



VirtualCRAB

Move your business in a different way

GECKOWAY

Create Radically Successful Business

We are an innovative startup founded in 2017.

Composed by a multi-skilled team, we develop highly innovative software designed around our customers needs.

Our purpose is not to be just a supplier but a strategic partner, helping our partners to achieve their goals.

2020

Have changed our habits in an unexpected way.

People have experienced all the emotions of a lockdown, changing the way they approach shopping, work and free time.



FOCUS ON BUSINESSES

Coronavirus and its lockdowns have highlighted all the limits of brick and mortars business. The limits are related to 2 main factors:

E-COMMERCE

has had a boost in the recent years (especially in the last year as consequence of lockdown);

BRICK-N-MORTAR BUSINESS

Manufacturing companies need to digitalize their processes and sale channels to stay competitive on market.



THE PROBLEM

Companies in all fields suffered this change but companies involved in manufacturing and sale of “problematic goods” have experienced more difficulty searching its dimension online.



VirtualCRAB

OFFER A DEFINITIVE SOLUTION
TO MAKE SALE AND PRODUCTION EASIER
AND ENGAGING EVEN IF YOUR BUSINESS IS
STRICTLY RELATED TO REAL WORLD.

VIRTUAL BRAND EXPERIENCE

What is a Virtual Brand Experience?

We have developed an easy method that allow to identify the key aspects of your processes and recreate them in a 3D environment using Virtual Reality or by Mixed Reality using holograms.

Your process will be divided into individual parts and reassembled putting your target at the centre of our develop to ensure the best user experience.

Customers or Employees doesn't matter... every time someone interact with your new environment he will be transported in your Virtual Brand Experience.

COMPANIES

in all fields suffered this change but companies involved in manufacturing and sale of “problematic goods” have experienced more difficulty searching its dimension online.

We are talking about art, construction, interior and outdoor design, engineering, product concept design...

