

CHRAIMUS

STARTUP COMMITTEE Q&A

Product, Technology, Market & Commercial Readiness

Founder: Süleyman Ozan Uslu Version 1.0 · July 2026

1. What is Chraimus?

Chraimus is a context-aware audio-atmosphere platform for hotels, cafés, restaurants, spas, gyms, retail spaces and other physical businesses. It transforms background audio from a static playlist into an operational system that adapts to each venue point, time and atmosphere requirement.

2. What problem does Chraimus solve?

A venue's crowd level, energy and guest expectations change throughout the day, but most background-audio systems continue playing predetermined content without understanding these changes. Existing solutions may also create mismatched music, unpredictable costs and complex licensing processes.

3. How does Chraimus solve this problem?

Chraimus evaluates the venue point, time of day, selected scenario, crowd level and musical characteristics of the available content. It then organizes and plays content that is more suitable for the current operational context.

4. What makes Chraimus innovative?

Traditional services begin with a music catalog and ask where its tracks might be played. Chraimus begins with the business context, defines what kind of atmosphere is required and then selects suitable content. This context-first approach turns background audio into an operational decision system.

5. Who are Chraimus's target customers?

The initial target customers are customer-facing businesses such as boutique hotels, spas, wellness venues, cafés, restaurants, gyms, rooftop bars and retail stores. The platform is particularly suitable for businesses operating multiple areas with different atmosphere requirements.

6. What is the market opportunity?

Physical businesses worldwide use background audio, but most available solutions focus on catalog access rather than operational atmosphere management. Chraimus addresses this gap through a scalable B2B subscription model that can serve different business categories and countries.

7. What is Chraimus's business model?

Chraimus will generate recurring revenue through point-based business subscriptions. Additional revenue may come from extra points, custom announcements, advanced management functions and integrations with business systems.

8. Who are Chraimus's competitors?

Chraimus competes indirectly with commercial background-music providers, streaming services and manually managed playlists. Its differentiation is not simply a larger catalog, but context-aware orchestration, purpose-structured content, point-level control, operational announcements and clearer licensing processes.

9. What stage is Chraimus currently at?

Chraimus has a functional pre-pilot MVP demonstrating point selection, context-based filtering, automatic playback, multiple content types, announcements and mobile remote control. The system has been configured with simulated lobby, spa, gym, rooftop bar and retail environments. It has not yet been tested in a real business or generated commercial revenue.

10. How is Chraimus scalable?

Chraimus is a digital platform built around reusable venue, point, scenario and content rules. New customers and points can be added without building a separate system for every business. Country-specific licensing and operational requirements can be managed through configurable market layers.

11. Who is the founder?

Chraimus is currently being developed as a sole-founder startup by Süleyman Ozan Uslu. He worked as a medical doctor for approximately twelve years, completed the academic coursework of a two-year computer-programming program with honors and has experience in poetry, songwriting and digital music workflows. He has led the product concept, architecture, data structure, interface and MVP development.

12. Why Estonia?

Estonia offers a digitally mature, internationally connected environment in which Chraimus can build its technological, operational and intellectual-property foundations. It also provides a credible European base for validating the platform, establishing partnerships and expanding into other European markets.

13. What is your 12–24-month roadmap?

During the first six months, Chraimus plans to expand its rights-documented catalog, complete production preparation and begin pilots in Estonia and Turkey. Within the first year, the priorities are commercial subscriptions, secure Chraimer deployment, offline playback and centralized management. The following stage will focus on European expansion, additional business categories, analytics, integrations and the development of a proprietary AI-assisted curation layer.

14. How will Chraimus be financed?

The founder currently plans to finance the initial stage and follow a revenue-first approach. Chraimus is not presently seeking equity investment. Non-dilutive programs, grants or strategic support may be considered where they accelerate product validation without compromising founder control.

15. What are the main risks?

The main risks include insufficient initial content, country-specific licensing complexity, slow customer adoption, technical reliability, customer-support costs and dependence on external content suppliers. Chraimus will address these through controlled pilots, documented rights chains, multiple suppliers, offline-capable playback, measurable unit economics and staged market entry.

16. What is your go-to-market strategy?

Chraimus will begin with founder-led pilots involving selected hotels, spas, cafés, restaurants, gyms and retail businesses in Estonia and Turkey. Customers will subscribe directly online. Growth will be supported by contracted, single-tier referral partners and by expanding successful customers from one point to additional points.

17. What protects Chraimus from being copied?

Chraimus's defensibility will come from its accumulated operational data model, context taxonomy, content specifications, musical metadata, orchestration logic, verified playback history, supplier network and integrations. A competitor may copy individual interface features, but reproducing the complete operational and data system will require significant time and domain knowledge.

