



elaspix

Bring your Photo to life!

Dr. Tobias Günther

Heidelberger Innovationsforum

20.10. 2009

Photos of your closest friends



Why do people send photos?

Emotion

80

emails with personal interest per month
Global Consumer Email Study, Epsilon, 2009

165 000

searches for word „Grußkarten“ per month
Google Adwords KeyTool, September 2009

300 000

photos uploaded per month
statistics fotocommunity.de, September 2009

Pictures

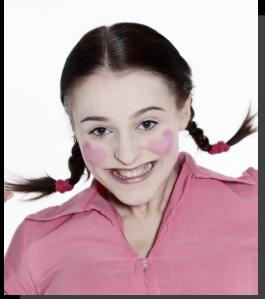
Motion Pictures

From Photo to Animation



User Photos

From Photo to Animation



User Photos



3D-Characters

Team



Tobias Günther
CEO

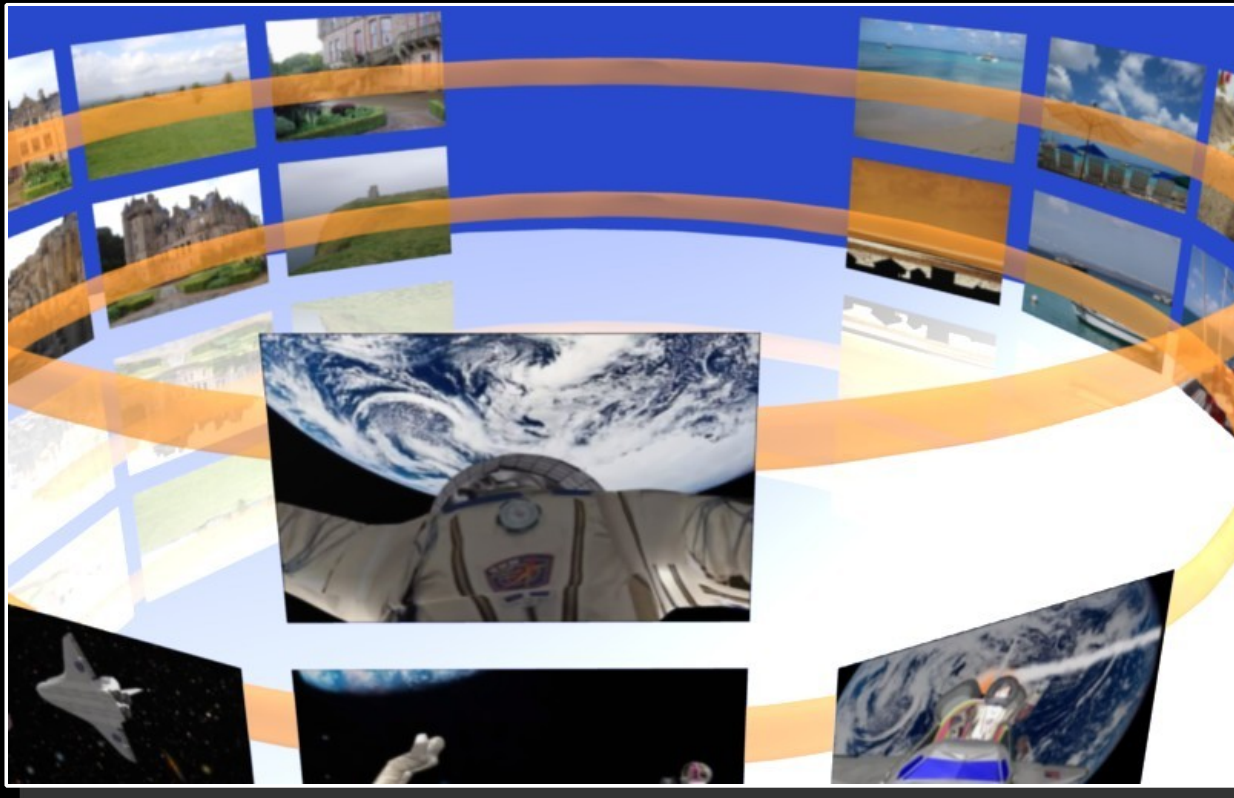


Lina Lubig
Creative Director



Stefan Reinke
CFO

Elaspix Creator



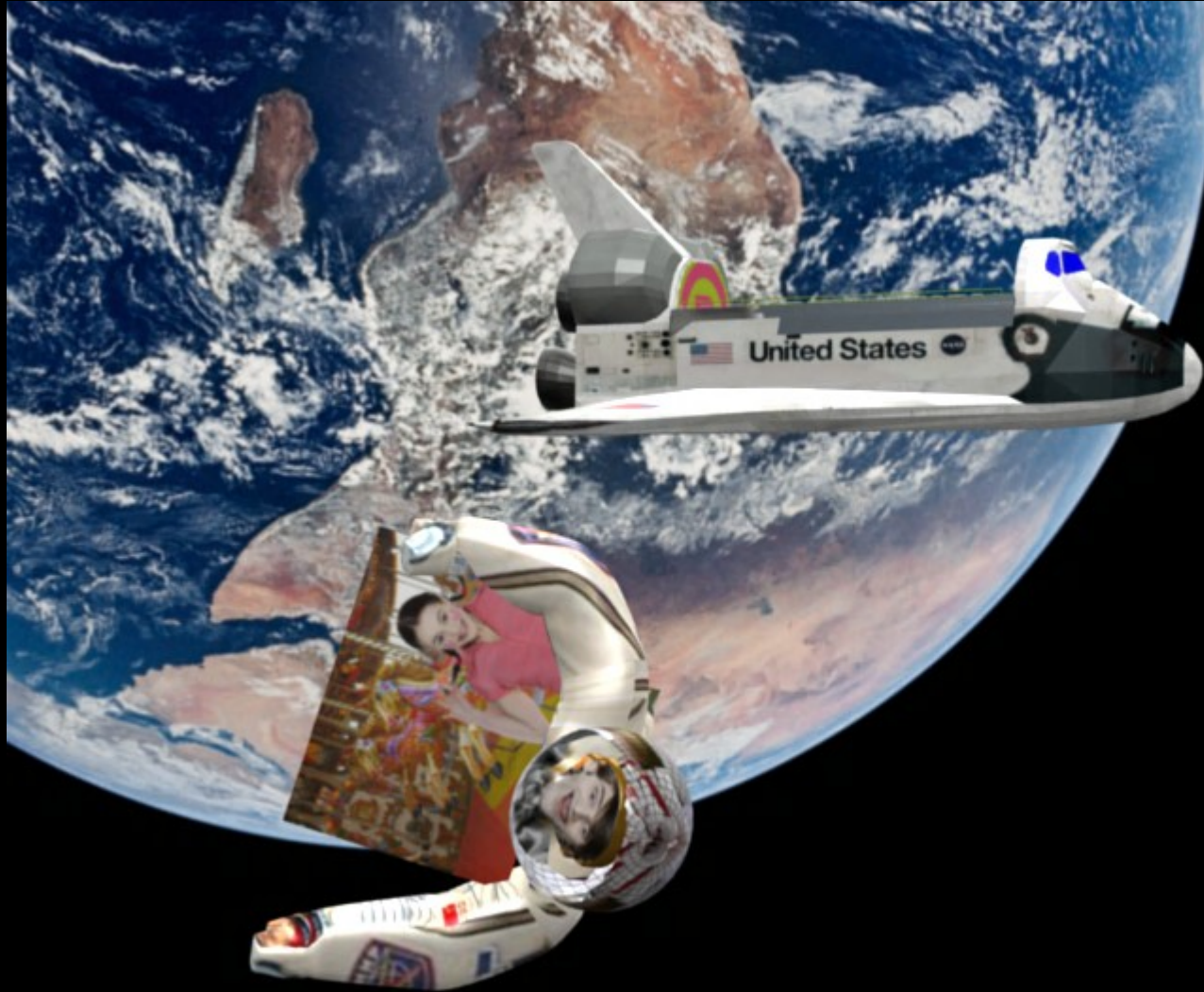
A glimpse inside...



