



CONTACT

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OWNERSHIP

A full spectrum of owners with diverse backgrounds and talent bases have helped bring our vision of Spotsselfie and Spotland to life.

REVENUE STREAMS



Increase Freshmen retention rates with digital supportive socialization on campus.



Deploying Augmented Reality immersive advertising experiences around campus.



Leasing Spotland™ (digital land) to corporations so they can expand their brand with Augmented Reality.

SPOTSELFIE™ PATENTED AR REAL-WORLD METAVERSE

Flying Eye Reality, Inc. has developed an innovative cloud-based, patented, Augmented Reality (AR) Social Metaverse and advertising portal designed to bridge the gap between social networking and the real world. With Spotsselfie, students are encouraged to interact with the world around them through digital posts tied to real estate locations on campus. Meanwhile, businesses and advertisers can reach students when and where they are most likely to purchase. Spotsselfie is available now for download at the Apple and Android stores.

SPOTLAND™ DIGITAL DIMENSION TO THE PHYSICAL WORLD

Spotland is the digital twin of your university's physical real estate, giving you the power to immerse your campus, students, brand, and alumni into the new digital world. A Real-World Metaverse is the next iteration of how your students will use the internet to connect, communicate, and learn to reshape campus life and social interactions while creating a new, powerful revenue stream on your turf.

IT'S YOUR TURF

Administrator Rights

- Restrict Usage
- Block Users on campus
- Flag inappropriate content

Manage Content

- Desktop web portal
- Interact directly with your students with GPS notifications



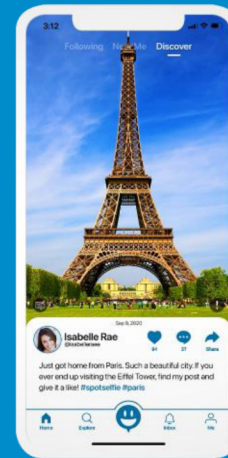
Spotsselfie

"Adaption into the metaverse is a make-or-break moment for America's higher education institutions. Failure to adapt will see students and cash flock to universities that do adapt well. - Jamie Hoffman, Founder of Invest Like A Warrior"

HOW SPOTSELFIE™ METAVERSE WORKS

Spotsselfie includes several user pages that integrate Augmented Reality and the Company's patented tools. Spotsselfie's interface and user experience is designed to be fun and intuitive, making it easy for students to transition from other platforms while still incorporating Spotsselfie's patented AR tools.

Spotsselfie is superimposed right onto the physical world where life happens! Students can explore posts made from around campus in their feeds, as well as explore Spotsselfies and other students in their immediate vicinity through the app's Augmented Reality Metaverse View, which overlays profiles, posts, and stickers through a device's camera. Students can also form immediate connections with other students through shared interests displayed in their urMojo profiles—a unique 16-question personality profile that helps connect with new friends both online and in the real world.



PATENTED INTELLECTUAL PROPERTY

We have obtained three patents, four continuations with 2016 filing date, and multiple trademarks that protect and solidify our position in the market, effectively beating big tech to this new frontier in social media and advertising.



Patents:

- 10743131 - AR pinning of GPS social content
- 10848909 - Connecting users based on interests via AR
- 10945094 - AR placement of social content

Continuations:

- Using virtual objects at a GPS location for a user's "digital twin"
- Connecting users by % match of a questionnaire
- AR pinning of GPS located advertising
- Pinning virtual objects to smart device location

Trademarks:

- Spotsselfie name
- Spotsselfie logo
- urMojo name
- urMojo logo
- Spotland name (filed)
- Spotland logo (filed)

FINANCIAL PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5
Retention	1.4M	2.8M	4.2M	5.6M	7M
Advertising	600K	756K	924K	1.1M	1.3M
Spotland	270K	540K	810K	1M	1.4M
REVENUE	\$2.27M	\$4.1M	\$5.9M	\$7.7M	\$9.7M
Students in Metaverse	15k	18k	21k	24k	27k

MARKETING

Flying Eye Reality will position itself to take advantage of these trends and generate interest among younger demographics, in addition to other groups and demographics. 84% of adults aged 18 to 29 use social media, along with 81% of those aged 30 to 49. Spotsselfie will primarily target the more active age groups as potential users, but will also offer engagement and real-world connections for users of all ages.

Based on 7k freshmen retention increase rate of 1%-5% and 30K student enrollment.



SPOTSELFIE™ IMMERSIVE ADVERTISING

New Revenue Stream on Campus

Students

- 19.6 million students travelled to their colleges for another year of studying, socializing, and spending
- The average college student has \$13k of disposable income per year on campus
- Gen-Z college students are immune to most traditional marketing campaigns

University

- Generate new revenue from advertisers
- Sales staff can focus on upselling and marketing additional services to current clients

Advertisers

- Looking for creative marketing campaigns to engage college students with their products and brand

POWERED BY AUGMENTED REALITY!

Immerse brands into the daily life of a college student, meeting them where they are - 24/7

- Overlay a company's marketing campaign into the real-world, inside or out
- Be at special events, on the walking paths, even on the football field during the biggest game of the year
- Experience interactive 3D models "hovering" in the real-world (6 foot-tall-beverage to a full-size race car)
- Content that can move and make sounds with a simple tap or triggered by a GPS located boundary



Spotselfie