

ASK MONA

WHERE AI
MEETS CURIOUSITY

WHO WE ARE

The leading player for AI in culture & tourism

Founded in 2017, Ask Mona is a French company that empowers institutions to better connect with their audiences by sharing knowledge in more accessible, interactive, and inclusive ways.

The company was launched by Marion Carré and Valentin Schmite, whose expertise in art and artificial intelligence has earned international recognition.

Since then, Ask Mona has collaborated with major cultural, educational, and tourism institutions around the world. The company has been regularly awarded for the quality and innovation of its services.

Today, nearly 200 AI projects has been launch by Ask Mona worldwide (11+ countries in North America, Europe and Asia), reaching millions of users. The team continues to innovate daily to help organizations enhance their content, foster meaningful exchanges, and gain valuable insights from the audiences they serve.



OUR SOLUTION

Redefining the culture & tourism experience through generative artificial intelligence by fostering an inclusive dialogue between destinations and their visitors.

INFORM

Before the visit, attract and guide your visitors

Why? Improve communication and drive engagement before arrival: boost ticket sales, answer questions, and support your teams.

How? An online chatbot answers visitor queries 24/7, helping them plan their visit and understand your offer.

ENGAGE

On-site, offer a rich and personalized experience

Why? Make visits more interactive and memorable through tailored mediation.

How? With our AI audioguide, visitors ask their own questions and receive personalized answers, creating a unique discovery journey based on their curiosity.

AUGMENT

Post-visit: Reflecting and Maintaining the Connection.

Why? Create lasting impact and new revenue streams through souvenirs with meaning.

How? A premium magnet featuring a QR code on the reverse side that enables interaction with a work of art, a monument, or a historical figure pertinent to your destination.

TRAIN

Empower your team with AI training

Why? Build trust and knowledge around generative AI and its use in your operations.

How? A tailored workshop helps your staff explore use cases, risks, and benefits of AI for your institution.

