

01 — Polydom

The AI workforce platform for hospitality

Una is Polydom's Digital Employee

Commercially proven in live hospitality operations



Staff shortages. Disconnected software.

Labor is scarce and expensive

Hotels struggle to hire enough staff and face rising labor costs. Routine calls, messages, reservations and dispatch still depend on people.

Systems stay disconnected

PMS, inboxes, telephony and task tools contain the data, but staff still move information and trigger the next action.

Work stays unfinished

A fast reply does not solve the request. The business needs the reservation changed, the task dispatched and the guest updated.

Polydom solves hospitality's labor shortage by turning existing software into an autonomous digital workforce.

PROPERTY SOFTWARE

- PMS
- CRM
- RMS
- Channel manager
- Task management
- Email

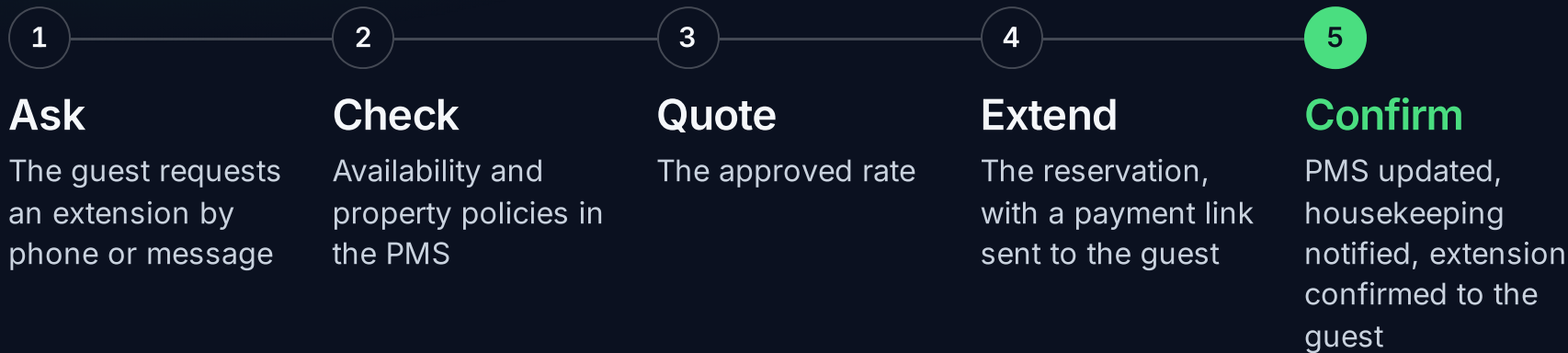


GUEST CHANNELS

- Phone calls
- Website widget
- WhatsApp
- Telegram
- Facebook and Instagram
- Email
- PMS inbox

One request becomes completed work

Guest: extend my stay



Una is an AI Digital Employee that works across existing PMS, CRM, RMS, booking, messaging and operations systems to get real work done from start to finish.

Polydom turns one Digital Employee into an AI workforce

DIGITAL EMPLOYEES

Una

- Live with paying customers

Guest Operations

Property Operations

Relationship & Revenue

Alex

Investor relations

Running this meeting

PLATFORM

Polydom

Memory

Integrations

Permissions

Workflow orchestration

MARKET

Hospitality

Hotels

Short-term rentals

Serviced apartments

Vacation ownership

06 — Expansion strategy

Wedge → Platform → AI Workforce

Wedge

Una

First commercial Digital Employee. Proves demand, ROI and repeatable deployment.

Platform

Polydom

Shared infrastructure. Reuses memory, integrations, permissions and workflow control.

AI Workforce

Hospitality

Expansion by role. Adds specialized employees across customer operations.

AI Digital Employees Are Ready to Work. Hospitality Is Ready to Hire.

