The Pitch

AI-driven discovery and planning

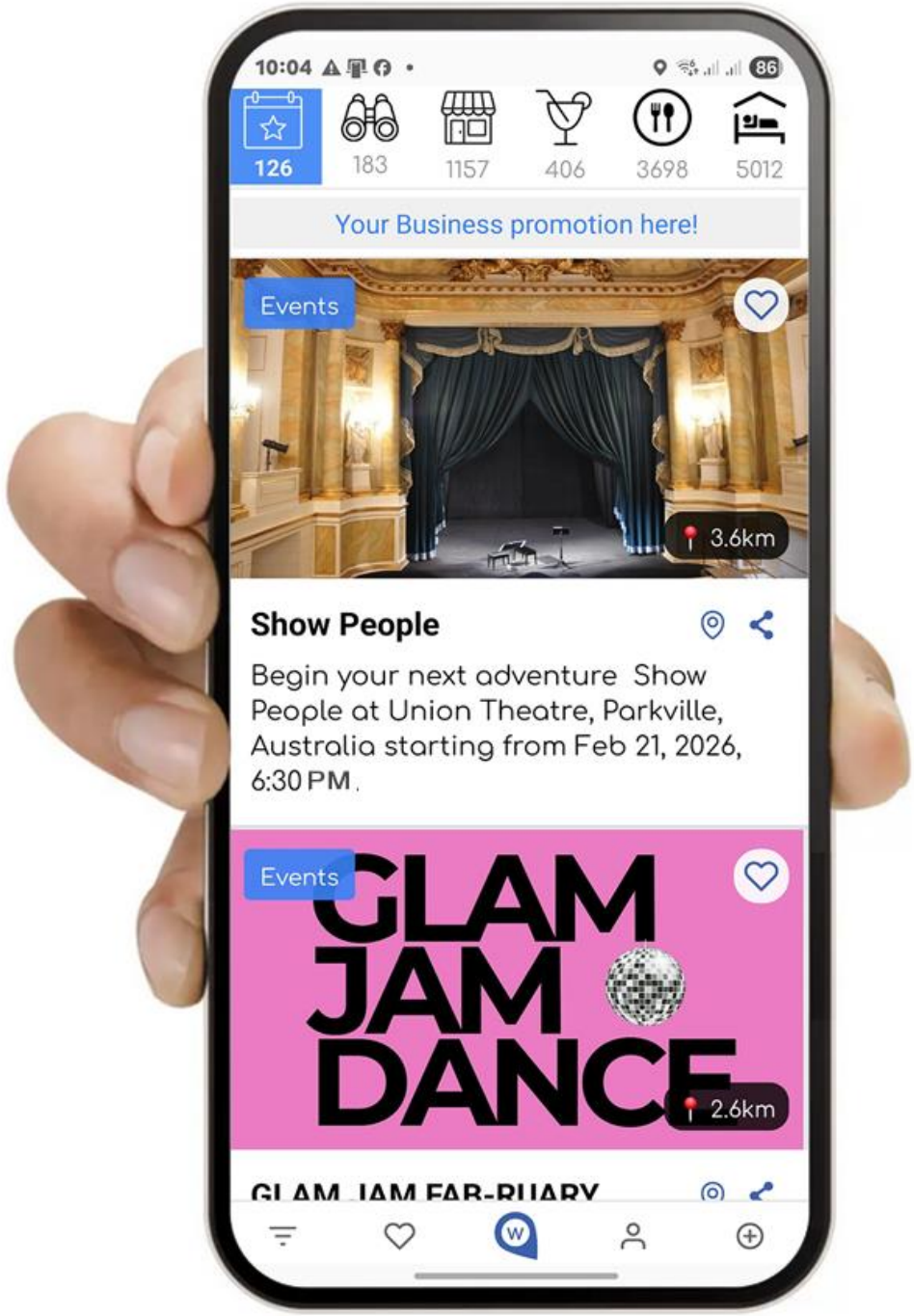
Connecting people to what they'll love — instantly

