



Q2 2025



can i please  
just talk to  
someone?

today's hospitality is designed for **systems**, not **people**

- phone trees
- legacy software
- confusing kiosks
- survey spam
- labyrinth websites
- endless popups
- annoying chatbots
- apps
- apps
- another f'in app



hi there!

I'm

Nia





Q2 2025



The hospitality industry is facing a storm of *external* challenges:

**RISING COSTS**  
**LABOR SHORTAGES**  
**INCREASED GUEST EXPECTATIONS**

Solutions are fractured across invisible *internal* blockades:

**LEGACY SOFTWARE SYSTEMS**  
**INDIVIDUAL PERSONNEL**  
**MOUNTAINS OF INACCESSIBLE DATA**

NIA solves *internal* and *external* challenges in the  
**\$6.17T HOSPITALITY INDUSTRY**  
*simultaneously and simply*





a white-glove concierge who  
delights guests & supports staff

so hospitality companies  
make more money



*actual users!*



# *bringing back real* HOSPITALITY

today's hospitality is designed for systems, not people

## TODAY

### **Guests wait**

Lines, hold music, callbacks, loading websites, blocked ads, annoying chatbots.



### **Staff are overwhelmed**

Repetitive, low-value tasks, complicated software, and reporting requirements eat time.



### **Administrators struggle**

Rising costs, inconsistent service, siloed teams make it hard to meet guest demands.



## WITH NIA

### **Guests simply ask**

Say what you need, get it instantly by voice, text, web, or calls - your way. No app, no wait.



### **Staff focus on connection**

Free to connect with guests and deliver real hospitality.



### **Administrators optimize**

Instantly aggregated analytics boost revenue, cut costs, and help make smarter decisions.



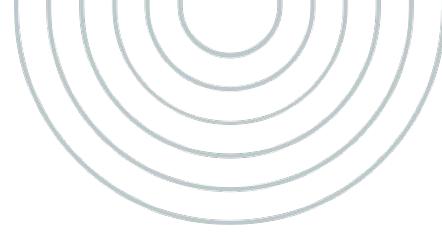
# *simple, delightful* INTERFACE

deeply complex backend



# *guests* LOVE NIA... a lot

so do executives, managers & staff



"Wow – this makes everything so much easier!"

2025 Attendee,  
*Seatrade Cruise Global*

"Hands down the best demo we saw at CES"

Director of Innovation,  
*Alaska Airlines*

"Definitely has long legs and runway to do great things!"

VP,  
*Carnival Cruise Lines*

"Nia, you've shown the next level of what you can do with AI"

Head of Technology,  
*Marella Cruises*

one system. one conversation. a better experience for everyone.



intelligence designed for *human connection*  
designed by *experience experts*



# MEET THE TEAM

EXPERTS IN DEPLOYING HIGH-TECH CREATIVE EXPERIENCES TO GLOBAL BRANDS

NASYA KAMRAT  
CEO + co-Founder

FACULTY, Founder & CEO (Exited 2023)  
World Experience Org, Co-Founder



BLAIR ERICKSON  
CTO + co-Founder

Creative Director, Millions of Us/Omnicom  
CTO & Founder, WEB3 CFL  
Computer Science, Carnegie Mellon



STEPHANIE RIGGS  
CXO + co-Founder

Disney Imagineering  
Experiential Creative Director, R29/Vice  
Computer Science & Drama, Carnegie Mellon



TO BE ANNOUNCED  
VP of Engineering

prev Autodesk Senior  
Engineer, CMU grad

KIA MIA  
Neural Intelligence Architect

x3 Founder,  
Former US Armed Forces



HIMANSHU YADAV  
Senior Engineering Lead

Creative Technologist



KIRSTIE PATERSON  
Director of Client Services

prev Norwegian Cruise Line,  
Holland America Line



ADAM WINFIELD  
VP of Operations

prev RWS Global,  
Norwegian Cruise Lines



Brands we've delivered to in the past include:



CALVIN KLEIN



# WE STARTED BY *thinking differently*

FIRST WE CREATED A GREAT CONCIERGE AI EXPERIENCE

- touchfree interface, delightful voice conversations
- remembers you and what you like
- adapts to your preferences, anticipates your needs
- has access to what you might want (digital or IRL)
- deep hospitality training



