



IDEAS
Fast-Growth
High-Investment Business Plan
2026-2035



Interactive Dynamic Environment and Agent System

Founders: António Câmara, Edmundo Nobre, Haydn Rigby

1. Executive Summary

IDEAS is building the **AI layer that turns any video into a living simulation**.

By learning from video, IDEAS transforms real-world scenes into agent-based interactive models.

It becomes the universal engine for:

- Urban, ecological, and medical decision systems
- Sports, robotics, and entertainment simulations
- Generative digital twins and Mirror-Verse experiences

Analogy:

As Photoshop did for images, IDEAS will do for reality itself.

The company targets a **€500M+ valuation by 2030**, expanding into a **€5–10B opportunity by 2035** through platform licensing, API integration, and consumer applications.

2. Product & Technology Overview

Core Stack

- **IDEAS Engine:** Multimodal AI models (video, numeric, linguistic) → behavior extraction & simulation generation
- **IDEAS Studio:** Creator platform (web/desktop) for simulation creation
- **IDEAS Cloud:** Scalable compute engine (SaaS for enterprises)
- **IDEAS Store:** Marketplace for models, data, and simulations
- **IDEAS Companion:** B2C immersive app for creative users (AR/VR ready)



Differentiators

- Learns directly from real footage
- Multi-domain (nature, cities, sports, health)
- Instant interactive output (game-like)
- Patentable video-to-agent transformation process

3. Market Strategy

Initial Verticals (2026–2028)

SECTOR	PRODUCT	TAM (€B)	ENTRY STRATEGY
Healthcare	Surgical IDEAS	8	Partnerships with hospitals and med-schools
Sports	Tactical/Performance IDEAS	6	Licensing to clubs, broadcasters
Urban Mobility	Traffic & Crowd IDEAS	5	Smart city & policy pilots
Environment	Eco-IDEAS	3	NGOs, carbon & biodiversity markets
Design	Garden & Architecture IDEAS	2	B2C prosumer and landscape designers

Expansion Verticals (2028–2032)

- **Media & Entertainment:** Interactive films and simulations
- **Education:** IDEAS for Schools (turn lessons into simulations)
- **Gaming:** IDEAS-powered sandbox games and creative AI tools



4. Go-to-Market & Scale Plan

Phase I – Deep Tech Foundation (2026–2027)

- R&D and patent filings (Video-to-Agent Pipeline, Multimodal System Dynamics Kernel)
- 3 flagship pilots: Surgery, Sports, Mobility
- 20-person AI + Simulation team (Lisbon, Austin, NYC, London)
- €10M seed + early venture round

Phase II – Global Platformization (2028–2030)

- Launch IDEAS Cloud API (subscription & usage-based)
- Build IDEAS Store (simulation marketplace, revenue sharing)
- Expand to 5 verticals with dedicated teams
- Revenue target: €25–30M by 2030
- Strategic investors (Big Tech, media, or sports data firms)

Phase III – Consumer Expansion (2030–2033)

- Release IDEAS Companion App for consumers & creators
- Integration with Apple Vision Pro, Meta Quest, and Magic Leap
- Global user base of 5M+ creators generating and trading simulations
- Revenue target: €150–200M by 2033

Phase IV – Mirror-Verse Infrastructure (2033–2035)

- IDEAS powers Mirror-Verse simulations for cities, ecosystems, and individuals
- Decentralized simulation marketplace (IDEAS Tokens / digital twin trading)
- Target valuation: €2–5B



5. Business Model

REVENUE STREAM	DESCRIPTION	LAUNCH
SaaS Licenses	IDEAS Studio + Cloud API (B2B)	2027
Vertical Solutions	Healthcare, Sports, Mobility modules	2027
Marketplace Fees	20% commission on simulation sales	2028
B2C Subscriptions	IDEAS Companion	2030
Licensing/IP	White-label tech for enterprise	2029
Tokenized Assets	Simulation ownership & trade	2033

6. Financial Plan (High-Growth Scenario)

YEAR	REVENUE (€M)	OPEX (€M)	INVESTMENT (€M)	VALUATION (€M)	KEY MILESTONE
2026	0.5	3	10	25	Seed Round, R&D, Pilots
2027	4	8	15	80	Series A, 3 Vertical Launches
2028	15	15	20	250	IDEAS Cloud & Store Launch
2029	40	25	30	600	Global B2B Scaling
2030	100	40	0	1,200	B2C Expansion (IDEAS Companion)
2031	200	80	–	2,000	Mirror-Verse Integration
2032	350	120	–	3,500	Consumer Market Leadership
2035	500+	150	–	5,000+	Global Simulation Layer Status

Break-even: late 2029

Target IRR: >50%

10-year ROI: ~25x on initial capital



7. Team & Governance

Executives – António Câmara (CEO), Edmundo Nobre (COO), Haydn Rigby (CFO)

R&D Support – Tony Fernandes (Product), Joaquim Jorge (AI/XR), Duarte Araújo (Sports), Ana Pinheiro Privette & Júlia Seixas (Nature), António Brito (Modeling), Minnie Freudenthal, Alexandre Rainha de Campos, Rita Roque (Health)

Academic Partners – Cornell Systems Engineering, ISA, IST, FMH, NOVA

Strategic Advisors – Simulation, Gaming, and AR/VR industries