

ARTI – YOUR DISCOVERY COMPANION:

Ai GUIDE and companion for travelers and city dwellers

AUTHENTIC VIBES and EXPERIENCES Personalized to user requests

Product Overview, September 2025



**PERSONAL.
RESPONSIVE.
ENGAGING.
INFUSED WITH ITALIAN
VIBES.**



**AIPROTRAVEL.COM
hello@aiprotravel.com**



Rome version

 arti

Discover Rome with ARTI,
your personal AI audio
guide app!



ARTI is a personal Discovery Companion infused with Italian vibes: an AI guide and city “insider” for locals and travelers—shifting the focus from routes to meaningful moments.

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

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

WHEN ON THE MOVE

NEARBY EXPLORER

Arti reveals what's nearby — local stories, smart tips, and things you can do right now.

Using your real-time location and trusted sources, Arti helps you get the most out of every step.

CITY EXPLORER

Arti curates meaningful city walks — from quick 15-minute strolls to deep 1-hour explorations.

It matches your time, location, and interests with top spots, live events, and the city's real vibe.

GUIDED WALK – (Oct 25)

Arti leads you along a curated route, revealing stories and hidden gems as you go. It adapts to your pace and interacts with you for a rich, personal experience on the move.

SMART COMPANION

Ask anything — from deep questions about the city's past to everyday needs like where to find stylish socks.

Arti brings together local insights, real-time web search, and AI intelligence to help you through one seamless voice or text conversation.

SNAP & LEARN – (Sep 25)

Take a photo of anything that catches your eye — Arti tells you what it is and why it matters to you.

SMART ALERT – (Sep 25)

