



<b>Start-up name</b>	Nomoko ( <a href="http://www.nomoko.camera/">http://www.nomoko.camera/</a> )
<b>Date of creation</b>	June 2015
<b>Share capital</b>	12,500 EUR (Luxembourg)
<b>Founder(s)' name(s) and academic and/or entrepreneurial curriculum</b>	<p>3 Founders:</p> <ol style="list-style-type: none"> <li>1. Nilson Kufus (CH)           <ul style="list-style-type: none"> <li>- Former national champion in figure skating</li> <li>- 2 years mathematics at ETHZ</li> <li>- Bachelor in Liberal arts &amp; Sciences, Maastricht University</li> </ul> </li> <li>2. Kevin Mersch – (L)           <ul style="list-style-type: none"> <li>- Electrical Engineering and MSc in Environmental Engineering at ETHZ</li> <li>- Research at PSI (Paul Scherrer Institut) and EMPA (Swiss Federal Laboratories for Materials Science and Technology)</li> </ul> </li> <li>3. Vincent Pedrini – (L)           <ul style="list-style-type: none"> <li>- Former Manager Consultant at PwC Luxembourg for Entrepreneurs (PwC Entrepreneur)</li> <li>- Former auditor at Deloitte Luxembourg and Chartered accountant in Luxembourg</li> <li>- Bachelor and Master degree in Business Engineering and Management at Solvay Business School (Brussels) and HEC Montreal</li> </ul> </li> </ol>
<b>Number of employees</b>	10
<b>Field of activity and description of the product/service</b>	<p>Field: 3D, VR, Camera</p> <p>Nomoko is pioneering the entertainment of tomorrow, we call it “lifelike entertainment”. The viewer is completely immersed, is part of the story, and everything is interactive. Imagine a tennis match, which you can experience from the perspective of Roger Federer.</p> <p>To achieve lifelike 3D models (digital 3D models so real that they cannot be distinguished from reality) and become the interface between the real and the digital world, the best camera meets the best software:</p> <ol style="list-style-type: none"> <li>1) Next Nomoko camera: 2,000 megapixels (MP), compact</li> <li>2) Nomoko software: conversion of multiple 2,000 megapixel 2D images to lifelike 3D models.</li> </ol>
<b>What is your business model based on?</b>	<p>From a partnership/collaboration model with entertainment leaders to a technology roll-out.</p> <ul style="list-style-type: none"> <li>- Step 1: Projects &amp; Blockbuster: 3D as a service e.g. delivering realistic 3D models to the industry</li> <li>- Step 2: Technology roll-out: subscription model for the technology access</li> </ul>

<b>Last (or current) fundraising</b>	750,000 CHF, summer 2015 2,500,000 CHF, current
<b>Base financial data (turnover; result if relevant)</b>	N/A – seed stage
<b>What is your growth forecast for the next 3 to 5 years?</b>	/
<b>Why did you choose Luxembourg?</b>	<ul style="list-style-type: none"> <li>- Luxembourg is an EU member and at the heart of Europe</li> <li>- Luxembourg has the ambition to become a leader in the ICT Sector</li> <li>- ICT infrastructure: Attractive Data Center legislation and technology</li> <li>- The country has interesting companies and actors that could lead to potential partnerships (e.g. SES, RTL)</li> <li>- Collaboration with Uni.lu and the LIST for technological development</li> <li>- A digital perspective with an interesting view on smart cities that would benefit from our visual aspect</li> </ul>
<b>What makes your product/service different from others on the market?</b>	<p>Having the first high-resolution compact camera enables us to be faster and cheaper than any other technology. Our images contain much more information and we need fewer pictures. Example: we could cut down the process of reconstructing a 3D model of a building such as Notre-Dame de Paris for Assassin's Creed game of Ubisoft from 14 months to 2 weeks.</p> <ul style="list-style-type: none"> <li>• Resolution is key: The human eye sees with a resolution of 575 megapixels</li> <li>• Comparison: GoPro 12 MP / highest-resolution camera suitable for 3D today: 50 MP</li> </ul> <p>Nomoko develops the needed hardware and the related software to enable the future of 3D.</p>
<b>Why do you think your business will have value in 5 years?</b>	Nomoko will have the biggest database of realistic 3D models; the starting point in order to have a digital copy of the world in 3D.