



ARoglyph

[əɪ-ar-ə-glɪf]

signs are all around

ARoglyph is here to help



People, institutions and businesses need better exposure of their offerings to those nearby.

ARoglyph helps its users build a versatile communication channel by using virtual marks with any text, pictures or audio; marks that are visible within a limited distance.



ARoglyph helps youngsters

Target audience:

- **Youngsters**

The problem: teenagers and young adults aged 14 to 21 look for new ways to express themselves and to communicate confidentially with members of their group.

The solution:

ARoglyph offers a virtual canvas for public graffiti or private notes, and makes it easier to keep walls and fences clean from drawings.

ARoglyph helps introverts

Target audience:

- **Introverts and people with disabilities**

The problem: there are more than 3 millions of people with autism spectrum disorders and about 3-4 millions people with hearing disorder in the USA alone. This is a large number of people who need help in socializing.

The solution: ARoglyph allows introverts to initiate a “delayed conversation” by leaving a mark that is not addressed to anyone in particular. And there is no need to make friends before or later.

Aroglyph helps travellers



Target audience:

- **Travellers**

The problem: when one travels to a new place, any relevant on-site information provided is welcome (e.g. recommendations from locals or advice from other travellers).

The solution: Aroglyph provides the possibility to leave textual, graphical or audio information related to the place of interest. Moreover, all irrelevant marks (out of range) are hidden when you are on the spot.

ARoglyph helps neighbors



Target audience:

- **Neighbors**

The problem: neighbors often don't know each other but still have common interests to discuss and common problems to solve (eg. house maintenance issues, garage sales etc.).

The solution: with ARoglyph neighbors can share and discuss common topics with no face to face meetings by placing marks at their buildings and leaving comments on these marks.

ARoglyph helps retailers



Target audience:

- **Brick-and-mortar businesses**

The problem: retail businesses face limited possibilities to expose their offerings to people around – those who live in adjacent buildings or just passing by.

The solution: ARoglyph brings a handy replacement of posters and other ATL advertisement. Prices, descriptions and other details can be updated easily when they are exposed in a virtual mark.

