

Augmented Reality for Mayan archaeological parks in Guatemala



The PIXAR of historical tourism



Tourism market size

www.creatividad-grafica.com

Worldwide: US\$ 1.7 trillion (2021)

www.statista.com

Market size of the tourism sector worldwide
9 Mar 2021

Guatemala: US\$ 1.2 million (2019)

www.tourism-review.com

Guatemala tourism set to grow by 13%
3 Dic 2018

Guatemala receives 2.5 million tourists that represent about \$ 1,250 million per year, this number will grow exponentially making our archaeological parks more interesting, more informative, with more historical data that we have recreated in scenes taking care of every detail of the original brightness of the Mayan era.

www.forbescentroamerica.com

El turismo en Guatemala aumentó 6% en 2019
28rd January 2020

Our pilot MVP will be in Guatemala, but this is a service that we can provide to any part of the world.

Did you know?

Amazing Mayans

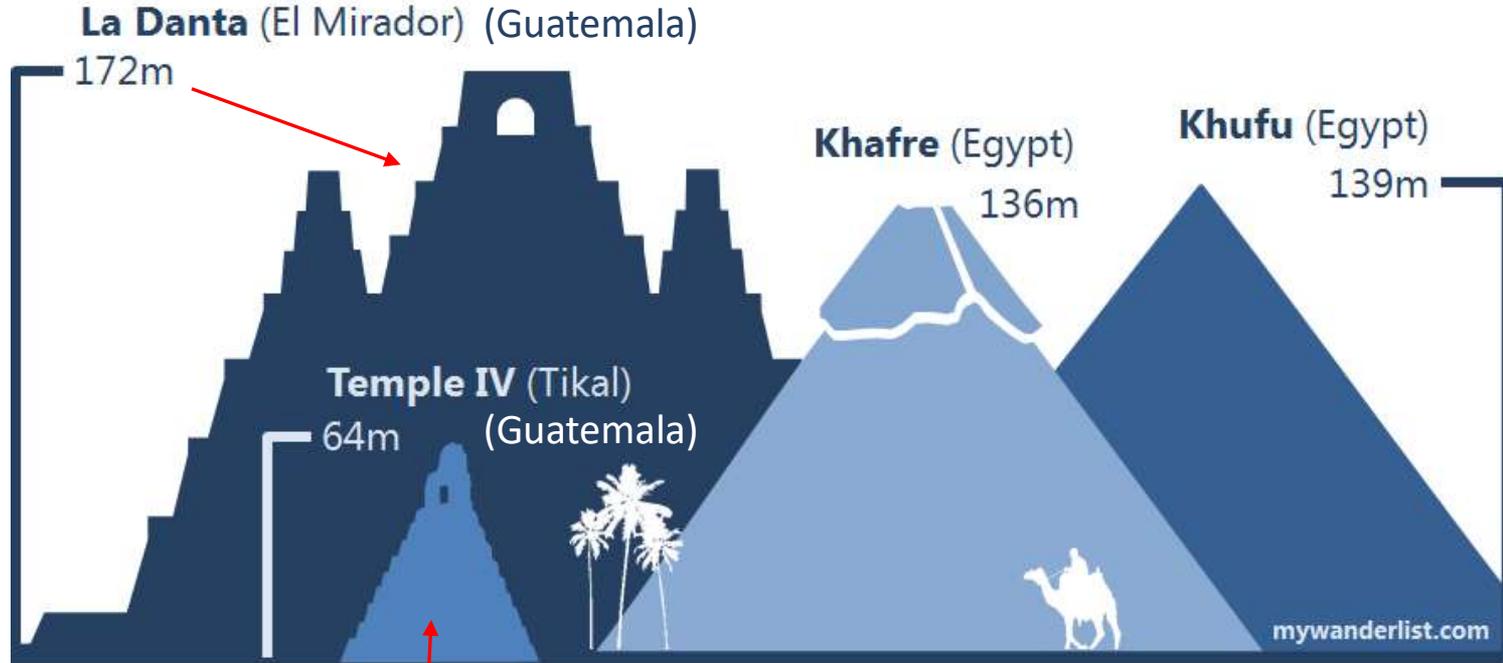


The Amazing mayans

The ancient Mayans were one of the first 5 civilizations in the world.

They built larger pyramids, than the ones in Egypt, and the first super freeways of that era.

They were warriors, astrologers, mathematicians and sculptors who left their history written in stone.



Great Jaguar (Tikal)
Gran Jaguar

By mywanderlist.com
Trek to The Lost Mayan Capital
23rd January 2013





Tikal Today

Guatemala has privileged and unique tourism resources worldwide, mainly those related to the Mayan culture.

Temple IV
El Gran Jaguar
The Great Jaguar



Tikal
Picture by Rafael Garrido 2009

What if?

KAN



why just imagine?

We created an Augmented Reality app that we called **KAN**, which means seed in Mayan language.

This app will show tourists from all over the world, who were Mayans and how they lived.

We want to cultivate 3D animation to harvest an entire industry dedicated to audiovisual production in Guatemala.





why just imagine?

We will change the experience and the learning in our archaeological parks through the Augmented Reality.



