



The Pitch

AI-driven discovery and planning

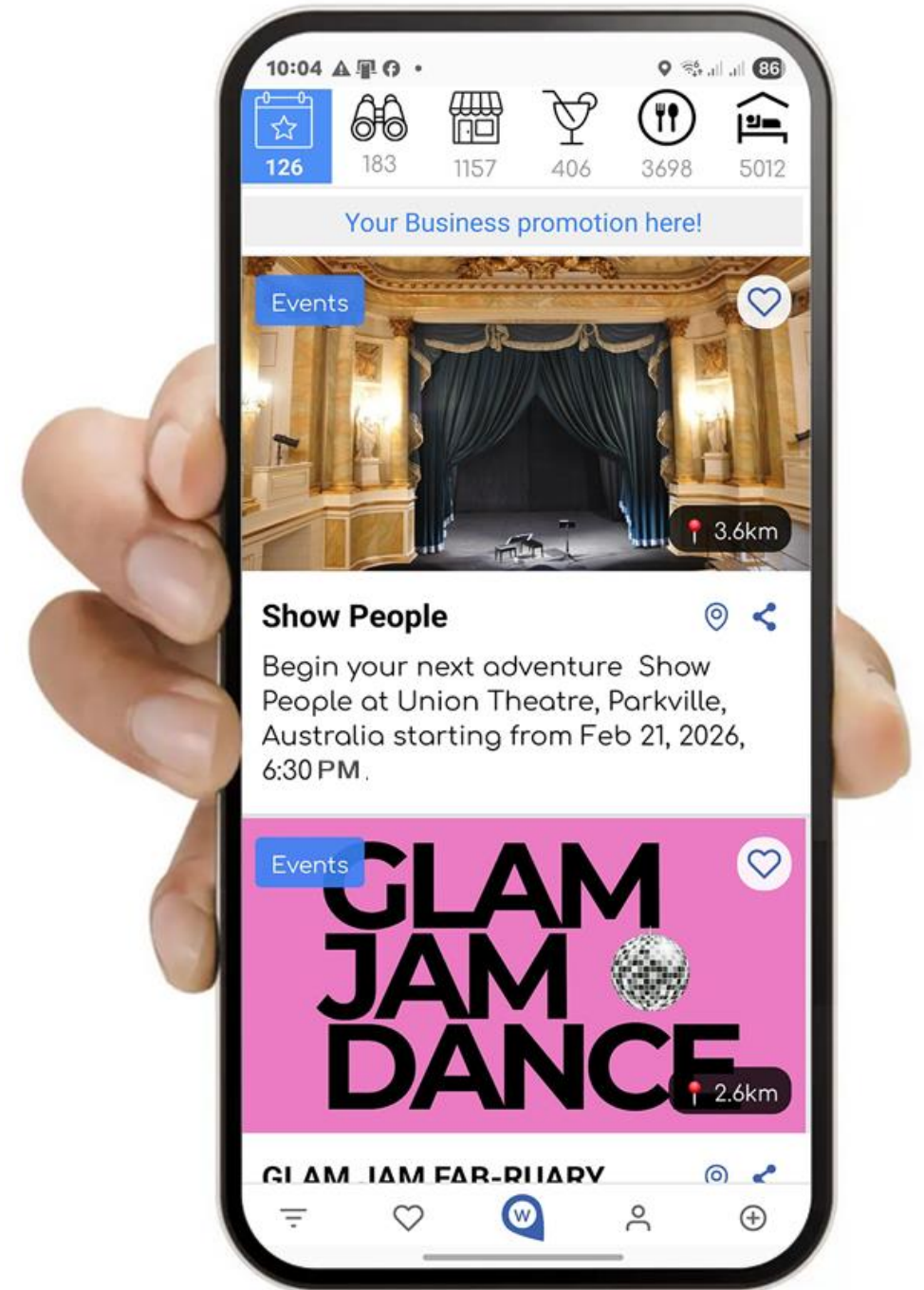
Connecting people to what they'll love — instantly

VISION the future of local discovery is personalised

Consumers are overwhelmed by fragmented discovery platforms and generic recommendations.