ARoglyph helps communities

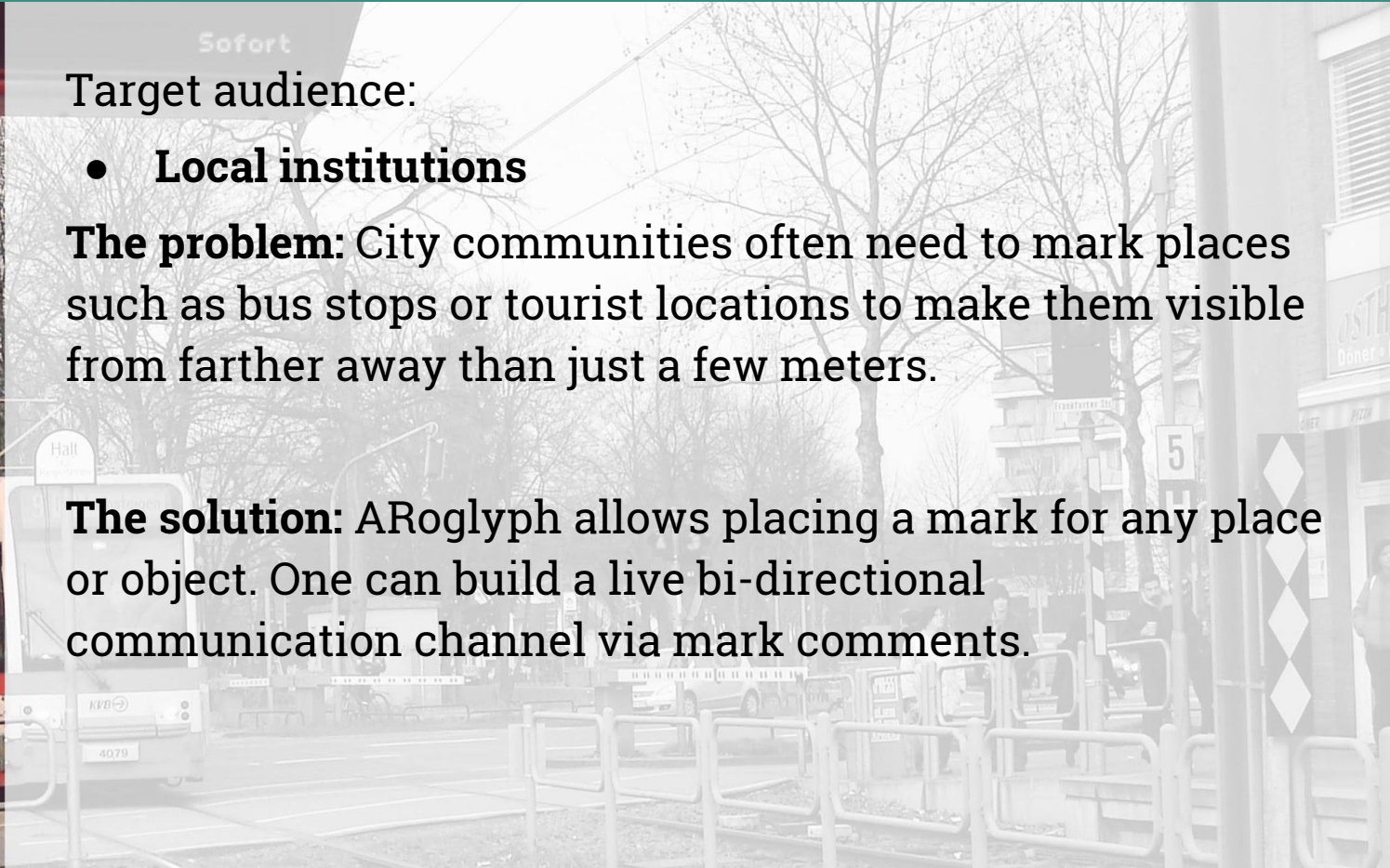


Sofort
Target audience:

- **Local institutions**

The problem: City communities often need to mark places such as bus stops or tourist locations to make them visible from farther away than just a few meters.

The solution: ARoglyph allows placing a mark for any place or object. One can build a live bi-directional communication channel via mark comments.



What a mark is

Basic features:

- Text note
- Voice record
- Picture or drawing

Type in, dictate your note, attach your drawing or just take a picture.

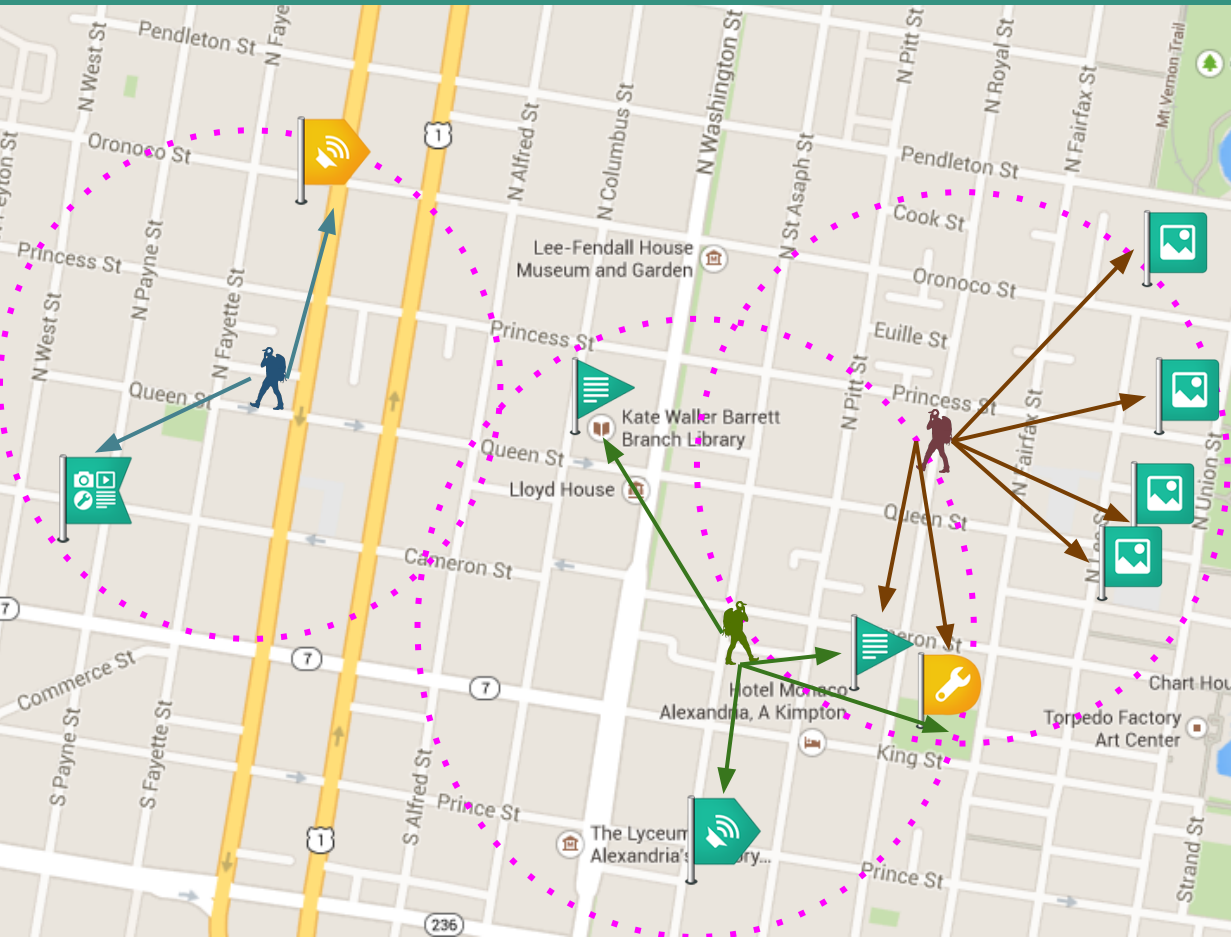
This is the way a new mark is born.



