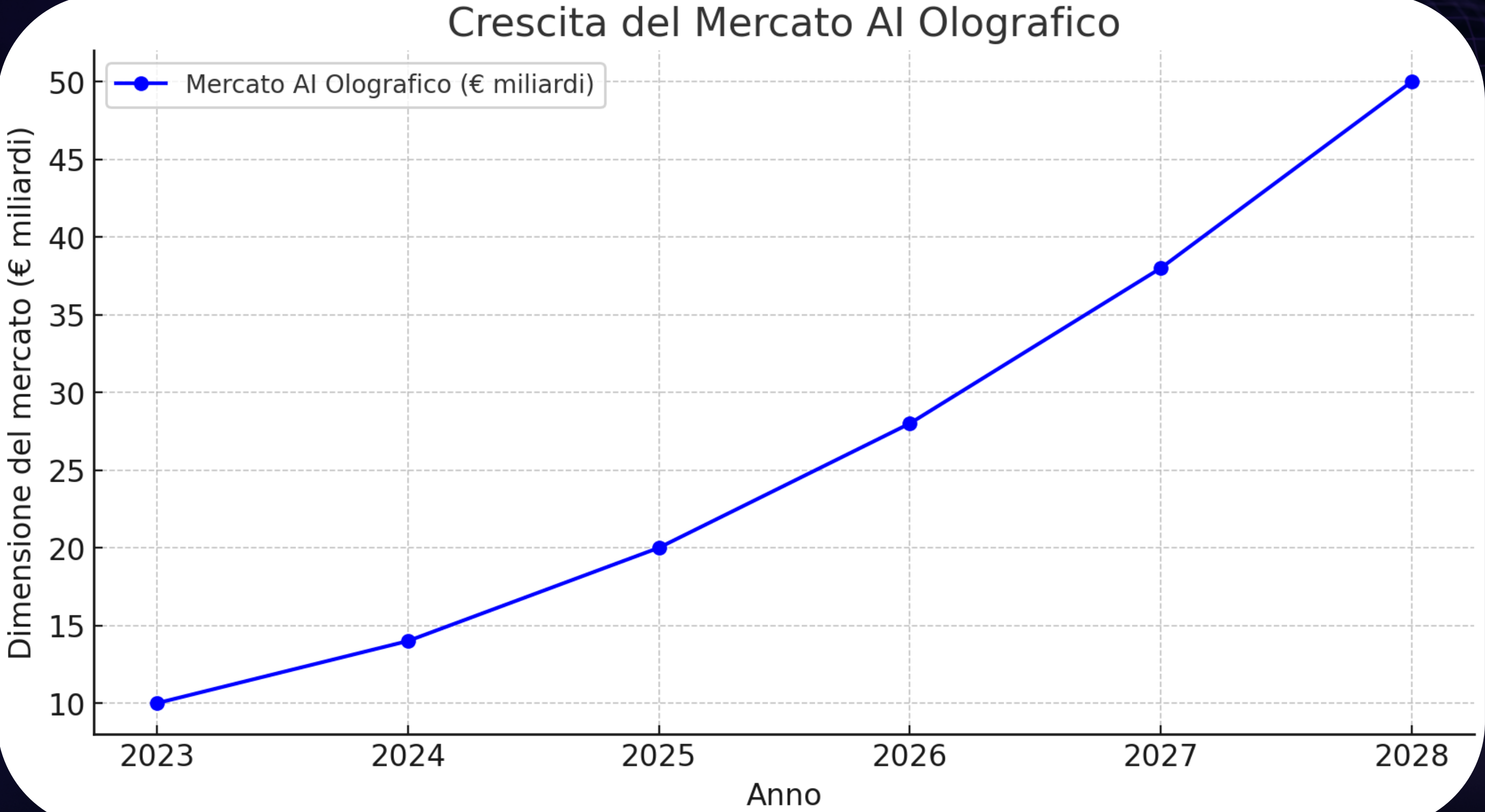- Collaborations with technology, automotive, and entertainment brands.