INFORM

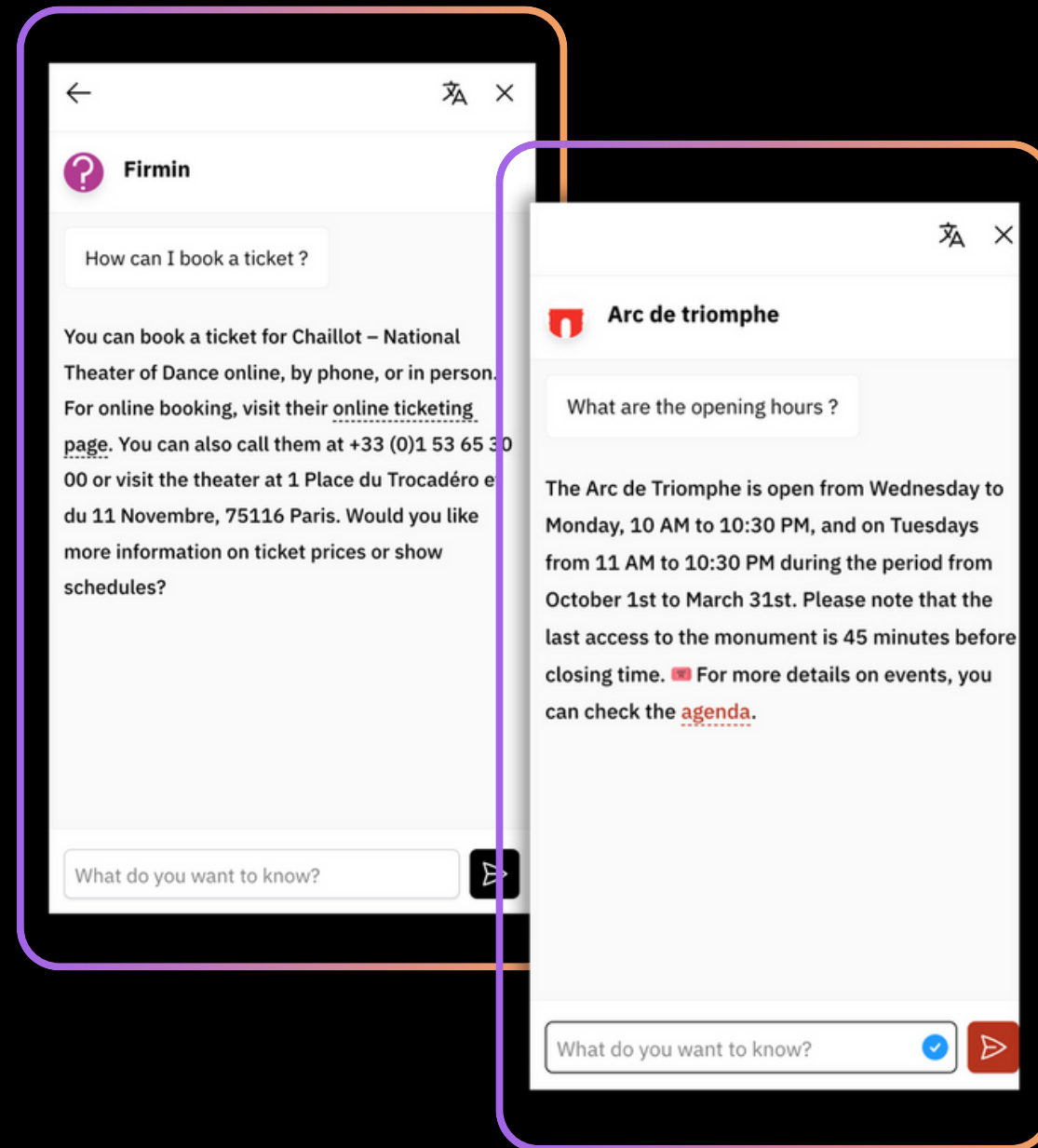
ENGAGE

AUGMENT

TRAIN

INTERACTIVE PREPARATION

PRIOR TO THE VISIT



Robust, multilingual artificial intelligence

Our sophisticated generative AI delivers immediate, tailored responses in various languages, drawing from your own documentation. Available around the clock, it assists your visitors while alleviating the demands on your teams. It guarantees consistent, high-quality responses that enhance the overall user experience.

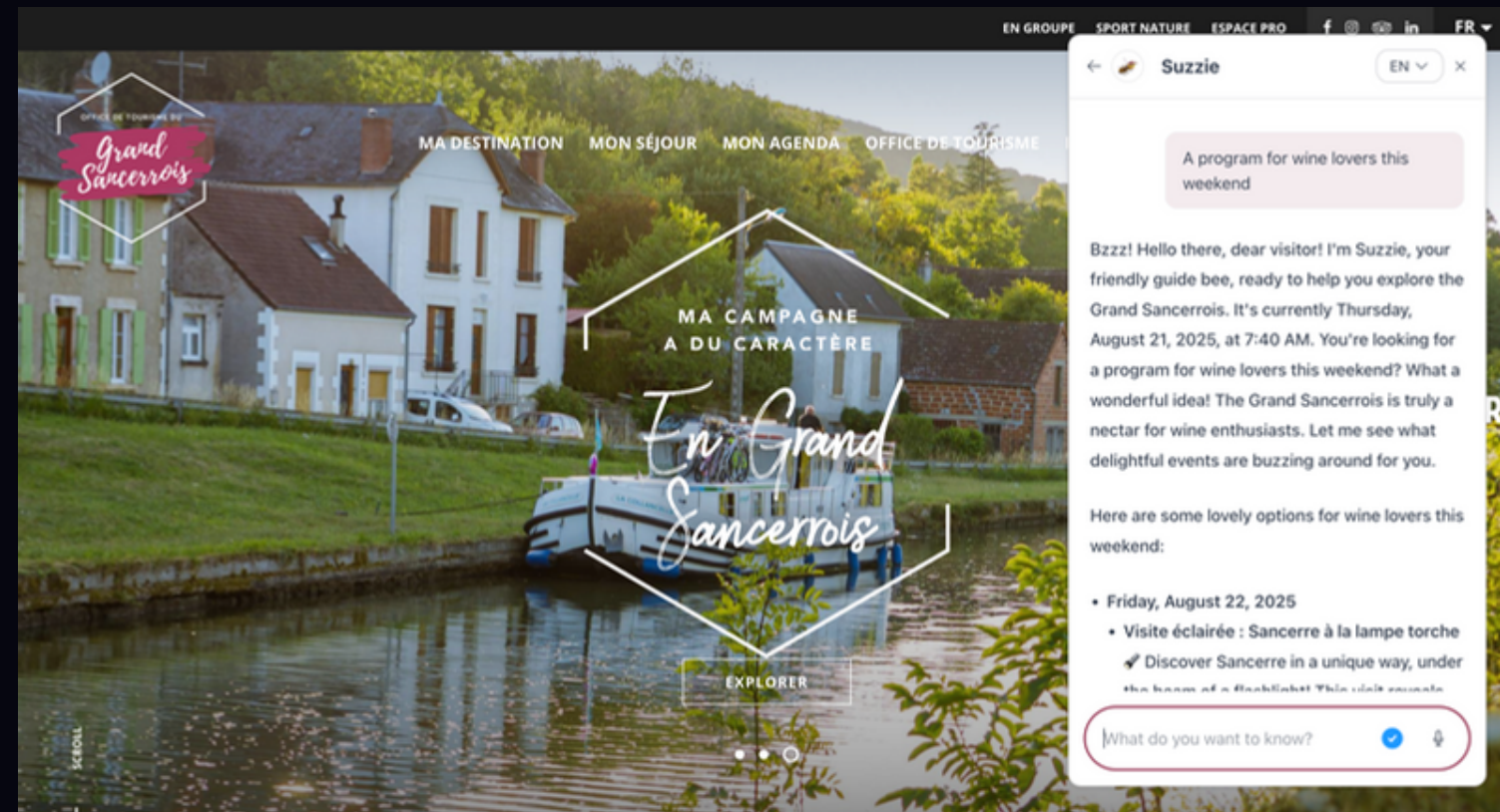
Efficiency via automation

By handling routine inquiries, the assistant enhances productivity and enables your teams to concentrate on more complex tasks, thereby improving customer satisfaction and operational efficiency. This intelligent assistance system adjusts to the requirements of your audience and provides a scalable solution for various environments.

