AURIX.

WHERE CITIES
BECOME
INTERACTIVE.

# WHERE CITIES BECOME INTERACTIVE

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WHERE CITIES BECOME INTERACTIVE.

# THE AR-POWERED GAMIFIED CITY EXPLORATION PLATFORM.

# AR SCAVENGER MISSIONS

Players explore Dubai through holographic clues, 3D objects, and real-world discovery.

# Executive Summary

AURIX is a destination intelligence and monetization infrastructure platform designed for tourism authorities, districts, malls, hospitality groups, and large-scale venues.

The platform transforms physical destinations into programmable engagement environments using augmented reality (AR) as the interaction layer and analytics as the decision layer.

Unlike standalone AR applications, AURIX operates as structured B2B infrastructure - enabling partners to:
· Measure behavioral movement patterns
· Increase venue dwell time
· Launch monetized engagement campaigns
· Capture structured destination analytics
· Deploy recurring subscription revenue layers

AURIX operates under a hybrid B2B / B2B2C model, with revenue primarily derived from enterprise contracts and venue subscriptions.

# 2. Market Opportunity

### 2.1 Industry Context

Global tourism exceeds $9 trillion annually.Smart destination and digital city transformation spending is accelerating across the UAE and Asia.

Cities increasingly require:
· Behavioral analytics
· Visitor engagement tools
· Data-driven monetization strategies
Yet most tourism ecosystems still measure:
· Foot traffic
· Ticket sales
· Basic heat maps

They lack structured engagement intelligence.
AURIX bridges this gap.

### 2.2 TAM / SAM / SOM

Total Addressable Market (TAM)Global tourism & smart destination technology market:
$500B+ addressable digital layer.

Serviceable Addressable Market (SAM)Phase 1–3 geographic focus:
· UAE
· Singapore
· Japan
· South Korea
· Tier-1 Asian hubs

Serviceable Obtainable Market (5-Year Target)
· 10–15 flagship cities
· 200+ monetized zones
· 100+ enterprise venue contracts

# 3. The Problem

Tourism authorities and venues face structural limitations:

· Limited visibility into visitor behavior
· Inconsistent engagement across districts
· Difficulty monetizing walking traffic
· Fragmented campaign activation tools
· Lack of recurring digital revenue streams

Current solutions are either:

· Social AR filters (non-structured)
· Audio tour apps (non-interactive)
· Data dashboards (non-engaging)
· Event-based activations (temporary)

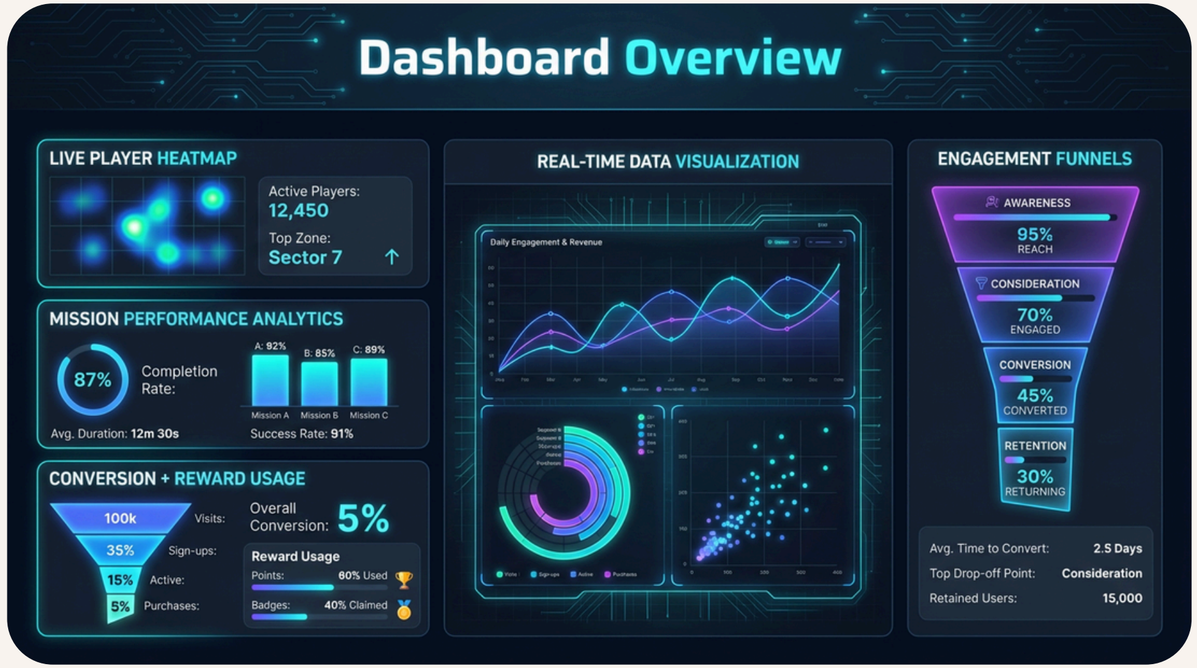
No unified infrastructure layer exists.

