EMPORIANT

One platform for **private AI** and the work around it.

Platform presentation for partners, clients and funders.



GRAZ, AUSTRIA

NOVEMBER 2026

ABOUT THIS PRESENTATION

Read this **first.**

01

Plans are marked

This presentation describes what Emporiant builds today and what it plans to build. Every item is marked Live or Planned. Plans are intentions, not promises.

02

Brackets are open

Figures in square brackets, such as [€__], are not final. They are filled in once measured or agreed. Nothing here is a forecast.

03

Who is speaking

Emporiant e.U. is a sole proprietorship in Graz, Austria. Medianto.at is its brand for the Austrian market.

WHO WE ARE

From a marketing business to **an AI platform.**

Emporiant e.U. was founded in Graz on 1 July 2023. It works in German, English and Croatian.

2023

Founded in Graz

Emporiant starts with marketing and IT services for clients in Austria and the Balkans.

NEXT

Building products

IRIDIUM, the local AI box, grows next to client work. Vachtr, Advantx and Advektnet are in development.

2026

One platform

Emporiant Core brings login, client record, agents and reports together. Medianto.at goes live as the brand for Austria.

Anto Markunovic
Founder, Emporiant

THE FOUNDER

Founder-led, **from Graz.**

Anto Markunovic founded Emporiant in Graz on 1 July 2023 and works directly with every client. The work is guided by sustainability, energy efficiency and human wellbeing.

KEY FACTS

FOUNDED	1 July 2023, Graz, Austria
LEGAL FORM	Emporiant e.U., a sole proprietorship
LICENCES	IT services and multimedia agency
MEMBER OF	WKO Steiermark
LANGUAGES	German, English and Croatian

IN THE PRESS

Industry Times: building a different kind of creative company in Graz

Vents Magazine: interview with the founder, May 2026

Medium: the story of building Emporiant from Graz

OUR POSITION

Private AI, one platform, **one accountable team.**

Emporiant combines a local AI box, hosted APIs, a shared core and applied products.

Private by design

IRIDIUM 2.0 runs on a box in your office. Your data stays with you.

Cloud when needed

Iridimax.com offers the same platform as hosted APIs.

Shared core

One login, one client record, agents and reports.

Applied products

Growth OS, Vachtr, Advantx and Advektnet.

Three languages

Delivery in German, English and Croatian.

SINCE OUR LAST UPDATE

Five changes **to the platform.**

01	**Emporiant Core**	One login, one client record, agents that draft, and reports that clients approve.
02	**Public Platform page**	A page on emporiant.com explains the four layers to visitors.
03	**Medianto.at**	Live since 7 November 2026 as the brand of Emporiant e.U. for Austria.
04	**Chatbot API**	api.iridimax.com serves small-business chatbots on an open model (Qwen 2.5, 7B).
05	**Isolated AI box**	No outbound traffic except Iridimax services and time sync. Set up on 9 November 2026.

THE PLATFORM

The full stack, **not a single product.**

Every brand keeps its own name and site. They share the layer in the middle.

04	**Brands and services**	Marketing solutions · Video and content · Business software · AI systems · Medianto.at
03	**Products**	Growth OS · Vachtr · Advantx · Advektnet
02	**Emporiant Core**	One login · Client record · Agents · Reports and approvals
01	**Compute**	IRIDIUM 2.0 box · Iridimax.com · Own servers

WHO WE SERVE

Businesses that **cannot send their data away.**

We focus on small and mid-sized companies in the DACH region and the Balkans.

Law firms and tax advisers

Intake, document search and drafting without sending client data to a cloud provider.

Dental and medical practices

Automated enquiry handling and follow-up.

Fitness and wellness studios

Lead capture and follow-up through the Growth OS.

Industrial and trade SMEs

Internal assistants and data security on premises.

Developers and integrators

Hosted APIs at Iridimax.com.

Agencies and partners

Deliver and resell through the partner programme.

ECONOMICS

Cost per answer is **the number that matters.**

Cloud AI charges for every request. A local box turns that into a fixed monthly cost. We will publish measured figures from our own box.

[€__]

Cloud AI spend per month for a typical client today.

TO MEASURE

€78–299

IRIDIUM assistant subscription per month: Basic, Pro, Business.

