avenuly.

Discover More. Trust Better. Grow Together.

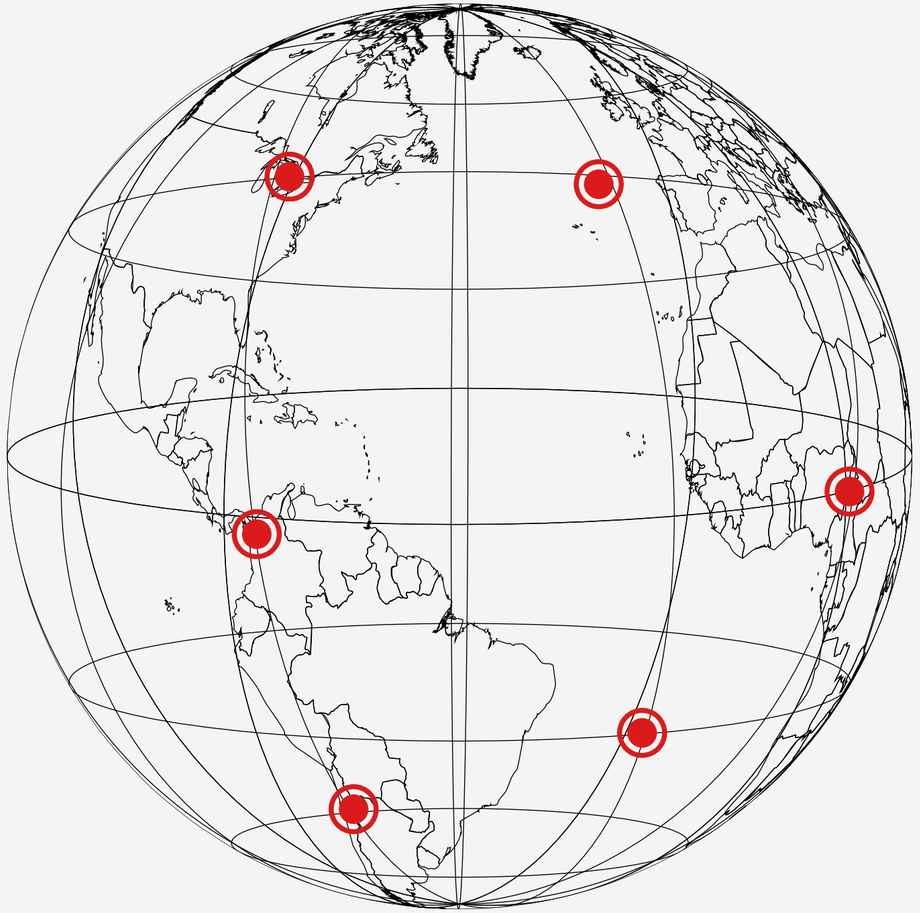
A community-powered discovery and review platform

A platform by Innovax Solutions

The Opportunity

Great businesses exist beyond the spotlight.

Everyday industries shape local communities, yet many remain underrepresented in online discovery. Avenuly brings visibility to deserving businesses and gives everyday voices a place to be heard.



Industry Landscape

Digital discovery is growing — but unevenly.

01 Social content heavily features food, cafés and lifestyle destinations

02 Many traditional and service-based industries receive less organic coverage

03 Consumers increasingly rely on peer experiences when making decisions

04 Small businesses need affordable digital visibility and actionable feedback

The Market Pain Points

Discovery, trust and growth remain fragmented.

Visibility gap

Valuable local businesses are overlooked.

Trust gap

Audiences struggle to assess credibility of recommendations

Feedback gap

Merchants lack a structured way to understand dissatisfaction

Participation gap

Quiet users have few low-pressure ways to contribute

Cost gap

Digital marketing and development can be expensive for SMEs

Why avenuly ?

Make every worthwhile business discoverable.

Avenuly is a community-powered review and discovery platform under Innovax Solutions. It is designed to surface businesses across everyday industries, empower authentic contributions and turn public feedback into opportunities for improvement.

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Why avenuly ?

One ecosystem. Two communities.

For Users

Discover, review, vote, save and share local businesses — free of charge.

For Merchants

Increase visibility, understand customer sentiment, offer rewards and access digital growth support.

Explore Beyond Food

More industries deserve a voice.

Category coverage will evolve with merchant and community adoption.

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Community-led trust

Recognition + participation + transparency.

Badges	Recognize contributors based on defined platform criteria
Voting	Let the community evaluate and respond to shared experiences
Posts	Encourage specific, constructive feedback

Badges signal participation or earned status — not a guarantee that any review is accurate. Fair moderation and anti-abuse controls will be important.

A Space for Every Voice



Share photos and experiences without building a public influencer persona



Explore businesses through community posts and reviews



Bookmark places for future visits



Participate in votes and evaluations



Discover lesser-known businesses at your own pace

Business Model

Simple entry. Additional growth opportunities.

User Access

Free to browse, share, review, vote and bookmark.

For Merchants

RM 188 per year

for eligible business listings and member benefits.

Additional Services

Optional paid digital solutions delivered by Innovax Solutions, quoted separately.

A platform supported by a digital solutions partner.

Together, the platform connects discovery and customer insights with practical business growth services.

INNOVAX SOLUTIONS

- Marketing creative
- AI video content
- Websites Design & Development
- Custom applications

- Community discovery
- Reviews
- Voting
- Badges
- Rewards

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Beyond Listings

Your digital growth partner.

01

Landing Page - **RM 2,000**

Preferential landing-page development offer for Avenuly merchant members; subject to project queue and production timeline.

02

AI Marketing Content

Member-preferred rates for promotional video and creative services.

03

Websites & Apps

Custom digital products and end-to-end development available by quotation.

Launch Roadmap

Malaysia first. Regional ambitions next.

Phase 1 - Malaysia Beta

Launch web and mobile-friendly H5 experience; onboard initial merchants and learn from users.

Phase 2 - Mobile Apps

Plan Android and iOS releases through Google Play and the Apple App Store.

Phase 3 - Regional Expansion

Explore Singapore, Vietnam and other Southeast Asian markets, based on product readiness and local demand.

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Thank You!

Be part of a new community where local businesses are discovered, customer voices matter and improvement gets recognized.

Interested in Listing Your Business on Avenuly?

For business listings, merchant membership, or any enquiries, feel free to reach out to us via WhatsApp.

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