



CONTEXT-DRIVEN BUSINESS ATMOSPHERE PLATFORM

Context First.
Atmosphere Always.

S. OZAN USLU
Founder & System Architect

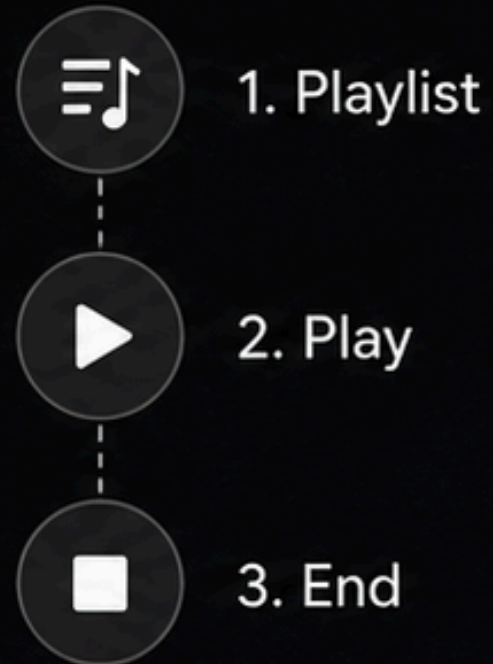
www.chraimus.com

WHY CHRAIMUS IS DIFFERENT

Traditional platforms start with content. Chraimus starts with context.

