

TURN ANY PHYSICAL SURFACE INTO A LIVING MEDIA CHANNEL.

App-less AR. Measurable engagement. Campaign-level reporting.

30 days to go live.

WHY SNEAKAR? ONE MINUTE. NO FLUFF.

60s+

Opt-in engagement per scan

(vs. 1.7s on Meta)

63s

Average active dwell time

(SXSW validated)

15%

Scan-to-CTA conversion rate

24/7

Living Surface Uptime

Every activated surface is always on. Always updateable. Never goes dark.

12hrs

Daily On-Body Brand Exposure

Average time shoes are worn daily. The brand walks everywhere their end algorithm takes them.

80%

User Return Rate

(validated at SXSW 2026)



THE PROBLEM

Brands pay for 1.7 seconds of attention. Meta, Google, OOH — all interruptive, all forgettable. 90% of AR campaigns die at the app download screen.



THE SOLUTION

SNEAKAR XR turns any physical surface into a live, app-less media channel. Point. Scan. Experience. In under 2 seconds. No download. No friction.



THE PROOF

623 scans, 83 deep engagements, 60+ sec avg dwell at SXSW 2026. Named "Hidden Gem to Watch" at AWE USA 2026. Power of the Pitch 2026: 1st Place.



THE MOAT

Proprietary SNEAKAR XR SDK. Gaussian Splat + World Model Augment Layer. Frame Checker runtime. One marker = unlimited surfaces. Built on owned assets. Zero platform lock-in.

The media channel Meta can't sell you. We are the platform and measurement layer. Physical products are the activation surface — not the business model.

info@sneakar.io | #STAYSNEAKAR

HOW IT WORKS — ENTERPRISE SIMPLE

01

PICK THE SURFACE

Footwear, poster, banner, packaging, or OOH. Any physical surface can be a channel.

03

BUILD THE EXPERIENCE

Motion graphic or video plus a CTA landing page. Optional inside/outside content for superfans.

05

MEASURE + REPEAT

Campaign-level reporting, creative refreshes, and repeatable enterprise rollouts.

02

ACTIVATE THE MARKER

One campaign marker design powers unlimited matching placements everywhere.

04

DEPLOY + DRIVE SCANS

Ambassadors, events, athlete drops, retail, or agency media drive the volume.

How to SNEAKAR XR



FAST PATHS & TIMELINES — YOUR TRANSFORMATION PATH

Deployment speed, mapped from rapid activation to full standard rollout. Built for urgent, enterprise-ready execution.

WEEK 1-2 — STORY BEGINNING

Choose your evolution path. Schedule transformation talk. Vision your future. *(72-hour creative sprint available for urgent activations.)*

WEEK 3-4 — COMING ALIVE

Receive custom story map. Craft your evolution. Full backend: marker system, campaign tracking, reporting.

WEEK 5-6 — EVOLUTION LAUNCH

Platform magic begins. Marker system live. COGS design to door: 22–30 days. Full production: 60 days from sample sign-off.

ONGOING — ETERNAL GROWTH

Story evolution. Value appreciation. Community expansion. One marker fee covers unlimited matching surfaces. Forever updateable.

"Every journey begins with a single step. Let's take that step together. #STAYSNEAKAR"

SNEAKAR REVOLUTION — WHERE INNOVATION MEETS EXPRESSION

The nexus where avant-garde physical media intersects with the vibrant rhythm of culture.