18. Where will the music come from?

Chraimus will not produce music itself or contract separately with every composer, lyricist or performer. It will work with approved music-production companies and content suppliers that deliver tracks according to Chraimus's technical, contextual and metadata requirements, together with documented ownership and licensing chains.

19. Why is now the right time for Chraimus?

Businesses increasingly expect automation, centralized control and measurable operational systems, while background audio is still largely managed through static or general-purpose catalogs. Advances in digital production, metadata analysis, cloud systems and intelligent

curation now make a context-aware and business-purpose audio platform technically and economically possible.

20. What is Chraimus's long-term vision?

Chraimus aims to become an intelligent audio operating layer for physical businesses. Over time, it should be able to curate different forms of licensed audio according to business context and help owners centrally monitor and manage venues, points, devices, rules and playback status.

21. What will Chraimus contribute to Estonia?

Chraimus intends to establish its European technology and commercial base in Estonia, develop intellectual property there and use Estonia as a validation point for European expansion. Growth may create qualified technology, operations and partnership opportunities while generating internationally scalable subscription revenue from an Estonian company.

22. How will you manage licensing, regulation and data protection?

Chraimus will not assume that one licensing model applies in every country. It will maintain a territory-specific rights matrix, work with relevant legal and rights specialists and distinguish between the rights provided through Chraimus and any additional public-performance obligations of the venue. Personal and operational data will be processed according to GDPR and data-minimization principles.

23. How will pilot success be measured?

Pilot measurements will include system uptime, playback continuity, response to changing contexts, staff intervention frequency, customer satisfaction, willingness to pay, point expansion, support demand and subscription continuation. The pilots will test both technical reliability and commercial value.

24. Why is Chraimus priced by point?

Different areas of the same business may require different atmosphere rules, content and playback devices. Point-based pricing reflects actual operational use and allows a customer to begin with one area and expand gradually without purchasing an unnecessarily large package.

25. Why is Chraimus a scalable technology startup rather than a local music service?

Chraimus is based on reusable software, structured data, automated orchestration and centralized digital delivery. It does not depend on manually preparing a separate playlist for every customer. The same technology can support many businesses, points, categories and countries through configurable rules.

26. Have you validated customer demand?

Chraimus has not yet demonstrated product-market fit or completed real business pilots. The next step is to conduct structured interviews and pilots in Estonia and Turkey, measure willingness to pay and observe whether customers renew and add points.

27. What tangible value does Chraimus provide?

Chraimus provides controlled and adaptive atmosphere management, reduces the need for staff to notice and correct unsuitable audio, supports operational announcements, offers centralized point control and makes costs and licensing processes more predictable and understandable.

28. Does the current MVP use artificial intelligence?

The current MVP does not use a trained machine-learning model. It uses code-based rules, contextual filters and weighted scoring to evaluate point, scenario, time, crowd, language, tempo, instrumentation, production characteristics, musical DNA and recent playback history. A proprietary AI-assisted curation layer is planned after sufficient real-world usage data has been collected.

29. What technology does the MVP use?

The current MVP uses Wix Velo, custom JavaScript, cloud-based data collections and a custom HTML5 audio player. The commercial architecture is planned to include a dedicated backend and API layer, stronger authentication, real-time communication, centralized monitoring and the Chrayer terminal application.

30. What happens if the internet connection is interrupted?

The web MVP currently depends primarily on an internet connection. In commercial use, Chrayer is designed to store authorized content securely on the terminal, continue playback offline and synchronize playback records and system status after the connection is restored.

31. How will you protect customer and content data?

Chraimus plans to use role-based authorization, device and point binding, encrypted communication, protected local content, controlled API access, audit records and data minimization. Sensitive administrative operations will be moved away from publicly accessible client-side database permissions.

32. Does Chraimus depend on third-party platforms?

The MVP uses Wix and other external services to accelerate validation, but Chraimus's context model, content specifications, orchestration logic and operating workflows are custom. The commercial roadmap includes a dedicated backend and avoids dependence on a single content supplier.

33. What are the current limitations of the MVP?

The current catalog is limited, real commercial pilots have not yet been conducted, communication between desktop and mobile is demonstration-oriented and the web player depends on browser and internet conditions. Production security, offline operation, monitoring, certification and integrations will be completed through Chrayer and the commercial backend.

34. What capabilities are currently missing from the team?

As a sole-founder startup, Chraimus will require additional expertise in backend engineering, application security, rights and licensing, business development, customer operations and market-specific legal compliance. These capabilities can initially be obtained through contracted specialists and later through selective hiring.