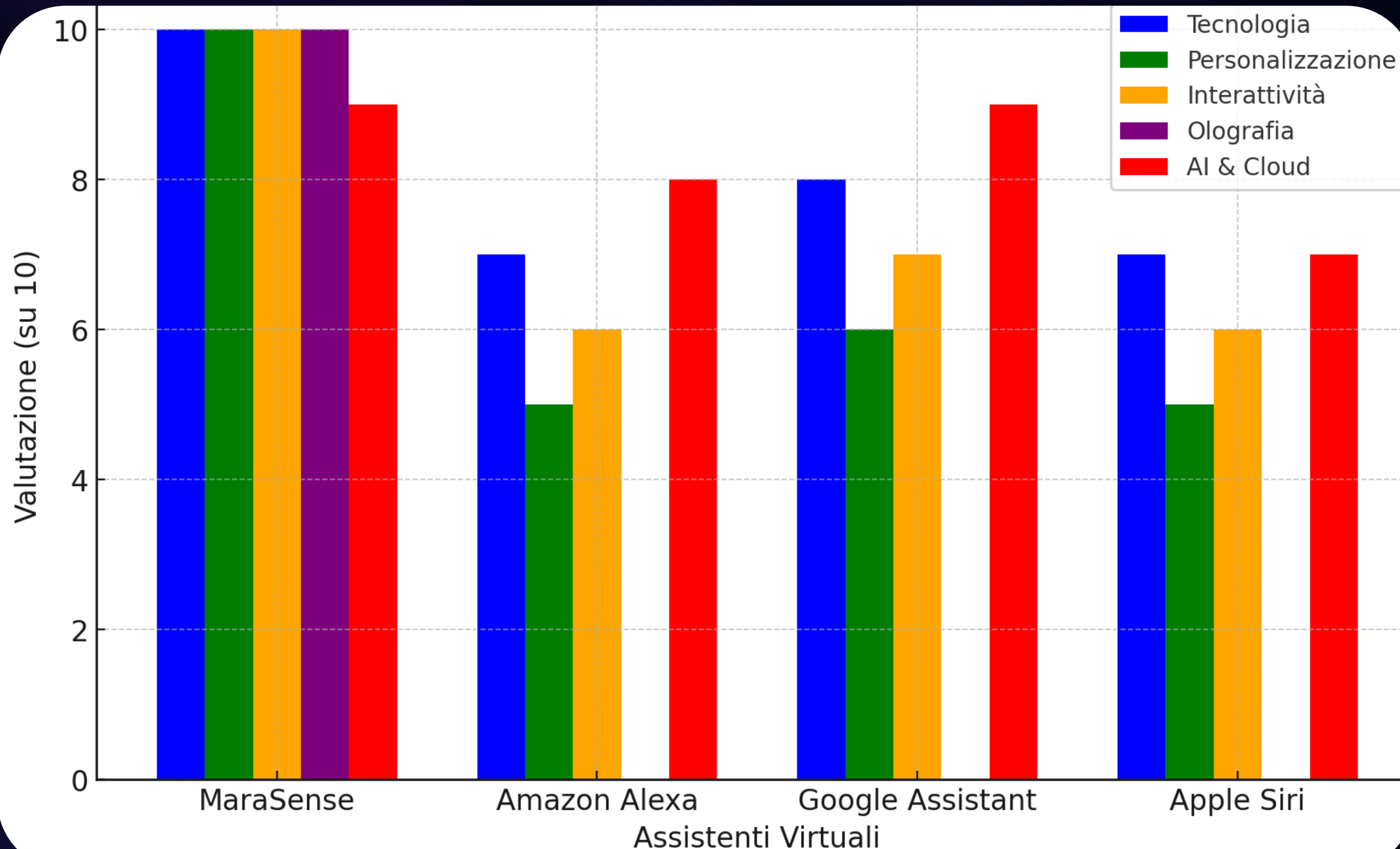
Ritorno sugli Investimenti (ROI) di MaraSense

