Every place has a story… share yours.

Hugo Heißer
Frontend
Germany

Captain Code
Backend
India

Ben Galagan
Fullstack
Canada

A location-bound AR messaging platform built on Polkadot and Arkiv Network that turns public spaces into living layers of shared memories, notes, and discoveries.
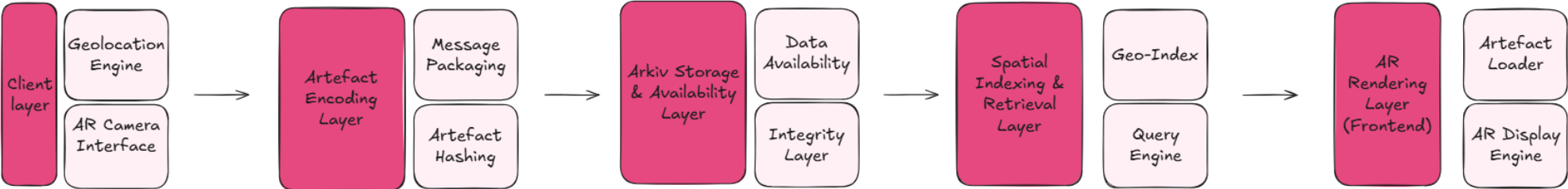
Physical spaces are full of untold stories, personal memories, and local knowledge—but there's no seamless way to attach digital meaning to real-world places. Social apps are disconnected from geography, AR tools are fragmented or overly technical, and location-based storytelling is locked inside closed platforms. The result: places stay silent, and community knowledge disappears.

The digital world floats above us, but never connects to the places we live in.

We turn physical spaces into persistent, discoverable story lay-

Artefact lets anyone anchor messages, memories, and media directly onto physical locations using AR. Through a browser-based interface powered by Next.js and the Arkiv Network, ARtefact turns the world into a persistent, decentralized layer of stories—discoverable by anyone who walks into the right spot. No app downloads, no friction, just location-based storytelling.

+ protocol

Client layer		Artefact Encoding Layer		Arkiv Storage & Availability Layer		Spatial Indexing & Retrieval Layer		AR Rendering Layer (Frontend)	
	Geolocation Engine		Message Packaging		Data Availability		Geo-Index		Artefact Loader
	AR Camera Interface		Artefact Hashing		Integrity Layer		Query Engine		AR Display Engine

Time-Limited Drops

Messages can expire, evolve, or change.

AR Geo-Anchored Messaging

Drop stories that appear only when users are physically present.

Camera-Based Discovery

Drop stories that appear only when users are physically present.

Rich Media Support

Text, images, audio, short videos.

Browser-Only Experience

No app installation, frictionless onboarding.

Decentralized Storage

Powered by Arkiv Network for permanence and auditability.

AR Market:
Rapidly growing toward spatial computing dominance.

WebAR Adoption:
Massive demand for frictionless, no-app AR tools.

Location-Based Experiences:
Tourism, local culture, education, gaming.

Creator Economy:
Need for tools that anchor creativity to physical space.

Estimated TAM across AR + tourism + experiential apps:
multi-billion-dollar scale. ARtefact positions itself
as the simplest on-ramp to spatial storytelling.

Freemium:
Free public drops with limits; paid for more media types, persistence, or private spaces.

Creator Subscriptions:
Monetization tools for artists, tour creators, and local guides.

Enterprise / B2B:
White-labeled AR experiences for campuses, museums, festivals.

Sponsored Locations:
Businesses pay for branded AR entries.

Data Services (opt-in):
Aggregated geospatial engagement analytics.

+ the traction

- Developed core concept and brand identity.
- Built early prototypes of AR geolocation flow.
- Integrated with Arkiv Network for decentralized message storage.
- Designed and refined landing page + messaging.
- Initial user interest from early community testers.
- Positive feedback from creators, explorers, and urban culture communities.

- Fully functional MVP: create, anchor, discover AR messages.
- Support for multimedia artefacts.
- Public beta launch.
- First partnerships with local cultural events or campuses.
- Growth to 5k+ early adopters.
- Monetization experiments with creators.
- Advanced AR UX (improved detection, UI overlays, stability).

Now

Milestone 1

Milestone 2