Labor

Operators need 24/7 coverage without adding a full shift for every channel

Infrastructure

Modern PMS APIs, cloud telephony and messaging make safe read/write actions possible

AI capability

Voice and language models can now understand intent, use tools and handle multilingual conversations

Polydom

One managed operating layer for hospitality

08 — Traction

Customers already pay Una to perform live operations

18

Digital Employees

6

Countries

67,890

Guest requests handled

\$599

MRR per Digital Employee

\$10,782

MRR in September 2026

\$129K

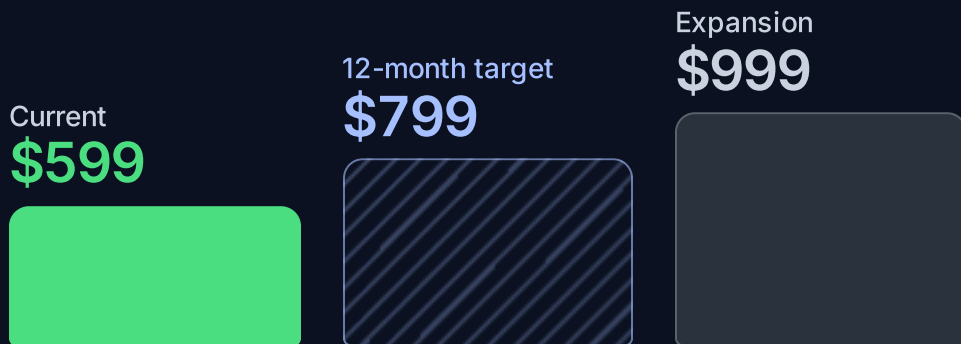
Current ARR

Early revenue shows room for account expansion

Current results establish a paid base. This round must prove retention and expansion by cohort.

Current signals and targets

18 Digital Employees



ARPE

12-month management targets

>90% Gross retention

>110% Net revenue retention

>50% Accounts above the base role

Monthly Cohort reporting to investors

The investment case strengthens as existing customers expand the roles of their Digital Employees, increasing ARPE from \$599 toward \$999.

Three customers prove one core employee adapts across hospitality

Lee Gardens

Extended-stay hotel, Orlando, 135 rooms

60

staff hours saved per month

Hotel Ladenmühle

Mountain hotel, Germany, 46 rooms

25%

group conversion uplift

Niche Serviced Apartments

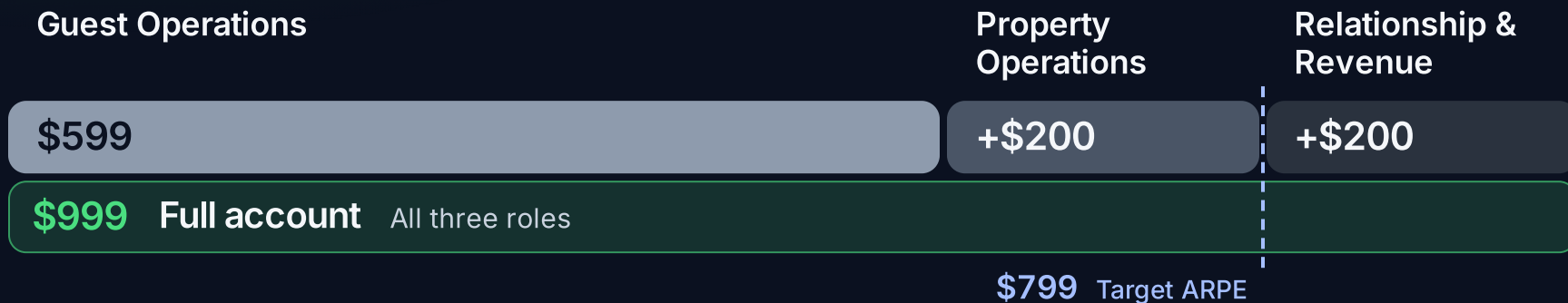
Serviced apartments, UK, 146 keys

70%

less manual workload

Company-reported customer results published on polydom.ai

One platform expands from one employee to a workforce



All prices monthly.

