

Founder Letter

A personal letter from

*Süleyman Ozan Uslu
Founder & CEO, Chraimus*

Dear Members of the Estonian Startup Committee,

Every business exists to solve a problem.

Every founder begins with one.

Mine was simple:

Why do businesses carefully design their spaces, lighting, and customer experience, yet continue to treat music as nothing more than a playlist?

The more I explored that question, the clearer it became that I was not trying to improve music.

I was trying to improve atmosphere.

That realization became the beginning of Chraimus.

Looking back today, I believe every stage of my professional journey prepared me for this challenge.

For nearly twelve years, I worked as a medical doctor, where I learned to understand people, observe behavior, recognize subtle changes, and approach complex problems systematically. Technology has always been one of my greatest passions. Since childhood, I have been fascinated by computers and software, constantly learning and searching for better ways to build practical systems. Poetry became the third defining part of my life. Most of my poems have later been composed into songs, allowing me to experience how words, music, and emotion come together to shape human experience.

Throughout my life, one principle has never changed:

I have always been driven to transform complex problems into simple, practical, and scalable systems.

Looking back, I did not intentionally combine medicine, technology, and poetry.

I simply realized that these three worlds had naturally converged.

Chraimus became the result.

Over the past two years, I have systematically transformed this vision into a working platform. Step by step, I designed its Context-First architecture, developed the underlying atmosphere context model, built a working MVP, and prepared Chraimus for its first commercial validation.

Today, Chraimus is a Context-First Atmosphere Platform that helps businesses create the right atmosphere through intelligent audio experiences.

Unlike traditional music platforms that begin with content, **Chraimus begins with business context.**

Every authorized device already knows where it belongs. It knows the business, the point within that business, and the operational environment in which it operates.

Instead of asking *"What should I play?"*, Chraimus first asks:

"Where am I, and what atmosphere should exist here right now?"

I believe the greatest limitation of today's music platforms is not their technology.

It is their starting point.

They begin with existing music and try to fit it into a business.

Chraimus begins with the business itself. Only after understanding the business context does it create purpose-built music designed specifically for that atmosphere.

Every piece of content is intentionally created for a specific business context before it enters the platform. It is then classified through a multi-layer context model, allowing Chraimus to retrieve and orchestrate the most appropriate content according to the assigned venue, point, operating scenario, time of day, business rules, and user preferences.

Artificial intelligence is an important component of Chraimus, but it is not its foundation.

The real foundation is its Context-First architecture, which ensures that every recommendation is relevant before artificial intelligence enhances the overall experience.

I do not see Chraimus as another music platform.

I see it as the beginning of a new category where atmosphere becomes intelligent infrastructure.

When atmosphere can be designed, measured, orchestrated, and continuously improved, it becomes part of the business itself rather than background entertainment.

This approach enables the same platform to serve hotels, restaurants, cafés, retail stores, wellness centers, fitness clubs, and many other industries while preserving the unique identity of every business.

I plan to validate Chraimus commercially in Türkiye because it is a market I know well and because its unique combination of Eastern and Western musical cultures provides an exceptional environment for validating a context-driven atmosphere platform.

However, I see Estonia as the place where Chraimus will build its future.

My goal is to establish the company in Estonia and build its technological, operational, and intellectual property foundation there before expanding across Europe and, in time, globally.

What attracts me most to Estonia is not only its digital infrastructure or startup ecosystem.

It is its belief that globally significant companies can begin in a small country with a bold vision.

That belief reflects exactly how I see entrepreneurship.

Beyond its commercial mission, Chraimus also carries a cultural mission.

I believe technology should preserve culture as well as create economic value.

One of my long-term goals is to make selected poetry, spoken-word recordings, and cultural audio experiences freely available to schools, libraries, museums, and cultural institutions.

My dream is to help a poem written in Estonia find a listener in Türkiye, and a poem born in Türkiye find a listener somewhere else in the world.

If technology can quietly connect cultures while improving everyday experiences, then it creates value far beyond software.

Entrepreneurship never comes with guarantees.

I cannot promise success.

What I can promise is commitment.

If Estonia gives me the opportunity to build Chraimus there, I will dedicate my knowledge, experience, and determination to building a company worthy of that trust.

If one day Chraimus becomes a global company, **I hope it will not be remembered simply as a better music platform, but as the company that changed where business atmosphere begins.**

If that journey begins in Estonia, it will always remain an important part of Chraimus' story.

Thank you for your time and for considering my application.

Sincerely,

Süleyman Ozan Uslu

Founder & CEO

Chraimus