Wotsay uses AI to match people with experiences they are most likely to enjoy.

We are building the intelligence layer for the global experience economy.



Problem discovery is broken



Customer Pain

Finding things to do, places to dine or stay requires:

- Searching multiple websites
- Sifting through reviews
- Manual planning

Vendor Pain

Marketing is expensive, poorly targeted and hard to measure.

Result: hopeful strategies and missed patrons.

Technology, especially AI, is perfect for pattern recognition and recommendations



406



165



387



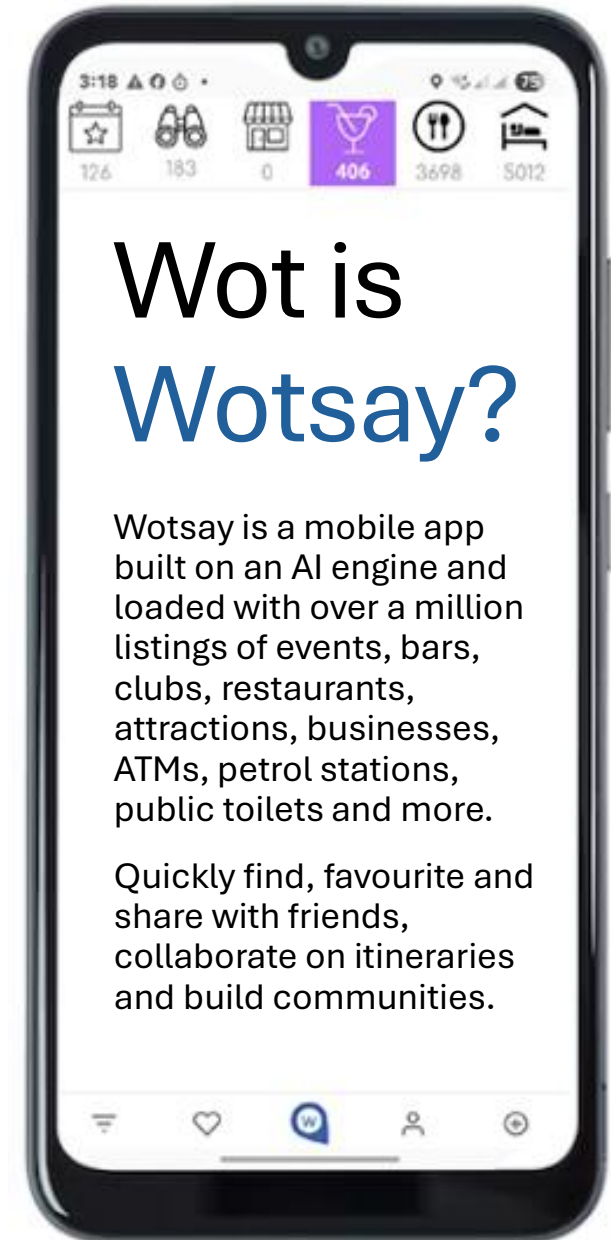
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1442



56





Combine

Wotsay combines discovery, planning and promotion in one platform



Technology

Our AI replaces search with **intuition**, continuously learning user preferences to deliver **highly relevant recommendations** and **dynamic discovery feeds**.



Data Driven

A **targeted promotional marketplace** for vendors that also provides **valuable consumer behaviour data**.



Wotsay delivers a personalised layer across local discovery

1. AI recommendations across events, venues and attractions



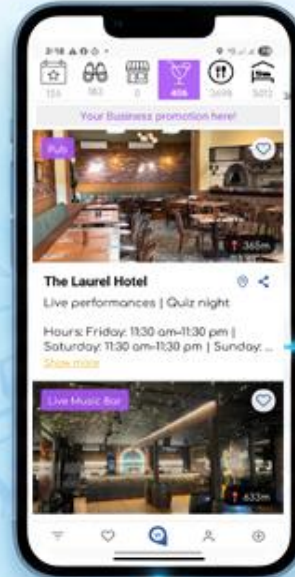
Advanced AI engine suggests curated local experiences tailored to individual preferences.

