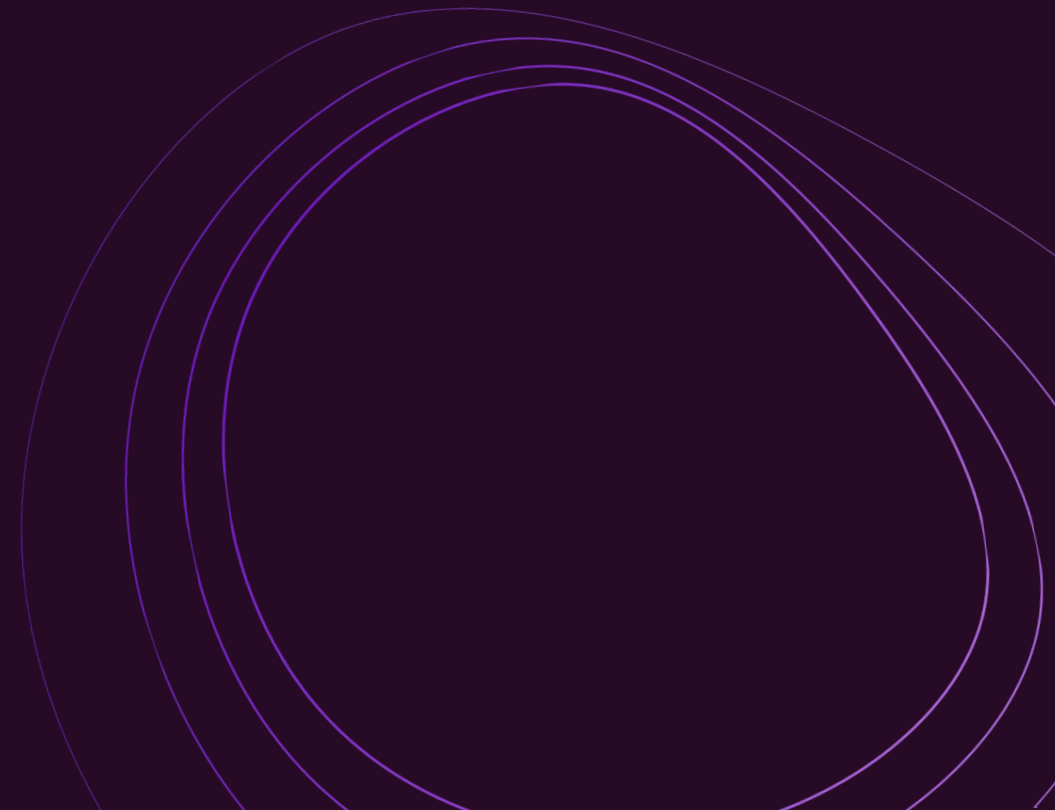


# Helping companies grapple with the complexities of **Spatial Computing & Web3**



# Why we do what we do

Grapple – Spatial Consulting



# Why we do what we do



**Today's technological landscape** is a jungle – it's intertwined and complex. Emerging technologies are making it even more complex. Finding one's way through this all is **no easy task** for companies. Dealing with these new possibilities takes time – which is usually lacking in addition to business as usual.

Far too often, when new technologies emerge, individuals with lack of experience solicit unfounded advice and vaporware. With Spatial Computing and Web3, this is no different.

Grapple was founded out of a shared understanding to **deliver consulting to companies** solely from the perspective of hands-on experience with the purpose of generating tangible value for our clients. Whether it's tokenizing a business, generating interactive experiences to improve efficiency or ideate a deployment strategy for new headsets: **What we do adds value!**