# NEXT WE *designed differently*

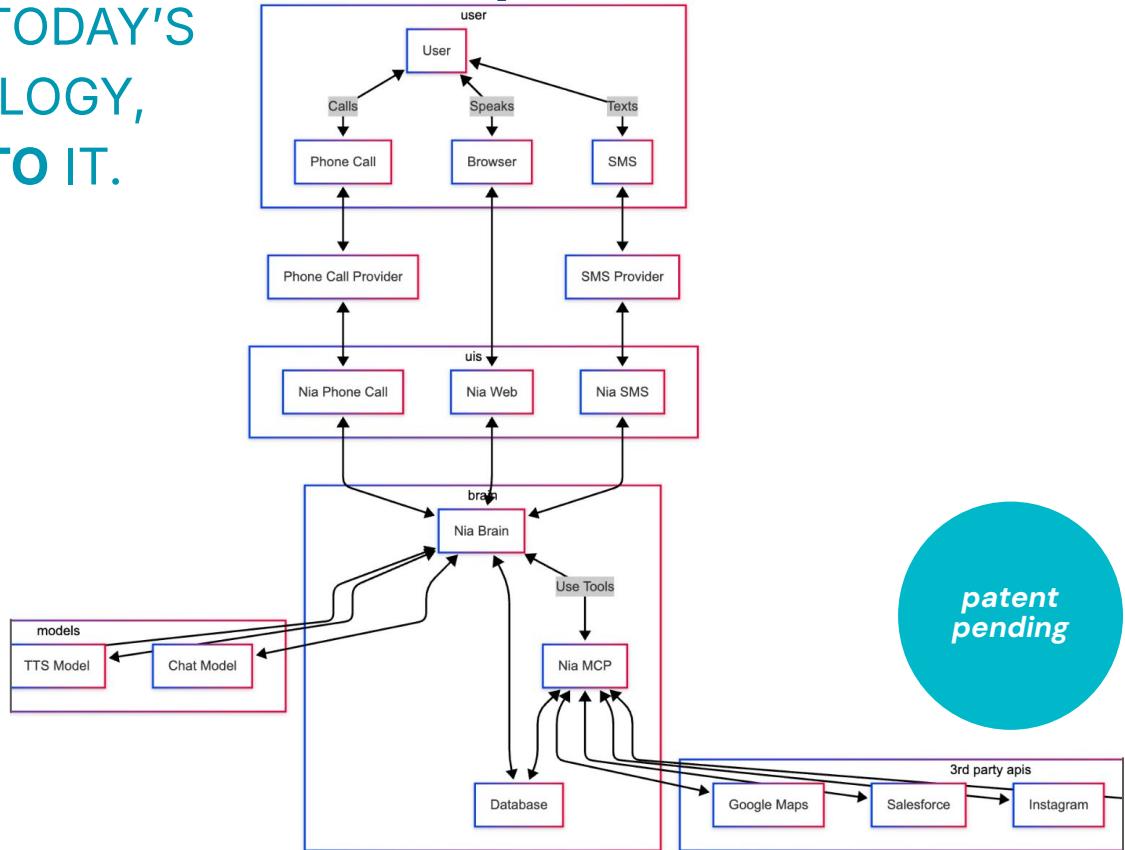
PRIORITIZING HUMAN CONNECTION & USABILITY

- **connects like a human** (no download, no log-in)
- **interfaces like a human** (voice.text.email.phone.messenger)
- **social capabilities** (social hostess, navigation, companion)
- **web-based** (compliments existing tech stacks, even legacy)
- **complete CX ecosystem support** (guest, staff, admin)



# THEN WE *built differently*

CREATIVELY ADAPTING TODAY'S CUTTING EDGE TECHNOLOGY,  
INSTEAD OF ADAPTING TO IT.





everything is hospitality,  
but here's where we're focused



# *traction in* ENTERPRISE HOSPITALITY

## ripe for disruption



HOTELS &  
RESORTS



TRAVEL &  
TOURISM



CRUISE &  
MARITIME



CONFERENCES &  
TRADESHOWS

---

x1 Large Brand  
x5 Boutique/Luxury Brands

*In Negotiation*

---

x1 Global Airlines  
x5 Travel Brands & Tourism Boards

*Active Client*

**drv**n

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x3 Large Mass Market Brands  
x2 Luxury/Expedition/Specialty

