

PROXUS

THE SIGNAL IN THE NOISE

Driving Real-Time Customer Acquisition
in the Urban Landscape



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The 2025 Imperative

“AI is the engine that will drive **individually targeted advertising** by 2025.”

Strategic Analysis, Q4 2023



The Foundation of the Business Model

- POI Data Dominance is the core foundation.
- AI-driven personalized advertising is the primary revenue expansion vector by 2025.
- Contract acquisition with 5 Majors is the immediate key milestone.



The Current Market Landscape

Competitor Market Share:

- Google (~70%)
- Apple (~15%)
- TomTom (~10%)


Vulnerabilities of Current Leaders:

- Google: Handicapped by privacy concerns and conflicting data monetization strategies.
- Apple: Limited enterprise solutions and a strictly hardware-dependent ecosystem.
- TomTom: Suffering from outdated UI/UX and a declining consumer base.

The Proxus Advantage:

- Focusing entirely on enterprise-grade data, offering customizable white-label solutions, and utilizing next-gen AI-driven POI verification.





Strategy in the Streets

Capturing attention in the densest
retail environments on earth.



Establishing the Network

Phase 1 Focus: Target users directly via free POI app downloads on iOS and Android.

Data Access: Leverage existing franchise contracts to secure exclusive, localized data access that bypasses traditional gatekeepers.



The Big Deal: Driving Real-Time Traffic

- > POI notification triggered within a designated geographic area.
- > Hyper-personalized Incentive Ads are immediately pushed to devices.
- > Limited Time Rewards are offered for immediately responding to the ads.



Closing the Loop

Execution: Phase 2 implements these location-based incentives and push notifications via 5G/GRS integration, specifically designed to drive immediate in-store traffic.

Measurement: We bypass vanity metrics to measure true ROI via real-time redemption rates and direct, localized sales uplift.



THE ENGINE BENEATH

Product Feature Set V2.0: Core functionality includes certified POI data delivery and pre-installed app availability.

Innovation: Driven by a new hyper-local content engine and advanced cross-platform GPRS integration, finalized in Q3 2024.

Infrastructure: Backend must support high-volume real-time data ingestion and processing for constant POI updates, utilizing a progression algorithm for efficient data transmission.



Data-Driven Decisions

The AI-driven ad targeting engine is the key to maximizing conversion rates for major clients.

The system processes real-time POI and location data to deliver hyper-personalized incentives, ensuring total relevance and timely delivery.



UNCOMPROMISING CORE PRINCIPLES

Data Integrity and Privacy: Upholding the highest standards for secure and confidential information management. Data ownership and security are central to the model.

Global Scalability and Accessibility: Designing solutions that are universally available and adaptable.

Relentless Improvement and Innovation: Constantly evolving through forward-thinking research and development.



The Commercial Reality

Primary Model: Securing 3 to 5-year contracts with Majors (e.g., Supermarkets, Home Depot) and targeted Franchises.

The Service: Creating a collection point for regularly updated POI and specialized data, encompassing all stores within a franchise network.

Revenue Streams:

- Negotiated royalty streams based on owned data.
- Developing push ads based on localized content availability for Majors.



IMPLEMENTATION STAGES



Realizing the Fiction

"I cannot stress strongly enough that Google watched Minority Report and screamed 'We can do that!'... They can, and they will."

(2006 Historical Archives)

The Reality: The convergence of GPS, 5G, and AI has finally made the hyper-targeted, individualized commercial environment a reality.



The Exit Strategy

- ▶ **Value Creation:** Maximize data value through exclusive licensing agreements and selling the proprietary database and predictive modeling engine.
- ▶ **The Goal:** Transition the proprietary AI and POI platform into a high-margin saleable asset.
- ▶ **The Horizon:** Secure premium acquisition offers from major tech conglomerates by 2030.

