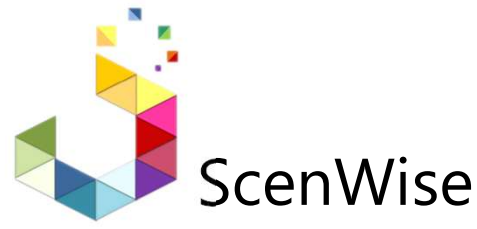




GUIDE

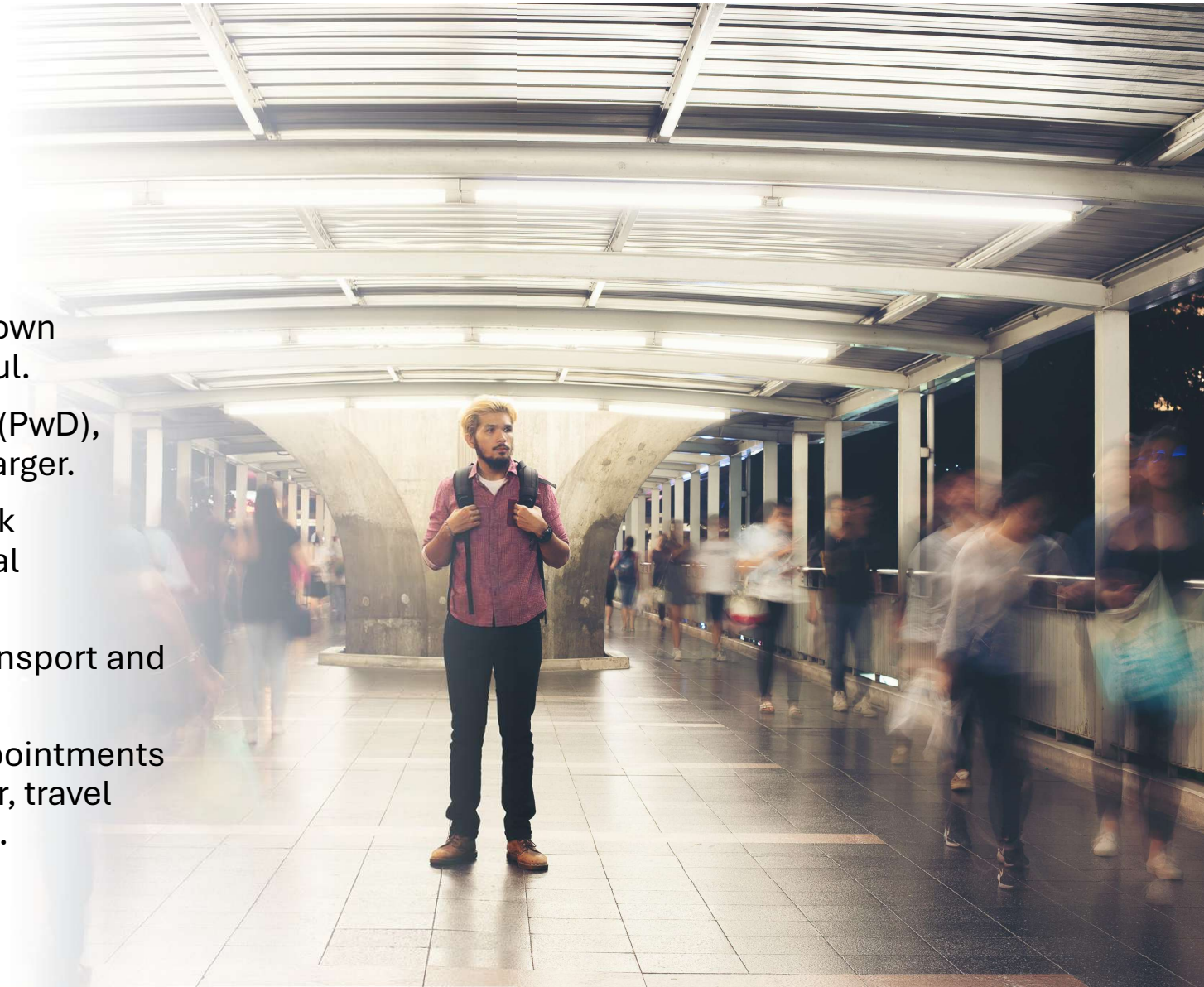
Guidance platform for People with Disabilities

