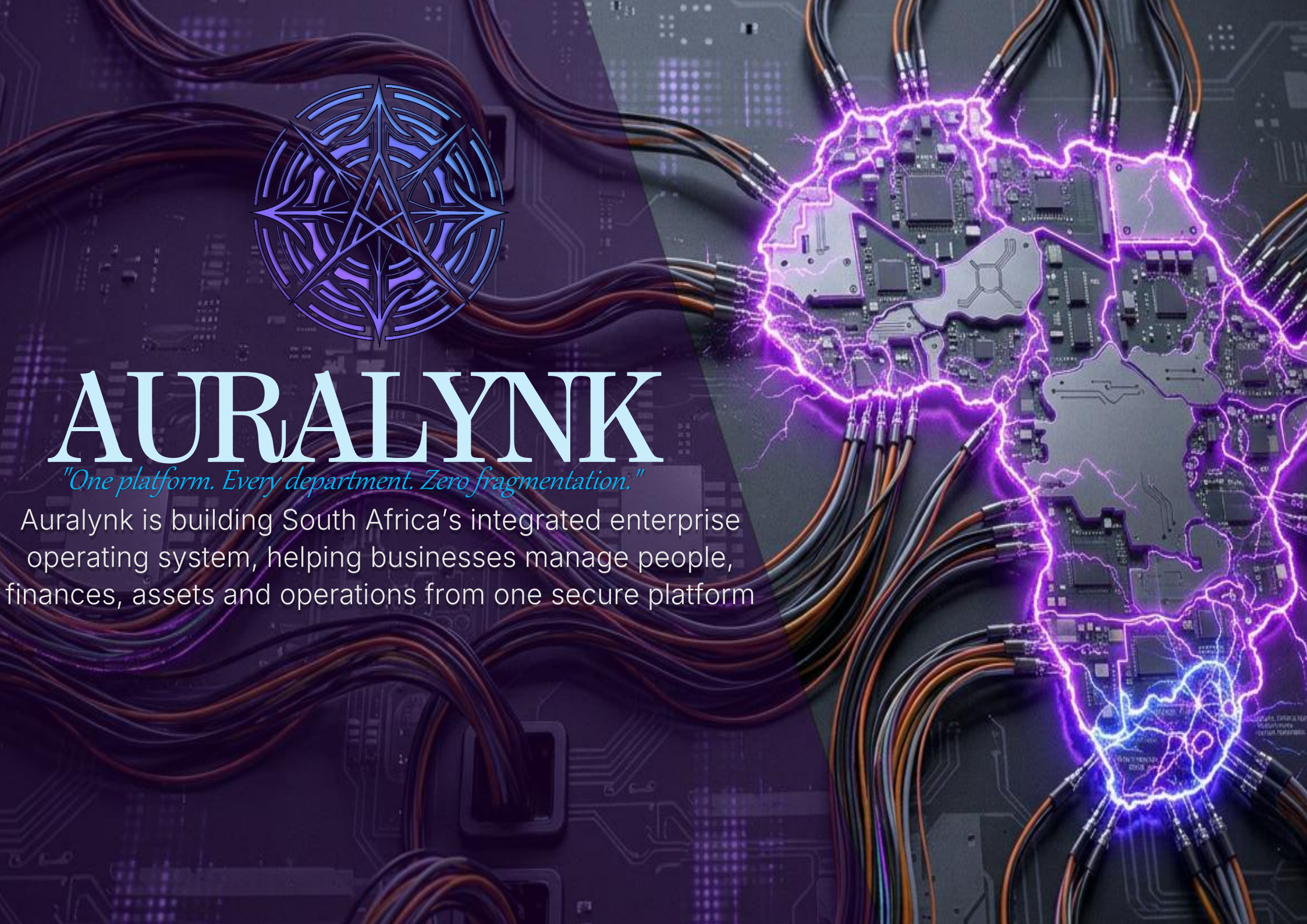

AURALYNK
"One platform. Every department. Zero fragmentation."
Auralynk is building South Africa's integrated enterprise operating system, helping businesses manage people, finances, assets and operations from one secure platform

Auralynk

Is building

A unified eight-module enterprise operating

That is

Locally Hosted

&

POPIA-conscious

By

Reducing software fragmentation.

The Enterprise Software Trap

The Frankenstein Stack

Target customers stitch together 5-10 systems, creating data silos, duplicated admin, higher costs and offshore-hosting/POPIA exposure. Teams waste hours re-entering data across platforms, while management loses real-time visibility. Fragmented offshore hosting means sensitive business data is scattered across foreign jurisdictions, creating severe compliance risks.

The Compliance Risk

To get a fully integrated suite, businesses are forced to host their data offshore. This creates severe POPIA compliance risks, exposes sensitive corporate data to foreign jurisdictions, and costs a fortune in client-side infrastructure capex. When breaches occur, tracing data across foreign servers is nearly impossible, leaving companies paying premium prices for software that compromises sovereignty.

THE CURE

Auralynk is sold as one operating system, not nine products - three bundles priced so the full suite is the obvious choice, anchored on per-employee pricing that grows with the customer.

