

Monoloci is designed to enhance exploration and travel by combining essential safety tools with innovative ways to discover things to see and do, build itineraries, and encourage app users to take action quickly and easily. It highlights the natural beauty, attractions, food, and drink venues in our regions. Most importantly it encourages visitation to the locations featured in Monoloci.

Journeys

Your business location is ideal for inclusion in our **Journeys** where users discover places to see and things to do, the app then guides users direct to your door. There are two types of journeys: **Theme Journeys** and **Mystery Journeys**.

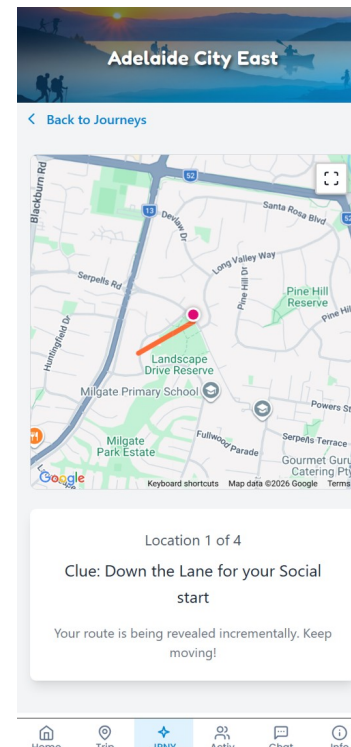
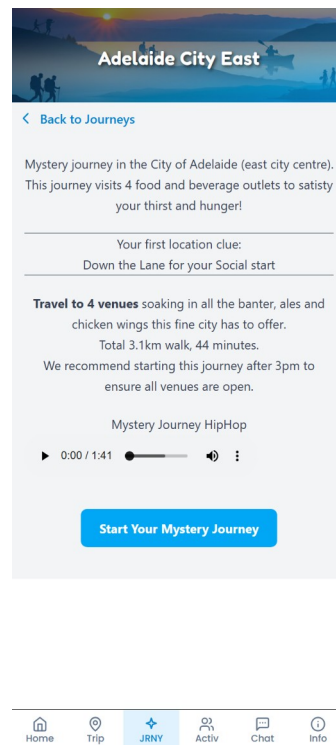
Mystery Journeys

Mystery Journeys add an element of surprise and intrigue. Users are given only basic details:

- Travel distance (driving mysteries)
- Travel distance + time (walking mysteries)

The app provides a **clue** and highlights the next part of the route on the map (800m for driving, 300m for walking). At each location, a new clue is revealed until the final destination is reached.

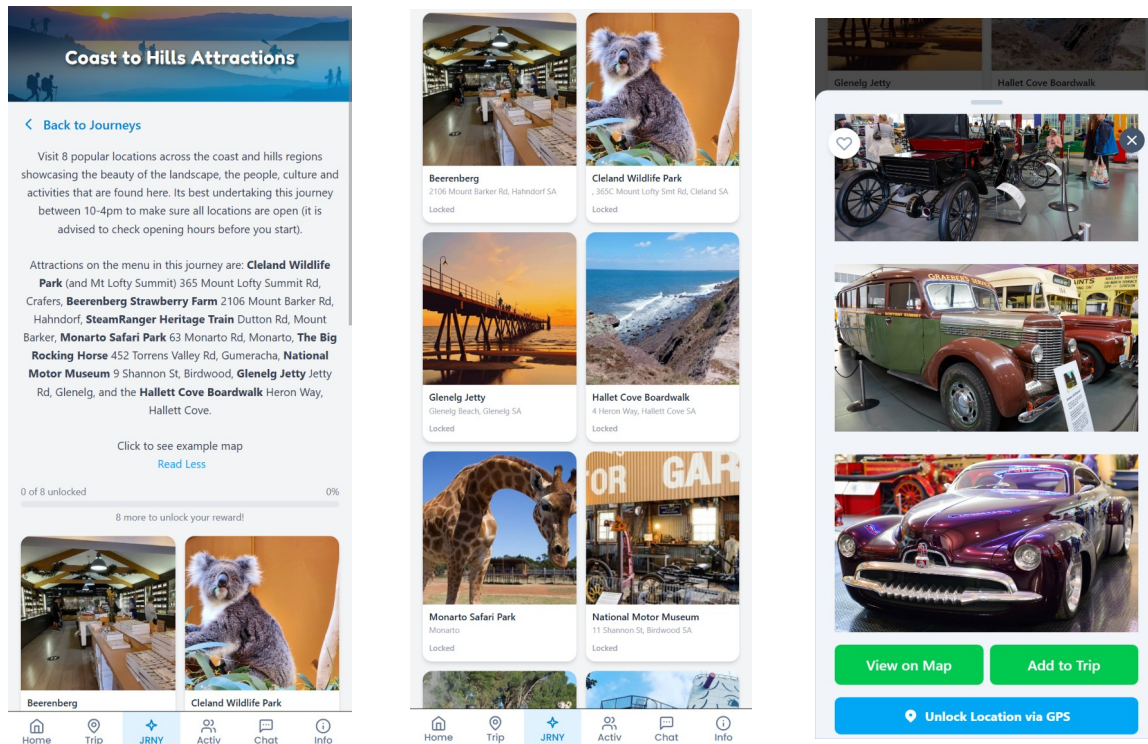
- Locations can opt-in to offer a reward to users once they arrive at your location and unlock the location via GPS or QR Code (whichever you nominate). Rewards can be 2 for 1 drinks, % Off etc. This helps to build reciprocity and encourage longer stay duration.