CONTENT-FIRST

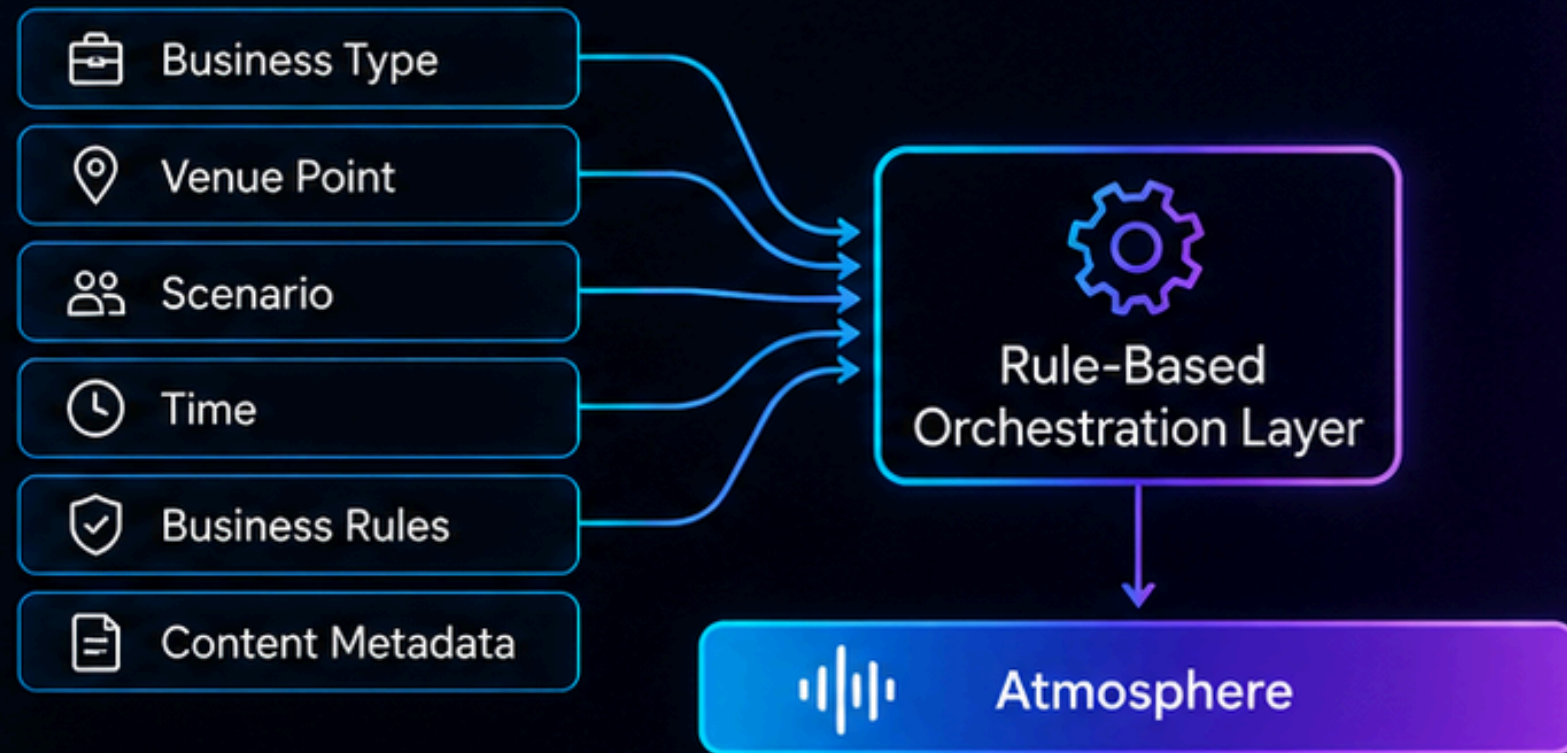
Traditional audio platforms



- Static playlists
- Limited context
- Same flow for every location

CONTEXT-FIRST

Chraimus approach



- Context-led selection
- Point-specific logic
- More relevant playback

BUSINESS ATMOSPHERE IS STILL **MANUAL**.

Many customer-facing businesses still rely on staff choices, static playlists and disconnected tools.



PLAYLIST-BASED

Static playlists require manual selection and frequent intervention.



NO CONTEXT ADAPTATION

The same content often continues across different points, times and scenarios.



LIMITED CENTRAL CONTROL

Locations, points and devices are difficult to manage consistently.



INCONSISTENT EXPERIENCE

Atmosphere depends on individual preference rather than brand intent.



EXPERIENCE ECONOMY

Physical businesses increasingly compete through customer experience, atmosphere and brand identity.



BUSINESS AUTOMATION

Businesses are rapidly adopting automation systems to reduce operational complexity and improve consistency.



DIGITAL TRANSFORMATION

Commercial venues are becoming data-driven environments managed through centralized digital infrastructure.

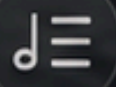
WHY NOW?

WHY THE TIMING MATTERS

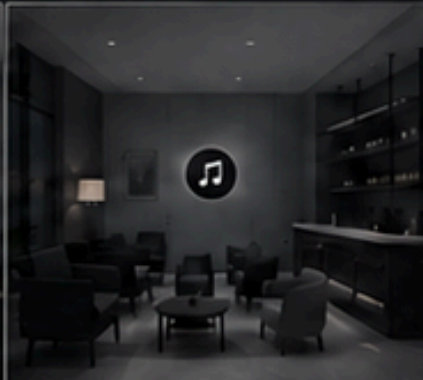
Businesses
are increasingly
ready for
more consistent
and centrally
managed
atmosphere
systems.

The convergence of customer expectations, automation adoption and digital transformation creates the perfect environment for context-driven atmosphere management.

FROM STATIC PLAYBACK TO **CONTEXT-DRIVEN** ATMOSPHERE MANAGEMENT

 **STATIC PLAYBACK**

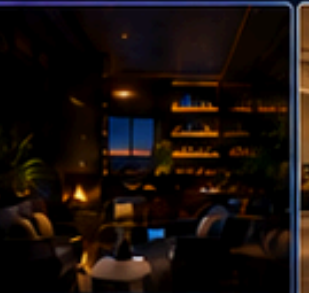
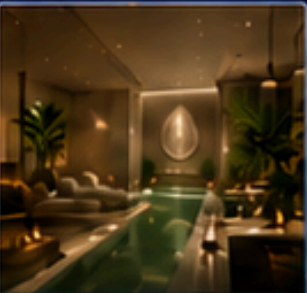
-  One playlist
-  Same flow everywhere
-  Manual adjustment



HOTEL LOBBY RESTAURANT LOUNGE

 **CONTEXT-DRIVEN ATMOSPHERE**

-  Point-specific rules
-  Time and scenario logic
-  Metadata-based matching



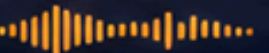
HOTEL LOBBY SPA RESTAURANT LOUNGE RETAIL



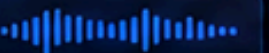
Morning • Calm
Business Travelers



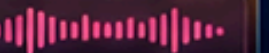
Afternoon • Relax
Wellness Guests



Evening • Energetic
Dinner Service



Night • Chill
Late Night Crowd



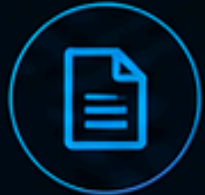
Weekend • Upbeat
Higher Traffic



Physical businesses increasingly need atmosphere systems that can respond to venue context, operating scenarios, and time of day.