# 4. The AURIX Solution

AURIX provides:

• AR-based mission infrastructure
• Destination-level analytics dashboard• Venue monetization tools
• Sponsor campaign activation system
• Optional premium mission economy

AR functions as the engagement interface.
Analytics functions as the institutional value layer.



# 5. PLATFORM ARCHITECTURE

# Platform Architecture

### 5.1 Dual Mode Deployment

· Outdoor AR Exploration Mode
· Indoor Partner Venue Missions
· Optional VR / immersive extensions

### 5.2 Dashboard & Mission Builder

Partners access:
· Heat mapping
· Engagement metrics
· Campaign performance tracking

Custom mission deployment tools

### 5.3 Data Governance

· Data ownership remains with partner authorities
· No biometric data captured
· Anonymized movement analytics

Regional compliance (UAE, PDPA, APPI ready framework)

# 6. BUSINESS MODEL

# 6.1 Revenue Streams

| Revenue Stream | Pricing | Recurring |
|---|---|---|
| Venue SaaS | $2,000–$5,000 / month / zone | Yes |
| Destination Analytics Contracts | $250,000–$500,000 annually | Yes |
| Sponsored Campaign Activations | $25,000–$75,000 per activation | Semi |
| Premium Consumer Unlocks | Optional | Variable |

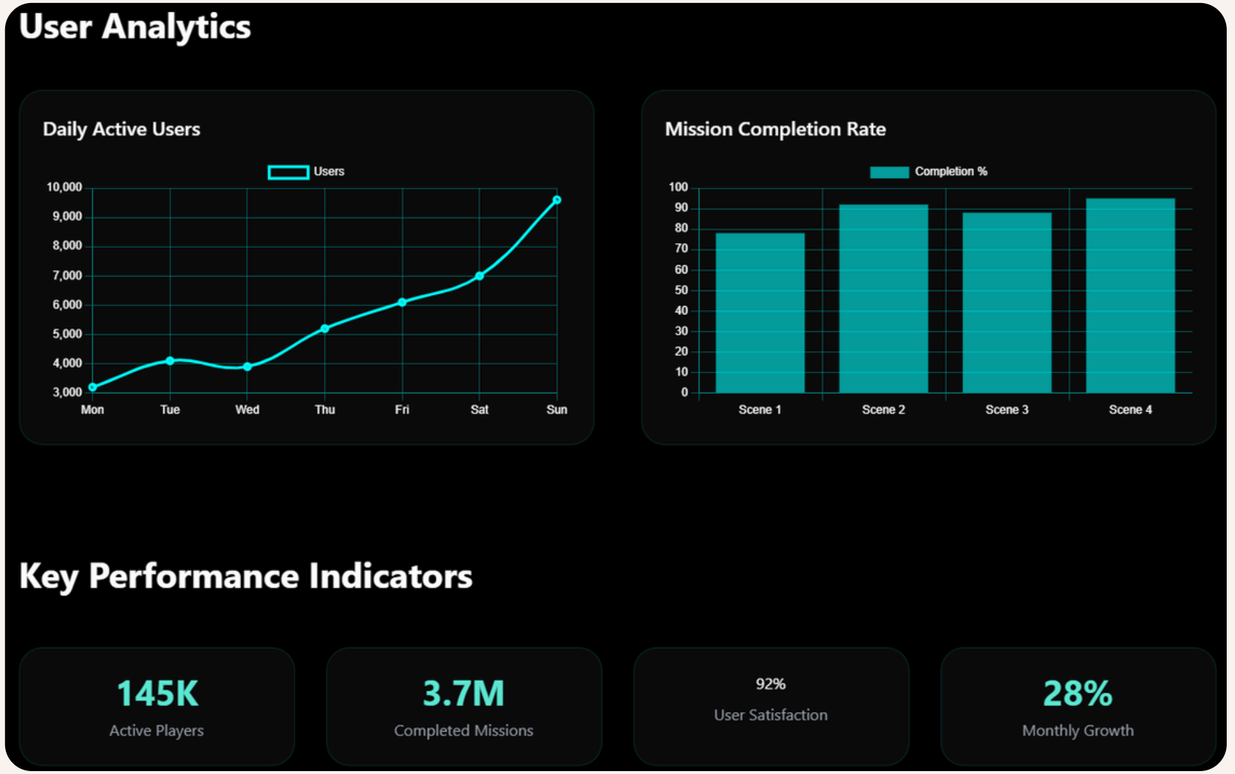
### Revenue Mix Target (Year 3)

