



AURIX. Where Cities Become Interactive.

Executive Overview

AURIX is a destination analytics and monetization platform that transforms physical cities into programmable engagement environments.

Using augmented reality as the interface and real-time analytics as the backbone, AURIX enables tourism authorities, hotels, malls, and entertainment districts to activate, measure, and monetize visitor interaction at scale.

AURIX is developing the infrastructure layer for interactive destinations.

The Problem

Modern cities lack measurable engagement infrastructure.

Tourism authorities and large venues face persistent challenges:

- Limited real-time visitor behavior analytics
- Fragmented marketing campaigns
- Low engagement monetization beyond ticketing
- Inability to measure sponsor ROI in physical spaces
- Lack of programmable urban interaction tools

Cities generate foot traffic - but not actionable behavioral data.

The Solution

AURIX turns destinations into interactive, data-rich ecosystems.

The platform integrates three core layers:

1. Engagement Layer (AR Interface)

- Geo-anchored interactive missions
- Digital portals & activation zones
- Tiered reward systems
- Collectible digital assets

2. Analytics Layer (Data Engine)

- Real-time heatmaps
- Dwell-time and movement tracking
- Engagement-to-conversion analytics
- Sponsor performance dashboards
- Zone-level economic impact insights





Target Market

AURIX is built for:

- Tourism authorities
- Smart city departments
- Major hotel chains
- Shopping malls
- Airports
- Entertainment districts
- Expo and large-scale event operators

Initial deployment focus: Dubai
Expansion roadmap: Singapore, Tokyo, Seoul

Business Model

Revenue Stream	Pricing Model	Target Client	Notes
Venue Subscription (SaaS)	\$2,000 – \$5,000 per month per zone	Hotels, malls, tourism zones	Recurring infrastructure revenue
Destination-Level Analytics Contracts	\$250,000 – \$500,000 annual agreements	Tourism authorities, cities	High-value strategic contracts
Sponsored Campaign Activations	\$25,000 - \$75,000 per campaign	Brands & corporate partners	Event-based activation revenue
Optional Consumer Monetization	Premium missions & collectible access	End users (B2C layer)	Enhances ARPU without core dependency



Traction & Validation

Pilot phase engagement has demonstrated strong behavioral response metrics and repeat interaction patterns across activation zones.

Current focus:

- Securing formal LOIs
- Finalizing zone deployment pilots
- Validating partner pricing models

Institutional partnerships are in active discussion phase.

Financial Roadmap

Pre-Seed Raise: \$500,000

Purpose: MVP validation and institutional proof

Deliverables:

- Single-zone premium deployment
- Fully operational analytics dashboard
- 2-3 LOIs from venue or tourism partners
- Validated pricing pilots
- Defined ARPU and partner economics

Seed Round: \$1.2M–\$1.5M

Purpose: Multi-zone expansion

Deliverables:

- 5 operational zones in Dubai
- Hotel and venue rollout
- Enterprise sales expansion
- Recurring B2B revenue contracts





3-Year Outlook

Year 1 - Validation Phase Revenue: \$250k–\$400k

Year 2 - Expansion Phase Revenue: \$1.2M–\$2M EBITDA: 15–25%

Year 3 - Institutional Platform Revenue: \$4M–\$6M EBITDA: 30-45%

Margins expand as infrastructure scales and deployment costs amortize.

Why Now

- Governments are investing in smart-city infrastructure
 - Sponsors demand measurable experiential ROI
 - Tourism is shifting toward immersive engagement models
 - AR adoption is now mobile-native and mainstream
- AURIX positions cities for the next generation of programmable urban experiences.

The Vision

AURIX is not an AR game. It is the engagement and intelligence layer for modern destinations. We enable cities to become measurable, monetizable, and interactive.

Thank You

Thank you for reviewing the AURIX opportunity.

We are building more than an AR experience - we are developing a destination-level analytics and monetization infrastructure designed for tourism authorities, hospitality groups, and global venues.

We welcome the opportunity to discuss deployment strategy, pilot partnerships, and long-term expansion across the Middle East and Asia.

We look forward to building the future of interactive cities together.

AURIX

Where Cities Become Interactive.

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