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

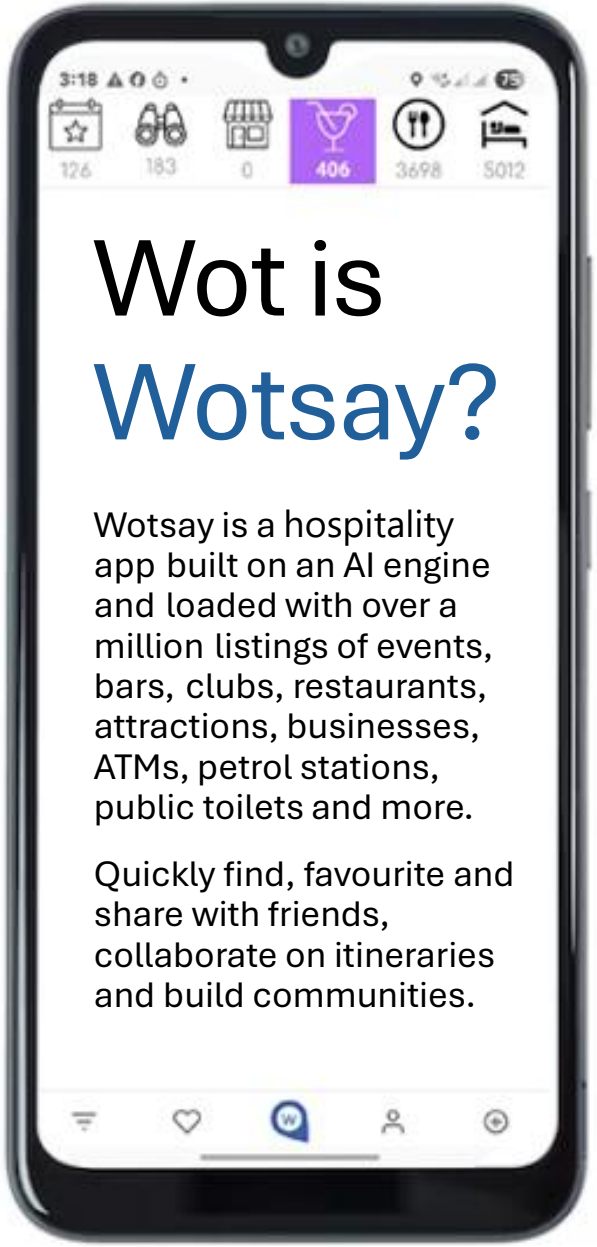
165

387

126

1442

56



Wot is Wotsay?

Wotsay is a hospitality app built on an AI engine and loaded with over a million listings of events, bars, clubs, restaurants, attractions, businesses, ATMs, petrol stations, public toilets and more.

Quickly find, favourite and share with friends, collaborate on itineraries and build communities.

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.**

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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.

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.

4. Vendor promotion marketplace

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

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.

Wotsay

Wotsay Vendor Platform

https://www.wotsay.platform.com

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

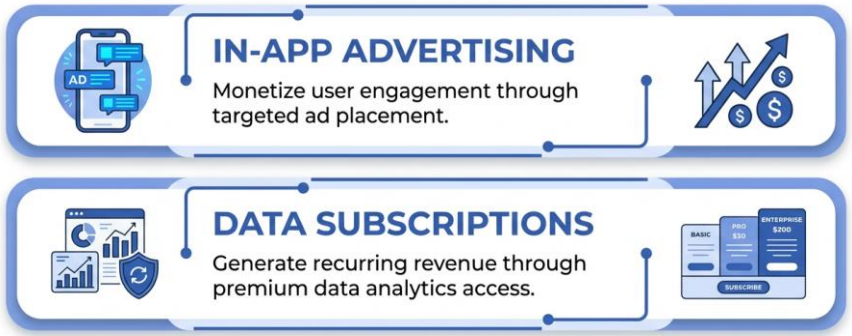
Happy customers stay longer and tell their friends

