

Museum AR Smart Glass Guide

Sales & Business Kit — Master Index

HumanityAI'd — July 2026

CONFIDENTIAL — A-Z PACKAGE TO TAKE THE PRODUCT TO MARKET

What this is

Everything needed to sell the Museum AR Smart Glass Guide to Middle East cultural institutions — from technical due-diligence to pitch decks, pricing, market and competitor intelligence, a target list, and an outreach playbook. Every document is provided as a finished PDF (decks also as editable PPTX; the target list also as CSV). Editable Markdown sources live in `_src/`.

The 30-second story

Visitors wear AR glasses, look at an exhibit, and hear a professional narration **in their own language** — hands-free. All AI runs **on a server inside the museum**; no visitor data leaves the building. It's **proven today**: 10 exhibits, 8 languages, 80 approved narrations, recognition at 0.995 similarity.

Folder map

01-technical/

- **Technical-Due-Diligence-Report.pdf** — honest, buyer-grade review of both codebases: architecture, strengths, severity-ranked findings, licensing, and an 8-14 engineer-week hardening plan. *Send at technical vetting.*
- **Deployment-and-Ops-Guide.pdf** — hardware sizing, install, backups, runbook. *For museum IT.*

02-product/

- **PRD** — full product requirements.
- **BRD** — business requirements, revenue model, stakeholders, risks.
- **POC-Playbook.pdf** — the 4-week pilot blueprint. *The core conversion tool.*
- **Feature-Matrix-and-Roadmap.pdf** — what ships today, known limits, v1.1→v2 roadmap.

03-market/

- **Market-Analysis-MENA.pdf** — the GCC museum-capex opportunity, sourced.
- **Competitor-Analysis.pdf** — Orpheo/Acoustiguide, NOUSdigital, Smartify, ARtGlass, and why the category is open.
- **RFP-Response-Template.pdf** — reusable tender response.
- **RFP-Response-Sample-Louvre-AD.pdf** — a worked example on a flagship profile.

04-sales/

- **One-Pager.pdf** — first-touch leave-behind.
- **Master-Pitch-Deck.pptx / .pdf** — the core deck.
- **Louvre-Abu-Dhabi-Pitch.pptx / .pdf** — tailored flagship variant.
- **Case-Study-Internal-Pilot.pdf** — the proof, with real metrics.
- **Pricing-and-Packaging.pdf** — indicative licence + hardware + services.
- **Demo-Script.pdf** — the live-demo talk track and objection handling.

05-contacts/

- **ME-Museum-Targets.csv** — 42 institutions, sortable (operator, visitors, procurement, priority).
- **ME-Museum-Targets-and-Contacts.pdf** — priorities, the four flagship buyers, verified leadership, integrator partners.

06-package/

- **00-START-HERE-Master-Index.pdf** — this document.
- **Outreach-Sequence-Guide.pdf** — who to contact, what to send when, email skeletons, objection handling.

Recommended reading order

1. This index → **One-Pager** → **Master Pitch Deck** (get oriented)
2. **Case Study** + **Competitor Analysis** (the proof and the positioning)
3. **POC Playbook** + **Pricing** (the conversion path)
4. **Technical Due-Diligence Report** (what you're really selling — read this before any technical meeting)
5. **Contacts** + **Outreach Guide** (go to market)

Honesty notes (read before sending anything)

- The **Due-Diligence Report** deliberately discloses POC-grade gaps (auth, transport security, no tests) with a costed fix plan. This builds trust with technical buyers and pre-empts their findings — do not remove it to look better.
- All **pricing is indicative** for planning, not a quotation.
- In **Contacts**, only publicly verifiable names/LinkedIn are included; "to confirm" items are genuinely unverified — complete via LinkedIn Sales Navigator before outreach. No contact details were fabricated.
- **Market/competitor facts** carry public sources in the underlying research; verify vendor-marketing claims (e.g., an incumbent's specific museum wins) independently before citing to a client.

Product status at time of writing

The "HumanityAI'd Office" reference instance is live: 10 exhibits, 12 photos indexed, 8 languages, 80 approved narrations, recognition verified at 0.995 similarity, on a single on-prem GPU — the same stack a museum receives.