35. How can Chraimus obtain business-purpose music without producing it?

Chraimus will define the required musical purpose, venue, point, scenario, time, crowd, technical standard, metadata and acceptance criteria. Approved production companies and content suppliers will produce or supply compliant tracks and deliver the required rights documentation. Chraimus will evaluate, catalog, license and orchestrate the accepted content.

36. How will content suppliers earn revenue?

Catalog inclusion alone will not automatically generate payment. Approved content suppliers will earn a contractually defined share when eligible tracks are selected and verifiably played at active business points. The supplier will distribute relevant creator and rightsholder shares under its own agreements.

37. How will you verify playback and prevent manipulation?

Eligible playback will be recorded by authorized Chraimer installations and linked to the device, company, point, track, start time and playback duration. Minimum playback conditions, duplicate detection and anomaly controls will prevent previews, repeated retries, muted tests or artificial activity from generating payments. Protected offline records will synchronize after reconnection.

38. How will content revenue be calculated?

A contractually defined portion of net eligible subscription revenue will form a content pool. This pool will be distributed among approved content suppliers according to verified eligible playback rather than simple catalog presence. Exact calculation rules will be documented and visible to suppliers through an online reporting system.

39. What is your planned pricing strategy?

The standard price will be €19.90 per month for the first active point and €6.90 for each additional point. In every new country, businesses subscribing during Chraimus's first year in that market will receive Early Access pricing of €9.90 for the first point and €3.90 for each additional point. This price will remain valid while the subscription continues without interruption. The same transparent point-based model will apply to businesses of every size.

40. How can Chraimus remain financially sustainable at these prices?

Chraimus combines recurring subscriptions with an increasingly automated operating model. Revenue will grow through customers and additional points, while most operating costs should not rise at the same rate. Content payments will remain linked to eligible revenue and verified usage. Pricing and distribution ratios will be validated during real pilots.

41. Why would customers continue paying instead of returning to a regular playlist?

Regular playlists can operate without continuous intervention, but they cannot automatically respond when time, crowd, energy or atmosphere requirements change. Chraimus offers adaptive playback, centralized control, operational announcements, predictable point-based costs and documented licensing chains. Country-specific additional public-performance obligations will also be explained transparently.

42. How will subscription revenue be distributed?

As an initial model, 20% of net eligible subscription revenue may be allocated to approved content suppliers according to verified playback. Where a contracted referral partner directly introduced the customer, 10% may be paid to that partner while the subscription and contractual conditions continue. The remainder will fund Chraimus's technology, operations, compliance and growth. These ratios will be validated during pilots.

43. What are Chraimus's main cost categories?

The main costs will include platform infrastructure, secure storage and content delivery, software development, Chrayer maintenance and certification, payment processing, supplier revenue shares, legal and licensing compliance, customer support and market-entry activities.

44. When do you expect to reach operational break-even?

Chraimus does not yet claim a verified break-even date because real customer-level costs have not been measured. The initial objective is to maintain a lean structure and reach operational break-even approximately 12–18 months after commercial launch. This target will be updated using pilot data on acquisition costs, point-level costs, retention and gross margin.

45. Does permanent Early Access pricing create a financial risk?

Early Access pricing will be limited to businesses subscribing during Chraimus's first year in each new country and maintaining uninterrupted subscriptions. It therefore creates a defined founding-customer group rather than permanently reducing prices for the entire market. The protected price covers the base subscription; optional integrations, custom announcements and premium functions may be priced separately.

46. How will you control customer-acquisition costs?

Chraimus will combine founder-led pilots, direct online subscriptions and performance-based referral partnerships. Referral partners will be paid only when a directly introduced business becomes and remains a paying customer. Acquisition cost, conversion, retention and point expansion will be measured separately for each channel.

47. Why will referral partners receive recurring commissions?

Recurring commission is a performance-based alternative to a large salaried sales organization. It arises only from collected revenue generated by a directly referred active customer. The system will be single-tier: partners cannot recruit sub-partners, collect customer payments, manage subscriptions or receive multi-level commissions.

48. How will customer support scale?

Chraimus will follow an automation-first support model using guided onboarding, predefined configurations, system-status reporting, remote diagnostics, a structured knowledge base and automated support tickets. Human support will remain available for exceptional technical, payment, account and licensing cases.

49. Why does Chraimus need Chrayer instead of relying only on a browser?

The web MVP demonstrates the product, but commercial operation requires stronger security, offline playback and device management. Chrayer will bind each terminal to its authorized company, venue and point. Tracks will be stored on the customer's computer in encrypted form and played only through an authorized Chrayer installation, reducing unauthorized extraction, copying and use. Chrayer will also provide offline playback, synchronization, monitoring and remote diagnostics.

Chrayer has already reached application-certificate readiness. Signing and commercial distribution can be completed after the Estonian company is incorporated and the required company certificate is obtained.