*Active Client*



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x2 Large  
x5 Med/Sm Events

*Active Client*

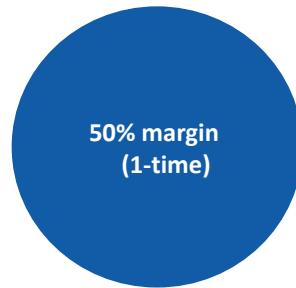
Seatrade  
Cruise  
Global

# *how we make MONEY*

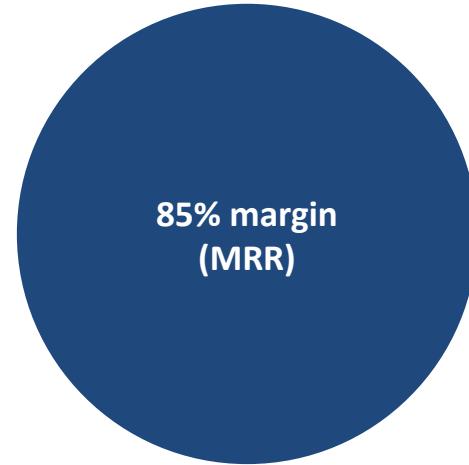
prove value, become invaluable



DISCOVERY  
FEE



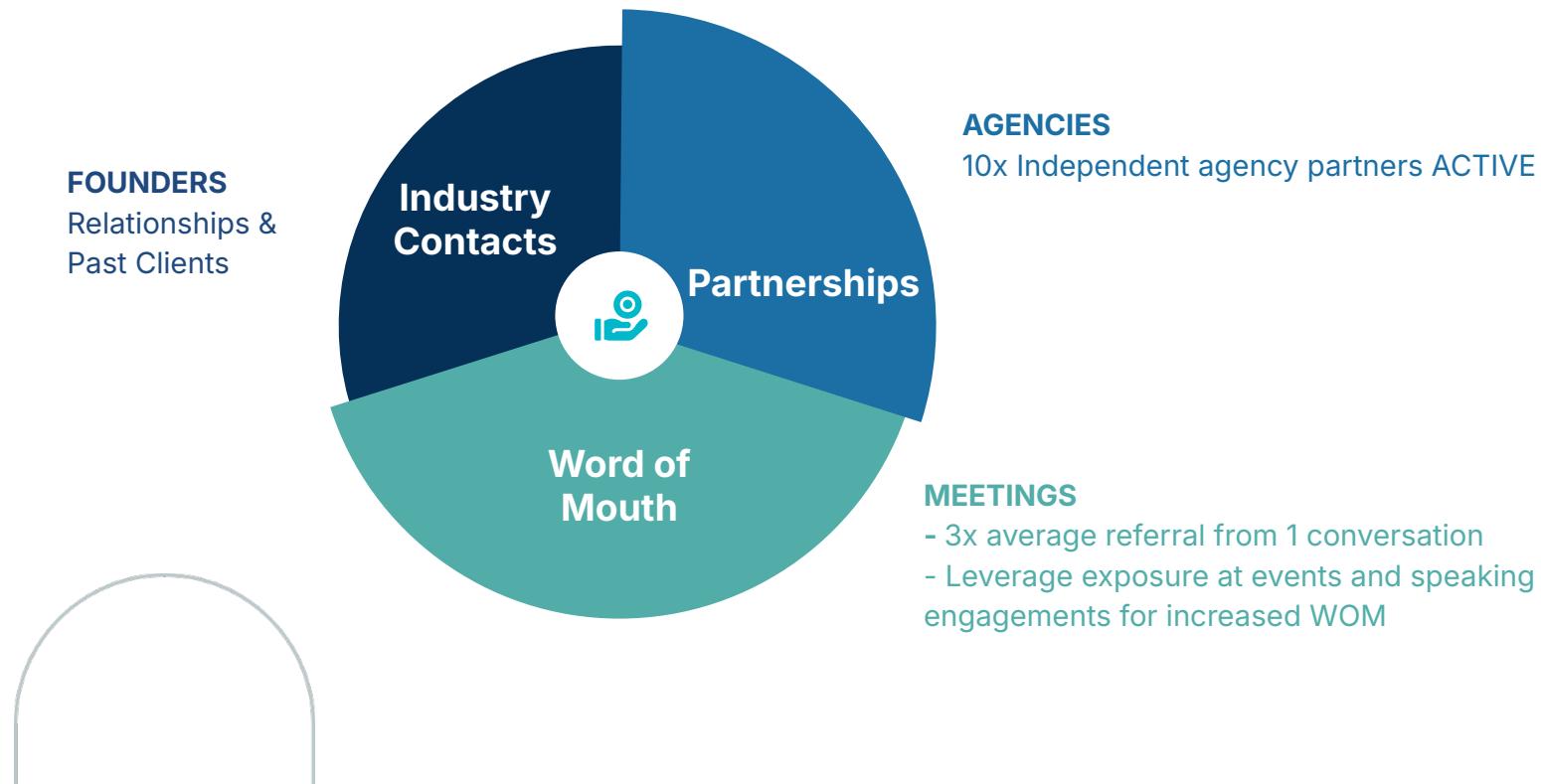
INTEGRATION  
FEE



USAGE  
FEE

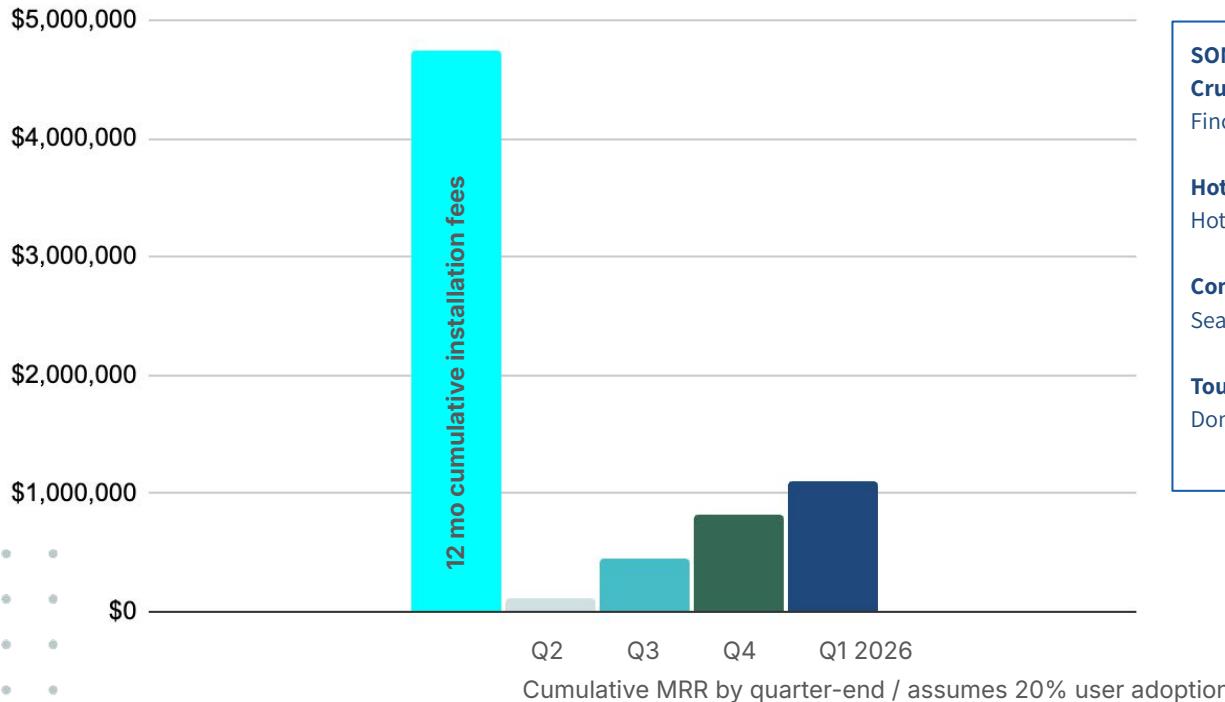
# *viral, organic* CLIENT ACQUISITION

\$0 spent on marketing campaigns



# 12-mo ENTERPRISE PROJECTIONS

anticipated revenue based on contracts currently in negotiation



## SOME OF OUR ACTIVE CLIENT CONVERSATIONS:

**Cruise:** Princess Cruises, MXP, Crystal Cruises, Fincantieri (shipyard)

**Hotels & Resorts:** Yacht Club of Monaco, Hutton Hotels

**Conferences & Events:** SEGD, cVent, Informa, Seatrade, CSI DMC, F1, MLB, NBA, George Fox, Cosm

**Tourism & Travel:** Alaska Airlines, drvn, A&K, Dominican Republic Tourism, Anguilla Tourism,

# 4-yr REVENUE PROJECTIONS

with 4x Enterprise verticals ONLY (conservative)

	2025	2026	2027	2028
Revenue	\$5,000,000	\$21,000,000	\$95,000,000	\$180,000,000
Revenue Growth		320%	352%	89%
4 Year CAGR				800%
COGS	\$500,000	\$2,800,000	\$8,300,000	\$14,200,000
Gross Margin	90%	87%	91%	92%
Variable & Fixed Costs	\$3,800,000	\$9,700,000	\$26,000,000	\$38,000,000
Variable as a % of Total	39%	37%	29%	22%
Fixed as a % of Total	55%	36%	25%	17%
Operating Profit (EBIT)	\$700,000	\$8,500,000	\$60,700,000	\$127,800,000
Operating Margin (EBIT Margin)	14%	40%	64%	71%