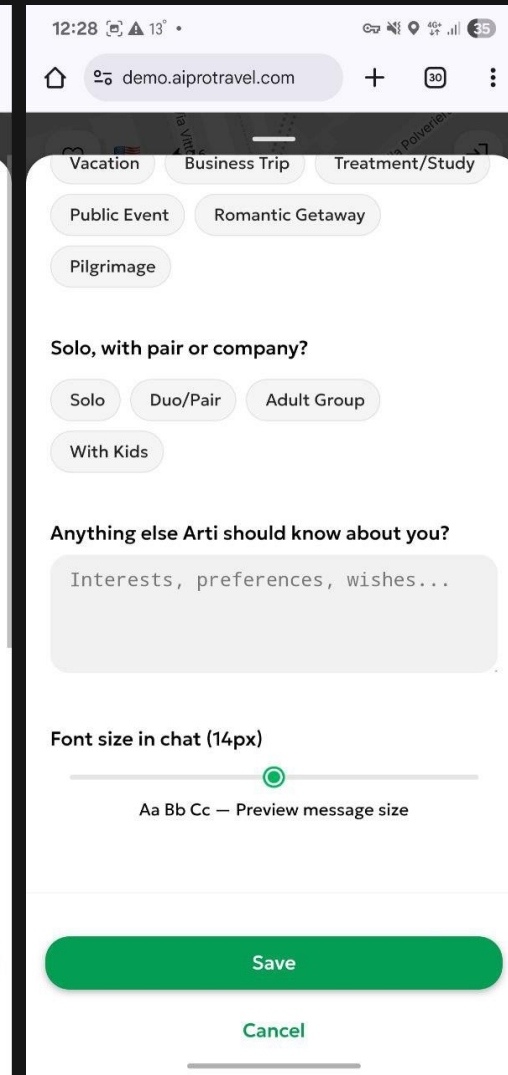
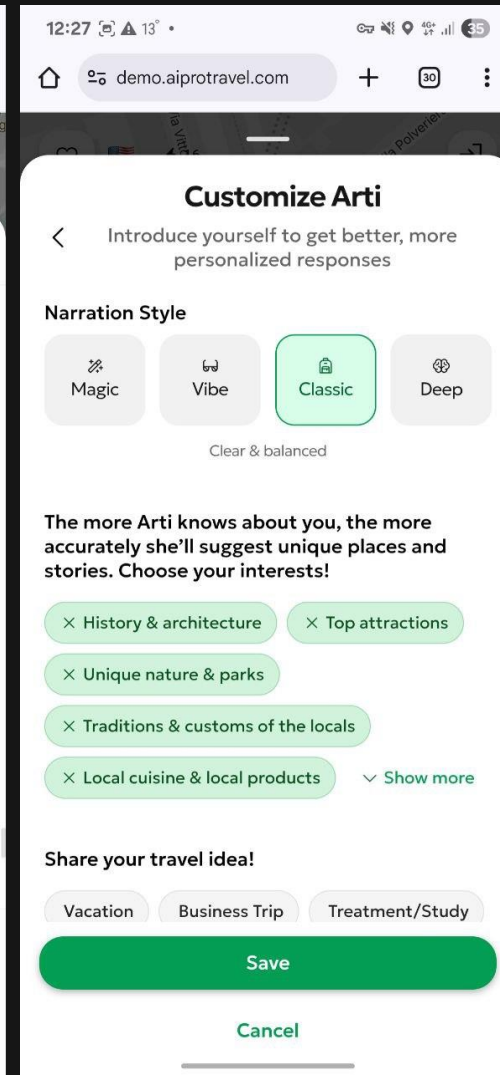
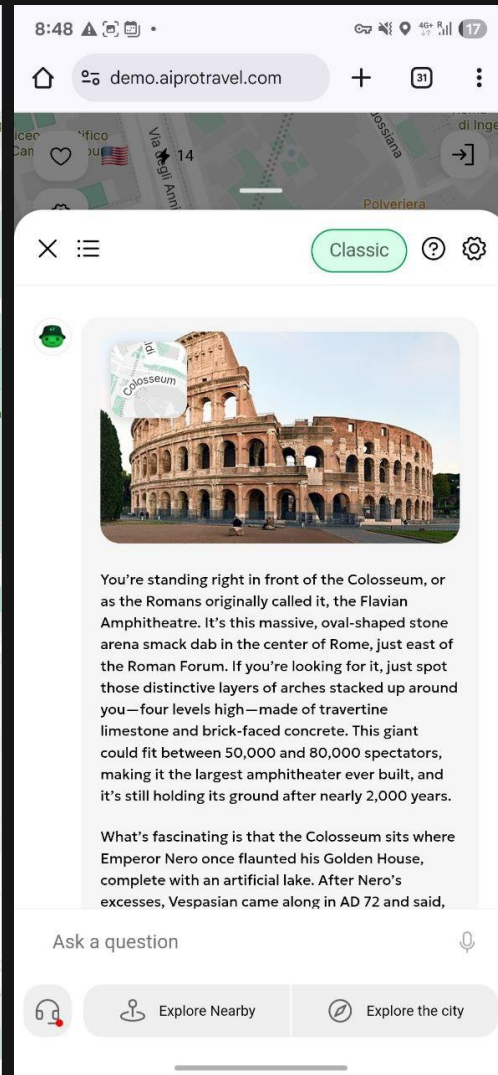
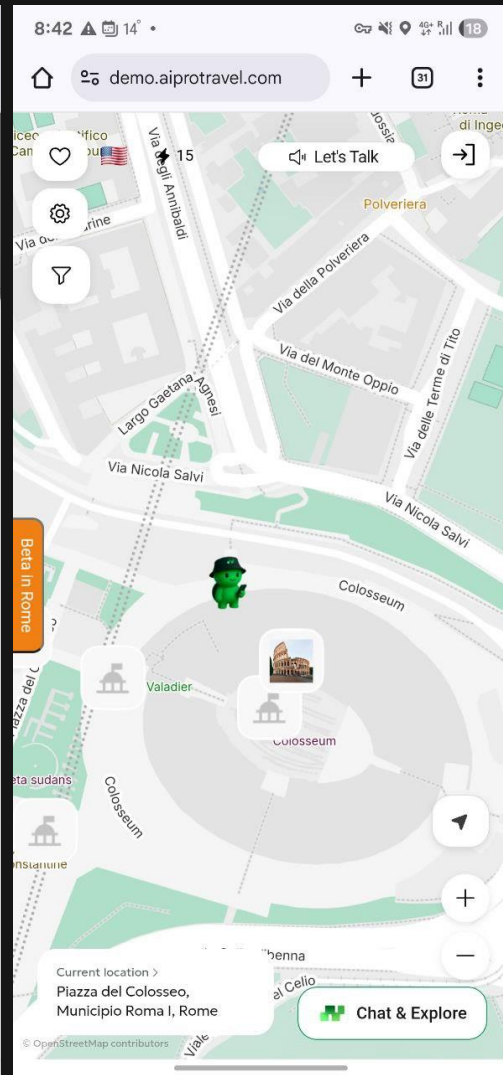
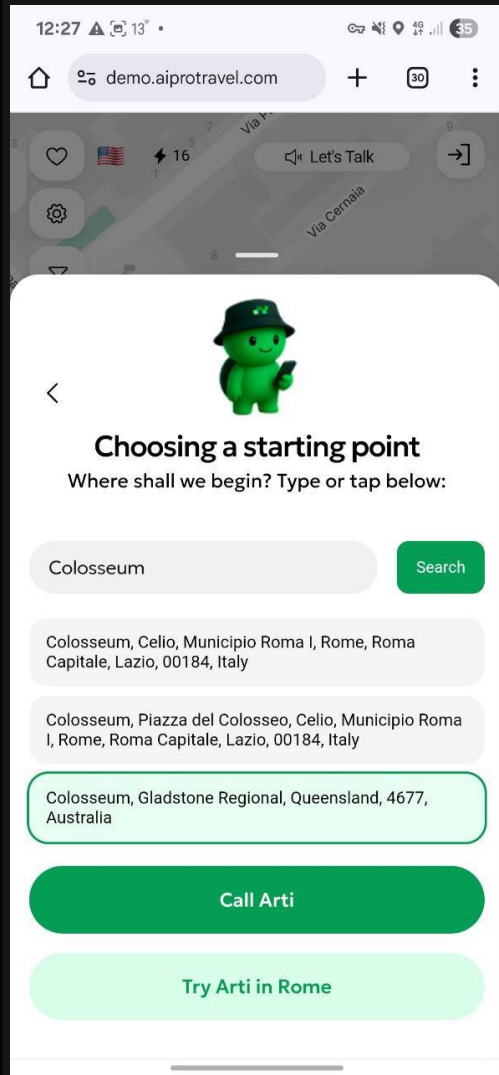
As you walk, Arti notifies you about places you're passing that are worth noticing — stories, spots, and experiences you might otherwise miss.

