



AURAINDEX

See how your brand actually exists inside AI.

Investor Pitch Deck · September 2026

Selected for the NVIDIA Inception Program — scalability, strategic support and access to NVIDIA's latest technologies.



Auralyt profile

Auralyt's purpose is to develop innovative solutions for data analysis, both textual and numerical, supported by GenAI processes, leveraging generative artificial intelligence techniques, data fusion, and the construction of digital profiles derived from validated data, with the aim of supporting decision-making, target segmentation, and scenario simulation.

The Shift

AI platforms are absorbing the search traffic brands built their visibility on.

5T

Google queries processed in 2024
(~14B/day)

37M → 2.5B

ChatGPT daily queries, early 2024
to mid-2025

3% → 5.6%

AI tools' share of US desktop traffic
in one year

30–50%

of global search traffic AI could
capture within a decade

Search on AI platforms can no longer be managed with the logic that guided Google-era SEO.

Rising Questions

Brands have no reliable way to answer any of these today.



What is the authority measure of an AI-generated answer?



Is a response unduly influenced by misinformation?



Toward what biases have generative AI chatbots been directed?



Can a brand influence the outcome if the AI-generated result is wrong?



How can consumers trust that an answer improves over time?



How can a brand measure influence, frequency and authority per prompt?

The Solution

AuraIndex

A fully automated GenAI platform that analyzes your brand's presence across the 7 leading LLMs — turning fragmented outputs into concrete insights and ready-to-use GEO recommendations. An intelligence platform designed to analyze how brands, companies, organizations, markets and topics are represented across leading large language models and generative environments.

Rather than measuring traditional search visibility, it provides insight into how entities are understood, associated, described and surfaced.

The platform appears to combine perception analysis, topic mapping, source analysis, sentiment, relevance, keyword relationships and GEO-related visibility signals into a structured intelligence framework that can be used for strategic decision making.

Built for organizations of any size, with one mission: democratize access to AI and information, and make the complexity of LLM ecosystems easy to navigate.

The output is not content.

The output is understanding.

Perception · topic mapping · source analysis ·
sentiment · keyword relationships · GEO visibility
signals — unified into one strategic intelligence
framework.

How It Works

A proprietary normalization engine makes heterogeneous AI outputs comparable.



1

One input, 7 platforms

The same prompt is sent to the 7 leading LLMs simultaneously.



2

Normalize & analyze

Responses are collected, normalized, and run through thematic and sentiment analysis via an OpenAI-based mediation layer.



3

Geolocated by design

Each prompt in a given language returns data scoped to its own geography — enabling true multinational scenario matrices.



4

Translate in real time

A simultaneous translation layer into English covers European, Asian and Arabic-language sources alike.

What the Platform Delivers



Overall index

A single score with executive abstract



Platform ranking

All 7 LLMs ranked by sources, sentiment & competitors



Top 10 topics

The themes driving the conversation, mapped



3 visual maps

Indexes, topics and top-10 keywords, side by side



Per-platform detail

Abstract, sources and keywords for every LLM



Actionable GEO insights

Concrete, ready-to-use recommendations

Why It Matters

First product from Auralyt, leveraging Buzztech technology and expertise.



Communication

A new form of communication built not just for human audiences but for AI algorithms.



Marketing

Actionable tips that don't emerge from traditional search and listening activities.



SEO → GEO

A robust, consistent online presence across every platform as AI redefines the value of SERPs.

Monitor how your brand is represented · Understand how information flows across models · Decide based on real data

Business Model & Go-to-Market

1

Service-led entry

Preliminary engagement sold as a service, using the founder & management's existing network.

2

SaaS conversion

Direct rental of AuraIndex and future tools — scalable, recurring revenue.

Domestic + international reach, with pricing calibrated for mid-sized Italian companies while the international market absorbs premium, faster-cycle deals.

Revenue is generated from direct technology sales, scaled by the first product and the roadmap behind it.

Target: EU expansion

France, Germany, Switzerland, Belgium, Spain — industry and institutional clients

Innovative-startup status: profit distribution is restricted for the first 3 years by law — reinvestment by design.

Traction

Presented to leading brands.

