

Your Centralized Event Planning Platform

Planning, booking, and managing



EXECUTIVE SUMMARY

Ariya is an all-in-one event planning platform that helps individuals, businesses, and professional planners **discover vendors, manage event logistics, and stay within budget**, powered by **AI-driven planning and cost optimization**.

We combine:

- **A vendor & venue marketplace**
- **End-to-end planning tools** (budgeting, guest lists, seating, websites, registries)
- **Intelligent AI assistance** that recommends vendors, allocates budgets, and optimizes costs

All in one place replacing fragmented, stressful event planning workflows.



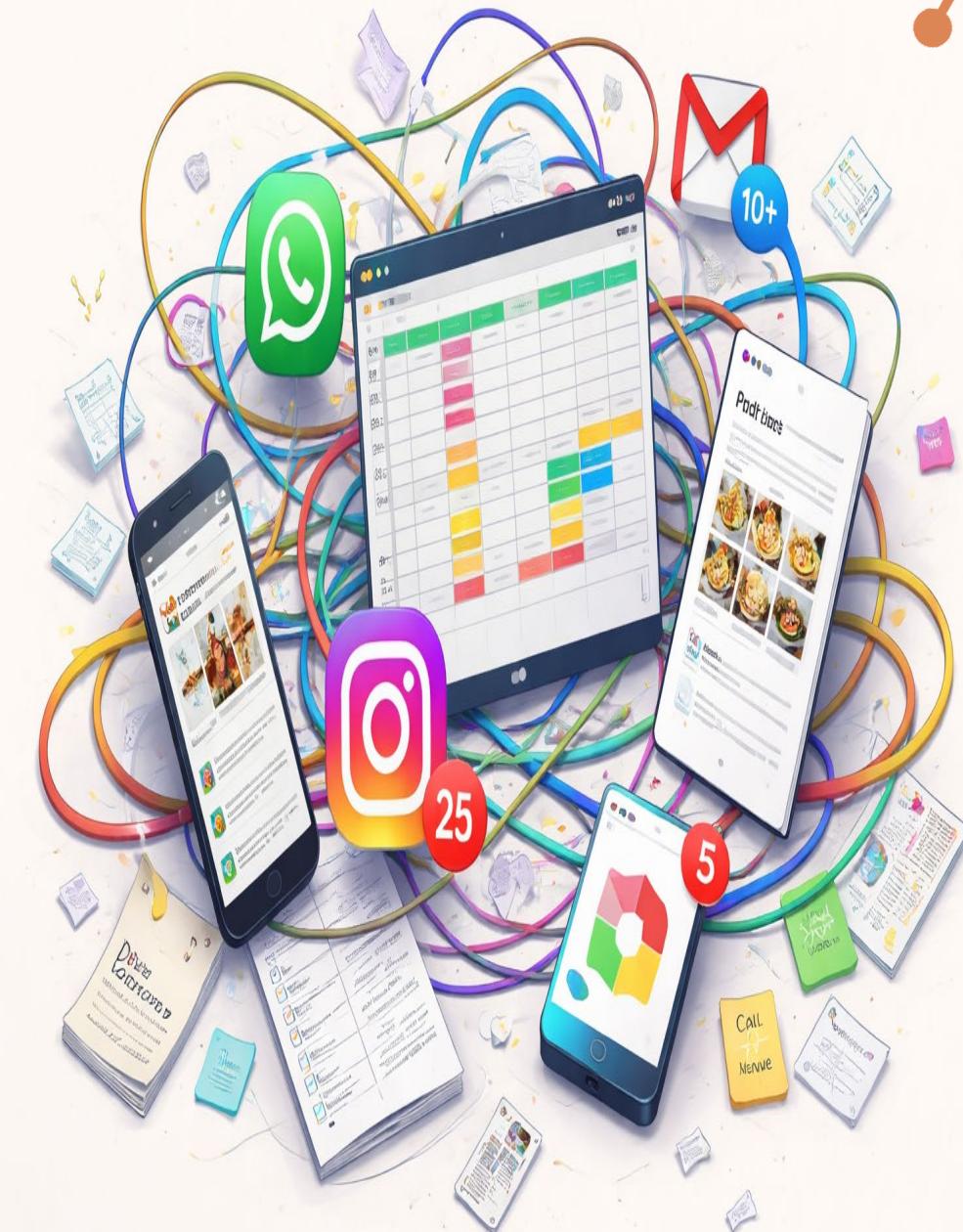


THE PROBLEM

Event planning today is:

