

Real places. *Playable experiences.*

GPS-guided team games for event organisers, played in a phone browser. The camera confirms each team reached the place.

~1,800

attendances at two large events

3

additional test runs

playonder.com ↗



A new event should not mean *starting from scratch.*

01

Prepare the route

Turn a real location into a sequence of clues, stories and challenges.

02

Run the experience

Coordinate teams, explain tasks and monitor their progress.

03

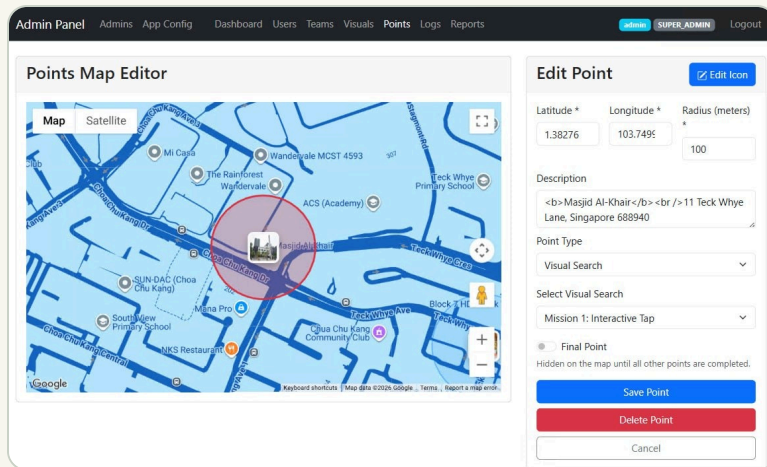
Do it again

Adapt content for another group or venue without rebuilding the game.

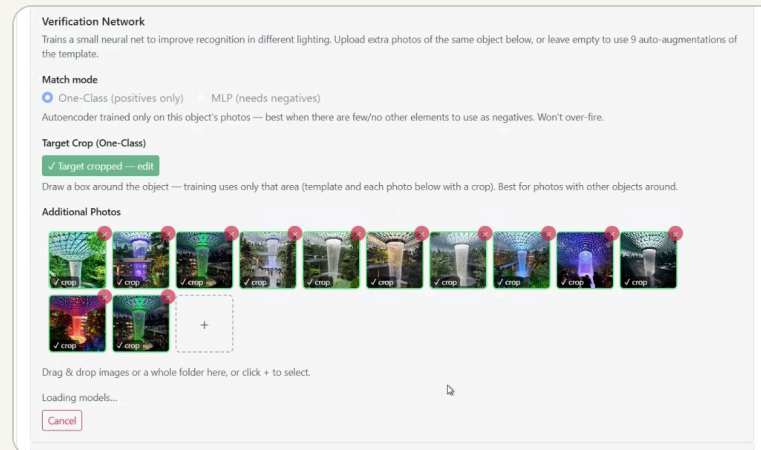
First buyers Event organisers running US team days, then campuses and cities.

Build a route in the browser. *Play it in the browser.*

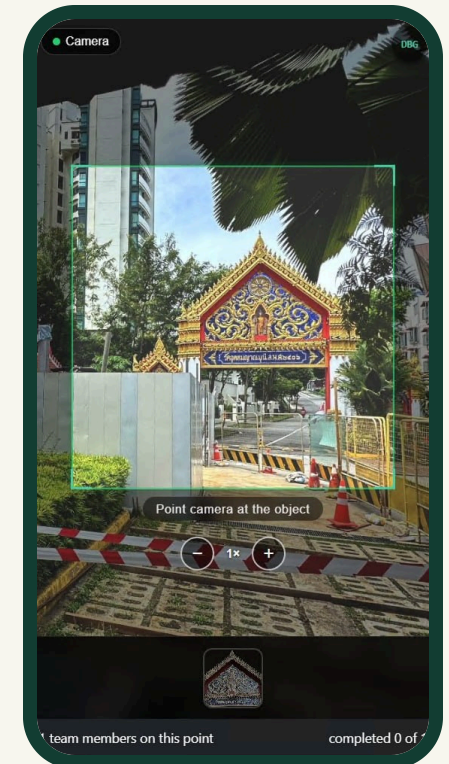
Mission types: camera recognition, pose matching, visual matching, scavenger hunt and voice answers. AI narration generated from text.