WEBXR PLATFORM

- Custom XR Sneakers
- Streamlined Onboarding
- Zero App Downloads Required



COST EFFICIENCY

- Lower Media Costs
- Brand Dashboard
- Real-time Analytics



COMMUNITY READY

- Web3 Integration
- SocialFi Rewards
- Culture Crew Access



STAYSNEAKAR RESOURCES

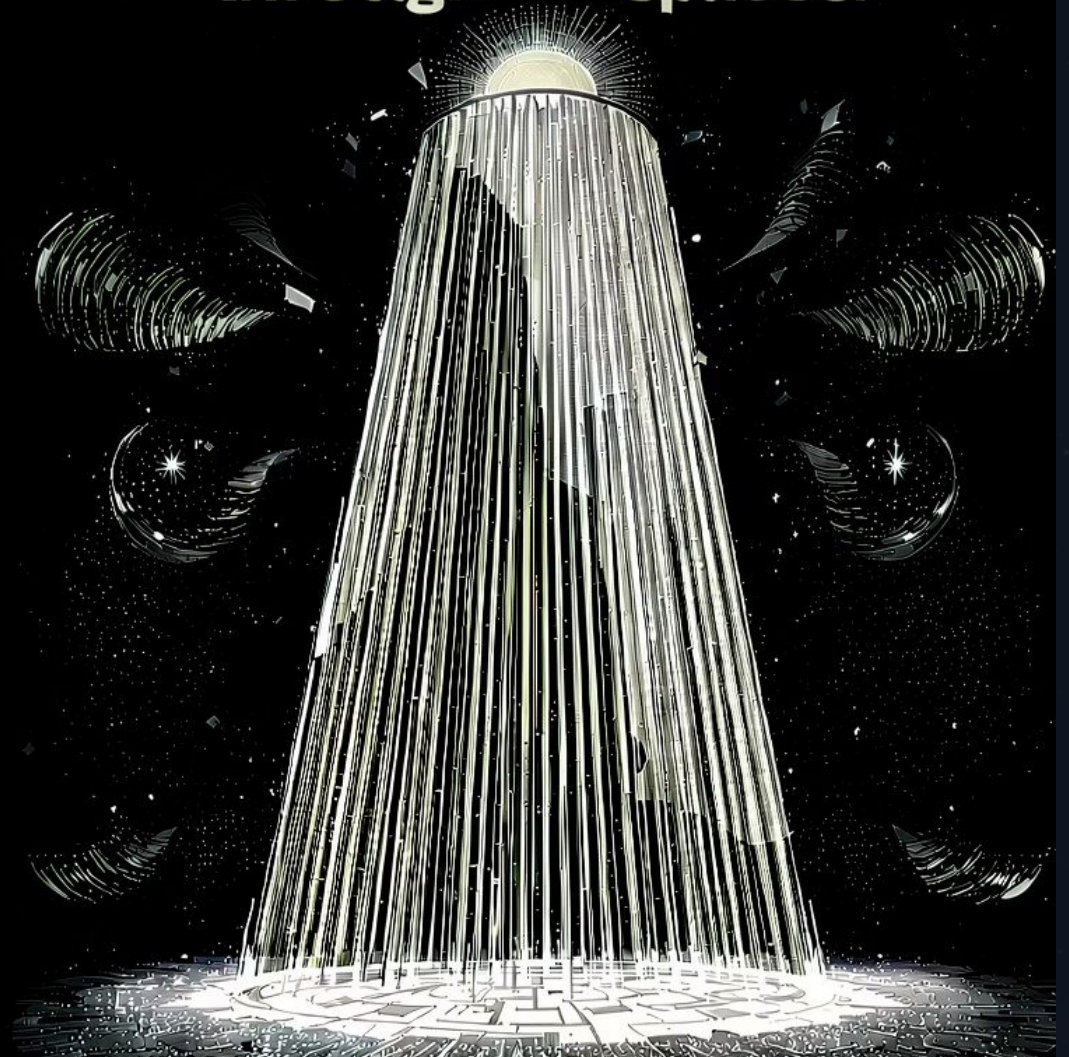
- Bold Brands Guide
- Platform Guide
- Walking Billboard Effect™ PDF



IS THIS TECH?



Now immerssive brand
fusion. They live
through spaces.



#STAYSNEAKAR

STAYSNEAKAR™ — WHERE STATIC PRODUCTS COME ALIVE

STATIC PRODUCTS → LIVING ASSETS

✗ DEAD

OLD WAY (DEAD)

STATIC CAMPAIGNS

Single-use print & labels

COMPLEX APP DOWNLOADS

App store download barrier

UNTRACKABLE PRINT

No interaction data

ONE-TIME CONTENT

Use once, throw away

✓ LIVING

STAYSNEAKAR (LIVING)

DYNAMIC CHANNELS

Evolves forever with real-time updates

APP-LESS ACCESS

Mobile WebXR in a single scan

MEASURABLE PARTICIPATION

Scans, dwell time, and interaction metrics

ETERNAL STORIES

Evolves forever

"Powered by the SNEAKAR XR™ Engine, we give bold brands the power to turn footwear—and any physical surface—into living, breathing brand experiences using the Walking Billboard Effect™."





