Welcome to the Investor Dossier

Unveiling Innovative Opportunities

This document has been crafted to provide you with insights into the investment opportunities taking center stage.

DISCOVERIES
ACCELERATING THE SMART TOURISM

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Deliverback 🇬🇷
Deliverback Technologies PC

Deliverback solves the problem of shipping lost & found items for tourism.

www.deliverback.com

Problem

People often forget things while traveling. Sending these forgotten items back to their owners is a time consuming and costly process, both for the traveler as well as the company that holds the item, such as the hotel or the airport. 97% of misplaced items are never found by their owners, resulting in a huge disappointment and replacement cost.

Solution

Deliverback connects the traveler with the hotel and the courier companies in a single unified system, thats very simple to use, saving a lot of time for everyone involved. The guest experience is significantly improved while hotel operations are simplified.

How It Works

The hotel will send a link to the guest informing them about the item they found. The guest will verify this item belongs to them, or not, and if they wish it to be sent they'll follow our link and enter their address details.

The system will calculate the shipping fees, the guest will pay, and our system will take care of everything else (shipping labels, custom documents, tracking notifications).

Deliverback's excellent customer service makes sure guests are in good hands, generating the confidence for hotels to trust us in communicating with their guests.

Traction

Deliverback works with aprx 2.000 hotels, in Greece and 6 other countries (NL, BE, UK, CY, MT SP).

They have signed an exclusive contract with Fraport in Greece to manage the lost & found in 14 airports in Greece, and since June'23 have handled more than 3.300 lost & found claims.

Total income for 2023 is about 340.000+ euros.

Deliverback has handled more than 10.900 shipments in total.

They Trustpilot rating is excellent (4.4) showing not only the quality of the service, but also the gratitude of the travelers, reuniting with treasured items (resulting in 5* hotel reviews as well).

Business Model

Deliverback's service is free for the hotel and their revenue is generated from the shipping fees, which are much lower than what the guest would pay if they would arrange for shipping themselves.

Roadmap

International Expansion is Deliverback top priority. They are investing in building & refining the sales process. Lead generation automations, Hubspot workflows & email sequences, PMS integrations are just a few tasks for the Growth team.

The product will reflect this priority both on the website, with new landing pages and new sales assets as well as with partnerships in our target countries (Jan'24).

Deliverback is building their new version of the hotel admin tool, with an improved UI along with the ability to offer the hotel really low shipping rates for their own shipments (March'24), and deeper integration with the airport systems (Athens Airport) including API integration with Amadeus & Sita (Worldtracer) (Apr.24).

Integration with new local courier companies & lockers (Apr.24 - Dec.24), and Marketing & sales tests (ab-testing) will run throughout the year.

Team

George Zachartzis
CEO
MBA in Finance with extensive experience in both finance and tourism (Hotel & travel agency Family business

George Avgenakis
Head of Product & Growth
Degree in Mechanical Engineering and professional experience in software development consulting

Elisavet Karatza
CRO
20 years experience in Extensive marketing & sales experience

Stratos Giouldasis
CTO
15+ years of experience in Software Engineering/Architecture, DevOps and Leading Teams using Agile for more than 5 years

Market

Market area: Travel & Tourism.

TAM: 4.3 Billion flight trips annually resulting in 300 million lost items by travelers or **€15 billion of shipping revenue.**

SAM: Items lost in Hotels (aprx.180,000 properties with 3.12 Billion bookings) generating 218 million lost & found items or €10,9 billion of shipping revenue annually.

SOM: Deliverback's initial focus is 4* & 5* City Hotels in Europe & North America (aprx. 40,000 hotels with 590 million bookings), generating 41 million lost items and €2 billion of shipping revenue annually.

Funding Goals

Deliverback is seeking a funding round of €500.000 to expand the business internationally and bring the total number of registered hotels to 11.000.

GauVendi 🇦🇷

GauVendi is a Central Sales Platform for hotels direct sales that allows for fully automated hyper-personalization leading to higher profits and guest reviews.

www.gauvendi.com

Problem

1. Fulfillment of guest room requests requires significant manual effort, preferences cannot be booked and confirmed online.
2. Unfulfilled guest requests impact stay experience and can result in bad reviews.
3. Lack of transparency at time of booking creates false stay expectations.
4. Lost upselling opportunities of specific room characteristics (eg. High floor etc.).
5. Demand management and restriction settings on category levels will lead to split stays and category overbookings – opportunity cost.
6. Commoditization of room products leads to loss of distribution control (scale matters).

Solution

GauVendi platform includes a Sales Engine, an Inventi-Flow, a Sales Optimizer, a Call-Pro Plus, that allows:

1. Creating a transparent booking experience, managing guest expectations, enabling automated hyper-personalization, and earning better guest ratings.
2. Gaining control over distribution, incentivizing direct bookings, and optimizing third-party channels through customized inventory products for higher revenues.
3. Generating more price points linked to products, enabling instant upselling and maximizing each customer's willingness to pay.
4. Reducing labor time and administrative work associated with reservations.

How It Works

GauVendi Experience Platform products encompass an Internet Sales Engine, revolutionizing with hyper-personalization and attribute-based selling. Inventi-Flow, an AI-driven inventory Tetris player, ensures intelligent room assignments and significant time savings. The Sales Optimizer reduces overbookings and split stays, while the feature-based Revenue Engine maximizes profitability. Flexi-Channel connects partner channel managers for differentiated distribution with a "Direct First" strategy. Additionally, the Business Intelligence tool analyzes purchasing behavior, providing valuable insights into property dynamics.