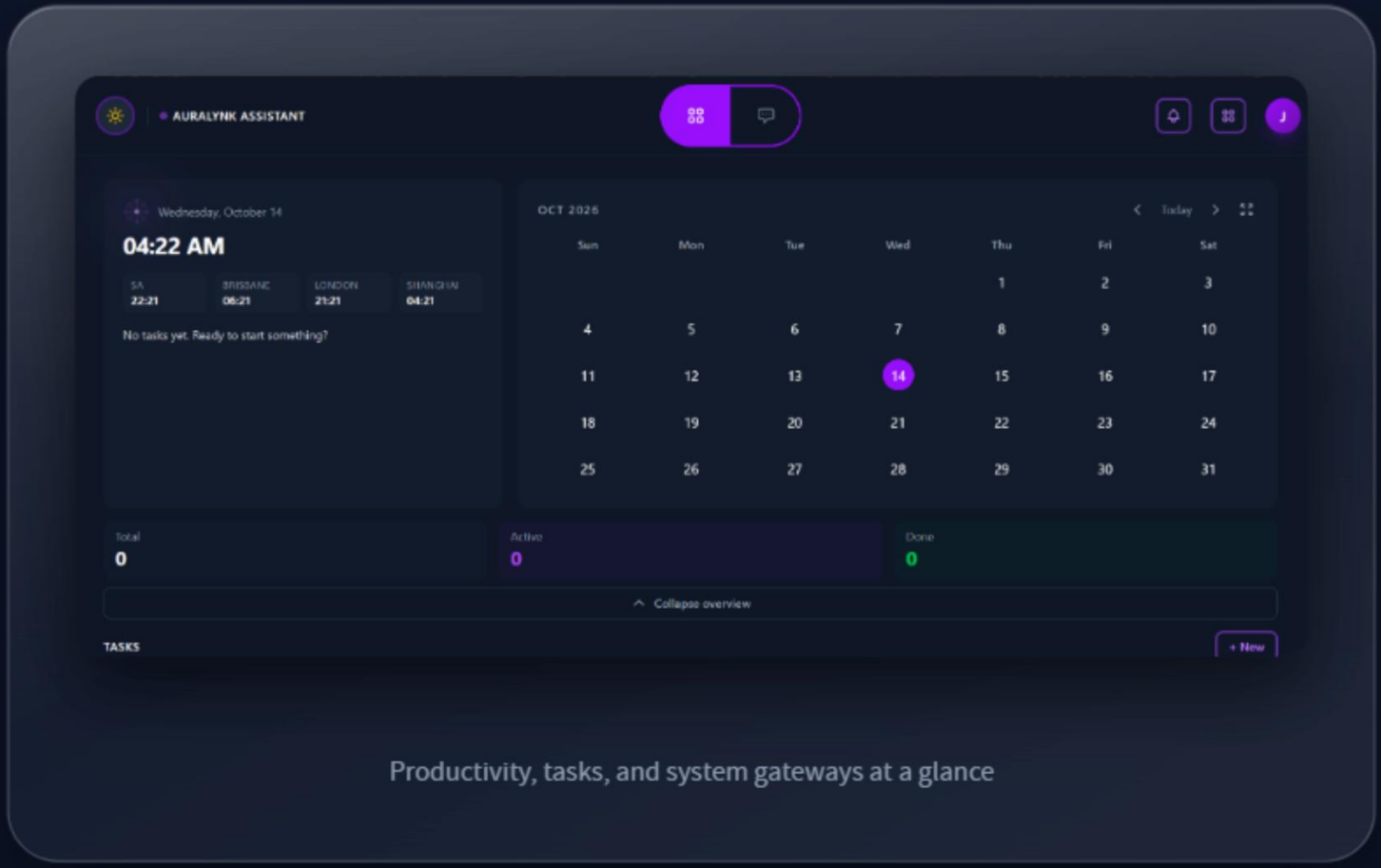
	Microsoft 365/dynamics	Xero/Sage	Auralynk
Pricing Unit	Per use,per module	Flat per organization	Per employee, bundled
Multi-module logic	Base license+cheap attach(70-85% discount)	N/A-single product	Bundle discount built in
Head count sensitivity	High(per seat)	None(unlimited Users	Tiered – uncapped
What customer buys	An ecosystem they get locked into	A single tool for the firm	One integrated OS
Cost to add a module	Cheap	N/A	Cheaper than standalone
Designed for	Enterprise with IT budgets	SME's wanting one tool	SA SMEs running fragmented systems

The Central Command Portal

The single landing point after login- the hub that routes users seamlessly into every Auralynk application while giving teams real-time control over task creation, tracking & productivity

CORE NAVIGATION HUB

- One doorway into the entire Auralynk suite
- Live task creation, tracking & productivity oversight
- The first screen every user sees- clean, fast & central



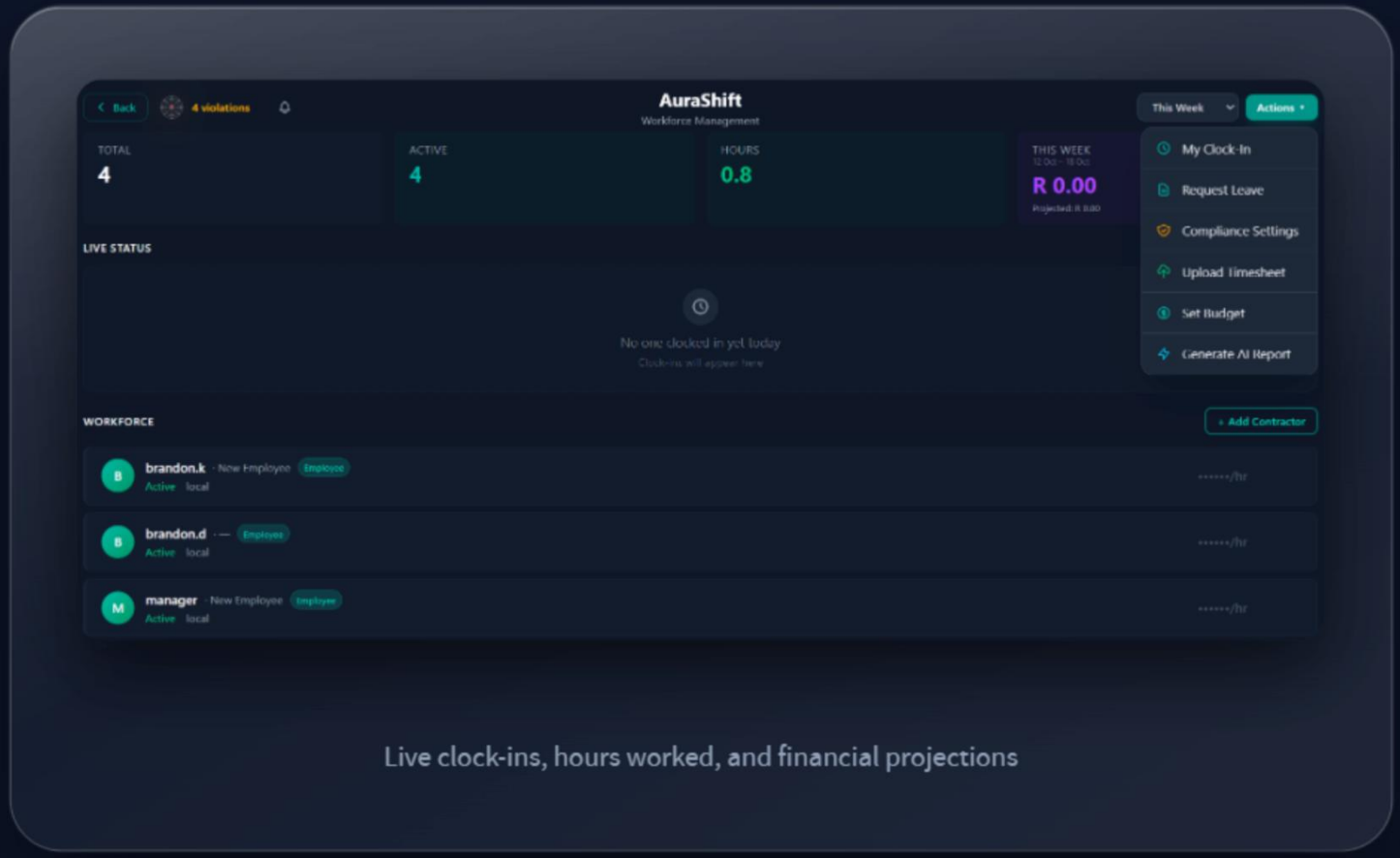
Productivity, tasks, and system gateways at a glance