B2B — WALKING BILLBOARD EFFECT™

Walking Billboard Effect™

The SNEAKAR™ activation: Transform footwear and physical products into fluid, interactive campaigns using our SNEAKAR XR™ Engine.

60s+

Avg Dwell Time

35%+

CAC Reduction

15%

Scan-to-CTA Conversion

- Data-driven brand monetization strategies
- Real-time engagement analytics
- Seamless XR integration for marketing campaigns
- Advanced engagement tracking dashboard

TARGET: FOR MARKETING & BRAND MANAGERS

NIL — Culture Crew Collabs

Join the future of digital influence where creators and athletes shape their own destiny. **#STAYSNEAKAR**

2X

Average Engagement Rate

Performance lift through creator-led culture collabs

50/50

Revenue Sharing Model

Equal partnership in all monetization opportunities



Direct fan engagement opportunities



Creative control over your digital presence



Community-building tools and analytics



Exclusive collaboration opportunities

Live NIL Activations

Brandon Lane

Rush the Lane's — Collegiate NIL,
University of Wisconsin

Nakobe Dean / VaynerSports

Contract currently under review

Mailata Foundation / Jordan Mailata

Next steps meeting scheduled

Why SNEAKAR wins on price.

"One marker fee. Unlimited scans. No per-scan billing. Ever."

FEATURE	BLIPPAR ❌	NIANTIC / 8TH WALL ❌	SNEAKAR XR ✅
Pricing Model	£250/mo Commercial License	\$700/mo per project (down from \$3,000)	\$1,500/mo — 1 Marker Standard
Additional Markers	Per-project licensing required	Per-project, per-campaign billing	\$1,000/mo (2–4 markers) / \$750/mo (5+)
Scan Volume	CAPPED — 1,000 views/mo mid tier	METERED — \$10 per 1,000 VPS calls	UNLIMITED* — covered by marker fee
Physical Surfaces	No surface activation system	No physical marker system	1 marker = unlimited matching surfaces
Tech Barrier	Watermark on lower tiers	Requires developer build	App-less WebXR — no dev required
Deployment	Enterprise: opaque custom quote	\$80–\$100/location/mo VPS	30-day go-live guaranteed
Reporting	Not included	Not included	Campaign-level reporting included

 **Blippar caps your scans. Niantic bills you per call. SNEAKAR charges one flat marker fee — and your scans are unlimited. That's not a feature. That's a moat.**

\$700/mo

Niantic minimum per project

\$250/mo

Blippar commercial
(capped views)

\$750/mo

SNEAKAR XR

(unlimited scans + surfaces)

UNLIMITED SCANS. ONE MARKER FEE. ZERO SURPRISES.

*Monthly marker maintenance fee covers all scan volume.

ENTERPRISE DEFAULT: 20% ANNUAL DISCOUNT

PRICING — SCALE YOUR SUCCESS WITH PRECISION



ENTRY LEVEL ACTIVATION — \$5,000

Starting point for your brand.

- Marker License (unlimited matching surfaces)
- +1 Platform Marker (Unlimited IR Surfaces)
- Commercials, AD spots, Teasers
- Loyalty Reward CTAs & Highlight Moments
- Animated Content & Sizzle Reels
- Single AR Mini Game (Hoops, Racing, Sports)



FULL IMMERSION 6DOF — \$25,000

Everything in Entry, plus immersive worlds.

- Custom Build (full world buildout)
- Meshed Walls & Spatial Action Points
- Fully Immersive 3D/6DOF World Build
- Aim N Play Anywhere (Park to Stadium)
- Users Aim, Play, Earn, Convert & Spend In-World
- Gamified & Engageable Brand Tools



PHYGITAL GAMING RAIL — \$50,000

CPG rail from IRL to Game.