Traction

Over 50+ clients worldwide. Sales Engine metrics. Conversion ratio: 8-10%. Upsell Conversion (guests that booked higher value products generating extra revenue): 62%. Attribute-based Upsell (revenue generated by selling attributes): 19%
There was a 90% reduction in phone calls and email requests, leading to over $100,000 in operating cost savings.
More information on Cornell Inn Case Study

Business Model

Business Model, includes monthly SaaS fee based on amount of rooms + onboarding fee – In addition there's freemium model for some of the products.

Roadmap

In the upcoming year, GauVendi is dedicated to advancing its products, prioritizing increased automation, sophisticated upselling tools, and cutting-edge CRM technologies. These enhancements align with our vision of providing state-of-the-art solutions that redefine the hospitality industry. On the business front, the primary goal is to expand their footprint by onboarding more individual properties and hotel chains, focusing particularly on growth in Europe and the Middle East. This strategic expansion aims to broaden our user base and establish valuable partnerships, contributing to the ongoing success and innovation of GauVendi in the global hospitality landscape.

Team

Carina Stegmayer
Co-founder | Operations
Co-founder with 25+ years in hospitality, e-commerce, and consultancy, specializing in enhancing customer satisfaction and revenue

Duy Nguyen
Co-Founder | CTO
CEO of Hash Consulting Group and CTO of GauVendi. Over 15 years in tech consulting for Hospitality and Finance. Pioneer in cloud computing technology for Singapore SMEs

Markus Mueller
Co-Founder | Managing Director
Over 25 years in tourism. Leads GauVendi in crafting hyper-personalized experiences

Market

Market area: Travel & Tourism.

Market area: Europe, Middle East, Asia, Oceania, America, Africa.

TAM: 356 + million accommodations.

SAM: 26.9 + million accommodations.

SOM: 900 properties for the upcoming year.

Funding Goals

GauVendi is looking for 500k:

a) business development.

b) interfaces with PMS systems.

WineTourism.com

WineTourism.com's goal is to connect wine lovers with any wine experience they are looking for, providing an end-to-end solution from discovery to experience. Simultaneously, we provide wineries with a broad portfolio of services to grow their customer base and sales.

www.winetourism.com

Problem

WineTourism.com addresses the challenge travelers face of easily finding and safely booking and paying for wine experiences online.

Solution

WineTourism.com offers an online marketplace where travelers can easily find over 6.000 wine experiences globally, and safely and securely book and prepay for these experiences.
Simultaneously, they provide wineries a platform with access to a global community of wine lovers, giving them access and exposure to a broad market of customers and effortless integration with their booking software without any upfront capital investments. Especially smaller wineries in rural areas are benefited by this.

How It Works

Travelers can easily navigate through the site to search for and find relevant wine experiences, and book directly in a series of easy steps with minimal information and no need to leave the site.
Wineries and wine guides can easily establish a profile, making their experiences searchable and bookable on the website.
WineTourism.com provide a fully automated payment solution and invoice generation for the wineries in their marketplace. allowing them to seamlessly manage bookings and host travelers upon arrival.

Traction

Validation

- 120.000 monthly active users.
- Platform up and running since 2020.
- Over 4000 partner wineries and wine guides on our website working with us.
- Paid marketing partnerships with major tourist board.
- Strategic partnership agreements with major OTAs.

Sales

- Revenue 2023 → €85.000.
- Completed bookings → 17.000.

KPIs

- Monthly active users → 120.000.
- Number of bookable wine experiences → 6.000.
- Newsletter subscribers → 16.610.
- N of social media followers →11 408.
- Year-on-year traffic growth → 117%.
- Number of organic keywords with top 10 position in Google → 15.000 (Semrush).

Business Model

WineTourism.com's core business model is mediating booking services for wine tourism experiences. They take a commission on all confirmed bookings.

WineTourism.com also generate revenue from additional products and services such as digital marketing services, online advertising, consumer surveys, gift cards and affiliate marketing.

Roadmap

What are the relevant tech and business goals for the next year?

- Develop traffic and booking flows from the newly initiated strategic OTA partnerships.
- Establish a solid revenue stream from our own booking widget placed on winery websites.
- Roll out multiple languages on website to increase traffic and capture domestic tourists and travelers.
- Develop a more sophisticated user login for better segmentation of customer targeting and increased loyalty (LTV).
- UX/UI overhaul of website to improve conversion.
- Develop booking widget to handle accommodation bookings (increase AOV).
- Increase sales of marketing packages to larger partners (regional and national wine organisations and tourist boards).

Team

Niklas Ridoff
CEO / co-founder
McS in LSE and financial management background from Accenture and the Swedish Ministry of Finance
10+ years of experience in controlling and forecasting as a project lead

Marcus Boström
Marketplace advisory role / co-founder
Founder of Education.com, a online education resources with over 40 million visitors/year. founder of Varden.se leading platform for online health services
Extensive experience of startups and scaling online platforms

Calle Nilsson
Operations and SEO / co-founder
Co-founder of Vinjounalen, a Swedish online magazine with over 100 000 visitors yearly, as well as Concealed Wines and People Wine, two well-renowned wine import. 12+ years of experience in wine industry

Simon Kallquist
Wine industry expert advisory / co-founder
Youngest certified sommeliers in Sweden. Co founder of Vinjournalen, Concealed Wines and People Wine. Professional background from some of the well-established fine dining restaurants in Sweden and Norway

Market

Market area: Travel & Tourism.
TAM: €56 billion.
SAM: €12.3 billion (22% of TAM).
SOM: €3.7 billion (30% of SAM).

Funding Goals

WineTourism.com is looking to raise €360.000.

EXPLORIAL

Explorial 🇵🇹

It is the first global tourgame: a self-guided tourgame app, that will revolutionize how we visit cities.

www.explorial.com

Problem

Help visitors from all over the world (locals and foreigners) being lost in a search for the main places to visit on a quick city visit and skip annoying and boring city tours.

