

The FutureList



ModularCx Innovation Memo

Innovation In Words



A note from the Founder of ModularCx,
Bilal Itani

We empower retailers to merge the immersive, tactile experience of physical stores with the benefits of online shopping by leveraging 3D technology.

ModularCx



Sector:
eCommerce



Sub-Sector:
3D Tech



Website:
<https://www.modularcx.co.uk/>



Amount Raised:
Undisclosed



Year Founded:
2020

Executive Summary

ModularCx is a technology company revolutionizing e-commerce by making 3D technology accessible and scalable for businesses of all sizes. The company's comprehensive suite of 3D e-commerce solutions, powered by its proprietary Morpho platform, empowers retailers to enhance customer engagement, boost purchasing confidence, and drive sales growth through rich, interactive 3D experiences.

In its dynamic environment, ModularCx deals with challenges inherent to the rapidly evolving e-commerce ecosystem. The need for continuous technological advancement requires sustained efforts to remain ahead and meet evolving consumer expectations. Additionally, the imperative need for market education necessitates strategic initiatives to foster the widespread adoption of 3D e-commerce solutions. ModularCx is capitalizing on multiple opportunities to establish market leadership: the company is committed to providing tailored solutions, emphasizing innovation in AI and machine learning, and leveraging strategic partnerships to amplify its prospects and market reach.

With a projected global e-commerce market of \$6.4 trillion by 2026 and a serviceable available market of over \$75 billion in the luxury, premium, and speciality retail sectors, ModularCx is well-positioned for rapid growth. The company's innovative technology, targeted go-to-market approach, strong founding team, and impressive traction make it a compelling investment opportunity in the next generation of e-commerce technology.



Bilal Itani

Co-Founder & CEO

Bilal Itani is a 3D Tech Entrepreneur and Digital Innovation Consultant. He holds a Master's degree in International Business from Hult International Business School and a Bachelor of Business Administration (BBA) from Globe Business College Munich. Prior to founding ModularCx, Bilal gained valuable experience working at a family office in Germany, focusing on advanced manufacturing and 3D printing. He also shares his expertise as a consultant and investor, contributing to the growth of early-stage tech companies.

Innovation Spotlight

Tech Innovation

a) Core Functionality/Features:

ModularCx's platform is designed to provide a comprehensive 3D e-commerce solutions suite. Features include:

- **3D Websites:** Renders three-dimensional objects and environments directly within web browsers, captivating users with lifelike graphics.
- **Product Configurators:** Offers a wide range of customization options, from simple customizers to advanced, simulation-based 3D product configurators, enabling customers to personalize products in real-time and visualize their creations.
- **Virtual Try-On Showrooms:** Enables customers to virtually try on products when integrated into an online shop, providing immersive and interactive storytelling solutions that allow businesses to showcase their products in engaging, virtual environments.
- **On-Demand 3D Modeling:** Utilizes a proprietary, patentable process for efficient 3D modelling, supporting over 3,000 new 3D models monthly, thereby ensuring scalability across businesses of all sizes.

b) Design & User Experience:

ModularCx prioritizes user-friendliness and accessibility in design, eliminating the steep learning curve associated with 3D technology. The platform's simplicity and efficiency cater to users without prior 3D expertise, facilitating the effortless creation and deployment of immersive shopping experiences, thereby enhancing online customer engagement and satisfaction.

Innovation in Business Model

ModularCx adopts a strategic operational and revenue model featuring tiered packaging, catering to businesses of all sizes. This approach ensures accessibility and scalability, with customizable solutions and competitive pricing.

Key aspects of the tiered packaging model include:

- **Flexibility and Scalability:** Businesses can start with basic packages and upgrade as needed.
- **Customizable Solutions:** Tailored service levels, feature access, and support.
- **Cost-Effective Access:** Breaks down traditional cost barriers associated with 3D content creation.
- **Competitive Advantage:** Offers competitive pricing and positions ModularCx as a versatile and inclusive platform.

The company's strategies for competitive advantage include:

- **Market Segmentation:** Tailoring tiered packages to meet diverse e-commerce sector demands.
- **Value-Based Pricing:** Aligning pricing with the value delivered.
- **Continuous Innovation:** Regularly updating and improving offerings.
- **Customer Success Support:** Providing robust support across all tiers.

Integrations & Compatibility

ModularCx seamlessly integrates with various e-commerce platforms and digital tools, ensuring retailers can effortlessly incorporate 3D visualization into their existing online stores. The platform offers API integrations and plugins for major e-commerce systems, allowing straightforward embedding of 3D models and configurators into product pages. This compatibility extends to CRM systems and marketing tools, enabling a unified approach to customer interaction and data analysis.