Kin Fai Chan
Kinfai.chan@scenwise.com

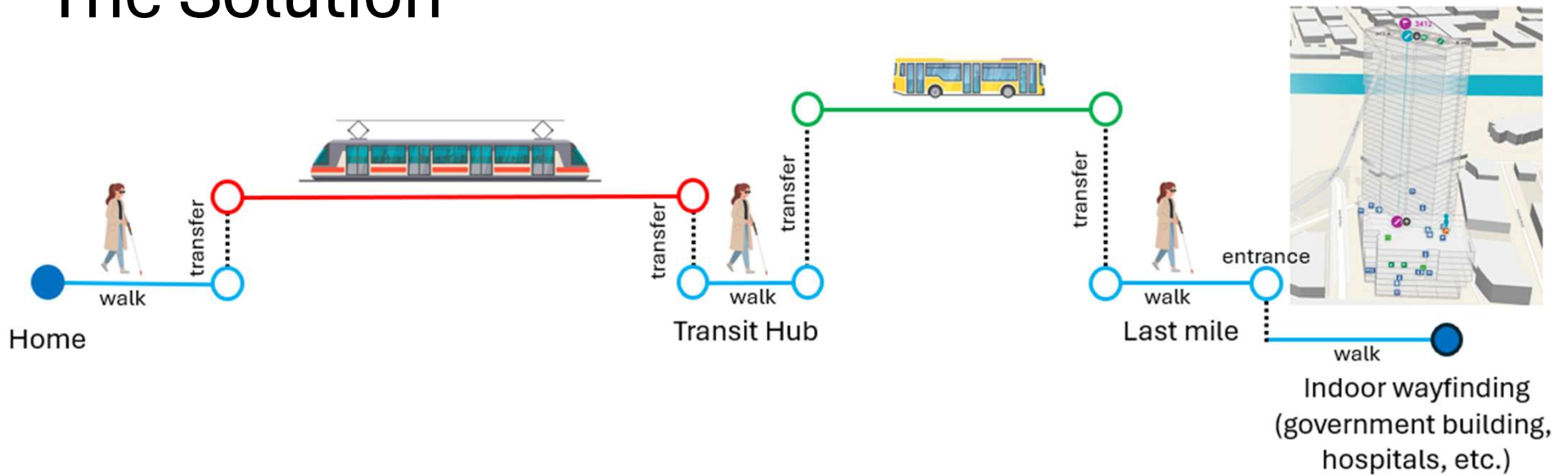


The problem

- Navigating complex & unknown environment can be stressful.
- For People with Disabilities (PwD), these challenges are even larger.
- Existing navigation tools lack accessibility and multimodal integration.
- Fragmented data across transport and building systems.
- Consequences: missed appointments in hospitals, missed transfer, travel stress, and social exclusion.



The Solution



GUIDE delivers seamless, accessible full journey assistant:

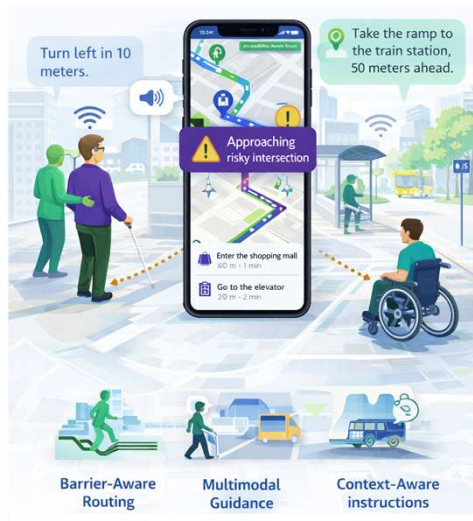
- AI-powered personal assistant for multimodal travel.
- Combines indoor/outdoor positioning and digital twins.
- Integrates hospital, airports, transport, and city systems via open APIs.
- Designed for all users, including those with disabilities.