Solution

Explorial offers a fun and entertaining gamified self-guided tour app affordable and available anytime, anywhere. Explorial guarantee a seamless and flawless experience with high-quality and locally curated.

How It Works

Any group of people that has acquired a tourgame must download the Explorial app and insert the code when they arrive at the starting location, so they can initiate their experience. Each tourgame last around 90 minutes and people travel through 10 different locations in the range of 3 km. At each location, individuals are offered information about the place and then are challenged with a series of riddles and puzzles. There are team and individual challenges that promote competition, fun engagement, culture and above all, good shareable memories. The price range is between 7 to 14€ depending on the city.

Traction

In nearly 30 months of the opening of the first tourgame, Explorial has expanded to 150+ different tours in all 5 continents. With sales totaling 900,000€ to date and achieving 70,000 downloads the usage trends suggest a potential double of these results in the coming year.

Business Model

They target visitors from all over the world (locals or foreigners) with the most fun and engaging gamified self-guided tour app with a portfolio of 150 tourgames worldwide and expanding. People can start playing anytime, anywhere. It is affordable, flawless and with good content. They sell directly on their website and through OTA's, they have active social media and a passport (pre-paid tickets for 1, 3 or a lifetime) for big users. Revenue is generated through ticket sales and the key resources and activities are content creators and marketing respectively. Explorial are founded on a very light structure and technology, all is on content, experience and UX.

Roadmap

For the next year Explorial aims to reach 300 tourgames with a focus on DACH, USA, UK, French speaking regions and southern Europe. Introduce 3 to 4 new types of challenges in their experiences. Explorial has some of their tours available in 5 languages and wants to have all of them in 5 languages. Also aim to enter one new OTA.

Team

André Jacques

Executive Leader, Business Innovator & Advisory Partner
Innovative C-Level Global Executive, masterfully navigating the dynamic intersection of B2C and B2B industries, specializing in FMCG, Tech, Executive Training, and Performance Marketing

Rui Pinto

Group Chief Sales and Technology Officer
25+ years in digitalization; 5+ years E-Commerce; 5+ years as CIO of Datwyler & CEO of Datwlyer IT Services; 1 exit realized of own startup; financial investor in COG

Market

Market area: Travel & Tourism.

TAM: Anyone above the age of 6 who is visiting a place with a mobile phone and mobile data availability.

SAM: The geographical reach is 150 tourgames, in 137 locations and 22 countries.

SOM: All of the above can be reach through their channels and investment capability.

Funding Goals

1-1.5 million euros to accelerate growth in terms of Explorial's footprint and reach to acquire more customers. The vision is to become the go-to app when visiting a city.

Freebird Club 🇬🇧

Social travel and homestay club for older adults - connecting mature explorers through meaningful travel and shared social experiences.

www.earlybird.freebirdclub.com

Problem

Freebird addresses 3 problems in our rapidly ageing society:

1. Loneliness and isolation

This is a major issue facing older adults, which is worse for their health than smoking and obesity. It also puts huge pressure on health systems and public finances.

2. Lack of travel opportunities for older adults

Research shows many would love to travel, but lack companions or the confidence to go alone.

3. Financial insecurity in later life

Many struggle with inadequate pensions. There are few options to generate extra income in later life.

Solution

Freebird is an over 50s membership club which enables and empowers its members to travel, connect, meet, and stay in each other's homes, as part of a trusted community of peers.

How It Works

Through their age-friendly platform, members planning a trip can connect with like-minded local members for:
(i) travel tips & recommendations;
(ii) meet-ups to do local things together;
(iii) homestay bookings with member hosts.
Freebird offers an accessible new mode of traveling for older adults (especially if alone), a fun way to meet and enjoy social and cultural interaction at home or away, and a means to unlock value in their homes and earn income in later life.

Traction

Since going live in June with Freebird 2.0, They have had over 7K sign-ups across 27 countries, and the user base is currently growing at circa 350 a week. In additionally, they have engaged 30 homestay hosts, with active bookings underway.

Business Model

Revenue is generated through membership fees, homestay booking commissions, and affiliate partner deals.

Roadmap

In the next year they plan introduce a members discussion forum, AI member matching, degrees of separation (LinkedIn style) and mobile optimisation. Additionally, they aim to establish key partnerships across the travel/tourism and ageing sectors which can fuel our scaling efforts. The target is 80000 sign-ups by the end of next year.

Team

Peter Magan
CEO

Previously Senior Manager for Research & Innovation at University College Dublin, with 7 years experience as an ageing sector entrepreneur. Peter has won the 2 top European Social Innovation awards, from the European Commission and European Investment Bank

Phil Jordan
CTO

Phil has 20+ years' experience launching and growing start-ups. He has previously achieved a successful traveltech startup exit, being acquired by a major global travel company.

Market

Market area: Travel & Tourism

The target market is older adults aged 50 to 85 globally.

TAM: 900M people worldwide

SAM: 300M are serviceable and addressable

SOM: 60M people

Funding Goals

Freeebird club is currently looking to raise €500K, of which they already have €250K already committed by a Portuguese impact investor. This will enable mobile optimisation, member matching AI, and API functionality enabling partner plug-ins for our product.

GET LOCAL

Get Local 🔴

Get Local makes booking local
mobility services, tours, activities
and attractions easy!

www.get-local.com

Problem

More than 50% of guests in hotels go to the front desk for
assistance with in-city experiences. Due to limited staff resources,
lack of local relationships, inefficient processes and flaw incentive
structures most hotels are not equipped to handle these requests
and losing out in millions of commissions.

