INVESTOR INTRODUCTION · 2026

Lar.go

The totem network that brings the real-estate market to the public square.

Chapecó · Santa Catarina · Brazil

The company in one minute

- Lar.go operates self-service outdoor totems in squares, malls and high-traffic urban spots, bringing property search, valuation and negotiation to the street — 24/7, no queue, no branch.
- The totem qualifies; the human broker closes. The venture was born inside Realizar Negócios Imobiliários (CRECI/SC 5784, operating since 2010), with a dedicated entity being incorporated.
- Each totem is simultaneously a real-estate acquisition point, an urban digital media asset (DOOH), a sponsored Wi-Fi hotspot and an anonymous footfall sensor — four revenue lines on a single CAPEX.

5
self-service journeys
buy · rent · sell · delegate · simulate

4
revenue lines per totem
real estate · DOOH · Wi-Fi · data

24/7
availability
no business hours

The problem

- Brazilian real estate still runs on business hours and inside four walls. Someone walking through the square at 8pm with a rental question has nowhere to go.
- On the supply side, the average brokerage depends on portals that charge per lead and deliver no local context. On the city side, street furniture sits idle and data-blind.
- The result is friction: leads lost after hours, rising acquisition cost, and public spaces that generate neither revenue nor information for whoever manages them.

Why nobody has solved it

Listing portals do not put hardware on the street, and out-of-home media does not understand real estate. The problem sits exactly on the border between the two industries — so it stays open.

The solution

- A reinforced outdoor totem with a high-brightness screen, 4G/5G connectivity and proprietary software, installed in high-traffic locations under municipal authorisation.
- Five guided journeys: buy, rent, sell, delegate to the brokerage and simulate financing. The visitor leaves with a value estimate and a scheduled human follow-up.
- Between interactions the same screen sells programmatic media, and sponsored Wi-Fi converts passers-by into measurable audience — through a consent portal compliant with Brazil's LGPD.
- IP65 cabinet with anti-vandalism glass, embedded industrial PC, anonymous counting sensor and proprietary software with a real-time KPI dashboard.

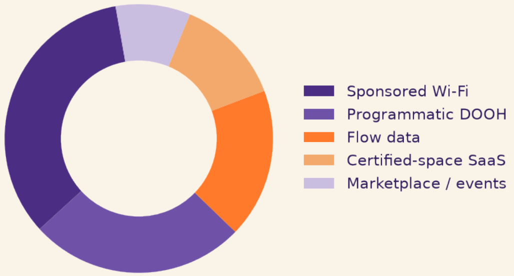
IP65
outdoor cabinet
anti-vandalism glass

≥5,000
cd/m² brightness
readable in direct sun

LGPD
by design
granular consent

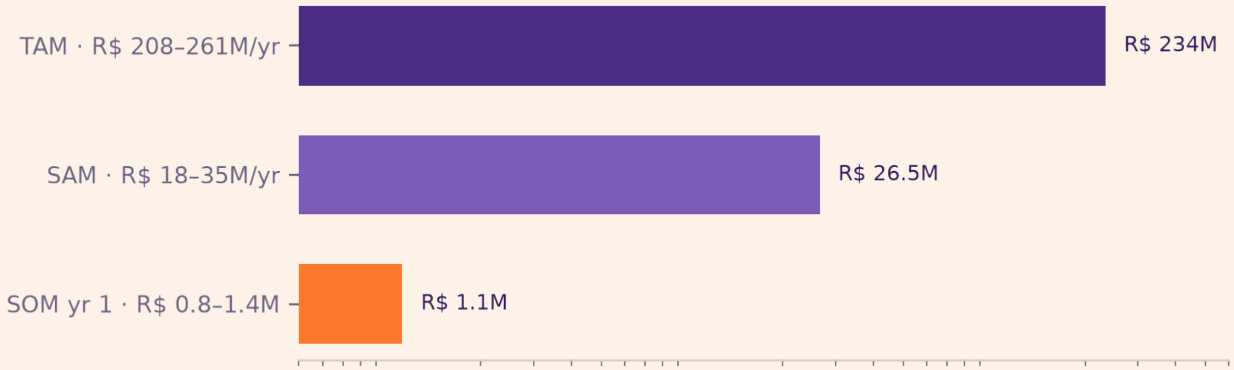
How a totem makes money

- Sponsored Wi-Fi with a capture portal, sold as annual anchor-sponsor contracts.
- Programmatic DOOH media sold through an SSP, priced per thousand impressions with measured occupancy.
- Anonymous footfall data subscriptions for retail, city government and space managers.
- Real-estate services: qualified leads, brokerage fees and the weekly-rental product.
- Reference blended revenue of R$ 12k to R$ 27k per totem per month depending on how many revenue vectors are live.



