



01 / 17 · THE PROBLEM

Venues own the most valuable airspace in media — and earn £0 on it

£0

EARNED ON THE SPACE BETWEEN EVERY FAN AND THE PITCH

90k

PHONES IN A FULL STADIUM, OUTSIDE THE VENUE'S CONTROL

0

VENUES WITH A SPATIAL LAYER THEY OWN AND MEASURE

A venue has already sold its perimeter boards, its naming rights and its hospitality boxes. But the volume of space

Meanwhile the fan's attention leaks to TikTok between every play. Venues are data-blind: they cannot see, price, or

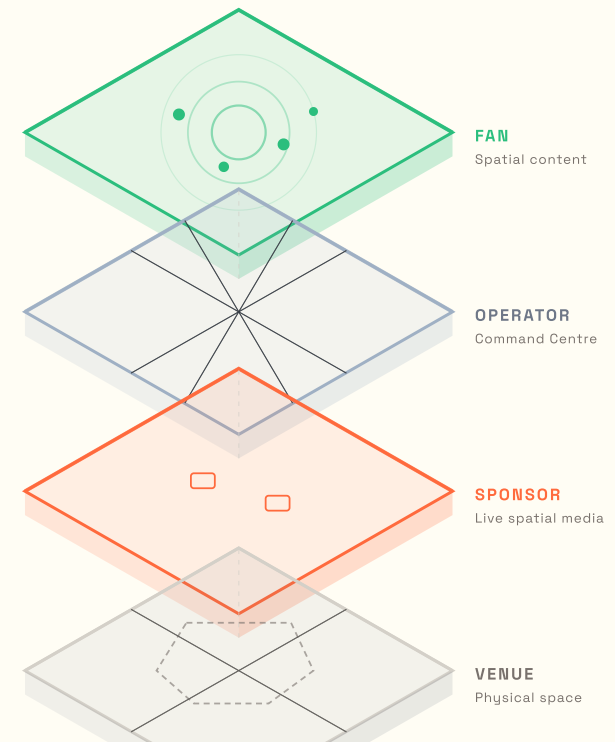
where 90,000 fans actually look — between their seat and the pitch — earns nothing. It isn't measured, priced, or owned.

capture what happens inside their own walls. The phone is already in the fan's hand — the venue simply doesn't own what's on it.

AirSyne turns a venue into a measurable, data-generating asset

Spatial engagement infrastructure. The fan experience is the engagement layer and the data-capture mechanism in one.

YOU JUST SAW IT WORK — THE VENUE POLYGON, FANS DROPPING SYNES, THE SPONSOR LAYER, THE VENUE'S MEMORY OF THE EVENT.



FOR THE VENUE

A new asset class: programmable airspace, owned and operated in real time from the Command Centre.

FOR THE FAN

Zero-install spatial content via a QR code. Every interaction is simultaneously the experience and a data point.

FOR THE SPONSOR

Live spatial media — GPS-anchored to the venue, measurable to the metre, impossible to ad-block.

New sponsor revenue from airspace that earns £0 today

Sponsors buy **live spatial media** — GPS-anchored, campaign-triggered, measurable to the metre. This is the revenue that makes the venue licence pay for itself.

REACHES NON-CUSTOMERS

Everyone physically present in the venue — not just a brand's existing followers. No opt-in. No login. No audience to buy first.

UNBLOCKABLE BY DESIGN

Not an ad unit in a feed. It lives in the space between the fan and the pitch — it can't be filtered, skipped, or ad-blocked.

PRICED LIKE MEDIA

Proximity, dwell and response measured to the metre — sold on evidence, not impressions guessed at after the fact.

THE VENUE'S PITCH TO ITS SPONSORS

"You already bought the perimeter boards and the naming rights. We sell you the space between every fan and the pitch — and prove who saw it."

Spatial Attention Value — the currency for physical attention

SAV is our proprietary composite: the first unit that prices what attention is actually worth in a real place.

