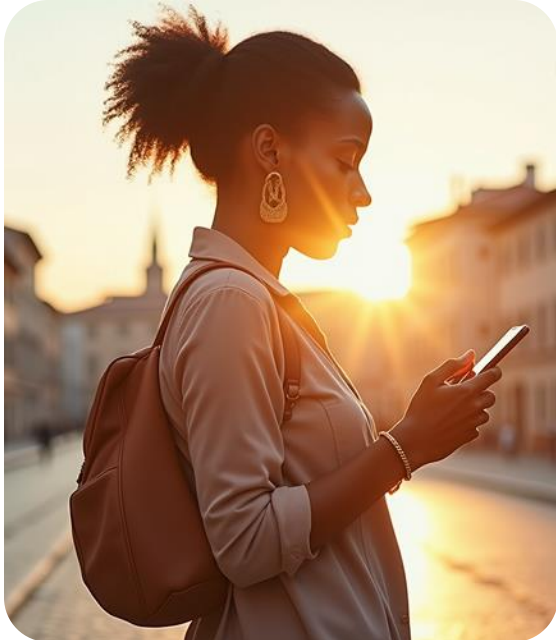


YOUR DISCOVERY COMPANION:

Ai GUIDE and companion for travelers and city dwellers

"**AUTHENTIC** EXPERIENCES **PERSONALIZED** TO REQUEST"

INVESTMENT DECK, June 2025



PERSONAL. RESPONSIVE.
ENGAGING. AI COMPANION.



[AIPROTRAVEL.COM](https://aiprotravel.com)

YOUR DISCOVERY COMPANION – ARTI

Arti is your personal **Discovery Companion** — an AI-powered guide and local insider for both travelers and city locals. Whether you're exploring your hometown, spending a weekend abroad, or just curious about what's nearby, Arti goes beyond routes and stories: it reveals hidden gems, points out unique spots, highlights local events, and helps you get the most out of every day.

We're launching Arti at the perfect moment — to lead the coming AI era in the \$1.5+ trillion experience economy.

Our vision goes far beyond tours: **Arti** is built for everyday discovery, for locals and travelers alike — shifting the focus from routes to meaningful moments.

Our team brings deep expertise in B2C platforms and the experience economy.

We know how to turn an ordinary day into something memorable.

By combining technology, behavioral psychology, and local insights, we've built Arti — a digital companion who doesn't just respond, but truly inspires.



Strengths

Weaknesses

Risk of competition

Guide Search Platforms

(GetYourGuide, Klook, Viator, Tripster)

- **Wide selection** of live tours and guides.
- **Integration with booking** tickets and hotels.
- **Support** for popular locations and languages

- Low **personalization**
- **Limited availability.**
- **High cost**

Low

Focused on monetizing live guides rather than technology. They find it difficult to implement AI without conflict with their guide partners.

Audio guide platforms

(izi.travel, WeGoTrip, SmartGuide)

- Specialization in **audio content**.
- **Offline access and ready-made routes.**
- Large content-provider base (izi)
- **Multilingual.**

- **Static:** content does not adapt to the user.
- **No engagement:** one-sided monologue without dialogue.

Medium / High

- Focus on pre-recorded tours rather than interactive engagement.
- Integrating solutions into existing platforms will leave them hybrid

Chatbots and voice assistants

(ChatGPT, Google Bard/Gemini)

- **Extensive knowledge base** (answers to any questions).
- **Simple communication interface.**

- **Not geared towards travel:** no structure for audio guides.
- **Common answers:** lack of localization and cultural nuances.
- **No engagement scenarios**

High

- These are general purpose tools, not niche products. What is missing is specialization in the emotional experience of travel.

Startups AI guides

(Layla, Roam Around, Wonderplan, iPlan.ai)

- **Personalization** of routes.
- **Integration** with user data (preferences, budget).
- **Automation** of planning.

- **Focus on planning,** not excursion.
- **Text format.**
- **Weak local context:** general recommendations instead of deep cultural integration.

Medium

- They solve the problem of organizing a trip, not accompanying. There is no infrastructure for audio format and real-time interaction.

Problems of the digital guidebook market and the limitations of current solutions

1. Content: expensive, insufficient, or poor quality

- Historically, content was either created by professionals (expensive) or taken from open sources (inappropriate)
- Even the largest databases like izi.TRAVEL (25 thousand excursions) cover only a small part of the needs.
- AI generation still gives unreliable results (hallucinations, errors in georeferencing).

2. Users:

- Expensive to attract, impossible to retain. CPA (cost of acquisition of a purchase) exceeds income, and retention is catastrophically low - people use guides 1-2 times a year.
- Most services are stuck in the "excursion" model, which requires effort from the user.

3. Narrow framework of "excursionism"

- Existing guides ignore:
- Lifestyle content (restaurants, events).
- Spontaneous use cases.
- Everyday needs (not only tourism).

Arti Guide Solution: A flexible insider, not just a guide. Key differences:

1. Content: curated by AI + own training

- We take verified data (tmatic.travel, museums, local experts), and AI adapts it to the style, language and context.
- Quality like professional authors, scale like UGC, speed like pure AI.

2. Economy: affiliate model instead of advertising

- Hotels, restaurants, event venues themselves promote Arti, as it improves the service for their guests.
- We repeat the successful partnership model of izi.TRAVEL, but with a focus on monetization and engagement.

3. Going beyond the "guide"

- For travel: Not only routes, but also events, insights
- For life: Search for events and unusual places even in your hometown
- Formats: Audio, chat, "intelligent TikTok" – for any scenario

4. Retention through engagement

- Gamification (check-ins, rewards, collections of places)
- Impulse recommendations ("There's a hidden jazz club nearby now")
- Sharing (adapted for companies/families)

WHY NOW?

