PIXTIER

One Line Pitch:
PIXTIER strives to become the leading provider of an **A**ccurate, **R**ealistic and **U**pdated World 3D Map.

Business Summary:

The 3D Maps revolution
There is a clear growing demand to view our world in 3D, as in reality, on our various digital and virtual media platforms for a multitude of purposes. Urban mapping is undergoing dramatic & rapid changes. Today's decision makers are challenged to map, understand, and analyze their area in three dimensions.

Crowd Mapping by Drones – Creating our World' 3D Map
As Drones begin to populate our skies, they gather imagery data (still images, video) about everything they encounter en route. With the appropriate incentive drones' owners will help us maintain the map data which will become a beautiful meaningful dynamic map, vivid and alive, keeping us and our entire environment in sync.

Management:
Shai Onn, Co-founder, Active Chairman – Hi-Tech & Business Exec, Serial entrepreneur
Dror Ouzana, Co-founder, CEO – Mapping expert, Serial Entrepreneur, Projects & Product management
Iovav Cohen, Co-founder, VP R&D – Experienced R&D manager, 3D & Image processing expert

Customer Problem:
Unfortunately, current 3D maps content and offerings are not in existence nor updated or accurate enough, providing limited access and coverage. Thus far, producing and maintaining a large scale map in 3D meant a hugely expensive, complex and lengthy task, suitable only for major players targeting lucrative markets (such as: Google, Microsoft, Digital Globe/SaaB, Apple). The most expensive and time consuming step of the production process is the data acquisition, collection and updating which are done currently by satellites, airplanes, "Google Cars", and other expensive platforms. This makes the project unviable for most commercial purposes.

Product/SaaS:
A Cloud platform which will provide a dynamic, expanding and accurate World 3D map, enabling:
- Map data acquisition via **Crowd mapping** by **Drones**
- Incremental **3D** Global map assembly
- MAP Server interface to multitude of needs and applications
- **Virtual Reality** 3D Tours for crowd mappers

Company Profile
URL: Pixtier.com
Industry: Enterprise software
Employees: 5
Founded: 2015

Contact
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Location
Israel, Ramat Gan

Financial Information
Company Stage: Pre round A
Raised Capital: $690K
Last Round Valuation: $3.2M
Monthly Net Burn: $40K
Capital Seeking: $2M

Investors
Various Angles

Business Milestones
Successful project delivery to Israel' MOD

IP
Submission in process

OCS grant
Approved 1.12M NIS

Target Market:

The 3D map and associated objects models (i.e. buildings, roads, trees etc) are enabling the convergence of several established disciplines, including engineering computer-aided design (CAD), architectural building information management (BIM), and land use (GIS). This collective map enables a high degree of viewing and understanding of the environment and facilitates an enhanced ability to plan and manage events while providing solid decision making. Key target markets would be:

- Local government & City planners
- Construction, Infrastructure & Utilities
- Defense & Homeland security
- Automotive
- Education and Cultural heritage

Sales/Marketing Strategy:

Drones – approaching Drone operators through social media (blogs, forums, etc.) and via collaboration with Drone\VR OEMs, for the data acquisition process ("crowd mapping")
B2B – Enterprises and Cities – In-direct model. Collaborating with partners (IT integrators, Mapping Services & Vendors) to approach their customers using 3D maps.

Business Model:

Data Acquisition by Drones – Providing the Drone operator a Virtual Reality experience of his flight, Free-of-Charge, upon uploading his aerial footage to Pixtier' platform
Enterprises – Access to Pixtier' Map server will be charged per user, on a monthly basis.

Competitors:

Whilst there are several companies offering a singular 3D model per set of images (DroneDeploy, MapsMadeEasy, Pix4D, Agisoft) or a partial, in accurate global map (Google Earth), there is no company to-date offering a comprehensive, accurate and global 3D map.

Competitive Advantage:

Pixtier' proprietary 3D photogrammetric technology (patent registration in process) can automatically generate objects classification on 3D maps, thus enabling efficient and "smart" map tiles stitching and reconstruction, which is the **critical factor** for incremental 3D map assembly on a large scale.