Positioning



Digital Walking Network
indoor + outdoor



Adaptive AI
Journey Assistant



Public Transport :
Connected Passengers



Traffic Light system :
Connected Pedestrians



GUIDE : Unique Selling Points (USP)



Value Proposition & Positioning

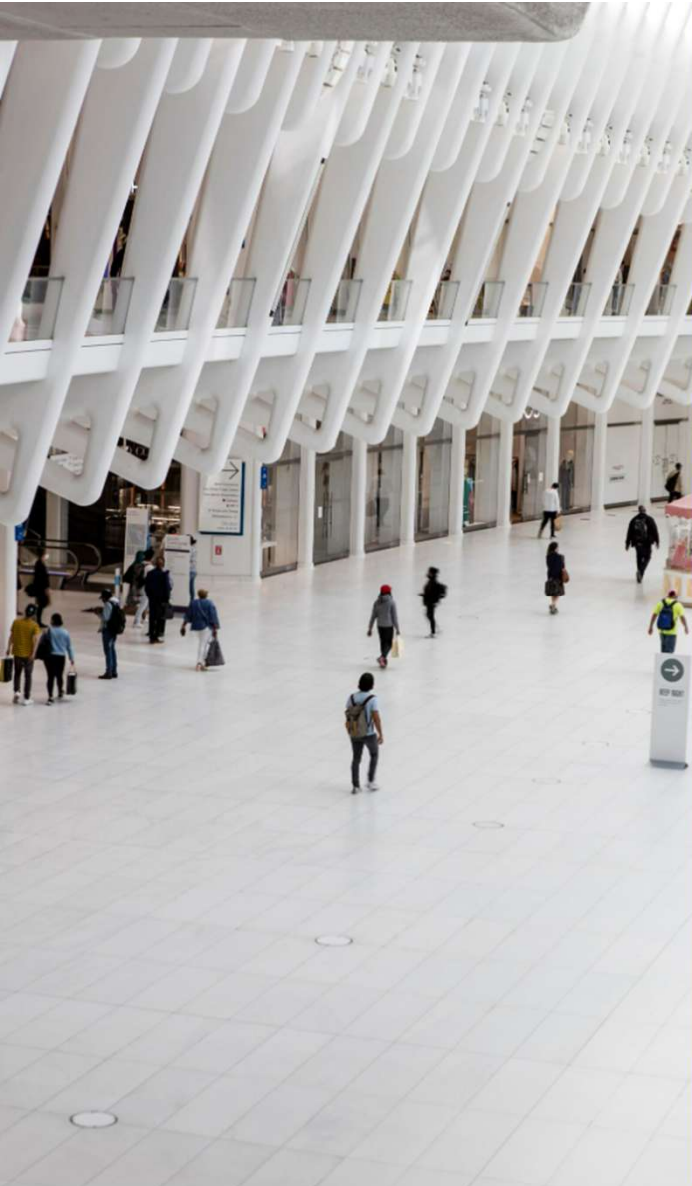
- Personalized, multimodal guidance for accessibility.
- Interoperable and scalable across domains.
- First Full Journey (Home-to-Destination) 'Accessibility-as-a-Service' platform
- Differentiated by AI, interoperability, and compliance.



Market & Total Addressable Market (TAM)

- TAM: €30B+ global assistive mobility market.
- SAM (Europe): €5B, growing 12% annually.
- SOM: Target healthcare, transport, and smart city sectors.
- Key clients: municipalities, hospitals, airports, transit operators.





Go-to-Market Strategy



LAUNCHING CUSTOMERS

- 2026: Partnership with Envision. Envision already have 500.000 users worldwide for their AI Assistant
- Partnership with Eindhoven University (indoor positioning)
- 2026-2027: Operational pilot with LUMC (Leiden University Medical Center) and Dutch transit provider Arriva



MARKET ENTRY

- 2027-2028: ITEA project
- Türkiye: collaboration with TAV (airport operators)
- Taiwan: collaboration with Oriongo (airports + hospitals)
- S. Korea: collaboration with Sungchang (buses for elderly users)