# Dual innovation challenge

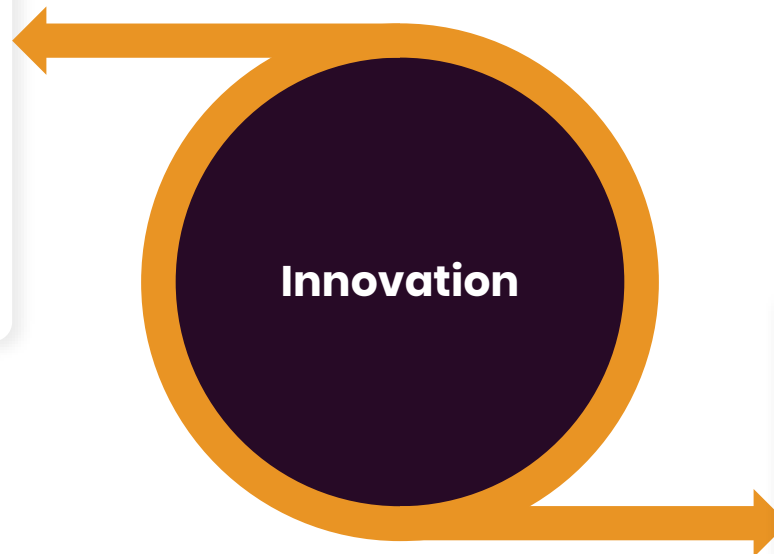


Grapple empowers companies to thrive in an **innovation-driven** business landscape.

## Requires reliability

- Operational efficiency improvement
- Increase profit
- Free up capital for reinvestment

Core business



Innovation

Future business

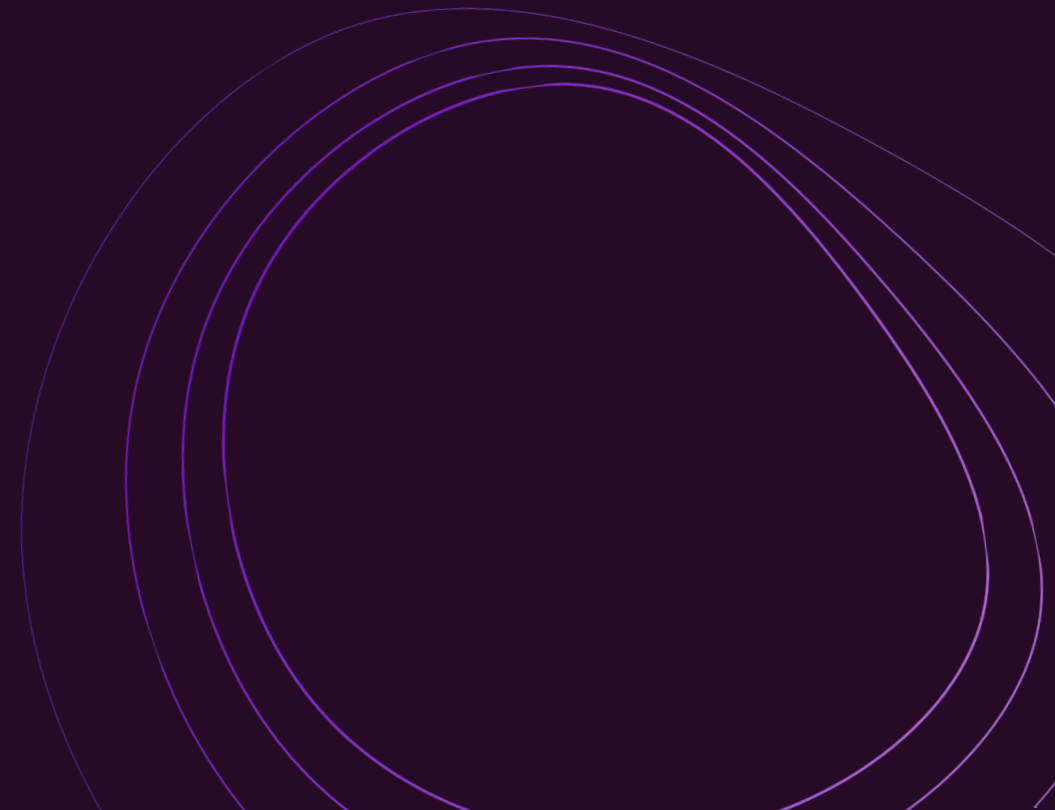
## Requires agility

- New product and service development
- New business models
- New revenue streams