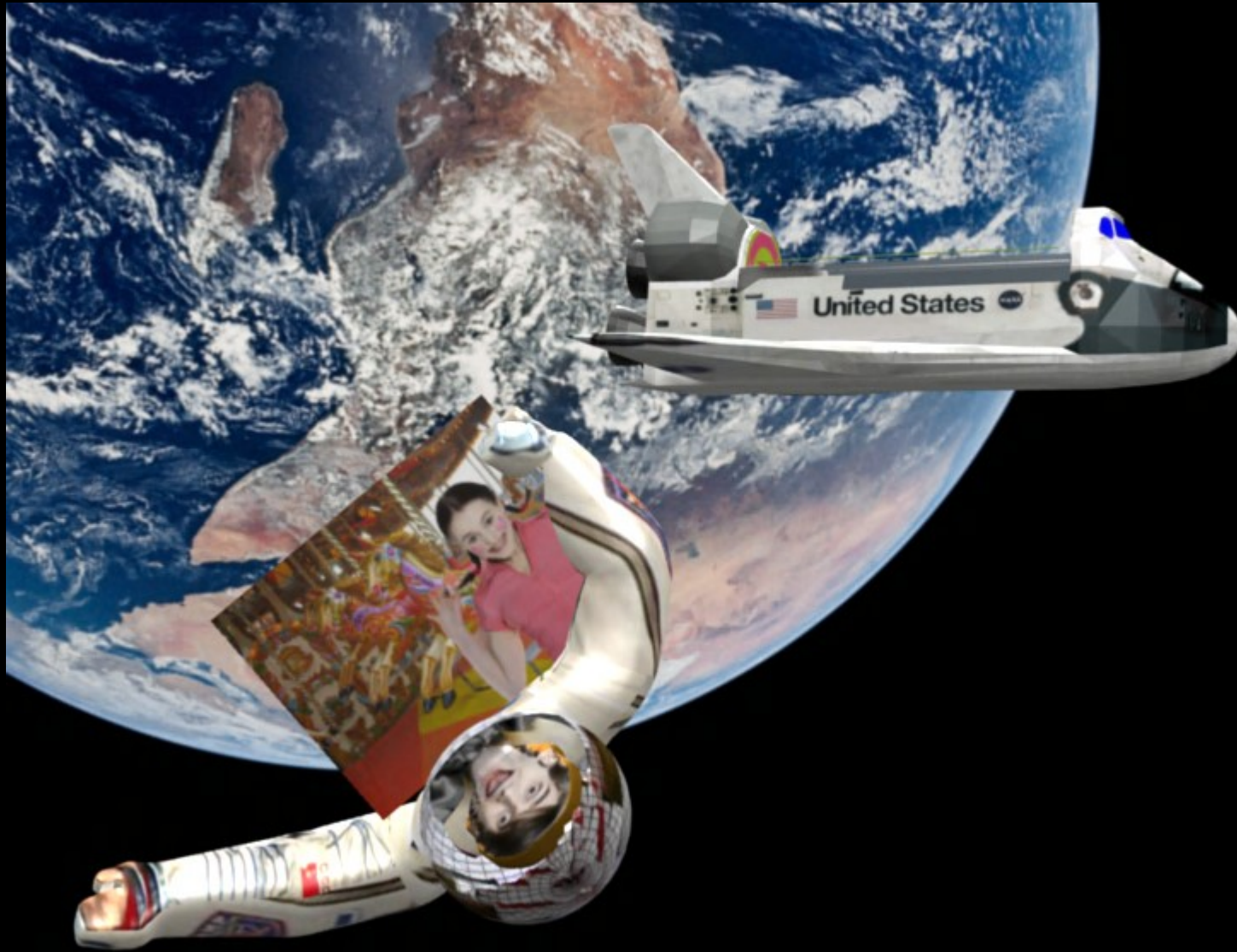
A glimpse inside...



A glimpse inside...



A glimpse inside...



A glimpse inside...



Market opportunity

Market opportunity

10 000 000 play online

Market opportunity

10.000.000 €

There's more

Advertising industry

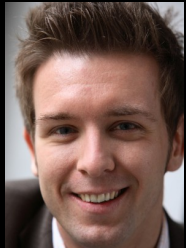
Emotion from Moving Pictures



Jens Stolze
creative360

Marketing efficiency increases
by factor five.

