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Saving the outdoors with AI

Connecting people, places and professionals - beyond the obvious

What's not working today

CRION

Overtourism

80% visitors in just **10%** destinations
→ Demand is structurally unbalanced

Depopulation

25% mountain communities in economic decline
→ Smaller economies lack access and data

Fragmentation

130'000 certified guides invisible online
→ People can't easily discover remote areas

Demand is growing, but the system is not keeping up

The missing layer

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Verified Supply
Already live

Certified professionals - Experiences – Trust

↓

Distribution Network
Already live

Marketplace + Partner Hubs + Corporate access

↓

Intelligence Layer
This Round

Copilots → Agents for onboarding, matching and operations

Crion makes the outdoor economy searchable, bookable and sustainable
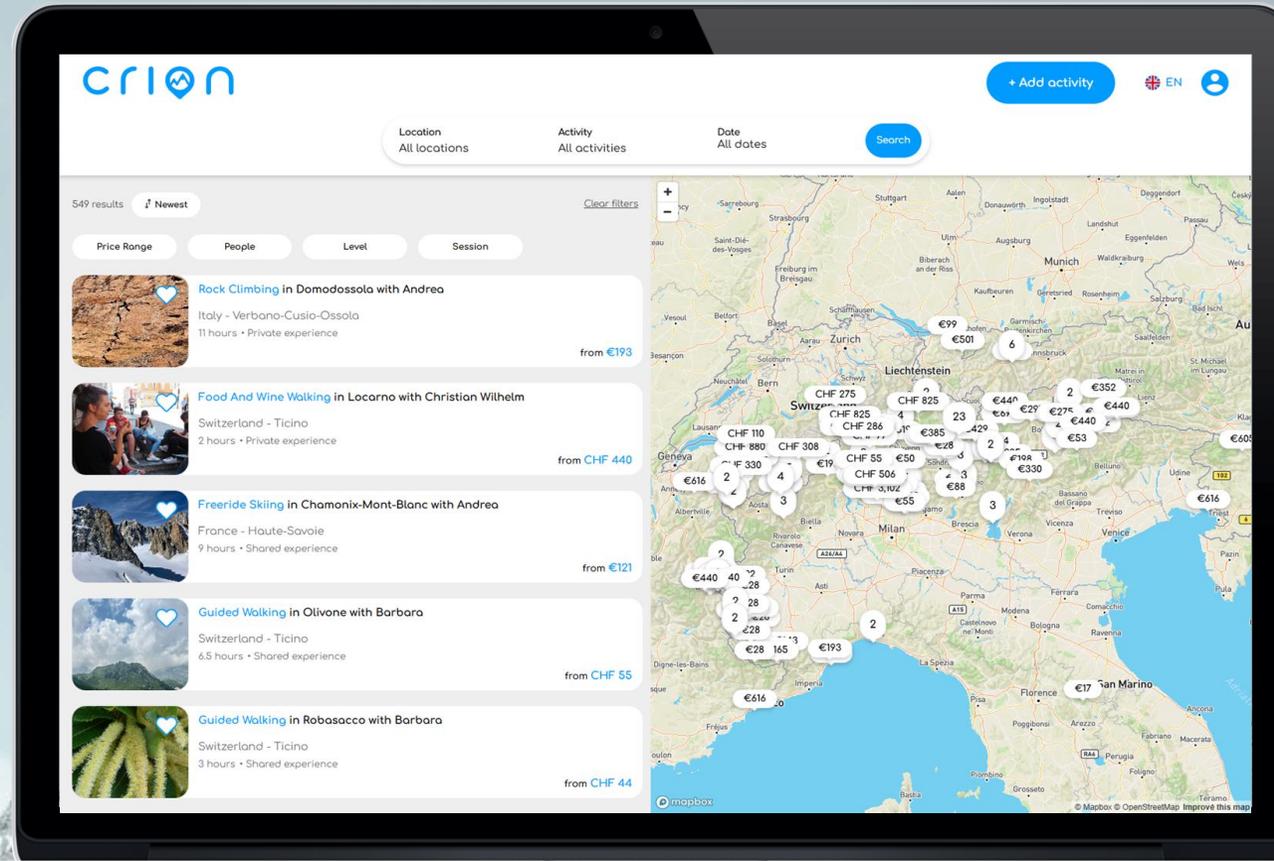
Backbone live. Intelligence next.

