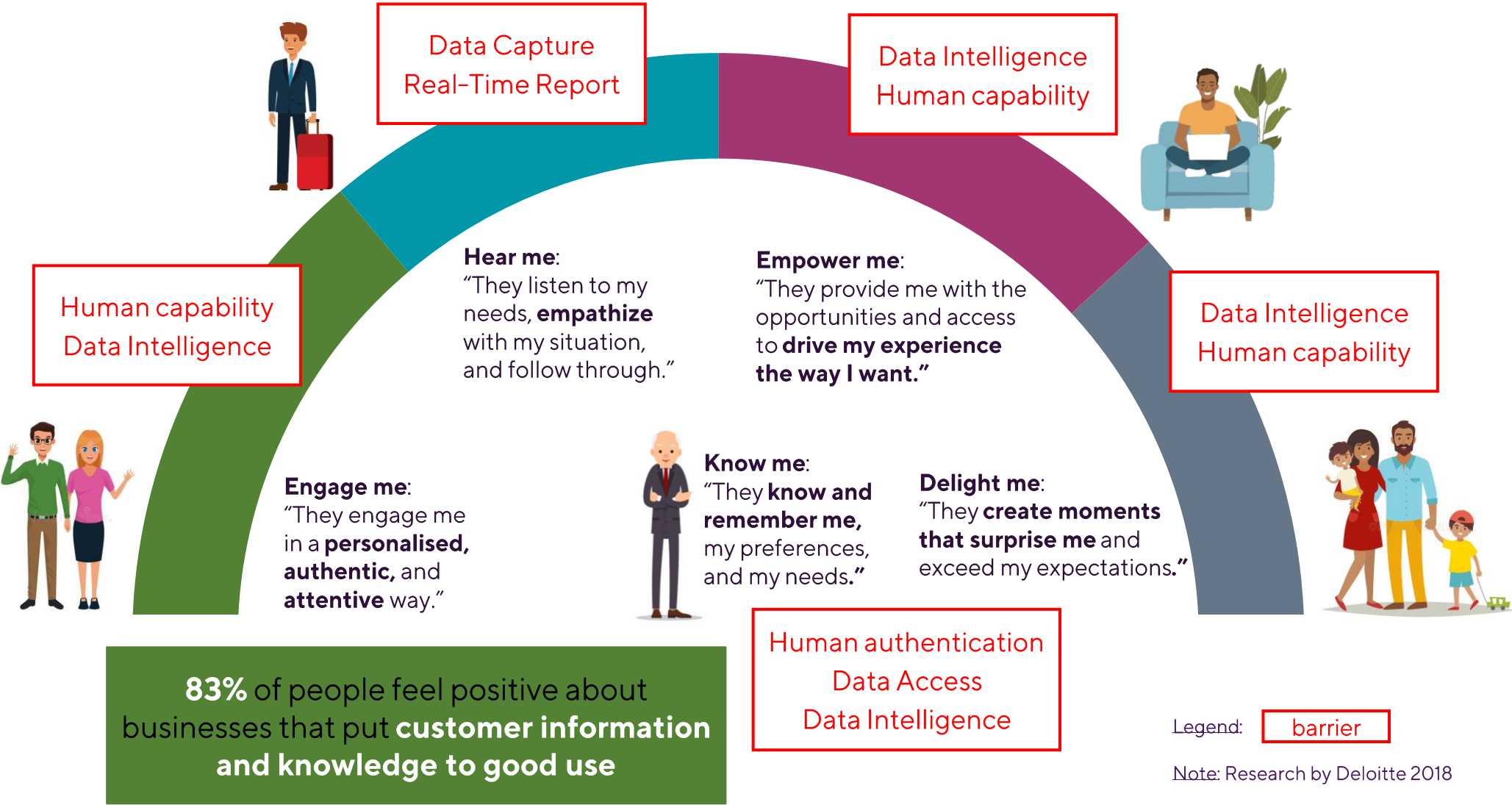AI-powered delightful spaces & human-centric experiences