- Integration Suite (Fortnite/Roblox integration)
- Everything in Tiers 1 & 2
- Direct Rail to Fortnite or Roblox
- Wearable, Purchasable Digital Skins
- Exclusive Digital Twin Experiences
- IRL Flex translates to In-Game Action

RECURRING PLATFORM MANAGEMENT

\$1,500/mo — 1 Marker Standard

\$1,000/mo — 2–4 Markers (Each)

\$750/mo — 5+ Markers (Each)

Pricing is per campaign marker or trigger design, not per physical surface. One marker fee covers unlimited matching placements everywhere.

"The ability to free-launch a branded experience in open worlds using our SNEAKAR XR Engine is a key capability for us and the brands that opt in."

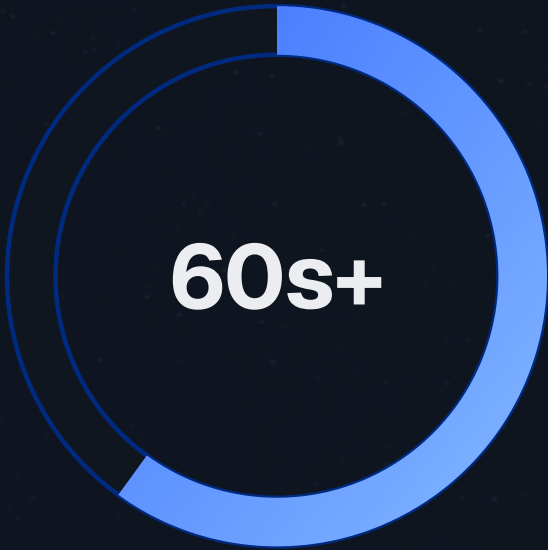
PROVEN IMPACT: SXSW 2026



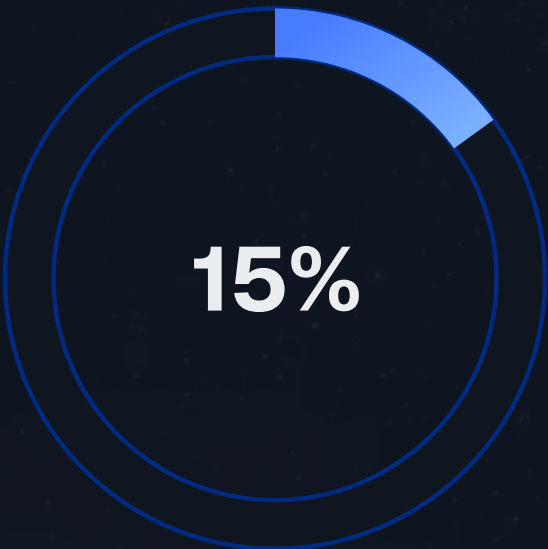
Direct Aim & Play Scans
SXSW 2026



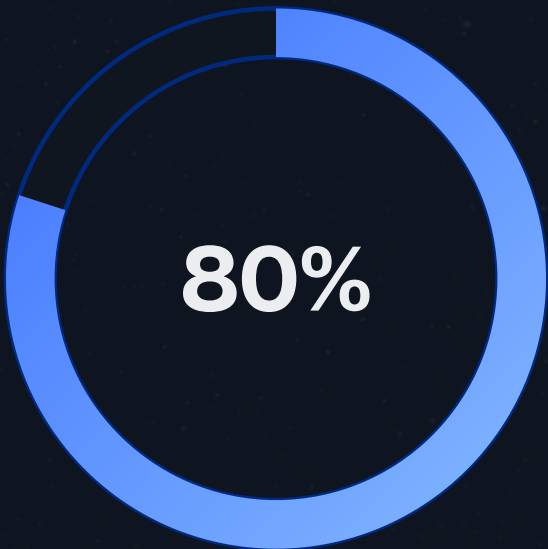
Deep Experiential Engagements
Video, games, loyalty drops



Avg Active Engagement Dwell
Per scan



Scan-to-CTA Conversion Rate



User Return Rate

~900 physical touchpoints across Austin. Frictionless spatial conversion at scale. Zero app downloads required. Named 'Hidden Gem to Watch' — AWE USA 2026. Power of the Pitch 2026: 1st Place. Brex Capital Discipline Award.

