

**ARTI is a personal Discovery Companion**: an AI guide and city "insider" for locals and travelers— shifting the focus from routes to meaningful moments.

## What is inside

NEARBY EXPLORER	CITY EXPLORER	GUIDED WALK – (Oct 25)
SMART COMPANION	SNAP & LEARN	TRIP PLANNER – (Oct 25)

## Knowledge base

Landmarks, History, Culture	Shopping & Goods	Local news, local insider events
Restaurants & Cafes	Offline events (Events, Exhibitions, Concerts)	Ideas and options for organizing recreation

## Rome version



## Key features

### 1.Content: Global knowledge enriched with unique local content

- A custom-built system for categorizing and structuring verified data (audio guide databases, museums, local experts)
- Unique local content (our own knowledge bases and stories)

### 2. Ai Live guide functions and full personalization

- Adapts to language, culture, level of expertise
- Understands one's interests and history of interaction

### 3. Going beyond the "guide"

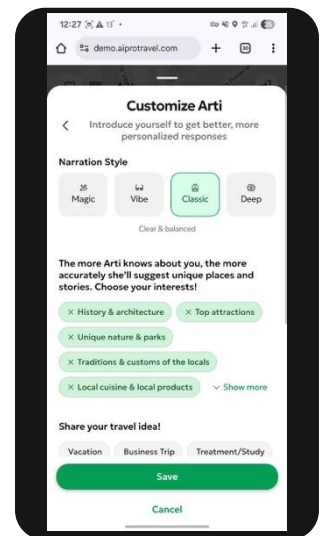
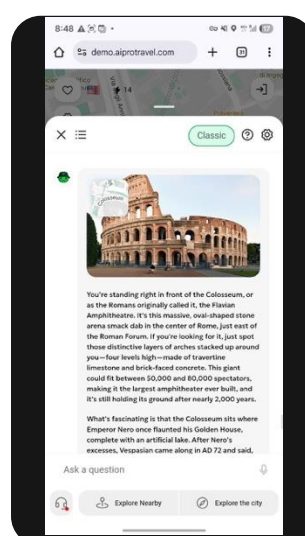
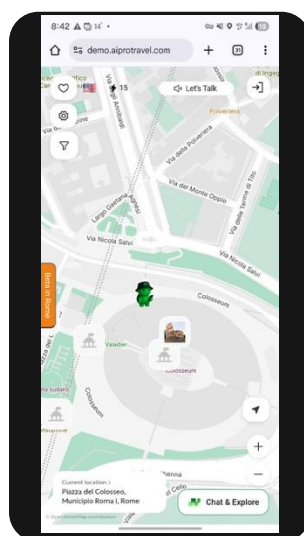
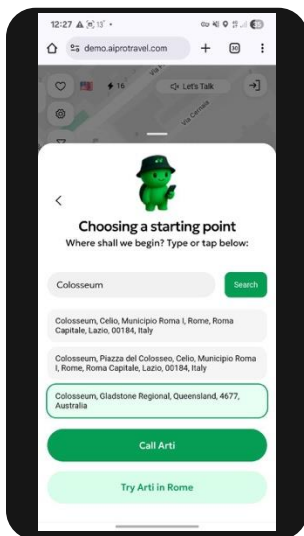
- Not only routes, but also events, insights
- Search for events and unusual places even in your hometown

### 4. Affiliate model instead of advertising

- Hotels, restaurants, event venues promote Arti, as it improves service for guests.

### 5. Retention through engagement

- Gamification
- Impulse recommendations



**PROPOSAL:** We invite you to participate in the development of the product on a global scale as a strategic investor and partner:

- ✓ Scaling of the B2C product within Italy, Europe, MENA and further to the global West and Asia, as well as the B2B direction in the format of OEM solutions ("white label") for cities, museums, special zones/exhibitions, etc.