· 70% B2B recurring
· 20% activation campaigns
· 10% B2C premium

Diversification reduces reliance on mass consumer growth.

# 3-Year Financial Projections

2026 2027 2028



# 7. UNIT ECONOMICS

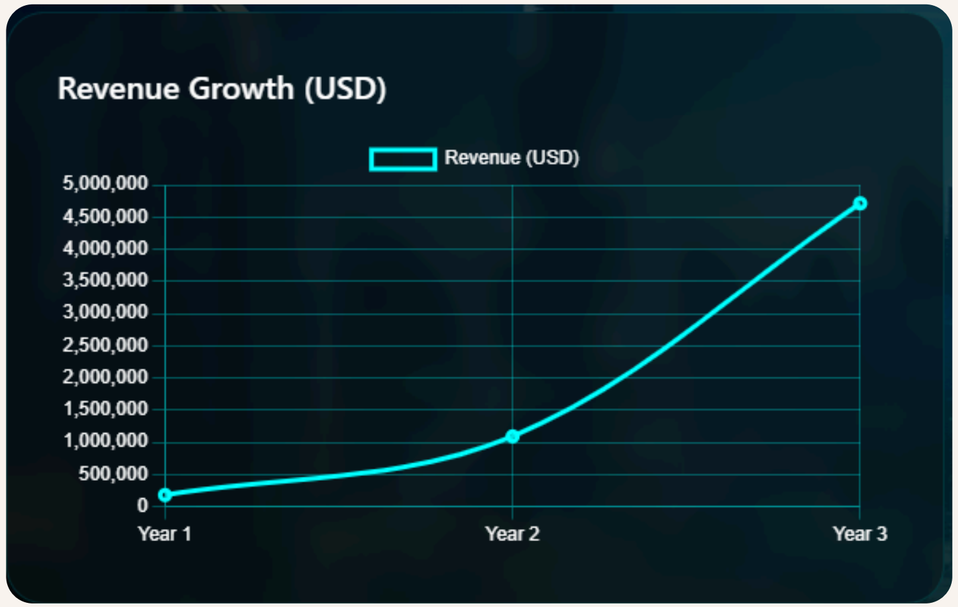
# 6.1 Revenue Streams

Example: Mid-Size Mall Deployment

· Onboarding cost: $8k–$15k
· Monthly SaaS: $3k average
· 3–6 month payback period
· Target gross margin: 60–70%

Tourist Acquisition (Projected Model)

· Digital install CAC: $1.50–$4.00
· Concierge & venue distribution: low CAC
· Organic referral loop via mission sharing



# 8. Competitive Landscape

| Category | Example | Limitation |
| --- | --- | --- |
| Social AR | Snapchat filters | No infrastructure |
| Event AR | Niantic popups | Temporary |
| Audio Guides | VoiceMap | Low engagement |
| Smart City Analytics | Enterprise dashboards | No engagement layer |

# 9. Go-to-Market Strategy

Phase 1:
· Flagship anchor mall
· One district zone
· One hotel group pilot

Phase 2:
· Government tourism endorsement
· Multi-zone rollout
· Campaign activation scaling

Phase 3:
· Expansion city-to-city
· Regional licensing
Sales strategy prioritizes:
· Anchor validation
· Paid pilot deployments
Long-term SaaS contracts

# 10. Procurement Pathway

1. Pilot approval
2. Limited zone deployment
3. Analytics validation report
4. Framework agreement
5. Multi-year contract

Enterprise sales cycle: 4–9 months projected.

# 11. Regulatory & Compliance Framework

AURIX deployments are designed to align with:
· UAE tourism authority governance
· Cultural content review processes
· Regional data protection standards
· Sponsorship regulations
All content subject to local approval where required.