TECHNOLOGY AND MARKET ARE READY FOR REVOLUTION

THE GROWTH OF PERSONALISED TOURISM

70% of travelers want customized itineraries
(Phocuswright, 2023)

BREAKTHROUGH IN AI

GPT-4, DeepSeek and other technologies
allow the AI guide to imitate live
communication.

COMPETITORS CAN'T COPE

Most are focused on improving the old
model of excursions, but we need to look
for new ones.

\$1.5T TOURISM MARKET (TAM)

\$100B DIGITAL TOURISM SERVICES (SAM)

\$1.0B+ AI TRAVEL GUIDE (SOM)

OUR POTENTIAL

(150 key cities of the world = 800 million population * 30% tourist flow = 240 million people * 20% conversion to digital services * 20% conversion to payment of 10 USD/month = 1.0B revenue)

ARTI 1.0 (Today) – Ai Travel Companion. AT WHAT EXPENSE?

Personal AI-GUIDE:

"AUTHENTIC EXPERIENCE, PERSONALIZED TO REQUESTS"

Conducts a dialogue, adapts, pleases, surprises, supports, immerses and makes the tour and experience alive and authentic

Key features of Arti (Today):

1. Uses closed databases - local sources and (with permission) personal data. This gives access to niche, relevant and hard-to-find opportunities, as well as **opportunities for focused personalization**. It uses dynamic context - events and activities, including temporary ones.

2. It applies strict data verification through cross-analysis of reliable sources and automatic updating. This ensures the absence of "lies" and so-called "hallucinations".

3. Analyzes not only stated interests, but also acts as a person (spontaneity/plan, budget/premium, communication/solitude). This helps to tailor advice to the unique context and non-obvious needs.

4. Synchronizes recommendations with life in the moment - takes into account the calendar, location (traffic jams, weather), schedule and evolution of interests. It anticipates requests, and not just reacts to them.

5. Special AI models allow Arti to tell the same story in different ways - according to age, culture and level of knowledge. It conducts a dialogue like a trusted insider, adapting the tone, details and words.

6. Arti works directly with local businesses, cultural institutions. This gives access to their unique content and special offers and knowledge, and the business environment - a simple tool for working with clients.

7. The model is specially trained for contextual analysis. Arti asks proactive clarifying questions, analyzes implicit signals and naturally integrates requests into the dialogue.

HOW DOES ARTI WORKS?



2 Scan QR or GO website



1 YOU ARE in

- ✓ HOTEL
- ✓ NEAR a LANDMARK
- ✓ Or just IN THE CITY

3 START USING (Launch)

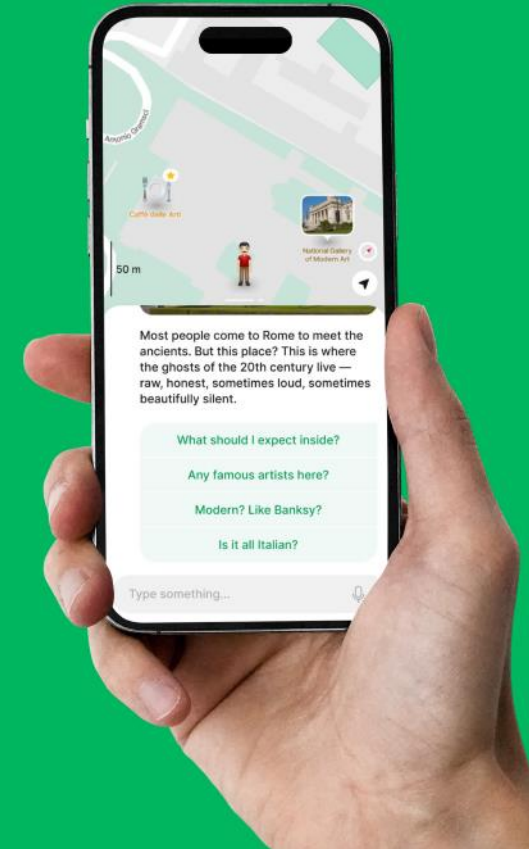
- ARTI determines the location
- Gives interesting information about what is around.
- "Mixes" insider (hidden, interesting, impressive) knowledge and local features
- ARTI communicates by text and voice