COMPOSITE METRIC · FIGURES ILLUSTRATIVE

$$SAV = \text{Proximity} + \text{Dwell} + \text{Interaction} + \text{Sentiment} + \text{Response depth}$$

Web analytics

1995 - 2010

Who visited a page. The web became measurable — and an industry was built on the rating.

Product analytics

2010 - 2025

What users did inside an app. Behaviour in software became the unit of value.

Spatial analytics

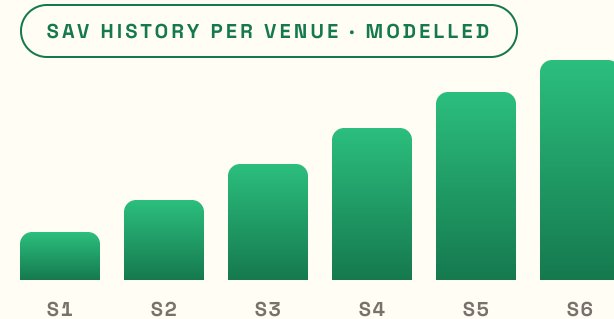
2025 - 2040

What happens in real places. The attention layer of the physical world — owned by AirSyne.

The Nielsen rating for live venues. The Google Analytics of physical space.

The defensible asset is the data — and only we generate it

Not the AI. Not the app. A proprietary spatial dataset that no competitor holds, because no one else is in the building generating it. It grows with every fixture.



Every season compounds. A new entrant starts at S1 — and can never backfill the seasons it wasn't there for.

CAPTURED, NOT SCRAPED

SAV is produced live, on-site, from real fan behaviour. There is no public source to crawl and no dataset to license.

CAN'T BE BACKFILLED

History only accrues to whoever was deployed. A competitor arriving later begins at zero seasons of record.

COMPOUNDS PER FIXTURE

Every event deepens the venue's record and raises the switching cost — the dataset is the lock-in.

Why a giant can't simply build this

Assume the technology is replicable — it is. The moat was never the code. It is structural, and it favours us.

a

Data sovereignty

Venues adopt AirSyne precisely so they don't hand fan data to Silicon Valley. Here Google is the adversary, not the substitute — a venue won't give Google its data to avoid giving it to Google.

b

Supply-side lock

The moat is signed, ideally exclusive venue deals — "the official spatial layer of the venue." Giants are weak at slow, relationship-driven, one-venue-at-a-time B2B sales.

c

Compounding data

Seasons of SAV history can't be backfilled by a new entrant. The longer we are deployed, the higher the switching cost grows.

d

Below the radar

Fragmented £800–1,500/mo licences sit beneath a giant's margin model. Each venue is a local network won

the hard way — too small to bother with, until too big to catch.

TECH PARITY ASSUMED — ONLY TWO THINGS MATTER

SPEED

Land the marquee venues first, with exclusivity. The land-grab decides who owns the spatial layer before anyone else arrives.

SCALE

Compounding *SAV* data across a growing venue count. Every venue and every season widens a lead that can't be bought back.

Built natively on the UK's authoritative geospatial data

AirSyne runs on Ordnance Survey NGD data through the Geovation accelerator — Ordnance Survey and HM Land Registry. OS-precise geometry is what makes attention measurable to the metre.

OS NGD

The authoritative national record of UK building geometry — the base layer beneath every venue we model.

GEOVATION

The OS + HM Land Registry accelerator. Accepted May 2026, with direct access to OS Premium APIs.

EQUITY-STAKE SIGNAL

OS takes equity positions in its data-native startups — an external, institutional de-risking signal.

UK-DATA-NATIVE

A national geospatial spine the US giants don't own — reinforcing the data-sovereignty position.

