Seeking the Pokémon Go of 5G Era

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A global 5G/Edge use case challenge

Curating and teaming up with the best XR startups
Key Success Factors and Impact

**Community Targeting**
- Target group analysis
- Clear *inspiring vision*
- Guidance on existing tools
- **Showing long term potential of 5G/Edge**
- XR Developers aren’t aware of telcos commitment to 5G powered emerging tech.
- **With a global, vision based challenge, developers will get to know your brand.**

**Incentivization**
- Large *prize pool*
- Prestigious Award ceremony
- Top *experts as mentors*
- International high level jury
- The best startups, teams and developers are everywhere.
- **With the right incentives, you will get to curate globally.**

**Engagement**
- Streamlined project submission process
- Team, mentor matching
- Forums for increased community interaction
- Challenges are a great platform to build relationships.
- **With developers using your APIs, you will get feedback on what’s there to improve.**
XR First: Strategic Partner for Global Challenges

**Build and share the Vision**

XR First is working with corporates for XR community acceleration, with the power of a global network of 52 VR/AR labs, a community of 85,000 XR developers and 410 Startup Clusters.

**Create the Challenge**

XR First has organized challenges, hackathons and curated top XR startups for many of its partners including the European Space Agency, Augmented World Expo, USC, MIT, Bosch, Wayray.

**Engage the Developers**

XR First Innovation Platform developed by the former XPrize team (+10 years open innovation experience) with streamlined filtering, intuitive interface and AI based matchmaking features.
# Auggie Breakthrough: Curating Top XR Startups

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<tr>
<th>Official Intel Partner</th>
<th>&gt;400 employees, Partnering with NASDAQ</th>
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<tr>
<td>7.7 Mio USD investment</td>
<td>1 Mio EUR investment</td>
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<th>The Stanford Virtual Heart by Lighthaus Inc, Stanford University Divi...</th>
<th>Data Visualization and Analytics in VR by Caltech, NASA JPL, Virtualiti...</th>
<th>Audi Visualisation Engine by Audi AG, ZeroLight</th>
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<td>eHERITAGE by University of Transilvania of Brasov</td>
<td>BRAVEMIND 2.0 by USC Institute for Creative Technologies, Dell, Intel ...</td>
<td>Devexa by dxFeed, Devexperts</td>
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<td>Unity Award Winner Best Experience</td>
<td>Where Thoughts Go: Prologue by Thought Co.</td>
<td>Oasis by MIT Media Lab, University of Cordoba, Spain - Procedurally Ge...</td>
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<td>Unmaking the Bomb VR by Princeton University, Games for Change</td>
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Challenge Structure

5G/EDGE/CLOUD CENTRALIZED ONLINE USE CASE CATALOGUE

AWARDS CEREMONY

Hackathon Country 1
Local Telco Operator
Lab with 5G/Edge/XR

Hackathon Country 2
Local Telco Operator
Lab with 5G/Edge/XR

Hackathon Country 3
Local Telco Operator
Lab with 5G/Edge/XR

Global Online Platform: Ideation to Prototype to Apps

Selected Projects

Independent/Isolated Catalogue

XR Startups / Experts
5G/Edge Enthusiasts
XR Dev Community
Innovation Platform

Define your challenge and see what world's largest community of VR/AR innovators can do for you

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