



Skylark: Explore

Transform Your Community Into an
Interactive Experience

A revolutionary location-based augmented reality platform that drives foot traffic, boosts engagement, and creates measurable economic impact for small businesses and local government.

Location-Based AR

3D Map Technology

Real-World Rewards

Executive Summary

Skylark: Explore is a mobile-first, location-based augmented reality platform that transforms real-world locations into interactive gaming experiences. By blending Google Maps 3D technology with gamification mechanics, we create a unique ecosystem that drives measurable foot traffic to small businesses while providing municipalities with powerful tools for community engagement and cultural promotion.

The Opportunity

Small businesses face declining foot traffic in an increasingly digital world. Traditional advertising is expensive and difficult to measure. Meanwhile, local governments struggle to promote cultural assets, drive tourism, and engage citizens in meaningful ways.

73%

of consumers
prefer local
experiences

\$2.4B

location-based
gaming market by
2027

4.2x

ROI increase with
gamified
engagement

Our Solution

Skylark: Explore creates a persistent, engaging layer on top of the real world. Users explore their city through an interactive 3D map, collecting virtual tokens, discovering art, completing quests, and

unlocking real-world rewards at participating businesses. Every interaction is tracked, measured, and optimized to maximize impact.

The Challenge Facing Communities Today



Small Business Challenges

- Declining foot traffic in physical locations
- High customer acquisition costs
- Difficulty competing with online retailers
- Limited marketing budgets
- No data on campaign effectiveness



Government & Community Issues

- Low civic engagement among residents
- Underutilized cultural assets
- Difficulty promoting local tourism
- Limited tools for community building
- Challenge measuring program impact

How Skylark: Explore Solves These Problems

A Platform Built for Real-World Impact

Skylark: Explore transforms passive smartphone users into active community explorers. By placing virtual collectibles, quests, and AR experiences at real-world locations, we create compelling reasons for people to visit specific places. Businesses get guaranteed foot traffic. Government gets engaged citizens. Users get rewarded for exploring their community.

Three-Sided Value Proposition

Stakeholder	What They Get	What They Pay
Users	Free entertainment, real rewards, community connection	Attention, location visits, optional purchases
Businesses	Foot traffic, customer data, measurable ROI	Sponsorship fees, reward costs
Government	Civic engagement, tourism, economic development	Platform fees, grant programs

Platform Features & Capabilities

Core Engagement Mechanics

GSKY Token System

Virtual tokens appear throughout the city in denominations from 1-25 points. Users must be within 500 feet to collect them. Tokens spawn dynamically based on user movement (every 1,200 steps) within a 2,000-foot radius, ensuring continuous engagement throughout exploration.

1-25 Points

500ft Range

Dynamic Spawning

📍 Location-Based Activations



Gift Cards: Win rewards at specific locations (50ft proximity)



AR Experiences: Interactive augmented reality at cultural sites



Homebases: Check-in locations offering badges and rewards



Special Offers: Time-limited deals at participating businesses

🎮 Gamification Features



Daily Streaks: Rewards for consecutive daily engagement



Leaderboards: Competitive rankings by points collected



Badges & Levels: Achievement system for progression



Quests: Custom challenges for businesses and events

Premium Collectibles

Item Type	Rarity	Value	Purpose
Phoenix Coins 	Rare	High points	Unlock special rewards, drive repeated visits
Nova Coins ★	Semi-Rare	100 points	Daily collection builds weekly streaks
Mint & Marquee 	Limited	Custom 3D prints	Physical collectibles, premium engagement

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Value Proposition for Small Businesses

Turn Your Location Into a Destination

Skylark: Explore gives small businesses the same powerful marketing tools used by major brands, at a fraction of the cost. Every campaign is measurable, every visitor is trackable, and every dollar spent delivers quantifiable ROI.