PLANNED

[__ s]

Response time of the IRIDIUM ONE box, measured on a standard task.

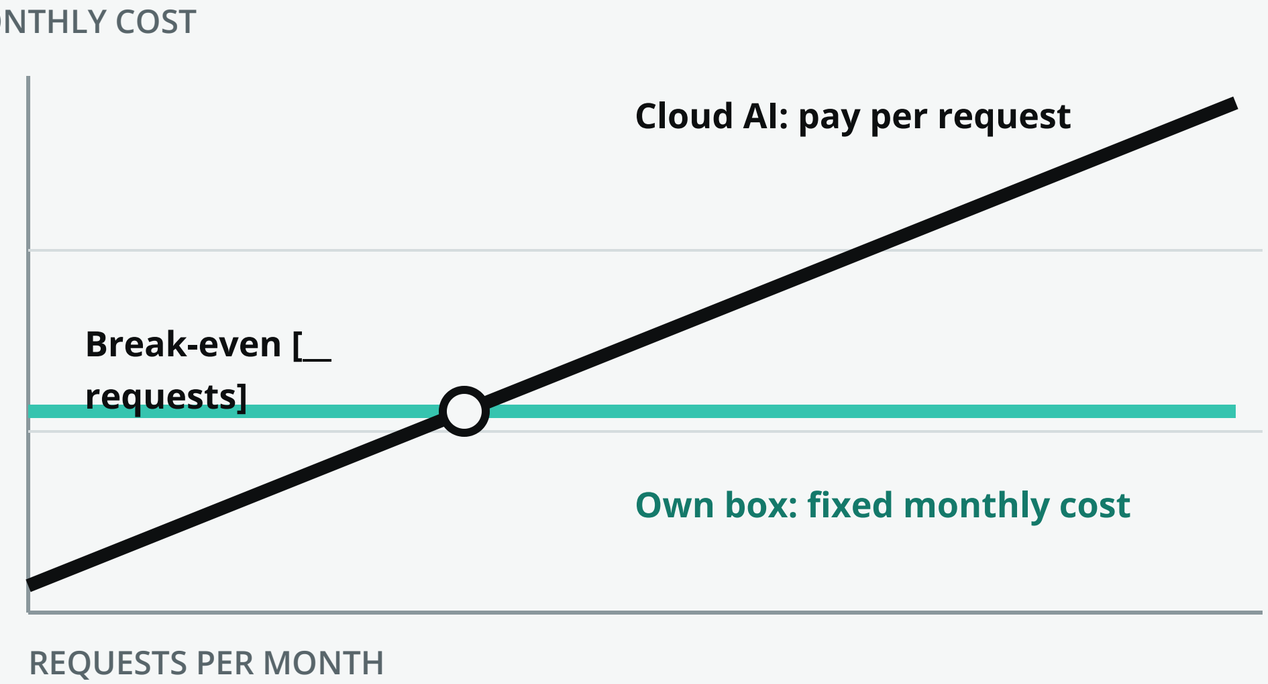
TO MEASURE

Subscription prices come from the Emporiant price plan. Figures in brackets are measured and filled in before use.

ECONOMICS

Fixed cost wins **as use grows.**

A schematic of how cost behaves. It is not measured data.



WHAT IT MEANS

Two cost shapes

Below the break-even point, paying per request is cheaper. Above it, the fixed cost of a local box wins.