# gaia

Made by **NEOMA**

# The 5 attributes of good experiences and their barriers

**Data Capture
Real-Time Report**

**Data Intelligence
Human capability**

**Human capability
Data Intelligence**

**Data Intelligence
Human capability**

**Hear me**:
"They listen to my needs, **empathize** with my situation, and follow through."

**Empower me**:
"They provide me with the opportunities and access to **drive my experience the way I want**."

**Engage me**:
"They engage me in a **personalised, authentic,** and **attentive** way."

**Know me**:
"They **know and remember me,** my preferences, and my needs**."

**Delight me**:
"They **create moments that surprise me** and exceed my expectations**."

**83%** of people feel positive about businesses that put **customer information and knowledge to good use**

**Human authentication
Data Access
Data Intelligence**

Legend: barrier

<u>Note</u>: Research by Deloitte 2018

# gaia

**A real-time staff engagement platform that uses AI to enable a consistent, seamless and personalized stay at every step, for any guest.**

# Meet Gaia

A world-class system leveraging data and physical touchpoints to build experience-improving intelligence

### 1
## Aggregate touchpoints and data

FR / CCTV cameras

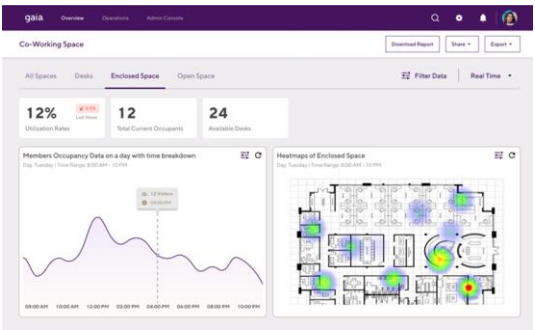Area & environmental sensor

SDK on app

Cards & wearables

QR Code

Existing Data

DATABASE

### 2
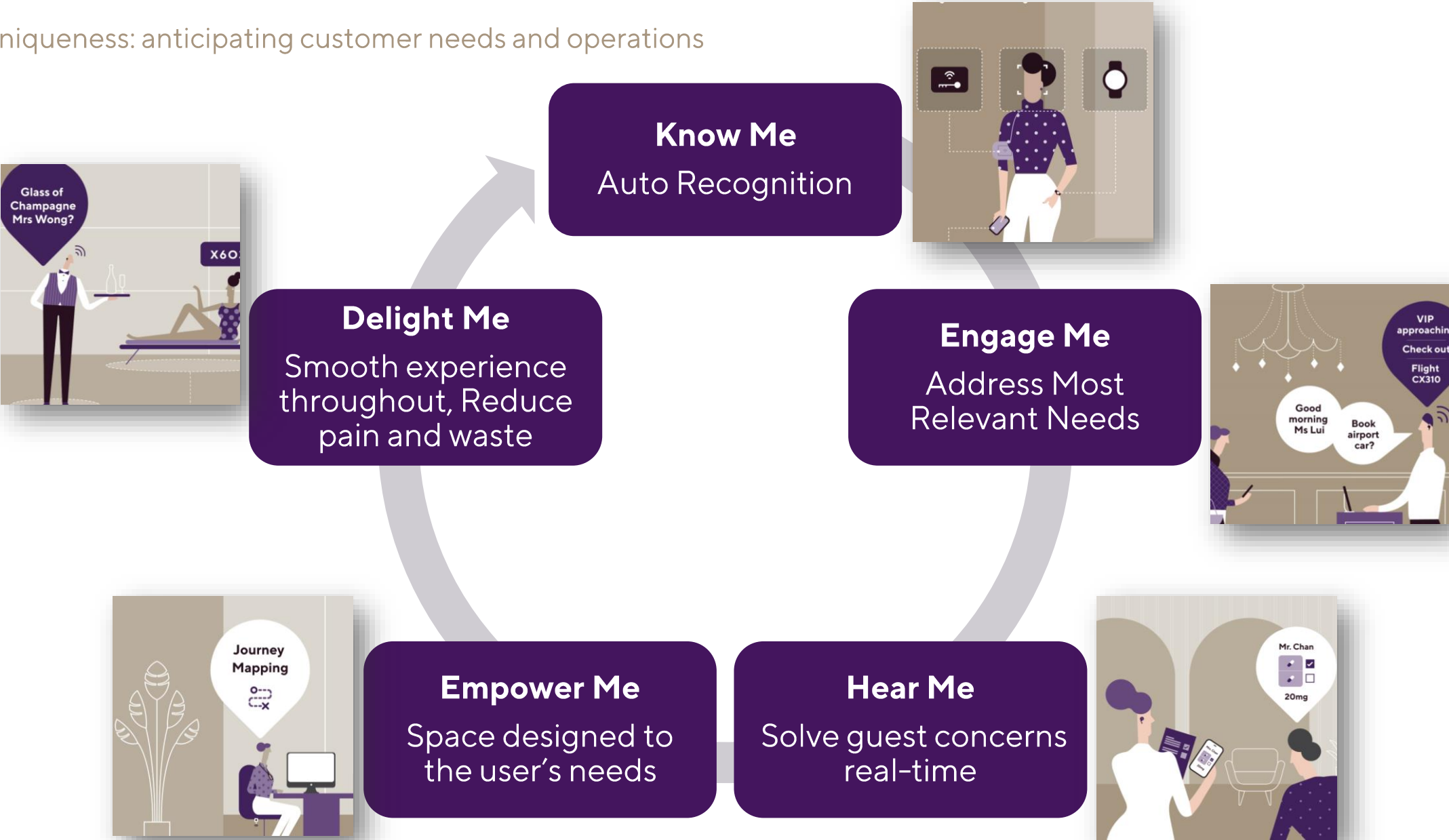## Analyse & Predict space usage



### 3
## Empower staff to serve people like VIPs

**gaia** brings together space, service and marketing management through innovative technology and helps create personalised and unforgettable property experience for guests, visitors and tenants.

- **Sports & Entertainment**: awareness of guest status at every step of their journey, safe & seamless entry, personalised service, etc.