Concrete Business Benefits

-  **Guaranteed Foot Traffic:** Users must physically visit your location (within 50 feet) to claim rewards, ensuring real in-person visits
-  **Customer Acquisition:** Attract new customers actively looking for experiences and rewards in your area
-  **Data & Analytics:** Track visits, conversion rates, peak times, and customer behavior with detailed dashboards
-  **Flexible Campaigns:** Run time-limited promotions, daily deals, or permanent attractions that fit your budget
-  **Brand Awareness:** Appear on users' maps as they explore, increasing visibility even before they visit
-  **Loyalty Building:** Create repeat visitors through daily check-ins, streaks, and exclusive rewards



Cost Control: Pay per activation or fixed campaign rates, with complete control over reward budgets

Use Cases Across Industries

Restaurants & Cafes

Slow Tuesday afternoons? Launch a 2-4 PM quest offering bonus points for check-ins. Users within 2,000 feet see your location highlighted on their map. Offer a 10% discount code upon arrival to convert visitors to paying customers.

Retail Stores

New product launch? Create a scavenger hunt leading to your store with an AR experience showcasing the product. Visitors who complete the quest get early access or exclusive pricing.

Galleries & Studios

Build your audience. Place rare Phoenix Coins at your location. As collectors visit, offer them the ability to donate to artists via the platform, with the platform taking a small transaction fee.

Hotels & Tourism

Create experiences. Design multi-location quests that guide tourists through historical sites, landmarks, and your property. Completion unlocks special amenities or room upgrades.

Value Proposition for Local Government

Engage Citizens, Promote Culture, Drive Economic Growth

Skylark: Explore provides municipalities with a powerful platform for civic engagement, cultural promotion, and measurable economic development. Transform passive residents into active participants in community life.

Government Applications

-  **Cultural Promotion:** Highlight public art, historical landmarks, and cultural assets with AR experiences and guided quests
-  **Tourism Development:** Create city-wide scavenger hunts and walking tours that drive tourist spending across multiple districts
-  **Economic Development:** Direct foot traffic to underserved neighborhoods or new business districts that need activation
-  **Civic Engagement:** Gamify civic participation—reward citizens for attending town halls, visiting libraries, or participating in community events
-  **Data Collection:** Gain insights into how residents move through the city, which areas need development, and what attractions generate the most interest
-  **Community Building:** Create shared experiences that bring diverse populations together around common goals

Case Study: Atlanta Implementation

Scenario: City of Atlanta partners with Skylark: Explore for cultural district activation.

15 Art Locations

5,000+ Users

90-Day Campaign

Implementation:

- Place AR art experiences at 15 public murals and sculptures
- Create "Atlanta Gems" quest highlighting local restaurants (Grillz, LPW Chicken)
- Establish "Terminus DAO Stops" for blockchain/tech community engagement
- Partner with The Atlanta Blockchain Center as a "Homebase" location
- Run 90-day campaign with leaderboard prizes

Expected Outcomes:

- 5,000+ active users in first month
- 30,000+ location check-ins at participating venues
- 20% increase in foot traffic to cultural sites
- Measurable economic impact through tracked business visits
- Rich dataset on citizen movement and engagement patterns

Revenue Model & Monetization Strategy

Diversified Revenue Streams

Revenue Stream	Target Customer	Pricing Model
Sponsored Activations	Small businesses, brands	\$500-\$5,000 per campaign (1-30 days)
Virtual Ad Placements	Businesses, advertisers	CPM model or fixed monthly rate
Government Partnerships	Municipalities, tourism boards	Annual licensing: \$25k-\$100k+
Premium Quest Packs	End users	\$2.99-\$9.99 per quest pack or subscription
NFT Community Passes	Communities, DAOs, creators	\$1,000-\$10,000 for custom world creation
Transaction Fees	Artists, content creators	5-10% of donations/purchases
Data Analytics	Government, researchers	Custom pricing for anonymized insights

Pricing Tiers for Small Businesses

Starter Package

\$500/month

Growth Package

\$1,500/month

- ✓ 1 active location on the map
 - ✓ Basic gift card or offer activation
 - ✓ Monthly analytics dashboard
 - ✓ Up to 500 user interactions
 - ✓ Email support
- ✓ Up to 3 locations
 - ✓ Custom quest creation
 - ✓ AR experience integration
 - ✓ Real-time analytics
 - ✓ Priority support
 - ✓ Unlimited interactions

Enterprise Package

Custom Pricing

For multi-location businesses, franchises, or government: unlimited locations, white-label options, API access, dedicated account management, custom analytics, and co-marketing opportunities.

