

Executive Summary: Digital Life Network „connect“



Imagine a world that plays by your rules. It is not bound to natural laws or other limits and in which you can do everything you have always dreamed of - free of charge and without effort. Well... Welcome to Virtual Reality!

We - the Austrian startup “e.com” - are convinced that VR will become a key technology of the next decade and that everything you can find in the Internet now will soon be available in VR too: virtual shops, educational content, entertainment, architectural and travel visualizations, VR experiences, all kinds of media and games, (social) networks, virtual pets or assistants and much more.

But do you want this new world to be dominated by a few companies that monitor you around the clock and make you addicted so that you consume as much advertising as possible? Or do you want to be dependent on the hardware of these vendors (because of a restrictive business strategy) to access their exclusive software content - such as the games in the Oculus Store for which you need Oculus glasses? Shouldn't VR be as free as the Internet, where you can access all VR content from any device? In order to counteract these customer-hostile developments, we - a total of more than 50 participants - have been working since 2015 on a device-independent (smartphone, tablet, PC, Mac, PlayStation, Xbox, TV, Web, etc.), data-protected, end-to-end encrypted “VR browser”, which will offer access to more than 70% of all previous VR and AR content worldwide.

This is already much more than our restrictive competitors offer, but it is not enough for us: Because the most popular digital content is not yet VR- or AR-capable, we have developed interfaces - e.g. in the form of an online platform for media or business partners or a plug-in system for other messenger services and social networks - so that the providers themselves can integrate their content free of charge and without effort. Thanks to our global lead, our “Digital Life Network” “connect” can quickly develop into the largest virtual world and continue to grow without additional effort solely through the content of partners, media or users.

To ensure that our network can still be operated intuitively despite its huge range of functions, takes advantage of the benefits of the third dimension and offers a “safe haven” in this new, exciting but for many people also frightening world, it looks like a “virtual home” that can be designed both visually and functionally completely freely by the user.

connect will remain permanently free, data protected and without forced advertising, therefore we want to finance our big vision with more than 8 different revenue streams, which bring in a total of 30 to 200 Euro per user/year. Among other things, through in-app purchases (e.g. virtual pets, games, alternative rooms such as the Oval Office), product placement (thousands of branded products within the virtual world) or playful, unconstrained advertising (e.g. 3D models of branded products that can be sent in chat), commission for VR/AR shops (own template for creation) and third-party software (cf. App Store), (media) subscriptions for market studies and data on consumer behaviour, the sale of virtual properties or an own marketplace (cf. Amazon).

Until VR/AR is a worthwhile market, connect will prove its added value from winter 2018 (official release) initially as a multi-messenger (integration of all contacts from SMS, e-mail and other networks or messengers, which can then be reached from only one single app) and multi-media platform (all media worldwide intuitively and easily accessible) - since connect can also be used from any device without VR glasses in 2D (operable like an app) or 3D (like a typical game).

We expect a growth boost from the “sent by connect” attachment at the end of each Multi-Messenger message and from the offer for all media to use our interface free of charge for reporting about us. Five further marketing tricks and the worldwide technical lead as a multi-functional, social, virtual home for every device in 2D/3D/VR/AR with a credible data protection and customer focus will additionally help us to establish connect as a successful representative of a new generation of VR networks. Let us win this new market together and make it safer and more attractive for our users!