±1m

£12k/yr

GEOMETRY PRECISION
BEHIND EVERY SAV
READING

DATA COST ADVANTAGE
VS BUILDING THIS
INDEPENDENTLY

Layered, recurring, venue-funded revenue

Venue Licence (SaaS)

From first paid pilot



£800-£1,500/mo

Event Activation

Per-event add-on



£300-£500/event

Data Insights Premium

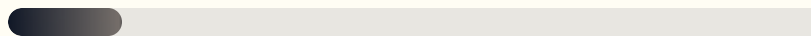
Premium add-on



£500-£1,000/mo

Fan Premium

Year 2 onwards



£2.99/mo

~£15

INFRASTRUCTURE COST
PER VENUE / MONTH

98%

GROSS MARGIN PER
LICENCE

8

VENUES TO BREAK-EVEN

Live spatial media revenue is shared with the venue — turning the licence from a line-item cost into a profit centre, and the easiest “yes” in the building.

The wedge is live venues. The market is every high-density space.

5,800+

STADIUMS GLOBALLY

12,000+

ARENAS GLOBALLY

~500

ADDRESSABLE UK
VENUES — THE
BEACHHEAD

\$4.8B

FAN-ENGAGEMENT MARKET, 2025

EXPANSION BEYOND THE WEDGE

Entertainment arenas

Festivals

Transport hubs

Retail & malls

Tourism & landmarks

Conference centres

Land with sport. Expand to every high-density venue.

PHASE 1 · MONTHS 1-6 · PROVE

3-5 pilot venues, UK football as the lead vertical. Discounted in exchange for case-study rights and SAV data. Demo environment modelled on Wembley's OS geometry.

PHASE 2 · MONTHS 7-12 · CONVERT

2-3 pilots to paid licence. First live spatial media campaigns with sponsors. Fan Premium tier launch.

PHASE 3 · YEAR 2+ · SCALE

Rugby, cricket, music festivals, conference venues. Multi-venue white-label partnerships. 25-35 venues.

Distribution is the venue itself: a QR code at the gate. The product ships through the physical space it serves.

Nobody owns GPS-anchored spatial media at venues — yet

	AIRSYNE	AROUND AR	SNAPCHAT AR	JUMBOTRON	SOCIAL
Zero install	Yes (PWA)	No	No	—	No
GPS-anchored content	Yes	Limited	No	No	No
Venue operator control	Full Command Centre	Partial	No	Yes	No
Fan-generated content	Yes	No	Yes	No	Yes
Live spatial media	Yes (locked layer)	Yes	Limited	Yes	No
Real-time analytics	Yes (Pulse)	Partial	No	No	Partial
UK venue focus	Primary	No (US)	No	—	No

ARound is the closest comparable — US-focused, app-download required, \$10M+ VC-backed. Their existence validates the market. Their App Store dependency is their weakness.

Bottom-up targets, venue by venue

TARGETS · NOT BOOKED REVENUE

YEAR 1 · JUN 2026 - MAY 2027

~5 pilot venues
2-3 converted to paid

~£42.5k

REVENUE · TARGET

YEAR 2 · JUN 2027 - MAY 2028

~20-25 paying venues
Fan Premium + first sponsor
share

~£430k

REVENUE · ILLUSTRATIVE

YEAR 3 · JUN 2028 - MAY 2029

~60 paying venues
Sponsor + Data Insights at
scale

~£1.29M

ARR · TARGET

BREAK-EVEN AT ~8 PAYING VENUES

Figures are modelled targets — not committed revenue or signed venues.

MILESTONES

- 01 Railway deploy
- 02 Geovation demo
- 03 Pilot agreements
- 04 First live event
- 05 Paid conversions
- 06 Fan Premium
- 07 Data insights
- 08 Acquisition-ready

Moderation built into the infrastructure, not bolted on

User-placed spatial content passes through a four-layer safety architecture — before, during and after it appears in a venue.

01

AI pre-flight

Every Syne is screened by automated checks before it can be placed in the space.

02

Community reporting

Fans flag anything inappropriate in real time, directly from the spatial view.

03

Venue moderation

The operator holds or removes content instantly from the Command Centre.