# 12. Risk Factors

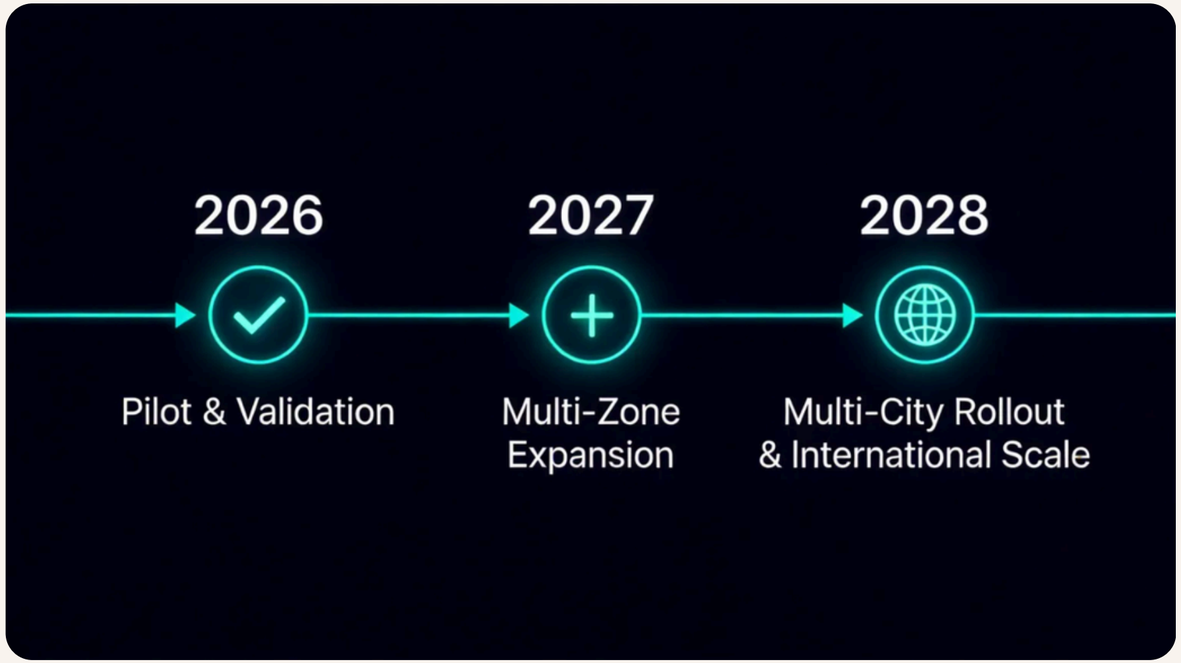
Technical
· GPS precision variance
· Battery consumption
· Heat impact on outdoor engagement

Commercial
· Long enterprise sales cycle
· Venue churn risk
· Budget dependency on tourism boards

Operational
· 3D capture cost in new cities
· Content production scaling

# 13. Roadmap (2026-2028)

2026 - Pilot & Validation
2027 - Multi-Zone Expansion
2028 - Multi-City Rollout & International Scale



# 14. Capital Plan

Pre-Seed ($500k Target)
· Regulatory engagement
· Flagship pilot deployment
· Enterprise LOIs
· Pricing validation

Seed ($1.2–1.5M)
· 5 zones operational
· Hotel rollout
· Dedicated sales hires
· Marketing activation

# 15. Long-Term Vision

AURIX aims to become the operating system for interactive destinations - enabling cities to convert physical movement into measurable engagement and structured monetization.

# 16. Governance & Structural Clarity

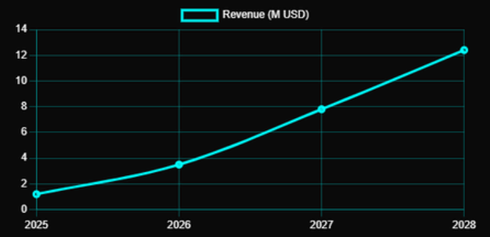
If associated with other ventures, clearly state:
AURIX operates as a structurally independent entity with dedicated governance and operational separation.
(Important if avoiding crypto or defense confusion.)