4. Vendor promotion marketplace



Dedicated platform for local businesses to showcase offerings, connect with consumers, and run targeted promotions.

2. Personalised discovery feed



Dynamic, customized feed presenting relevant local activities and hidden gems based on user interests and past behavior.

3. Trip and outing planning tools (v2)



Intuitive itinerary builder for organizing day trips, outings, and multi-location adventures with friends.

5. Behavioural insights engine



Sophisticated analytics providing deep understanding of consumer behavior, preferences, and local trends for data-driven decisions.

Designed to become the daily discovery app for consumers



Wotsay's AI sits at the intersection



Market Op Large Fragmented Underserved

In 2024-25, Australia's tourism GDP reached \$81.1 billion, representing a 0.7% growth in real terms, with total tourism-related employment rising to 696,000 jobs. Billions are spent globally helping people decide what to do — yet discovery remains fragmented.

VENDOR PLATFORM

A new performance marketing channel

Targeted promotion to high-intent users



Precision targeting connects you with users actively searching and ready to engage. **Maximize relevance.**



Boosted listings



Increase visibility and stay ahead of the competition with premium placement. **Stand out.**



Data-driven customer insights



Gain actionable analytics and understand customer behavior for smarter decisions. **Optimize strategy.**



Access to travellers and locals in one platform



Reach a diverse audience of both visitors and residents through a single interface. **Expand reach.**



This transforms discovery from passive listing to **active demand generation.**



Vendor Example Hotels



Hotel guests arrive and leave as strangers

Know your guests to engage with them and market to them



Hotel beds have been commoditized on price

Discounts are a race to the bottom, add value instead



We all like fun, sometimes we need help finding it

Your concierge in their pocket, available 24/7



Happy customers stay longer and tell their friends

Keep them busy and happy!



Consumer behaviour data is gold

Imagine knowing guest patterns when they are not in their rooms

Show me the money!



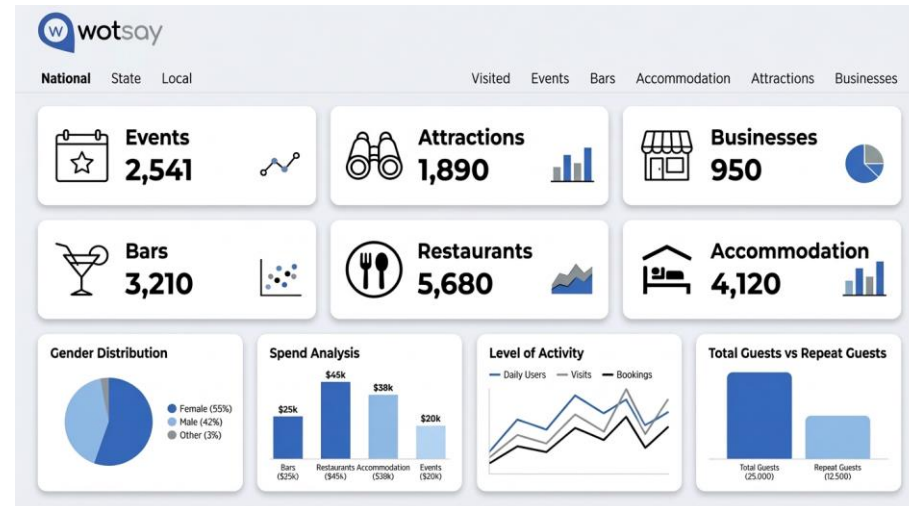
IN-APP ADVERTISING

Monetize user engagement through targeted ad placement.



