

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 still manage atmosphere through static playlists and manual decisions?

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 observe carefully, recognize subtle changes, make decisions under responsibility, and approach complex problems systematically.

Technology has always been one of my greatest interests. Since childhood, I have been fascinated by computers and software, and I have continued learning how practical digital systems are designed and built.

Poetry became the third defining part of my life. Most of my poems were later composed into songs, allowing me to experience how words, music, and emotion can come together to influence human experience.

Throughout my life, one principle has remained constant:

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

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

I gradually 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 its business atmosphere context model, built a working MVP, and prepared the project for early market validation.

Today, Chraimus is a Context-First Business Atmosphere Platform that helps businesses manage audio content according to venue context, operating scenarios, time, and defined business rules.

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

Each authorized device is assigned to a specific business and venue point, allowing the system to apply the relevant scenarios, rules, and content settings for that environment.

Instead of beginning with the question:

“What should I play?”

Chraimus first asks:

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

I believe the greatest limitation of many existing music platforms is not necessarily their technology.

It is their starting point.

They begin with available content and then try to fit that content into a business environment.

Chraimus begins with the business itself.

After identifying the relevant business context, it matches approved, rights-documented content to that environment according to defined criteria.

Chraimus does not produce music.

It defines content requirements, mandatory metadata fields, technical standards, intended business-use contexts, and acceptance criteria. Content may then be supplied by approved production partners together with the necessary source and rights documentation.

Before content enters the platform, its source information, rights documentation, required metadata, technical characteristics, and intended business-use context are reviewed against Chraimus acceptance criteria.

The content is then classified through a multi-layer metadata and context model.

The current MVP uses explicit rules, contextual filters, and weighted scoring to retrieve and order relevant content according to the assigned venue, point, operating scenario, time of day, crowd setting, and business rules.

Artificial intelligence is not part of the current MVP decision layer.

The present system is based on structured metadata, explicit rules, context filtering, and weighted scoring.

AI-assisted curation is planned as a later capability, after real-world validation and sufficient operational data become available.

I do not see Chraimus as another music platform.

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

When atmosphere can be structured, centrally managed, monitored, and progressively improved, it becomes part of business operations rather than only background entertainment.

This approach allows the same platform architecture to serve hotels, restaurants, cafés, retail stores, wellness centres, fitness clubs, and other customer-facing environments while preserving the individual identity and operational needs of each business.

Chraimus has not yet completed a real-business pilot and does not currently have paying customers.

The purpose of the next stage is to validate the product in real operating environments, collect structured feedback, test the commercial model, and improve the platform before broader expansion.

Potential early pilot markets include Estonia, Türkiye, and Belgium.

The first pilot location will be selected according to partnership readiness, operational access, and market suitability. The intention is not to begin in all three countries simultaneously, but to select the most practical and strategically appropriate first validation environment.

Türkiye is a market I know well and can access directly.

Estonia is intended to serve as Chraimus' European base and primary entry point into the European startup ecosystem.

Belgium represents a potential option for early cross-border validation within the European Union.

I see Estonia as the place where Chraimus can establish its European foundation and build its long-term future.

My goal is to establish the company in Estonia, develop its technological and operational foundation there, and structure its intellectual property and commercial activities for gradual European expansion.

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

It is the belief that globally relevant companies can begin in a small country with a bold and carefully executed vision.

That belief reflects how I see entrepreneurship.

Beyond its commercial purpose, Chraimus also carries a cultural ambition.

I believe technology can preserve culture while also creating economic value.

One of my long-term goals is to explore ways of making selected poetry, spoken-word recordings, and cultural audio experiences accessible to schools, libraries, museums, and cultural institutions under appropriate rights and partnership arrangements.

My hope is that a poem written in Estonia may one day find a listener in Türkiye, and a poem born in Türkiye may find a listener elsewhere in the world.

If technology can quietly connect cultures while improving everyday experiences, it can create 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 establish and develop Chraimus there, I will dedicate my knowledge, experience, and determination to building a responsible, innovative, and internationally scalable company worthy of that trust.

If Chraimus grows into an international company, I hope it will be remembered not simply as another music platform, but as a company that helped businesses begin atmosphere management with context rather than content.

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

Thank you for your time and for considering my application.

Sincerely,

Süleyman Ozan Uslu
Founder & CEO
Chraimus