Emotion from Moving Pictures



Jens Stolze
creative360

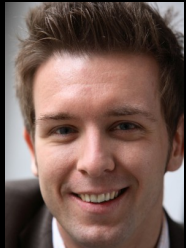
Marketing efficiency increases
by factor five.

Video advertising is superior
in recognition and awareness.



Silke Lustig
Tomorrow Focus

Emotion from Moving Pictures



Jens Stolze
creative360

Marketing efficiency increases
by factor five.

Video advertising is superior
in recognition and awareness.



Silke Lustig
Tomorrow Focus

Attentional advertising dies
– interactivity is the key



Marc Mangold
Hubert Burda Media



Market opportunity

Market opportunity

111.000.000 €

What we need to do

2010

What we need to do it

2010^{100k}

Break Even

2010^{100k}

2013^{200k}

You are welcome



You are welcome

Community
Networks

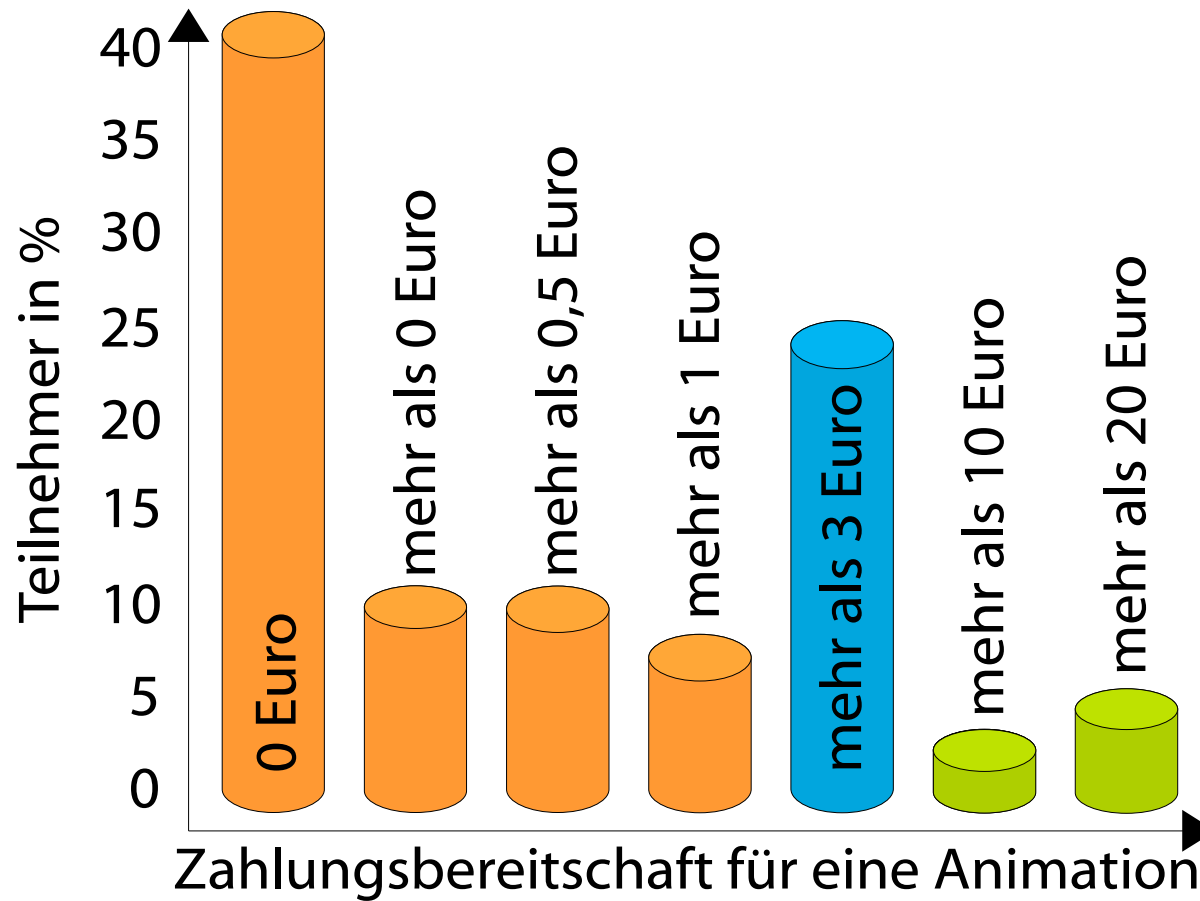


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Bring your Photo to life!