# Who we are

Grapple – Spatial Consulting



# Who we are



The core team at Grapple consists of the **three founders**: Nathaly Tschanz, Marco Cermusoni and Simon Boss. We know what we know, and we know when to lean upon the specialisms of others. It is important to us that our customers receive the **best possible advice and service**. That's why, depending on the task at hand and the subject matter, we bring in other experts from our network.

## Nathaly Tschanz

- University professor / Program director further training
- Reality designer
- Digital transformation expert

## Marco Cermusoni

- Experienced in building XR experiences
- Product minded
- Passionate for Spatial Computing

## Simon Boss

- Visionary
- Opportunity thinker
- Entrepreneur
- Digital transformation, Web3 & ERP expert

# Who we are



## Nathaly Tschanz

- University professor / program director further training
- Reality designer
- Digital transformation expert

Her career is a prime example of disruption. She started off as secondary school teacher – until she came into contact with immersive technologies in 2010 and fell in love immediately. She spent several years in leadership roles in the media and technology business. In 2015, her first non-fiction book on AR was published, followed by another one on MR in 2017. Today, she is a university professor for immersive technologies and digital business innovation and program director of several further training courses.

### Areas of expertise

Digital business, strategy development, conception, prototyping, testing, spatial UX/UI, immersive storytelling

### Contact

[nathaly@grapple.consulting](mailto:nathaly@grapple.consulting)

# Who we are



## Marco Cermusoni

- Experienced in building XR experiences
- Product minded
- Passionate for Spatial Computing

Marco builds and scales experiences based on spatial technologies. After writing his first scientific article on the topic of virtual worlds in 2009, he has been following this passion ever since.

With half a decade of experience running and scaling projects and a masters focused on XR production, he started Kreis Immersive, a boutique XR production company. With its own social VR stack and MR production team, they service clients and brands in the arts and culture industry.

### Contact

[marco@grapple.consulting](mailto:marco@grapple.consulting)



# Who we are



## Simon Boss

- Visionary
- Opportunity thinker
- Entrepreneur
- Digital transformation, Web3 & ERP expert

Simon founded Boss Info in 1998 as a computer engineer and over the last twenty-five years has developed it into a company with over three hundred employees.

Lifelong learning, strategic thinking and big visions are his driving forces. He is always eager to invest early in new technologies and apply them in practice.