4 ASK QUESTIONS or CHOOSE WHERE and WHAT and ARTI WILL TAKE YOU
And will be a Companion along the way

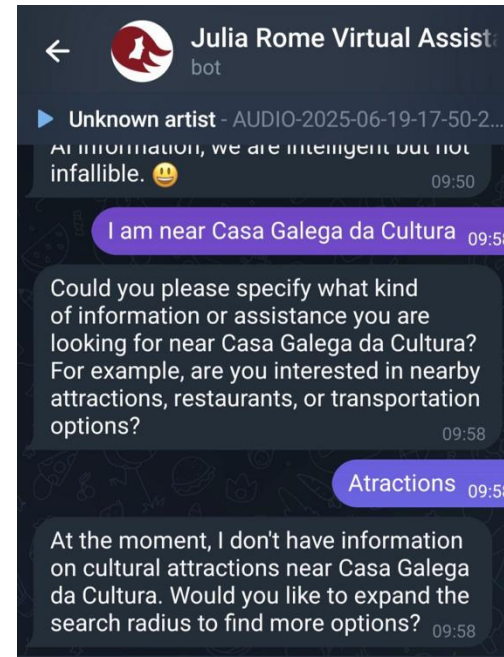
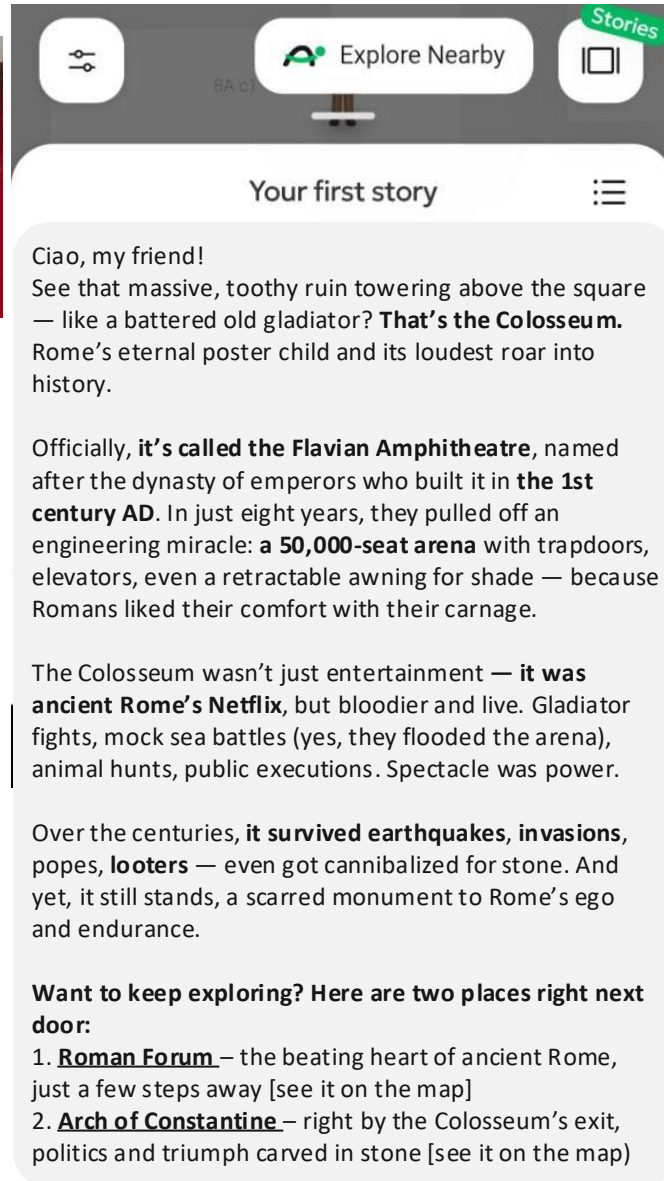
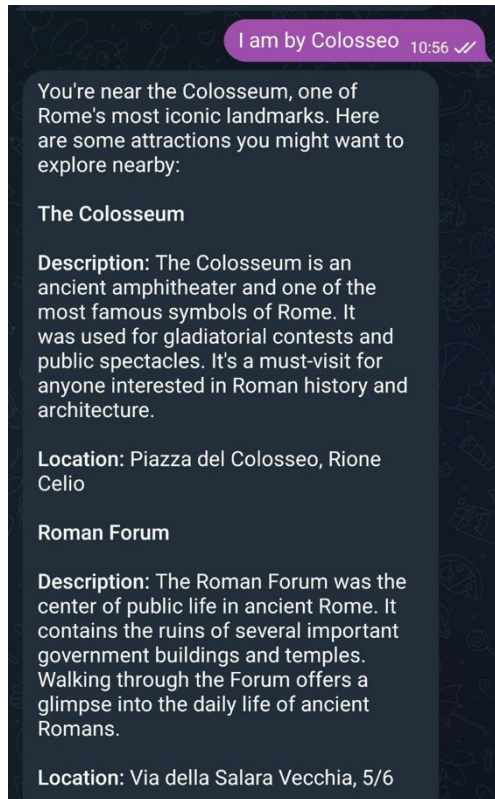
- ARTI creates a route, takes into account your preferences and past experience, offers options for what else to show and tell around
- Guides and conducts a dialogue, answers questions, asks leading ones
- Adapts on the go, adjusting the route, offering hidden locations and cafes

Subscription

*After 10 stories/waypoints



ARTI 1.0 – This is an interesting and exciting conversation and movement with a companion about travel and cool places in a format and depth of immersion selected for you



Arti 2.0 is a transition from general information and “popular tips” to a personal assistant.

Makes your life more interesting by delivering unique, relevant and deeply personalized experiences through direct insider connections.

Main tools for model 2.0 (from 2026):

1. Daily rituals

- "Morning digest"
- "Evening insight"
- "Weekend offers digest"

2. Linking to real events

- "Travel reminders" (integration with calendar/mail)
- Preparing information for planned trips

3. "Live" updates and events

4. Progress and rewards

- "Traveler's map" (visualization of visited places)
- "Activity streaks" (analogous to Duolingo)

5. Social proof and competition

- "Friends are here too"
- "Top 10 users of the month"
- Giving out statuses ("Guru of Paris") or discounts

6. Gamification - Challenges to strengthen the habit

- "Plan 3 trips in a month - get premium for a week"
- "Collect 5 places in "Favorites" - we will open a secret guide"

7. Feedback + engagement

- Post materials
- Memory journal

PILOT – ROME – ANNIVERSARY (AUGUST 2025)

Why Rome:

Rome is a concentration of history, culture and contemporary life. Its vastness and versatility are the perfect test for Arti's ability to personalize, surprise and create unique experiences that go far beyond the standard tourist route, which is fully in line with the AI PRO TRAVEL philosophy.