DOES NOT EXCLUDE EXPANSIONS:  
HaaS platform  
Healthcare  
Real Estate  
Retail  
Stadiums & Arena  
and more

# *and DEMAND for SaaS*

or as we like to call it, HaaS (Hospitality as a Software)

## *Preliminary Pricing Structure*

Pricing Category	Business Level	Monthly Price
<b>Freemium</b>	Limited Trial	\$0
<b>Starter</b>	Solopreneur / Mirco-business	\$499
<b>Premium</b>	SMB	\$1,999
<b>Professional</b>	Large	\$4,999
<b>Portfolio</b>	Multi-Location / Multi-Brand	\$9,999+



### Travel Industry Professionals

200,000+ users worldwide

June 2025 event, **requested HaaS**



### Event Planners

125,000+ companies worldwide

actively listed, **waiting for HaaS**

### Internal HaaS Advantages

- expands on existing Enterprise build
- adds client-facing access
- feedback informs overall dev build
- lowers COGS
- gives us access to market of smaller clients
- drives word of mouth

NIA'S PROPRIETARY  
**CONCIERGE AI**<sup>TM</sup>  
**IS LEADING**  
HOSPITALITY AS A SOFTWARE.  
DELIVERING PERSONALIZED  
**SERVICE AT SCALE.**

# some of our COMPETITORS

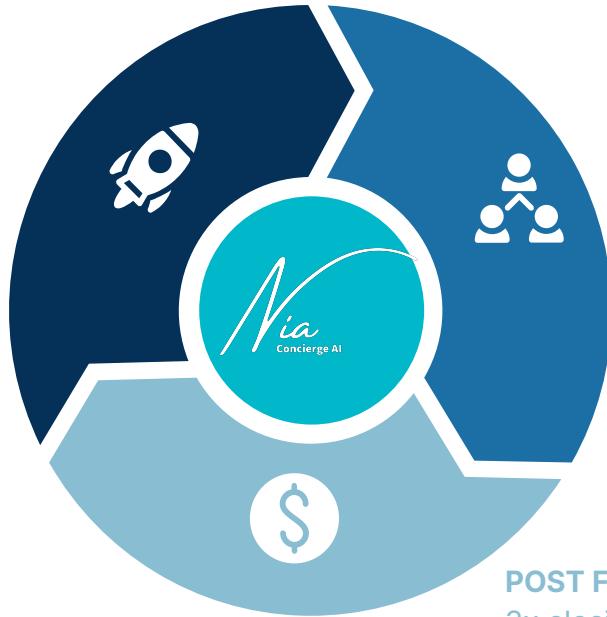
tl;dr: they are limited by backing AI into existing systems

	Total Investment	Current Valuation	Revenue	Description	Multiplatform Access	Native Dynamic Upsell	Geo-Location Services	Social Hosting	Uniquely Personable
Nia	\$300k	n/a	<b>\$29M</b> 2yr projection	Concierge AI					
Canary (f: 2017)	\$100M Series C (2024)	<b>\$1B+</b> 164 employees	<b>\$15M</b> (2024)	Hotel Guest Management Platform	✓				
Mews (f: 2012)	\$225M Series C (2022)	<b>\$1B+</b> 1117 employees	<b>\$44M</b> (2023)	Hospitality Management Solution	✓				
Engine (prev: Hotel Engine f: 2012)	\$221M Series C (2024)	<b>\$2B+</b> 935 employees	<b>\$298M</b> (2022)	Travel Booking Concierge	✓	✓			
SynXis CRM & Concierge.AI (2024, prev: div of Sabre)	n/a	Apr '25 Sold <b>\$1.1B</b> all-cash to TPG	<b>\$347M</b> (2024)	Hospitality CRM + AI	✓				✓

# *a flywheel of MASSIVE MOMENTUM*

*2501% sales pipeline increase in MONTH 1 after launch with \$0 spend*

**EXAMPLE:**  
Seatrade Cruise  
Global 2025  
**(ONE PILOT)**



## **POST EVENT: 50+ QUALIFIED LEADS**

8x Cruise Lines  
22x Tourism  
18x Travel  
17x Other (Wellness)