Personal

Commercial

what a mark is



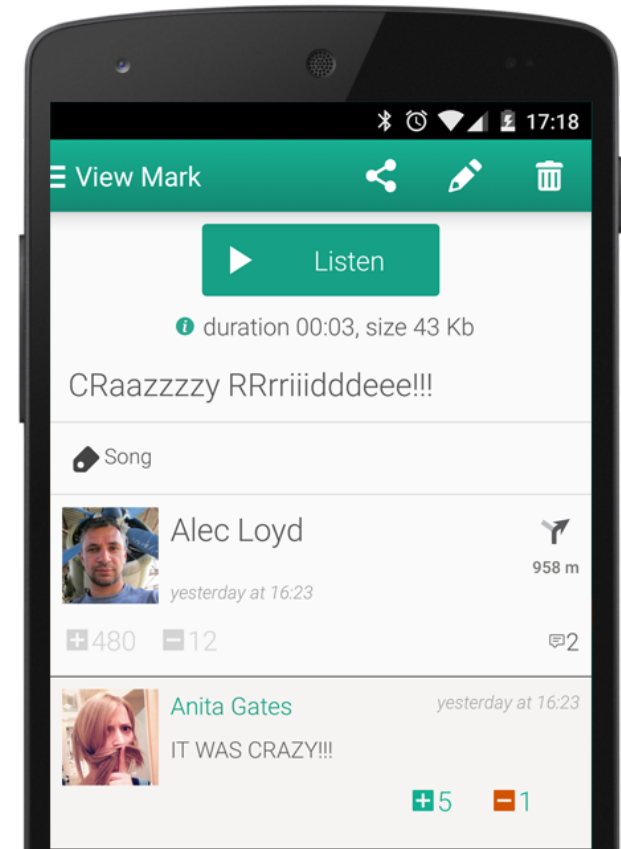
Unique features:

- **Visible within a limited range** (up to 1 km or 3000 feet)
- **Flexible expiry date** (marks set to expire in 90 days or less)
- **Managed publicity** (visible to everyone or only to a chosen people or groups)

What a mark is

Extended features:

- **Comments:** those who see a mark can share their opinion or add information
- **Voting:** one can vote for or against marks and comments, positive votes increase mark's lifetime
- **Sharing:** one can publish the contents of a mark to social networks and invite friends to try ARoglyph
- **Alerts:** notify when one comes across a mark of a certain type or with specific content



More fun, less stress

- Less graffiti on the streets
- Less burden from posters and signs
- More relevant content
- More flexibility in advertising
- Less unwanted real-life contact
- More anonymity and privacy



Are there any competitors?

- Applications that are about places - ARoglyph is not linked or limited to known places and postal addresses
- Applications where the main object is a person - ARoglyph's main object and value is a mark and its contents
- Applications for communication with particular people or groups - ARoglyph marks can be seen by strangers
- Applications for following friends and their activities - with ARoglyph you do not need to be one's friend to enjoy a mark
- Applications that use GPS coordinates to follow the map - if there is no map, ARoglyph is still helpful.

