



Context First.

Atmosphere Always.

AI-powered Business Atmosphere Management Platform

*We don't manage playlists.
We manage atmosphere.*

S. OZAN USLU
FOUNDER & SYSTEM ARCHITECT

 www.chraimus.com

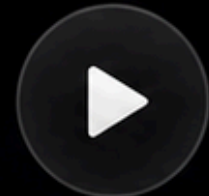
WHY CHRAIMUS IS DIFFERENT

CONTENT-FIRST

TRADITIONAL AUDIO PLATFORMS



Playlist



Play



End

Static playlists
No context
Same music for everyone

CONTEXT-FIRST

CHRAIMUS APPROACH



Business Context



Point



Scenario



Time



Business Rules



Context Filtering



Atmosphere



Chraimus
Orchestration
Engine

Traditional platforms start with content.

Chraimus starts with **context**.

THE PROBLEM

BUSINESS ATMOSPHERE IS STILL MANUAL

Most businesses still struggle to create the right atmosphere consistently, efficiently, and in a way that reflects their brand identity.



PLAYLIST-BASED SYSTEMS

Most business audio systems still rely on static playlists and manual selection.



NO CONTEXTUAL ADAPTATION

The same music is played regardless of point, time, customer flow, or business intent.



LIMITED CENTRAL CONTROL

Businesses cannot easily manage atmosphere across venues, points, and daily scenarios.



ATMOSPHERIC INCONSISTENCY

The customer experience often depends on staff preference instead of brand identity.

WHY NOW?

THE PERFECT STORM

EXPERIENCE ECONOMY

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

HOSPITALITY ORCHESTRATION

CONNECTED VENUES. UNIFIED ATMOSPHERE.



BUSINESS AUTOMATION

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

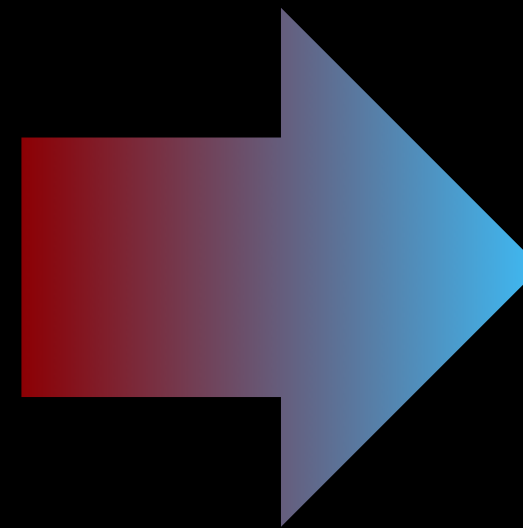
DIGITAL TRANSFORMATION

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

The world is ready for business atmosphere automation.

INDUSTRY SHIFT

FROM STATIC AUDIO TO ATMOSPHERE ORCHESTRATION



Physical businesses are evolving into dynamically orchestrated atmosphere environments.

WHY BUSINESS CONTEXT MUST COME FIRST

Music is not the starting point. **Business context is.**

Chraimus doesn't look for suitable music. It creates the right music for the right atmosphere.

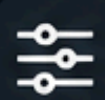
EXISTING PLATFORMS

Start with music. Try to fit the context.



SEARCH

Find tracks in a large catalog



FILTER

Filter by genre, mood, tempo, etc.



PLAYLIST

Create or select a playlist.



PLAYBACK

Play the same music in different situations.



One-size-fits-all playlists.

Limited relevance. Inconsistent experience.



**TRADITIONAL
PLATFORMS
START WITH MUSIC.**

**CHRAIMUS
STARTS WITH
BUSINESS CONTEXT.**

CHRAIMUS

Start with context. Design purpose-built music.



BUSINESS CONTEXT

Understand the business, brand, audience & objectives



POINT & SCENARIO

Identify the point, scenario and desired atmosphere



TIME & DYNAMICS

Consider time of day and business dynamics



PURPOSE-BUILT MUSIC

Music designed specifically for each business context.



ATMOSPHERE ORCHESTRATION

Dynamically orchestrate the right music in the right moment



Every context gets its own music.

Always relevant. Always consistent.



**NOT JUST MUSIC SELECTION.
PURPOSE-BUILT MUSIC
FOR EVERY BUSINESS CONTEXT.**



Perfect Fit
Every Time



Stronger Brand
Experience



Happier
Customers



Better Business
Outcomes

MARKET OPPORTUNITY

THE RISE OF ATMOSPHERE INTELLIGENCE

Every customer-facing
business creates an
atmosphere.

Chraimus transforms that atmosphere into a scalable SaaS opportunity.

Bottom-up estimate based on customer-facing business locations and Chraimus annual SaaS pricing.



BUILT FOR ATMOSPHERE ORCHESTRATION

BUILT FOR ATMOSPHERE ORCHESTRATION, NOT PLAYLISTS.

Chraimus is designed as a centralized business atmosphere infrastructure rather than a traditional music playback system.