Crescita del Mercato AI Olografico

MARASENSE COMPARED TO CONVENTIONAL VOICE ASSISTANTS

- MaraSense outperforms Alexa, Google Assistant, and Siri in terms of technology, personalization, and interactivity.
- The sole product featuring interactive holography, rendering it unparalleled in the market.
- Enhanced AI connectivity, featuring adaptive learning and sophisticated interaction.

ROI AND RETURN ON INVESTMENT

SALES PROJECTIONS

- Year 1: 10,000 units sold = €15-30 million in revenue.
- Year 3: 50,000 units sold = €75 million to €150 million.
- Year 5: 200,000 units sold = €300 million to €600 million.

RECURRING REVENUE FROM SUBSCRIPTIONS AND ARTIFICIAL INTELLIGENCE SERVICES

- 10% of users with a premium subscription → 5 million euros annually by the third year.
- Marketplace and AI services → progressive growth reaching 20 million euros annually.

SCALABILITY PROSPECTS FOR INVESTORS

- Estimated return on investment: greater than 30% annually.
- Profit margin on the device: over 50% due to optimized production.
- Exponential growth of the AI and holography market, accompanied by significant global expansion potential.

REASONS TO INVEST IN MARASENSE.

An Exceptional and Groundbreaking Opportunity

Exponentially Expanding Market

The AI and holography sector is experiencing significant growth, with a rate exceeding 28%.

- MaraSense establishes itself as the premier genuinely interactive and customizable holographic assistant.

Cutting-Edge Technology and Exclusive Patents

- Semantic AI algorithms and adaptive learning methodologies.
- Customizable holography for an unprecedented experience.

Scalable and Lucrative Business Model

Direct Sales + AI Subscriptions + Avatar Marketplace and Features.

- Recurring revenue for sustainable revenue growth.

Competitive Advantage and Innovation
No other competitor provides an immersive, customizable, and portable AI experience.
Expandable to strategic sectors: corporate, luxury, retail, and healthcare.

MARASENSE

PROTOTYPE

PROTOTYPE OBJECTIVE

THE OBJECTIVE OF THE MARASENSE PROTOTYPE IS TO SHOWCASE THE TECHNICAL AND COMMERCIAL VIABILITY OF THE DEVICE BY EVALUATING ITS PRIMARY FUNCTIONALITIES:

- Interactive Holography – Tailored 3D Visualization.
- Advanced AI – Habitual learning and user adaptation.
- Voice and gesture interaction – Immediate responses facilitated by voice recognition and motion detection.
- Portability and autonomy – A compact device featuring a rechargeable battery.
- Connectivity and Integration – Compatible with smart home and business technologies.

PROTOTYPE TECHNICAL SPECIFICATIONS

THE PROTOTYPE WAS CONSTRUCTED WITH THE FOLLOWING PRIMARY TECHNICAL SPECIFICATIONS:

- Hardware: A lightweight aluminum and polycarbonate frame, an 8K 3D laser projector, and a dedicated AI processor.
- Software: Semantic AI utilizing machine learning, customizable three-dimensional avatars, and an interactive holographic interface.
- Connectivity: Wi-Fi 6, Bluetooth 5.2, and cloud computing for ongoing updates.
- Security: Sophisticated encryption, safeguarding of user data, biometric authentication.

PROTOTYPE DEVELOPMENT STAGES

THE MARASENSE PROJECT ENCOMPASSES THE SUBSEQUENT PHASES OF DEVELOPMENT:

- Design and Engineering – Design analysis, specification of hardware and software architecture.
- Realization of the Working Prototype – Manufacture of initial samples for internal testing.
- Testing and Optimization – Enhancement of performance, verification of energy efficiency.
- Validation and Pilot Production – Conducting market testing in collaboration with partners and investors.

ESSENTIAL PROFESSIONAL ROLES FOR THE PROJECT

Development of the Initial Prototype
- **Hardware Engineer** – Responsible for the design and development of the device's physical structure.
- **Holographic Projection Specialist** – Deployment of display technology.
- **AI and Machine Learning Specialist** – Development and Optimization of Artificial Intelligence.

Software Developer – Designing user interfaces and implementing advanced features.

Production Technician – Responsible for the assembly and testing of hardware components.

Investor Search
- **Business Development Specialist** – Project presentation to prospective investors.
- **Financial Analyst** – Cost analysis, return on investment, and economic forecasts.
- **Legal Specialist in Startup Technology** – Drafting contracts and safeguarding intellectual property.

Marketing and Sales Approach

Marketing Manager – Formulation of promotional and branding strategies.
- **Digital Marketing Specialist** – Online Campaigns, Search Engine Optimization, Social Media.
- **Graphic Designer** – Development of visual assets and brand communication.
- **Sales Manager** – Establishing collaborations with distributors and corporations.

CONCLUSION

- The MaraSense prototype marks the initial stride toward a new paradigm in human-machine interaction. Featuring a cutting-edge design, the capabilities of artificial intelligence, and sophisticated holographic technology, it presents a distinctive opportunity to transform the notion of a virtual assistant.

SUBSEQUENT ACTIONS:

- FIELD TESTS TO ASSESS REAL-WORLD PERFORMANCE.
- PARTNERSHIPS WITH INVESTORS FOR INDUSTRIALIZATION.
- MARKET INTRODUCTION UTILIZING FOCUSED DISTRIBUTION STRATEGIES.

THANK YOU.

MARASENSE IS MORE THAN A VIRTUAL ASSISTANT; IT IS A HOLOGRAPHIC AI THAT TAILORS ITSELF TO THE LIFESTYLE OF EACH USER, STREAMLINING WORK, LEISURE, AND EVERYDAY DECISION-MAKING.