# Funding & Business Model

## Monetization Streams

- Sponsored AR quests
- Tourism partnerships
- Digital collectibles
- Premium subscription
- Brand integrations

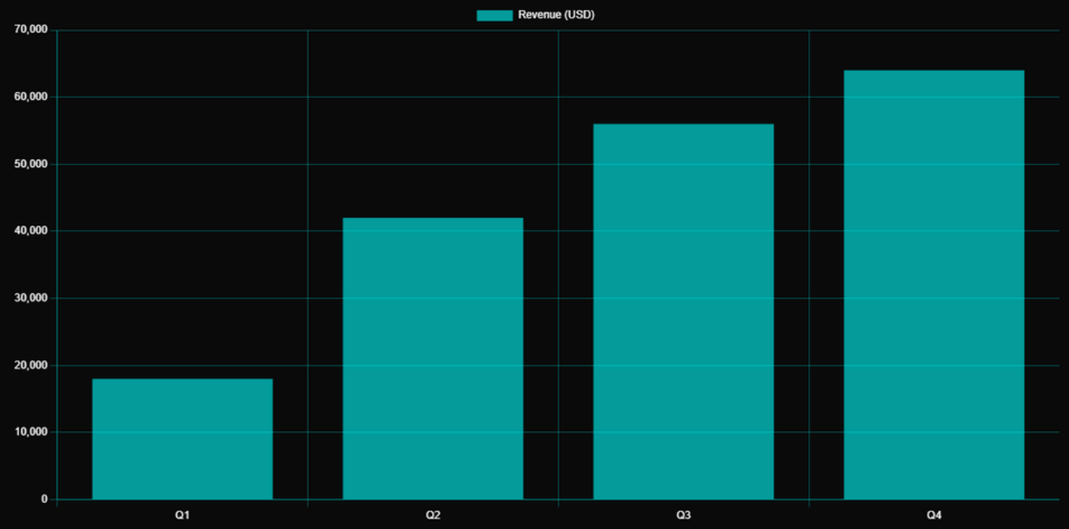
## Projected Revenue




# Dubai Tourism Alignment

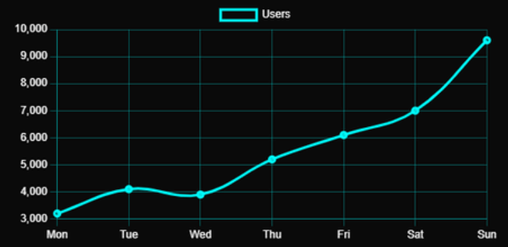
Dubai Hunt extends the city's tourism strategy by enabling interactive, family-friendly missions that enhance cultural learning, drive footfall to key districts, and create new digital engagement points for visitors.

## Revenue Projection

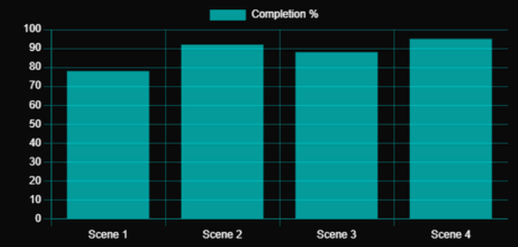



# User Analytics

## Daily Active Users



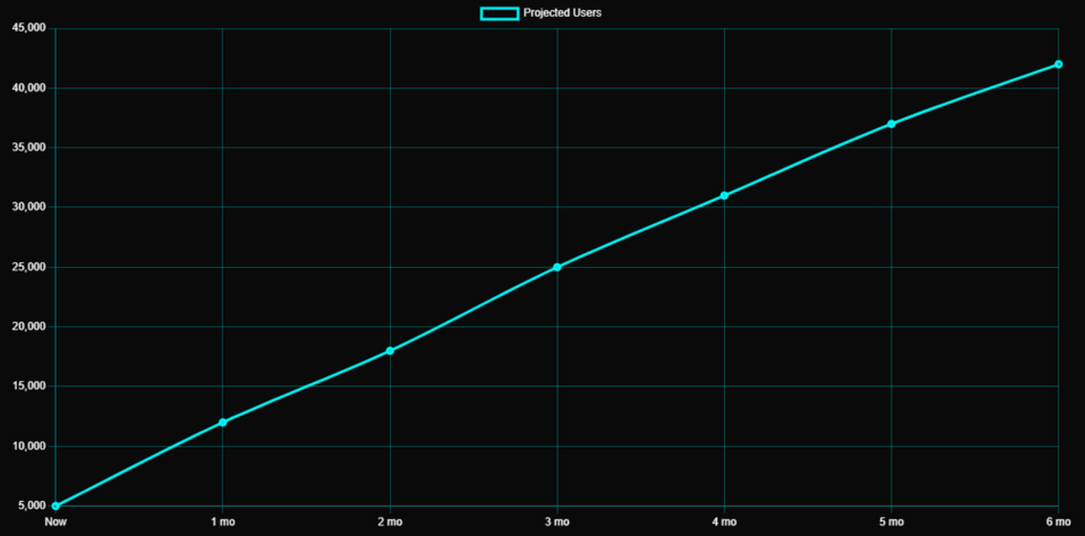

## Mission Completion Rate




# Key Performance Indicators

| 145K | 3.7M | 92% | 28% |
|---|---|---|---|
| Active Players | Completed Missions | User Satisfaction | Monthly Growth |

