


INVESTOR OVERVIEW · LUXAPERTURA.COM

# LuxApertura: value for everyone in the frame

*Open to the light.*

How luxapertura.com creates value for travelers, photographers, partners and investors.

# One meeting, four winners

*Trust, coordination and tools, so both sides focus on the experience.*

### Travelers

Personal photos with a local creative they choose.

### Photographers

Qualified demand, and their style stays their own.

### Hotels and partners

A memorable, attributed service to offer guests.

### Investors

A marketplace that compounds local trust.





# Travelers: be part of your own travel story

*In the pictures, not behind them.*

**Your photographer**

Choose a specific person by style, language and real availability.

**No surprises**

A clear total, an exact image count, a 72-hour private gallery.

**Ready to shine**

Pose & Feel Confident guides and a private My Shoot Board.

**Comfort first**

Decline any pose, contact or public use without losing the service.

PILOT PRICING · TESTS

# Packages that make the promise concrete

*Three lengths, one 72-hour delivery promise.*

| PACKAGE | DURATION | EDITED IMAGES | TOTAL |
|---|---|---|---|
| **City Moment** | 30 min | 15 | EUR 149 |
| **City Story** | 60 min | 35 | EUR 249 |
| **Signature Walk** | 90 min | 55 | EUR 399 |

All packages deliver within 72 hours. Prices are pilot tests.



# Photographers: your style stays yours

### Qualified bookings

No more evenings negotiating schedules.

### Tools handled

Calendar sync, payments, galleries, invoicing and incident support.

### Credit visible

Named portfolios with social links kept in view.

### Fair terms

Fees and payouts disclosed before a slot goes live. Ranking is never sold.

# What a session earns the photographer

*Most of every booking stays with the creative.*

**Optional Pro, €29/month**

Booking link, calendar integration and more portfolio space.

**Later**

A lower-fee workflow for their own clients.

**Proposal guides**

Photographers as authors, with visible credit.

**€220**

example session price (model)

↙️

**22%**

platform commission

↘️

**€171.60**

paid to the photographer

# Hotels and partners: a better guest experience

*A service the concierge is proud to recommend.*

- ✓ Concierge booking page with current inventory and meeting guides
- ✓ Disclosed referral reward, paid after the completed shoot
- ✓ Referral status without private guest details
- ✓ Tour operators, venues and payment partners share the network



# Couples and celebrations: memories worth keeping

*Open to everyone, private by default.*



### Proposals and anniversaries

Backup photographer and a coordinated timeline.



### Families, friends and groups

Pose series for couples, friends, families and groups.



### Privacy built in

Galleries private by default; marketing consent asked separately.



# Cities and communities: local respect built in

*Good for the places we photograph.*

- ✓ Routes planned around access, permits, residents and culture
- ✓ Spending flows to independent local creatives
- ✓ Athens first, Greater Lisbon after proof

# Investors: value that compounds

*A focused start inside a large market. Figures are modeled.*

| €1.52B | €12.20M | €249,720 |
| --- | --- | --- |
| global TAM | Athens and Lisbon SAM | Year 3 revenue (model)<br>4,800 sessions<br>€1.056M GMV |

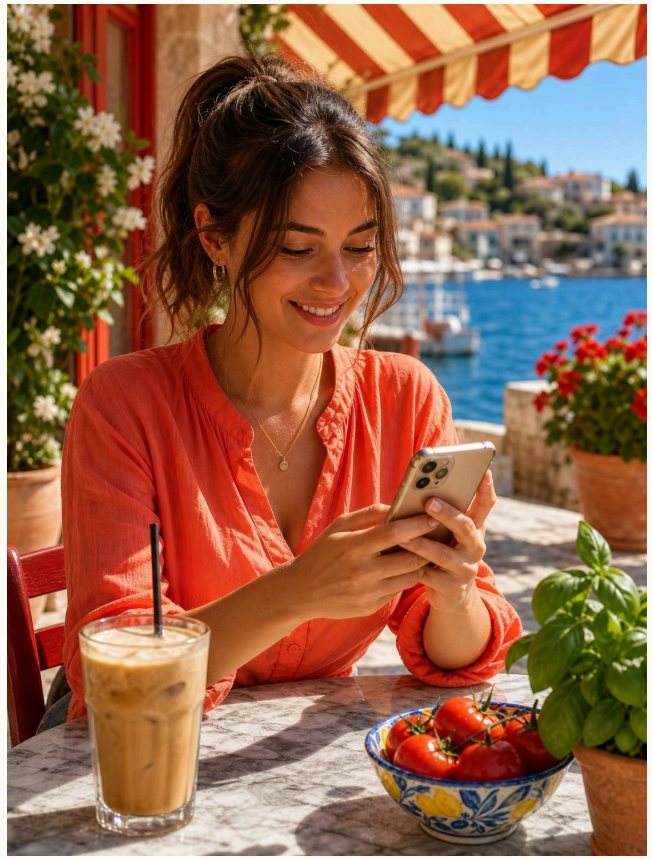
**The moat**

Hotel relationships, reliable local supply, location know-how and shoot history.

# The flywheel

*Every session makes the next one easier.*

**1** Completed session → **2** Shareable private gallery with photographer credit → **3** Referral and repeat booking → **4** More demand draws committed photographers → **5** Better coverage lifts conversion and partner trust → **1** Completed session



# Join us: a gated path to proof

*Each stage earns the next.*

1. **Six-week concierge pilot**

   €6,000–12,000 to deliver 30 paid shoots.

2. **Build and operate**

   About €352,000 over build and three operating years.



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