- ❑ **Fragmented:** Vendors on Instagram, WhatsApp, Google, spreadsheets, PDFs
- ❑ **Stressful & time-consuming:** No centralized system for planning, payments, and communication
- ❑ **Budget-blind:** People overspend or misallocate funds
- ❑ **Vendor-unfriendly:** Vendors struggle with visibility, trust, and managing bookings

For weddings, corporate events, birthdays, and conferences, planners juggle 5–10 tools — none built to work together.





THE SOLUTION

- Events are **high-frequency, high-spend** moments
- Growing middle class + experience economy
- Post-COVID rebound in **weddings, corporate events, and social gatherings**
- AI adoption makes **personalized planning** finally viable

Yet most platforms today are:

- ✗ Simple directories
- ✗ Single-purpose tools (guest list only, website only)
- ✗ Not budget-intelligent

Ariya is positioned at the intersection of marketplaces + planning software + AI.





THE SOLUTION

Ariya centralizes the entire event lifecycle

For Event Planners

- Discover & book vendors and venues
- Manage guests, RSVPs, seating, budgets, timelines
- Create free event websites & registries
- Get AI help for:
 - Budget estimation & allocation
 - Vendor recommendations
 - Cost-saving suggestions

For Vendors

- Create business profiles
- Receive inquiries & bookings
- Manage availability & payments
- Upgrade visibility through subscriptions

One platform. One workflow. Zero chaos.





PRODUCT OVERVIEW

Marketplace	Planning Tools	Personalization	Payments	AI Event Planner
Vendors across 10+ categories	Guest lists, budgets, seating, timelines	Event websites & registries	Secure in-platform bookings	Budget estimation
Advanced search & filters				Vendor matching/Vendor Comparison
				Cost optimization advice

This is not a feature grab-bag — it's a connected system.





PRODUCT MOCKUP

The screenshot displays the Ariya Pro Planner software interface. The top navigation bar includes the Ariya logo, a search bar, and various icons for notifications and user profile. The left sidebar contains a navigation menu with the following items: DASHBOARD (selected), EVENTS, VENDORS, MY VENDORS, BUDGET, WEBSITE, CLIENTS, REPORT, PROPOSALS, TEAM, DESIGNS, and REGISTRY. The main content area is titled "CLIENT EVENTS DASHBOARD" and "WELCOME BACK! HERE'S AN OVERVIEW OF YOUR CLIENT EVENT PLANNING PROGRESS." It features a central dark banner for "SARAH & MIKE WEDDING" (JANUARY 2026) with the message "EVENT COMPLETED". Below this, there are five action buttons: NEW EVENT, ADD GUEST, ADD TASK, LOG EXPENSE, and FIND VENDOR. At the bottom, three summary cards show: BUDGET HEALTH (NO +0% ALLOCATED PORTFOLIO), TASK VELOCITY (0/0 TASKS COMPLETED), and CLIENT PRIORITIES (NEEDS YOUR ATTENTION, CLIENT MEETING TOMORROW, PREPARE PRESENTATION FOR JOHNSON WEDDING). A small orange starburst icon is located in the bottom right corner.

One platform. One workflow. Zero chaos.





KEY DIFFERENTIATOR

Most competitors stop at listings.