INFORM

USE CASE : SUZZIE IN GRAND SANCERROIS

A smart, multilingual assistant available 24/7 to inform, inspire, and engage visitors



Personalized guidance for every visitor

Suzzie, the AI-powered assistant of Grand Sancerrois, delivers instant, multilingual answers 24/7. From must-see landmarks to cultural activities and local events, it provides tailored recommendations that make every journey unique.

Efficiency for teams, satisfaction for visitors

By handling routine questions, Suzzie frees staff to focus on more complex needs. It improves accessibility, enhances the visitor experience, and encourages longer stays by revealing hidden gems across the region.

INFORM

ENGAGE

AUGMENT

TRAIN

DURING THE VISIT

GUIDED EXPLORATION

Effortlessly establishing a multilingual assistant

Rapidly implement a multilingual assistant by effortlessly uploading your documents to our back office. We can also integrate it with your data management services.

Advancing inclusive education

It provides visitors with a distinctive opportunity to explore your region, customizing their experience according to their interests. Visitors gain from precise information, thereby enhancing their engagement and comprehension.

Insightful analytics to enhance engagement

Acquire insights into what engages your visitors through comprehensive analytics reports. These reports enable a deeper understanding of how your audience interacts with your content. This data-driven approach not only enhances visitor engagement but also facilitates the customization of the user experience to meet the varied needs of your audience.



[See it in action](#)

ENGAGE

USE CASE : VERSAILLES PALACE

Conversing with sculptures in Versailles

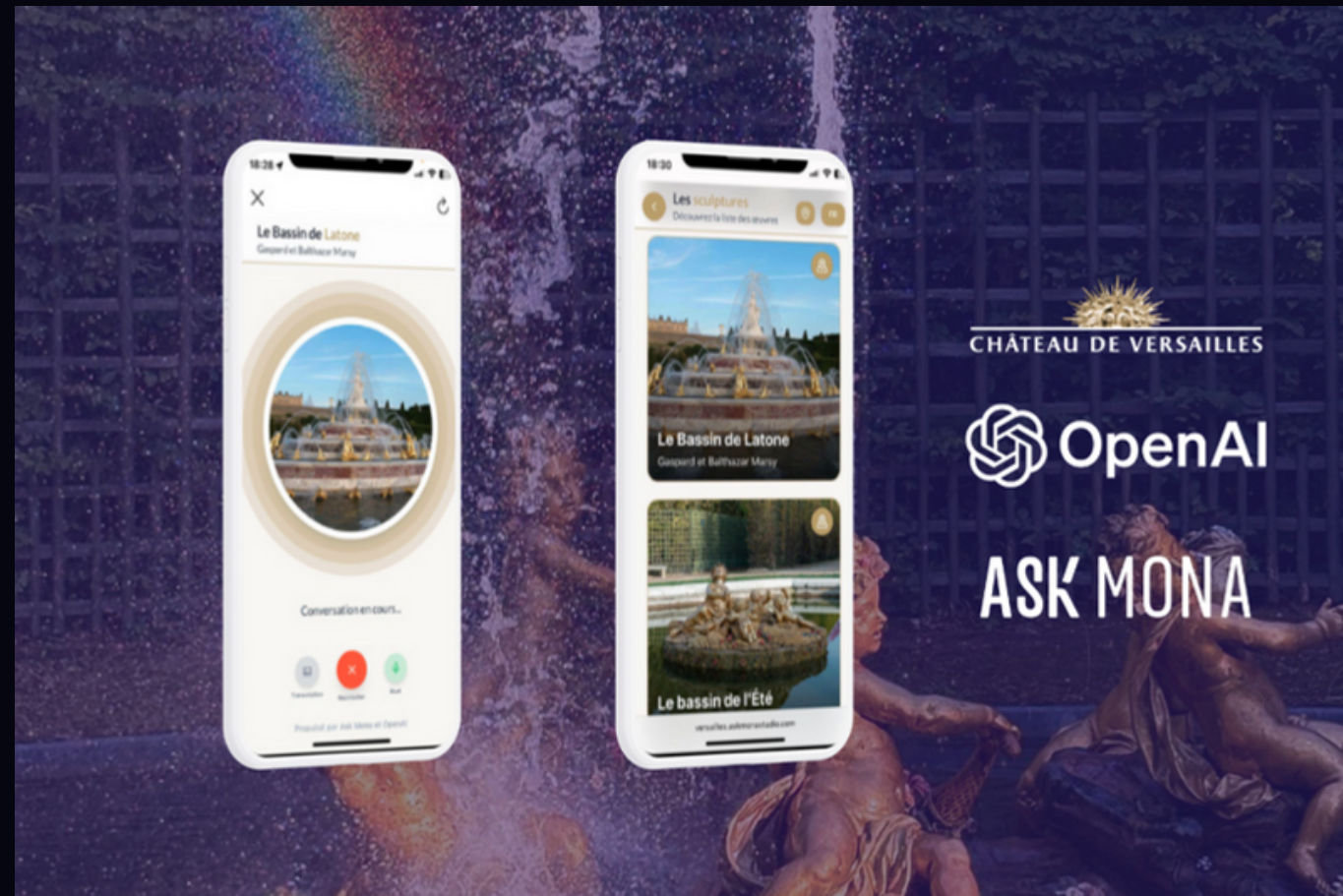
Since summer 2025, visitors to the gardens of the Château de Versailles can interact with twenty sculptures through a conversational AI developed by Ask Mona in collaboration with OpenAI. Accessible directly via QR codes, the experience works seamlessly on visitors' smartphones, in French or English, with real-time voice exchanges.