Place checkpoints on a map and attach a mission.



Teach the camera a new landmark from organiser photos.
No code.



Player view: camera mission

[Explore the Berkeley test ↗](#)

Two large events.
Three further tests.

~1,800

attendances across the first two events

Run by HDFX, a co-founder's event company, for its clients.

RUN	ATTENDANCE
GPS quest trail	~1,500
HDFX eTrail	~300
Field tests: Seoul, Dubai, <u>Berkeley</u>	~13

IN PREPARATION / CULTURAL QUEST Choa Chu Kang edition built for HDFX, Singapore.

[Explore upcoming trail ↗](#)

[GPS quest trail video ↗](#) [HDFX eTrail ↗](#)

One engine.

Four US buyers who repeat every year.

START**Corporate team days**

~116,000 US firms with 100+ staff, reached through event organisers.

\$139M

base-case annual SAM

NEXT**Campuses**

~3,500 colleges. A new cohort every fall: orientation, admissions tours, reunions.

\$9M

base-case annual SAM

NEXT**Cities & counties**

~3,100 cities of 10,000+. Heritage and newcomer trails, festivals, local sponsors.

\$18M

base-case annual SAM

VIA PARTNERS**Schools**

~12,500 school districts. Field trips on city and museum trails.

\$6M

base-case annual SAM

Base-case US SAM ~\$170M a year Range \$40–440M · accounts × adoption × annual price

Sell the platform. *Earn the next launch.*

Proposed pricing (to validate)

- Per-player platform fee (~\$10)
- Event package incl. AI-assisted route setup (\$1,500–4,000)
- Annual programme licence for campuses and cities
- White-label licence; local sponsor slots

Keep software and service revenue separate.

Initial sales motion

- Founder-led outreach to US team-building organisers
- HDFX as reference channel partner in Singapore (related party)
- Paid pilot → repeat booking

Track setup hours, support cost and margin.

The economic test More launches per customer, less delivery effort per launch.

A real category. *A specific product direction.*

Loquiz

Platform for team-building and event companies since 2010, used in 35+ countries. Players use the Loquiz Player app. Pay-per-use from €9 per player.

[Product reference ↗](#)

Goosechase

Interactive experiences with camera, text and GPS missions. App and browser participation; education and civic plans.

[Product reference ↗](#)

Actionbound

Browser authoring for mobile adventures and interactive guides, played in its mobile app.

[Product reference ↗](#)

Playonder

The camera confirms the team reached the object. Recognition trained from organiser photos, pose templates from a photo, AI narration. Browser only.

Focus: richer place interactions, faster route setup.

Win on verified place interactions and setup speed, not on browser access.

Software execution meets *live-event experience.*



Aleksandra Makhrova

Co-founder & CEO

Microsoft Azure Storage experience.
Shipped a consumer app.



Vladimir Fedorov

Co-founder & CTO

20 years building software.
Typetastic and Bright Data.



Miki Hay

Co-founder, Events & Partnerships

Founder & Managing Director, HDFX.
Originated the product idea.

Prove a repeatable business *around the working product.*

MONTHS 1–2

Set up

US company, IP assignment, baseline metrics: setup time, completion, support effort.

MONTHS 3–6

3 paid US pilots

Corporate organisers first, one campus pilot before fall intake.

MONTHS 7–12

Organiser workspace

Multi-organiser accounts: launch a repeat event without developer help.

MONTHS 13–18

Repeatable revenue

15 paying customers across two segments; 40% book again.

Success measures Repeat bookings · Contribution margin · Setup and support hours

Raising \$500,000.

Build. Sell. Repeat.

18 months for a four-person full-time team.

Three founders + one technical specialist.

Enable independent organiser launches, win paying customers and repeat bookings.

Post-money SAFE · terms on request.

hello@playonder.com · playonder.com ↗

Use of funds / 18 months

Team compensation	\$324,000
Pilots, sales & travel	\$36,000
Infrastructure & administration	\$36,000
Reserve & unallocated buffer	\$104,000

Independent launches → Paid customers → Repeat bookings