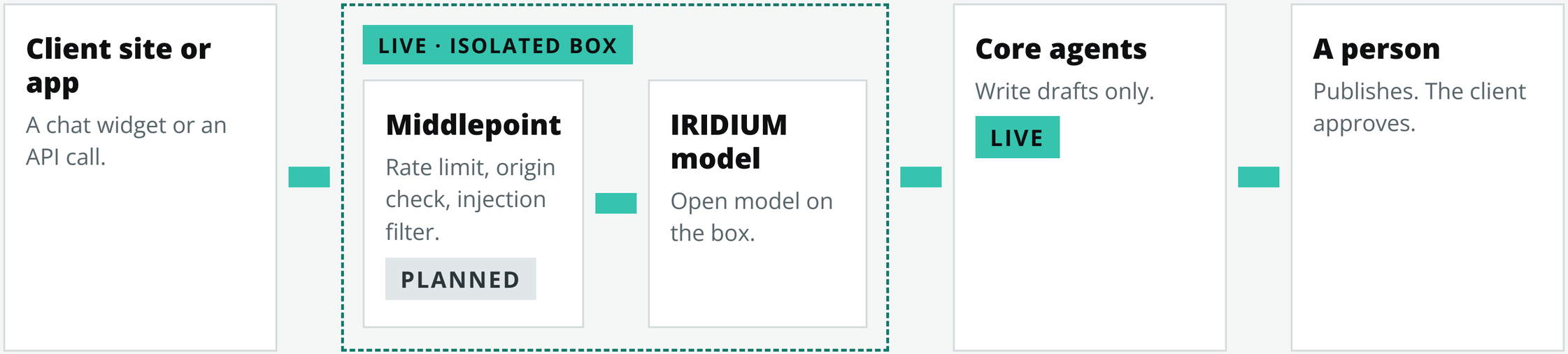
We will measure the break-even point with real clients before we quote it.

ILLUSTRATION

SAFE AGENTS

Guardrails sit **between the agent and your data.**

Each arrow is a place where a rule can stop a request.



The box allows no outbound traffic except Iridimax services and time sync.

SAFE AGENTS

Every control, **and where it stands.**

Control	What it does	Status
Draft-only agents	Agents write drafts. A person publishes, and the client approves.	Live
Isolated AI box	No outbound traffic except Iridimax services and time sync.	Live
Audit log	Core records who started which agent job.	Live
Middlepoint API	Rate limits, origin check and prompt-injection filter before a request reaches IRIDIUM.	Planned
Metadata-only monitoring	Vachtr watches access and changes without reading content.	Planned

OPEN MODELS

Open models, **made for our region.**

IRIDIUM runs open-source models on hardware you control. Today a 7-billion-parameter model serves small-business chatbots.

You can inspect them

Open weights run on the box. No cloud AI provider sees your documents.

LIVE

Tuned for our languages

Retrieval over your own documents is part of the AI suite. Tuning for German and Croatian wording is planned.

PLANNED

Grows by adding boxes

Load balancing is built in. More capacity means one more box.

LIVE

OUR OFFER

One ladder, **from first workflow to own box.**

01

Automated Intake

The first workflow. Quick to start.

02

IRIDIUM assistant

Hosted chatbot through Iridimax.com.

03

IRIDIUM ONE box

Local AI in your office.

04

Vachtr and custom agents

On-premise security and agents for one process.

More value and more commitment with every step.

OUR OFFER

What each step **includes and costs.**

Offer	What you get	Price
Automated Intake	Enquiry handling, CRM automation and a website assistant.	[€__]
IRIDIUM assistant	Hosted chatbot and assistant through Iridimax.com.	Planned: €78, €149, €299 per month
IRIDIUM ONE box	Local AI box in Core, Pro and Max tiers.	Deposit plus subscription [€__]
Vachtr	On-premise data security on the IRIDIUM backend.	[€__]
Custom agents	Agents on Emporiant Core for one specific process.	[€__]

FLYWHEEL

Every step makes **the next one cheaper.**

The developer area, the hosted API and the shared core feed each other.

01

Developers build

Developers use the Iridimax API and the developer area.

02

More apps run

More integrations run on IRIDIUM.

03

More boxes and clients

Each client adds to the installed base.

04

More to reuse

Workflows and templates in Core get reused.

...and back to the first step.

WHAT COMES NEXT

Three horizons, **one at a time.**

The order can change. Each horizon starts when the one before it works.

01

Now

- Core with draft agents and approvals
- Automated Intake offer
- Isolated AI box
- Public Platform page

LIVE

02

Next

- Middlepoint API layer
- Embeddable chat widget for client sites
- Public tiers for the IRIDIUM box

PLANNED

03

Later

- AI sandbox on the box for building and teaching models
- Deeper hardware integration, long term and not yet scoped

PLANNED

SUMMARY

A platform that compounds, **built from Graz.**

01

Private AI

Businesses can use AI without sending their data to a cloud provider.

02

One core

Every brand and product builds on one login, one record and one set of reports.

03

People decide

Agents draft. People check, and clients approve.

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