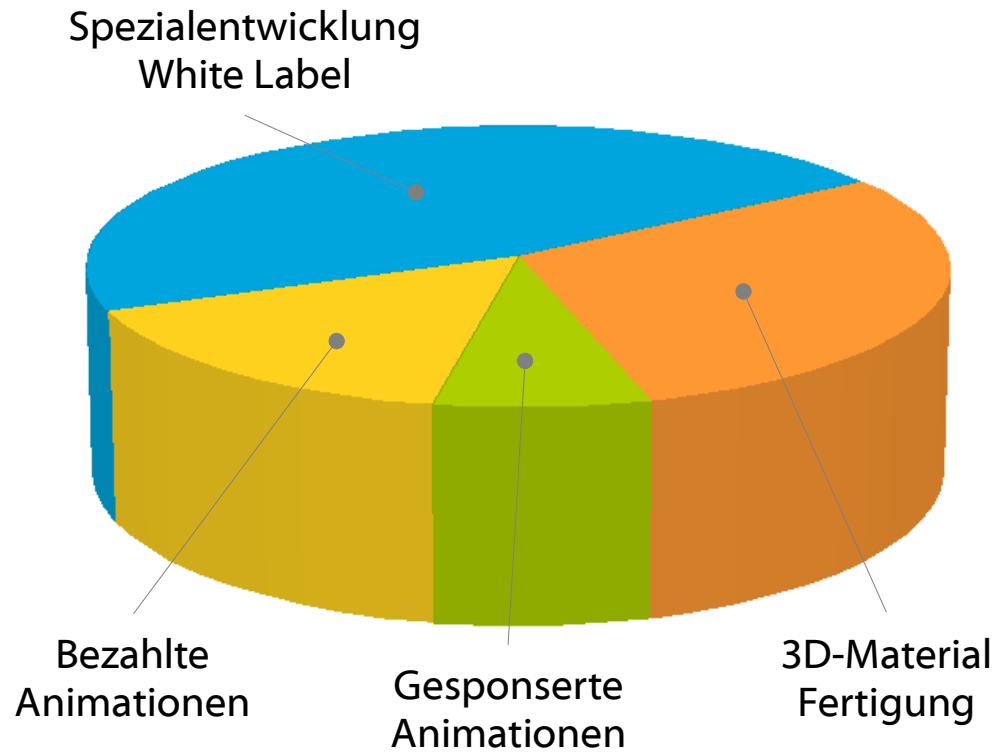
Advertising
Industry



Questionnaire

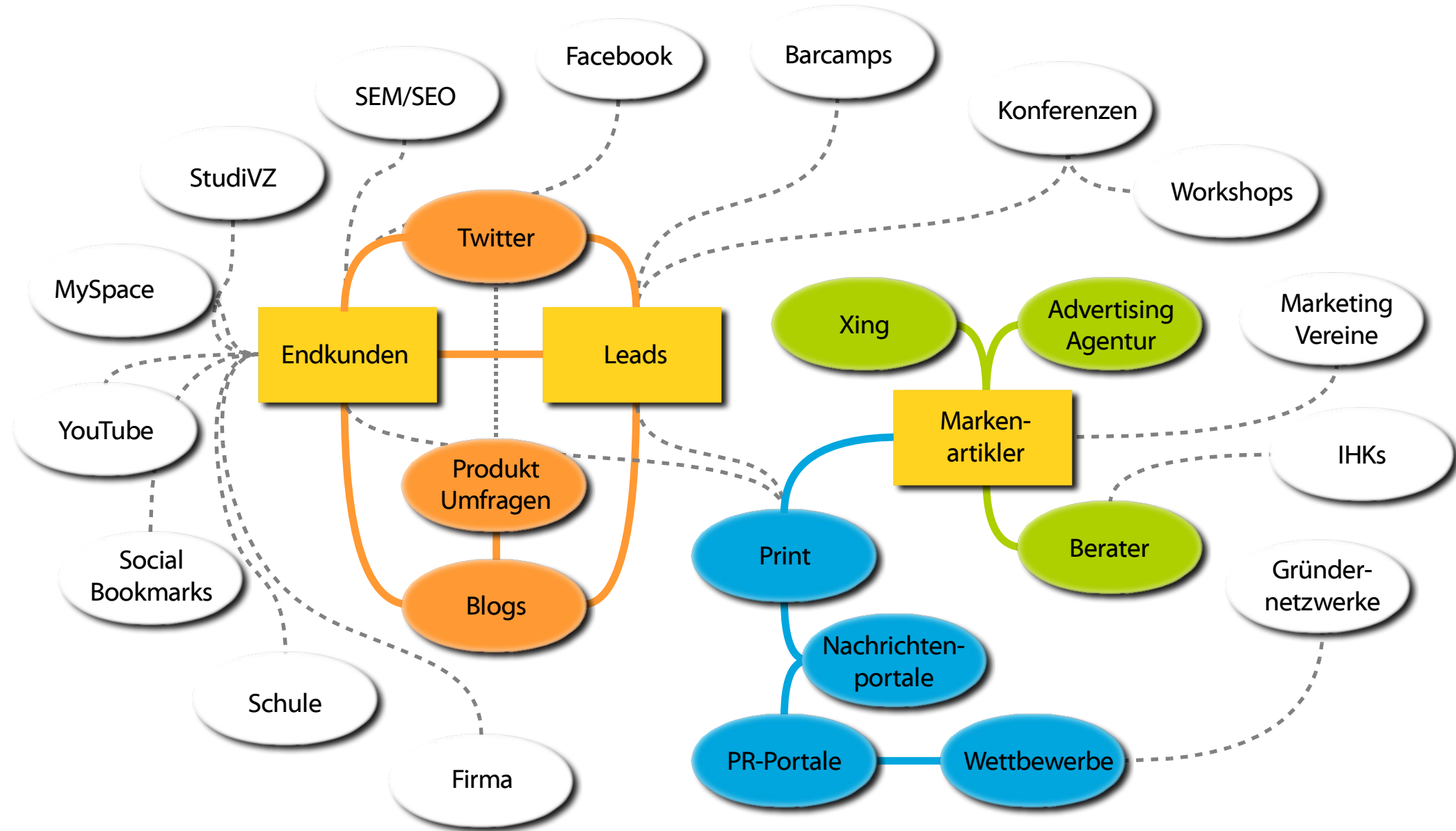


Products and turnover

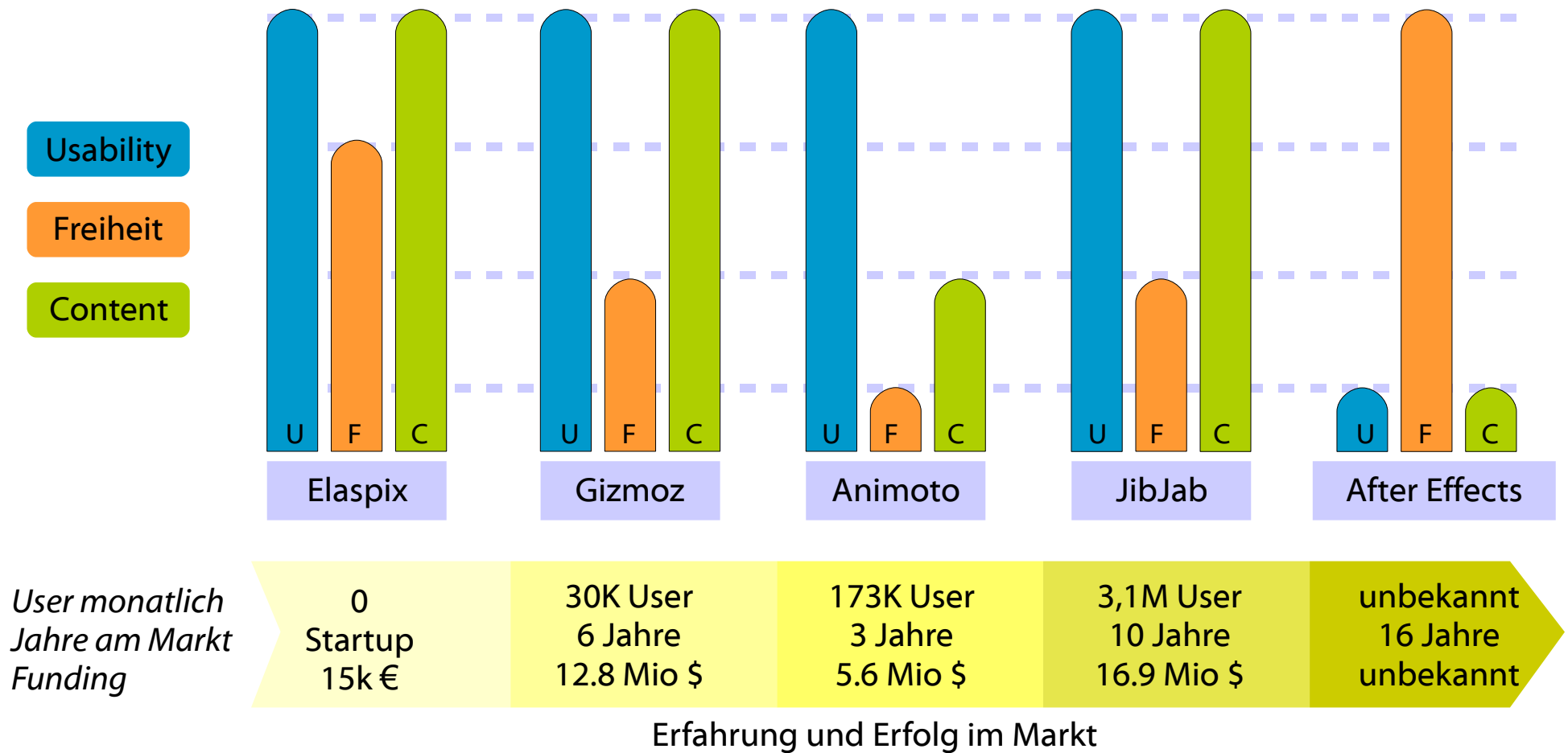


Produkt	2009	2010	2011	2012	2013
Bezahlexport (in Tsd.)	0,1	2	20	48	75
Kontakte der gesponserter Animation (in Tsd.)	0	80	800	1920	3000
Szenen-Anfertigung	0	9	25	75	130
Objekt- und Figurenhandlungs-anfertigung	0	20	50	150	240
Customized White Label	0	3	6	8	10

