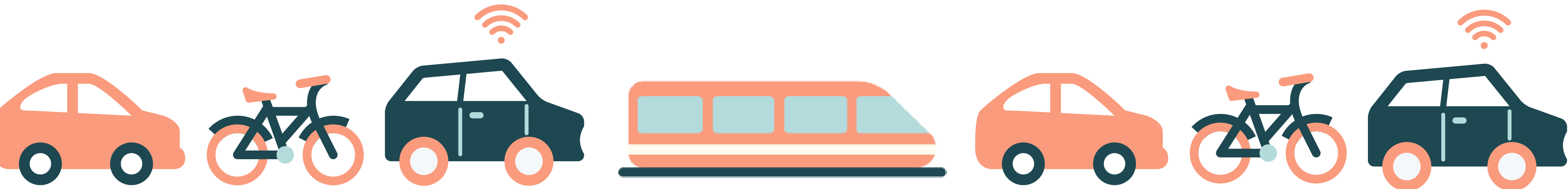

KARACAL MOBILITIES



MOBILITY IS **EVOLVING**, AND USERS' EXPECTATIONS REGARDING THEIR EXPERIENCE ARE ALSO CHANGING

- Diversity of information and entertainment
- Continuity of experiences across devices
- Comfort and convenience
- Fluidity, speed, and security





THE MOBILITY INDUSTRY ARE SEEKING TO MEET THESE EXPECTATIONS BY INTEGRATING NEW FEATURES AND TECHNOLOGIES

Connected vehicles and objects

High connectivity, IoT (Internet of Things), 5G, V2X (Vehicle to everything), AI, embedded systems

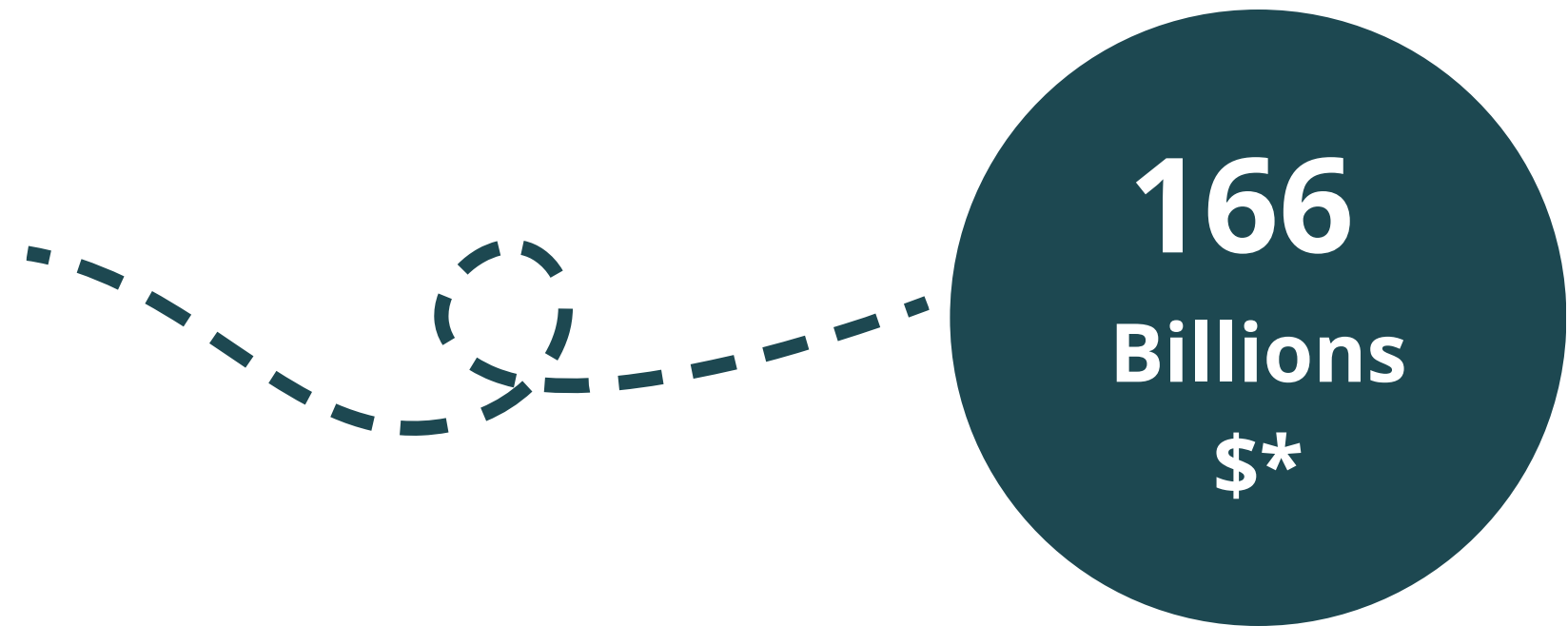
Voice/gesture commands

Optimized navigation

or even intelligent navigation

ONBOARD EXPERIENCE BECOMES CRUCIAL AND RELIES ON THE CONTENT THAT WILL BE OFFERED.

