

EXOS

Reimagining location decisions
in the era of AI

PROBLEM STATEMENT



30 Dead, 60+ Injured – Despite a HK\$7 Billion Budget

AI Could Have Prevented This

- Optimal security placement
- Dynamic resource allocation

<https://frontline.thehindu.com/news/prayagraj-stampede-maha-kumbh-tragedy-2025-mela-uttar-pradesh-sangam-vip-vs-pilgrims/article69159063.ece>

THE COST OF WRONG LOCATION DECISIONS IS HIGH



Google Maps

Doesn't handle:
Where to place new
locations



Placer.ai

Doesn't handle:
Automated location
recommendations



Esri

Doesn't handle:
Actual Placement
Decisions

- Location intelligence has two sides: **movement** and **placement**.
- While tools exist for movement—like route optimization and delivery tracking—placement decisions remain **manual, slow, and subjective**.
- Businesses can optimize how things move, but still **struggle with where to place key assets**—whether it's stores, warehouses, or emergency personnel.

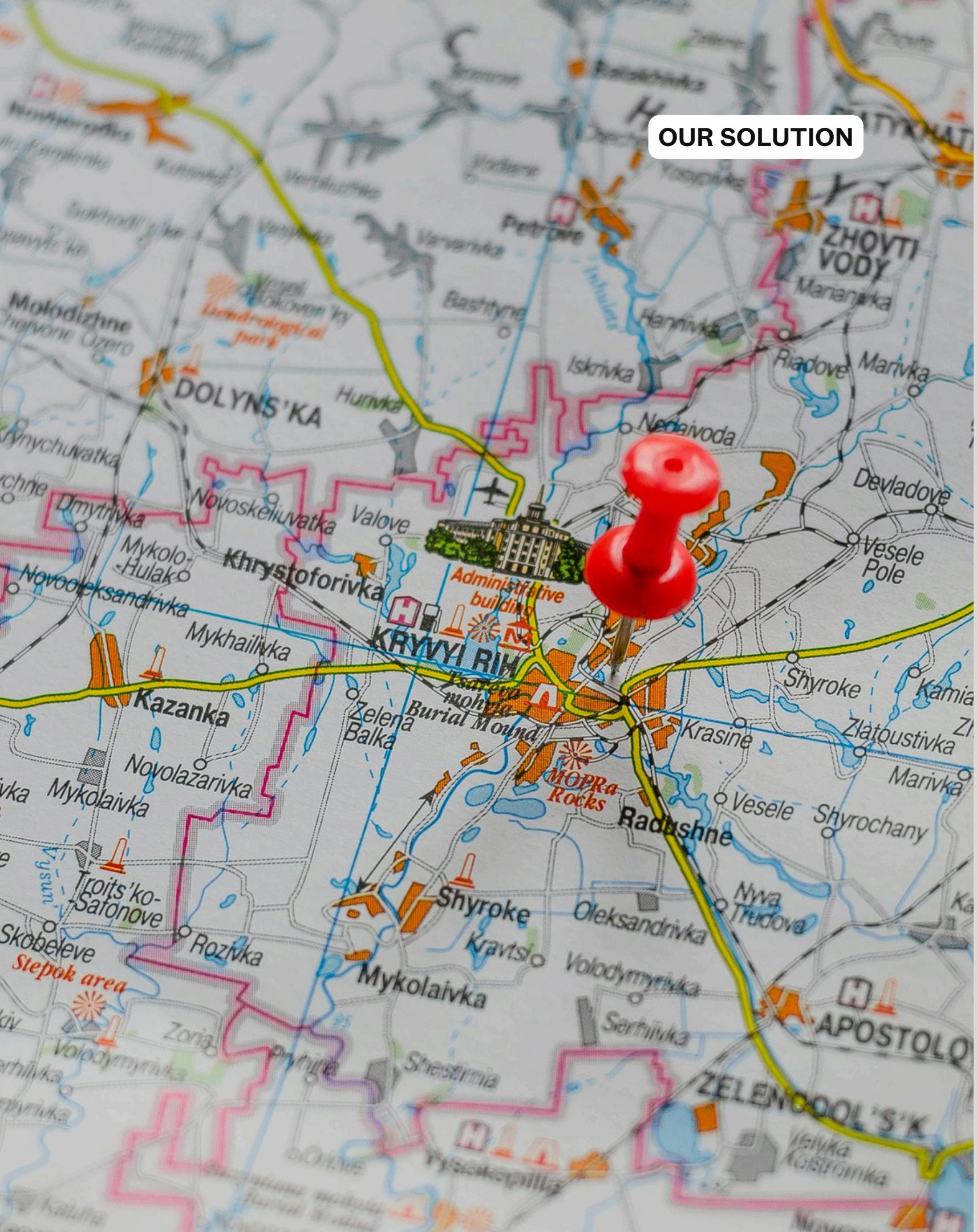
AI THAT KNOWS EXACTLY WHERE

A platform that tells you exactly **where to place anything** - whether it's a retail store, an EV charger, or a defense asset.

Powered by the AI analysis of Satellite Data, Foot traffic patterns, Demographics, and Infrastructure Data.

Vexos stands out because:

1. Tackles LOCATION positioning rather than routing
2. Provides exact locations, not insights
3. Works across any industry



MEET THE TEAM BEHIND VEXOS



MIRHA SALEEM

3rd year Physics + AI and Data Analytics student, PolyU



JYOTSNA VENKATESAN

3rd year Computer Science student, PolyU

We combine computer science and AI expertise to tackle location intelligence differently.

WHO WE'RE BUILDING FOR

Initial Focus: Real Estate + Retail



Real Estate

Why: Location analysis is core to property value, zoning decisions, and community impact

Market Size: \$120.02 tn (global real estate value by 2025)



Retail

Why: Site selection and demand forecasting rely on precise, dynamic geospatial awareness

Market Size: \$34.9 tn (global retail market by 2025)