### Areas of expertise

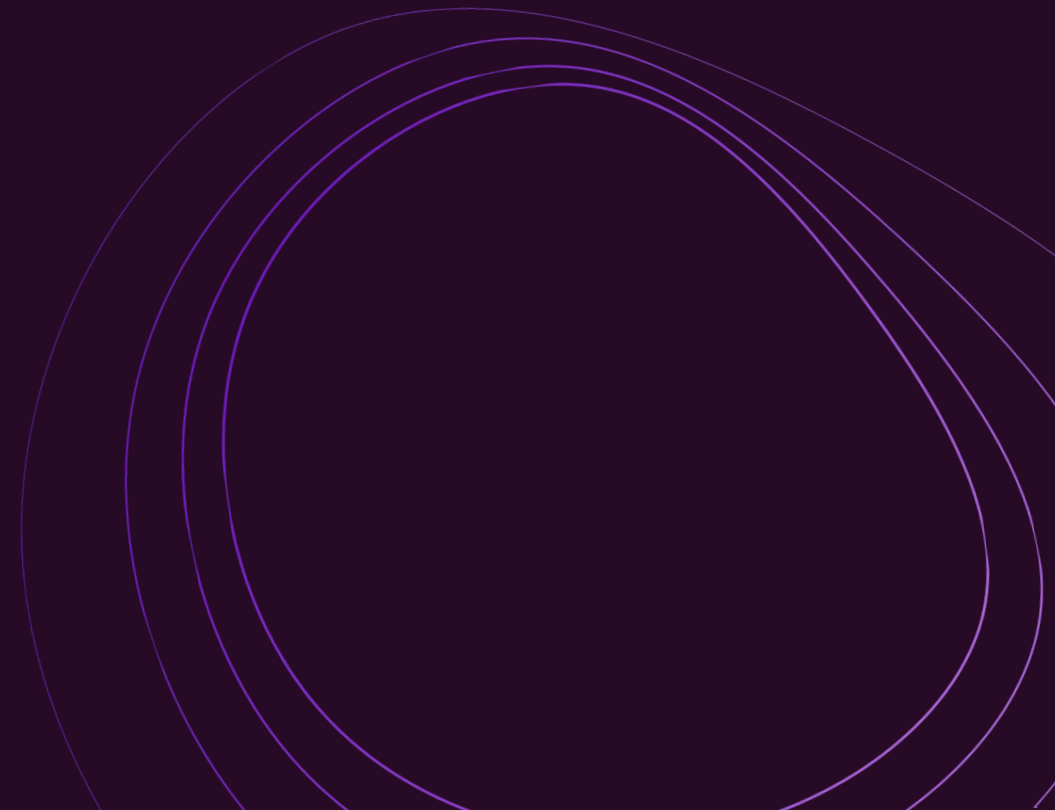
Strategy processes, M&A expert, leadership development, software development, Web3 expert (tokenization, metaverse, blockchain, digital assets etc.), ERP

### Contact

[simon@grapple.consulting](mailto:simon@grapple.consulting)

# What we do

Grapple – Spatial Consulting



# What we do

We are **experts** in Augmented/Mixed/Virtual Reality, Blockchain, Digital assets and other Web3-technologies.

We are experienced, knowledgeable, reliable and passionate. We advocate for **useful solutions** that create added value.

**Consulting**

**Keynotes**

**Trusted Advisor**

# Consulting



## Grapple offers value-orientated consulting for Spatial Computing and Web3-technologies.

We help our clients navigate the jungle of emerging technologies such as Augmented / Mixed / Virtual Reality, Digital Twins, Blockchain and Digital assets and to find sensible ways to apply them profitably in their businesses.

Our core competencies lie in **strategy consulting**, conception through to design. In all project phases we emphasize trusting cooperation with our clients and highest quality.

When it comes to **technical implementation**, Grapple acts as a general contractor and works together with specialized partner companies. For our clients, this offers the advantage of a single trusted partner throughout the whole project cycle. Furthermore, teams can be put together on a project-by-project basis, tailored to individual needs.

# Example questions we help with



**“How can we optimize our processes with Extended Reality?”**

Technical Manager

**“We want to tokenize our company – how do we approach it?”**

Chief Executive Officer

**“What are our competitors doing with Spatial Computing?”**

Concerned Board Member

**“How do we go about getting business value from our data using a Digital Twin?”**

Technical Manager

**“Does it make sense for our company to establish a presence in the Metaverse – and if so – on what platform?”**

Innovation Officer

**“How can we use VR to train real-world situations and/or improve collaboration within the company?”**

Head of Quality Management

# Our consulting services



## Should we?

We use our many years of experience to provide you with expert advice, offer comprehensive and interactive seminars, create industry-specific benchmarks/deep dive reports on how Spatial Computing & Web3 are being used in your industry to leverage enterprises.

- Seminars
- Use case identification
- Industry-specific benchmarking
- Advice on various questions/issues

## How could we?

In cooperation with you, we organize ideation and conception workshops, design sprints etc., moderate and document them, and help you derive and develop a strategy.

- Ideation workshops
- Design sprints
- Rapid prototyping
- Spatial storyboarding
- Strategy development

## How do we approach it concretely?

We use our know-how and expertise to advise you on specific implementation issues, for example, sales & deployment, scale & earn etc. and we support you in (pilot) project implementation & validation.

