State Higher Educational Establishment
Uzhhorod National University

AR-GUIDE

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docent Yurkovych Nataliya Vasylivna

Our Team

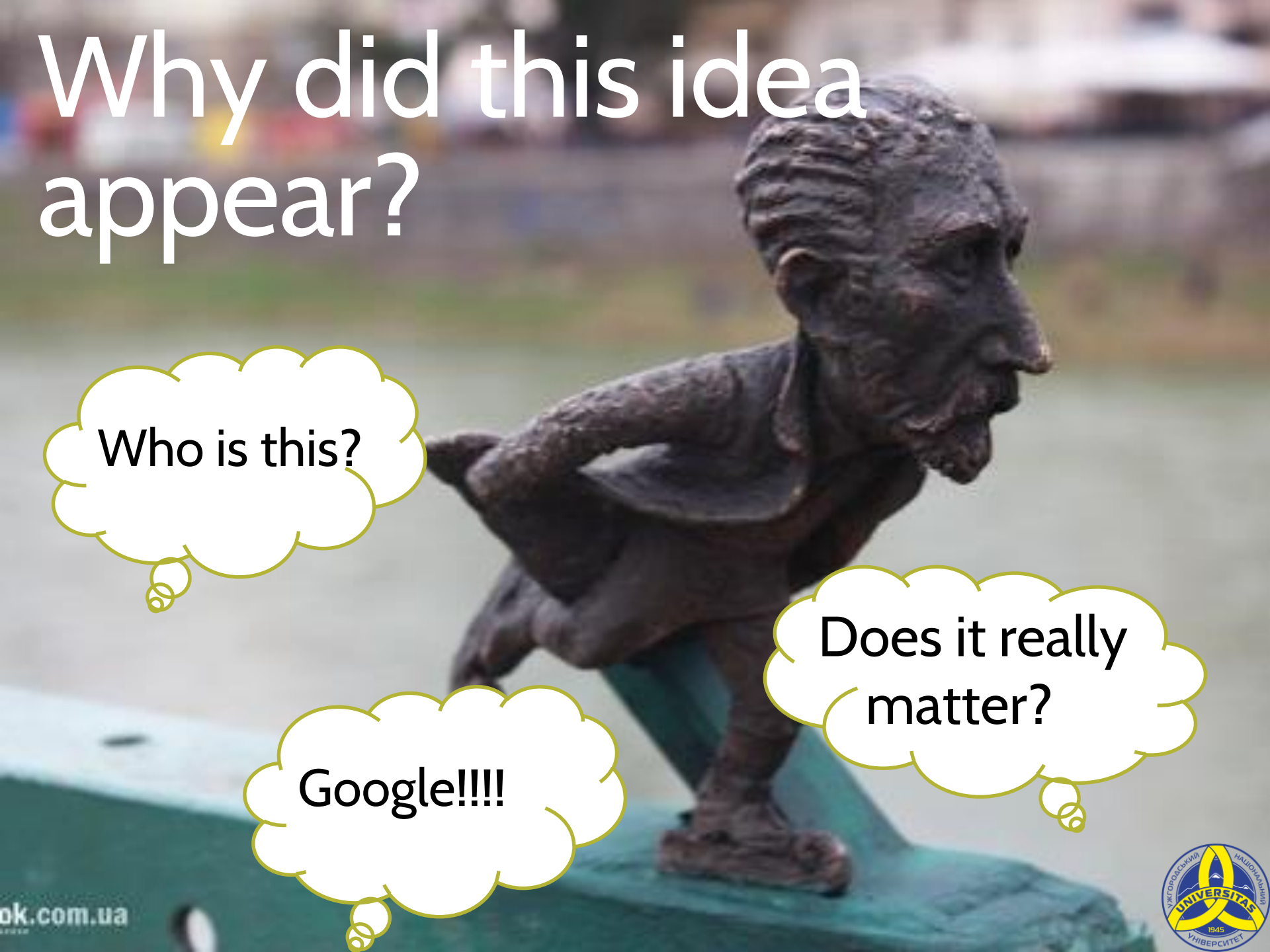
Yurkovych Nataliya Vasylivna

Project Manager

Kastrovska Nadiya Yurievna

Developer

Why did this idea appear?