- **Hospitality**: consistent service across hotels, highly-personalised recognition, incident management, etc.
- **Coworking**: data-driven pricing strategy, predictive sales, member personalised service, etc.



**SPACES**
Property insights

**SERVICE**
Guest management

**gaia**

**MARKETING**
Mobile marketing personalisation

Our uniqueness: anticipating customer needs and operations



**Know Me**
Auto Recognition

**Engage Me**
Address Most Relevant Needs

**Delight Me**
Smooth experience throughout, Reduce pain and waste

**Hear Me**
Solve guest concerns real-time

**Empower Me**
Space designed to the user's needs

# Sports & Entertainment use case

# FIFA World Cup 2022

**What the Gaia platform delivered at the World Cup**:

— Enabling a seamless and highly-personalised journey of all FIFA V/VIP guests across all stadiums, hotels, transport and airports

— Gaining 20% efficiency for staff to manage all guests with maximum awareness

— Digitising the end-to-end guest journey on our platform and command centre
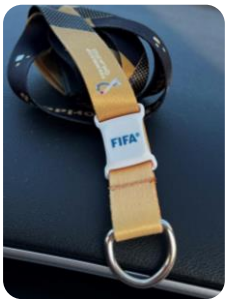
Smart tag on FIFA VIP Guest Pass

# FIFA World Cup Qatar 2022 Case Study

Dynamic guest insights based on staff department

Overview of all guests status in real-time

Guests within 20m of staff

Key guest insights that this staff should know without asking guests

Quickly confirming duties reporting

Guest was not supposed to attend this match

Incident(s) previously occured

Aggregation of guest data from different sources (picture, booking, CRM, etc.)

9:41

PA  📍 Stadium 1 • Tribune ⌄
OD • World Cup Match

All (220)   Nearby (120)   Arriving (75)   Lounge

**Real-time Nearby Guests**   ↓ Historical

In Venue Location
VVIP
**Mr. Pulettas**
Main Stand Right
◎ Lounge · 15m ago
Confirm   !

In Venue Location
VIP
**Mr. Chang**
Main Stand Left · #A321
◎ Welcome Desk · 5m ago
Confirm   !

Unexpected
In Venue Location
VVIP
**Mr. Jhone**
Main Stand
◎ Tribune · 15m ago
Confirm   !

