GuideMe
for business

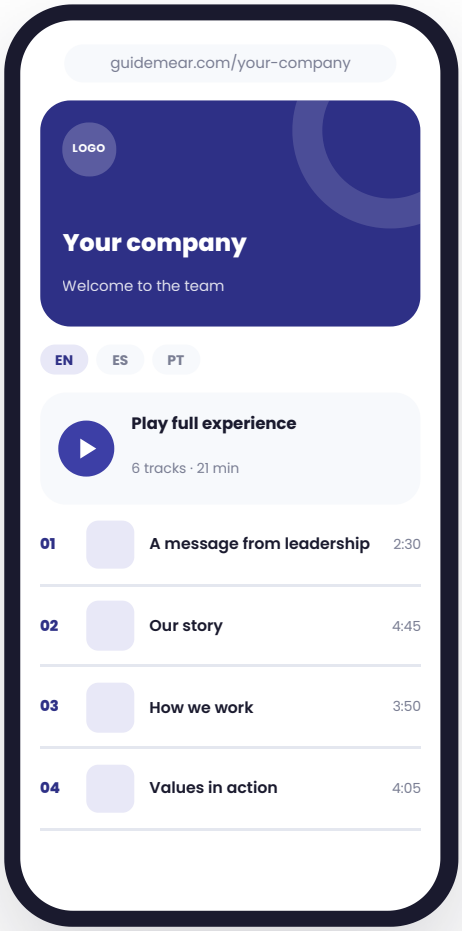
GuideMe for Organizations

FOR COMPANIES, GROUPS AND INSTITUTIONS

Your culture, in an experience people want to listen to.

We turn your organization's history, values and knowledge into narrated, tailored experiences with controlled access.

- Restricted access
- Onboarding
- Multilingual



Illustrative microsite example

GuideMe for Business
A GuideMe solution · guidemear.com

THE OPPORTUNITY

An organization's culture shouldn't live only in manuals.

Every organization needs to convey its history, its values and its way of working consistently, to everyone who joins.

But that information is often scattered across manuals, documents, slide decks and training sessions. And newcomers receive so much in their first days that what really matters gets buried under paperwork.

A narrated experience offers another path: content each person listens to when they need it, in a voice that connects.

Lots of information. Very little story.

WHAT GUIDEME FOR BUSINESS IS

Narrated experiences, produced to order for your organization.

We take your institutional material — or research it with you — write the scripts, produce the narrations and publish everything on a microsite with your identity. Each person accesses it from their phone or computer, with no apps to install, and with restricted access when the content is internal.

Your knowledge
History, values, processes, spaces and institutional messages.

→

GuideMe produces
Script, narration, editorial review and a microsite with your brand.

→

Your team listens
Via a link or a QR code and, when needed, a password or access code.

With your identity
A microsite with your institutional brand: colors, logo and images.

Wherever people are
On a phone or a computer, without downloading any apps.

Controlled access
Internal content protected with GuideMe Private.

APPLICATIONS

Six ways to put your culture into words.

Each experience is designed around its goal and audience. They can be developed separately or combined on a single microsite, with public sections and restricted ones.

01

Employee onboarding

Welcome

A welcome experience for new team members: history, mission, values and culture, told before or during their first day.

02

Corporate storytelling

Institutional history

The story of the organization, its founders, milestones and evolution, narrated as what it is: a story.

03

Workplace orientation

Orientation

A narrated introduction to facilities, departments, internal spaces and services, with a QR code at each point if desired.

04

Organizational culture

Culture

Service philosophy, principles, values and internal programs, explained with examples and in the first person.

05

Institutional experiences

Institutional visits

Tours for corporate visitors, partners, investors or external collaborators who come to your premises.

06

Internal communication

Internal comms

Narrated content about initiatives, projects or leadership messages, to listen to at any time.

ILLUSTRATIVE EXAMPLE · ONBOARDING EXPERIENCE

01 Welcome from leadership · **02** Our story · **03** Mission and values · **04** How we work · **05** Office tour · **06** Your first month

Designed for: leaders in Human Resources, People & Culture, Learning & Development, internal communications and corporate management at mid-sized and large companies, business groups and institutions.

GUIDEME PRIVATE

Internal content, with access under control.

Some content is meant for your team and no one else. With GuideMe Private, the experience is distributed internally without being made public.

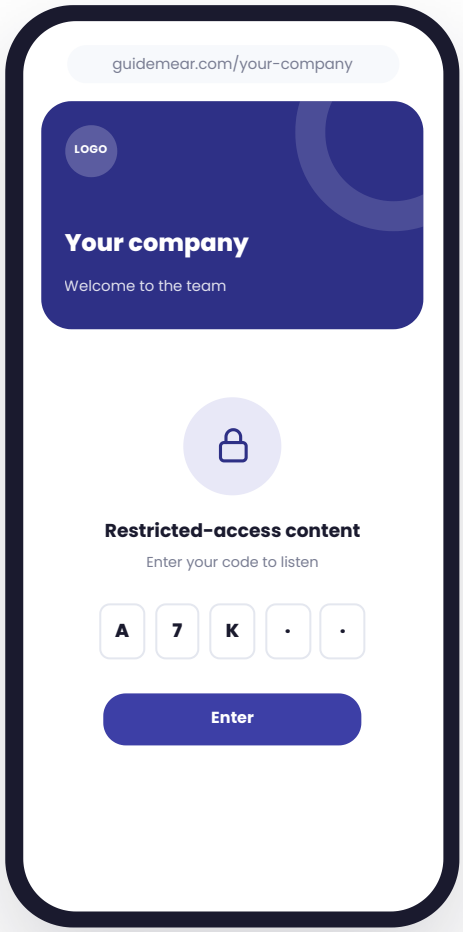
Shared password
A single password for a department, an intake of new hires or the whole organization.