A new form of outdoor interpretation

The solution requires no downloads or physical equipment, making it perfectly suited for outdoor spaces. All content is validated by Versailles' scientific teams, ensuring historical accuracy while encouraging autonomy and deeper engagement with the artworks.

1,000 users every day

Since its launch, the system has attracted more than 1,000 visitors per day, who now spend on average 3.5 times longer in front of each sculpture. This strong adoption, combined with wide media coverage, highlights how conversational AI can both transform cultural engagement and provide valuable insights to guide future mediation strategies.



INFORMER

ENGAGE

AUGMENT

TRAIN

SMART MAGNET

SUBSEQUENT TO THE VISIT

An artifact that initiates dialogues with historical figures and artistic masterpieces.

Smart magnets enable visitors to interact with AI-driven artworks or historical figures by scanning a QR code located on the reverse side of the artwork.

Broaden engagement beyond mere visits.

These dynamic interactions engage audiences, enhance their connection to the content, and promote enduring engagement. By enriching the visitor experience, destinations cultivate a lasting relationship with their audience.

Emerging revenue streams via derivative products

Providing these interactive experiences as collectibles in gift shops creates new avenues for revenue generation.



INFORMER

ENGAGE

AUGMENT

TRAIN

TRAINING AND AWARENESS OF IA GENERATION

ATTAIN PROFICIENCY IN THE UTILIZATION OF SUITABLE TOOLS.

Generative AI solutions are rapidly expanding, each offering distinct advantages and potential drawbacks. Explore this technology, receive guidance on selecting appropriate solutions, and comprehend the factors influencing quality and reliability.

CUSTOMIZED TRAINING FOR YOUR UNIQUE CHALLENGES

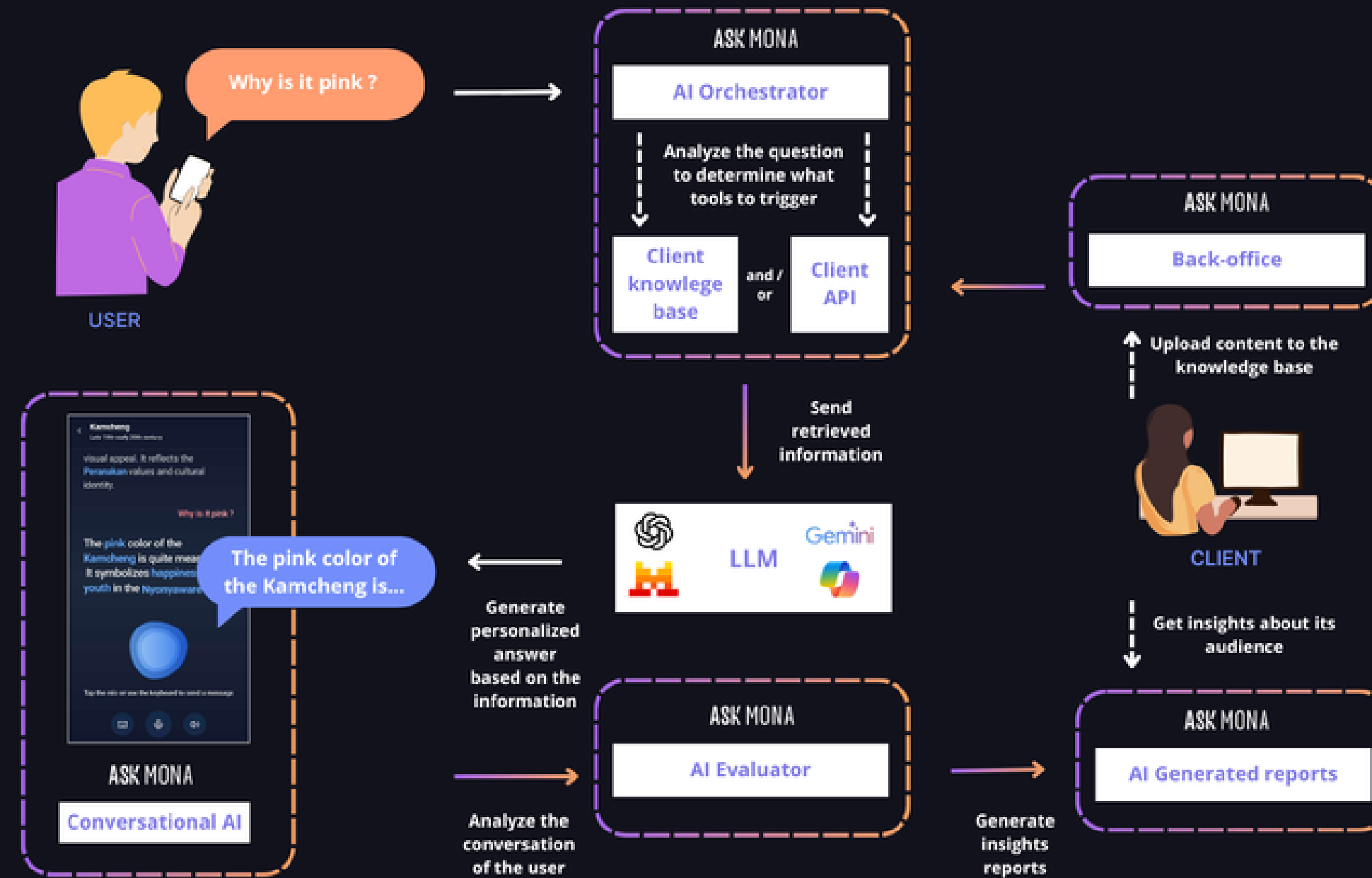
Since 2017, Ask Mona has emerged as a pivotal entity in the realm of artificial intelligence within cultural institutions. Who is better positioned to comprehend your challenges, your processes, and tailor artificial intelligence to your requirements?