Safety, Compliance & Sustainability

- **Data Security and Encryption:** ModularCx encrypts all files and assets used within the platform. All data storage is safely secured on ModularCx's private database, ensuring user data is protected in line with regulatory requirements.
- **API Security:** API calls are secure and only accessible via login and authorization tokens when using the platform.
- **Infrastructure and Hosting:** All solutions, services, and APIs are hosted on ModularCx dedicated servers on AWS (Amazon Web Services).
- **Cyber Threat Protection:** The platform handles DDOS attacks to protect against cyber threats and unauthorized access. It is kept secure through regular updates, patches, and vulnerability assessments to protect against new and evolving cyber threats.
- **Access Control and Identity Management:** The platform handles user identity verification and ensures appropriate access controls, such as multi-factor authentication (MFA) and role-based access controls (RBAC).

Market Impact & Future Outlook

Market Impact

The company develops solutions for consumer luxury, packaging, dental retail, furniture and manufacturing verticals. Their current market focus is the MENA region, US, UK and South Africa. Some of their performance metrics include:

- Adoption and usage rates of the platform 20 clients <150k users.
- Client growth year-over-year (337%)
- Customer satisfaction and retention rates (2 out of 22 lost clients in the last 4 years)
- Reduction in return rates and increase in sales for clients leveraging ModularCx:
 - A 60% reduction in return rates.
 - A 35% increase in online sales.

Future Outlook

ModularCx aims to expand its client base and enhance its market presence by targeting luxury, premium, and speciality retail sectors globally. The company's go-to-market strategy focuses on strategic partnerships, digital outreach campaigns, and industry-specific solutions to rapidly acquire users and consolidate growth. It aims to achieve significant market penetration in targeted geographical regions and maintain high levels of customer satisfaction and retention.

In the next 5-10 years, ModularCx envisions becoming a leader in integrating 3D, AR, and VR technologies in e-commerce, expanding its solutions to new industries (FMCG & Additive Manufacturing) and markets (all native English-speaking regions and mainland Europe). The company plans to continuously innovate and improve its offerings, making 3D e-commerce experiences even more immersive and personalized.

Societal & Environmental Impact

ModularCx contributes to societal benefits by enhancing the online shopping experience, making it more engaging, personal, and accessible. This can potentially help reduce the carbon footprint associated with physical retail, such as travel and energy consumption, by offering a compelling online alternative that reduces the need for physical store visits.

The digital nature of ModularCx's solutions also contribute to reducing physical resource usage and waste associated with traditional retail merchandising.

Potential Roadblocks & Risks

- Need for continuous technological advancement to stay ahead of competitors.
- The challenge of market education to increase the adoption of 3D e-commerce solutions.
- The biggest roadblock currently is access to funding to further expanding various R&D projects including AI Content Creator.

Partnerships & Opportunities

Current Strategies and Key Benefits:

- **Market Education and Value Demonstration:** Partnering with industry leaders (with Tamakan, La Gazetta, Ethaum) and collaborative marketing campaigns and events
- **Sales and Market Access:** Distribution partnerships with e-commerce platforms and agencies (with Miles, Ecomz, DHL) and referral programs
- **Credibility and Trust Building:** Sharing success stories and case studies and Industry endorsements and recognition (with La Gazetta, Ethaum, Droplinked, Accelerator Academy UK)
- **Product Innovation and Development:** Collaborations for product feedback (with Ecomz, Droplinked) and academic/tech partnerships for AI/ML advancements

AI Implementation and Impact

ModularCx has invested in R&D, particularly in AI and machine learning, to automate and enhance the 3D content creation and customer interaction process. The potential for AI is seen in automating design processes, enhancing personalization, and optimizing user experiences. This integration has led to improvements in efficiency, scalability, and user experience.

Potential future AI enhancements could include intelligent recommendation systems for consumers based on their interaction with 3D models and AI-driven analytics tools for retailers to gain insights into customer behaviour and preferences.