In Venue Location
VVIP
**Mr. Wang**
Opposite Stand
◎ Welcome Desk · 15m ago
Confirm   !

In Venue Location
VVIP
**Mrs. Doe**
Main Stand Right
◎ Welcome Desk · 15m ago

In Venue Location
VVIP
**Mr. Larry**
Main Stand Right
◎ Welcome Desk · 15m ago

---

9:41

← **Detail Profile**

In Venue   VVIP

**Mr. Alex Pulettas**
Contract Manager
**Main Stand Right**
◎ Lounge · 5m ago

Confirm   ! Raise Issue

Preferences

Do not drink alcohol or smoke cigarette. Need timely medicines.

---

PA  **Stadium Staff**
📍 Stadium 1, ⌄

Search by guest name or designation 🔍

All (120)   Arriving (75)   Lounge(10)   Tribune(10)

**Real-time Nearby Guests**   ↓ Historical

In Venue Location
VVIP
**Mr. Pulettas**
Main Stand Left
◎ Welcome Desk · 15m ago
Confirm   ! Raise Issue

Unexpected
In Venue Location
VVIP
**Mr. Riaz**
Opposite Stand
◎ Lounge · 12m ago
Confirm   ! Raise Issue

Arrived ETA
VIP
SG
**Mrs. Doe**
Main Stand Left · #A321
◎ Tribune · 07m ago
Confirm   ! Raise Issue

In Venue Location
VVIP

In Venue Location
VVIP

In Venue Location
VVIP

**Raise Issue**   ✕

Mr. Pulettas
Tribune Stand

Concerned Authority *
Select

Issue *
Describe Issue Here

#No Ticket   #Has Friend   #No Pass
Friend

☐ Protocol Officer
☐ Coordinator
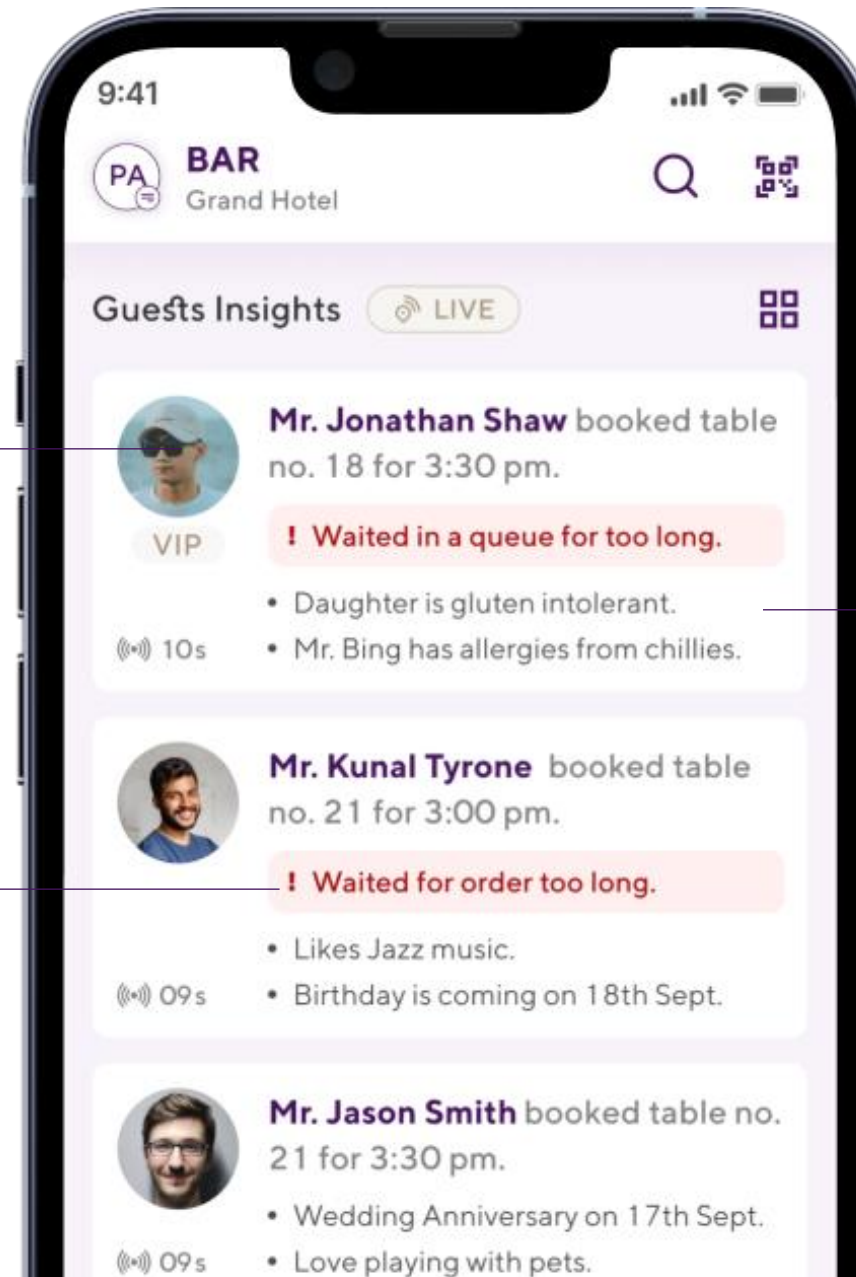☐ Command Centre
☐ Volunteer
☐ Staff Member