*"Extremely engaging, outstanding training,
and commendable demeanor of the
trainers."*

Catherine Schneider, Bibliothèque
nationale de France

PROPRIETARY TECHNOLOGY UTILIZING BEST-IN-CLASS AI



BUILDING AI WITH VALUES

Putting ethics at the heart of intelligent systems

✅ Trustworthy AI

Answers grounded in your content — and nothing else.

Our AI doesn't improvise. It only responds based on the sources you provide, ensuring every interaction is accurate, controlled, and aligned with your voice.

🔒 Your data remain your data

We never train on your users' data.

Your content and conversations stay yours. We don't use them to fine-tune models or feed external systems. You keep full control over what is shared, stored, or deleted — and we make it easy to manage.

🌐 Inclusivity

We never train on your users' data.

We design multilingual, accessible, and customizable experiences that adapt to each user — no matter their age, background, or ability. From simplified reading to culturally-sensitive content, inclusivity is built in.

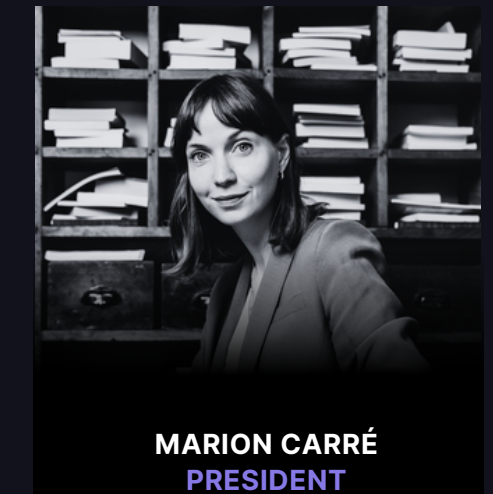
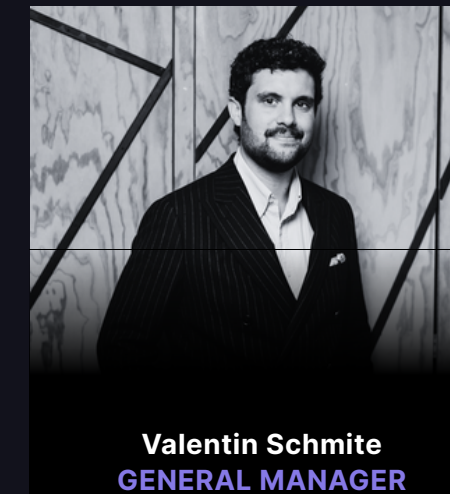
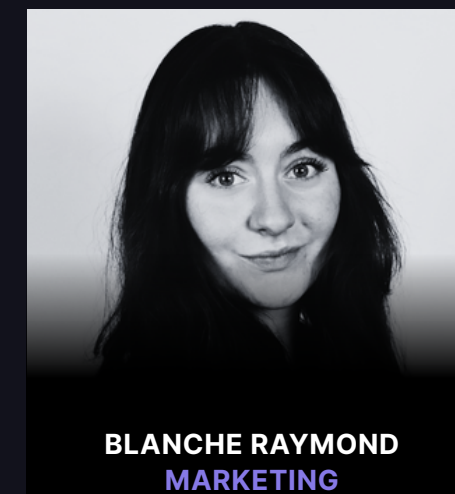
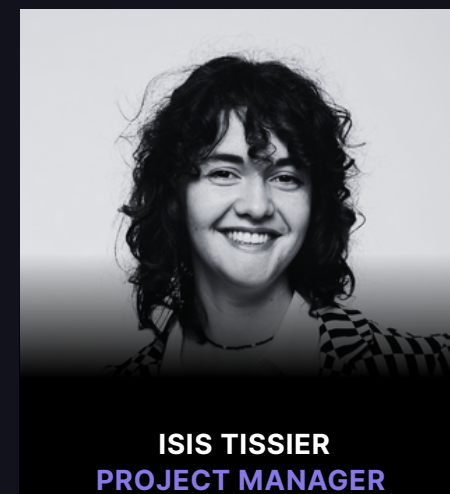
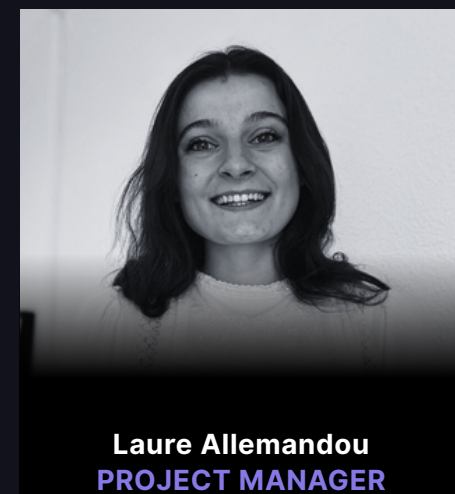
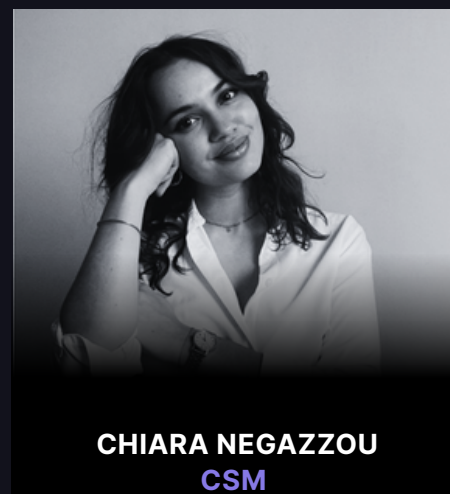
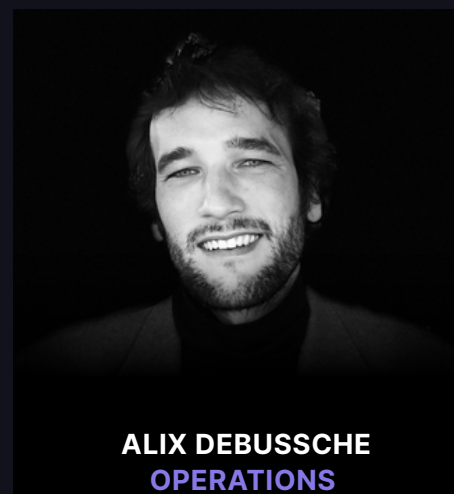
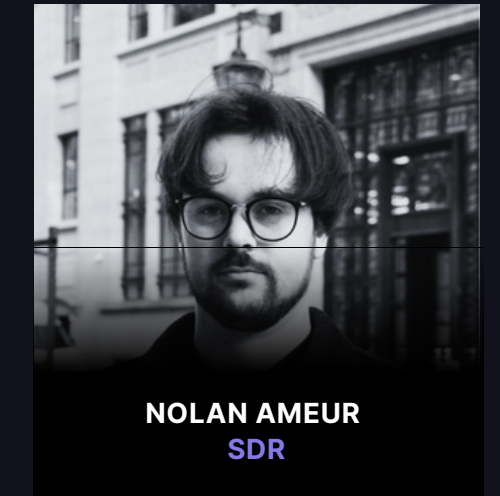
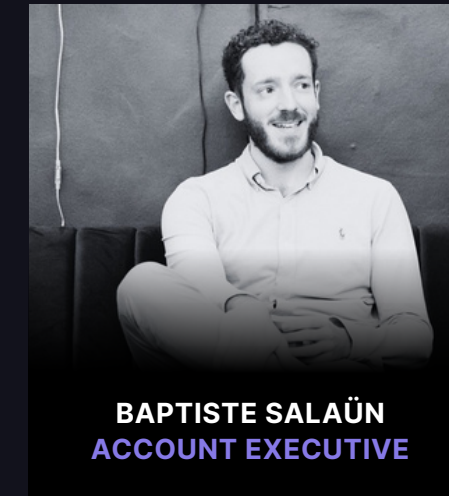
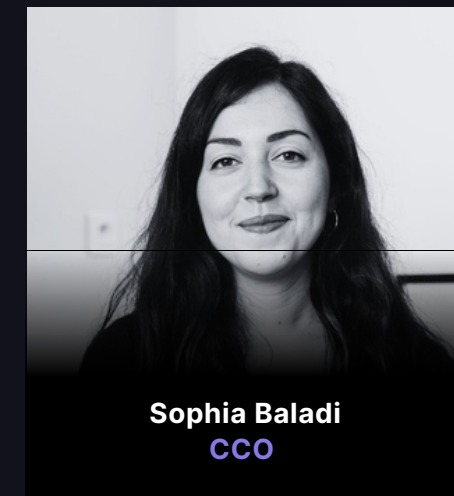
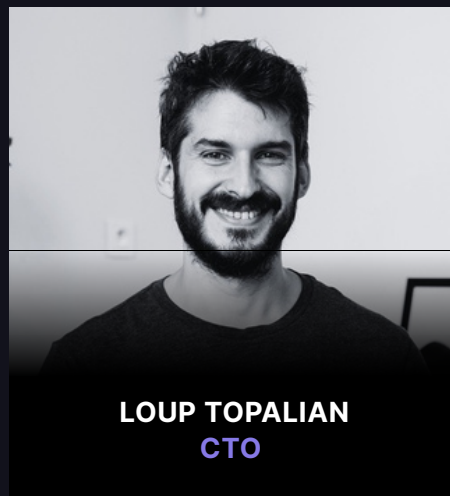
♻️ Frugality

