ELZAGORA

INVESTOR WHITEPAPER / V0.3

Screens as programmable enterprise inventory.

ERP/CRM, field operations, and assistive intelligence
for a screen market that remains fragmented.

A DEEP TECH LABS PRODUCT
in partnership with Dev11 Labs

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Informational and non-binding material

EXECUTIVE SUMMARY

From fragmented supply to an organized market

Thousands of screens installed in shops, retail chains, vehicles, LED panels, and service environments have available time, local context, and commercial potential. This supply remains fragmented and underused. Owners, advertisers, agencies, installers, and operators rely on spreadsheets, messages, isolated players, and contracts that are difficult to reconcile. Many screens are never presented to the market as reliable inventory.

The right enterprise tool can organize this capacity. A distributed network of independent professionals and companies can accelerate the initial supply: identify screens, register responsible parties, install or certify equipment, support local operations, and keep service close to each location. The platform centralizes rules, contracts, financial operations, and evidence, while the field network expands reach without internalizing every physical task.

Elzagora is the ERP/CRM for this operation. Its initial scope consists of screens and electronic display surfaces: commercial TVs and monitors, LED panels, media regions inside utility applications, associated audio channels, and screens installed in vehicles or routes. The platform brings availability, campaigns, participants, contracts, financial operations, support, and proof of execution into one enterprise domain.

Elza is the assistive intelligence embedded in the product. It reduces friction in complex operations without replacing policies, APIs, or human confirmation. PLOC, also a Deep Tech Labs product, can originate journeys involving spaces and assets; eligible electronic records may proceed to the Elzagora marketplace after rights, capacity, and availability are validated.

The product is in advanced laboratory development. Release v0.68.0 has 296 unit tests, 74 migrations, and gates running against real PostgreSQL and Chromium. A controlled pilot is technically approved. General availability, independent security review, production infrastructure, operational legal readiness, payments, suppliers, hardware, and failover remain pending.

1. A screen market that remains fragmented

The digitization of OOH, retail, and service environments increased the number of screens, but it did not automatically create an organized market. A screen can be technically online and commercially invisible. It may lack a reliable description of format, contextual audience, availability, responsible party, editorial policy, price, or proof of delivery.

At the demand side, regional advertisers and agencies struggle to build distributed campaigns outside major circuits. A transaction may require individual contacts, creative adaptation, installation, local approval, support, and reconciliation. The cost of coordinating the campaign can exceed the media value itself.

Elzagora's hypothesis is that enterprise software and coordinated field presence can reduce this cost. The platform creates the shared record. Independent professionals help form and sustain

supply. The market begins privately, with a small number of known screens, and grows only when availability and execution become reliable.

2. Initial scope: screens and electronic surfaces

Elzagora's primary unit is an electronic display capacity. It may represent a full screen, a region inside a queue or pricing application, a full or fractional LED panel, an associated audio channel, a screen installed in a vehicle, or a set linked to a route.

The product coordinates three layers. The first describes the screen: protected location, format, orientation, resolution, connectivity, owner, operator, schedules, and restrictions. The second organizes commercial use: listing, availability, hold, reservation, campaign, creative, rights, approval, and price. The third follows operations: installation, device, support, execution, exception, billing, and evidence.

Non-electronic surfaces such as static billboards, physical shelving, or furniture without screens may be modeled by the architecture in the future. They are outside the initial scope, do not support the economic thesis in this version, and must not be presented as an available capability.

3. An enterprise product

Elzagora combines components that normally live apart. Organizations, contacts, and opportunities coexist with screen inventory, campaigns, and contracts. Invoices, statements, commissions, and guarantees share references with installation orders, equipment, support, and evidence.

This combination gives the product the behavior of a vertical ERP/CRM. The interface prioritizes dense operational collections, state queues, search, auditable details, and desktop or mobile work. Commercial and technical data remain separated, but connected through the same authorized record.

The product is standardized and configurable. Integrations enter through reusable connectors, templates, and contracts. The strategy excludes private branches and customer-specific product versions.

4. Building initial supply

The first challenge for a screen marketplace is creating sufficient supply without losing quality. Elzagora proposes assisted deployment through software companies, installers, integrators, LED suppliers, technicians, local agencies, and regional operators that already visit the target locations.

These participants can identify existing screens, present the opportunity to the responsible party, collect technical data, install or certify hardware, and provide support. The organization and each professional remain identifiable. Authority, tasks, contracts, evidence, and compensation are recorded separately.

The model is distributed, but not informal. It does not automatically promise territory, accounts, income, or volume. Participation depends on certification, quality, security, and contractual responsibility.

5. Elza: governed assistive intelligence

Elza is the identity of the assistive layer. It accesses only authorized context, structures requests, prepares campaigns, explains conflicts, and summarizes operations. When an action involves cost, reservation, publication, contract, or another material change, preparation remains separate from execution.