**Raise Issue**

# Gaia Insights

Gaia activates **data from multiple sources** and pairs it with the dual keycard to pull up relevant insights each time **a guest approaches staff or enters hotel facilities.**

With Gaia, staff repeat an extraordinary level of care and service for every guest, at every opportunity, without exception.

Mr. Shaw is the closest to staff

Combining different data sources

Guest complaints shared to nearby staff

# Privacy-first guest management
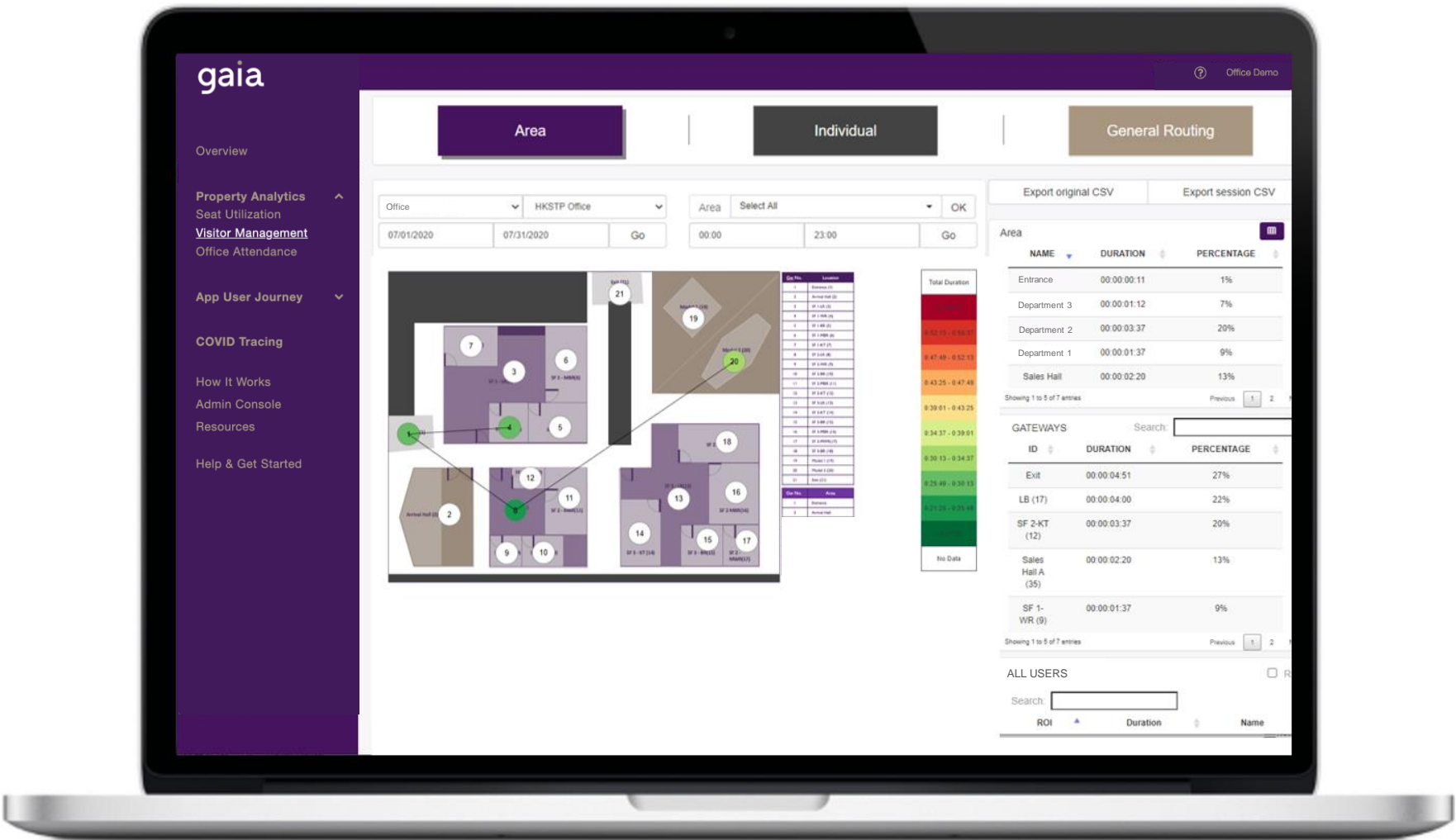