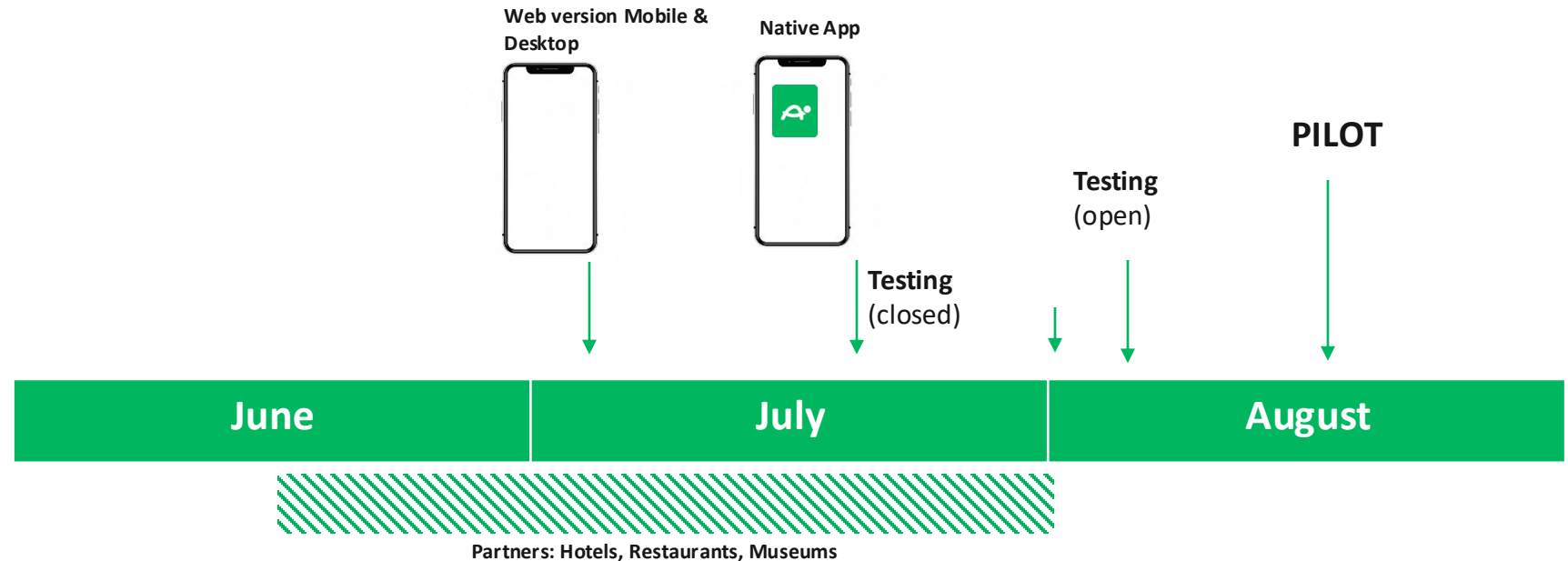
Pilot Target Metrics (2025)

125 k	tourist coverage (hotels/restaurants/museums)
6+ k	system visits (5% of coverage)
2+ k	registered users (30%+)
0.4-0.5+ k	subscriptions (try&buy) (20%+)

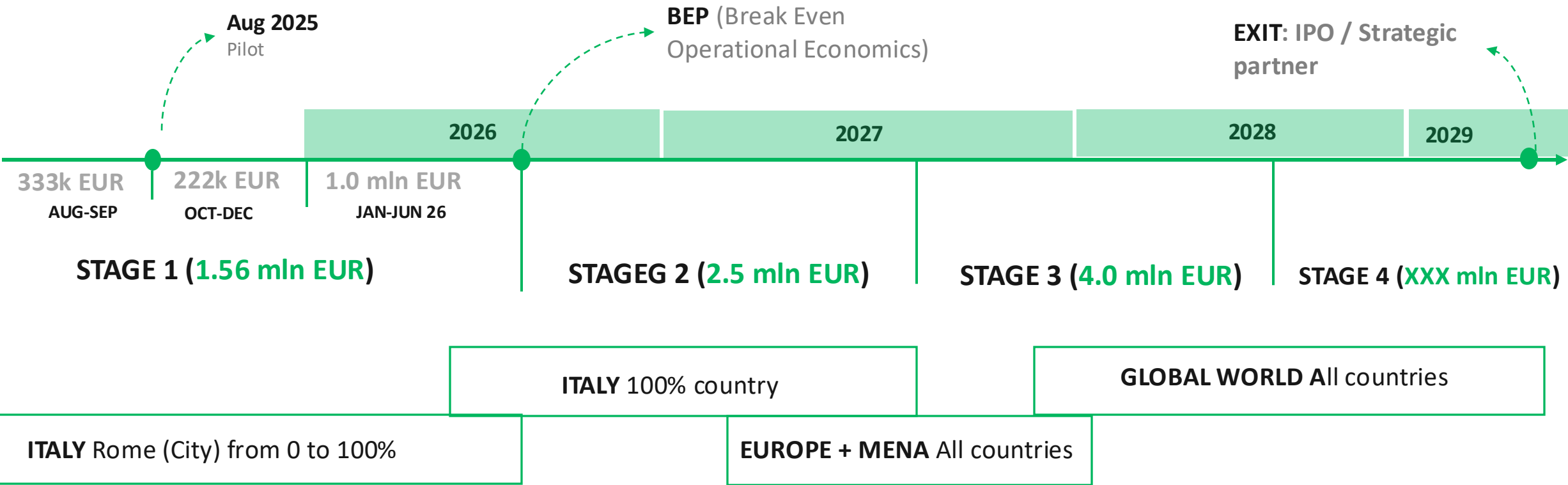
What is in Rome ready:

1. Local partner in the tourism sector
2. Local partner IT (front)
3. Local team: Project manager and marketing
4. GR Interaction – Ministry of Culture and Ministry of Tourism
5. Partnership - city adventure kit

