

# PocketStudio raises €0.8M for its real-time 3D collaborative solution

---

**Paris, June, 20th, 2019** - PocketStudio, a real-time 3D collaborative software solution to boost content creation has just finalized a seed round of €0.8 million led by Elaia and 360 Capital with the participation of business angels.

Launched in August 2017 by Jean-Colas Prunier, a reference in the special effects and animation industry (he supervised the creation of 3D content for many blockbusters such as Avatar, Lord of The Rings, Guardians of the Galaxy...), the solution brings an innovative way to boost 3D creation, tackling a big problem in the industry: finding a truly collaborative solution not unlike Google Docs, to collect feedback faster and provide a common workspace to boost the creativity and reduce production time and costs.

## Reducing the production time & costs drastically as well as democratizing the world of 3D content production

PocketStudio builds a unique solution to reduce time from 20 to 60% on 3D production (depending on the type of content being produced). The tool is designed to allow TVs and filmmakers to easily create, play, and stream 3D animation sequences in real time using real-time collaborative editing, a unified workflow, and other real-time technologies, such as augmented reality.

PocketStudio aims at changing 3D production workflows thanks to four qualities which have been combined in a software solution for the very first time::

- Real-time: see your changes in real-time
- Unified workflow (all-in-one): no file format conversion problems & work on any aspect of your film in parallel with real-time feedback
- Real-time collaborative editing workflow (google docs like): work together remotely on the same project and see each other's change in real-time, all data stored in the cloud, preserve entire project history
- Leverage consumer products such as smartphones: provide everyone an easy access to 3D content production, an area currently reserved to highly skilled professionals

PocketStudio is the first ever digital content creation tool natively conceived for the cloud. In that respect alone, the solution is an industry first and a leapfrog product. It is a cross-platform, cross-OS, cross-media (TV, film, AR, VR) and cross-device solution (desktop, smartphone, tablet).



## Market & ambition

The global 3D animation market is expected to reach \$28.31 billion by 2025, according to a new report by Grand View Research. Growing applications of animation in the media & entertainment, healthcare & life sciences, manufacturing, and education & academics industries is expected to drive the market significantly. Actors are thus looking for ways to lower the cost of production and distribution in order to serve the demand. PocketStudio has the ambition to be one of the major actors in the 3D content creation tools market that offers innovative solutions to address this problem.

**Jean-Colas, Founder & CEO of PocketStudio** explains : *“I have been in this industry for more than 25 years working for technology startups and some of the greatest film studios across the world. I have seen the evolution of this industry over more than two decades and some years ago, it struck me that while technology evolved a lot, the paradigms upon which the tools we have been using in production have not changed since Pixar was created. It is time we start working on the next generation of 3D tools using the best of today’s technology taking advantage of cloud infrastructures, new media such AR and VR, consumer devices and GPU technology. Something had to be done, someone had to do it, and what’s best when this work is carried out by people with in depth production experience?”*

*“France revealed itself to be the right place for creating the company. The support we received as a startup is great, and I have been delighted to find out that yes, it is possible to find high-profile investors in France that understand and care about investing in deep tech projects, projects that are said to only find interest in North America or Asia. This is a very encouraging sign and it gives me confidence in promoting France and Europe as being places where we can build highly sophisticated and ambitious technological products.*

**Anne-Sophie Carrese, partner at Elaia commented:** *"We are convinced of the potential of the 3D animation market, as new players like Netflix transform the content supply in depth. PocketStudio is ideally positioned with its deep tech ultra fast and differentiating production solution to allow major studios as well as independent producers to win the race for content delivery to actors like Netflix. The Pocket Studio team brings together top talent and an impressive network of global business contacts to get a head start on this market.*

*We are delighted with this investment from the PSL Innovation Fund, which also allows very constructive discussions of PocketStudio with research laboratories of the University of Paris Sciences et Lettres, to create bridges between art schools and the business of 3D animation. "*

**Dominique Rencurel, partner at 360 Capital** declares *"We were seduced by the expertise and vision of Jean-Colas, and believe that the product he imagined is perfectly suited to the needs of the industry. high quality team "*.



## **Industry insiders with over 25 years of international experience in the industry**

The team is composed of Jean-Colas and three developers with a deep expertise in animation / real time graphics and software architecture of large systems: Stephane Tayeb, Yvain Raeymaekers and Dr Armelle Bauer.

The interesting milestone achieved by the company was the presentation of its solution at the SIGGRAPH 2018 in Vancouver and Tokyo where they ended finalist in the live demo competition and received very positive feedback from the industry experts. It is the first time a French startup was selected for this competition and quite unique considering the startup had only a year of existence at the time.

The company employs 4 people and anticipates a phase of strong growth with 10 additional recruitments in 2019. Apply via [contact@pocketstudio.io](mailto:contact@pocketstudio.io)

-----

### **About PocketStudio**

Founded in 2017 by Jean-Colas Prunier, PocketStudio is the first bespoke DCC tool providing a real-time unified workflow specifically designed for the film industry and the production of linear 3D animation content for VR and AR.

### **About the founder**

Jean-Colas has over 20 years of experience in the animation and digital special effects industry. He worked at ILM and Weta Digital on more than twenty films in total, five of which received an Academy Award in the special effects category (*Avatar*, *the Lord of the Rings* trilogy, *Life of Pi*, *King-Kong*). Over the past four years Jean-Colas has been working on the development of real-time software for the production of movie content. He is recognized as one of the world's experts in this emergent field.

### **About Elaia**

Created in 2002, Elaia is an independent venture capital firm, focused on the digital economy and deep tech. With over €350m under management, Elaia invests in high potential disruptive startups from the first financing rounds to the emergence of global leaders. With more than 75 years of accumulated experience in both venture capital and digital industries, the investment team offers a close, proactive and relevant support to its entrepreneurs.

Elaia has two active investment funds:

1/ Elaia Delta Fund (€150m) is an early stage venture fund targeting seed or Series A digital tech B2B companies.

2/ PSL Innovation Fund (€75m expected) is a deep tech seed fund targeting pre-seed or seed startups linked to PSL research labs.

We back tech disruptors such as Criteo (IPO), Orchestra Networks (sold to Tibco), Sigfox, Teads (sold to Altice), Mirakl, tinyclues, Shift Technology etc.

Learn more <http://www.elaia.com> •@Elaia\_Partners



### **About 360 Capital**

360 Capital is a venture capital investment company that supports companies in strong growth prospects, from seed to exit, in the digital and deep tech fields. It currently has 300 million euros under management, and has been investing in Europe since its offices in Paris, Milan and London. Investments include Exotec, Prophesee, Sophia Genetics, Arbe Robotics, Tiller ....

For more information: <http://www.360capitalpartners.com>

### **Press contact**

PocketStudio: [press@pocketstudio.io](mailto:press@pocketstudio.io)

Elaia: [Imesnard@elaia.fr](mailto:Imesnard@elaia.fr)