Theme Journeys

Theme Journeys focus on specific interests—such as regional attractions, natural wonders, or food and beverage venues. Each journey typically includes ~8 locations.

- When users tap your location, your branded business details are displayed.



Location profiles within theme journeys reveal branded information about the business along with photos to capture the essence of the location.

Theme journeys can be in explore mode, or rewards mode. Explore has no gamified unlock functions. Rewards mode adds excitement, challenge and a gift for the app user. Reward locations add unlock functions within each profile via GPS or QR Code.

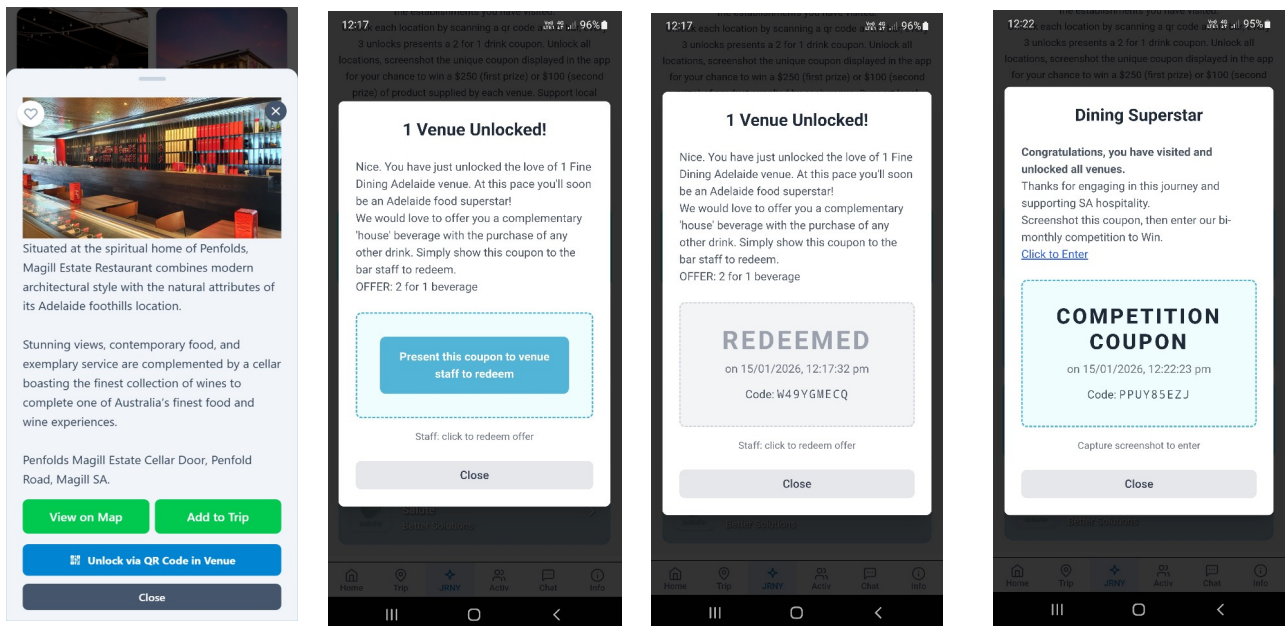
When half the theme locations have been visited and unlocked a reward is presented which includes an ai generated song containing the businesses within the journey, a high resolution image from 1 of the locations and a discount code to a sponsors ecommerce site or an offer from the venues in the journey such as a 2 for 1 drink coupon or % off a main meal for example. A coupon is presented onscreen for these offers. Another reward similar to the above is offered when the user visits and unlocks all locations in the journey.