In the automotive sector alone, the connectivity market is **expected to grow by +16%** by 2026*.



The media sector, meanwhile, forecasts a **+5.3% increase** in the market for embedded infotainment by 2028*.

THE WORLD AROUND US IS FULL OF **STORIES**,
SHAPED BY INDIVIDUALS AND
ORGANIZATIONS.

BUT MOST OF THESE STORIES OFTEN
REMAIN **OUT OF REACH** FOR
THE PUBLIC.





WE COMBINE AUDIO WITH **GEOLOCATION** TO
CREATE A CAPTIVATING DISCOVERY EXPERIENCE.

We believe in the unique potential of **audio**,
especially when it comes to enhancing travel and
exploration.

We associate it with **tourism** and **culture**,
two excellent sources of high-quality content
that are widely underestimated.



FOR THE PAST 3 YEARS, KARACAL HAS BEEN PROVIDING A **UNIQUE EXPERIENCE** TO ITS LISTENERS BY OFFERING GEOLOCATED AUDIO CONTENT THROUGH ITS PROPRIETARY APPLICATIONS DURING THEIR TRAVELS

A **mobile application** compatible with Android and iOS, optimized for Android and iOS Auto, to be compatible with all drivers.

An **embedded application** for Renault.

10 000

downloadings

3k

audio contents

286

contributors

4M

GAS*-compatible vehicles by 2025

*Google Automotive System | Projected Renault fleet



KARACAL'S SOUND BUBBLES SEAMLESSLY **ENGAGE WITH THE LISTENER**, WHILE OUR NOTIFICATIONS SERVE AS GENTLE REMINDERS TO **EXPLORE THEIR SURROUNDINGS** EFFORTLESSLY.



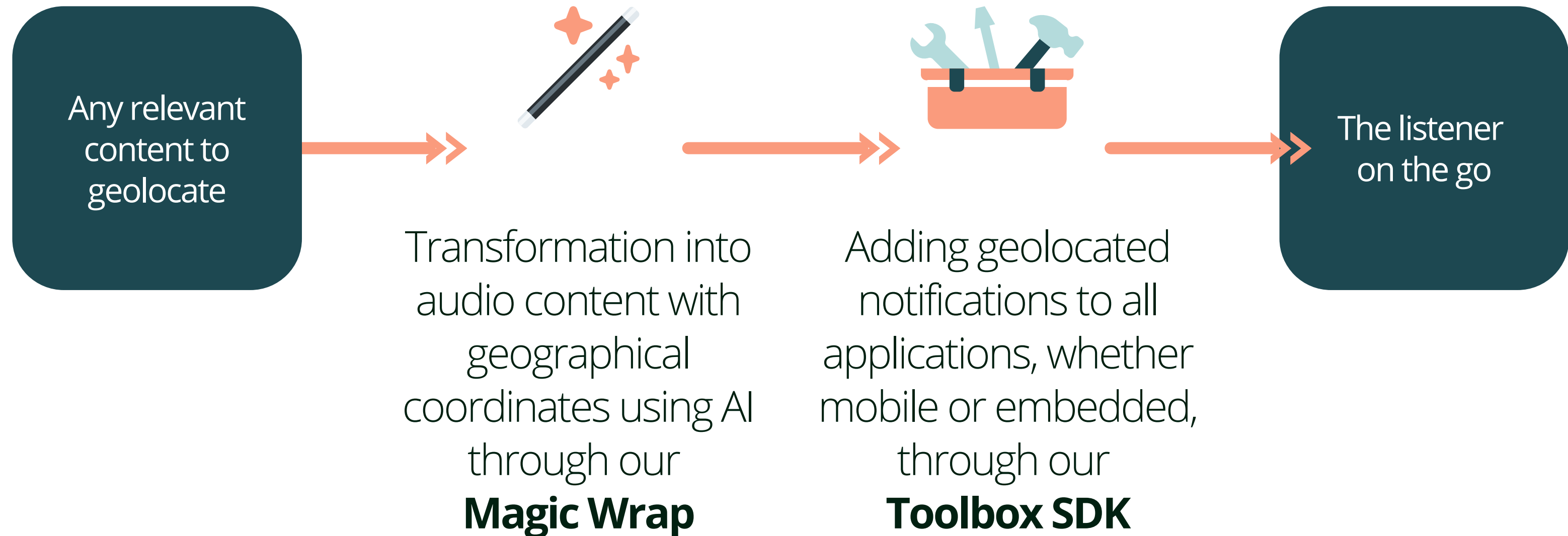
Psssst! You just passed by a Karacal sound bubble.
Listen to its story!