04

Centralised review

AirSyne is the final backstop, with a full audit trail of every decision.

Designed to meet the UK Online Safety Act 2023 — safety is a precondition of selling to venues, not an afterthought.

Founder-led. AI-augmented. Capital-efficient.

MARK COLLIS — FOUNDER & CEO

Serial entrepreneur and technologist. Multiple shipped products across property tech, consumer apps and spatial platforms. Running the full technical stack as a solo founder via an AI-augmented workflow equivalent to a 3-4 person engineering team.

Frontend

Backend

Infrastructure

Spatial Data

AI Integration

ADVISORY NEEDS

Senior architecture advisor (M2-7) · UX/UI contractor (M2-4) · Commercial lead (Year 2, revenue-funded)

NICOLAS TESSIER · FORMER CO-FOUNDER (5%)

Five-year partnership building AirSyne V1; both founders worked unpaid. On moving on, his contribution was honoured with a retained equity stake.

CAP TABLE · AIR MESSAGE PTY LTD

Mark Collis	81,700 ORD	95%
Nicolas Tessier	4,300 ORD	5%
Mark Collis	4,000 PRF	100%

ABN 35 617 317 576

Strategic acquirers are already buying the layers around live fan engagement

ACQUISITION SIGNALS

SIGNAL	YEAR	VALUE	WHAT IT PROVES
Shift4 → VenueNext	2021	\$72M (~6x rev)	In-venue software layers are strategic targets
Legends → ASM Global	2024	\$2.325B	Venue experience infrastructure is consolidating
Genius Sports → Legend	2026	\$900M + \$300M	Fan monetisation platforms command premiums
Live Nation venue investment	2025	\$1B+	New tech procurement windows opening

EXIT VALUATION

ILLUSTRATIVE

ARR	2.6X BASE	6X COMP	PREMIUM
£300k	£780k	£1.8M	£3.0M
£500k	£1.3M	£3.0M	£5.0M

TARGET ACQUIRERS

LEGENDS / ASM GLOBAL

Roll AirSyne across 400+ managed venues as a white-label engagement layer.

GENIUS SPORTS

Add physical-world fan intelligence to their activation

LIVE NATION / TICKETMASTER

Extend the fan relationship beyond ticketing. 159M fan attendance in 2025.

stack. AirSyne fills their missing
live-venue data gap.

£100,000–£150,000

24-month acquisition-readiness sprint

WHAT THE INVESTOR GETS

Convertible Loan Note (UK-standard ASA)

Cap	£1.0M–£1.25M
Discount	20% at conversion
Equity	~9–10% at £1M cap
Return	3–5x on £3–5M exit

USE OF FUNDS · ~£100,000

Founder Draw	£30,000	25%
Platform Infrastructure	£7,500	6%
Senior Architecture Advisor	£9,000	8%
UX/UI Design	£2,400	2%
Legal, IP & Compliance	£5,200	4%
Pilot Ops & Travel	£11,400	9%
Sales & Marketing	£7,000	6%
Insurance & Admin	£5,000	4%
Contingency (15%)	£13,000	11%

HISTORICAL NOTE

In 2018, AirSyne received a \$1,000,000 offer for 70% equity — implying a \$1.43M valuation with only a deck and an idea. That offer was declined. Today the product is live, the architecture is

proven, and the platform has Ordnance Survey backing.

THE INVESTOR WE WANT

Money alone is not the ask. AirSyne's critical path is venue access, not engineering. The ideal investor brings venue and sports-industry relationships, sponsor-network access, and acquisition-pathway connections. A well-connected angel is worth more than a passive cheque at twice the size. The right investor shortens the sales cycle from 12 months to 3.



17 / 17

Every venue will need to know what's happening inside it.

AirSyne is the infrastructure that tells them — and turns that knowledge into revenue. The attention layer of the physical world.

Air Message Pty Ltd · ABN 35 617 317 576