# Journey visualization and analysis

Gaia AI accurately and anonymously analyses thousand of routes taken by people across areas, floors and buildings visualizing and revealing movement patterns and behaviours that are impossible to capture by human observations.

Building Level

Workplace Level

# Temperature control assistance

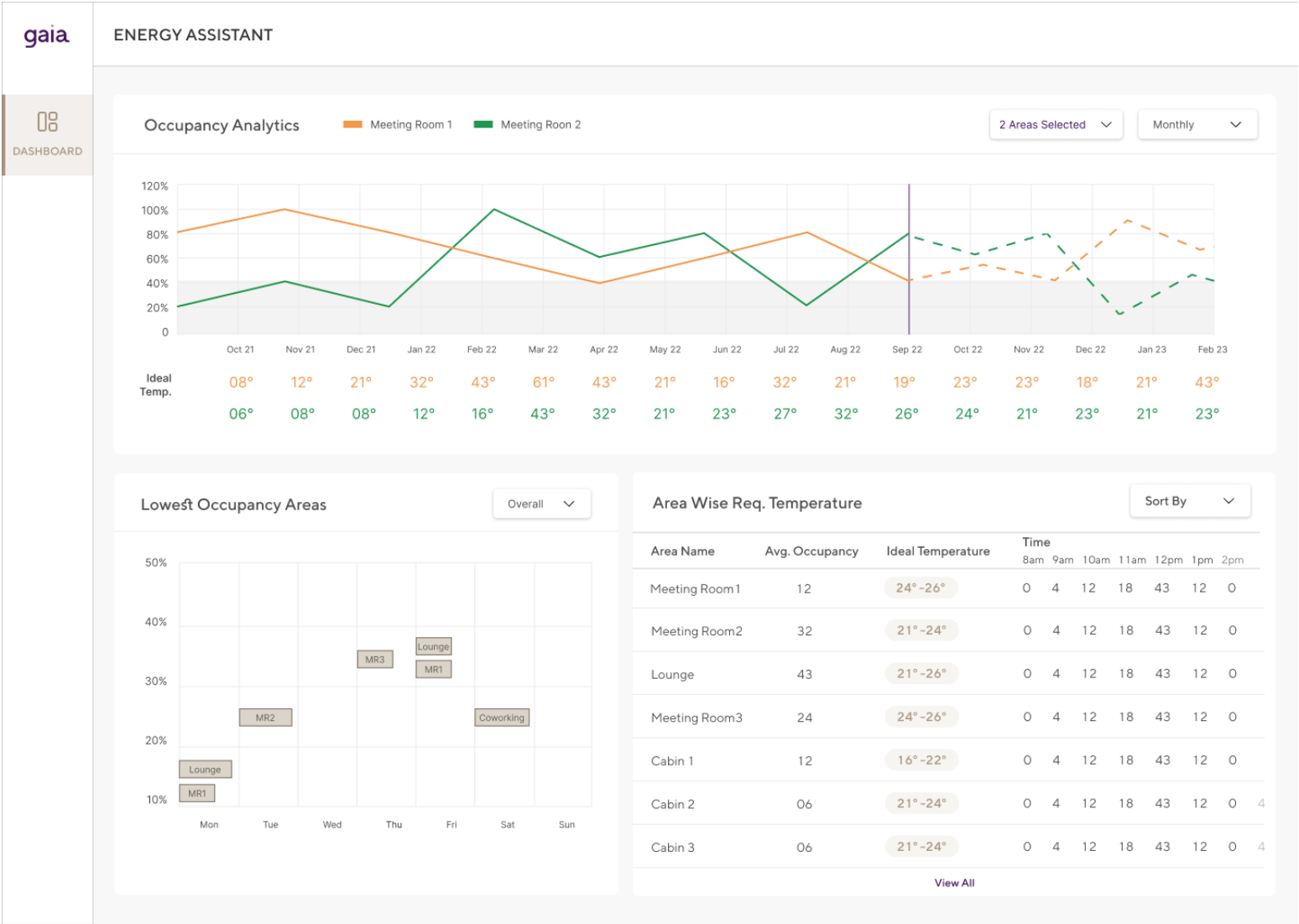Our dashboards convert space occupancy insights into temperature control and cost savings opportunities.