Not now

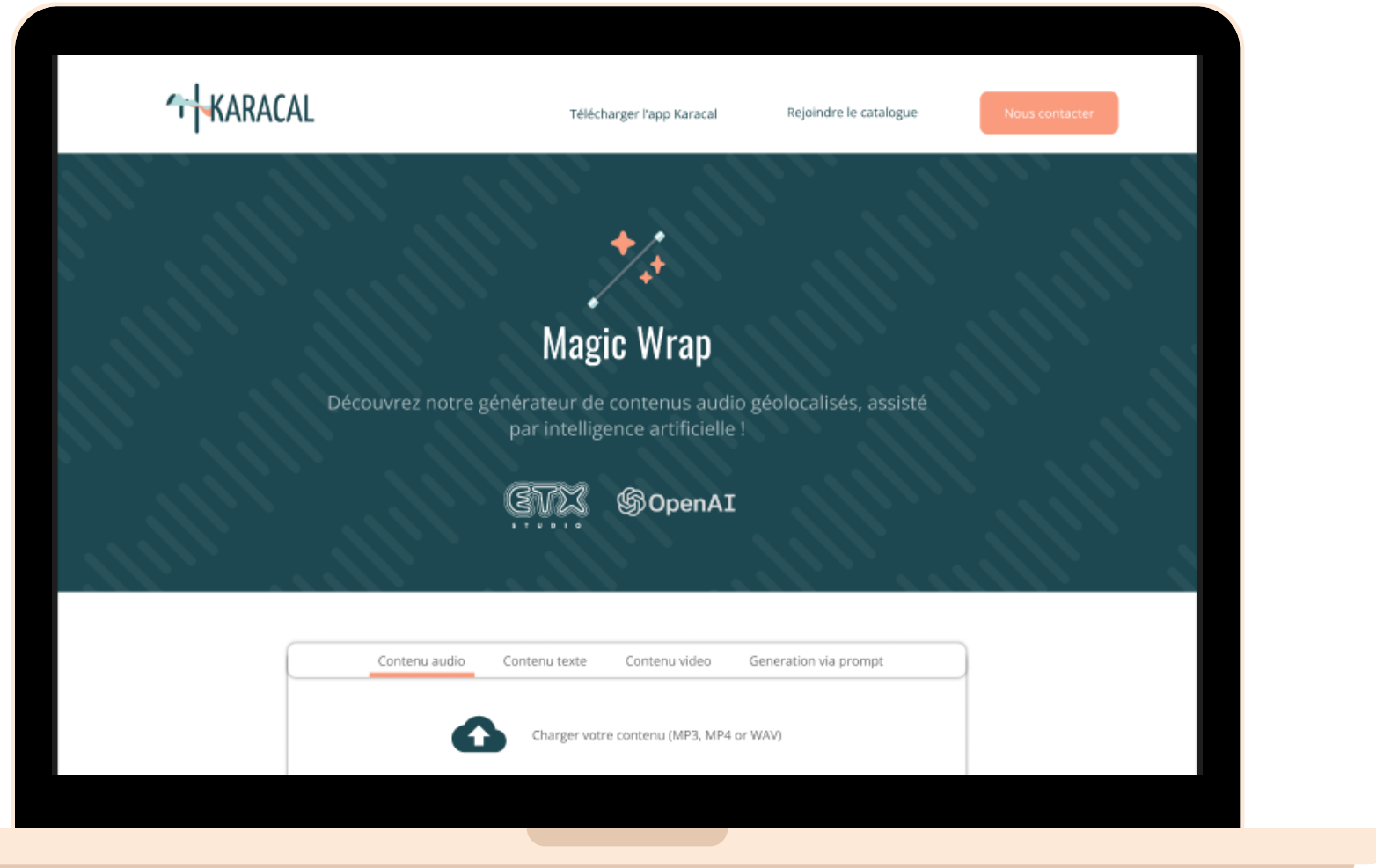
Listen



IN 2023 AND 2024, WE ARE TAKING IT A STEP FURTHER BY INTRODUCING NEW SERVICES THAT HARNESS OUR EXPERTISE IN **CONTEXTUALIZED NOTIFICATIONS** AND LEVERAGE THE LATEST DEVELOPMENTS IN **ARTIFICIAL INTELLIGENCE**



THE 'MAGIC WRAP' GENERATOR.