Augmented Reality of Tikal
By Creatividad Grafica 2018

What do we do?



Augmented Reality
for a cookies brand
in Guatemala



CREATIVIDAD GRÁFICA



About us

Creatividad Grafica

About us



We are an integrated marketing and Communication agency from **Guatemala** with more than 15 years of experience in :

- 2D and 3D Animation
- Augmented Reality
- Virtual Reality
- BTL
- Community Management
- Graphic Design
- Photography
- Corporate Image
- Marketing
- Events organization
- Audiovisual Production
- Advertising
- Promotions
- Signage

Who have trusted us?



Internacional clients



Local Clients



What do we do?



Animation

- 2D
- 3D
- SFX
- AR
- VR



About us



I am Rafael Garrido, a Guatemalan Graphic Designer, advertising and marketing professional, university professor with a master's degree in 3D animation.

I am the director and founder of ***Creatividad Grafica***, a company with more than 15 years of experience in audiovisual production.

Founder of companies that still work and others that failed

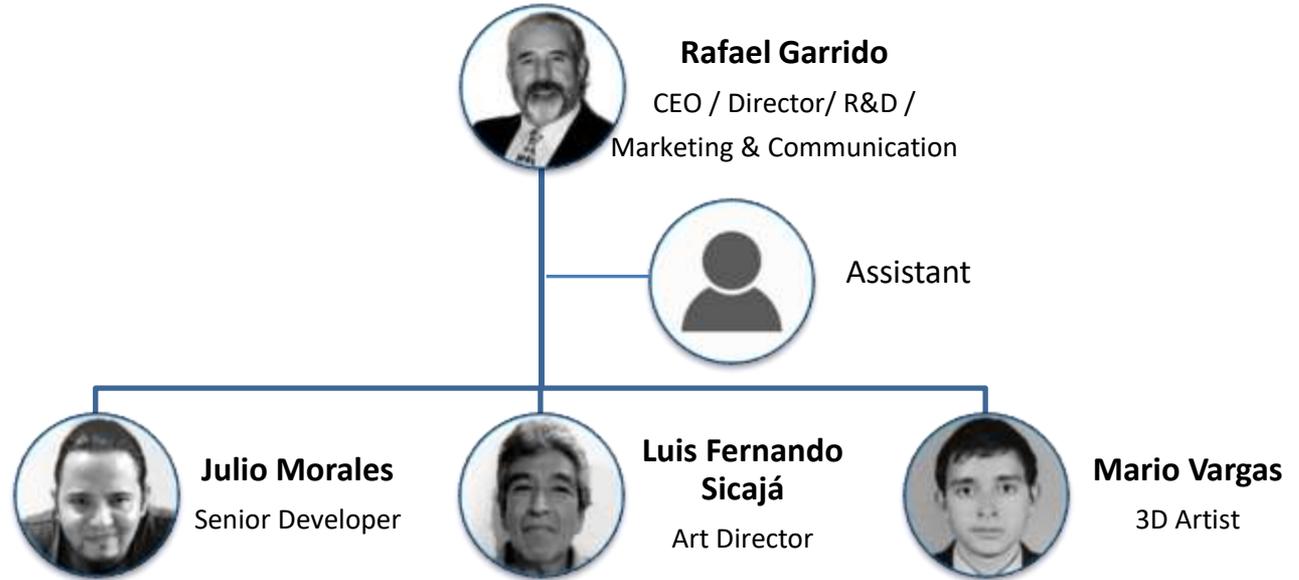


About us



The funding we are looking for is precisely to hire the key team dedicated to this project for the first stage.

We intend to have 5 permanent staff members and will sub-contract other professionals when needed.



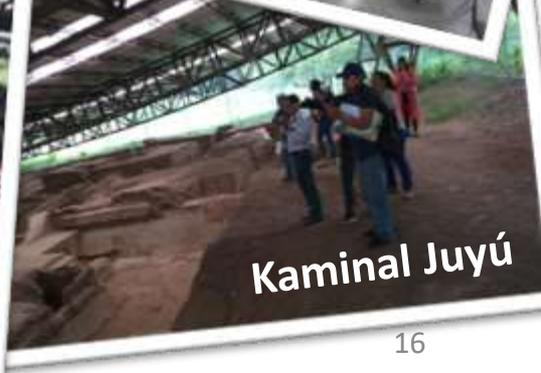


Advisory board in multidisciplinary levels



Kan is an early stage project. There is not a dedicated work team.

We have several professionals who have donated their time with the support of Guatemalan government entities.



What we need?

To become a tourism and history
PIXAR

Our Plan



IDEA

Augmented Reality App that helps my country and my people.

STEP 02

STARTUP

We will raise funds to develop the Minimum Viable Product
Seed: US\$ 95,000
Total: US\$ 6,000,000

STEP 04

SUCCESS

Expand worldwide working with other 3D animation-related products and entertainment



STEP 01

TRL 4

We need to bring together the key team to start the project

STEP 03

BUSINESS

We will get strategic partners that add value to the operation

STEP 05





The Fundraising

BEFORE



AFTER



B2B

World



Our Customers



Person

B2C

Travel agencies



Contáctenos



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***It's time to taste the history
and Creatividad Grafica is ready to do it***