Road Map



START POINT + BUSINESS SCALING / DEVELOPMENT



Roun

SUM

Investor

period

types

PRE-SEED-1	PRE-SEED-2	ROUND A	ROUND B	ROUND X
06-07.2025	09-10.2025	11.2025 –03.2026	09.2026 – 03.2027	2029
333k EUR / 20%	222k EUR / 10%	1.0 mln EUR / 20%	2.5 mln EUR / 10%	exit
Private Investors RUS – FF (Friends, Family)	Private Investors RUS + EU <ul style="list-style-type: none">(same + call/put options)+ new investors (after pilot)	Institutional Investors <ul style="list-style-type: none">MENA + EU + ? RUSPrivate investors – FF	Institutional Investors <ul style="list-style-type: none">MENA + EU + ? RUS	<ul style="list-style-type: none">Strategic partnerIPO
Equity Value (EV) mln EUR				
1.3	2.0	7.1	41	1.5 – 5 млрд EUR
Equity Value for investor (Calculation) based on 100k EUR investmetn				
100k / 6%	108k /5.4%	306k / 4.32%	1.6 mln / 3.9%	55 – 185 mln / 3.7%

1 Stage



Alexander Dmitriev

CO-FOUNDER

Product Expert and Digital Leader

- Creation of AI solutions for B2B/B2C market
- Ex. Member of the Board / CEO of a number of technology companies (Telecom, IT integration, IT vendor)
- Commercialization of digital products in the markets of the UAE, Saudi Arabia, India, Africa, USA



Eldar Orudzev

CO-FOUNDER

Implementation of large-scale tourism products

- Initiator and manager of the project "Road to Lavra"
- Developed the concept of a long pedestrian road along the Volga (4500 km)
- Participated in the development of the project "Green Ring of Moscow", the concept of "Natural Roads" of Moscow
- Implements large infrastructure projects. One of them: Transport hubs in Moscow.



Egor Yakovlev

KEY PARTNER – ADVISOR/EXPERT

Expert on tourism products and business around tourism

- Participation in the implementation of the largest audio guide platform
- Development of a platform for the automation of tourism activities
- Development of master content for tourist destinations

Development + Design

Experienced team of IT experts (more than 15 years of experience per specialist)

Psychology / Linguistics

Dedicated specialist/expert in human psychology, interaction, quality training and AI Guide customization

Implementation / Culture

Dedicated PM (local) Rome + implementation and partnerships team

JOIN THE TRAVEL REVOLUTION!

INVEST IN THE FUTURE OF PERSONALISED TOURISM

Current solutions focus on “tours” – a niche product with low usage frequency. **Arti redefines the category:**

- AI does not replace, but enhances human expertise.
- Partners, not users, bear the main cost of acquisition.

The service is useful on a daily basis, forming a new media habit – like social networks or streaming.

Philosophy: *“Real experiences are not only the Eiffel Tower. They are also an unknown cafe around the corner, an unexpected concert and a story that you will not find in guidebooks. Arti – so that you do not miss anything.”*



APPENDIX

Ед. измерения		2025	2026	2027	2028	2029
ДОХОДЫ						
Выручка	тыс. EUR	17	2,577	51,380	340,019	1,046,595
Выручка	тыс. RUB	1,636	295,672	6,091,723	41,458,125	130,984,828
Всего потенциальных клиентов	тыс. чел.	5,468	64,068	571,797	3,608,451	6,566,870
Туристов в охвате	тыс. чел.	2,205	9,892	50,516	107,134	135,528
Жителей в охвате	тыс. чел.	3,263	54,176	521,281	3,501,317	6,431,342
Всего клиентов	тыс. чел.	25	973	14,442	93,632	246,258
Всего платящих клиентов	тыс. чел.	3	258	5,138	34,002	104,659
Цена подписки на 1 юзера	EUR					
Рим	тыс. EUR	17	1,731	4,314	4,401	4,489
Всего потенциальных клиентов	тыс. чел.	5,468	20,968	27,070	27,611	28,164
Туристов в охвате	тыс. чел.	2,205	8,425	10,924	11,143	11,366
Жителей в охвате	тыс. чел.	3,263	12,543	16,146	16,469	16,798
Всего клиентов	тыс. чел.	25	511	1,015	1,035	1,056
Всего платящих клиентов	тыс. чел.	3	173	431	440	449
Италия (без Рима)	тыс. EUR	-	846	21,290	28,407	28,975
Всего потенциальных клиентов	тыс. чел.	-	43,100	160,386	178,237	181,802
Туристов в охвате	тыс. чел.	-	1,467	5,441	5,916	6,035
Жителей в охвате	тыс. чел.	-	41,633	154,945	172,321	175,768
Всего клиентов	тыс. чел.	-	462	5,297	6,684	6,818
Всего платящих клиентов	тыс. чел.	-	85	2,129	2,841	2,897
ЕС	тыс. EUR	-	-	25,776	132,435	135,084
Всего потенциальных клиентов	тыс. чел.	-	-	384,341	830,964	847,583
Туристов в охвате	тыс. чел.	-	-	34,151	67,302	68,648
Жителей в охвате	тыс. чел.	-	-	350,191	763,662	778,935
Всего клиентов	тыс. чел.	-	-	8,130	31,161	31,784
Всего платящих клиентов	тыс. чел.	-	-	2,578	13,243	13,508
Мир	тыс. EUR	-	-	-	174,777	878,048
Всего потенциальных клиентов	тыс. чел.	-	-	-	2,571,639	5,509,321
Туристов в охвате	тыс. чел.	-	-	-	22,774	49,480
Жителей в охвате	тыс. чел.	-	-	-	2,548,865	5,459,841
Всего клиентов	тыс. чел.	-	-	-	54,752	206,600
Всего платящих клиентов	тыс. чел.	-	-	-	17,478	87,805
РАСХОДЫ		0	0	0	0	0
ОРЕХ	тыс. EUR	74	2,919	28,884	93,632	246,258
ОРЕХ	тыс. RUB	7,012	334,942	3,424,584	11,416,492	30,819,959
SAC	тыс. EUR	74	2,919	28,884	93,632	246,258
SAC на 1 юзера	EUR/1 user					
Количество клиентов	тыс. EUR	25	973	14,442	93,632	246,258
Расходы на партнеров	тыс. EUR	-	-	-	-	-
Расходы на партнеров на 1 юзера	EUR/1 user					
NET MARGIN	тыс. EUR	-	57	342	22,496	246,386
NET MARGIN	млн RUB	-	5	39	2,667	30,042