## **PILOT CLIENT REFERRALS**

140x Future Event Integrations

## **POST FOLLOW UP: QUICK CLOSINGS**

3x closing in <1 month  
\$1M install revenue projected  
\$500k MRR projected

# *we are meeting* MILESTONES

*faster than expected and accelerating*



# our ASK

we prioritize partnership, transparency, trust, and ambition

\$600k

May 10

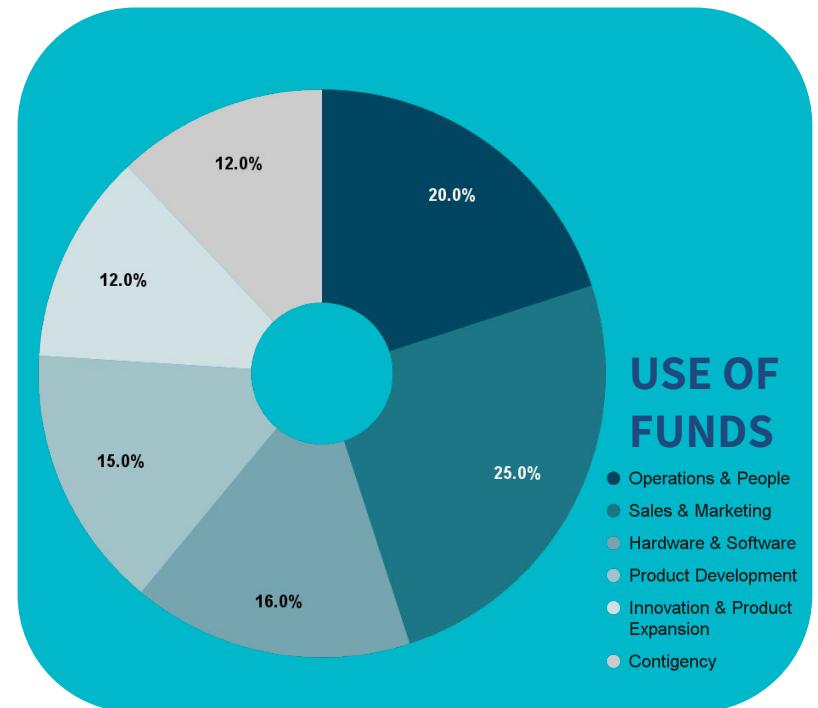
\$500k AVAILABLE

\$100k min / SAFE

15% discount

## To accelerate milestones:

- Accelerate HaaS product to market ahead of high season for events
- Expand top-tier Sales & Development team
- Shorten time to \$1M MRR by 3 months



# THANK YOU

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CXO, NiaXP**  
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# APPENDIX





# 12-mo ENTERPRISE PROJECTIONS

detailed anticipated revenue (cumulative MRR by quarter-end)

Client expected to close	Integration Fee (over 12mo)	MRR Q2 (end)	MRR Q3 (end)	MRR Q4 (end)	MRR Q1 (end)	12M Recurring Revenue	Total 12M Revenue
Alaska Airlines (Tourism)	\$750,000	\$25,000	\$75,000	\$125,000	\$150,000	\$1,200,000	\$1,950,000
drvn (1st deployment Carnival Cruise)	\$500,000	\$25,000	\$75,000	\$100,000	\$100,000	\$800,000	\$1,300,000
OneCare Group (Cruise)	\$250,000	\$20,000	\$50,000	\$75,000	\$75,000	\$600,000	\$850,000
Transcend (CX)	\$0	\$10,000	\$15,000	\$20,000	\$20,000	\$160,000	\$160,000
Atlas Cruises (Cruise)	\$250,000	\$10,000	\$30,000	\$50,000	\$60,000	\$480,000	\$730,000
Reposite.io (Events)	\$0	Awareness/Testing	\$50,000	\$150,000	\$200,000	\$500,000	\$500,000
New Enterprise Clients (15+)	\$3,000,000	\$30,000	\$150,000	\$300,000	\$500,000	\$6,300,000	\$9,300,000
<b>TOTAL REVENUE</b>	<b>\$4,750,000</b>	<b>\$120,000</b>	<b>\$445,000</b>	<b>\$820,000</b>	<b>\$1,105,000</b>	<b>\$10,040,000</b>	<b>\$14,790,000</b>

## Select Active Client Conversations Across Verticals

Cruise: Princess Cruises, MXP, Crystal Cruises, Virgin Voyages, Silverseas, Fincantieri (shipyard)