AuraShift Control

A multi-permission workforce platform that scales from the shop floor to management. Every company gets a kiosk out of the box - employees clock in via QR or button code, both secured by mandatory facial recognition, with GPS clock-in for trusted remote staff.

Workforce Management

- GPS, QR & button clock-ins with mandatory facial recognition
- Labour law compliance & work-week budget tracking
- Predictive weekly, fortnightly, and monthly employment spend
- External timesheet uploads, live clock-ins, and automated reports



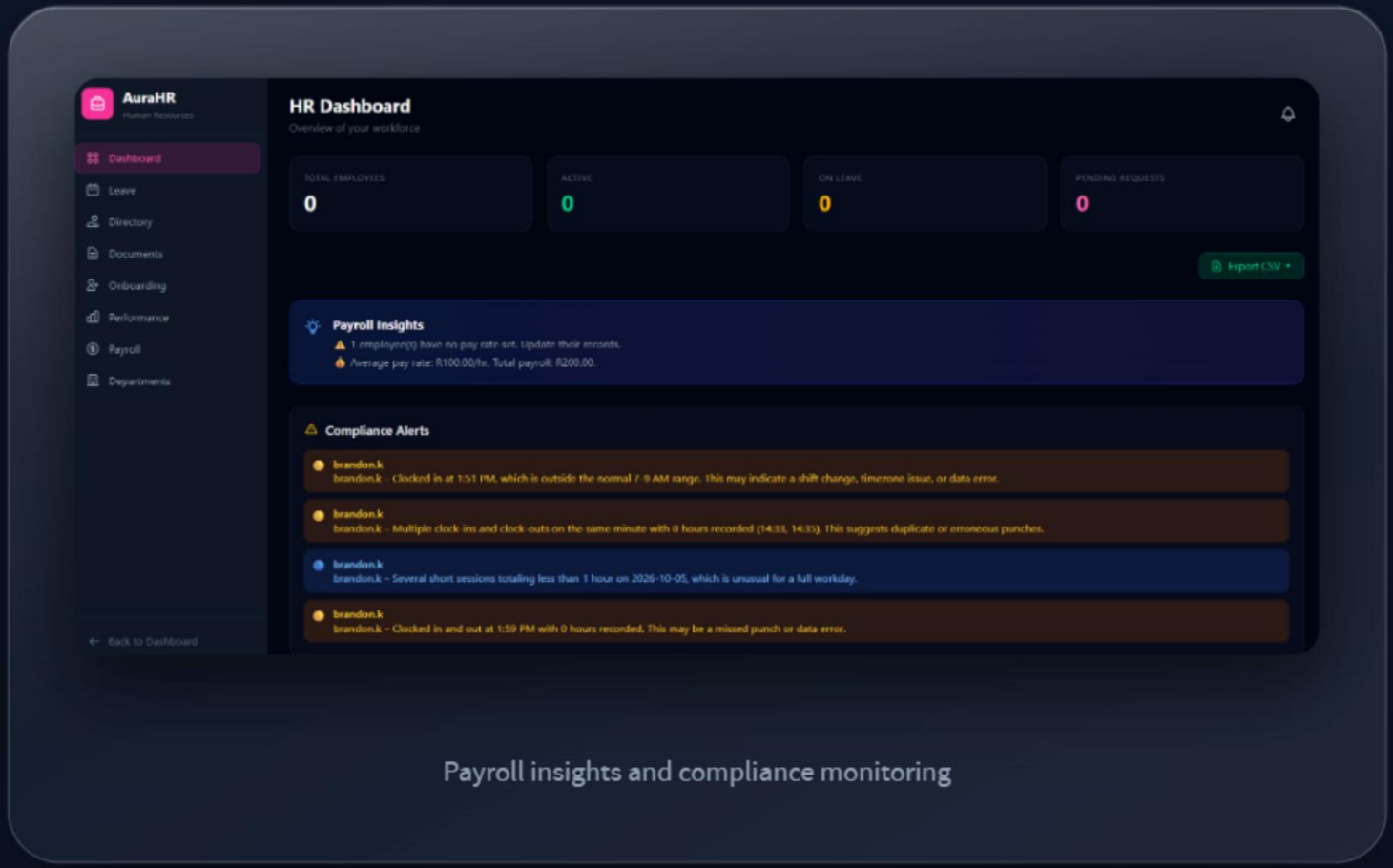
Live clock-ins, hours worked, and financial projections

AuraHR Dashboard

The complete personnel hub -managing the full employee lifecycle from onboarding and leave through to performance reviews, all in one place.