Target audience:

Tourists (came – used – got experience)

Residents (constantly in their city, what is interesting, where to go)

Ед. измерения		2025	2026	2027	2028	2029
CAPEX ИНВЕСТИЦИИ НА СОЗДАНИЕ						
Расходы на создание и поддержание	тыс. EUR	561	1,837	2,657	3,504	3,413
Расходы на создание и поддержание	тыс. RUB	53,318	210,750	315,000	427,200	427,200
ФОТ	тыс. RUB	31,470	81,250	125,000	165,000	165,000
Налоги на ФОТ	тыс. RUB	2,518	26,000	40,000	52,800	52,800
Маркетинг TAM + Services	тыс. RUB	17,600	96,600	137,600	186,600	186,600
Гиды / внешние эксперты	тыс. RUB	-	-	-	-	-
Юридические расходы (на старте)	тыс. RUB	530	1,200	4,200	9,600	9,600
Тревел	тыс. RUB	1,200	5,700	8,200	13,200	13,200
EBITDA	тыс. EUR	-	618	-	2,179	19,839
EBITDA	млн. RUB	-	59	-	250	2,352
Налог на прибыль	тыс. EUR	-	-	-	1,785.51	21,859.44
Налог на прибыль	млн RUB	-	-	-	212	2,665
CF	тыс. EUR	-	618	-	2,179	18,053
CF	млн RUB	-	59	-	250	2,140
EQUITY VALUE, 6xEBITDA	млрд EUR	-	-	-	0.12	1.46
EQUITY VALUE, 6xEBITDA	млрд RUB	-	-	-	14.1	177.7

TARGET - 2030 г – 1 bln – 5 bln Equity Value

Start – ROME Pilot (2025)

Scale (1st stage) – ROME + ITALY (2026)