WHEN PLAN AHEAD

TRIP PLANNER – (Oct 25)

Arti helps you plan ahead by combining your time, interests, and destination with up-to-date local knowledge. It builds routes with relevant stops, events, and guidance — ready to follow.

PRODUCT / UX-UI (Rome version)



WEB VERSION (fast start)
APP VERSION (full experience)

INTERACTION

- ✓Text
- ✓Voice (5 main languages, 2 types)

PERSONAL (SMART) MEMORY

of the client, taking into account her cultural, age and expert characteristics

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.

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.

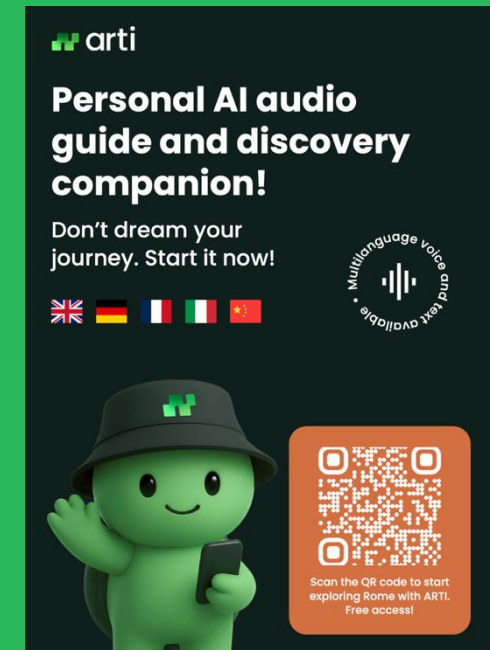
\$1.5T TOURISM MARKET (TAM)

\$100B DIGITAL TOURISM SERVICES (SAM)

Our Target = 1 bln USD Revenue

*(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)*

World Tourism Organization (UNWTO)



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".