AR-Guide

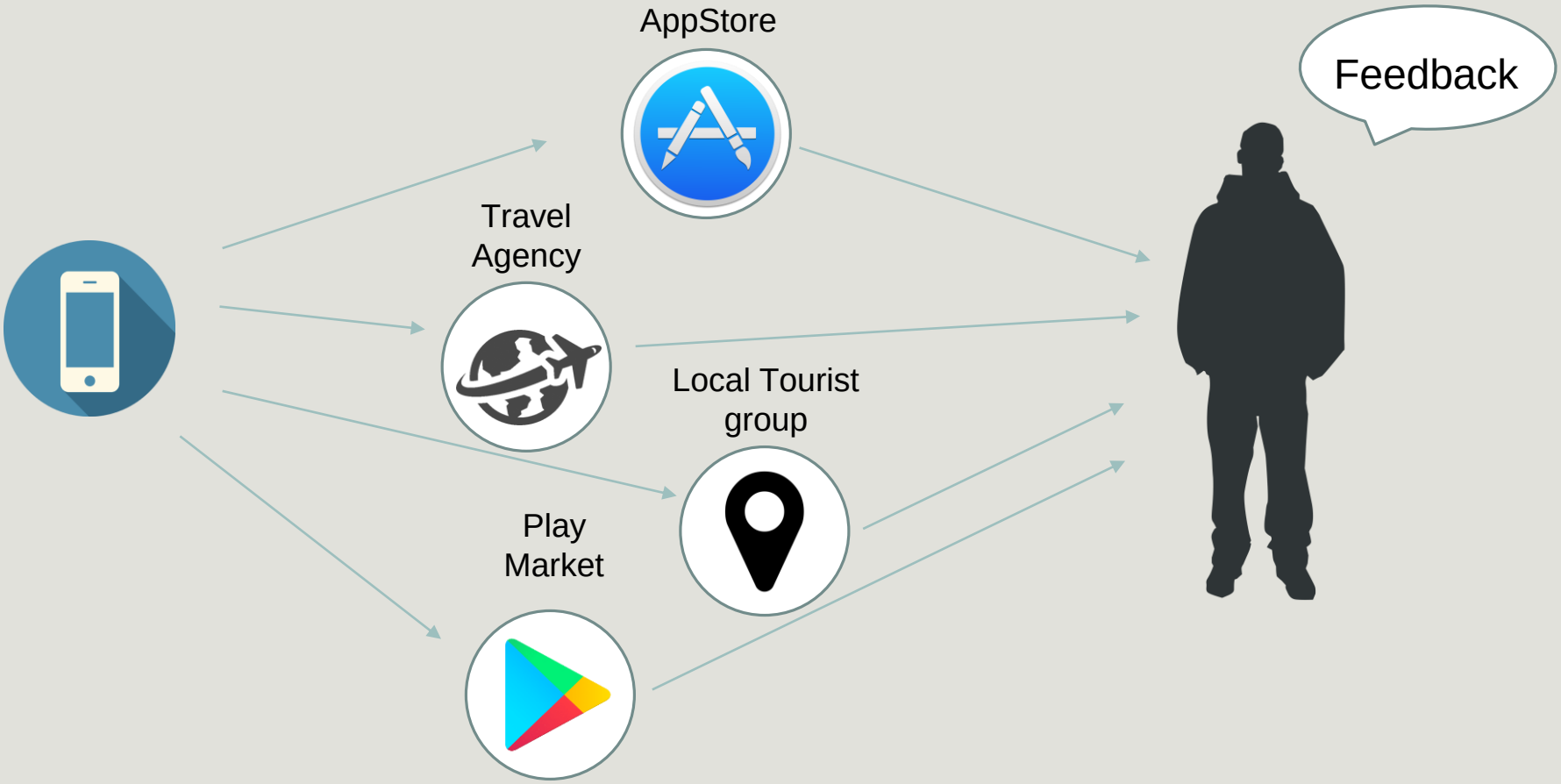
Potential users

- Tourists
- Travel agencies
- Town inhabitants

ADVANTAGES OF AR-GUIDE TECHNOLOGY

- Availability
- Easy use
- Off-line work
- Social focus
- Variability
- Ability to use the already existing infrastructure

Reaching the costumers



Key...

Partners

Unity 3d

Vuforia

Maya 3d

Activities

Advertisement

Database

Resources

Electronic Equipment

Cost Structure

- Salaries
- Database maintenance
- Software houses
- Marketing
- Publishing on stores

Profit is 10 times higher than the cost

App development for Uzhhorod monetization

3d-Artist& motion designer

12000 €

Unity developer 10000 €

Voice actor 2000 €

Marketing 1000 €

Total cost 25000 € for 1 Uzhhorod

Monetization for Uzhhorod

2 million tourists visit Transcarpathia

Let half of them visit Uzhhorod

Maybe only 1/4 download the application

Even if app will cost 1 € we can get 250000€ per year

Thank you for attention!