



ALLON_I3



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WP3 - Support to the identification of investment projects

MS1- Study and identification of business cases

Overview

Name of SME	Moptil Mon. IKE
Region	Attica
Location	Misaraliotou 2, Athens, Greece, 11742
Focus Area	Immersive AR/VR/AI applications for culture, tourism, education, and professional training
Business case title	Scaling Immersive Technologies for Cultural Heritage and Cross-Border Tourism Innovation
Description	<p>Moptil is a Greek SME pioneering in immersive technologies for culture and tourism. With a decade of experience and more than 500,000 users worldwide, Moptil develops mobile AR/VR/AI applications that digitally revive historical sites and enhance visitor experiences. The company now aims to scale its platform, integrate LLM-powered AI guides, volumetric video, and 5G-enhanced AR to serve museums, tourism agencies, and public-sector heritage projects across Europe and beyond. Moptil is actively seeking cross-border collaborations to expand its immersive platform and co-develop new applications with cultural and tourism partners across Europe.</p>

Stakeholder Involvement

Key Stakeholder	<p>Michael Kokkinos CEO & President Email: michael@moptil.com Tel: +30 216 700 5182</p>
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Business Model

Core Activities/Services	<ul style="list-style-type: none">• Development of AR/VR applications for heritage and tourism<ul style="list-style-type: none">• 3D digitization of cultural sites and artifacts• Integration of AI-driven digital assistants and LLM bots• Deployment of mixed reality and real-time guided tours• Research and development in AI/AR/5G applications
Value Proposition	<p>Democratizing access to cultural heritage through immersive, interactive, and scientifically curated digital experiences. Enabling institutions to enhance public engagement, education, and tourism with cutting-edge, scalable solutions. Multilingual, scientifically curated immersive experiences that enhance public engagement across diverse European audiences and cultural contexts.</p>

Target Market	<ul style="list-style-type: none"> • Museums and cultural institutions • Tourism operators and agencies • Public heritage organizations • Educational institutions • Municipalities and city tourism boards
Capacity Building Needs	<ul style="list-style-type: none"> • Scaling production capabilities for volumetric video and VPS <ul style="list-style-type: none"> • Training in LLM integration and AI bot localization • Expanding commercialization and sales operations abroad <ul style="list-style-type: none"> • Further R&D collaborations with academic partners • Developing international distribution channels and integration frameworks for joint deployments with EU partners.

Investment Opportunities	
Product/Service Sales	<ul style="list-style-type: none"> • Sale of applications and services to cultural and tourism institutions • AR/VR guided tour kits (software + hardware rentals)
Service revenue	<ul style="list-style-type: none"> • Custom app development for municipalities and museums <ul style="list-style-type: none"> • AR/VR content creation, licensing, and consulting
Licensing and Royalties (EU, National, Public Funding)	Moptil licenses its immersive AR/VR applications to cultural and tourism institutions, often through long-term agreements (e.g., 6-year licensing deal with Cartagena Puerto de Culturas). Long-term licensing of applications to cultural institutions (e.g., 6-year Cartagena deal), with opportunities for co-developed IP in EU-funded collaborations (e.g., Horizon, Erasmus+, ICT4Growth).
Other Incomes	<ul style="list-style-type: none"> • Tablet/VR gear rentals through tourism agents • Corporate sponsorships and collaborations • Awards and competitions (e.g. Venture Impact Award, THI)

Critical Assumptions and Constraints	
Assumption	<ul style="list-style-type: none"> • Cultural and tourism sectors will continue to digitize and adopt immersive technology. • EU and national policies will favor digital preservation of heritage.
Constraints	<ul style="list-style-type: none"> • Dependence on seasonal tourism patterns • Limited hardware availability for AR glasses at scale • High R&D costs for AI and real-time rendering at historical accuracy

Contact Information	
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