Human Resources

- Leave tracking, company directory, and HR document vaults
- Structured onboarding steps and performance reviews
- Employee pay rates, compensation, and department structuring



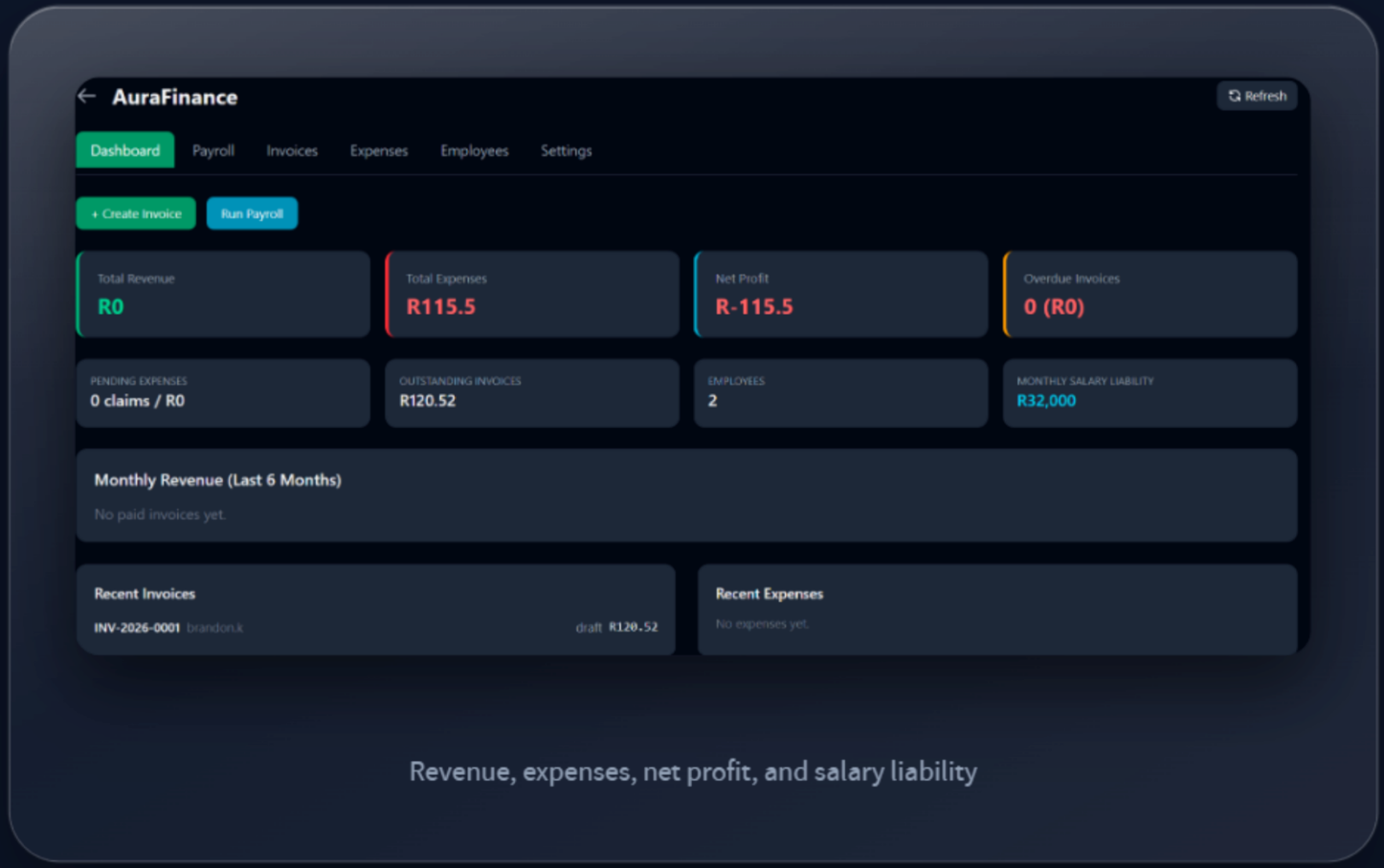
Payroll insights and compliance monitoring

AuraFinance Engine

Streamlined accounting built around invoicing — create invoices, track expenses, run payroll, and manage tax deductions, all with a deliberately bank-safe design.

Financial Control

- Invoice creation, expense tracking, and employee tax deduction settings
- One-click payroll sheet generation
- No bank integration by design — printed sheets supply all payment figures for secure manual upload on your corporate banking system