Solution

Get Local develops and operates B2B marketplaces and tailor made
software solutions for hotels. Their all-in-one booking tools create
touchpoints throughout the customer journey for the sales of local
mobility services, tours, activities and attractions enabling hotels to
cross-/upsell internal and external offers.

How It Works

Get Local develops and operates B2B marketplaces and tailor made
software solutions for hotels. Their all-in-one booking tools create
touchpoints throughout the customer journey for the sales of local
services, activities and experiences enabling hotels to cross-/upsell
internal and external offers.

Traction

Get Local increased their mediated sales volume on the platform
from 130k Euro in Q1 2022 to 1 Mio. Euro in Q3 2023. In their first
Destination: Zurich, more than 85 Hotels (75% market share) are
utilizing the Get Local hotel solution – across all big international
hotel groups: Marriott, Accor, IHG, Hilton, Hyatt, MotelOne. They are
currently expanding to Austria/Vienna and are in negotiations with
potential distributors/licensees in Germany.

Business Model

Commission Share Business Model on the mediated sales volume
and a Freemium SaaS-Business Model for their Software Solution.

Roadmap

Expansion to Germany (and potentially Portugal). Launching Lobby
Kiosk Solution as third distribution tool and additional POS for
hotels. Further investments into guest platform (PMS integrations)
and concierge tool (payment terminal) as well as multiple new API
integrations to service provider systems in DACH-Region (and
Portugal).

Team

Stefa Neukom

Founder & CEO
Fund Development Advisor at Rotary
International - Area Sales Manager at
Regus - Head B2B Business at
MoneyPark

Jacob Christensen

Head of IT / CTO
CTO at Scayla
Technical Lead at Galenica
Senior Software Engineer at welante

Market

Market area: Travel & Tourism.

In-Destination Traveler Expenses market: Mobility Services (Taxi &
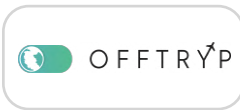Public Transportation) as well as Tours, activities and attractions.

TAM: 700B$.

SAM: 1B$.

SOM: 200M$.

Funding Goals

1. Incorporate Get Local Portugal and find a national distribution
   partner / licensee in Portugal (i.e. taxi company, sightseeing tour
   operator...)
2. Q1 2024: Financing Round A – 1.75 Mio. for 20% of the Holding/
   Investment in additional UX/Frontend and Backend
   Development position as well as a new Product Owner and
   Customer Success position.

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Offtryp 🇮🇹

The AI tool that will revolutionize travel websites.

www.offtryp.com

Problem

Both travel agencies and travel websites in general are not particularly digitalized, providing no personalization, poor content and overall low website attractiveness to their visitors

Solution

A software as a service that allows their visitors to digitally explore a destions based on their travel interests, select what they wish to see and receive instantly a trip itinerary based on their selections, all in just a few clicks.

How It Works

Visitors select up to 10 travel interests and access a map of the destination with all things recommended to see based on their selections, as if it were a personalized Lonely Planet made to measure for them. They can then explore things to see with pictures, videos, descriptions, etc., select what they wish to see and instantly receive a full detailed travel itinerary that they can download and keep, and that travel agencies can quote and sell.

Traction

Offtryp has used the same software on a B2C market (without the AI part) and generated over 300K in sales, with no marketing, on a period of 2 years. They finished developing the B2B product a couple of weeks ago and are in talks with 10 demo clients, but haven't closed them yet.

Business Model

For the MVP: software as a service therefore a monthly fee. As soon as trips will be sold on the platform, a % of every trip sold.

Roadmap

Stage 2: allowing travel agencies to sell a trip on the platform, therefore integrating a post sales section and the possibility to edit the trip.

Stage 3: adding external providers (booking.com, expedia,etc.) in order to allow visitors to instantly select services during their trips.

Team

Nicola Guariglia
Co-founder | CEO
Employee in 2 tech startups, shifted to strategy consulting at Strategy&, shifted to International Business Development Manager in a movie production company (EDI). Founded Offtryp and Vitruvius Green (active in photovoltaic construction)

Gaia
Co-founder | Head of BD
Worked in M&A at Banca Leonardo, shifted to follow the business development in the family business (pharmaceutical) and lead directly the launch of a boutique hotel in the Amalfi Coast. Loved the concept of Offtryp and helped bootstrapping it

Alice Cagliani
Co-founder | COO
Majored in architecture, worked as an architect in 2 firms leading projects all over Italy. Had the idea of Offtryp

Adem Dinarevic
CTO
Worked as backend developer and software developer for over 5 years in 3 different companies. Specialized in AI integration

Market

Market area: Travel & Tourism.

TAM: 100bn/year (digitalization of travel websites).

SAM: 50bn/year (service tools for travel websites).

SOM: 10bn7Year (AI related service tools for travel websites).

Funding Goals

They are not currently raising a round since they want to close 20 recurring paying customers first.

After that, the target will be to raise 250K to kickstart the sales of the software and the development of additional features.

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UpMarket.

UpMarket 🇳🇱

UpMarket is a guest journey orchestration platform that helps hospitality businesses boost revenue and streamline operations with personalized, automated, and profitable guest interactions.

www.upmarket.cloud

Problem

In today's digital travel industry, hospitality businesses struggle to connect with guests in a personalized way due to ineffective technology implementation. This leads to reliance on generic communication methods, resulting in a subpar experience for modern travelers. The consequence includes low conversion rates on direct booking sites (average 2% success rate) and significant post-booking revenue loss (15-25%). The industry must now focus on optimizing revenue and enhancing guest satisfaction in a digital-first market.