DATA SUBSCRIPTIONS

Generate recurring revenue through premium data analytics access.



Strategy

- User acquisition
- Vendor acquisition
- Local traction and proof of ROI
- Consumer growth through relevance
- Marketplace flywheel



Hotels



Councils



**Tourism
Businesses**



**Travel
agencies**

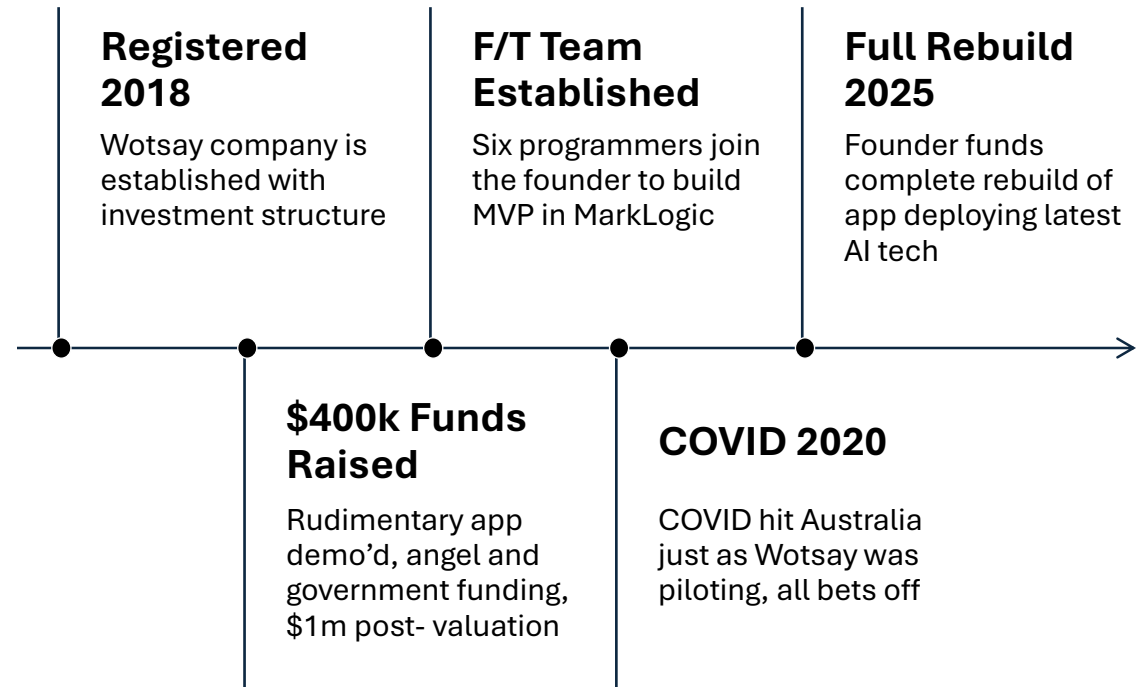


**Real estate
agencies**



**Flight
companies**

Background Persistence!



We are entering the market in March 2026 with a significantly stronger product.



ROADMAP 2026 – 2027



2026

STAGE 1

Soft Launch & Validation

- ▶ Soft launch and traction validation (target: 1,000 downloads)
- ▶ Early customer acquisition
- ▶ Ongoing product refinement



Target: 1,000 Downloads

2027

STAGE 2

Funding & Australian Growth

- ▶ Raise \$250k
- ▶ Major Australian launch
- ▶ Build planning and community tools



Funding Goal: \$250k

STAGE 3

Global Expansion & Exit

- ▶ Launch in NZ, USA and UK
- ▶ Scale marketplace and pursue exit opportunities



Market Expansion

Funds Raising \$250k @ \$1m Valuation

Use of funds:

Early rollout and market traction

Completion of planning tools

Vendor acquisition and early revenue

International launches (NZ, USA, UK)

Thank you for your consideration.
Please contact john@wotsay.com

