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Soulvu.

in 10 slides

What is Soulvu

Soulvu allows users to create **3D, 360° photographic virtual tours**, using any 360° camera and a smartphone
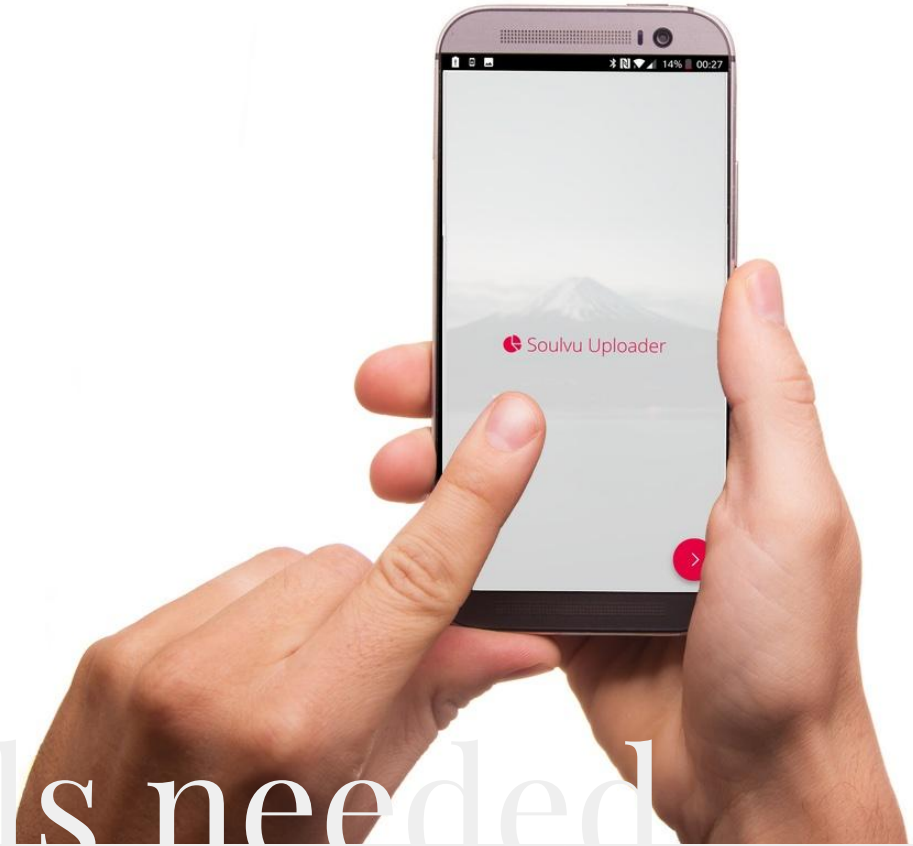
Application fields

Real estate tour, touristic sightseeing, museal tours, architectural testing (using image overlays), interior design

Device Agnostic

Thought with no specific camera or VR viewer in mind. **Works via browser**: no downloads required. Performance adapts to device.

Skills needed

Competitive advantage: does not require professional photographers: content **can be created by any user.**

Speed

Competitive advantage: a 360° 3D 15 point visit takes as less as 20 minutes to shoot, 10 to edit and add doors

Buyer Personas

target markets are: **luxury real estate, any real estate (on a larger scale), architects, touristic agents**

Technology

WordPress - based backend. WebGL for frontend. Works on any modern browser.

Cost

Competitive advantage: cost per tour is minimal.

Scale

Soulvu is **built to scale**: the bigger the scale, the lower the cost per tour

Business model

Soulvu is a Software as a service (SAAS).

Roadmap

Creation of companion app, creation of Shopify app, non-Wordpress backend (2019)

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