EUROPE – 2027

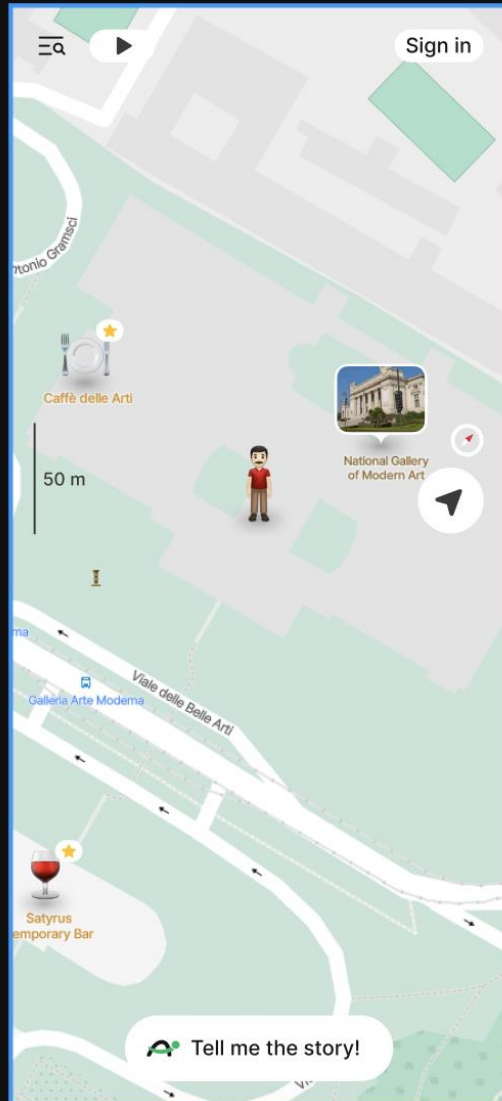
Global World с 2028

The product allows for technological scaling quickly and without restrictions

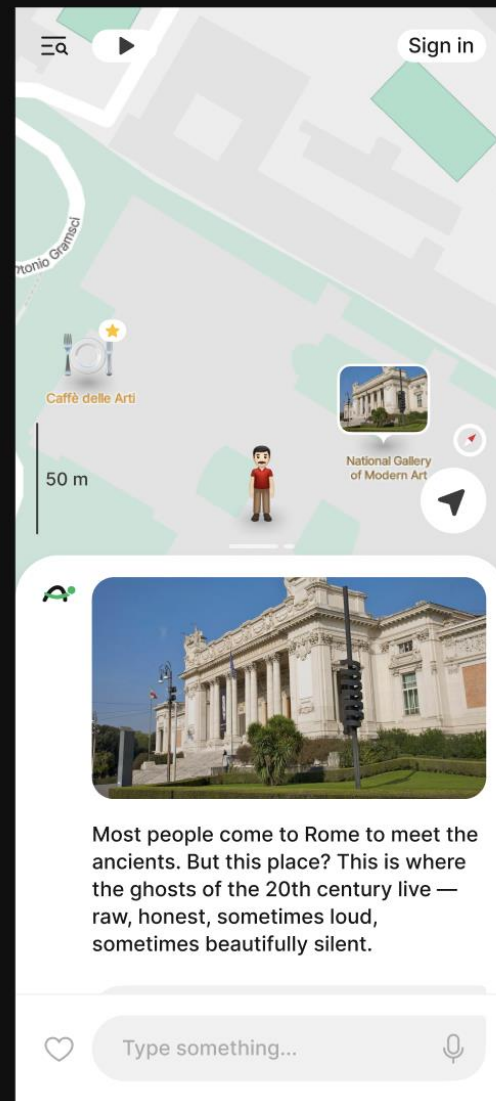
PRODUCT



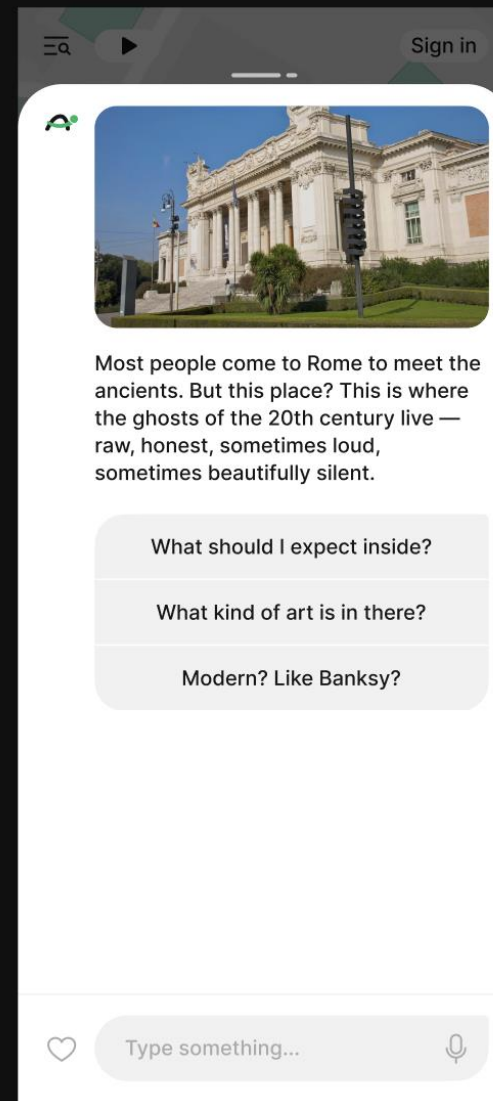
Main



Half-chat



Chat



WEB VERSION (for a quick start)

APP VERSION with FULL* functionality

INTERACTION

- ✓Text
- ✓Voice (5 main languages, 2 audio formats)

BASE of unique content

PERSONAL (SMART) MEMORY of the client, taking into account his cultural and age characteristics

UGC Opportunity

for Content and Advertising for Partners

Customer journey and UX/UI under development

6 AI - Assistant

- **Text dialogue** service with the user.
- **AI assistant** service (context, transcription, voice generation, etc.).

5 Integrations

- **Integration service** for data exchange with cloud and local GPT systems (the list is expandable):
- ChatGPT / Cloude / Gemini / DeepSeek (cloud or local) / QWEN (cloud or local) / other systems.

4 Processing Stories

- **Personalization** service.
- Module with **linguistic and psychological** scenarios.

3 Knowledge

- **RAG database.**
- **Relational database** with integrated GIS (working with geo-data).
- Database with **catalogs and summaries**.
- Service for **searching stories and knowledge** (when answering user questions).

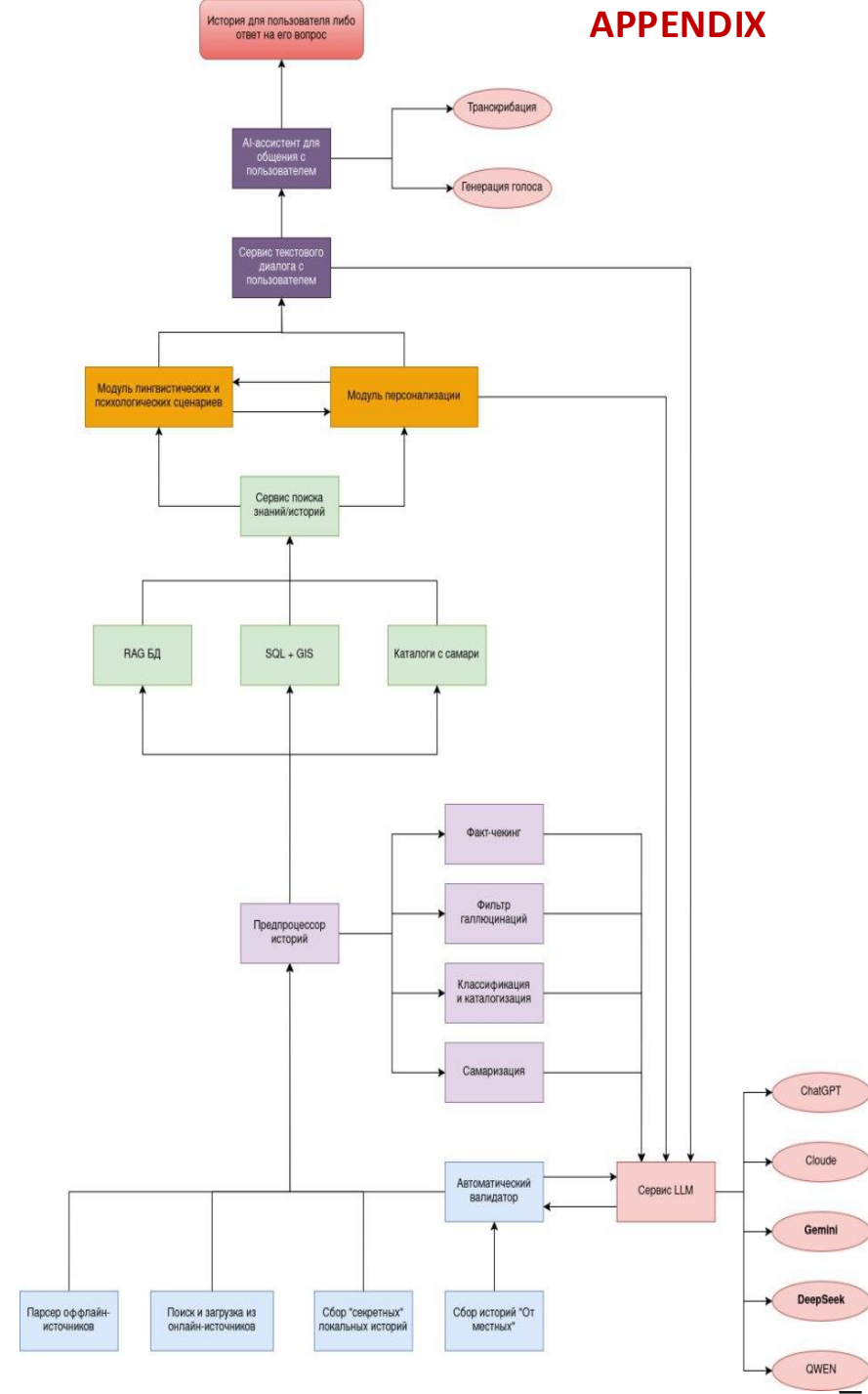
2 Knowledge Extraction PreProcessing Stories