Performance with purpose.

We test and compare the energy consumption of every model we work with (OpenAI, Mistral, etc.). Our goal: offer efficient solutions that meet your needs while minimizing environmental impact.

OUR TEAM

Let us introduce our team members, who are highly skilled and possess extensive experience.



OUR CO-FOUNDERS



MARION CARRÉ CO-FOUNDER AND CHIEF EXECUTIVE OFFICER

Marion Carré is an entrepreneur, author, and speaker recognized as one of Forbes' 30 Under 30 as the French Government's Tsar on AI and tourism.. As the co-founder and president of Ask Mona, she has been integrating artificial intelligence with culture to connect museums, artists, and audiences since 2017. Her contributions have been acknowledged by the Ministry of Culture (Knight of the Arts & Letters), the City of Paris (Médaille de la Ville de Paris), and various other institutions, establishing her as one of France's foremost authorities on creative AI.



VALENTIN SCHMITE CO-FOUNDER AND DIRECTOR GENERAL

Valentin Schmite is an entrepreneur, author, and educator renowned for his expertise at the intersection of artificial intelligence and culture. As the author of multiple books on AI and a consultant for the European Commission, he teaches at Sciences Po and the CNAAM. A highly sought-after speaker in France (including UNESCO, the Ministry of Culture, Bpifrance, etc.) and internationally (in cities such as Berlin, Brussels, Stockholm, Abu Dhabi, and Montreal), he examines the transformations that artificial intelligence engenders in creation, mediation, and imagination.

TRUSTED BY THE BEST

ARE YOU THE NEXT?



