Anything is possible
Make everyone a 3D content creator
The Problem

It’s costly and timely for application developers to produce and animate their own 3D assets.

Creators are limited by the restricted number of 3D assets built into their applications.

Voice controlled 3D is hard

Voice controlled 3D experiences are hard to build.

*Average production costs of 3D asset = $145,000 (Example Mobile games)
Casual Social = $52,500 | Mid-level Games = $142,500 | High-level Games = $240,000

**Average production time = 17 Month (Example Mobile games)
Casual Social = 6 month | Mid-level Games = 18 month | High-level Games = 2.5 years
Anything World is a platform empowering creators to build limitless 3D experiences.
We bring everything to life - using voice if you like

**Anything World Platform**
Automated 3D smart assets with AI behaviours
No manual labour required
Controllable via Voice, UI or Code
Output to any device

**Static 3D objects**
Combining extensive 3D libraries
500,000+ models

**Voice**
Easy Natural Language Integration
Our cloud platform integrates existing 3D libraries and Natural Language Understanding services with our own proprietary tech. The smart bit happens in the middle. We automate animation and add behaviours to otherwise static 3D objects by using our own custom machine learning implementations. We make objects smart. We are platform agnostic.
How it looks

Used by Production Agencies and Games Studios like:

PRELOADED

rehab.

nexus studios

UBISOFT
Our Journey so far

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**2018**
- **Jan**: 23 May 2018
  - Anything World Incorporated
- **Feb**: Bootstrapped
- **Mar**: MVP
  - App Store & Google Play
- **Apr**: AI Accelerator
  - Station F, Paris
- **May**: Raving Rabbids Prototype
- **Jun**: Apple France
- **Jul**: Techstars Accelerator
  - Rise, London
- **Aug**: Pre-Seed Round
  - £500k
- **Sep**: Partnerships
- **Oct**: Mentors
- **Nov**: Platforms Launch to closed partners
- **Dec**: ALPH

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**2019**
- **Jan**: 6 Months AI Accelerator by Ubisoft in Station F, Paris
- **Feb**: 3 Months Accelerator by Techstars, London
- **Mar**: 3 Months Accelerator by Techstars, London
- **Apr**: Multi-stages (Techstars, London)
- **May**: Techstars Accelerator
- **Jun**: Partnerships
- **Jul**: Mentors
- **Aug**: Platforms Launch to closed partners
- **Sep**: ALPH
- **Oct**: Launch Partners
  - Preloaded, Rehab
- **Nov**: Alpha Release
- **Dec**: Beta Release

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**2020**
- **Jan**: Development, Automation processes, ML Implementations
- **Feb**: Implementing Feedback, New Releases, New Features
- **Mar**: User Acquisition, New Releases, PR
- **Apr**: Public Launch with Unity Integration
- **May**: Launch Partners
  - Preloaded, Rehab
- **Jun**: Alpha Release
- **Jul**: Beta Release
- **Aug**: Alpha Release
- **Sep**: Beta Release
- **Oct**: Beta Release
- **Nov**: Beta Release
- **Dec**: Beta Release
Our Team

Natalie
Head of Studio

Gisel
Chief Technical Officer

Sebastian
Co-Founder, Creative Director

Marta
Machine Learning Specialist

Noah
Machine Learning Specialist

Divya
Machine Learning Specialist

Gordon
Co-Founder, CEO

Freya
3D Software Engineer
Our Early Adopters

**Choice Provision**
Medium size video games studio, focus on Mobile and console gaming, Santa Cruz

“We love using Anything World to generate living procedural environments for our games – saves us so much time and adds so much life”

Mike Roush, Co-Founder, Choice Provisions

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**Preloaded**
Medium size games studio, focus on EdTech, London

“Right now AR is ALL we are doing, and Anything World is the kind of handy time-saving service we love here at Preloaded!”

Phil Stuart, Creative Director, Preloaded

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**Nexus Studio**
Digital marketing agency, focus on VR and AR

“Anything World is one of the forebears of an essential kind of AR experience. There is so much value in summoning anything you want using only your voice and then interacting with that thing.”

Liam Walsh, Creative Technology Director, Nexus Interactive Arts

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**Rehab Agency**
Digital marketing agency, focus on Voice Tech and AR, London

“The notion of generating worlds with your voice has fascinated us for a long time. Now with AW using it in projects is next level!”

Rob Bennett, CEO, Rehab
Our Early Partnerships

**Gaming**
- **Ubisoft**
  - Giant Gaming Enterprise
  - Limitless voice play in augmented reality with Ubisoft’s iconic Raving Rabbids characters.

**Music**
- **Warner Music Group**
  - Multinational entertainment and record label.
  - Share your music experience in a new way with interactive sing-along social app.

**Social**
- **Creative Shop**
  - (Instagram, Facebook)
  - Creative Shop is always hungry to craft new ideas with new technology for FB and Insta
  - Control face filters by voice inside your favorite social app.

**EdTech**
- **National Geographic**
  - World leader in geography, cartography and exploration.
  - Experience the exciting world of dinosaurs in a new augmented way. Engage and control this fantastic creatures with your voice.

**Turn text into animated Memes inside your favorite messenger app.**
- Example: "Tottenham played like a bunch of grannies."
Why Now? Market Trends

Video game traffic during lockdown - 75%

72% of Adults play games on their mobile

Wearables are paving the way

3D asset are ever expanding

Voice tech is everywhere

5G and edge computing on the rise
Market Opportunity
Global Games Market

- Browser PC Games: $3.0Bn, -13.4% YoY
- Console Games: $45.2Bn, +6.8% YoY
- Tablet Games: $13.7Bn, +2.7% YoY
- Smartphone Games: $63.6Bn, +15.8% YoY
- Downloaded/Boxed PC Games: $33.9Bn, +6.7% YoY

2020 Total: $159.3Bn, +9.3% YoY

Go-To-Market Focus:
Hyper Casual & Casual Mobile & Tablet Applications

Sources:
By **2025** we are projecting a total Serviceable Obtainable Market (SOM) of **$362 Million**

$72.4 Million (20%) are from Gaming. The others are through additional verticals.

**Verticals**
- $72.4M - Gaming
- $56.5M - Social
- $53.6M - MarTech
- $45.1M - EdTech
- $43.2M - Retail
- $38.2M - Telecoms
- $28.9M - Music
- $23.7M - Film