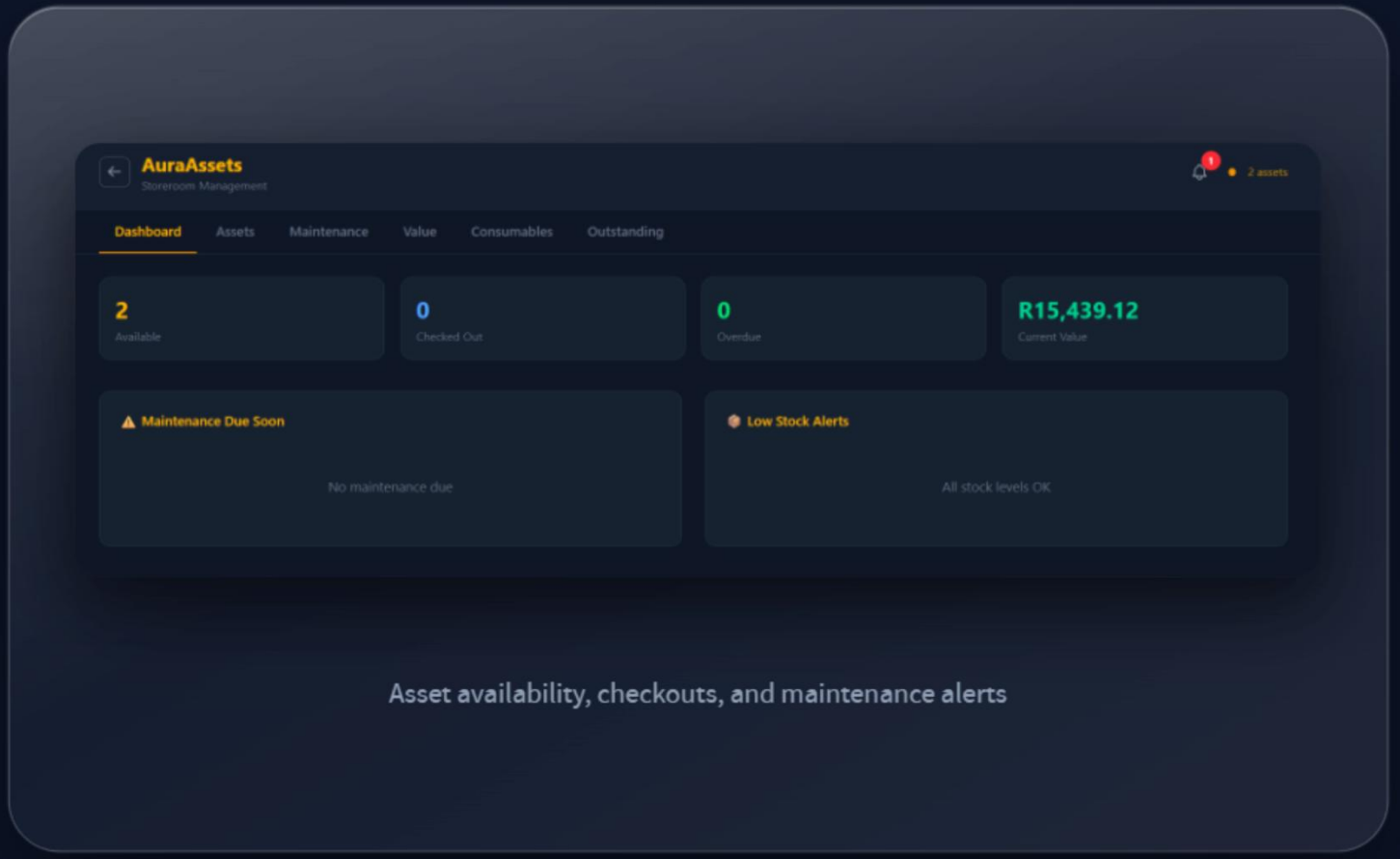
Revenue, expenses, net profit, and salary liability

AuraAssets Management

Full lifecycle tracking for physical company assets - from equipment and vehicles to consumables - with maintenance scheduling and QR-based accountability.

Asset & Inventory Management

- Track equipment, vehicles, and consumables in one register
- QR label stickers record what was issued, and to whom
- Automatic asset valuation by age and depreciation
- Maintenance scheduling and low-stock warnings



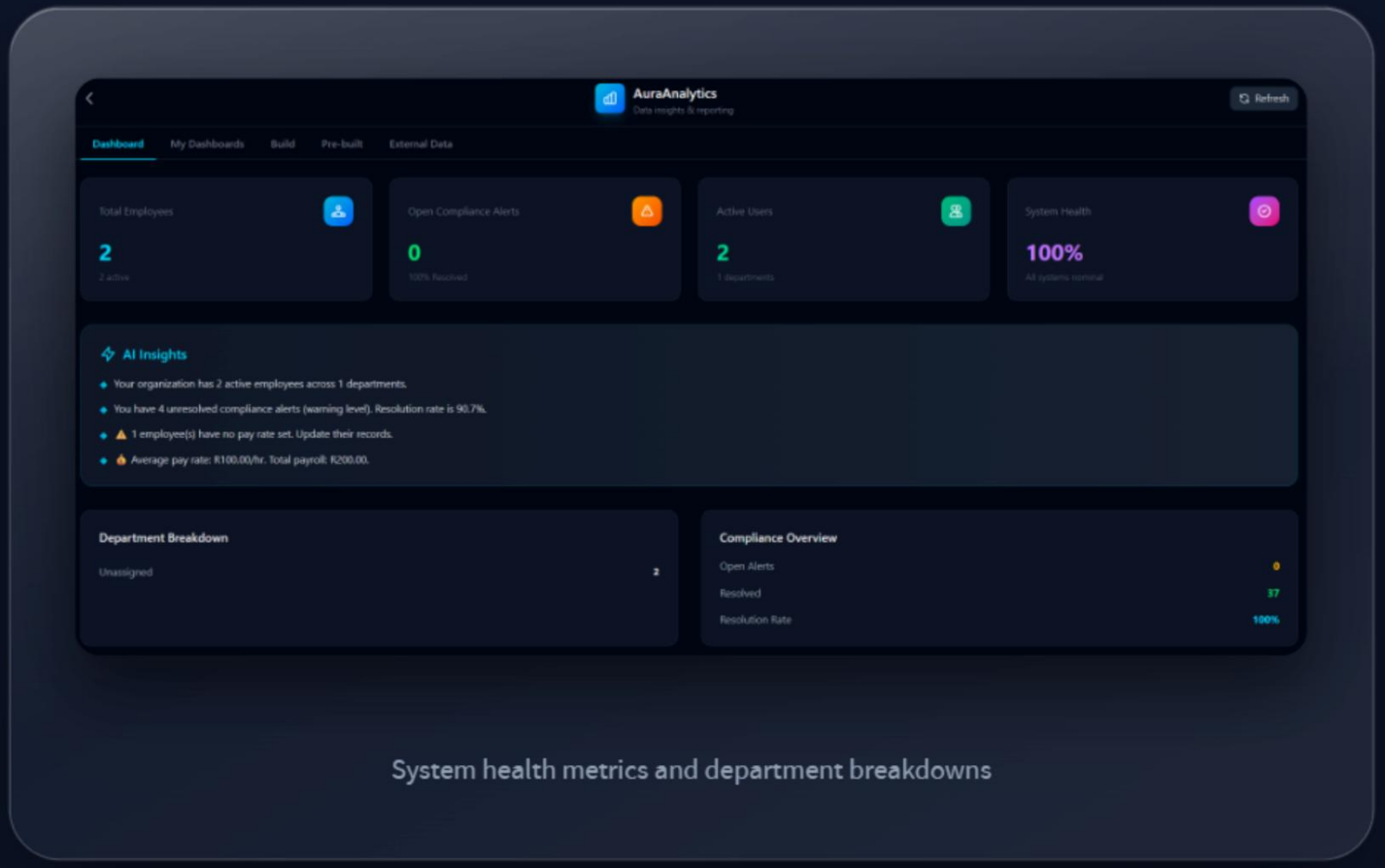
Asset availability, checkouts, and maintenance alerts