Solution

UpMarket orchestrates the guest journey by leveraging guest context, property details, and available services for personalized communication and offers. It automates and tailors the entire guest experience, from inquiry to post-stay follow-up. UpMarket boosts direct booking conversions and maximizes revenue with targeted upselling by delivering relevant information and services at the right moments. This tailored approach enhances guest satisfaction and loyalty, positioning hospitality businesses for success in a competitive, guest-centric industry.

How It Works

UpMarket simplifies hospitality guest engagement by replacing multiple systems with one platform. It integrates with a hotel's data infrastructure, creating personalized guest profiles using AI analysis. This customization occurs at booking, during the stay, and in post-stay follow-ups, enhancing the guest experience and increasing booking conversions and revenue through smart upselling.

Traction

- Rapid Adoption: Launched in July, UpMarket is now used by over 30 hospitality businesses, with a 60% month-over-month growth in user base.
- Pilot Program Success: Handled over 2000 guest check-ins, achieving high customer satisfaction with an average NPS of 4.5, and significantly reducing administrative workload by 80%.
- Revenue Growth: Demonstrated a strong growth trajectory, escalating from €100 in August to over €1000 in revenue by November.
- Strategic Partnerships: Integrated with major property management systems like Lodgify, BookingSync, and Avantio, and partnered with ASCAV in the Canary Islands.
- Market Expansion: Gaining traction across key European markets, including the Netherlands, Spain, and Portugal, with interest from notable hotel chains like an Accor hotel in Amsterdam.
- Industry Recognition: Named by EUStartups as one of the top Amsterdam-based startups, underscoring our innovation and potential in the hospitality technology sector.

Business Model

Operates on a subscription-based model offering tiered packages, tailored to enhance revenue and streamline operations for hospitality businesses. They intend to introduce commissions for additional revenue generated.

Roadmap

Technology Goals:

- Enhance AI Personalization: Further develop AI algorithms to offer more nuanced and tailored guest interactions, improving personalization and user experience.
- Expand Integration Capabilities: Integrate with additional property management systems and third-party applications to increase versatility and user convenience.

Business Goals:

- Customer Acquisition and Retention: Aim to drastically increase sales and the customer base while maintaining a high retention rate through superior customer support and platform reliability.
- Strategic Partnerships: Forge partnerships with key players in the travel and hospitality industry to broaden market reach and enhance service offerings.

Team

Shani Cohen
CEO

is a seasoned executive with a rich history in driving sales and marketing strategies across diverse sectors. As the CCO at felyx, he significantly enhanced top-line performance, demonstrating expertise in strategic marketing and P&L management. At Uber, he led strategic initiatives and eater operations for Uber Eats EMEA, focusing on customer acquisition and new business line development.

Antonino Bonumore
CTO

brings a wealth of technical expertise and leadership experience to the team. As a founder and owner of Emergento, he has a deep understanding of complex software architectures and e-commerce. As a Software Engineer at VanMoof and Youwe, demonstrated his capability to oversee high-quality software and system architectures, which is crucial for UpMarket's innovative platform. His experience in leading eCommerce projects, in the B2B sector, aligns with UpMarket's technological needs.

Market

Market area: Travel & Tourism

TAM: €7.7 billion, including SaaS fees and commissions.

SAM: €1.155 billion, targeting Southern Europe, the Netherlands, and the UK.

SOM: €23.1 million, with a realistic market capture target of 2%.

Funding Goals

Raising €2 million in Seed funding to enhance the AI platform, expand market presence, and scale sales and marketing operations, targeting growth in the hospitality technology sector.

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City Me 🇪🇸

CityMe provides virtual and audible guides in different cities created by Artificial Intelligence

www.cityme.eu

Problem

The main 'pains' that freewalking tours and city tours represent are reservations, being there at a certain hour, doing it with a group, short and poor content, price, etc.

Solution

CityMe provides that local expert guide but now virtually and audible, endowed with local personality of each city. CityMe complettly digitize the freewalking tour and city tour experience by providing that local expert guide directly from the smartphone.

How It Works

Through a single app, users can select the city they are in or you want to discover.

Traction

19.870 active usres to date

27% conversion rate (freemium vouchers)

4,6% conversion rate (paid premium)

CAC=0LTV>CAC

Business Model

B2C (validated); Freemium mode: one neighborhood per city for free; Premium mode: 4,99€ access to all content of the purchased city.

Roadmap

Marketing and media communication campaign with Publicist Group + Affiliation program growth. Increase the number of AI Audio cities.

Team

Guido Schinocca

CPO / Co-founder
Experienced advertising and innovation professional with a strong track record in account and project management at leading agencies and consulting firms. Passionate about urban content, encompassing art, history, events, and all aspects that shape a city

Enoc Armegol

CPO / Co-founder
Product desinger, seriel entrepreneur. Won in 2010 the INJUVE National Industrial Award. Recognised at the age of 21 as one of the most influential designers in the country, according to the annual ranking by Book Design 360.

Daniel Clavel

CTO
+15 Years of experience in tech development and digital marketing. Success case: Proun Media, clicars.com

Market

Tourism. Urban contente.

Funding Goals

City Me is rasing a 300.000€ 2nd investment round to execute 2024/2025 Business Plan.

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Mainsquare 🇵🇹

Mainsquare aims to be the go to digital place, where people decide where they are going out, or where to go for a simple coffee.

www.mainsquareapp.com

Problem

There are too many questions when it comes to going out. Some of the information exists but it's all scattered around the internet. For instance: where are my friends planning on going out tonight? What are the most popular places near me? Where can I drink sangria? How's the real time vibe at a certain bar? The nightlife industry is still very offline.

Solution

With Mainsquare platform they want to help people decide where they want to go out that night according to people interests and necessities, taking them to know their new favorite places and making them come back. With this platform people can say goodbye to wasted trips to unwanted establishments, and help establishments attract clients that actually want to be there.

