



The future of connection – your own private digital AR companion!



www.cityguydapp.com



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The Problem



Travelers

Need digital tour guidance.



- Covid Friendly
- Flexible Itineraries
- Expensive Private Guides

Fans

Need engaging event-fan connection.



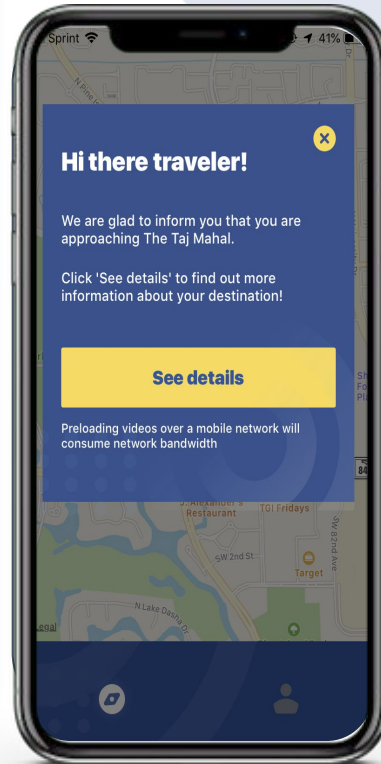
- Difficult Wayfinding
- Access to Important Info
- Disconnect from Favorite Athletes

Cities/Events

Missing important data on visitors.



- Missed Sponsorship Opportunities
- Encourage In-Person Attendance
- Cultural/Language Barriers



A face-to-face, digital guide experience.



Interactive and multi-lingual!



The information you need, in the place you need it.

Why Now?



Changing Tech

There is a coming technological revolution, called Augmented Reality. Tech companies are investing billions.

Every major industry needs to prepare for this change!

"When we get to this [AR] world, a lot of the things we think about today as physical objects, like a TV, will be \$1 apps in an AR app store" – Mark Z.

3.4 Bil mobile devices will be AR capable by 2022.



Current Travel Crisis

The current Covid-19 travel crisis brings many challenges but is also a unique time to rethink the way the world travels! CityGuyd is the only 100% socially distant tour experience!

90% of tour guides expressed interest in a training programme for VR content creation.

Over 50% of travelers would be willing to pay for VR based tourism if it was offered to them.