AuraAnalytics

Turn company data into decisions. AuraAnalytics visualizes company health and compliance issues through dynamic charts and graphs - and can ingest external data to generate polished, client-facing reports.

Data Insights & Intelligence

- Visual dashboards for company health and compliance
- Spot issues in real time, before they become problems
- External data ingestion for professional client-facing reports



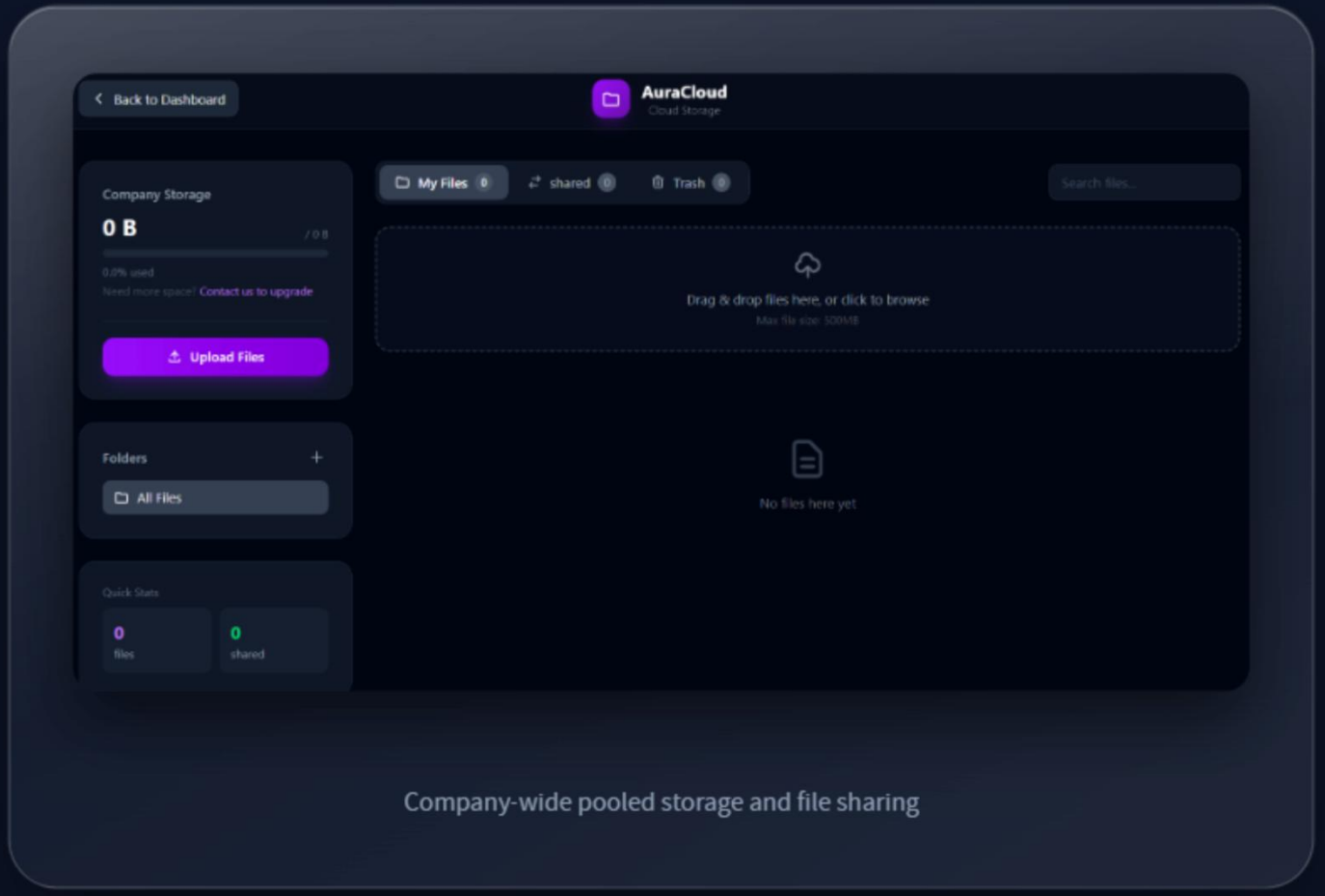
System health metrics and department breakdowns

AuraCloud Storage

Centralized cloud storage built for organizations, not individuals. Space is allocated to the company as a whole rather than per user, with the flexibility to share files company-wide wherever cross-departmental access is needed.

