

Current Verticals & Owned IP

1. Magic Little Doors

Description: AR-powered experiences that drive foot traffic and engagement for small businesses, chambers of commerce, and local attractions. These experiences enhance brick-and-mortar interactions with digital storytelling, gamification, social sharing, and, in 2026, shoppable digital twins.

Owned IP: Proprietary QR-based interactive content, instant photo and video capture for UGC, analytics dashboard for business insights.

Market Opportunity: Small business revitalization, tourism enhancement, and retail engagement, particularly post-COVID.

Market Size: The global location-based services market is expected to reach \$183 billion by 2030.

2. HalloweenAR

Description: A consumer-focused AR product that brings Halloween characters to life through QR codes, enhancing holiday decorations, events, and retail experiences. It is the first AR-based Halloween product positioned for mass-market retail and e-commerce.

Owned IP: AR Halloween characters, instant photo and video capture for UGC, and exclusive distribution rights for the HalloweenAR concept.

Market Opportunity: Seasonal retail, holiday experiences, and viral social content driving brand partnerships.

Market Size: The Halloween retail market is valued at over \$10 billion annually in the U.S.

3. SmARt Kids Fire Safety

Description: An interactive AR experience designed to educate children and families on fire safety. Used by fire departments and municipalities during community outreach programs.

Owned IP: AR dalmatian mascot, interactive fire safety lessons, animated smoke detector and fire extinguisher characters.

Market Opportunity: Public safety initiatives, government and nonprofit partnerships, and school-based education programs.

Market Size: The global fire safety market is projected to exceed \$100 billion by 2027.

4. Raise the Flag (Pending Partnership)

Description: An AR fundraising campaign that engages consumers in a virtual flag-raising challenge, encouraging participation and donations.

Owned IP: AR Flag digital asset, donation challenge mechanics, and engagement tracking technology.

Market Opportunity: Philanthropic engagement, sports marketing, and digital fundraising.

Market Size: The global online fundraising market is estimated to reach \$25 billion by 2028.

5. Event & Agency Activations

Description: Custom AR experiences designed for brand activations, conferences, and large-scale events to enhance engagement and social amplification.

Owned IP: Proprietary engagement analytics, interactive AR activations tailored for conferences and brand sponsorships.

Market Opportunity: Corporate sponsorships, experiential marketing, and conference enhancement.

Market Size: The global event industry is expected to reach \$2.2 trillion by 2028.

6. AR Scavenger Hunts

Description: Location-based AR experiences for corporate team-building, tourism, and retail-driven foot traffic initiatives.

Owned IP: Customizable AR scavenger hunt templates, backend tracking, and data reporting tools.

Market Opportunity: Chambers of commerce, tourism boards, and corporate team-building programs.

Market Size: The global gamification market is projected to grow to \$30 billion by 2025.

7. AR Fundraising Products: Wands for a Cure

Description: Augmented reality products designed to support charities and fundraising efforts, engaging donors through interactive experiences.

Owned IP: AR-enhanced collectible cards and wands, integrated donation mechanics.

Market Opportunity: Nonprofit fundraising, cause marketing, and gamified donor engagement.

Market Size: The global charitable giving market exceeds \$500 billion annually.

8. Grocery Store Experience – in discussion

SugarXR is uniquely positioned at the intersection of AR, consumer engagement, and business-driven outcomes. Our owned IP across multiple verticals provides a scalable and defensible foundation for growth. By leveraging our proprietary technology and expanding key partnerships, we are poised to capture significant market share in retail, entertainment, public safety, and experiential marketing.

We invite investors to join us in scaling SugarXR's groundbreaking AR platform and unlocking new revenue opportunities across industries.