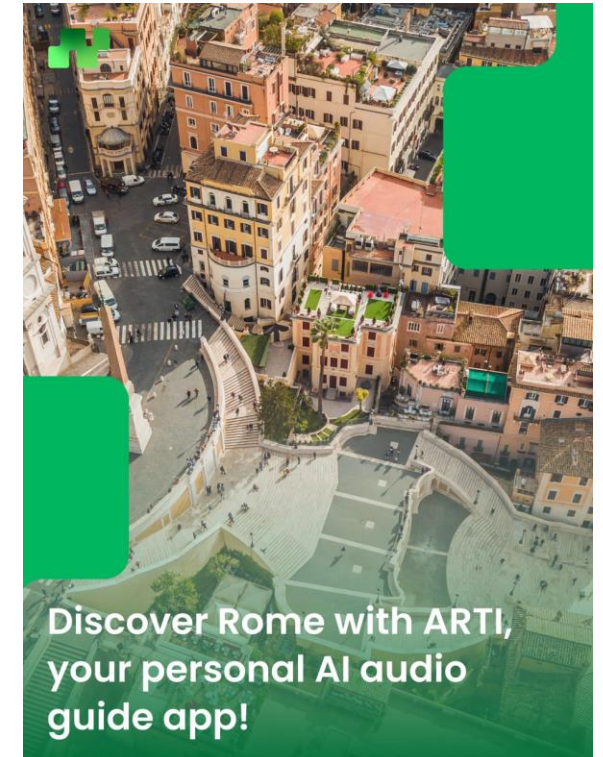
3. Analyzes not only stated interests, but also acts as a person (spontaneity/plan, budget/premium, communication/solitude). This helps to tailor advice to the unique context and non-obvious needs.

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.



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

Everyday Experience Companion"

Forming a Habit for Every Day

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

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

JOIN THE TRAVEL REVOLUTION!

INVEST IN THE FUTURE OF PERSONALISED TOURISM

Current market 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 from Wikipedia 10 pages website. 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.”



PILOT SEPTEMBER+ 2025 ROME

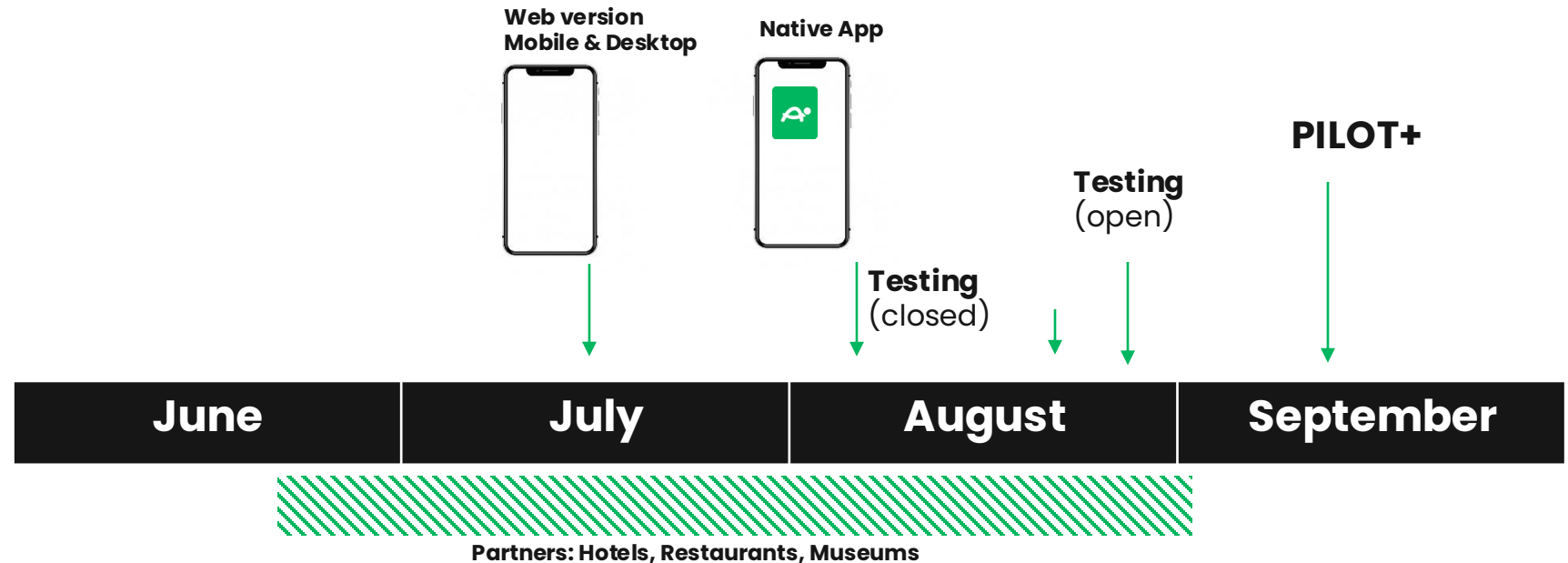
Why Rome:

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.