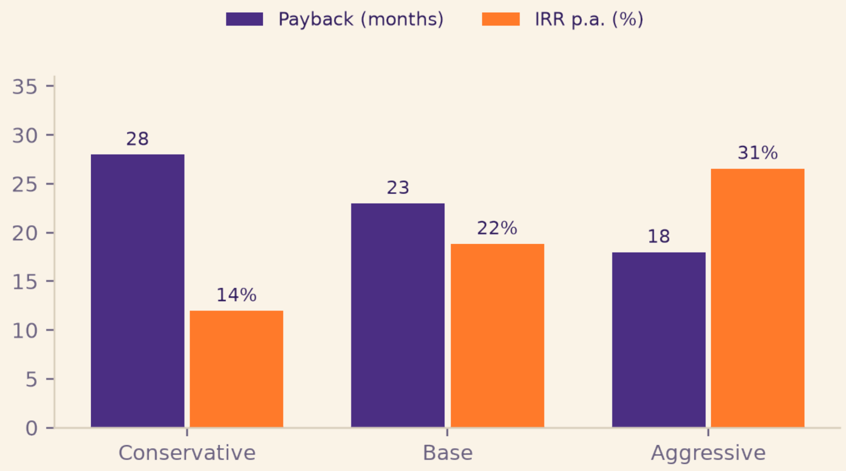
Market

- The addressable market covers three blocks in western Santa Catarina: short and medium-term rental, regional out-of-home advertising and B2B2C sponsored Wi-Fi.
- First-year SOM is deliberately small and verifiable: R$ 0.8M to R$ 1.4M with 15 to 25 live totems.
- The thesis does not require capturing a national market; it requires proving density in one mid-sized city and repeating the model city by city.



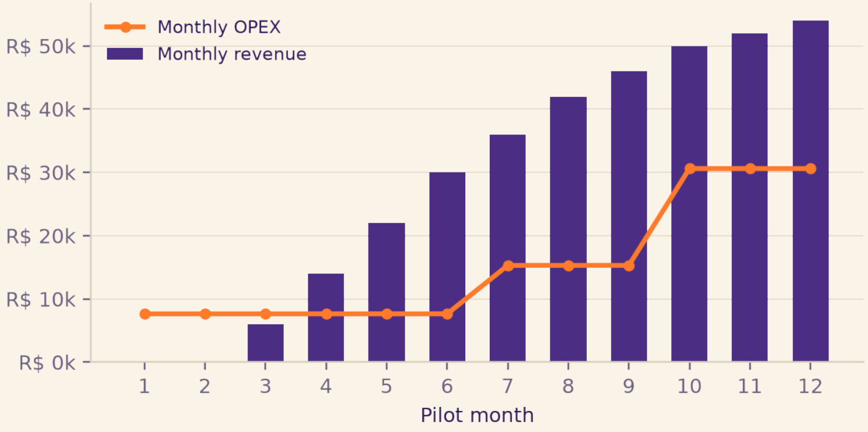
Unit economics

- CAPEX per totem, base case: R$ 35,400, ranging from R$ 23k to R$ 52k depending on display specification and civil works.
- OPEX per totem per month, base case: R$ 2,550 — energy, connectivity, maintenance, insurance, content curation, cloud and land-use fees.
- Target contribution margin of 60% by month twelve. Pilot-batch payback between 18 and 28 months depending on scenario.



MVP plan in Chapecó

- Twelve months in four phases with explicit decision gates: regulatory pre-pilot, 3-totem pilot, commercial validation and scale-up to 12 totems.
- Each phase carries objective GO/NO-GO criteria — uptime, Wi-Fi sessions, media occupancy, blended revenue and cost per lead.
- The company only scales if the pilot sustains blended revenue of R$ 15k per totem per month for two consecutive months.



Where we are

- Brand, identity, digital product and a public totem demo are built and running in a test environment.
- Institutional base in Chapecó: dialogue with the city, pre-mapped locations and a local university network.
- IP portfolio in preparation and innovation credit and grant lines identified.
- Nothing here is signed: the items above are preparation status, not closed contracts.

How to read this page

Brand, digital product and the totem demo already exist and can be seen live. Public-space concession, patent filing and media contracts are in preparation. Nothing here is signed.

Expansion

- The sequence is deliberately conservative: validate Chapecó, replicate in Joinville, Florianópolis and Curitiba, and only then leave the country.
- Montevideo is the first international market under evaluation, for institutional stability and cultural and logistical proximity.
- Lisbon is a possible European corporate base, with the caveat that public space there is already conceded to global DOOH operators.
- Internationalising before domestic breakeven destroys focus — a rule the company imposed on itself.

The rule we impose on ourselves

No international site opens before operational breakeven in Chapecó. Expansion without proven density is cash burn dressed up as traction.

The round

- We are structuring a pre-seed/seed round to fund the Chapecó pilot and the first scale batch.
- Use of funds: totem batch and civil works, operating working capital, IP protection, technical and commercial team.
- In parallel we are pursuing non-dilutive capital through already-mapped innovation grant and credit lines.
- Amount, valuation and instrument are discussed individually, under NDA.

What an investor gets

A 30-minute conversation with the founder, a live totem demo and, under NDA, the full dossier: detailed unit economics, IP portfolio, costed MVP plan and regulatory map.

Let's talk.

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Public totem demo and materials at largo.imb.br