Ariya goes further:

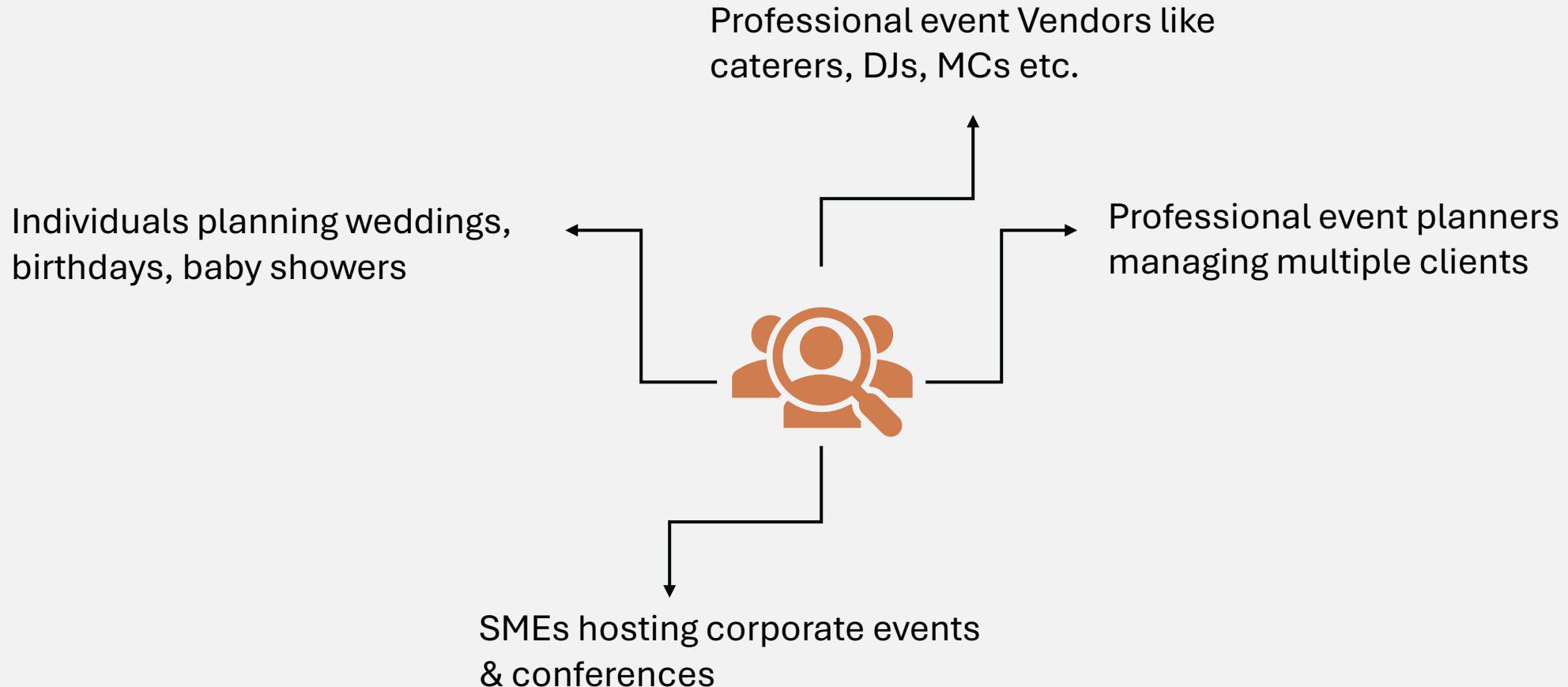
- Uses event type, guest count, location, and quality level
- Generates realistic budgets
- Allocates funds across categories
- Matches vendors within budget
- Suggests cheaper alternatives when needed
- Explains *why* recommendations are made

This turns Ariya into a planning assistant, not just a directory.