🏢 Building Level

🖥 Workplace Level

---

**gaia**    ENERGY ASSISTANT

**DASHBOARD**

### Occupancy Analytics
— Meeting Room 1   — Meeting Roon 2

2 Areas Selected ▾    Monthly ▾

| | Oct 21 | Nov 21 | Dec 21 | Jan 22 | Feb 22 | Mar 22 | Apr 22 | May 22 | Jun 22 | Jul 22 | Aug 22 | Sep 22 | Oct 22 | Nov 22 | Dec 22 | Jan 23 | Feb 23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ideal Temp. | 08° | 12° | 21° | 32° | 43° | 61° | 43° | 21° | 16° | 32° | 21° | 19° | 23° | 23° | 18° | 21° | 43° |
| | 06° | 08° | 08° | 12° | 16° | 43° | 32° | 21° | 23° | 27° | 32° | 26° | 24° | 21° | 23° | 21° | 23° |

### Lowest Occupancy Areas
Overall ▾

MR3  Lounge  MR1  MR2  Coworking  Lounge  MR1

Mon  Tue  Wed  Thu  Fri  Sat  Sun

### Area Wise Req. Temperature
Sort By ▾

| Area Name | Avg. Occupancy | Ideal Temperature | 8am | 9am | 10am | 11am | 12pm | 1pm | 2pm |
|---|---|---|---|---|---|---|---|---|---|
| Meeting Room1 | 12 | 24°-26° | 0 | 4 | 12 | 18 | 43 | 12 | 0 |
| Meeting Room2 | 32 | 21°-24° | 0 | 4 | 12 | 18 | 43 | 12 | 0 |
| Lounge | 43 | 21°-26° | 0 | 4 | 12 | 18 | 43 | 12 | 0 |
| Meeting Room3 | 24 | 24°-26° | 0 | 4 | 12 | 18 | 43 | 12 | 0 |
| Cabin 1 | 12 | 16°-22° | 0 | 4 | 12 | 18 | 43 | 12 | 0 |
| Cabin 2 | 06 | 21°-24° | 0 | 4 | 12 | 18 | 43 | 12 | 0 | 4 |
| Cabin 3 | 06 | 21°-24° | 0 | 4 | 12 | 18 | 43 | 12 | 0 | 4 |

**View All**

# Our architecture

**Building Management System (door lock, lift, etc.)**

**Any existing customer data (PMS, POS, CRM, etc.)**

Key cards          Wearables

Mobile app          CCTV cameras

Facial Recognition          QR codes

**Any customer touchpoint**

Fully encrypted data

**Gaia Connector**

Connects systems (no personal data on cloud)