## User Growth Projection



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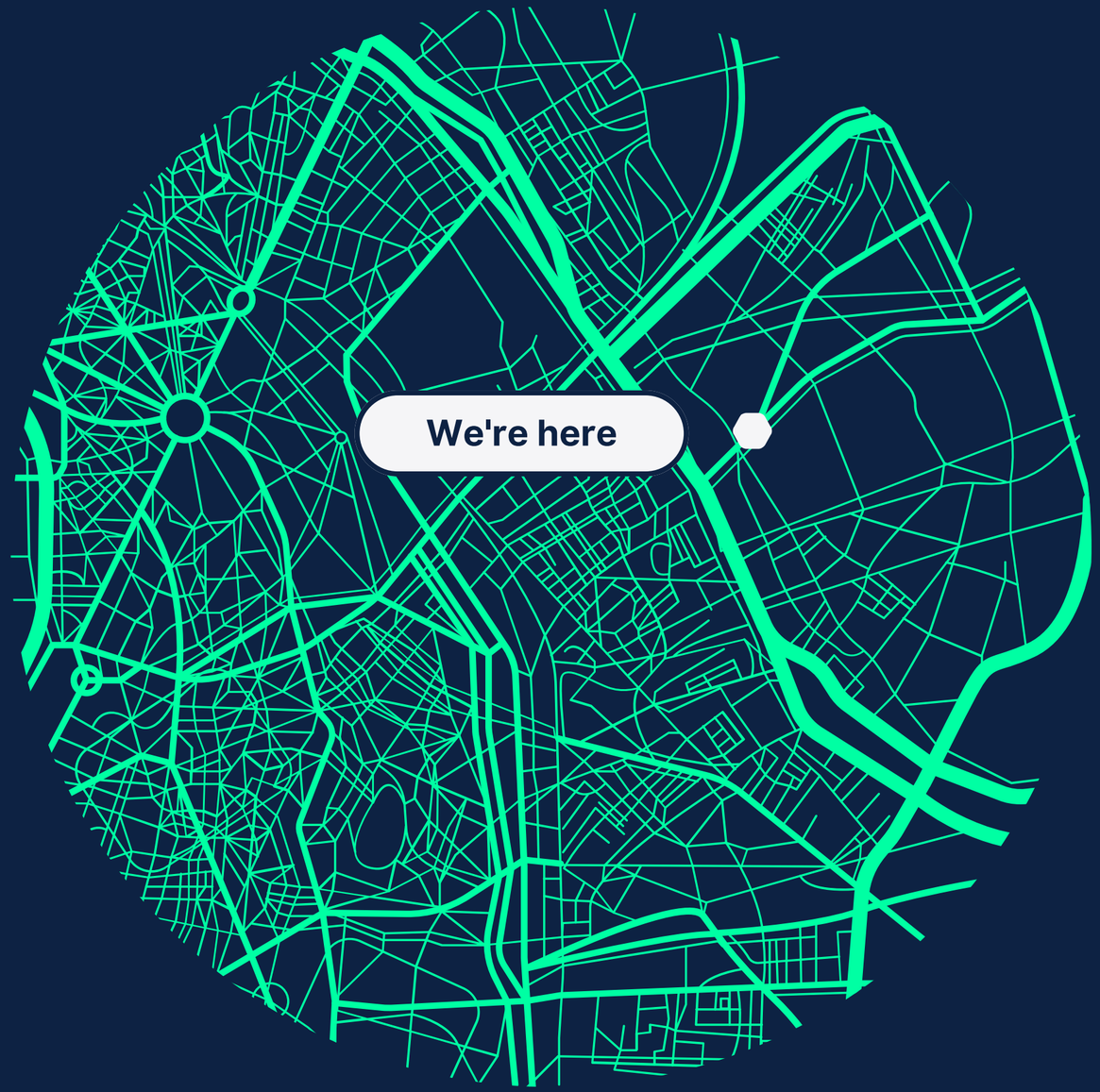

# Thank you for reading.

**AURIX is building the infrastructure for a more intelligent, efficient, and connected tourism future. We invite partners, investors, and innovators to join us in shaping what comes next.**
**If you share our vision, now is the time to engage.**