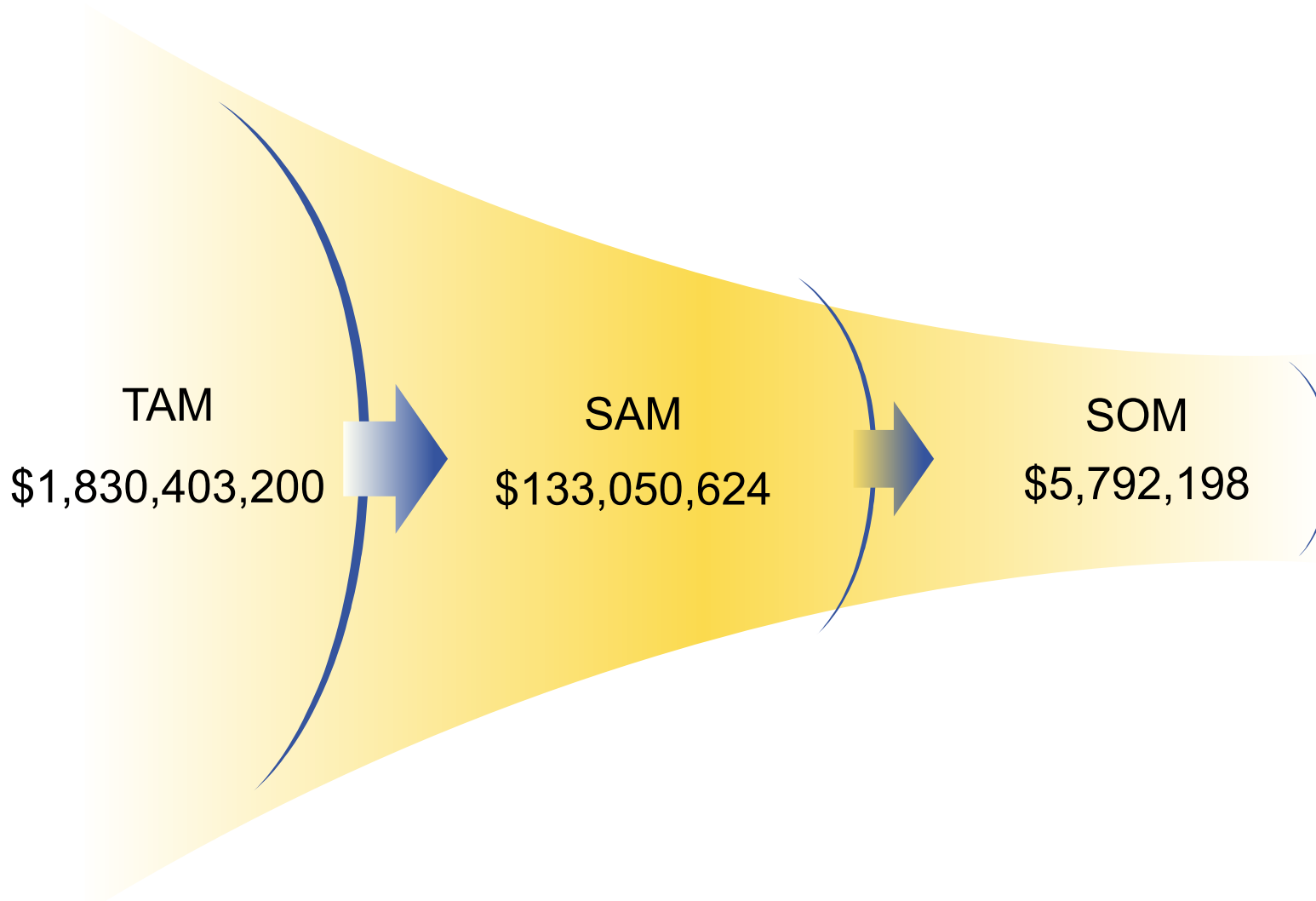


New Kind of Traveler

Millennials and Generation Z are driving the digital-first future of experiences! In the US and UK, nearly 75% of millennials said to prefer communicating digitally over in-person.

"Millennials are the first generation to demonstrate a fully digital travel journey, transforming business models, making some service providers obsolete, and providing a huge boost for the travel tech field."

The Market



01

6X increase in global AR/VR spending from 2020-2024 estimated by Facebook

02

Major sports organizations such as the **MLB, NBA, NHL, MLS** have all announced major investments in AR/VR technologies

03

Consumer markets have accelerated **2-3 years** of digital adoption in **2-3 months** due to **Covid-19**

Go-To-Market Strategy



Business Model



SDK Integration



CityGuyd's SDK gives businesses access to our AR guide technology - providing clients with sponsorship opportunities, valuable information, and improved customer experiences!

Cost:
\$400/mo basic
\$800/mo premium

Guide MarketPlace



CityGuyd is building a global marketplace where 3rd party tour guides can create digital AR tours of their city and sell directly to clients via our platform.

Cost:
\$1.99-\$19.99 per city

Local Based Ads



Local based advertisements was successfully integrated by AR apps like Pokemon Go (estimated at 2.2 billion in 2022).

Competitive Landscape



CityGuyd differs from competitors by using real world guides, with customized, relevant, exclusive content.

Unique Team



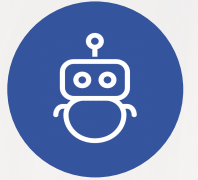
Our team is lead by industry professionals both at the forefront of AR engineering and travel expertise. We know how to use AR technology - because we helped build it!

First to Market



CityGuyd is the first AR tour guide app on the app store with global presence, market validation, and positive feedback from initial users. We sign exclusivity agreements for all content produced and hosted by CityGuyd.

Uncanny Valley

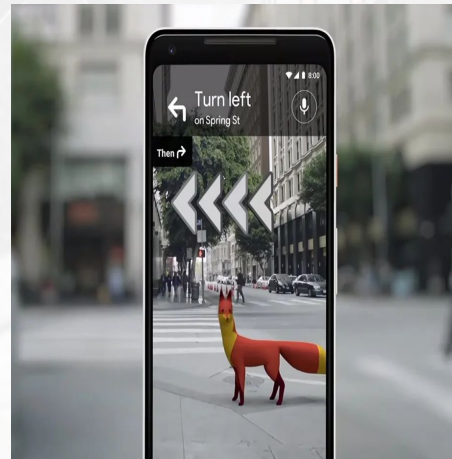


CityGuyd is the only solution focused on commitment to true social interactions. We use real world tour guides, not animated avatars, to cross the Uncanny Valley effect.