CONSTRUCTION

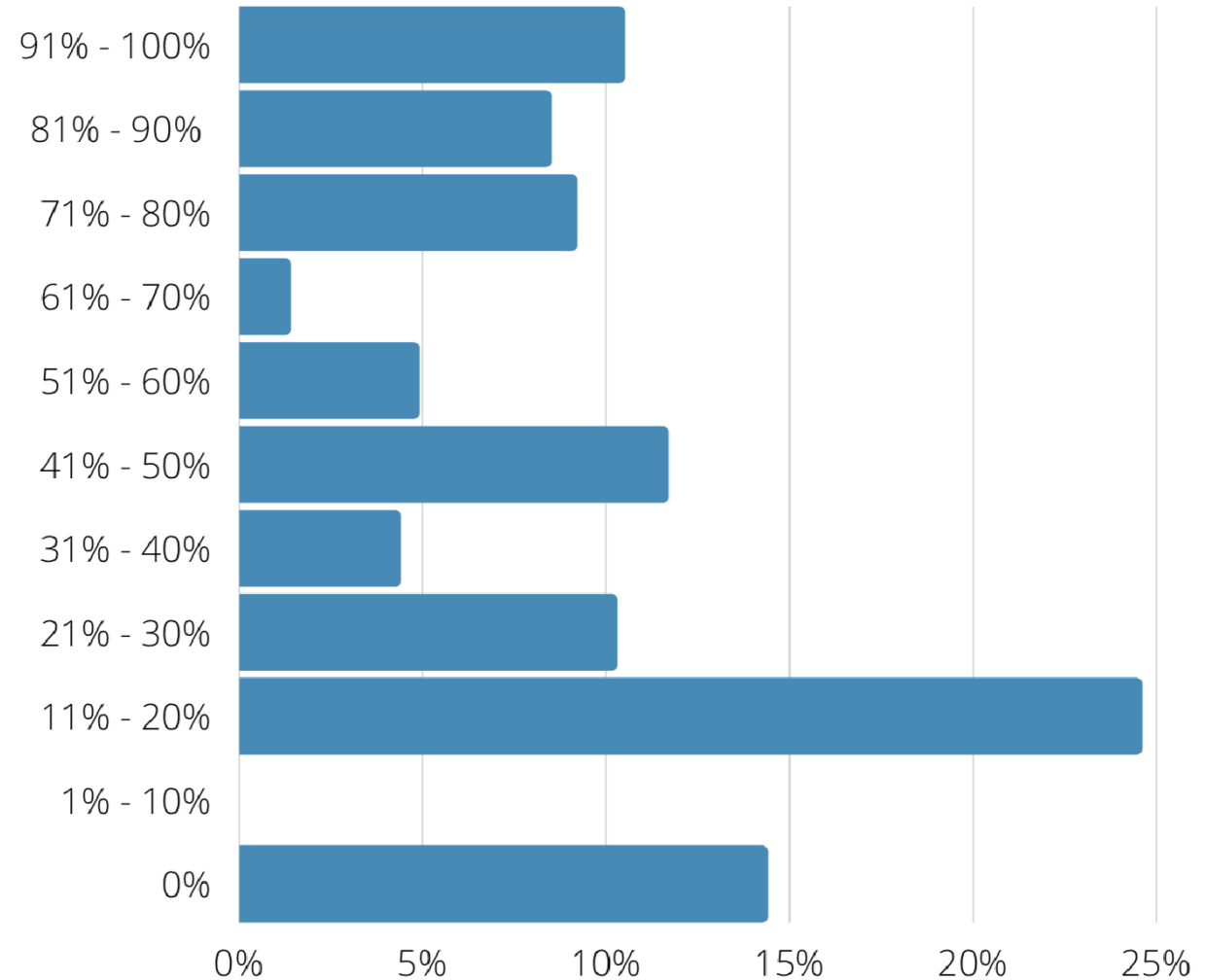


CONSTRUCTION

BIMs (Building Information Modeling) are popular virtual designer software used by contractors.

Nevertheless, the large part of companies prefer do not use BIMs on their projects.

What percentage of your total number of projects use BIM/VDC workflows?



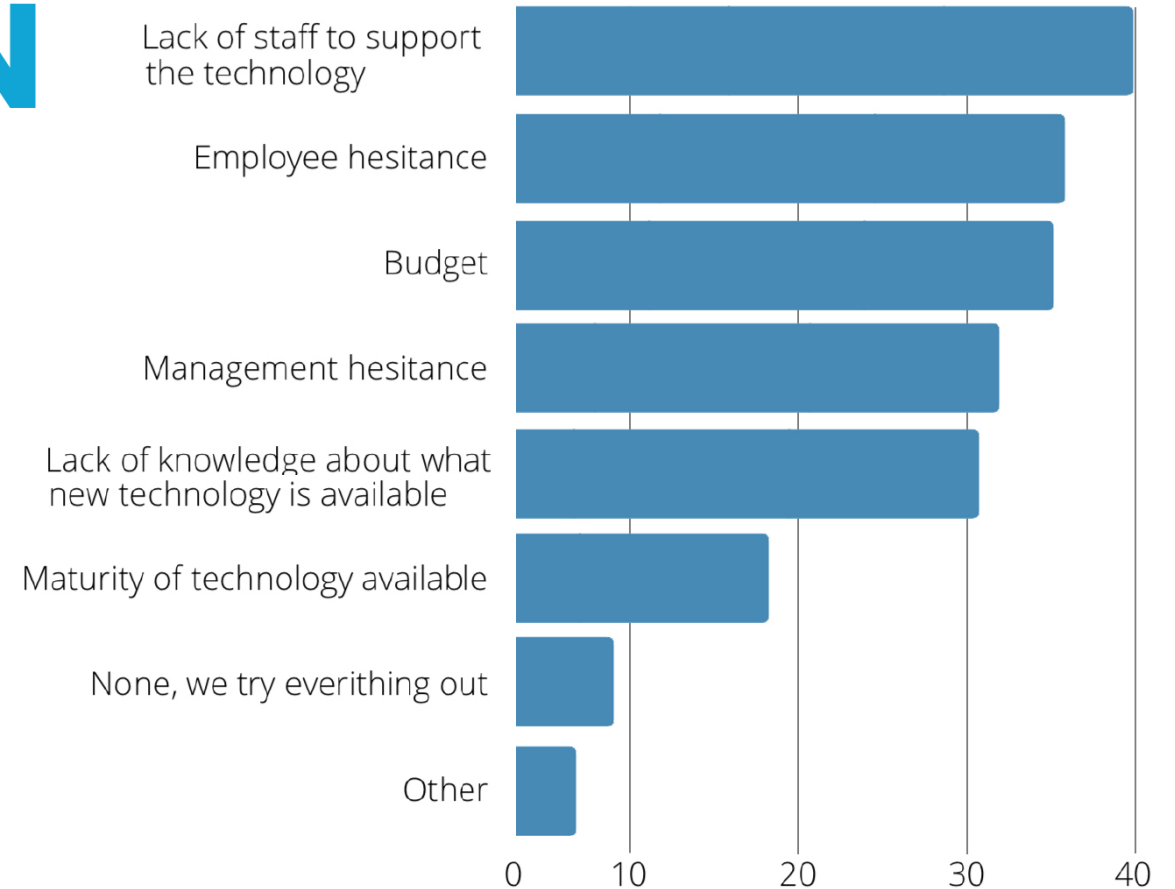
What is your most limiting factor to adopting new technology?