Hotels & Luxury Clubs: Soho House, Yacht Club of Monaco\*, Hutton Hotels\*

Sports & Entertainment: NBA, COSM, F1, MLB, Various Arenas

Events: SEGD\*, cVent, Informa\*, Seatrade\*, CSI DMC\*

Travel: A&K, Virtuoso, Orient Express, Anguilla Tourism\*

\*In Negotiation

# 4-yr REVENUE PROJECTIONS

detailed conservative estimates

Enterprise Revenue	2025	2026	2027	2028	Total
<b>Cruise Lines<sup>^</sup></b>	\$2,291,667	\$10,625,000	\$21,041,667	\$31,666,667	\$65,625,001
<b>Hotels &amp; Resorts</b>	\$366,125	\$1,464,500	\$3,880,925	\$11,203,425	\$16,914,975
<b>Conferences &amp; Events<sup>~</sup></b>	\$223,600	\$1,857,600	\$1,462,000	\$13,725,600	\$17,268,800
<b>Sports &amp; Entertainment Venues<sup>*</sup></b>	\$403,333	\$705,833	\$2,218,333	\$2,420,000	\$5,747,499
Usage Fees Per Month (ALL)	\$981,448	\$17,382,030	\$40,259,487	\$111,006,995	\$169,629,960
<b>Total Revenue</b>	<b>\$4,266,173</b>	<b>\$32,034,963</b>	<b>\$68,862,412</b>	<b>\$170,022,687</b>	<b>\$275,186,235</b>

• • • • • • •

^ 1 class of ships = 3 ships, reduced costs after first install, where 1st @ \$250k, 2nd @ \$50k, 3rd @ \$50k for avg of \$208,333 per ship

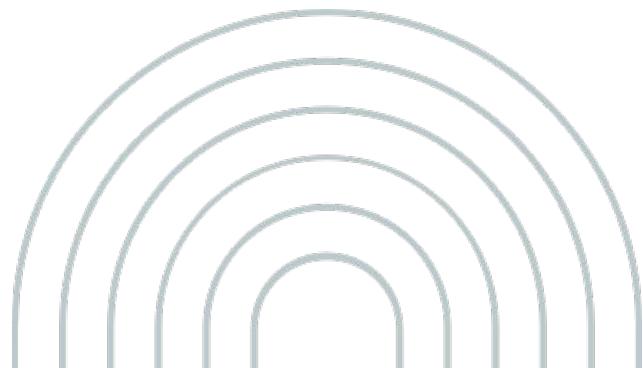
~ average of scales with days (1-5), locations (1-3), and usage per day given avg length of schedule and attendees: 26% (<400 attendees), 19% (to 999), 20% (to 2499), 17% (to 4999), 10% (up to 24999), .02% over 25k attendees

\* average of 1 day, 1 location, scaled based on market size of capacity (VIP, under 100; Premiere Access under 500; Small (up to 10k), Medium (up to 25k), Large (up to 50k), X-Large (up to 150k))

# *moat?* HOW ABOUT MOATS

advantages in team and technology

- Deep domain expertise in experience and technology
- Industry access and trust
- Diversity in development of the model
- Trademark protection filed
- Patent-Pending
- Fast-moving vertical dominance
- First-mover advantage in a defensible niche
- Data, data, data



**THE FUTURE  
OF HOSPITALITY  
IS ABOUT CREATING  
DEEPLY PERSONALIZED  
EXPERIENCES AT SCALE  
LEVERAGING TECHNOLOGY  
TO DELIVER THE WARMTH AND  
ATTENTION GUESTS CRAVE.**

**- CHIP CONLEY**

*Founder of Joie de Vivre Hospitality  
and Former Strategic Advisor for Airbnb*

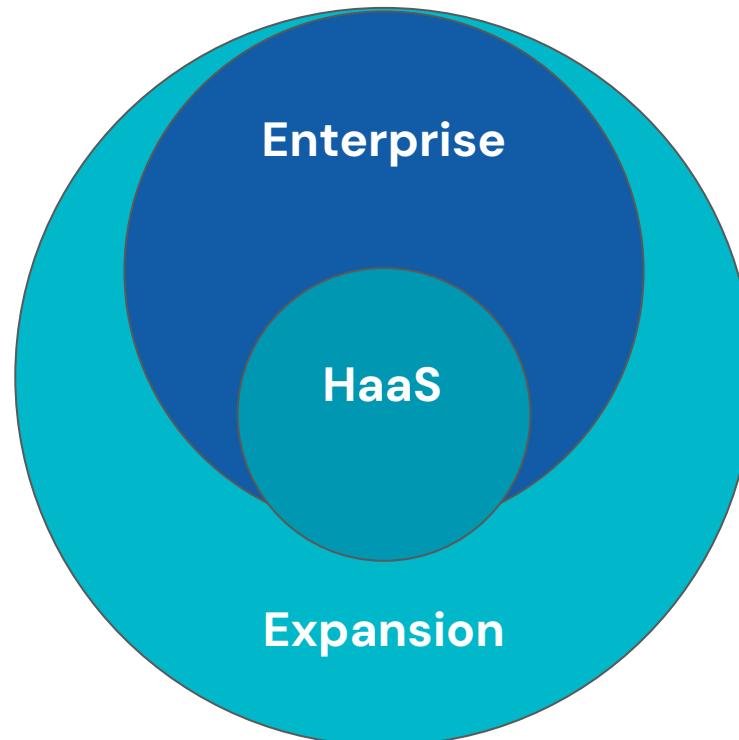
# AND WE ALWAYS *embrace the unexpected*