Technology Stack & Implementation

Enterprise-Grade Technology Built for Scale

Skylark: Explore leverages cutting-edge technologies from Google, Firebase, and 8th Wall to deliver a seamless, performant experience across all devices and platforms.

Google Maps 3D

Firebase Backend

WebAR Technology

Core Technologies

Component	Technology	Purpose
Mapping 	Google Maps 3D API	Photorealistic 3D buildings, satellite imagery, real-time positioning
AR Experiences 	8th Wall WebAR	Browser-based AR (no app download), cross-platform compatibility
Backend 	Firebase	Real-time database, authentication, cloud functions, analytics
Frontend 	React + TypeScript	Fast, responsive UI with type safety and modern development
State Management 	Zustand	Lightweight, performant app state handling
Build System 	Vite	Lightning-fast development and optimized production builds

Implementation Timeline

Phase 1: Onboarding (Week 1-2)

- Initial consultation and goals setting
- Location selection and mapping
- Reward structure design
- Content creation (images, descriptions)
- Testing and quality assurance

Phase 2: Launch (Week 3-4)

- Soft launch with limited users
- Performance monitoring
- Feedback collection and iteration
- Full public launch
- Marketing and promotion support

Phase 3: Optimization (Ongoing)

Continuous monitoring of analytics, A/B testing of rewards and activation types, monthly performance reviews, and strategic adjustments based on data insights.

Security & Privacy



SOC 2 compliant infrastructure via Google Cloud and Firebase



End-to-end encryption for all user data



GDPR and CCPA compliant data handling



No sale of personal information to third parties



Anonymized analytics for business insights

Get Started with Skylark: Explore

Join the Future of Location-Based Engagement

Whether you're a small business looking to drive foot traffic or a municipality seeking to engage citizens, Skylark: Explore provides the tools, technology, and support you need to succeed.

Why Partner with Skylark: Explore Now

-  **First-Mover Advantage:** Be among the first in your market to offer location-based AR experiences
-  **Proven Technology:** Built on enterprise-grade platforms from Google, Firebase, and 8th Wall
-  **Measurable Results:** Every visit, interaction, and conversion is tracked and reported
-  **Flexible Commitment:** Month-to-month contracts with no long-term lock-in
-  **Dedicated Support:** Full onboarding, training, and ongoing strategic guidance
-  **Growing Network:** Join a community of forward-thinking businesses and municipalities

Pilot Program - Limited Availability

Special Launch Pricing for Founding Partners

50% OFF

6 Months

Limited Spots

We're offering a limited number of pilot partnerships at 50% off standard pricing for the first 6 months. Pilot partners also receive:

- Custom feature development based on your needs
- Priority placement in app discovery
- Co-marketing opportunities and case study participation
- Direct input into platform roadmap
- Lifetime preferred pricing

For Small Businesses

Schedule a free 30-minute consultation to discuss your goals and see how Skylark: Explore can drive measurable foot traffic to your location.

Start at \$250/month (pilot pricing)

For Government & Municipalities

Request a custom demo and proposal tailored to your community's unique needs, from cultural promotion to economic development.

Custom enterprise pricing available

Ready to Transform Your Community?

Contact us today to schedule your consultation and join the Skylark: Explore platform.

Email: hello@skylark.app

Web: www.skylark.app

Phone: (555) 123-4567

Schedule Consultation

Skylark: Explore - Transforming Communities Through Location-Based Engagement

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