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Product live today, AI-native tomorrow

Today

1'200+
Verified Professionals

1'500+
Bookable Experiences

8 countries
150+ destinations
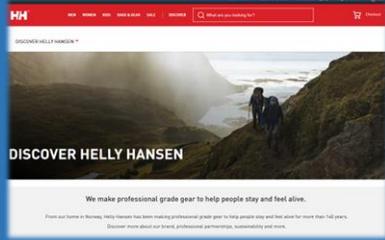Alps + Nordics + Spain

Next (12-24 months)

Provider Copilot
Onboarding, listings, pricing

Traveler Copilot
Personalized matching & Itinerary

Ops Agents
Support, moderation, verification

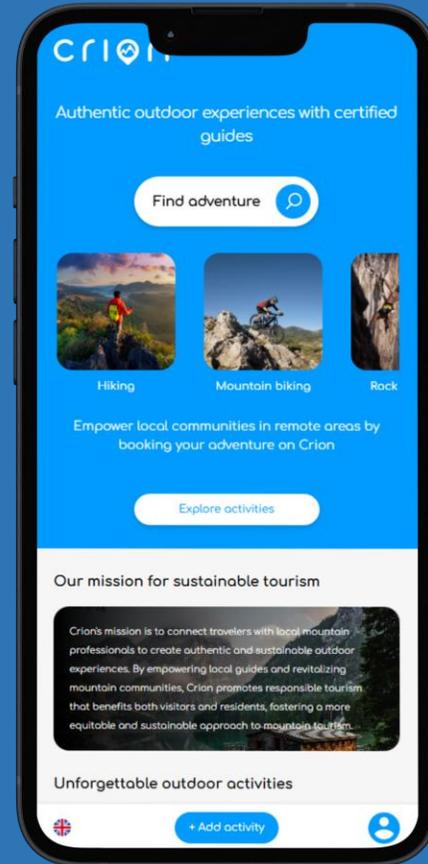From supply density to scalable demand via automation

Ecosystem

Brands & Destinations

Partner Hub (B2B SaaS)
Distribution engine 1

Turns brands & destinations into acquisition channels (setup+subscription)

www.crion.org
Core

Bookable inventory of verified outdoor professonals

"Crion Benefit" (Corporate Welfare)
Distribution engine 2

🏆 Winner of Innovation Booster award
Prepaid demand + recurring usage

All engines grow the Core → stronger network effect and lower CAC

Pre-seed Round & Use of Funds

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Minimum objective: CHF 500'000
CHF 100'000 already committed, Venture Capitals pre-approved Seed Round in 2027 with >1M revenue and 40'000+ users

■ Product & AI (45%)

- AI & Mobile App
- UX/UI & Data management

→ Raise competitive barrier: from validated marketplace to AI tech ecosystem

■ Growth (35%)

- Strategic communication + SEO
- Ambassador Program (40 → 100+)
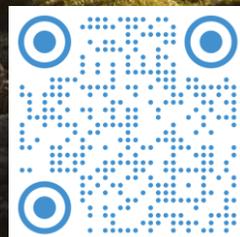
→ 15k active users with high fidelity

■ Partnerships (20%)

- Partner Hub rollout
- Corporate benefit expansion

→ Lower Customer Acquistion Cost, increase brand authority

The Partnership with Microsoft strongly reduces need of capital while also enhancing growth

Matteo Pellissone
Carlo Gerbino

info@crion.org
+41 76 470 25 03

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