How It Works

Mainsquare platform provides the updated and detailed information of the establishments, offering benefits and coupons. All that with a social component associated with it, where users (clients) can interact with each other, see where their in-app friends are planning to go.

Traction

Mainsquare just launched the MVP and is at the beginning of the beta testing and proof of concept.

They are currently working with two establishments to understand their real needs and to validate our solution regarding attracting and maintaining clients.

Business Model

Mainsquare wants to attract and retain potential clients to establishments. They generate revenue by creating leads to the establishments and turning them into clients. As they consider themselves as a marketplace, they are a B2B2C.

Roadmap

With the launched MVP and beta test ongoing, Mainsquare wants to achieve validation as fast as possible and iterate it as needed.

For the next year, in the first semester, they plan to have the official launch of the app. During the following semester, they plan on gathering 10k users and 200 establishments.

Regarding tech in 2024, they have more functionalities planned, such as the addition of the subscription system with in-app payments from clients and withdrawal from establishments.

Team

Miguel Mourão	**André Borges**	**Ricardo Sabino**
CEO	CFO	CTO
Realtor	Auchan	ARMIS Group
	Honi Beach Bar Day & Night	Preh Portugal

Market

Market area: Travel & Tourism.

TAM: 50k establishments / 4,6M people / 1,7B€.

SAM: 35k establishments/ 3M people/ 900M€.

SOM: 3500 establishments/ 300k people/ 90M€ .

Funding Goals

Mainsquare has one main goal at the moment: find product market fit. With funding they want to be able to have the founders work on the startup full time. They have this in mind because they think it's the fastest way they can build, measure and learn. After finding product market fit, the goal is to put the efforts on marketing and product enhancements.

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Mapineo 🇩🇪

Interactive Maps for Travel & Cultural Locations

www.mapineo.com

Problem

Travel & Cultural Locations use outdated solutions to provide location navigation and information tools and miss out on the opportunity to engage and attract visitors. Existing solutions such as printed maps, audio guides, map kiosks, digital maps and info booklets do not provide effective on-site navigation and access to services, as well as do not allow presentation of the location to people in remote parts of the world in sufficient detail.

Solution

Mapineo is a powerful tool to improve on-site experience and attract new visitors from around the world using unique 3D and AR presentations - Interactive Maps. The solution stands out in the market, with its high quality 3D & AR visuals and detailed embedded media and information. These advantages make them the best choice for interesting visibility and awareness of services of travel destinations.

How It Works

They create a 3D scanned digital twin of our client's Location, and publish it on our platform. This digital content is optimized to run on mobile devices and is available for users in our mobile app. Interactive Maps are easy to share with potential visitors using links and QR codes, as well as printed maps with AR functionality. The output is highly customizable and offers higher detail and information of the Location, compared to big tech maps (Google maps) and is more cost effective and user friendly than custom digital twins solutions.

Traction

During development of our MVP Mapineo has been able to sell our solution to multiple clients. During 2021 they've reached sales of 30K EUR with real-estate projects and then in 2023 they have made further revenue of 12K EUR in historical hotel project. These sales are coming our core product.

Business Model

Sales of Interactive Maps to Locations for a flat fee with ~50% margin and regular maintenance fees. Additional monetization is planned, by converting end users acquired through our high-visitor count partner locations to paying customers by selling premium content with additional informational value.

Roadmap

- Establish 1 in-house production team to facilitate production of 6 projects in 2024.
- Expand to Partner Locations with High-visitor count.
- Establish relationships with all cultural institutions and tourism councils in selected countries.
- Build premium content to test conversion of users to paying customers.
- Improve functionality of the app based on needs of their partners, customers and end users.
- Reach break-even point in 12 months.

Team

Andrej Grék

CEO

Has the technical knowledge to fully build product & content. Previously ran multiple companies, which created interactive digital products - boARd 3D, an AR game platform, raised 100K € and FIGURAMA, a VR interactive experiences platform, raised 200K €

Anna Grék

CCO, CSO

Highly experienced coordination, communications & sales specialist. Previously founded a virtual tour site - Virtual.Reality.Travel, coordinated projects in SumUp payments startup and AsiaBerlin startup summit

Market

Market area: Travel & Tourism.

Their primary markets are Cultural Locations, Historical sites, Museums, and Tourism councils, Cities & Municipalities in selected key countries: UK, France, Italy, Germany.

TAM: 100,000 Locations, 3 bil. €.

SAM: 19,610 Locations, 588 mil. €.

SOM: (10% share): 1,961 Locations, 58 mil. €.

Funding Goals

In Q1 2024 Mapineo is raising 120,000 € at a 1 mil. € post-money valuation. The proceeds will give them a 2 year runway, and help cover an initial production team and reach profitability.

maya
The AI assistant for Travel Companies

Maya 🇧🇪

Maya empowers travel companies to offer their customers a personal assistant that supports and guides them 24/7, leading to higher conversion and better service.

www.livetheworld.com/maya

Problem

Travelers want to get personalized advice and get answers to specific questions when booking a big trip. As the travelers wants to plan their trip on an evening or weekend, and they expect instant answers and personalized recommendations, end up typically disappointed as they have to fill a form, and wait for their travel agency or operator to call or email them a few days later - with only more questions. This results in a very low conversion for travel companies and makes it hard to compete with the largest OTAs.

Solution

When travel companies install Maya on their website, travelers can ask any question and get instant answers - all based on the company's own content and knowledge. Maya also asks questions pro-actively to guide travelers to the best trip for them, with personalized recommendations shown visually. This doubles conversion for the company, requiring less manual effort. Soon Maya will also be able to recommend experiences at the destination, and provide support on the user's booking.