TARGET MARKET

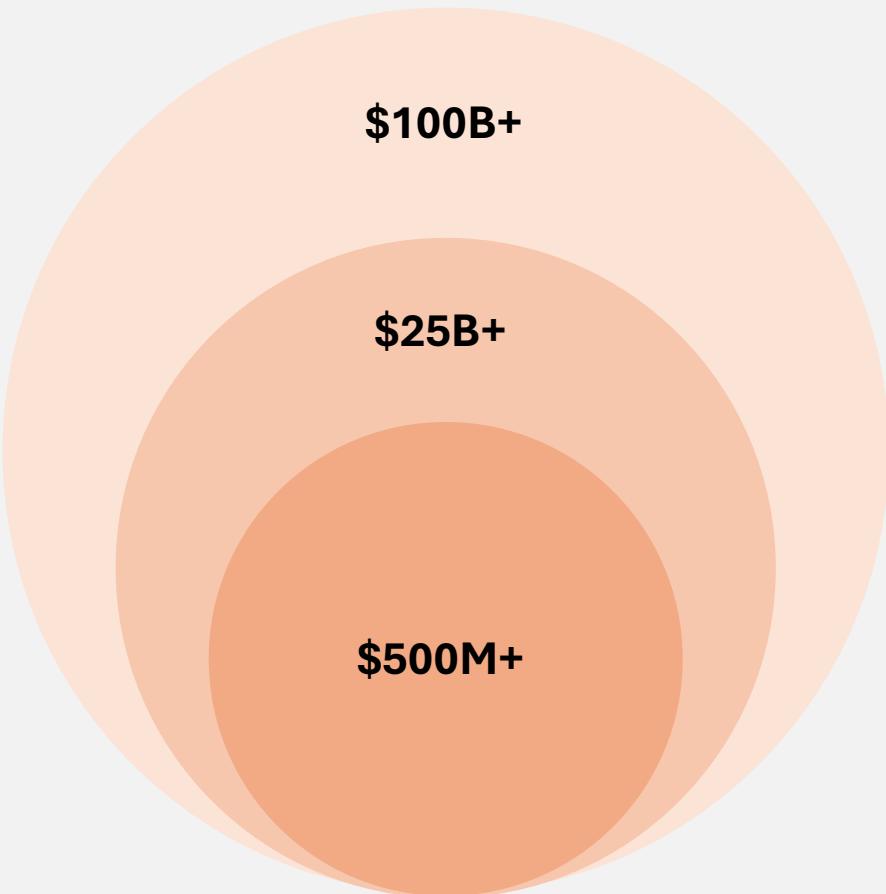


This is a two-sided marketplace with strong network effects.





MARKET SIZE



Massive \$100B+ digital event planning & marketplace with endless growth opportunities

TAM: \$100B+ global digital event planning & booking market

SAM: \$25B+ digital event planning & vendor marketplace spend

SOM: \$500M achievable market with focused regional execution

Even small market penetration creates a large business.





BUSINESS MODEL

Free core platform. Revenue generated when users unlock power.

- **Event-Based Feature Unlocks:** Planners & hosts pay **per event** for advanced tools, branding removal, and premium designs.
- **Vendor Visibility Tools:** Vendors pay to boost **visibility, ranking, and insights** — no commissions.
- **Transaction Fee:** Flat processing fee on payments made through Ariya.

Revenue scales with event volume — not subscriptions or lock-in.





COMPETITIVE LANDSCAPE

Alternative Today

- Instagram / WhatsApp sourcing
- Google Searches
- Single-feature tools (guest list apps, wedding websites)
- Offline referrals

Why Ariya Wins

- Marketplace + planning tools combined
- AI-driven budgeting (rare)
- End-to-end workflow
- Built for both planners and vendors

No major player fully owns this stack





GO-TO MARKET

Demand (Event Planners)

- SEO & content (weddings, events)
- Social sharing via event websites
- Referrals (guests → planners)
- Partnerships with venues

Supply (Vendors)

- Freemium onboarding
- Early vendor incentives
- Category-specific onboarding
- Revenue-based upsells

Each event becomes a distribution channel.





PRODUCT TRACTION

Where we are:

- ❑ MVP built and deployed
- ❑ Alpha testing ongoing with event professionals





TECH SCALABILITY

- Cloud-based, modular architecture
- AI models trained on event cost & vendor data
- Designed to scale across cities and countries
- Multi-language & mobile-ready roadmap



Built for regional depth, global expansion.





THE VISION

Ariya becomes:

‘The operating system for events.’

From personal celebrations to corporate conferences — if an event is happening, it happens on Ariya.





THE ASK

We are raising

\$100,000

- Product & AI development
- Vendor acquisition
- Marketing & partnerships
- Key hires



THANK YOU

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