What is in Rome ready:

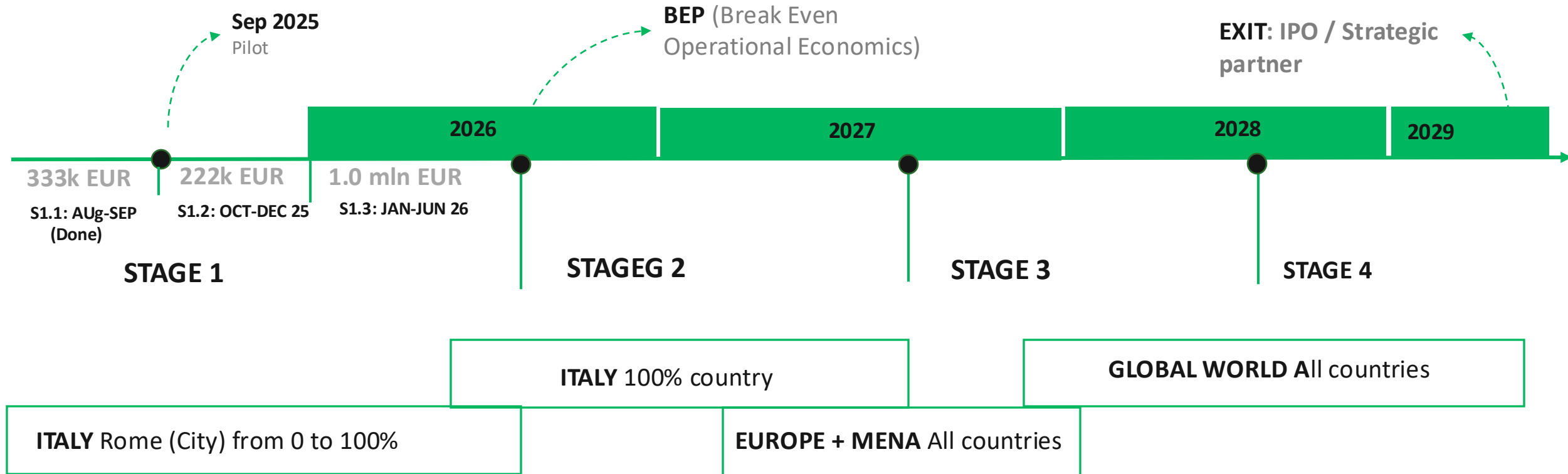
- Local partner in the tourism sector
- Local partner IT (front)
- Local team: Project manager and marketing
- GR Interaction – Ministry of Culture and Ministry of Tourism
- Partnership – city adventure kit

Road Map



Pilot Target Metrics (2025)

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



STAGE 1.1-1.2 – private investors (FF)

STAGE 1.3 + STAGE 2 – institutional investor financing (EU/MENA)

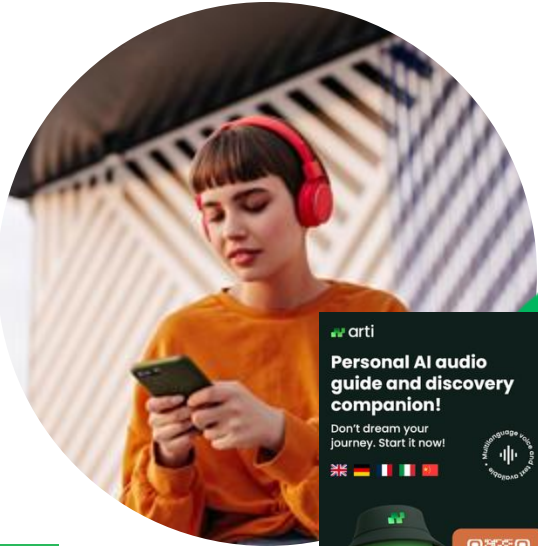
STAGE 3+4 – financing from margin/revenue

Round Period	PRE-SEED-1	PRE-SEED-2	ROUND A	ROUND B	ROUND X
	06-08.2025	09-10.2025	11.2025 – 03.2026	09.2026 – 03.2027	2029
SUM	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 + E (same + call/put options + new investors (after pilot))	Institutional Investors • MENA + EU + ? RUS • Private investors – FF	Institutional Investors • MENA + EU + ? RUS	• Strategic partner • IPO
Equity Value (EV) mln EUR					
	1.3	2.0	7.1	41	1.5 – 5 bln 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%