01



CONTEXT-DRIVEN

Atmosphere adapts to business context, not static playlists.

02



POINT-BASED

Different points operate with independent atmosphere logic.

03



MULTI-SOURCE

Compatible licensed content can operate within a unified orchestration layer.

04



ORCHESTRATED

Music, announcements and poetry operate as one coordinated atmosphere system.

ROADMAP

BUILDING THE FUTURE OF BUSINESS ATMOSPHERE

A phased approach to build the world's leading atmosphere orchestration infrastructure.



Pilot deployment is planned to begin in Türkiye.



Offline playback deployment will follow certification and company establishment processes.

STAGE 1

01



WORKING PROTOTYPE

Encrypted offline playback, autoplay logic, point-based orchestration and centralized management.



STAGE 2

02



BUSINESS PILOTS

Prototype completed. Initial deployment and atmosphere testing in hospitality and commercial venues.



STAGE 3

03



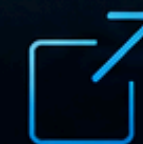
ATMOSPHERE DATA LAYER

Building a centralized atmosphere intelligence infrastructure using real business usage data.



STAGE 4

04



EUROPEAN EXPANSION

Expanding the Chraimus atmosphere ecosystem across European commercial venues.



OUR OUTCOMES



Validated
Technology



Growing
Business Network



Intelligent
Atmosphere Data



Scalable
Global Platform

BUSINESS MODEL

Simple. Recurring. Scalable.

A **simple** pricing model that **recurring** naturally as businesses expand their locations and broadcasting points.

Designed for predictable recurring revenue and effortless scalability.

BUSINESS LOCATION

€60 / year



**ADDITIONAL
BROADCASTING POINTS**

€30 / year each



**RECURRING
ANNUAL SaaS REVENUE**



**CUSTOM
ANNOUNCEMENTS**

Professional branded announcements available as an optional paid service.

Example

Boutique Hotel

1 Business Location

+

3 Additional
Broadcasting Points
(3 × €30)



€150 / year

SYSTEM ARCHITECTURE

BUILDING A CENTRALIZED ATMOSPHERE INFRASTRUCTURE

*Chraimus combines
orchestration,
automation and
centralized
infrastructure within
a single system.*



FOUNDER



Süleyman Ozan Uslu

Founder & CEO

Creator of the Context-First Atmosphere Platform.

A Vision Built Over a Lifetime

Nearly twelve years as a medical doctor.

A lifelong passion for technology and software.

A poet whose works became music.

These experiences naturally converged into a single vision:
Building the world's first **Context-First Atmosphere Platform**.

[Read My Founder Letter](#)

A personal reflection on the journey behind Chraimus,
ion that shaped it, and the mission I hope to build from Estonia.



[Founder Letter](#)

www.chraimus.com/founder-letter

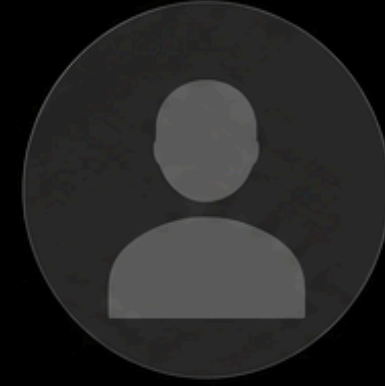
TEAM

A Small Team. A Shared Vision.

Chraimus is being built by a focused multidisciplinary team combining product development, operations, customer success and business growth.



Süleyman Ozan Uslu
Founder, CEO & System Architect



İmge Uslu Çamalan
Customer Success &
Product Support



Çağla Tan
Operations &
Growth Support



Okan Uslu
Venue Relations &
Business Development



Future Team Expansion

*Growing deliberately.
Scaling responsibly.*

THE FUTURE OF BUSINESS ATMOSPHERE

**CHRAIMUS TRANSFORMS ATMOSPHERE INTO A MANAGED,
INTELLIGENT AND SCALABLE BUSINESS INFRASTRUCTURE.**

*Powered by music.
Designed for orchestrated business atmosphere.*

 www.chraimus.com

EXPLORE CHRAIMUS

Additional resources for technical review,
prototype exploration and platform overview.



01

MVP DEMO

Interactive prototype
demonstration.



02

TECHNICAL OVERVIEW

Offline playback &
orchestration architecture.



03

PLATFORM OVERVIEW

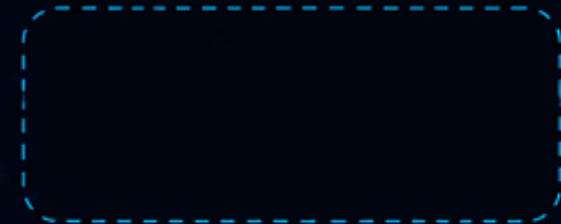
Business atmosphere
orchestration ecosystem.



04

WEBSITE

Visit our website
for more information.



*Chraimus transforms atmosphere into
a managed, intelligent and scalable business infrastructure.*