Channels Marketing and Sales



Competitors



Income statement

Gewinn- und Verlustrechnung	2009	2010	2011	2012	2013
Erträge					
Umsatzerlöse	0,50	63,80	258,00	589,40	935,00
Betriebliche Erträge	0,00	0,00	0,00	0,00	0,00
Summe Erträge	0,50	63,80	258,00	589,40	935,00
Aufwendungen					
Personal	0,00	102,00	284,00	376,00	492,00
Abschreibungen	0,00	0,67	2,22	2,82	3,23
sonstiger betrieblicher Aufwand	9,31	23,26	55,90	82,44	109,05
Summe Aufwendungen	9,31	125,93	342,12	461,27	604,28
Ergebnis der gew. Geschäftstätigkeit	-8,81	-62,13	-84,12	128,13	330,72
Zinsen und ähnliche Aufwendungen	0,00	0,00	0,00	0,00	0,00
Staatliche Zuschüsse	0,00	0,00	0,00	0,00	0,00
Steuern					
Steuern von Einkommen und Ertrag	0,00	5,30	33,75	84,65	196,09
sonstige Steuern	0,00	0,00	0,00	0,00	0,00
Jahresüberschuß / Jahresfehlbetrag	-3,81	-64,93	-117,86	43,48	134,63
Traditioneller Cash Flow	-3,81	-64,26	-115,64	46,31	137,86