**Provisional working copy based on SXSW 2026 platform logs. Scans = Aim & Play activations on physical surfaces. Deep Engagements = participation events inside the brand channel. Dwell Time = average active seconds inside the experience per scan session.*

JOURNEY TELLING — Validated Deployments

Real deployments. Same promise every time: fast spin up, clear timeline, measurable outcomes.

Vertical: NIL / Collegiate Athletics RUSH THE LANE'S — Brandon Lane (University of Wisconsin D1) Objective: Turn NIL hype into a measurable conversion funnel Activation: Custom SNEAKAR shoe on-field surface → animated hologram experience. App-less physical-to-digital activation. Brandon featured among EA Sports' top players to watch.	Vertical: Culture & Community CHHK — College of Hip Hop Knowledge Objective: Tangible engagement asset beyond a normal merch drop Activation: WebXR activations connecting event attendance, battle-rap credentials, and streetwear apparel to digital freestyle vaults and community rewards.	Vertical: Music & Media KITBETTER — Inside the KiTRecord Objective: New release hub at point of discovery Activation: App-less physical-to-digital activations unlocking exclusive KiTRecord media vaults from physical surfaces, packaging, and branded merchandise.	Vertical: Live Event / Executive SUMMIT — Bad A\$\$ Business Summit Objective: Turn in-person networking into follow-up actions Activation: App-less WebXR networking credentials and signage turning executive summit badges and event surfaces into interactive sponsor channels.
Vertical: Gaming & Spatial Commerce ENVY — Fashion Tycoon / Fortnite Objective: Footwear-to-Fortnite CPG gaming rail Activation: ENVY shoe logo marker → in-game Fortnite skin purchase → RAW City store gameplay via Omniverse City. "Touch grass to in-game."	Vertical: Platform Proof SXSW 2026 Objective: Demonstrate frictionless spatial conversion at massive scale Activation: ~900 physical touchpoints across Austin. 623 scans, 83 deep engagements, 60+ sec avg dwell. Zero app downloads required.		

SNEAKAR XR SDK

Fully owned. Fully proprietary. Zero platform lock-in.

 THE HOLODECK IS REAL.

Our Gaussian Splat + World Model Augment Layer creates a fully immersive spatial platform — real-time, app-less, and launched through our proprietary Frame Checker technology. This is not a wrapper. This is not a plugin. This is a new spatial runtime.

 EXPERIMENTAL ACTIVATIONS LIVE

SNEAKAR XR CORE ENGINE

Gaussian Splat
Layer — Real-time
Spatial
Reconstruction

World Model
Augment — Fully
Immersive Spatial
Platform

Frame Checker —
Proprietary Marker
Validation Runtime

WebXR Delivery —
App-less Browser
Launch

SNEAKAR XR SDK
— Owned
Proprietary
Runtime

SPATIAL & GAMING RAILS

Omniverse City —
Spatial Ecosystem

Unity — 3D
Runtime

Fortnite — Gaming
Protocol

WebGL — Browser
Rendering

8th Wall — WebAR
Platform

MOBILE & COMPUTE

Android XR —
Mobile Compute

Apple Vision —
Spatial Compute

RunPod — GPU
Compute

DATA & INFRASTRUCTURE

OZWARE — Data Architecture

WAX — Blockchain Ledger

Digital Ocean — Cloud Infrastructure

Supabase — Database Logic

Three.js — 3D Framework

8TH WALL — WebAR Platform

Built on owned assets and open-source layers. No third-party AR platform dependency.



SOCIAL IMPACT — BEYOND THE SNEAKERS

Making a difference one step at a time through sustainable practices and community support.