Monetization

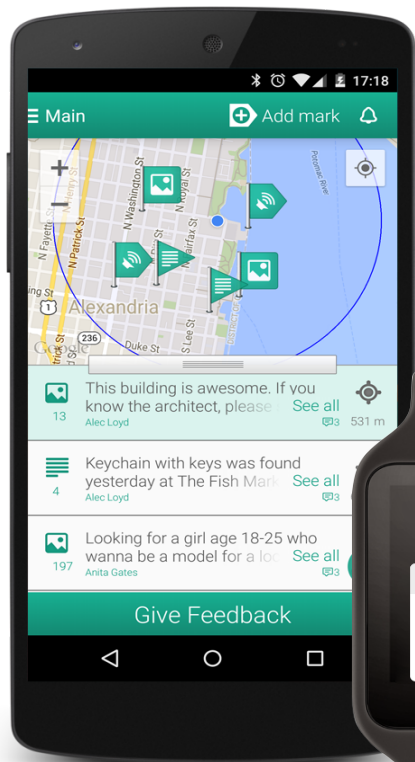
- I. **Premium accounts** for private users:
 - A. Extended visibility range
 - B. High-quality images for image marks
 - C. Lots of handy tweaks
- II. **Digital goods** (in-app purchases):
 - A. 3-dimensional models
 - B. Custom glyph sets
 - C. Mark translation package
- III. **Paid placement** of long-term marks for businesses
- IV. **Custom solutions** for vertical markets

Traction and roadmap

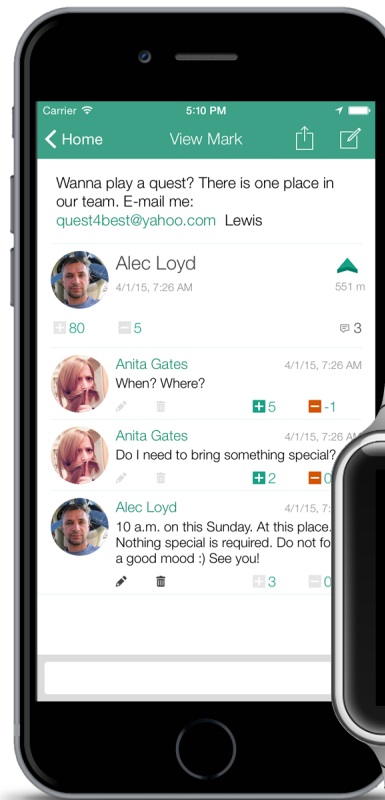
You can start using ARoglyph right now!

- The platform and the client applications for Android and iOS - public beta version is available
- Public launch - Q3 2015
- Extension of the client application (alerts, private messages) - Q4 2015
- Localization of the client application to major languages- Q4 2015
- Premium packages - Q1 2016
- Paid services for businesses - Q1 2016
- Projects with institutions and businesses (US, UK) - Q2 2016

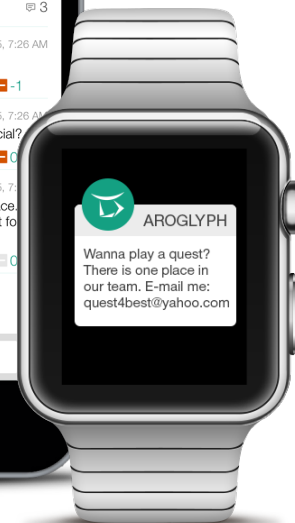
Ready-to-use application



Android
Android Wear



iOS
Apple Watch



Founders



Eugene Mayevski has been running a software development business since 1997. Eugene's company, EldoS Corporation, is a market leader in cryptography-related and low-level system components and libraries.



Maxim Ronshin is a serial entrepreneur who has run a number of software and service projects since 1995. Several of those projects (GpsGrad, FamilyLocator) are based on geolocation technologies. MobileSOP mobile solution serves fortune 100 customers in FMCG and retail.

The team

2014-2015:

- 2 founders
- Project manager
- 6 software engineers and QA
- Graphic designer
- 2 marketing specialists

2015-2016 (plan):

- + PR manager
- + Marketing specialists



Investments are welcome

Current expenses (kept at a minimum):

- \$25,000 per month will be sufficient for the next 3 to 4 months
- Office rent is not included (the office is shared with the company of one of the founders)

Required expenses by Q4 2015:

- Expected burn rate of \$80,000 per month will be sufficient to run the service in full power for 18 to 24 months
- Including marketing activities
- Including office rental payments
- Including costs of the backend platform, Microsoft Azure

Success will come

At the moment it is too early to speculate about the income expected in a year or two, but **as experienced software vendors** we strive for making our project profitable as soon as possible. Hopefully it will happen in 2016-2017.

This expectation is based on the facts:

- ❖ Fresh look at local communications at everyday life
- ❖ Community-oriented platform
- ❖ Ready to use software
- ❖ Project backed by the founders.

Success will come with ARoglyph: popular among users and profitable for investors. We expect our project to attract attention of large companies such as Microsoft, Google or Facebook.



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