Free usage of the generator
**Access to APIs starting from
€59.99/month**

We prioritize audio because it doesn't obstruct the view of the driver and passengers: **it is ideal for on-the-go experiences.**

We have designed our Magic Wrap to assist **tourism, cultural**, and broader **media** stakeholders in integrating this format into their tools.

Leveraging algorithms from reputable players, it will generate, **from any type of content** (audio, text, video):

- An audio file
- Associated geographical coordinates
- A title and description.

THE '**TOOLBOX**', AN SDK DEDICATED TO GEOLOCATED NOTIFICATIONS

Contextual notifications

Sending and configuring notifications based on the user's location

High compatibility

Usable in all mobile and embedded applications

Adjustable radius

Choose the desired range or area and define the conditions for sending notifications



€3 per 1000 notifications sent.
License option available.

RGPD compliant

User privacy protection by keeping data on their device

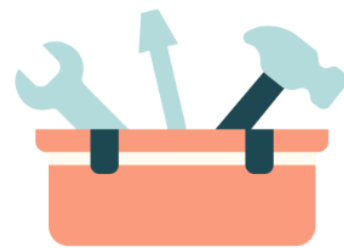
100% customizable

Additional contextualization data can be included, such as speed or travel duration

WE PLAN TO ACHIEVE PROFITABILITY IN 2023 AND EXCEED ONE MILLION IN REVENUE WITHIN 2 YEARS

	2021	2022	2023	2024	2025
Net revenue Including achieved	0	143 000	300 000 54 000	650 000	1 000 000
Net expenses	60 000	146 000	250 000	500 000	750 000
Result	-60 000	-3 000	50 000	100 000	250 000
ETP	5	6	8	10	13

**OUR BUSINESS MODEL IS BASED ON PROVIDING TOOLS
BASED ON OUR EXPERTISE**



TOOLBOX SDK



OPERATING LICENSE

+

VOLUME-BASED PRICING
FOR PROCESSED
CONTENT



API MAGIC WRAP



SUBSCRIPTION BASED

ON THE VOLUME OF
PROCESSED CONTENT.

**WE ALSO OFFER
COMPLEMENTARY SERVICES**

Custom Development

Account Management

Consulting & Training

OUR TEAM IS IN FULL **EXPANSION** TO EMBARK ON NEW PROJECTS



Hanna Feyler
CEO
& Associate



Wassim Amri
Technical Consultant &
Associate



Charlotte Durand
Head of Innovation
& Associate



Ahmed Fantar
Developer Net Full Stack
Future CTO



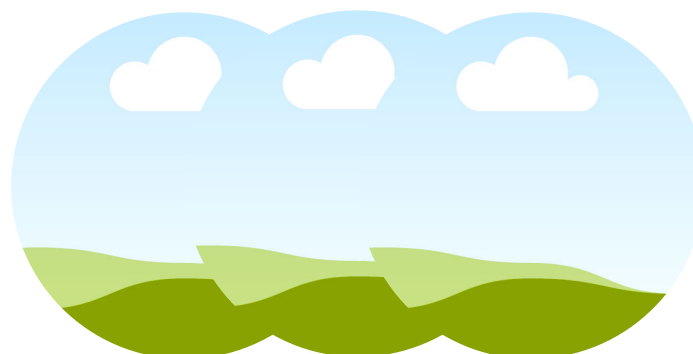
Anna Danielsson
Communication &
Partnerships Manager



Ramzi Sammari
Developer Android



**Danilo Hundzinki
Damasio**
In charge of the catalog



3 developers
currently being
recruited

ITHEY ARE SUPPORTING US

Redstart
Incubator, Associate

Marko Nikolic
Business Angel
& Associate

Guillaume Breton
HR Consultant

Jaume Bostffoscher
Court lawyer, legal
consultant

THEY TRUST US AND ARE ALREADY USING KARACAL TO SHOWCASE THEIR CONTENTS AND OFFER A **NEW EXPERIENCE** TO THEIR CUSTOMERS.