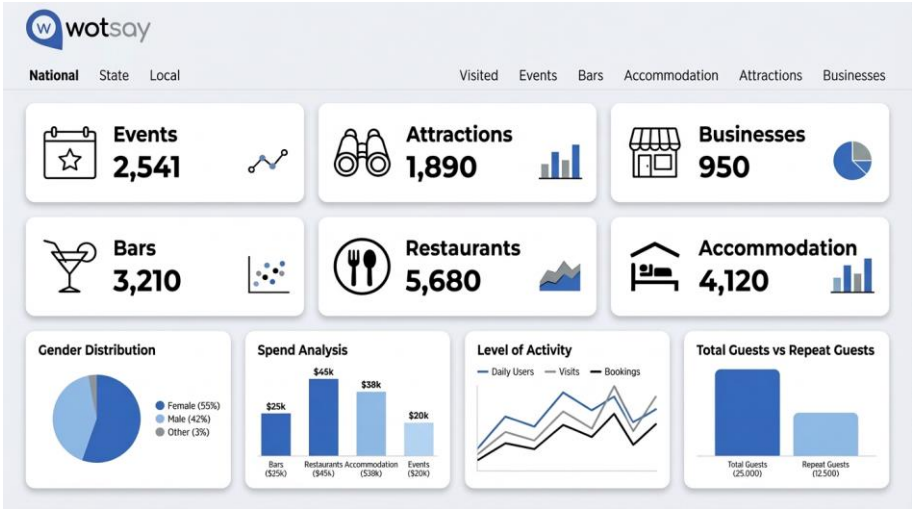
Keep them busy and happy!

Consumer behaviour data is gold

Imagine knowing guest patterns when they are not in their rooms

Show me the money!

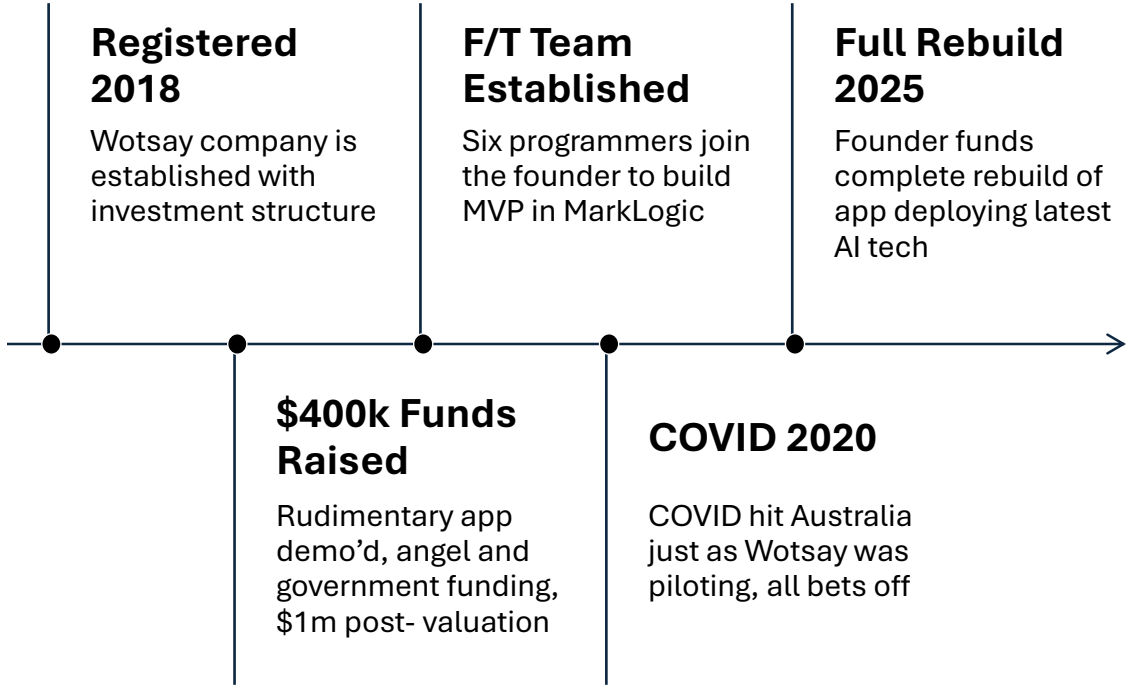




Strategy

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

Background
Persistence!



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

ROADMAP 2026 – 2027

wotsay

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

STAGE 2
Funding & Australian Growth

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

Funding Goal: $250k

2027

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