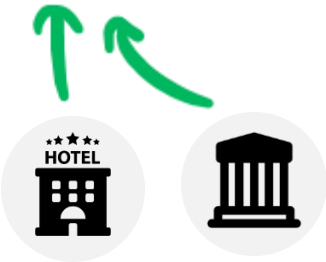
1 Stage

- ✓ We invite you to participate in the **development of the product on a global scale as a strategic investor and partner** (Smart Money) – Pre-seed Round 2 and Round A

APPENDIX



2 Scan QR or GO website



1 YOU ARE in

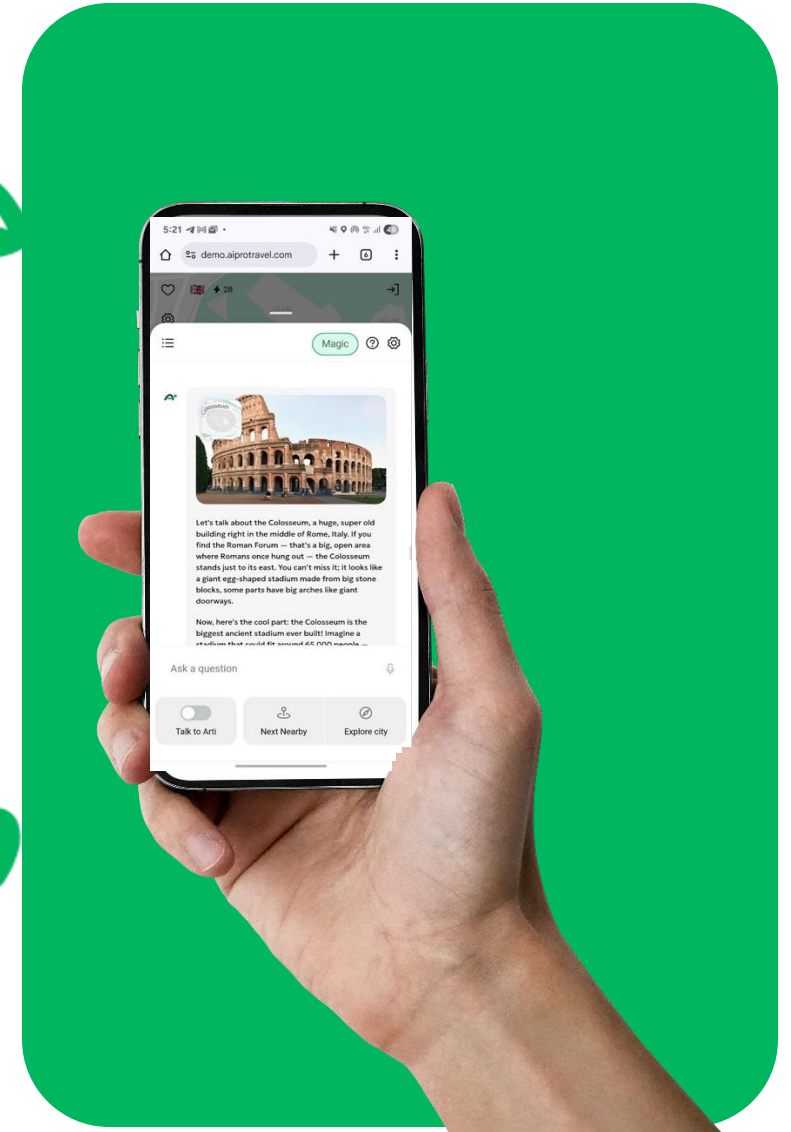
- ✓ HOTEL
- ✓ NEAR a LANDMARK
- ✓ Or just IN THE CITY

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



✓ Why **it is valuable?**

✓ Why will **they BUY?**

✓ How to make it **frequent?**

✓ How to **make Habit?**

PROMOTION

SALES

RETENTION

HABIT+

“In a Moment” – ACTIVE model

- ❖ **Social Networks – Content Marketing**
- ❖ **Target Ads** (Google, FB, INS, TT)
- ❖ **Collabs** (Bloggers)
- ❖ **Collabs** (Booking, Skyscanner, Airbnb)
- ❖ **PUSH** (Telecom)

- ❖ **SIMPLE and UNDERSTANDABLE affordable fair monetization and sales model**

- ❖ **PROGRESS and GAMIFICATION MODEL / Status / importance / comparison / competition**
- ❖ **LOYALTY Program**