- Project implementation & validation
- Implementation guidelines
- Distribution & deployment
- Scale & earn modelling

# Reference case: Grapple & implementation partner Kreis Immersive



Boss Info faced a challenge that came with growing size and complexity. Its employees lost track of the bigger picture: the **overall service and the underlying mission**.

In conjunction with our partner Kreis Immersive, we **developed a custom social VR puzzle game** that allows the hundreds of Boss Info stakeholders to stack elements of the services together against a timer. This resulted in an engaging way to better understand the subject matter.

[Link to demo video](#)



# What our customers say about us



**“Our company employs over 300 people at seven locations. We want to try out how we can use Virtual Reality to improve internal collaboration and thereby increase our productivity. The proposed innovative solution approach convinced us and we are very satisfied with our “Boss Info Metaverse” – which we now want to expand even further step by step. Here, too, we continue to rely on Grapple's expert advice.”**

Yves-Alain Dufaux, CEO bossinfo.ch AG

**“Grapple offered significant contributions as XR consultants and subject matter experts. Their connections and knowledge of the industry culminated in valuable insights and recommendations for future programming.”**

Kristina Fiedrich, Manager of Credential Programs,  
Emily Carr University of Art & Design



# Keynotes



Book us as **expert speakers** and for moderation at events, conferences or panel discussions.



# Some examples of our latest engagements



## **Creating meaningful moments between virtual and physical spaces**

Marco @ Emily Carr University, 2021

## **New forms of financing for SMEs, digital share, new ways to equity capital**

Simon @ Fundament, Zugorama, 2023

## **Looking into the future with VR/AR & Digital Twins: Planning buildings virtually**

Nathaly @ Management Day Building Services Engineering, 2022

## **All in - what entrepreneurs can learn from poker game?**

Simon @ Geraio REM user forum, 2019

## **Metaverse: Hype or the next big thing?**

Nathaly @ Roche Digital Day, 2023

## **The ethics of creative AI**

Marco @ Women in Tech Regatta & Northeastern University, 2023

## **Buying 14 companies in 14 years. How did it work out?**

Simon @ Focus on Future, Villa Boveri, Baden, 2023

## **Digital Twins**

Nathaly @ General Assembly Boss Info AG, 2023

# Trusted advisor



We also take on mandates for board of directors, advisory boards and start-up mentoring.