Individual codes
One code per person, for more precise control over who has access.

Configurable expiry
Access can expire on a date you choose, for example when an onboarding program ends.

Revocation
Access can be withdrawn when it no longer applies.

Assisted administration
Content is managed from a centralized experience, with access control and GuideMe support.



Illustrative example of code-based access

USE CASES

SHARED PASSWORD
A group of new hires receives a password that expires when their onboarding program ends.

INDIVIDUAL CODES
Each attendee of a partner or investor meeting receives their own access code.

REVOCATION
When someone leaves a program or a department, their access can be withdrawn.

What if some content is open?

Experiences designed for institutional visitors, partners or investors can be published as GuideMe Public, accessible via a link or a QR code.

Good to know

Private experiences require an internet connection. Restricting access reduces the content's exposure, but no digital system can fully prevent audio from being copied or recorded.

BENEFITS

What your organization gains.

Consistency
Your culture and history are always told equally well, to every person.

A more engaging onboarding
A welcome people listen to, instead of yet another document to read.

On demand
Content available to listen to at different moments: on the commute, before starting, whenever it's needed.

Teams across languages
One experience with a language selector, quoted according to length.

Reusable
The material produced serves every new hire, without repeating the effort.

Stronger institutional identity
Your voice, your values and your brand, present on every track.

A complement to what exists
Adds to your existing training and internal communication programs.

WHAT GUIDEME IS, AND WHAT IT ISN'T

- **It is** a way to convey culture, history and knowledge through narrations people want to listen to.
- **It is** a complete service: production, design, publishing, hosting and support.
- **It doesn't replace** LMS platforms, mandatory training or formal HR processes.
- **It doesn't verify** each employee's identity or track individual learning.

WHY GUIDEME

GuideMe is a Buenos Aires tourism marketplace that connects travelers with local guides, and produces and publishes its own audio guides in Spanish and English, such as its Recoleta Cemetery tour. GuideMe for Business brings that same craft — researching, writing, narrating and publishing — to each organization. For organizations, that craft is put to work for their own history and culture.

HOW IT WORKS

Everything your organization receives.

Content production, design and technology in a single service. No developers, no homemade recordings and no infrastructure to maintain.

INCLUDED IN EVERY EXPERIENCE

A microsite with your identity
Your brand's colors, logo, images and style, on a compact page dedicated to the experience.

Full audio player
Individual tracks or the whole experience in sequence, with a single tap.

Professional narration
High-quality synthetic voice, with editorial oversight and quality control on every track.

Audio with visual context
Each track comes with a title, a description and photographs or illustrations.

General QR and per-track QR
One code for the full experience and individual codes that open each track directly.

Nothing to install
Opens in the phone's browser, from a link or by scanning a QR code.

Statistics and reports
Basic usage data to understand how the experience is being used.

Hosting, maintenance and support
GuideMe hosts, maintains and supports the experience. First year included.

The base product includes one language. The experience is published under a GuideMe address, for example **guidemear.com/your-brand-name**. The microsite does not replace or host your corporate website.

TWO WAYS TO PRODUCE THE CONTENT

Content Provided

You send us documents, texts, photographs and materials. We turn them into a professionally narrated experience.

Full Service

We also research, gather and organize the information needed, within the agreed scope.

Both deliver the same final quality. Full Service is useful when your institutional history is scattered or was never documented.

TWO WAYS TO GRANT ACCESS

GuideMe Public

Anyone with the link or the QR code can listen freely.

GuideMe Private

Restricted access with a shared password or individual codes, with expiry and revocation. Requires an internet connection.

For internal content, Private is recommended. Public works for experiences aimed at visitors or partners.

ADD-ONS, QUOTED SEPARATELY

Additional languages · Human voice-over · Special multimedia features

PROCESS

A guided project, from start to finish.

Your team sets the goals and validates the content. We take care of production, publishing and technology.

1

Discovery

We get to know your organization, the audience and the goals of the experience.

2

Research and script

We organize the material and write the scripts. With Full Service, we do the agreed research.

3

Review and approval

The responsible teams review and approve each script before recording.

4

Production

We narrate, review and design the microsite with your institutional identity.

5

Launch

You receive the URL, the QR codes and, where applicable, the Private access credentials.

10–15 business days

Estimated timeline for standard projects, from receipt of materials and subject to approval times at each stage. After launch, hosting and support are handled by GuideMe.

WHAT THE SERVICE INCLUDES

A complete, end-to-end service.

INCLUDED

- Tailored project based on number of tracks, minutes and languages.
- Content production according to the contracted mode.
- Branded microsite, with **two rounds of revisions** during production.
- Script approval **before recording**.
- **First year** of hosting and maintenance.
- Basic usage statistics and reports.
- Support via WhatsApp and email, with a first response **within 24 hours**.
- You **keep the final audio files**.

GOOD TO KNOW

- From the second year on, the service renews annually.
- The GuideMe-hosted microsite stays online while the annual service is active.
- Changes to audio that has already been approved and produced are quoted separately.
- Extraordinary features or standalone web development are quoted separately.

How much does it cost?

Each project is quoted individually based on its length, the research required, languages and features. Tell us what you have in mind and we'll send you a tailored proposal.

LET'S TALK ABOUT YOUR ORGANIZATION

Turn your culture into an experience your team actually wants to listen to.

Tell us what you want to convey and to whom. We'll help you shape the project and send you a tailored proposal.

REQUEST A PROPOSAL

info@guidemear.com

guidemear.com

Write to us and we'll set up a no-commitment conversation.

guidemear.com

GuideMe
for business

A GuideMe solution · Buenos Aires, Argentina