Real estate and retail are just the beginning — Vexos has the potential to transform **any domain driven by location.**

BUSINESS MODEL: SCALABLE, VERTICAL- AGNOSTIC, DATA-DRIVEN

Revenue Model

- 1. Enterprise Contracts
- 2. Per-Location Pricing
- 3. API Access
- 4. Consulting & Implementation

Scalable

- 1. Lightweight cloud architecture
- 2. Plug-and-play APIs
- 3. Universal logic that adapts across industries

Defensibility / Moat

- 1. Multi-source data normalization engine
- 2. Cross-industry application = wide moat + network effects
- 3. Potential to become core infrastructure for physical planning decisions

THE INTELLIGENCE BEHIND VEXOS

1 CONTEXT PROTOCOL LAYER

- Model Context Protocol (MCP)
- Hierarchical Spatial Embeddings
- Spatial relationship modeling

→ KEEPS TRACK OF YOUR SEARCH

2 LANGUAGE PROCESSING

- Leveraging advanced LLMs
- Intent-to-Parameter Pipeline
- Cross-Domain Language Translator

→ UNDERSTANDS YOUR SEARCH

3 GEOSPATIAL PROCESSING

- Multi-source data normalization
- Spatial Indexing with Uber H3
- Real-Time Feature Extraction

→ MAKES SENSE OF PLACES

4 SCORING & ACTION SYSTEM

- Multi-Objective Ranking
- Audit Trail
- Clear trade-off visualization

→ COMPARES, RECOMMENDS, AND EXECUTES

PROGRESS TIMELINE

MONTHS 6-12

- Automated data integration, basic dashboard
- 1 pilot user
- **Revenue: 120k ARR**

MONTHS 18-24

- API integration, explainable recommendations
- 8-10 early clients
- **Revenue: 960k - 1.2M ARR**



MONTHS 0-6

- Basic MVP with location scoring + simple recommendation engine

MONTHS 12-18

- Multi-sector analysis, real-time data layers
- 3-5 early clients
- **Revenue: 360k - 600k ARR**

YEAR 3

- Advanced AI models, industry-specific solutions (Potentially Agentic AI for execution)
- 50 full commercial clients
- **Revenue: 6M ARR**

CLOSING

VEXOS

SMARTER LOCATIONS,
SMARTER DECISIONS

JOIN US IN LAUNCHING VEXOS AND CHANGING
HOW THE WORLD MAKES LOCATION DECISIONS.

Contact us:

jyotsna.venkatesan@connect.polyu.hk
mirha.saleem@connect.polyu.hk