The flow is simple: ask, prepare, review, confirm, and prove. The platform validates availability, policy, cost, and authority. An authorized person or automation confirms the final effect. The interface can therefore be conversational without turning generative AI into an invisible authority.

6. PLOC and Elzagora

PLOC organizes economic journeys involving campaigns, credits, suppliers, and assets. In a commercial-space journey, an establishment may register locations, responsible parties, positions, and economic conditions.

The proposed integration allows a screen or electronic surface registered in an eligible journey to be presented to Elzagora as an inventory candidate. The record must demonstrate ownership or authorization, technical description, an availability window, commercial policy, and an operational owner. Only after these checks can it become a marketplace listing.

PLOC and Elzagora keep distinct functions. PLOC originates and structures the economic journey. Elzagora manages the screen, availability, campaign, field work, and proof of execution. The production integration still requires joint implementation and certification.

7. From screen to evidence

A campaign begins with eligible screens and available periods. A reservation must respect local policy, competitive separation, exclusivity, format, and content rights. The approved creative is distributed to the corresponding device or operator. Telemetry and events record execution, divergence, and failure.

When something goes wrong, the platform does not reduce the problem to a technical alert. It links the event to the organization, campaign, contract, task, deadline, and responsible person. The goal is a trail that operations, billing, and dispute processes can understand.

8. Potential economic model

Line	Examples	Validation condition
Recurring revenue	subscriptions, support, connectors, and enterprise capabilities	retention, support cost, and margin per account
Usage revenue	media generation and adaptation, processing, and professional services	perceived quality and unit cost
Transaction revenue	marketplace, campaign management, reservations, and reviews	density, occupancy, and paid volume
Deployment	configuration, training, installation, and certification	repeatability and separation from custom work

GMV, third-party funds, and Elzagora revenue must remain separate. Margin, occupancy, acquisition, churn, and payback still need to be demonstrated through paid pilots.

9. Cumulative advantage

Potential competitive protection does not come only from the player or content generation. It may emerge from the network of qualified screens, configured contracts and authorities, certified field companies, reusable connectors, and the history of availability, pricing, execution, and reputation.

Elza gains context over real domain objects rather than loose documents. As reliable operations grow, data becomes more useful for planning, support, and supply formation. This effect remains a hypothesis. It becomes defensible only through repeated use, retention, and trust.

10. Stage and evidence

Stage	What exists	What remains
Laboratory	platform v0.68.0, 296 tests, 74 migrations, and real gates	independent review and production environment
Product	desktop and mobile ERP/CRM, commercial, financial, and field flows	extended human use and complete accessibility review
Pilot	technical approval for a controlled pilot	counterparties, real operations, and first paid cycle
Market	thesis, candidate channels, and supply model	repeatable acquisition, occupancy, retention, and margin

General availability remains unapproved. The current decision is not equivalent to legal, tax, regulatory, security, or infrastructure certification.

11. Market entry

The first phase operates as a managed private network. A small number of partners register known screens, run limited campaigns or utilities, and measure cost, availability, and evidence. The second phase expands regionally through additional field companies and more structured catalogs. Only after recurrence and reliability can the marketplace open more broadly and support multi-region packages.

This sequence avoids attempting public liquidity before operationally usable supply exists.

12. What capital accelerates

A funding round finances the transition from laboratory to repeatable operations. Resources should prioritize production security and infrastructure, legal and privacy readiness, paid pilots, PLOC integration, financial providers, demonstration hardware, accessibility, support, and business development.

Equity terms, price, instruments, and governance belong in private conversations and proper legal documents. This whitepaper does not publish an offer or promise returns.

13. Main risks

Risk	Possible effect	Proposed mitigation
Insufficient supply	unattractive campaigns	private network, coordinated field work, regional expansion
Uneven quality	installation and support failures	certification, SLA, evidence, and reputation
Two-sided market	low initial liquidity	known screens and anchor buyers
Payments and payouts	financial or regulatory error	certified providers, ledger, and reconciliation
Generative AI	error or excessive authority	typed tools, scope, confirmation, and audit
Broad scope	product dispersion	electronic screens as the focus and phase gates

14. Next diligence milestones

The next milestones are to validate the brand and ownership of assets; select screens, partners, and buyers for pilots; certify infrastructure and security; implement the PLOC-Elzagora connector; run the first paid and reconciled commercial cycle; and measure recurrence, occupancy, support cost, and expansion.

Conclusion

Elzagora's potential market already has screens, advertisers, technicians, and operators. What is missing is an enterprise layer capable of turning this fragmented capacity into reliable supply.

The platform has moved beyond a purely conceptual stage, but it still needs to prove production, market, and economics. The investment opportunity lies in this transition: organize an initial screen network, equip independent professionals, and turn local execution into repeatable, governed, and verifiable inventory.

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THE THESIS IN ONE SENTENCE

Organize screens and field work, then turn local execution into reliable inventory.

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