P·AR·C
ARCHEOLOGICO
DEL COLOSSEO




**MINISTÈRE
DE LA CULTURE**
*Liberté
Égalité
Fraternité*

**TV5
MONDE**



Nathan



FONDATION LOUIS VUITTON




**Centre
Pompidou**

**M
'O**
Musée
d'Orsay



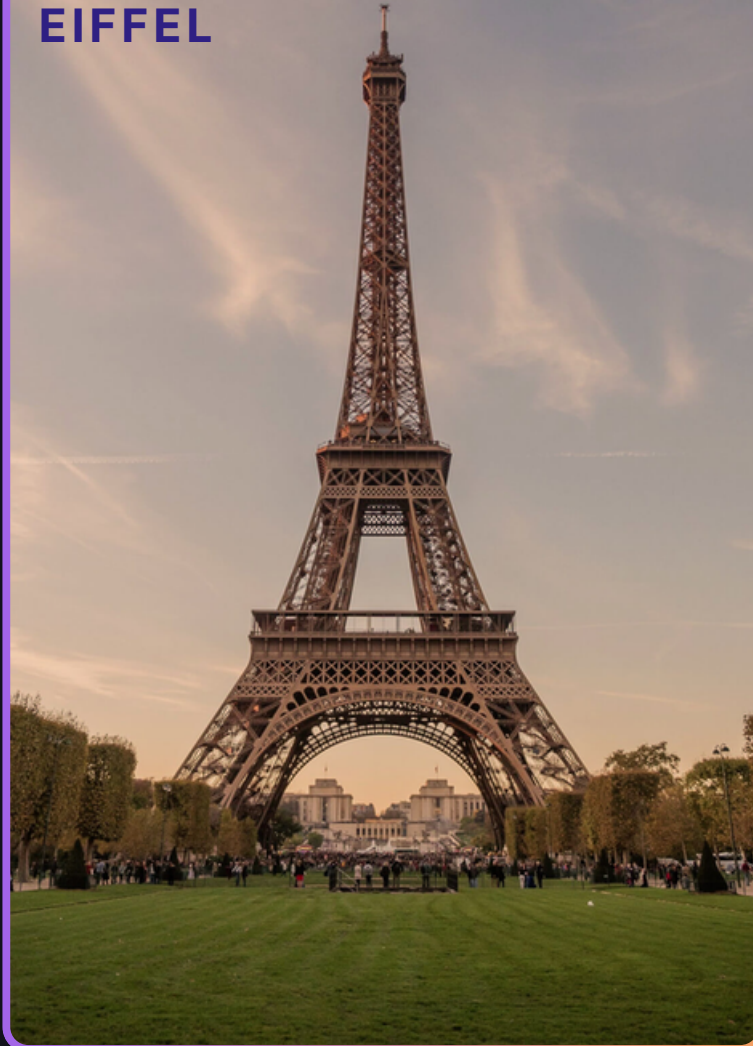
 **culturespaces**
PARTAGER LA CULTURE

 **COMÉDIE
FRANÇAISE**

SOCIÉTÉ
D'EXPLOITATION
DE LA
TOUR EIFFEL

KEY ACCOUNTS IN HERITAGE

**TOUR
EIFFEL**



**ABBAYE DU
MONT SAINT-MICHEL**



**ARC
DE TRIOMPHE**



**PARCO ARCHEOLOGICO
DEL COLOSSEO**

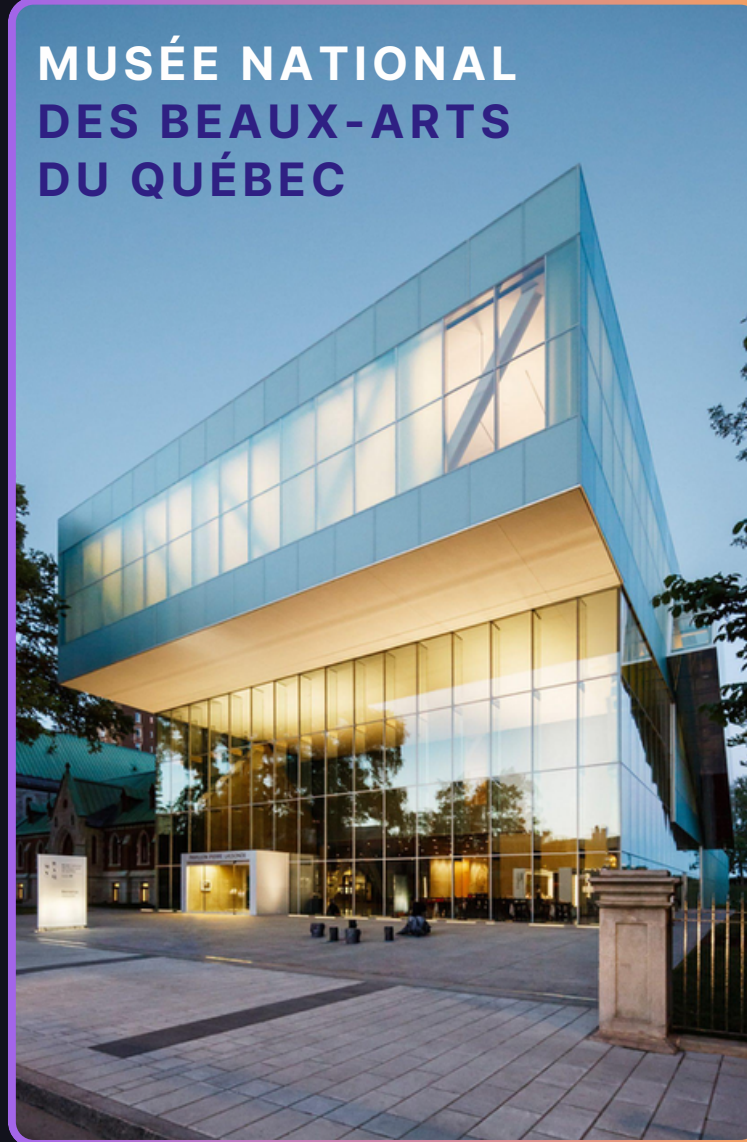


KEY ACCOUNTS IN MUSEUMS

MUSÉE
D'ORSAY



MUSÉE NATIONAL
DES BEAUX-ARTS
DU QUÉBEC



FONDATION
LOUIS VUITTON



MUSÉE CANADIEN
DE L'HISTOIRE

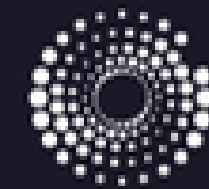


THEY TALK ABOUT US

Le Monde.fr

Les Echos

 Radio-Canada



REUTERS



france.3

 The
National

VANITY FAIR

Forbes