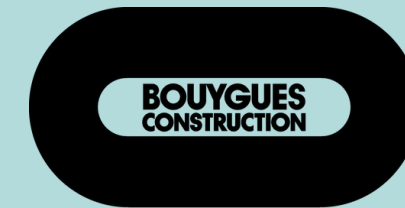
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montpellier
Méditerranée
Tourisme & Congrès

ardèche
TOURISME

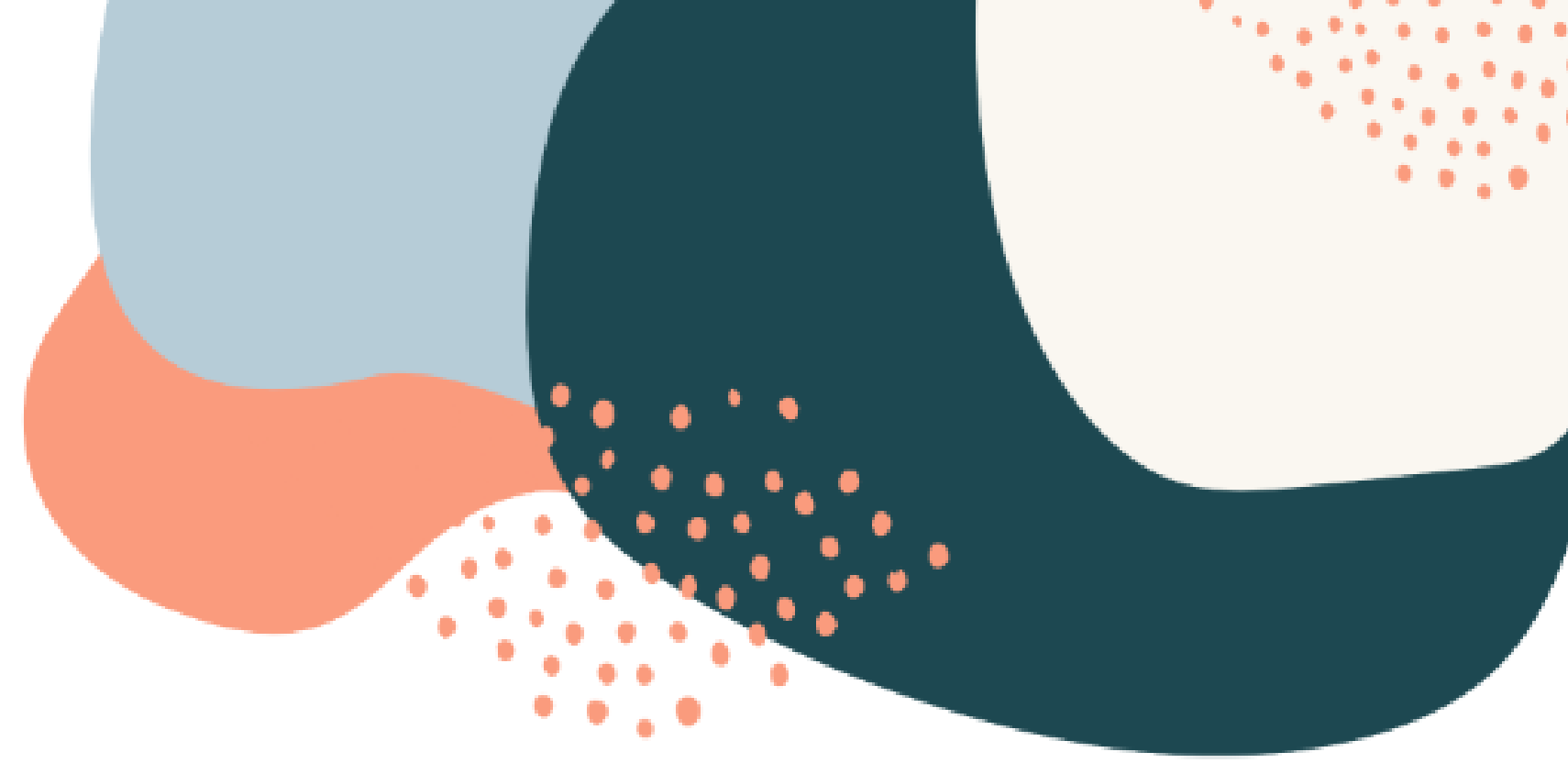
RODEZ
TOURISME



val
d'oise
le département
Val d'Oise Tourisme

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La France Baladeuse | La vie de Château | Bulle d'Art | Histoire d'Artisan | La Quarte et le Territoire
Bordeaux Ma Ville | Les Escapades Normandes | Fragile Porquerolles | Marseille Créative
Franck Ferrand raconte | Musée Pablo Picasso Paris | D'Utilité Publique | and many more



**WE ENJOY BUILDING TRUSTED RELATIONSHIPS WITH
STAKEHOLDERS IN THE AUDIO AND MOBILITY ECOSYSTEMS
AND ARE OPEN TO ALL TYPES OF COLLABORATIONS.**

hanna@karacal.fr

+33 7 49 04 57 92

www.karacal.fr



Content in motion, just like you