GLOBAL SAAS EXPANSION

- Consumers (People with Disabilities)
- Venue owners
- Public agencies
- Tech integrators

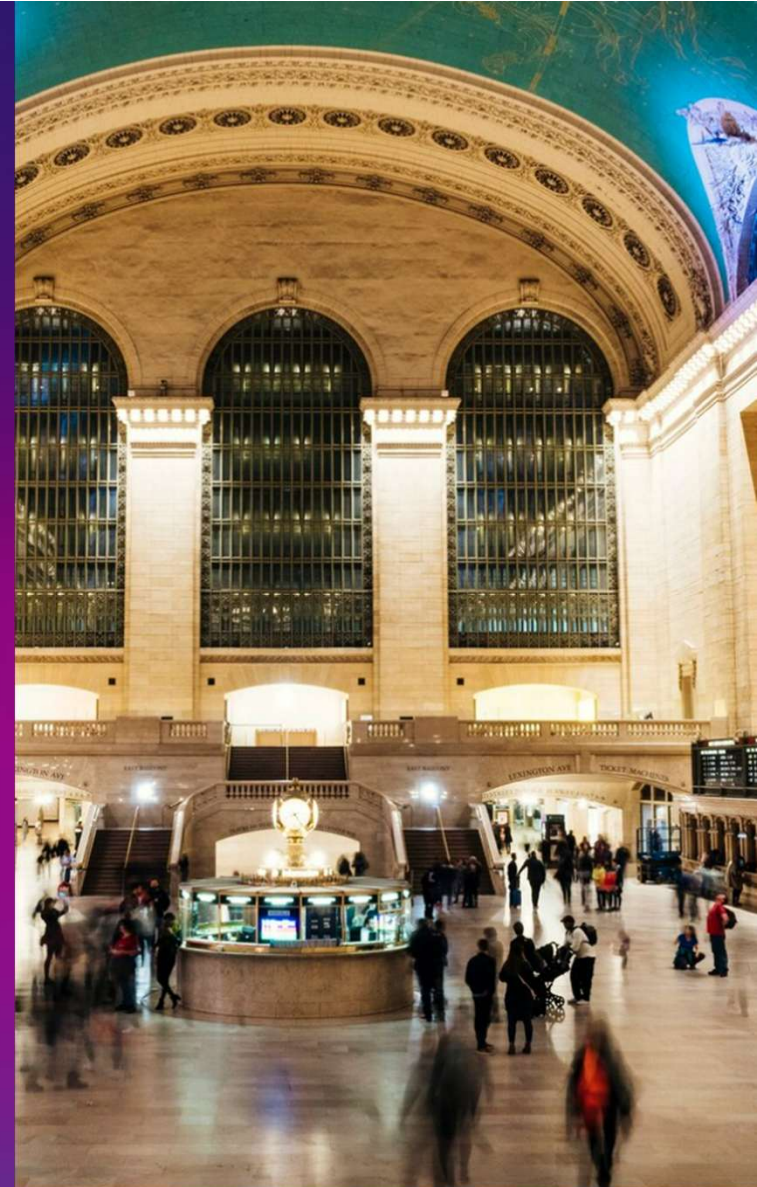
Business/Revenue Model

REVENUE STREAMS

- B2C : Subscription-based model: AI Assistant for PwD
- B2B : Subscription model for airports, hospitals, transport hubs
- B2G : Licenses for government buildings & public spaces
- Others: partnership with municipalities, smart city projects
- Licensing fees for integrating our technology into third-party systems
- Custom solutions and consulting services for cities and real-estate developers

PRICING STRATEGY

- Tiered pricing based on the level of service
- Volume discounts for large venue owners
- Discounts for long-term contracts for cities and government buildings



Traction: KPI Metrics & Milestones

Key performance Indicators (KPI 's)

- 12 Consortium partners across 6 countries
- Confirmed pilots in university campus, airports, transport hubs
- KPIs : $\geq 85\%$ user satisfaction, 95% routing accuracy
- 2 operational demonstrators by 2027

FORECASTED REVENUES (2026-2028)

- 2026: €0.5M pilot contracts
- 2027: €2.0M SaaS onboarding
- 2028: €4.5M International scaling

