

Corporate Dossier

Corporate presentation, value proposition, technology and collaboration model

1. The company

ElèveVisión is a Spanish company based in Barcelona, founded in 2020 and specializing in interactive product presentations for industrial B2B. We turn industrial products and machinery into interactive digital replicas that customers operate from the browser, as if they had them in their hands.

2. The problem we solve

Communicating a technical product is the most expensive and most confusing part of the industrial sales process: static renders, videos that age, PDFs nobody opens. ElèveVisión closes that gap with an interactive digital replica of the product that fits into any communication proposal: no slides, no downloads; touching and understanding happen in the same gesture.

3. Why it works

- **Instant understanding:** the conversation starts from "what do I need" instead of "how does it work".
- **One asset, every channel:** a single development covers marketing, sales, after-sales and technical training.
- **A permanent content generator:** LinkedIn captures, short videos and visual data sheets for years.

Results observed in industrial B2B: sales-cycle reductions of up to 40%, a 35% increase in close rate, leads up to 5 times more qualified, elimination of costly physical prototypes and offline operation at trade shows and sales visits.

4. Services and formats

- **ShowPad for trade shows:** stand demonstrations that draw crowds and generate qualified leads.
- **Interactive catalogues:** the full range with filters, real-time comparisons and dynamic data sheets.
- **Interactive manuals and tutorials:** step-by-step sequences that eliminate assembly errors and reduce support.
- **WorkArea:** the product operating in its real or simulated working environment.
- **Animated technical documentation:** the details a PDF cannot convey, explained on their own.
- **Integrated social selling:** the application as a content factory for the sales team.

5. Technology and process

- **Parametric base modeling:** rigorous geometric fidelity from prototypes, photographs or customer CAD files.
- **NEURONA®:** proprietary software that places the product in context (workshops, production lines, operators' hands), generates technical effects (sparks, flows, active displays) and optimizes material for marketing.
- **Artificial intelligence:** integrated into the workflow to scale interface and visual-content production without inflating timelines.
- **Flutter (Google):** one code base deployed natively to iOS, Android, web, Windows, macOS and Linux, with no license costs.
- **Real-time rendering:** WebGL and Three.js, smooth 60 fps animations and compatibility with all modern browsers.

We collaborate with **Integral3D** on hyper-realistic modeling and accept all standard CAD formats (STEP, IGES, STL, SolidWorks, AutoCAD), with on-site 3D capture when needed.

6. Sectors of specialization

- **Industrial machinery and equipment:** internal operation, components and competitive advantages, clear and understandable.
- **Automation and systems:** interactive simulations that demonstrate operational efficiencies and tangible ROI.
- **Components and technical parts:** interactive exploded views with integrated technical documentation, ideal for digital catalogues.
- **Medical and precision equipment:** technically exact representations with maximum visual quality.

7. Commercial model

- **Sketch Demo (10-15 business days):** a semi-functional version of the customer's product to validate the technology before committing.
- **Starter Plan (from EUR 3,999, VAT not included):** single product, 4-6 week delivery, WebApp + tablet App, 1 year of hosting and training included.
- **Additional modules:** quoted individually according to the product and project scope.

8. For agencies and partners

ElèveVisión fits within branding, corporate web or industrial sales-strategy projects. We work under three collaboration models:

- **White-label:** we develop the experience under the agency's brand; we do not appear.
- **Technical partner:** we provide the interactive layer in projects where the agency leads strategy, brand and creative direction; we work under NDA.
- **Referral:** the agency recommends us and we manage the technical relationship, with a commission agreement on closed projects.

9. Confidentiality and intellectual property

We sign NDAs before receiving technical documentation, comply rigorously with the GDPR, and all intellectual property (3D models, source code, visual content and analytics) remains 100% under customer control. European infrastructure with ISO 27001 certification, encrypted transfer, automatic backups and secure data deletion at the end of each project. Transparent payment terms: 40% on signature, 40% at version 0.9 and 20% on final approval.

10. Contact

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