- **Preprocessing** of stories.
- **Fact-checking.**
- **Classification and cataloging.**
- **Samaritization.**
- **Managing hallucinations and cross-checking.**

1 "Parsing" Data Search

- **Parsing offline** stories
- **Searching and downloading** from **online** sources
- **Collecting "secret"** local stories
- **Collecting stories from locals** (arbitrary source).
- **Automatically validating** stories from untrusted sources.

APPENDIX



BURNING RATE (BR) and MAIN Cost focus

2025 (**333k + 222k = 557k EUR**)

2025 (**30 + 20 = 50 mrub**)

STAGE 1.1 – PILOT (APR – SEP 25)

BR: 30 mRUB / **333k EUR**

- Team: 22 mrub / 244k EUR
- Marketing: 7 mrub / 77k EUR
- Other: 1 mrub / 11k EUR

STAGE 1.2 – After Pilot (OCT – DEC 25)

BR: 20 mRUB / **222k EUR**

- Team: 12 mrub / 133k EUR
- Marketing: 7 mrub / 77k EUR
- Other: 1 mrub / 11k EUR

XX mrub / Eur – “Investment”

2026

(**1.0 mln EUR**)

STAGE 1.3 – 2026 ROME Full (JAN – JUN 26)

BR: **1.0 mln EUR**

- Team: 0.35 mln EUR
 - Marketing: 0.6 mln EUR
 - Other: 0.05 mln EUR
- (Partners 0.01 mln ERU, Travel 0.04 mln EUR)

WHAT: FULL START / WORK in ROME
+ preparation of all Italy

Focused launch and promotion (all channels) of the AI product Guide

2026- 2027

(**2.5 mln EUR**)

STAGE 2 – ITALY Scale (JUL 26 – JUN 27)

BR: **2.5 mln EUR**

- Team: 0.6 mln EUR
 - Marketing: 1.7 mln EUR
 - Other: 0.2 mln EUR
- (Partners 0.1 mln EUR, Travel 0.1 mln EUR)

WHAT: SCALING to ALL of ITALY (all cities and "back streets/villages")

WHAT: TECHNOLOGY + CONTENT + PRODUCT + PILOT + BASIC PARTNERS

- Methodology AI Guide, Personification
- Content
- Product development for pilot/MVP
- Partnerships (coverage of 100-200 hotels, 20-30 restaurants, 3-5 museums)
- Marketing (start-up)
- Organization of pilot (Rome, August)
- Organization of legal structure of business (Moscow, Dubai, Rome) + Local partner
- Access to the Ministry of Culture and Tourism

WHAT: ADJUSTMENT OF STRATEGY/TACTICS and PRODUCT and PROMOTION.

- Adjustment of product, methodology, coverage model, promotion, partnership ... based on the results of the pilot
- Partnerships (coverage of 500+ hotels, 100+ restaurants, 50+ museums)
- Marketing 2.0

STAGE 1 = 1.1 + 1.2 + 1.3 (1.56 mln EUR)

- ✓ Why it is valuable?
- ✓ Why will they BUY?
- ✓ How to make it frequent?
- ✓ How to make Habit?

PROMOTION

SALES

RETENTION

HABIT

“In a MOMENT”

<div><div>❖ Social Networks – Content Marketing</div><div>❖ Target Ads (Google, FB, INS, TT)</div><div>❖ Collabs (Blogers)</div><div>❖ Collabs (Booking, SKyscanner, Airbnb)</div><div>❖ PUSH (Telecom)</div></div>	<div><div>❖ SIMPLE and UNDERSTANDABLE affordable fair monetization and sales model</div></div>	<div><div>❖ PROGRESS and GAMIFICATION MODEL / Status / importance / comparison / competition</div><div>❖ LOYALTY Program</div></div>	<div><div>❖ DAILY RITUAL - SM separate slide</div><div>❖ LIVE Updates / Integration and Recommendation POSTER</div></div>
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«LONG RUN»

<div><div><u>PARTNERSHIPS</u></div><div><div>HOTELS (QR codes)</div><div>RESTAURANTS (info)</div><div>RUNNERS Queue</div><div>SUV STORE (sale of Travel Kit)</div><div>B2G promotion Ministry of Tourism and Culture</div></div></div>	<div><div>❖ UX-UI – quick start again, “buttons” as last time but with an emphasis on the gstro</div><div>❖ Targeted integrations (booking, calendar)</div></div>	<div><div>❖ PERSONAL TG BOT – “add Arti to contacts” – a permanent model to offer something interesting to the client and understand his reaction, format PERS. POSTER</div><div>❖ WIDGETs</div></div>	<div><div>❖ Proactive Client Service</div></div>
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«in ADVANCE»

- ❖ WEB SITE + SEO

❖ GREAT Content

❖ PRODUCT quality (delivery, personalization)

❖ UX-UI – quality