12 — Target unit economics

A \$799 ARPE can support software-like margins

\$799 Target ARPE



▣ **\$119**

Target delivery cost

▣ **≥85%**

Target gross margin

<1 month

Target CAC payback

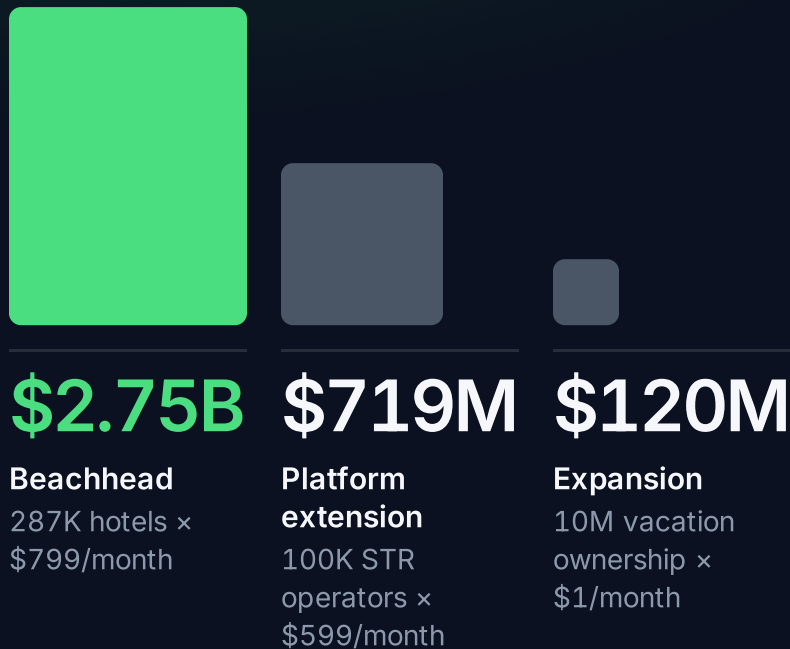
<24 hours

Target standard onboarding

We will use the funds raised to expand integrations, automate onboarding and scale sales channels to achieve our growth targets.

A \$3.59B TAM bottom-up market, entered through a focused beachhead

Start with hotels, then expand into STR and vacation ownership operators.



Five-year target

≈ **\$115M ARR**

12,000 deployed Digital Employees × \$799 monthly ARPE

Una sells Una: a 12-month path from 18 to 200 Digital Employees

Automated sales funnel: lead → demo → paid subscription. Una leads the direct channel.

12-month targets, new Digital Employees

Una-led direct



100

Marketplaces



30

Referral partners



20

White label



32

Polydom delivers digital employees while competitors sell tools

	Polydom	Guest messaging Canary	Agent builders Conduit	Horizontal AI Newo
Answers guests	● YES	● YES	● YES	● YES
Completes PMS actions	● YES	LIMITED	● YES	NO
Coordinates property tasks	● YES	LIMITED	BUILD	● YES
Hospitality playbooks included	● YES	PARTIAL	NO	NO
Persistent guest memory	● YES	NO	NO	NO

The moat is compounding operational memory built through completed work

Next request Starts with context

Reusable playbooks

Process patterns speed up each deployment

Execution record

PMS actions, task outcomes and staff corrections

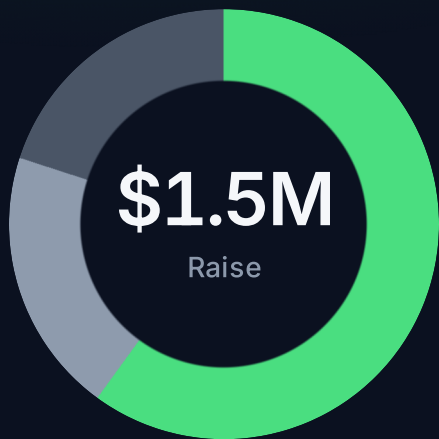
Property memory

Local rules, services, inventory and exceptions

Guest memory

Stay history, preferences and prior interactions

We are raising \$1.5M to scale the digital workforce for hospitality



■ 60% Marketing & ads

■ 20% R&D

■ 20% Operations

Current

18 Digital Employees

\$10,782 MRR

≈\$129K ARR

\$599 current ARPE



12-month target

200 Digital Employees

\$1.9M ARR

\$799 target ARPE

182 new Digital Employees



How we get there

Direct selling

Partner distribution

Referral

Role expansion

Polydom's team combines human leadership with Digital Employees.

POLYDOM HUMAN TEAM

Alexander Udalov

Founder

Lana Udalov

Co-Founder & CEO

Evgeny Chernyshov

CTO

POLYDOM DIGITAL EMPLOYEES

Una

First Digital Employee

Alex

Digital Investor Relations Officer

Eugene

Digital Support Officer

Artem

Digital Prompt Engineer

You've seen what just one Digital Employee created by Polydom can do

Now imagine thousands of them transforming hospitality around the world!

Invest in the future of hospitality. Invest in Polydom.

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Meet the founder



Send an email