

Outreach Sequence Guide

How to run the sale — what to send, to whom, when

HumanityAI'd — July 2026

CONFIDENTIAL — INTERNAL SALES ENABLEMENT

1. The motion in one line

Pilot-first, sovereignty-led, partner-backed. Lead with a low-risk 4-week gallery pilot; win on data-sovereignty and hands-free multilingual UX; co-bid fleet operations with an AV integrator to neutralize the incumbent's one advantage.

2. Who to approach, in order

1. **The operator, not just the museum** — DCT Abu Dhabi, Dubai Culture, Qatar Museums, Saudi Museums Commission. One relationship cascades across many venues.
2. **The innovation / digital / visitor-experience lead** — the internal champion who owns "world-first visitor tech."
3. **The director** — for sponsorship and budget; especially valuable during a new-director honeymoon (e.g., incoming Louvre AD director).
4. **In parallel, an AV integrator** (Electrosonic / ACCIONA Cultura / Kraftwerk) — as a co-bid partner for installation and fleet ops.

3. Which document at which stage

Stage	Goal	Send / show
1. First touch	Get a meeting	One-Pager + a 2-line sovereignty hook
2. Discovery call	Qualify, learn their languages/ KPIs	Master Pitch Deck (or Louvre-AD-style tailored deck)
3. Live demo	Create the "wow"	Glasses demo + Demo Script; leave the Case Study
4. Technical vetting	Satisfy IT/security	Technical Due-Diligence Report + Deployment & Ops Guide
5. Business case	Justify budget	BRD + PRD + Feature Matrix & Roadmap
6. Pilot proposal	Get a signed POC	POC Playbook + Pricing & Packaging
7. Formal tender	Win the RFP	RFP Response Template + Sample Response; attach the whole kit
Throughout	Positioning	Market Analysis + Competitor Analysis to frame every conversation

4. The five messages that win (from the competitive analysis)

1. **Hands-free, eyes-up** — visitors look at the art, not a phone.
2. **The exhibit recognizes itself** — no QR, no keypad, no map-tapping.
3. **Every visitor's language on demand** — 23 languages at $\approx$ zero per-language cost, matched to their real visitor mix.
4. **Sovereign by design** — nothing leaves the museum; the checkbox cloud vendors fail.
5. **Curator-controlled AI** — AI scale with institutional authority (human approval workflow).

5. First-touch email skeleton

Subject: Hands-free, every-language guide — a 4-week pilot, fully on your premises

Dear [name],

[Museum] serves visitors from [N] nationalities, but interpretation reaches only a few languages and asks visitors to look at a screen. We've built an AR-glasses guide where the visitor simply looks at an exhibit and hears it narrated in their own language — hands-free, in [their key languages] — and the entire AI runs on a server inside your museum, so no visitor data ever leaves the building.

It's proven end-to-end today. I'd like to show you a live demo and propose a low-risk 4-week pilot in one gallery, measured against numbers we agree together. Are you open to a 30-minute call?

[signature — HumanityAI'd, Artificial Intelligence for Smart Glasses]

6. Handling the three predictable objections

Objection	One-line answer	Backing doc
"Glasses pilots failed before."	Our design isn't wedded to one glasses vendor, and the whole AI stack runs offline on-prem — the exact thing earlier cloud/Glass pilots lacked.	Due-Diligence Report
"Orpheo/NOUSdigital already run our guides."	Those are handheld or phone-based, pre-recorded, per-language cost. We're hands-free, recognition-driven, unlimited languages, and sovereign.	Competitor Analysis
"Can your small team operate a fleet at our scale?"	We co-bid fleet operations with [integrator]; our IP + their 50 years of museum-AV ops.	Contacts \$4

7. Cadence

- Day 0: first-touch email (One-Pager attached).
- Day 3: LinkedIn connect with the innovation lead.
- Day 7: follow-up with the tailored deck or a 60-second demo video.
- Day 14: value email — the sovereignty + language-match angle for their specific visitor mix.
- Day 21: break-up email ("should I close the file?") — often the highest reply rate.
- On any reply: move to a discovery call, then a live demo within two weeks.

8. Region-specific notes

- **Abu Dhabi/UAE:** register on ADGPG early; expect to bid with or through a UAE-licensed partner; In-Country-Value scoring rewards a local support presence.
- **Saudi:** Etimad for ministry buys; Diriyah/RCU procure directly as corporates; on-prem is the default-compliant architecture under data-residency rules.
- **Qatar:** MonaQasat portal; Qatar Museums runs a unified experience across all its sites — sell the network, not one museum.

- **Egypt/Jordan:** GEM and Petra procure via their own authorities; huge foreign-visitor ratios make the language story strongest.