How It Works

Maya is a white-label software-as-a-service that is installed simply by adding the widget to a website. It is built on top of ChatGPT (replaceable with other LLMs), trained on the client's content, with best practices for travel conversations built-in. It fetches, processes and indexes relevant data from different sources (web scraping, API, emails, chat conversations, knowledge base), depending on availability.

Traction

Maya is testing our MVP now together with the first paying client Noorderhuis.travel. They have 20+ interested prospects and will onboard the second client in December. They will launch publicly early next year. Maya is also running on a B2C partner site livetheworld.com, where 10.000 trips have been generated.

Business Model

Maya is as a Software-as-a-Service, with a monthly fee of 500-5000€ depending on the number of conversations and features.

Roadmap

Maya plans to have 10 paying clients by the end of next year, with an MRR of 25k€.

By then the product will have shown proven higher conversion, will assist the traveler along the full journey, and provide unique insights to the company. It will also be fully plug-and-play.

Team

Joris Vanherp

CEO / co-founder
Ex-McKinsey AI consultant, 3 years in travel tech @ Live the World

Ali Raza Sherazi

CTO / co-founder
7 years in tech startups and scale-ups including Zameen and Meddy. 3 years CTO in travel tech @ Live the World

Market

There are 90.000 travel agencies in Europe alone (TAM), and 600M yearly travelers. Maya plans to obtain 1.600 of them - all in their target audience of medium-sized, hybrid/online players, typically in a specific niche. At an average price of 5k€ per month, this leads to a SOM of 100M € in Europe alone.

Funding Goals

Maya is raising a 500.000€ convertible loan from business angels to accelerate the product and business development. They have 100.000€ confirmed, and more soft commits.

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Mobifer

Mobifer is a platform where customers and bus operators meet and make commitments.

www.mobifer.com

Problem

Bus ordering process is time consuming for the customers as well as for the bus operators. The information flow between the customer, operator and a bus driver has always involved some manual inputting that is prone to errors.

Solution

For bus charter companies Mobifer is a single-tool-needed to operate their fleet, generate sales, maximize revenue, and manage more efficiently.

For customers Mobifer is a self-service platform that enables them to get relevant offers and book a bus charter that fits their needs immediately with minimum effort and maximum value.

How It Works

- Customers can easily order bus services, receive quick confirmations, and make payments automatically.
- Bus operators register, manage fleets and drivers, and track vehicles through Livemap functionality. B2B features are available for corporate clients to monitor bookings and adhere to contracts seamlessly.
- Drivers use the app to view upcoming and current rides, confirm bookings, receive alerts, and engage in in-app messaging. The user-friendly interface enhances communication and coordination.
- Admins approve new operators and monitor overall operator activity to ensure a secure and efficient ecosystem.

Traction

Mobifer boasts a fully functional POC with 12 bus operators already onboarded, backed by a substantial investment of 1M€.

Business Model

Mobifer operates on a subscription and commission-based model, offering a fully automated online booking service for group transportation.

Roadmap

- Product Development: Improve platform features for optimal user experience.
- Sales and Marketing: Expand market reach and boost user acquisition through strategic initiatives.
- HR: Strengthen the team to support growth and innovation.

Team

Cinzia Siig

CEO / co-founder
1 exit and 20y of experience in tourism business

Neeme Tammis

Founder
30y of experience in bus transportation industry, owner of a leading bus transportation company in Baltics; Serial Startupper, Investor

Erkki Pärna

CTO and Co-Founder
Data enthusiast, experienced leader, 10 years of experience in IT business development

Market

The European Bus and Coach Market, valued at USD 5,101.92 million in 2021, is projected to grow at a CAGR of 4.44%, reaching USD 6,809.06 million by 2027.

Funding Goals

Mobifer seeks 1.5-1.8M€ to boost product development, strengthen sales and marketing, and support human resources for sustainable growth in group transportation.

Orbito Travel 🇬🇷

Orbito travel is the first end-to-end online travel marketplace for travelers using a wheelchair or other mobility aid.

www.orbito.travel.com

Problem

157.3M Europeans and Americans using a wheelchair, or other mobility aid can take up to 6 months to plan their accessible trip, can pay up to 50% more for the very same travel services - compared to other travelers- and finally, almost 9 out of 10 find insufficient the currently provided online accessible information. The three aforementioned problems makes them feel anxious when traveling, or even discourage them to travel as often as they would like to.

Solution

orbito travel unifies all the accessible travel components under one online platform, with a single check-out process. Moreover, a price parity model is applied, in order to match the published rates to the ones of the respective travel vendors, not adding any markups. Finally, all the included properties and venues (i.e. hotel rooms, museums, restaurants, etc.) are visually justified in terms of their accessibility by in-house produced Virtual Tours.

How It Works

orbito travel has grouped into 6 categories all the accessible travel components for each destination, catering the needs of the accessibility chain:

1. How to get there (i.e. air-tickets, ferry-tickets, train-tickets, etc.)
2. Where to stay (i.e. hotel rooms, camping, hostels, glostels, etc.)
3. What to do (i.e. city tours, museums, excursions, wine-tasting, outdoor activities etc.)
4. Where to eat and drink (i.e. restaurants, cafes, bars, etc.)
5. How to move around (i.e. car rental, accessible mini vans, taxis, etc.)
6. Value added services (i.e. caregivers, physio, wheelchair insurance, etc.)

Traction

orbito travel was designed following a lean strategy, based on consecutive rounds of focus groups with people using a wheelchair or other mobility aid. The beta version of orbito travel was released in Q2 2023, having been endorsed by respective focus groups as the online solution, which solves holistically accessible traveling. More than 150 travel vendors have been included in the platform, providing accessible services and acknowledging orbito travel as the most targeted channel for such travelers. Finally, it has to be noted that after talks with Ministries of Tourism of European countries, orbito travel is identified as the means to promote and advance accessible destinations.