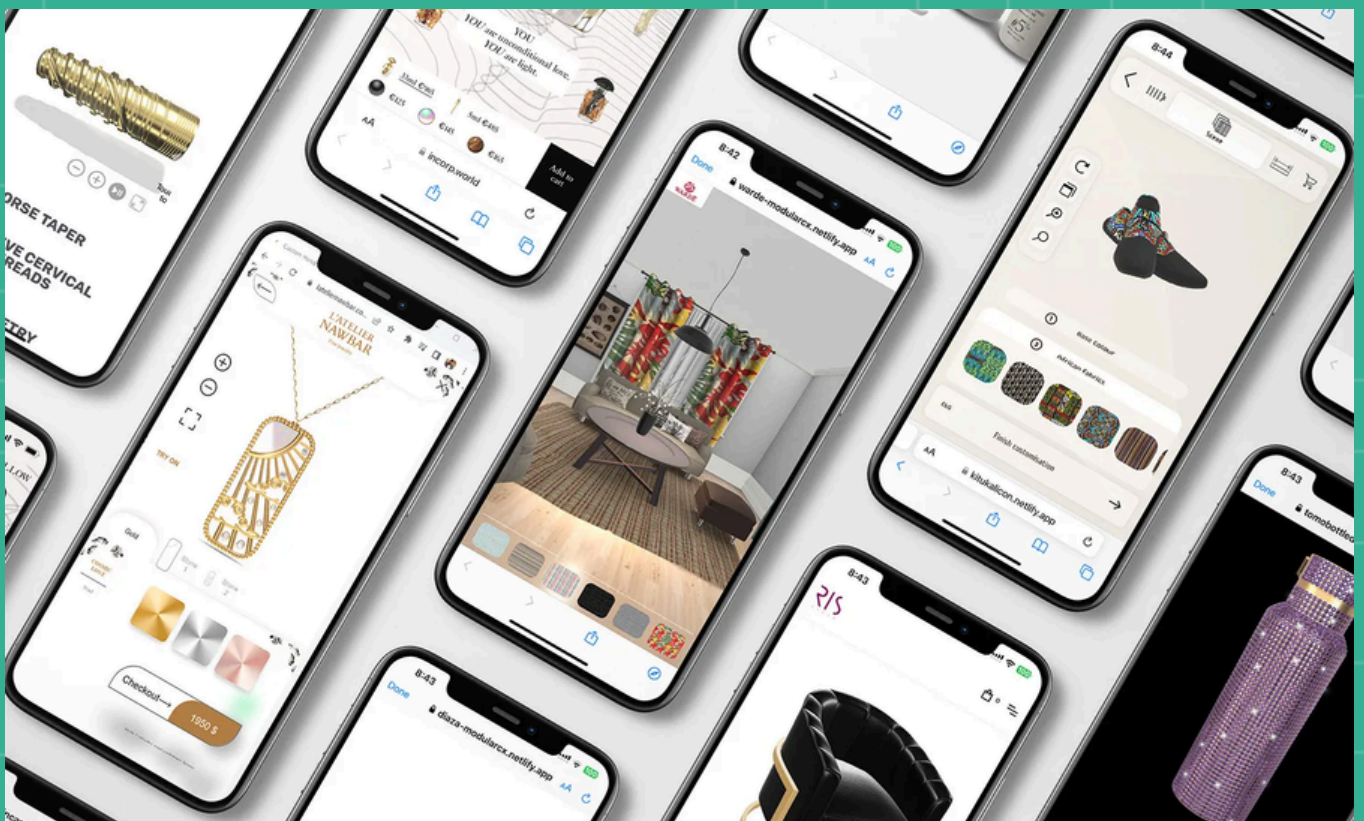
Conclusion

ModularCx has developed innovative solutions that bring the immersion of physical stores to online shopping by integrating technologies like 3D visualization, augmented reality (AR), and virtual reality (VR) into e-commerce platforms. Their product configurators, virtual try-ons, and immersive 3D models directly address common challenges faced by online retailers and customers alike. By offering engaging and interactive experiences, ModularCx drives higher customer satisfaction, conversions, and reduced product returns for retailers across multiple sectors. The company's focus on AI/ML integration for automating 3D content creation allows for scalability and cost-effective solutions accessible to businesses of all sizes.

Looking ahead, ModularCx is well-positioned to become an industry leader as immersive technologies gain mainstream adoption in e-commerce. Through strategic partnerships, continuous technological advancements, and market education efforts, the company can spearhead this transformation globally. Their solutions have the potential to set standards for online shopping experiences while promoting sustainability by reducing the need for physical retail visits and associated resource consumption. As consumer expectations evolve, ModularCx's approach places them at the forefront of redefining digital retail experiences across industries.

Innovation In View

How **ModularCx** brings innovation to life



1. Create Realistic 3D Models

Access the best 3D Resources and Digital Artists for quick and realistic product renders.

2. Design Immersive 3D Experiences

Showcase the true craftsmanship behind your products with our advanced 3D Web Viewer.

3. Integrate Seamlessly e-Commerce

Easily integrate with all your favorite tools and e-commerce platforms through our API's.

Contributors

The FutureList

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The FutureList

Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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www.thefuturelist.com