File Management

- Company-pooled storage - no per-user quota micromanagement
- Effortless file uploads and folder structuring
- Company-wide sharing for files that need to move between departments



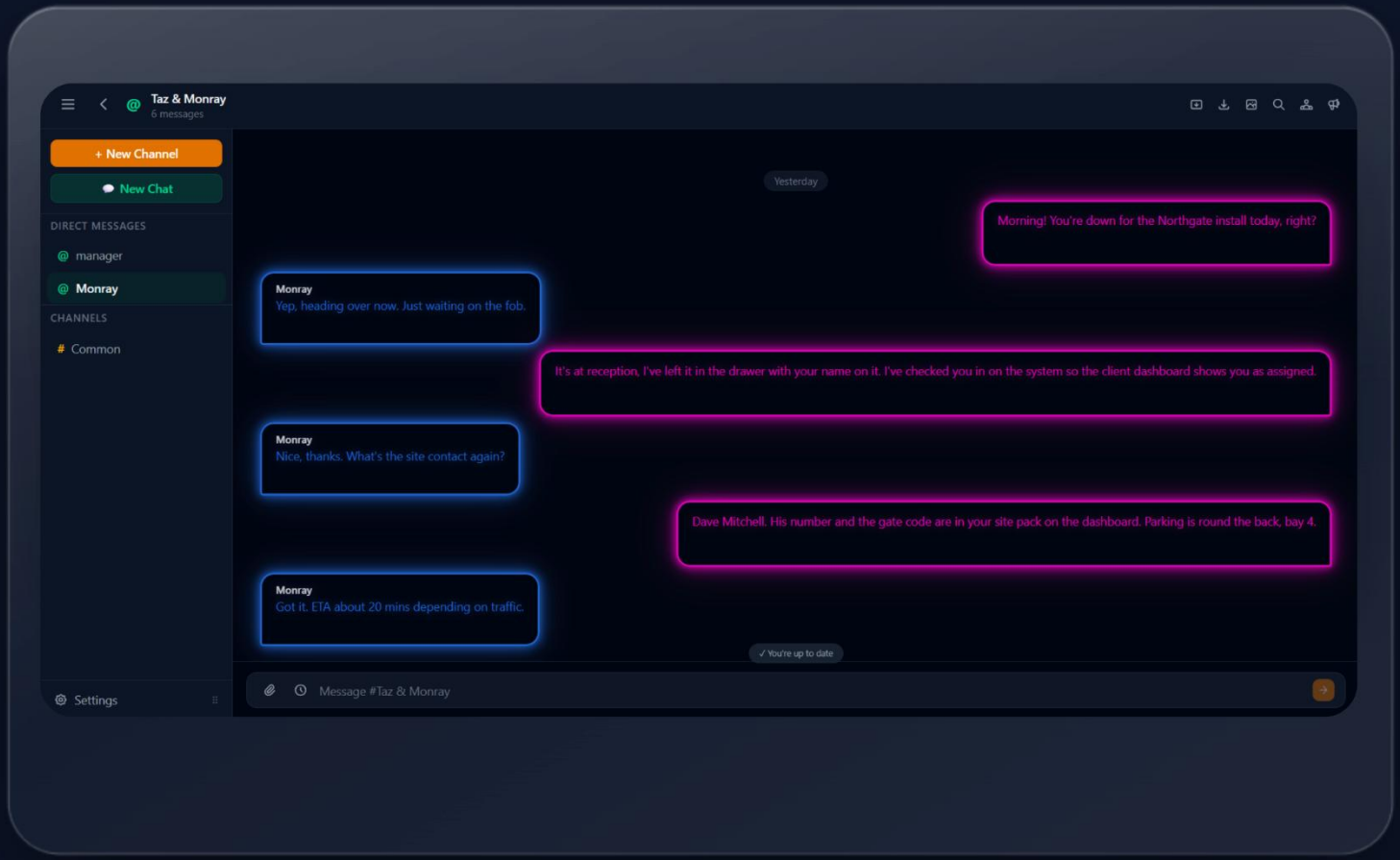
Company-wide pooled storage and file sharing

Auracomms Communication

The native communications layer of the platform - structured channels, direct messaging, and announcements that keep your entire workforce connected without a single third-party chat tool.

Native Messaging

- Channels, direct messages, announcements, mentions and reactions
- Threads, read receipts, typing indicators, pinned and scheduled posts
- File and media sharing, full search, exportable channel histories