Competitors



ArchaoNOW



Navigation Apps



SherpaTours

Traction



Portugal Tourism (Pilot)



CityGuyd User



I tried the CityGuyd app while visiting the Taj Mahal and liked the concept... hope they add more locations soon!

Featured On



Largest Travel Agency in Latin America (Pilot)



Jerusalem Rail (Pilot)



Accelerators

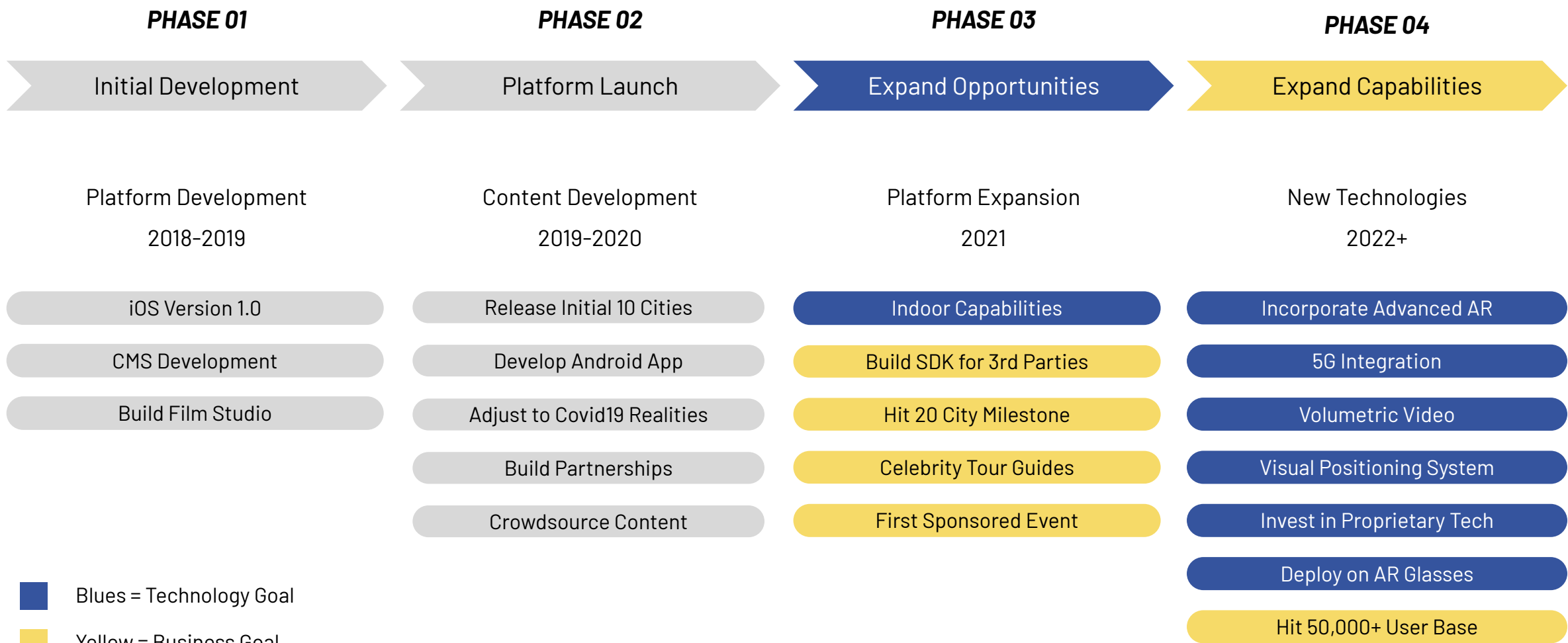
Startupbootcamp Sport & EventTech Melbourne