**Boss Info AG, chairman of the board**

Simon, since 1998

**Dyves Group AG, member of the board**

Simon, since 2019

**Schär Watches & Jewellery Ltd.**

Simon, since 2020

**Vancouver Film School,  
Principal advisor for XR-programs**

Marco, since 2021

**Dyves Invest AG, member of the board**

Simon, since 2022

**Emily Carr University of Art & Design,  
Consultant for VR/AR development**

Marco, since 2022

**Shakespeare in the Metaverse,  
member of the board**

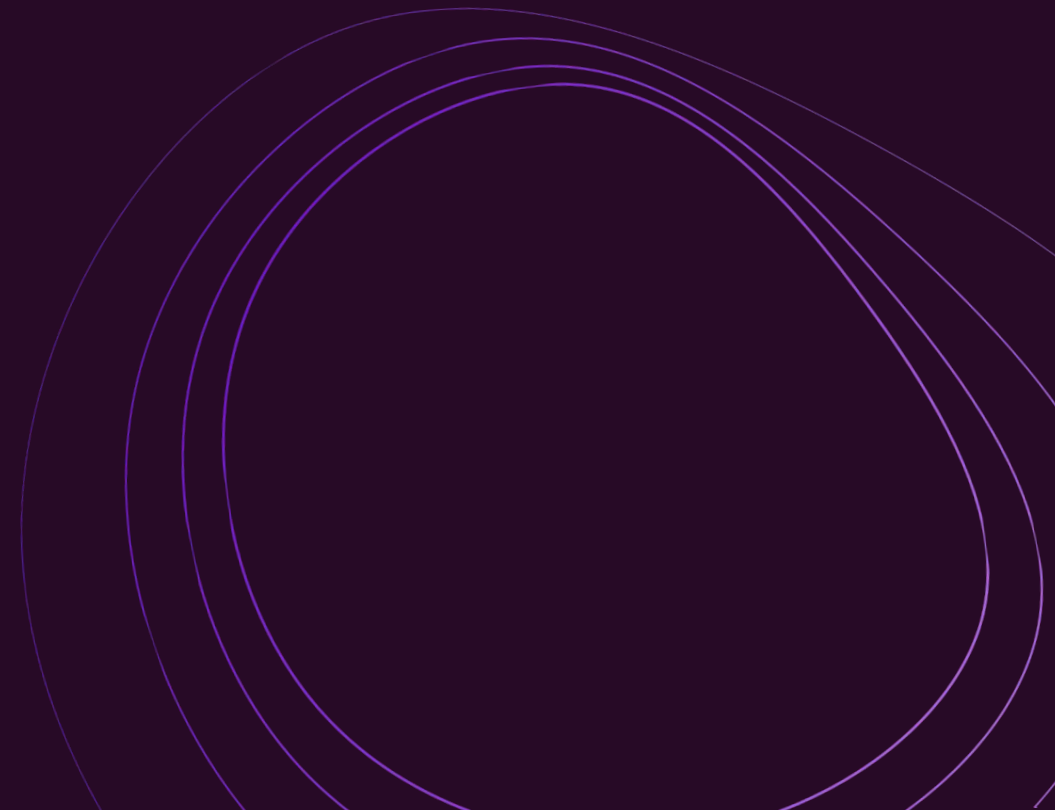
Marco, since 2022

**Member General Assembly Virtual  
Switzerland Association**

Nathaly, since 2023

# Our partner network

Grapple – Spatial Consulting



# Our partner network



## Imsimity

Imsimity is a leading provider of extended reality software and hardware solutions that are extended/extendable with artificial intelligence subsystems such as machine learning and deep learning.

Their experts for Virtual Reality, Augmented Reality and Mixed Reality develop standard applications for digitally complementary learning and training environments that can be used in a resource-efficient and cost-effective manner.

[imsimity.de](https://www.imsimity.de)

## Kreis Immersive

Kreis is a XR production company based in Vancouver, Canada.

With a core focus in creating and delivering custom and mostly social VR, AR and XR experiences, they've developed for brands such as the Cannes Film Festival or Temasek Holdings and showcased their work all over the world including International Film Festivals and Art Galleries.

[kre.is](https://www.kre.is)

# Our partner network



## ARLOOPA

ARLOOPA Inc. is an Augmented and Virtual Reality app and game development company which provides advanced AR and VR services, such as:

- Cloud-based AR services
- Custom branded AR app and game development
- VR app and game development
- 2D and 3D content creation

ARLOOPA uses AR, image-recognition and computer vision technology to convert the real world into content-rich, interactive experiences.

[arloopa.com](http://arloopa.com)

## X-TECH

X-TECH is a professional and experienced team of game, mobile and web developers. They provide advanced AR and VR services, such as:

- Game development
- Mobile apps
- Web development
- Kinect apps and games
- VR apps and games
- TV apps development

[x-tech.am](http://x-tech.am)

# Our partner network



## Arcturus Industries

A team of computer vision engineers that thinks in pixels, fights for milliseconds, and builds realtime 3D perception systems.

Experienced in building perception systems and custom technology for VR and AR solutions, the team of engineers build technology using machine vision, Neural Radiance fields, Light fields and SLAM technology.

[arcturusindustries](https://arcturusindustries.com)



# Grapple Spatial Consulting

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● [info@grapple.consulting](mailto:info@grapple.consulting)

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