1

SUSTAINABLE CRAFTSMANSHIP

- Vegan leather from cactus, apple peels, and recycled polymers eliminates animal use and reduces waste
- Partnerships with Royal Hemp Nepal empower artisans through handwoven hemp designs
- Plant-based alternatives like Mirum® and Mylo™ replace synthetics in production

2

CHARITY & IMPACT CAPSULES

- Collaborates with creators and brands on limited-run phygital drops supporting verified impact campaigns
- Empowers non-profits through direct scan-to-engage and scan-to-participate mobile WebXR entry points
- Combines SNEAKAR's app-less campaign infrastructure with third-party social posting layers like Post on Purpose

3

22-0 MOVEMENT

- Proceeds fund Mission 22 and 22ZERO to combat veteran suicide
- Amplifies #22ADAY to destigmatize mental health support
- Partnerships with Military Veteran Projects for trauma-informed care

Stay bold. Stay rooted. Stay here. #STAYSNEAKAR



REACT OVER REACH.

Look what SNEAKAR XR does for your brand.



🏆 SPORTS TECH

"Turn athlete gear into a live campaign trigger."

- NIL drops, game-day activations, scan-to-highlight reel



📱 D-TECH / DIGITAL

"Every physical surface becomes a programmable media rail."

- App-less WebXR. Zero friction. Instant deployment



📢 MARTECH

"Campaign-level reporting from a sneaker."

- Real-time scan data, dwell time, repeat engagement — all in your dashboard



🎓 NIL

"Athletes become walking billboards. Fans become the funnel."

- 2X average engagement. 50/50 revenue share



🏢 B2B ENTERPRISE

"One marker. Unlimited surfaces. Measurable ROI."

- 35%+ CAC reduction. 30-day go-live. No app required. We are the platform and measurement layer.



🛒 CPG / RETAIL

"Dead packaging → living media channel."

- <5% dead stock. 24–48hr content refresh. \$2–3K vs \$25K



🤝 INFLUENCER / AGENCY

"Resellable XR capability your clients can't get anywhere else."

- White-label ready. Fast Start Agency Sprint. 72-hour activation



🎮 SNEAKARCADE

"The world's first physical-to-digital gaming console."

- Scan your SNEAKAR marker to unlock immersive 3D realms, exclusive athlete drops, and interactive spatial minigames. WebXR Powered. 6DOF Spatial Engine. Zero App Installs.

"We are the platform and measurement layer. Physical products are the activation surface — not the business model. SNEAKAR XR turns any physical surface into a living, breathing, measurable brand experience — across every vertical, every time."

VANITY METRICS GET DELETED

Real engagement gets executed

#comment

WE ARE THE NEW MAD MEN.

We craft immersive stories that spark authentic brand connections. Our platform turns narratives into dynamic experiences, forging meaningful engagement that resonates wherever feet may land.

PODCASTS

- SNEAKAR's Automated Podcast (YouTube) — "Who is SNEAKAR? Unboxing the product-to-media paradigm shift."
- The Rebel Rebel Podcast Collaboration — "Ian Harrison of MuensterVision folds into SNEAKAR XR."
- AR Production Integration with Ian Harrison — "MuensterVision's skate/urban visual assets integrated into SNEAKAR's WebXR engine."

PRESS

- VoyageDallas Rising Stars: Meet Ian Harrison — "The official feature tracking MuensterVision / SNEAKAR XR."
- "SNEAKAR: Blowing Minds. Running Game." — Medium manifesto
- AWE 3x Nominations & SXSW Platform Proof — Medium

AWARDS

- 🏆 Power of the Pitch 2026: 1st Place
- 🏆 Brex Capital Discipline Award
- AWE USA 2026 — Named "Hidden Gem to Watch" (official bulletin)
- SXSW 2026 — 623 scans, 83 deep engagements, 60+ sec avg dwell

SHOW & TELL

- SNEAKARCADE Gameplay Reveal
- SNEAKAR XR Brand Activation (live demo)
- "IS THIS AN AD? NOPE, IT'S THE FUTURE" — 60s+ dwell time capture

63s

Average active engagement per scan

15%

Scan-to-CTA conversion

24/7

Living Surface Uptime

Every activated surface is always on. Always updateable. Never goes dark.

12hrs

Daily On-Body Brand Exposure

Average time shoes are worn daily. The brand walks everywhere their end algorithm takes them.

Ready to step into the augmented future?