- ❖ **DAILY RITUAL – SM separate slide**
- ❖ **LIVE Updates / Integration and Recommendation POSTER**

«Long RUN activities»

PARTNERS

- ❖ HOTELS (QR codes)
- ❖ RESTAURANTS (info)
- ❖ RUNNERS Queue
- ❖ SUV STORE (sale of Travel Kit)
- ❖ B2G promotion Ministry of Tourism and Culture

- ❖ **UX-UI – quick start again, “buttons”** as last time but with an emphasis on the gstro

- ❖ **Targeted integrations** (booking, calendar)

- ❖ **PERSONAL TG BOT** – “add Arti to contacts” – a permanent model to offer something interesting to the client and understand his reaction, format PERS. POSTER

- ❖ **WIDGETs**

- ❖ **Proactive Client Service**

«In Advance activities»

- ❖ **WEB SITE + SEO**

- ❖ **GREAT Content**
- ❖ **PRODUCT quality** (delivery, personalization)

- ❖ **UX-UI – quality**

Unit of measurement	2025	2026	2027	2028	2029
INCOME					
Revenue thousand EUR	17	2,577	51,380	340,019	1,046,595
Total number of potential clients	5,468	64,068	571,797	3,608,451	6,566,870
Tourist coverage	2,205	9,892	50,516	107,134	135,528
Residents coverage	3,263	54,176	521,281	3,501,317	6,431,342
Total number of clients	25	973	14,442	93,632	246,258
Total number of paying clients	3	258	5,138	34,002	104,659
Subscription price per 1 user	EUR				
Rome thousand EUR	17	1,731	4,314	4,401	4,489
Total number of potential clients	5,468	20,968	27,070	27,611	28,164
Tourist coverage	2,205	8,425	10,924	11,143	11,366
Residents coverage	3,263	12,543	16,146	16,469	16,798
Total number of clients	25	511	1,015	1,035	1,056
Total number of paying clients	3	173	431	440	449
Italy (without Rome) thousand EUR	-	846	21,290	28,407	28,975
Total number of potential clients	-	43,100	160,386	178,237	181,802
Tourist coverage	-	1,467	5,441	5,916	6,035
Residents coverage	-	41,633	154,945	172,321	175,768
Total number of clients	-	462	5,297	6,684	6,818
Total number of paying clients	-	85	2,129	2,841	2,897
the EU thousand EUR	-	-	25,776	132,435	135,084
Total number of potential clients	-	-	384,341	830,964	847,583
Tourist coverage	-	-	34,151	67,302	68,648
Residents coverage	-	-	350,191	763,662	778,935
Total number of clients	-	-	8,130	31,161	31,784
Total number of paying clients	-	-	2,578	13,243	13,508
World thousand EUR	-	-	-	174,777	878,048
Total number of potential clients	-	-	-	2,571,639	5,509,321
Tourist coverage	-	-	-	22,774	49,480
Residents coverage	-	-	-	2,548,865	5,459,841
Total number of clients	-	-	-	54,752	206,600
Total number of paying clients	-	-	-	17,478	87,805
COSTS	0	0	0	0	0
OPEX thousand EUR	74	2,919	28,884	93,632	246,258
CAC	74	2,919	28,884	93,632	246,258
Expenses on partners	-	-	-	-	-
Expenses on partners per user	EUR/1 user				
NET MARGIN thousand EUR	- 57	- 342	22,496	246,386	800,337

Target audience:

Tourists (came – used – got experience)

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

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Expenses on partners	-	-	-	-	-
Expenses on partners per user	EUR/1 user				
NET MARGIN thousand EUR	- 57	- 342	22,496	246,386	800,337
CAPEX DEVELOPMENTS INVESTMENTS					
Costs for development and maintenance thousand EUR	561	1,905	2,765	3,504	3,413
EBITDA thousand EUR	- 618	- 2,247	19,731	242,883	796,924
Income tax	-	-	1,775.81	21,859.44	71,723.15
CF thousand EUR	- 618	- 2,247	17,955	221,023	725,201
EQUITY VALUE, 6xEBITDA billion EUR	-	-	0.12	1.46	4.78

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

Start – **ROME** Pilot (2025)

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

EUROPE – 2027

Global World c 2028

The product allows for technological scaling quickly and without restrictions



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