IT COMES WITH BUILDING BETTER

- fun conversations = **real-time contextual sentiment data**  
(so we built to dynamically, anonymously track it)
  - real-time personalization = **custom dynamic upselling**  
(so we built to support it)
  - always on service = **staff force multiplier**  
(so we built staff & admin access)
- ...  
...  
...  
...  
...  
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...

# *the big* PICTURE

Enterprise + HaaS + Expansion plans all support each other



## **Enterprise**

The original build, customized for enterprise clients

## **HaaS**

Expands on Enterprise build and adds client-facing access

Lowers our COGS, gives us access to market of smaller clients

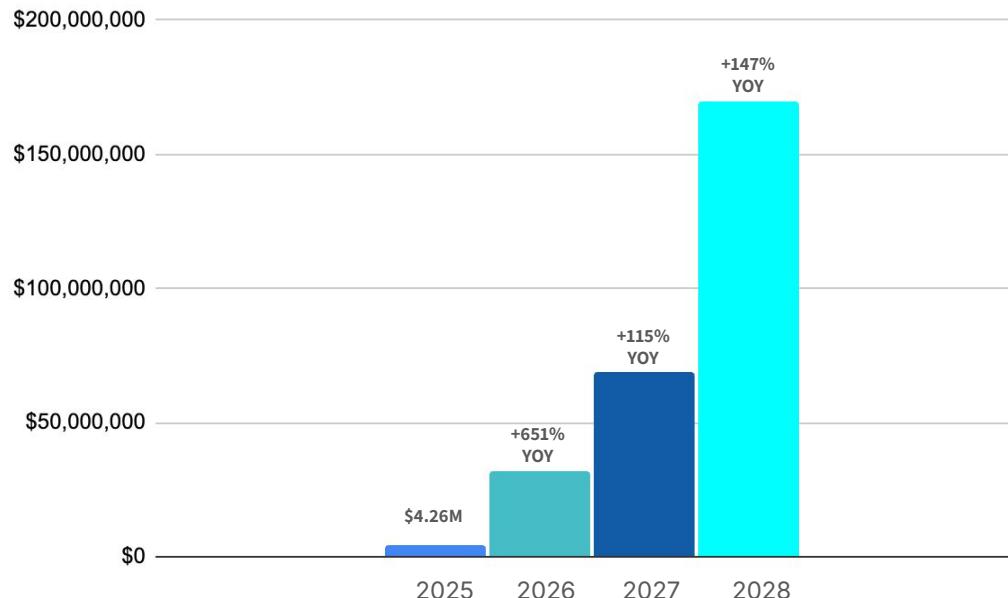
## **Expansion**

Building today with future technologies and markets in our crosshairs



# 4-yr REVENUE PROJECTIONS

conservative estimates of Enterprise clients



**WITH ONLY CORE VERTICALS:**

Cruise Lines  
Hotels & Luxury Clubs  
Conferences & Events  
Travel & Tourism

**DOES NOT EXCLUDE EXPANSION TO:**

Healthcare  
Real Estate  
Retail  
Stadiums & Arena  
and more



a *conversational AI browser*  
who simply connects you  
to what you want  
IRL



*actual users!*



# *active traction in* ENTERPRISE

concierge services are ripe for disruption



## CONFERENCES & TRADESHOWS

### *Clients & Verbal Commitments*

x2 Large  
x5 Med/Sm Events



## HOTELS & TRAVEL

### *Client & In Negotiation*

x1 Large Brand  
x5 Boutique/Luxury Brands



## GLOBAL TOURISM

### *In Negotiation*

x5 Major Tourism Boards  
x2 Tour Operators



## CRUISE INDUSTRY

### *In Negotiation*

x3 Global Brands  
x2 Regional Brands

SHORT LEAD

LONG LEAD

Enterprise ~50% of Hospitality Industry