WHY CHRAIMUS?

Chraimus transforms background audio management into structured, context-driven and centrally manageable operations.



RIGHTS-DOCUMENTED CONTENT

Content enters the platform with documented source and rights information, while country-specific obligations remain transparent.



CONTEXT-DRIVEN MATCHING

Rule-based matching uses metadata, venue point, scenario, time and crowd context.



EFFORTLESS OPERATION

A simplified terminal helps staff run approved content through one controlled interface.



BETTER GUEST EXPERIENCE

More relevant atmosphere supports consistency, comfort and brand intent.



OPERATIONAL EFFICIENCY

Fewer manual decisions and more consistent playback across locations.



SCALABLE PLATFORM

Designed for gradual multi-venue expansion and operational growth.



ATMOSPHERE IS NOT JUST BACKGROUND.
IT'S A STRUCTURED BUSINESS LAYER.

EVERY CUSTOMER-FACING BUSINESS CREATES AN **ATMOSPHERE**

Chraimus turns a recurring operational need into a point-based SaaS opportunity.



MARKET SCOPE

Customer-facing physical businesses across European service and retail sectors



INITIAL SEGMENTS

Hotels, cafés, restaurants, wellness venues, fitness clubs and selected retail environments



EARLY VALIDATION OPTIONS

Estonia · Türkiye · Belgium

The first pilot market will be selected according to access, partnership readiness and market suitability.



Preliminary planning view — refined with sourced data during pilot validation.

BUILT FOR CONTEXT-DRIVEN ATMOSPHERE MANAGEMENT

One platform coordinates content, context and playback across different business environments.



CONTEXT-DRIVEN

Rules + metadata



POINT-BASED

Independent logic for each venue point



MULTI-SOURCE

Music · Spoken · Soundscapes ·
Announcements



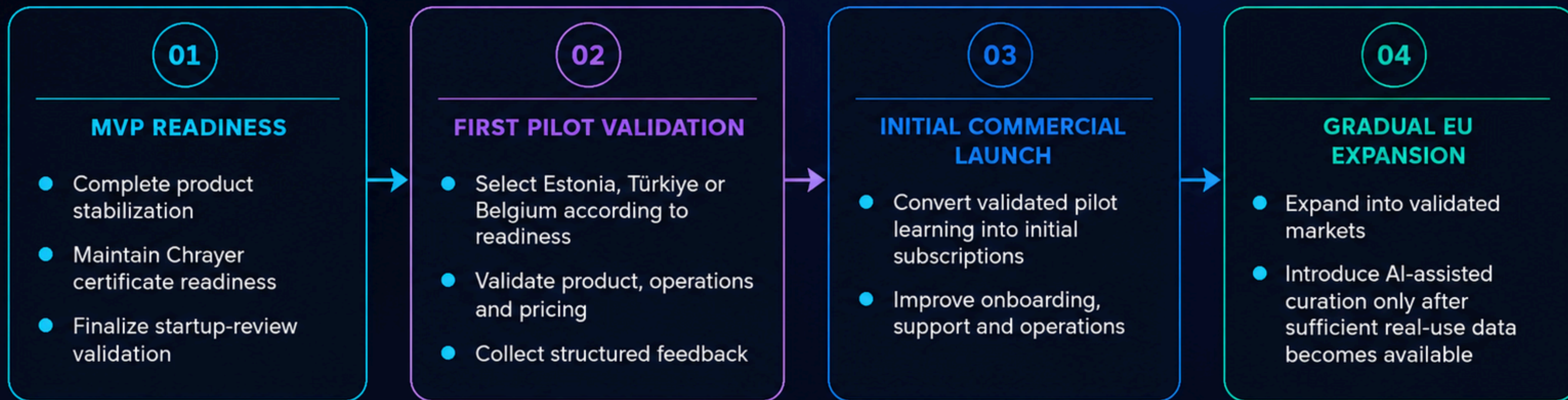
ORCHESTRATED

Coordinated by context
and time

| Designed for **structured**, **manageable** and **point-specific** business atmosphere.

VALIDATE FIRST. SCALE WITH EVIDENCE.

A phased path from MVP readiness to European expansion, focused on validation before scale.



Validated product



Initial subscriptions



Scalable operations



European growth

SIMPLE. RECURRING. POINT-BASED.

A transparent subscription model designed to grow with each active business point.



