



Start-up name	Realab (http://www.realab.lu/)
Date of creation	2016
Share capital	12,500
Founder(s)' name(s) and academic and/or entrepreneurial curriculum	<p>Wesley Deglise – founder Wesley is a serial entrepreneur. He founded and invested in several start-ups in both Europe and the US. Wesley has more than 4 years experience in VR. He is the technical leader of a 30+ developer team at the European Commission and author of the <i>Luxembourg Start-up City Guide</i>.</p> <p>Bernard Michaux – founder Bernard studied film production at the University of Television and Film Munich. In 2006 he founded Lucil Film, that merged in 2015 with Samsa Film. For over 10 years Bernard has been producing international award-winning feature films, including <i>The Runway</i>, <i>The Treasure Knights</i> or <i>Accused</i>. In 2012 he partnered with a friend to open up two successful bars in Luxembourg City.</p> <p>Philippe Kohn – founder Philippe has been a self-employed sound re-recording mixer for over 17 years. He's also managing partner at Philophon, a film sound postproduction company.</p> <p>Fred Baus – manager Fred studied marketing in Brussels. Founder and managing partner of two projects “d:qliq” and “Radar”. Recently he was content strategist and project manager at Maison Moderne, the leading independent publisher in Luxembourg.</p> <p>Loïc Collignon – team member After nearly 12 years at RTBF, the Belgian national TV, Loïc joined Philophon in 2012 as a re-recording mixer.</p>
Field of activity and description of the product/service	Virtual & Augmented Reality – Besides creating content for tailor-made VR and AR experiences. We are currently working on a software that enables filmmakers to create VR movies with multiple storylines, adjusting the story to the viewers' unconscious behaviour: Virtelio .
What is your business model based on?	Subscription per month/year – pricing tbc
Last (or current) fundraising	No fundraising yet. Only private money invested.
Base financial data (turnover; result if relevant)	Virtelio and realab are still too young for data.
What is your growth forecast for the next 3 to 5 years?	We are aiming 1,000 licences (yearly subscriptions) after the first year and 10,000 licences (yearly subscriptions) by 2020.

<p>Why did you choose Luxembourg?</p>	<p>We are from Luxembourg.</p>
<p>What makes your product/service different from others on the market?</p>	<p>VR will be the next big in video entertainment. In fact, in the latest Goldman Sachs report from January 2016 about VR and AR, video entertainment figures amongst the 9 meaningful drivers of the VR market in the near term. With an estimated revenue of \$3.2 billion and 79 million users in 2025, the video entertainment sector is expected to be the third-largest driver after videogames and live events. Virtelio is an innovative product, a helpful creative tool for content creators in a growing market.</p> <p>Currently, creating interactive VR movies isn't at all easy without coding knowledge. With Virtelio we provide an easy-to-use tool that helps anyone to create an interactive VR experience in just a few simple clicks.</p> <p>The approach might not be unique, there are, in fact, several filmmakers working with developers to build interactive experiences. But we are the first company to propose a tool that makes it easy and cheap for everyone to create interactive VR movies. There will no longer be a need for a developer or coding expert.</p> <p>Our customers will save time and money, limiting their risks by using Virtelio instead of reinventing the wheel and falling into the traps we fell into before.</p> <p>Virtelio is the right tool for every VR film director and producer, storyteller, postproduction company, VR/AR developer, artist, marketer or any other VR enthusiast. It is so easy to use that you don't need a developer in your team.</p>
<p>Why do you think your business will have value in 5 years?</p>	<p>Good question.</p>