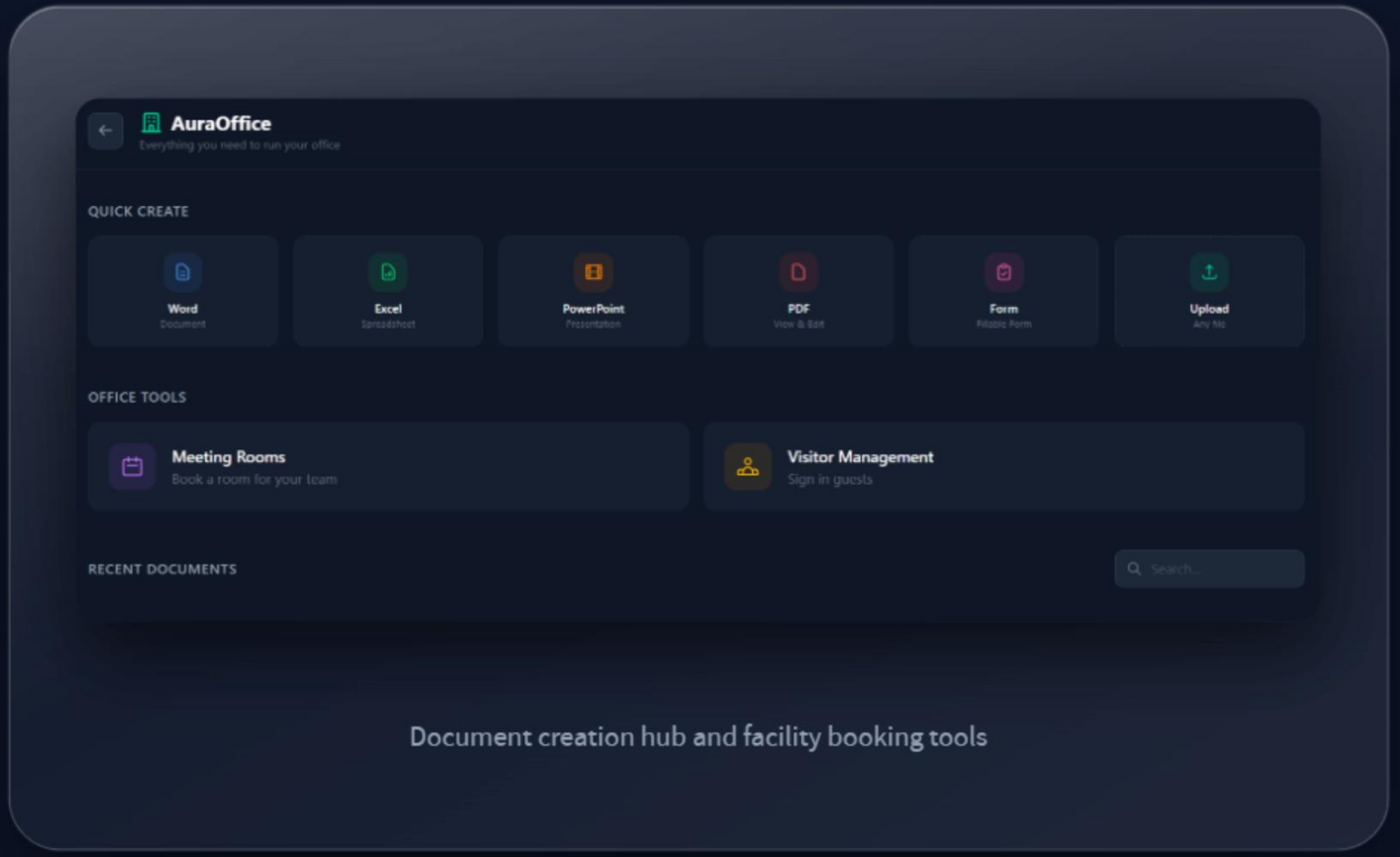


AuraOffice Suite

A cloud-based document suite for live co-editing, paired with the facility tools modern teams actually use. The suite built on Collabora's open-source engine, already deployed across European public-sector bodies including the Austrian Armed Forces and Germany's openDesk platform., with direct 24/7 access to partner support - a partnership we have held since October 2026.

Collaboration & Facility Tools

- Create and edit Word, Excel, PowerPoint, and PDF documents live
- Meeting room booking and management
- On-premises visitor management and guest sign-in



Document creation hub and facility booking tools

Traction & Strategic

- **Product Status:** 9 modules fully built, integrated, and running. We have completed the heavy lifting of software development.
- **The Unlock:** The R4.9M ask is a direct infrastructure play. Migrating our servers from LA to our Durban operations centre removes the final barrier to closing enterprise contracts.
- **Founder Alignment:** The founding directors draw R20k/pm each - deliberately set well below SA market rate to extend the 18-month runway. Founder salaries are already reflected in the R201,951 monthly burn, and this round is purely to ignite the go-to-market engine.
- **Regulatory Readiness:** Our founder is a registered Information Officer, ensuring every architectural decision is made through a compliance-first lens
- **Compliance First:** Operations intentionally paused for commercial onboarding. Currently hosted in LA to protect client data; we refuse to take a single paying client until the infrastructure is migrated to our Durban operations centre for 100% POPIA compliance.

The Business Model: High-Margin Recurring SaaS

Auralynk generates predictable Monthly Recurring Revenue (MRR) by replacing fragmented, offshore software stacks with one locally hosted POPIA compliant ecosystem.

Per-Employee Licensing

- AuraHR: R55 / employee
- AuraFinance: R50 / employee
- AuraShift: R45 / active shift worker
- AuraOffice: R120 / active user
- AuraAnalytics: R35 / employee
- AuraComms: R20 / employee

Flat Rates, Hardware & Services

- AuraCloud Storage: Free base (15GB)
- Storage Scaling: Upgrade tiers from 50GB (R120/pm) up to 1TB (R1500/pm).
- AuraAssets Management: R750 / month (Company flat rate)
- Core Navigation Hub: Included free
- AuraShift Kiosks: Hardware + software bundle at R150/pm per kiosk (excluding installation), creating a recurring hardware stream.

The Road to Break-Even & Profitability

With 100% proprietary software and locally hosted infrastructure, our unit economics scale aggressively as headcount grows.

Unit Economics

Blended Revenue: R185.25 /user / month

Direct Costs (Hosting & Support): R16.65 /user / month

Gross Margin: 91.0%

Note: This is Gross Margin, not Net Profit.

Break-Even Calculation

Fixed Monthly Costs: R201,951

Gross Profit Per User: R168.60

Break-Even Calculation:

R201,951 ÷ R147.21 = 1,198 users

Cash-Flow Positive: 1,200-1350 users

Formula provided:

Fixed cost ÷ *Gross profit per user*

Acquisition & CAC

Target: 39 SMEs (1450 staff) in 18 months

Sales Team: 3 Reps(R12-R15k base +1% commision)

Est. CAC: R18,750/ client

Payback: < 3.4 months (R5,473 Gross Profit/mo per client)

LTV: +-R197,000 (3-year retention)

18-Month Cash-Flow Forecast: Months 1–6: Ramp-up & Sales Investment | Month 16: Recurring gross profit covers R201k fixed overheads | Months 17–18: Cash-flow positive, generating surplus for growth.

The Ask: R4,944,997.34 *(18-Month Runway)*

To take the platform from completed build to recurring revenue, we are raising R4.94M: an 18-month operating runway, plus the once-off capex to establish our Durban base - server and storage infrastructure, solar-backed power, office setup, and a vehicle for sales and installations.

Allocation Category	Amount (ZAR)	What it covers
Recurring Costs (18mo)	R3,635,118.00	Lean team salaries (Founder/Director packages set at ~70% below SA market rate to extend runway), marketing, vehicle running costs, and office utilities.
Once-Off Capex	R1,309,879.34	Core server infrastructure and enterprise storage, office setup (including solar power and security), and a reliable commercial vehicle for sales and installations.
Total Investment	R4,944,997.34	*(Approx. $294,842.41 USD)*

Note: Once-off capex includes a R100,000 protected contingency reserve to extend runway.

AURALYNK

"One platform. Every department. Zero fragmentation."

Auralynk is building the infrastructure for the next generation of South African enterprise operations. We have built the technology and identified the market opportunity. We now invite the right investment partner to help bring this platform to market and scale across South Africa and beyond.

Thank you

Presented By: Luke Scott

Company Representative

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