REVENUE LOGIC



Recurring monthly subscription



Point-based expansion inside each venue



Early Access for first-year adopters



Founder-financed, revenue-focused growth

STANDARD

€19.90
/ month



First active
business point

ADDITIONAL POINT

€6.90
/ month



Each additional point
in the same business

EARLY ACCESS

€9.90
/ month

First-year subscribers in
each new country retain
this price while
continuously subscribed.

+ €3.90 / extra point



DIRECT REFERRAL

Single-level 10% recurring
commission while the referred
subscription remains active.

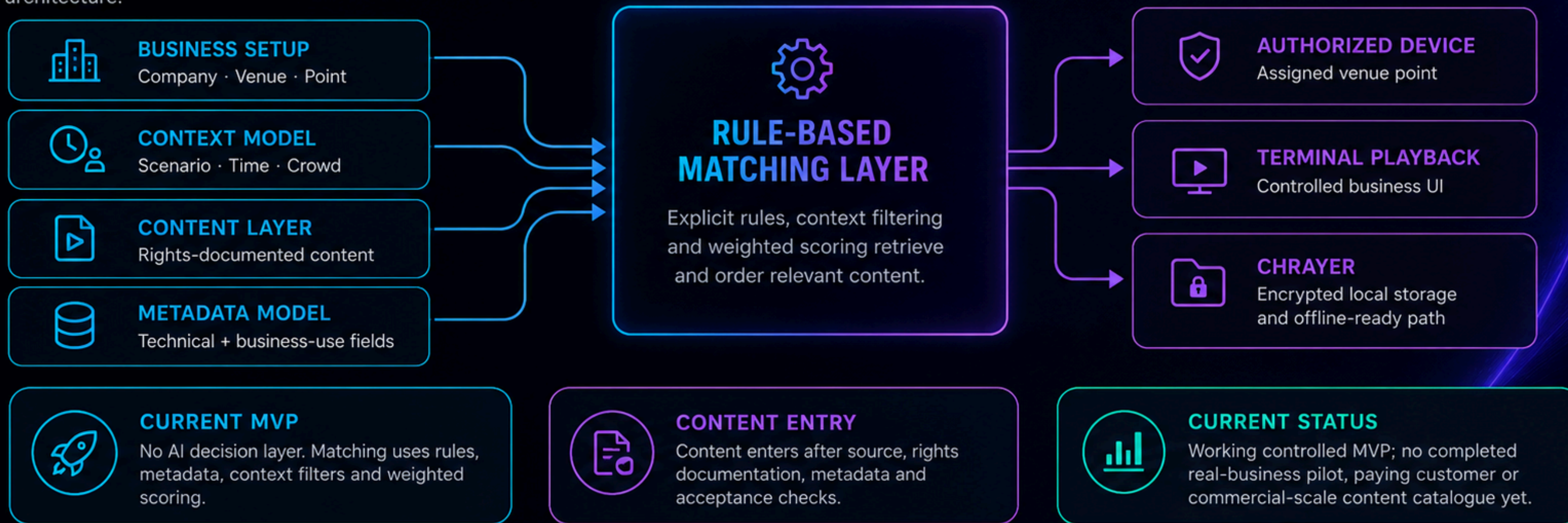


CONTENT POOL

20% of eligible net revenue is
initially allocated to the content
pool. Ratios will be validated
during pilots.

ONE PLATFORM. CONNECTED LAYERS.

Chraimus connects business configuration, approved content, rule-based matching, device authorization and controlled playback in one structured architecture.



FOUNDER-LED EXECUTION.

Chraimus is currently a single-founder startup built through hands-on product, architecture and MVP execution.

“I was not trying to improve music.

I was trying to improve atmosphere.”



**SÜLEYMAN
OZAN USLU**

Founder &
System Architect

Medical discipline, technology focus and creative audio experience shaped the Context-First approach behind Chraimus.

MEDICAL DISCIPLINE

Careful observation, responsibility and systematic problem-solving.

TECHNICAL BUILDING

Hands-on MVP development, data structure and product architecture.

CREATIVE CONTEXT

Poetry and music experience shaped the vision around atmosphere.

FOUNDER-LED TODAY. SPECIALIST SUPPORT AS NEEDED.

Chraimus is currently a single-founder startup. External expertise and future hires will be added by function as validation progresses.



Deliberate growth: build first, validate with pilots, then add the right functions.