DISCOVERIES
TRAVEL AND TOURISM STARTUP ACCELERATOR



Our Roadmap



Our Team



Naor Amir

Founder, CEO



Pauline Feder

Founder, CMO



Arturo Vegas

Development Team

Mentors



Ben McAuliffe

*Head of Digital
Victoria Racing Club*



Brandon Burns

*Founder | Investor
One Minute Millionaire*



Dirk Van Slyke

*Co-Founder, Chief Vision Officer
Statistical Vision*



Chris Simpfendorfer

*Tech Director
Nike*



Kate Russel

*Head of Corporate
Partnerships
Startupbootcamp
Former Head of Media
Blippar*

Past Experience



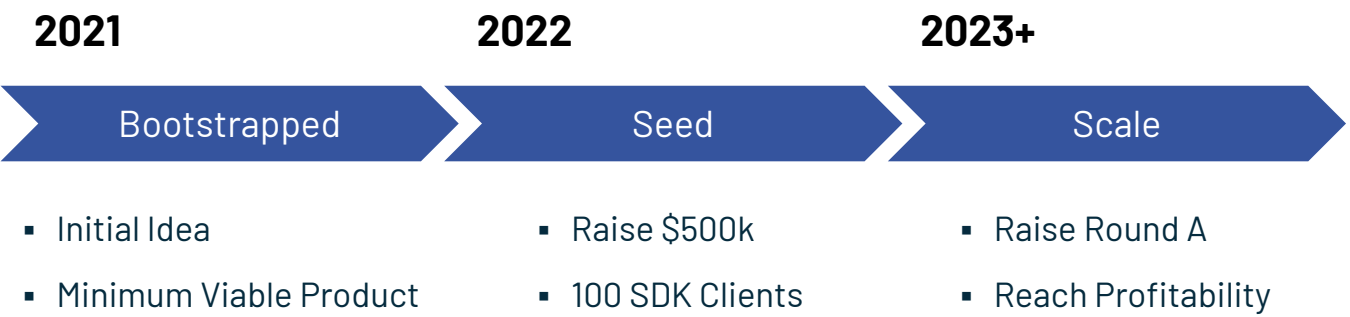
Our Ask



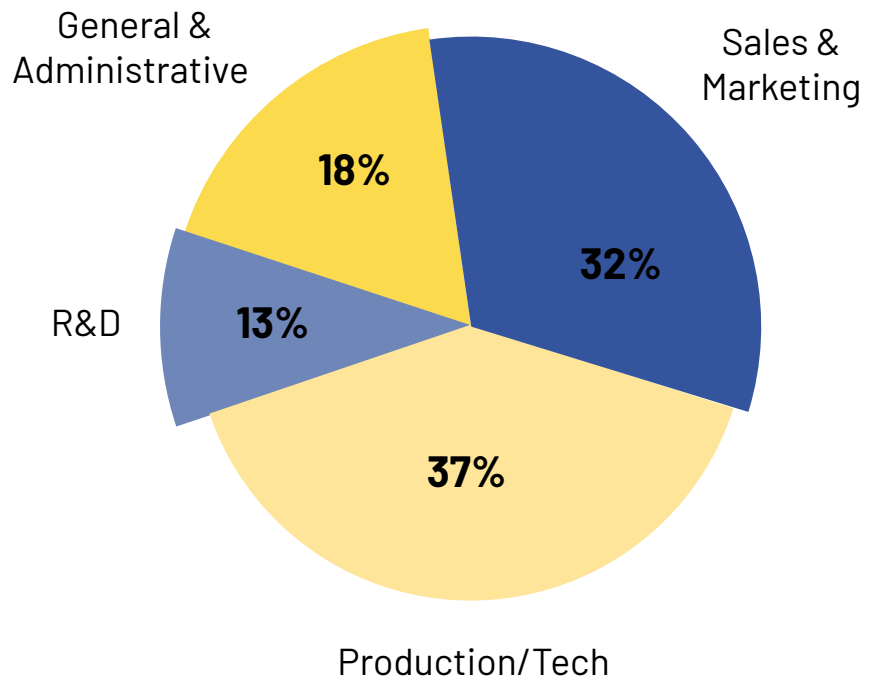
SAFE || \$4.8M Cap || 20% Discount



- Available now in 10 international cities - time to scale our platform to new cities and new events! Create new experiences for clients and expand our team.
- Finish development of CityGuyd SDK.
- Upgrade film studio equipment.
- Future integration with AR glasses hardware.



Use of Funds





Always there to show you around!

Is the 21st century way to travel.
Try us out now at a city near you!



www.cityguydapp.com



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Download on the
App Store

Welcome
race fans!