CONSTRUCTION

The reason is related to difficulty on using such tools.

Data are clear:

The 38.2% of the sample complain a lack of knowledge and staff able to use that technology.

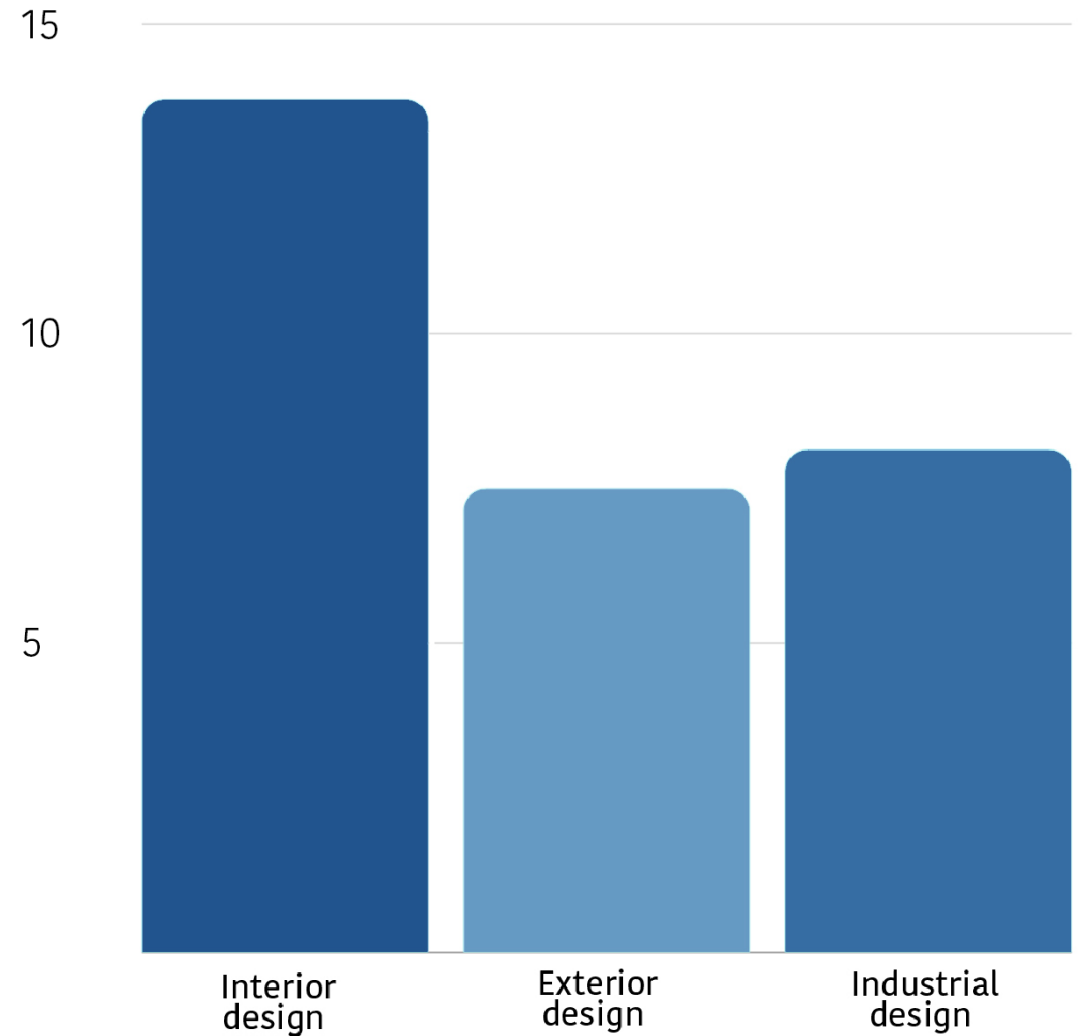


INTERIOR DESIGN

EXTERIOR DESIGN

INDUSTRIAL DESIGN

GDP per field



CONTACT

- contact@geckoway.com
- +39 06 96 0407 90
- Sede legale: Via Fasana 21 – 00195 Roma (RM)
- Sede operativa: Via Giulio Romano 135 a – 00054 Fiumicino/Parco Leonardo (RM)

WWW.VIRTUALCRAB.COM



VirtualCRAB

Move your business in a different way