

# TRANSFER ANDENTREPRENEUR CENTRE

## Founder portrait 3DQR





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My name is Daniel Anderson and I am the CEO and founder of 3DQR. Our company presents the current state of art in augmented reality, which will ultimately make the full potential of digitalization available directly in the real world. We make it easy to integrate live digital information and personalized 3D product experiences on any print media, object or environment. Thus we create the immediate customer loyalty and guarantee inspiring live demos. This allows, among other things, to view a piece of furniture virtually in your own living room before buying it, to expand any print product with interactive 3D models or to show digital maintenance information directly on real devices. For the first time, 3DQR offers a solution that makes it possible to quickly and easily create such scenes based on a standard QR code.

**But you are not the first!**

In the recent development of augmented reality scenes, the development of our own cost-intensive app was necessary. We have developed a solution that drastically reduces the effort of creating individual augmented reality content by linking to existing QR code technology. 3DQR makes creating an augmented reality overlay easier than building a website.

In addition, an online configurator platform will be completed this year. Companies can then use a simple modular principle to assemble their own AR scenes from various sources and place them independently on their QR codes. The resulting unrestricted variety of AR scenes and the setup of the established QR code creates the prerequisite for an application-spanning augmented reality standard for the first time.

## What has been your biggest challenge so far?

In the beginning, the main problem was financing. With a good idea alone you can rarely make noticeable sales and even investors are (at least in Germany) in the phase still very hesitant. As a result, corporate development has used up some of my private reserves and nerves over the first year and a half. When the technology was basically finished and I already had the first small customer demos, it became more and more easy. Thus I was able to get a grant from the investment bank and win two business angels, and since then sales have increased steadily.

## What is the current progress of your project?

Many exciting projects have already been carried out and longer-term application scenarios for 3DQR are planned with various companies. Thus, while demonstrating the marketability of the technology, the next step is to move to the soon-to-be-released web platform, which will allow the business to scale very quickly with minimal overhead costs. In general, most people who see and test our technology live are absolutely thrilled.

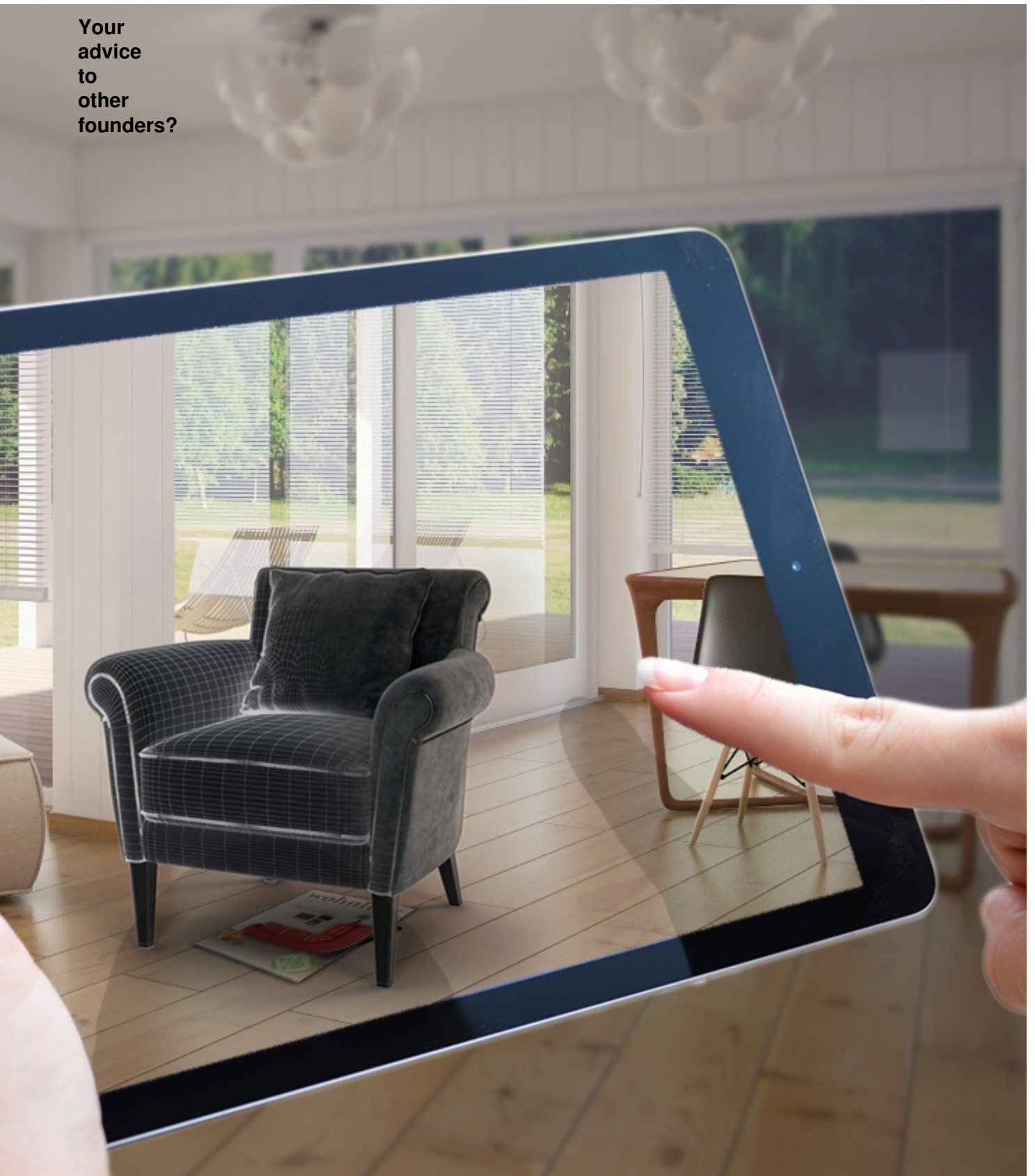
## Why did you found in Magdeburg? What connects you to the city?

The start-up scene in Magdeburg is currently undergoing a strong development process. There is a lot of support from counseling centers and also a lot of funding. Compared to the startup strongholds, it is even easier in Magdeburg to stand out with an innovative product and quickly establish close relationships with other important companies in the region. My goal is to become a leading provider of augmented reality and create more jobs in the region.

## Be honest - How will you be the next Unicorn Business or will we see you soon at the FuckUp Night?

So far there is no argument against the former! Our vision is to establish Augmented Reality as an own, new advertisement channel in the future. With our solutions we want to help shape the world of augmented reality and play a pioneering role. And not just in Germany, but internationally. FuckUp Nights are always worth a visit, but preferably as a listener.

**Your  
advice  
to  
other  
founders?**



First of all, just try it! When you first set up, you should initially be careful to minimize your personal risk ( e.g. avoid high private loans), make a plan on how to survive the next year if necessary, even without revenue and then just jump full in on the founding process! A lot of things that are important in a startup, you learn only when you really need them (or sometimes even if it is already too late), so you should also be willing to see mistakes and possibly even completely change the sides. You can prepare yourself for some challenges through good preparatory work and experienced mentors, for other things you simply

have to gain your own experience.

### **Which type are you? Either „Elbe“ or „Stadtspark“?**

My career originated at the Fraunhofer VDTTC in an office with a beautiful view of the Elbe, and we never got far from the banks of the Elbe in the following offices. So: Elbe!

**Picture source:**

(c) Daniel Anderson, 3DQR

Kontakt aufnehmen

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Anzahl Mitarbeiter: 6

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