Fujifilm Healthcare Europe

Adecco Group — Innovation
Foundation

Nestlé Italy

BrainFoodMedia

Engineering

DSM Firmenich

MSC Cruises

Jan 2026

Adecco Group — first paying client, renewal in discussion

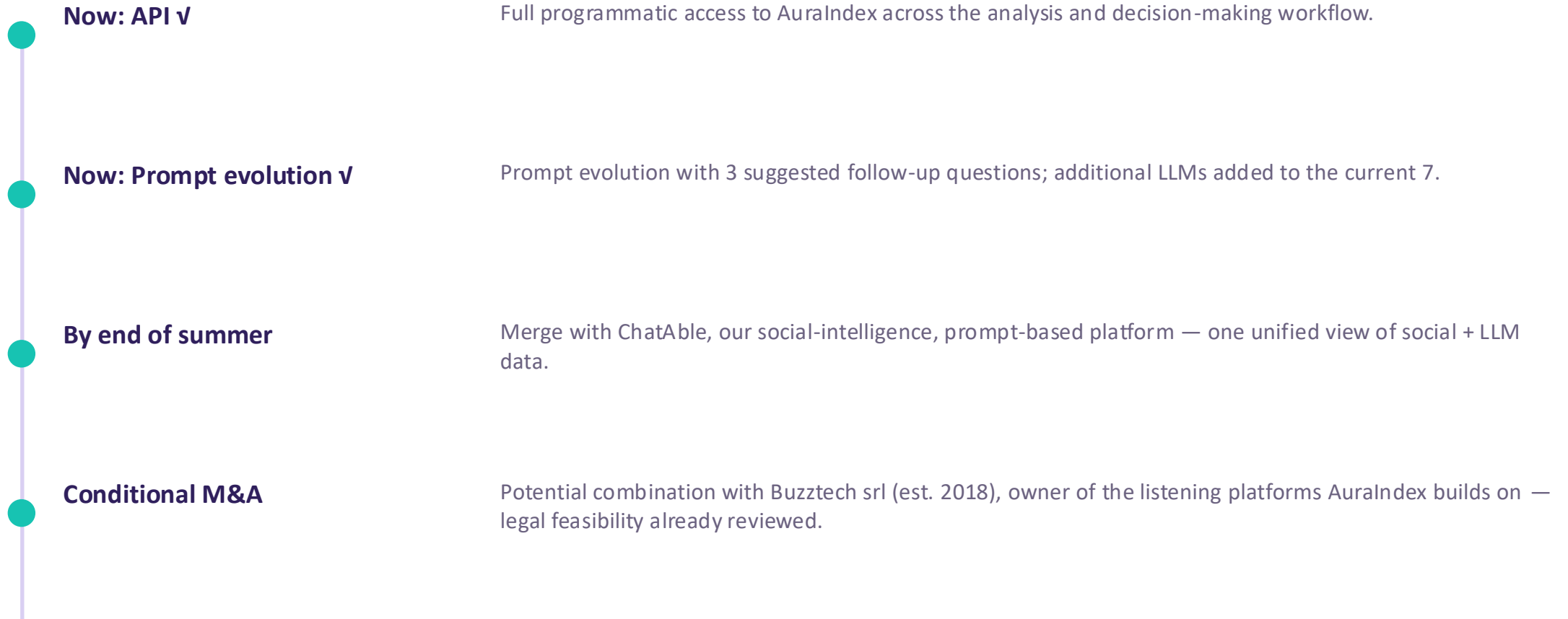
€200K

estimated revenue from the BrainFoodMedia partnership by 2026 under MoU signed by both parties

4 months early

on pace to hit the full-year 2026 revenue target

Roadmap



Financials & The Ask

€500K

funding need for FY2025–2026, reducing via self-financing from 2027

3

planned funding sources: private capital, Smart Equity (SFP), and subsidized financing (MCC, business angel programs)

Use of funds — technology & marketing investment

	2026	2027
Python/AI developers	€60K (2 senior)	€150K (2 senior + 1 junior)
Tech infrastructure (servers, data, licenses)	€15K	€45K
International conferences & marketing	€40.5K/yr	reviewed every 6 months

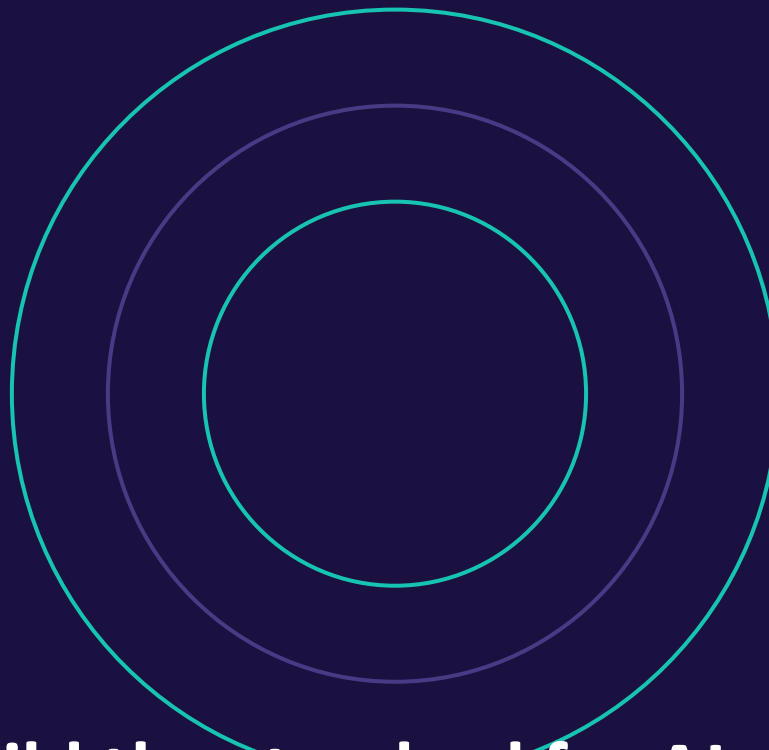
Company Profile

15+ years managing global data and analytics work across food, tourism, cruise, pharma, fragrance, job search and environmental sectors — turning raw datasets into actionable insight.

That foundation is paired with proprietary tools for large-scale data collection and categorization, and with Buzztech's technology and market experience since 2018.

Governance & structure

- Registered as an innovative startup (SIAE-verified product)
- Capital increases capped at 25% per stake, preserving tax benefits for investors
- Bylaws raise the extraordinary-meeting threshold to 80% if four equal 25% stakes exist
- Incorporation drafted by a startup-specialist notary (Turin)



Let's build the standard for AI visibility.

auralyt.ai · auralyt.ai/auraindex

AURALYT