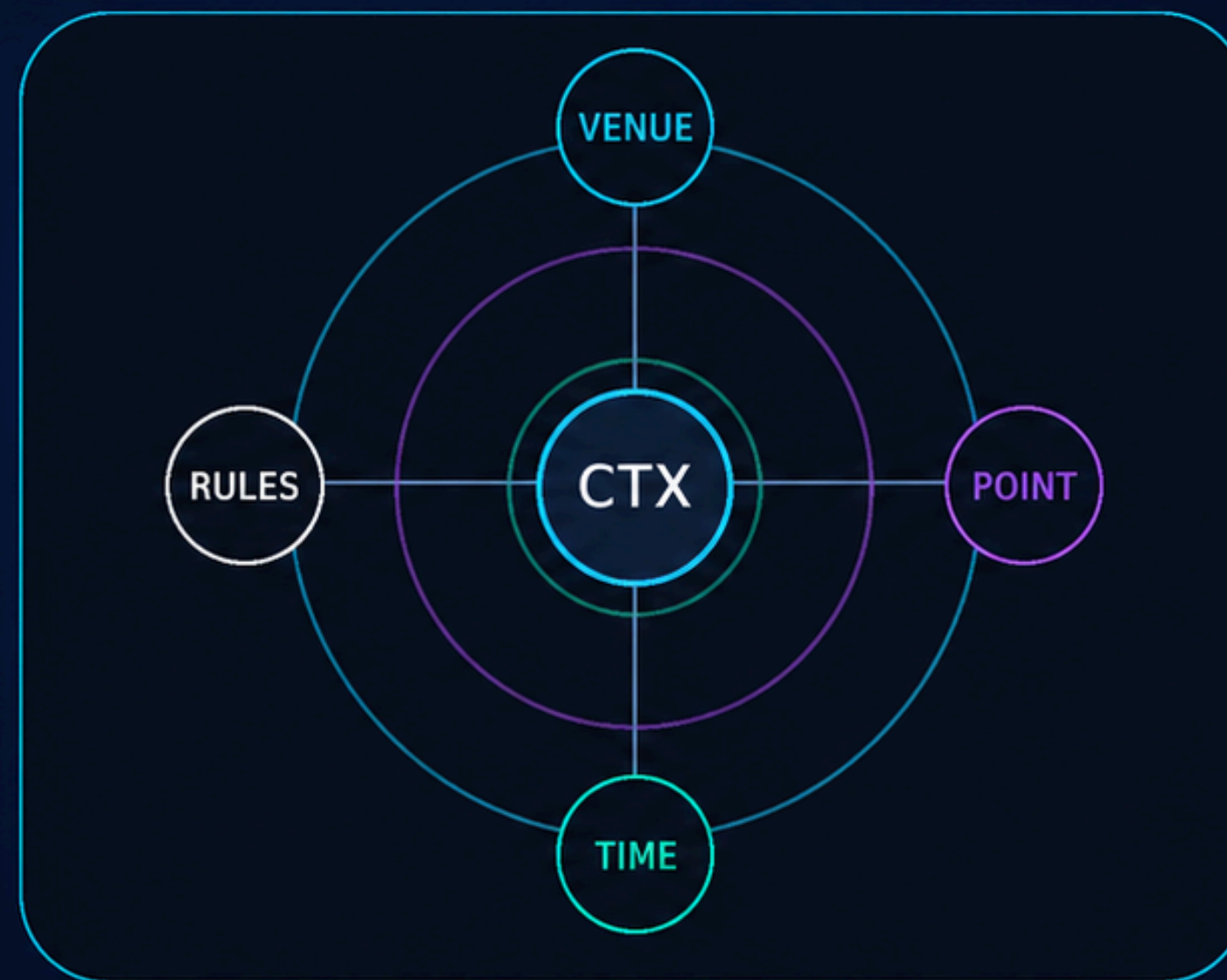


THE FUTURE OF BUSINESS ATMOSPHERE

Chraimus is designed to help businesses begin atmosphere management with context rather than content.

Not another playlist tool.

A structured layer for business atmosphere.



**CONTEXT FIRST.
ATMOSPHERE ALWAYS.**



THANK YOU

Context First. *Atmosphere Always.*

Süleyman Ozan Uslu

Founder & System Architect

www.chraimus.com

REVIEW MATERIALS

Scan the QR code to access
the Chraimus review materials.

MVP Demo • Overview • Technical Architecture • Supporting Materials

www.chraimus.com

