

Smart Guest Relation of Tomorrow

Empowering Hospitality with In-Room Voice-Assistant Technology

THX' **anouk.ai** is a new AI concierge platform for the hospitality industry that uses In-Room Voice-Assistant Technology to improve guest experience, streamline hotel operations and drive new revenue streams.

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Something missing?

Do you need fresh towels, a toothbrush, or extra amenities?

Say: "Alexa, I need an extra pillow."

THOESCH-
CONVERSATIONAL.AI



Growing Market for Voice-Enabled Hospitality Solutions

The smart home revolution is driving expectations for voice-enabled interactions within hotels. The European smart hospitality market is projected to reach €6.9 billion by 2028, with adoption levels expected to mirror household smart device penetration at 48%

An AI Concierge Solution Tailored for Hospitality

anouk.ai is a cutting-edge SaaS-based platform to implement voice-assistant technology in hotel rooms.

anouk.ai integrates seamlessly with Alexa, Google Nest, and other smart devices, offering a fully customizable, voice-enabled guest experience.

Guests can effortlessly request services, access hotel amenities, and receive local recommendations, all through voice commands. This intuitive platform not only enhances personalization but also optimizes hotel operations, reducing staff workload and improving overall guest satisfaction

Key Investment Highlights

- **First-Mover Advantage:** We are early players in the rapidly growing smart hospitality market, with successful deployments across 500 rooms in 7 hotels
- **Proven Results:** Initial results show 85% guest engagement with our system, 10% incremental revenue growth, and 3 hours of daily staff time saved per hotel
- **Market Opportunity:** The smart hospitality market in Europe is projected to reach €6.9 billion by 2028, with a penetration level mirroring that of smart home technology (48%)
- **Scalable Business Model:** Our recurring subscription model, combined with potential revenue from commissions on sales of hotel experiences, yields strong EBITDA margins of 30-50%
- **Experienced Team:** Our leadership team includes industry experts with a track record of successful tech scale-ups in the travel and hospitality sectors.

Investment Opportunity

THX is seeking €1m investment to accelerate our expansion across Europe, specifically targeting mid-to-large scale hotel chains.