Big opportunities exists for specific journeys where a competition coupon can be generated once all locations are unlocked. This requires a sponsor for the journey who pays for and collects the prizes, which are branded product from the businesses in the journey.

This is a huge opportunity to gain brand and product exposure on social media and generate added excitement from app users as they share journey and competition details with friends and family. We can discuss further with you via our business engagement staff. We will also tailor the reward coupons to suit specific journey requirements such as offering drink coupons etc.

Rewards are explained further below.

Theme Journey example Reward Coupon



Rewards

To encourage participation, Monoloci includes an integrated **rewards system**:

- **Initial rewards** are unlocked after half the locations are visited
- **Final rewards** are unlocked once all locations are visited

Rewards include unique Songs featuring locations in the Journey, Professional Photos from Journey locations, discount coupons, or online offers from e-commerce sponsors.

On-Screen Coupons & Competitions

Enter competitions via the on-screen coupon, users can:

- Screenshot their coupon (contains unique code)
- Upload it to the Monoloci Community competitions space
- Enter bi-monthly prize draws. Winner selected randomly

Prizes are sponsored (by regional/state tourism bodies or theme-related businesses).

The sponsors logo is displayed at the bottom of the theme journey, on the journey completion screen and in our Community site.

Participating venues are encouraged to offer products at cost to sponsors for prize packages. This drives:

- Greater visibility for your brand across social channels, our community & in-app
- Increased journey participation
- Higher visitation to your location

Offers - another amazing feature to accelerate your business!

We know you really want to entice visitors to come when your venue/attraction is in a low period, that's why we created **Offers**. Offers are time-sensitive promotions your business can run such as 2 for 1 drinks, % off, \$ off or free items (entree or coaster etc). When you initiate an Offer, premium app users receive a notification an offer is available. The offer is placed in your profile, users visit your profile, read the offer terms, conditions and availability (expires 24hrs from activation or available between 10am-4pm), they activate the offer, offer moves to the home widget, user arrives at your venue, they access the offer, present the onscreen coupon to staff who click to redeem offer.

This is a powerful way to get users to act quickly and enables your business to fill quiet times, promote new lines or move stuck stock. To make it even easier, you can create, modify and cancel Offers via our digital assistant on our partners portal: monoloci.xyz/partners (or we can setup the offers for you).

Analytics

We offer comprehensive analytics so you can track how many users; Viewed your profile, Clicked 'add to trip', Unlocked your location, Activated an offer, Redeemed an offer, plus more...

Community

We have a community to further engage app users to generate buzz about the app. Competitions and rewards also feature in the community such as the coupon screenshots to enter bi-monthly competitions and the selfie competition to further generate organic promotion of locations etc.

Join us as a Monoloci Foundation Partner

Sign up: monoloci.xyz/partners

Select **Journeys**

As a **Foundation Partner** you receive 65% off upfront and 22% off ongoing forever...

Support

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Get the App

App Store: <https://apps.apple.com/app/monoloci/id6751482391>

Google Play: <https://play.google.com/store/apps/details?id=com.Monoloci.companion>

Web Browser: <https://monoloci.app>

Learn more: <https://monoloci.xyz/about>

Community: <https://monoloci.com/community>