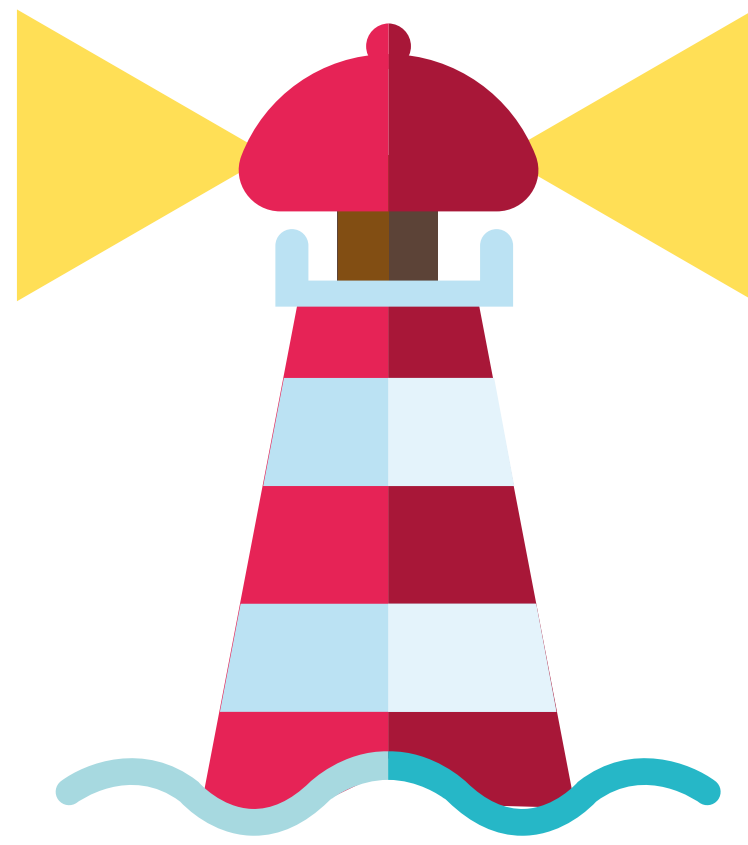


PHAROS

GUIDED BY LIGHT

Isabel Blijenburg, Mariana Borges e Souza,
Dani Garcia Cebrian, Ya Ting Hu, Lotte Sap



Instead of looking at problems, we looked for **opportunities!**

We jumped on improving the overall festival experience by eliminating **long lines** while immersing you through **Light!**

Curious? Check out our **demo!**

~~Problem Definition~~ Opportunity!

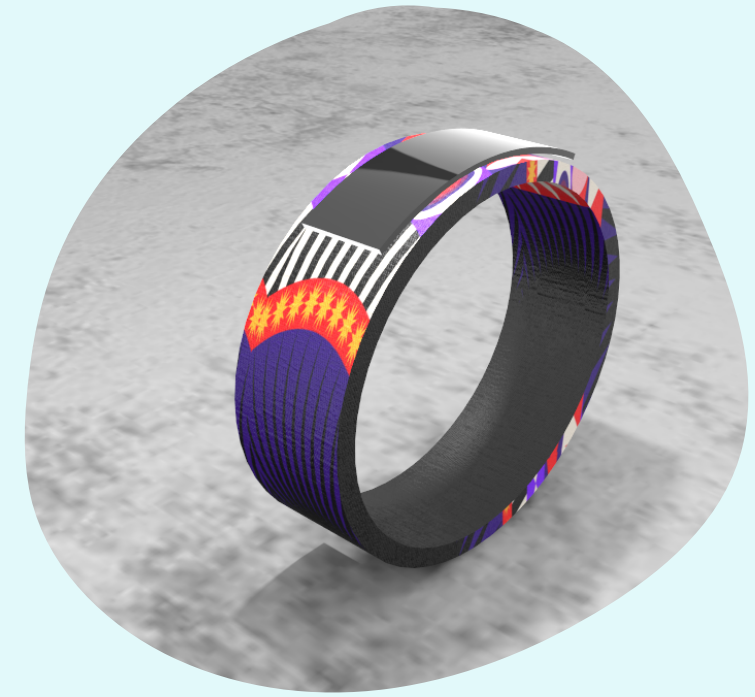


Improve the overall festival experience!

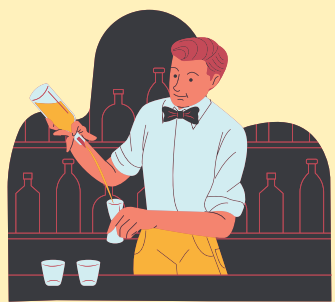
Shorter lines, immersive experience, easy quick payment!

Visitors

- Guidance
- Easy & Quick Payment
- Immersive Experience



Value Network



Bartenders



Festival Visitors



Festival Organisers



Show Designers



Manufacturers



Sponsors



Security

Festival Organizers

- Increased Sales
- No Physical Tokens
- Valuable Data

Suppliers

- Increased Sales
- Brand Recognition



Meet the Team



Ya Ting



Dani



Lotte



Mariana



Isabel

Contact Us

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