**Gaia Cloud Server**

Transmits data
Creates AI insights

**Gaia Staff App**

Receives servicing insights
Predicts operations

**Gaia Platform**

Analyses all data
Builds customer journeys

# How the Gaia platform creates business value

## Operations

**+20% operational efficiency** (automated guest management, less training and efforts), while **improving the quality of life at work**
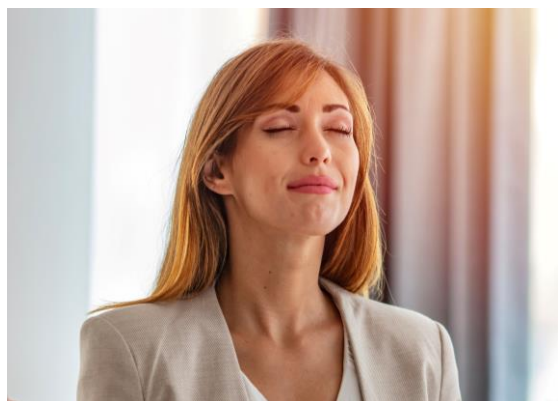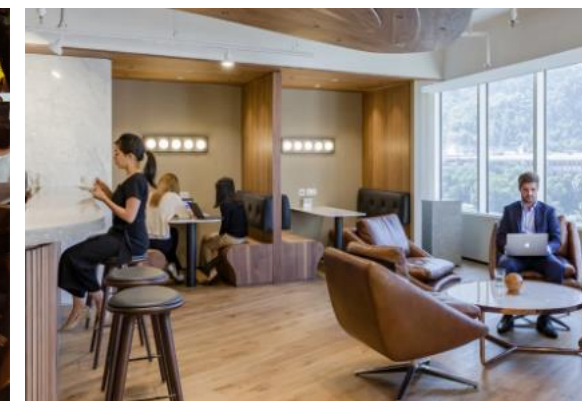


## Sales

Up to **15% ancillary revenues** from upsell and cross-sell as a result of a highly-personalised service, with **privacy-first guest insights**



## Space

Find the right balance between **occupancy** levels, optimised **energy consumption** and **operational resources** to create the best guest experience

# Our milestones

## 400k
Journeys created across millions of square feet

## 36k
Touchpoints connected to the Gaia platform

## 77
Locations covered in 8 countries

## 4
Proptech and hospitality awards

# Our main clients

**FIFA**

**Guest Management** V/VIP Guests at the World Cup (airports, hotels, transport, stadiums)

**THE PENINSULA HOTELS**

**Guest Management** V/VIP Guests recognition across hotel facilities

**PURE FITNESS**

**Space Management** Machine–based space analytics

**Hongkong Land**

**Customer Engagement** Personalised journey via The Landmark app

**THE EXECUTIVE CENTRE**

**Space Management** Multi touchpoints space analytics across centers

**REGENT**

**Guest Management** Guest recognition at breakfast area

**WHEELOCK PROPERTIES**

**Space Management** Buyer space usage patterns across showrooms

**HELLENIC REPUBLIC Ministry of Infrastructure and Transport**

**Customer Engagement** Location–based engagement across highways

**SWIRE**

**Customer Engagement** Interactive exhibition in members' club

# Leadership Team

## Francois Chabaudie
### CEO

– MS Entrepreneurs, HEC label, France

– Entrepreneur Award Winner and speaker

– 10 years experience in global strategy and business advisory companies

## Antima Gangwar
### CTO

– 20 years in software engineering, computer programming, IoT and application development

– MBA in I&T Management, Indian Institute of Planning and Management

## Yulia Protasova
### Segment Director

– 15 years in enterprise sales, SaaS, business strategy, CX building, IoT, O2O and customer loyalty

– MBA, University of International Business and Economics, Beijing, China

## Mohamed Hachad
### Business Dev Manager

– Former professional athlete with an experience in the sports industry across Europe, MENA and the USA

– Bachelor, Northwestern Uni (USA) and post-grad FIBA program (Switzerland)

Thank you

✉

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