Business Model

The business model of orbito travel is commission-based, getting a commission from the travel vendors for each sold service. orbito travel operates on B2C, B2B and B2C2B basis.

Roadmap

orbito travel is scheduled to go live in December 2023 with Athens, Greece as the first fully accessible destination. Lisbon, Portugal is expected to be the second fully accessible destination, going live by February 2024. Moreover, it is planned to add at least five (5) more European destinations by the end of 2024, including both summer and winter fully accessible destinations.

Team

Penny Kalofouti

Marketing and Sales

Penny has an academic background of Tourism Marketing and a working experience for more than twenty (20) years in the industry

Andreas-Ilias

Operations and Business Development

Andreas-Ilias has an academic background of Electronic Marketing and a working experience for more than twenty (20) years in the industry

Market

orbito travel addresses a total market of 157.3M Europeans and Americans, who either use a wheelchair or other mobility aid, or are senior citizens, yearly growing by approximately four percent (4%). It is estimated that almost seventy percent (70%) of the latter have both the physical and financial means to travel, leading to a potential serviceable market of 110M Europeans and Americans. The goal of orbito travel is to cater the accessible traveling needs of at least 1M Europeans and Americans. It has to be noted that more than 58.2B USD are spent for accessible travel in the U.S. on an annual basis, due to the multiplier effect which can reach up to 2.

Funding Goals

orbito travel is currently raising a pre-seed round of 100K Euros, having secured the first ticket by business angels in Greece. Moreover, five percent (5%) of the orbito travel equity belongs to the E.U.

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The Carbon Games 🇵🇹

The Carbon Games IRL BountyHunt

Revolutionizing tourism with a gamified app that incentivizes exploration with digital rewards.

www.thecarbongames.com

Problem

In a world of standardized tourism, travelers often miss out on unique local experiences and heritage sites, while local economies and lesser-known attractions are overshadowed by popular tourist destinations. The lack of motivation to explore beyond the beaten path leads to a homogeneous and often unsatisfactory travel experience.

Solution

The IRL BountyHunt offers an interactive app that guides tourists to hidden local gems using gamification and blockchain technology. By completing exploration challenges, users earn digital tokens and rewards, which can be collected as souvenirs or exchanged for local experiences, thereby enhancing the travel experience and supporting local communities.

How It Works

Users download the app and select their destination to view a map dotted with a variety of challenges ranging from finding historical sites to tasting local delicacies. Each challenge completed rewards the user with a digital token, verified on the blockchain, which can be collected or traded for discounts and experiences, incentivizing both exploration and cultural immersion.

Traction

Currently, IRL BountyHunt is in the MVP stage with a promising concept that has garnered positive interest from Turismo de Portugal and the Discoveries Tourism Acceleration Program. With this support, they're poised to test the solution in select Portuguese markets, aiming to validate the business model and refine user experience based on initial user feedback.

Business Model

IRL BountyHunt features a B2B business model through a combination of success fees from new visitors, listing fees for featured destinations, and commission on transactions for local experiences booked through the app.

Roadmap

Tech Goals: Finalize app's discovery and reward features for enhanced user engagement.

Business Goals: Grow user base to 2,000 and secure partnerships in 10 major Portuguese cities within the next year.

Team

Isida Karpuzi

CSO

Isida is an urban planner with a focus on building sustainable new cities. She is the Cofounder of The Carbon Games carpooling, winner of the mobility category in the Clean Future Acceleration program by StartupLisboa https://www.cleanfuture.pt

Nikhil Mandrekar

CEO

Nikhil has 18 years of experience in innovation economics and product development. Cofounder of The Carbon Games carpooling, winner of the mobility category in the Clean Future Acceleration program by StartupLisboa https://www.cleanfuture.pt
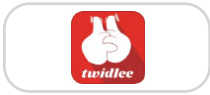
Market

The app targets the global travel market, focusing on cultural tourism. With a TAM of $8 billion in the experiential tourism sector, our SAM is $500 million within the European market, and their initial SOM is $50 million in Portugal.

Funding Goals

They are seeking to raise €1.5 million to expand their technological infrastructure, increase marketing efforts, and scale operations into new European markets.

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Twidlee Inc. 🍁

Twidlee Fills Empty Restaurants Seats

www.twidlee.com

Problem

Restaurants No 1 problem is empty seats. Failure rate of restaurants during first year of operation is around 60%.

Solution

Twidlee is a platform that effortlessly addresses an age old problem for restaurants. How to fill empty seats, increase take out sales & reduces excess inventory before it expires.

How It Works

Whenever the restaurant business is slow. The restaurant manager can release empty seats on Twidlee for a certain discount or special deal for the time that suits the restaurants. The customer's app will show these discounts within 5 seconds. Whenever the end user feels like eating out they can check the restaurants near them that are offering discounts or special deals. Once the booking is made restaurant & end-user both get the notification showing the time of arrival, name of the client and their contact details. Once the customer reaches the booked restaurant the deal is redeemed.

Traction

Twidlee was launched in Alliston, Ontario Canada with the collaboration of Business Improvement Association (BIA – Alliston). Alliston is a small town of 15,000 people. Around 15 restaurants are on Twidlee and almost 400 people are users. The beta testing went without any technical hitch from both restaurants and the end user's side. From Jan/Feb Twidlee will be launched in Toronto – downtown.

Business Model

Twidlee is free for end users 24/7. Restaurants have a choice to pay a subscription fee of $75 per month for unlimited usage or $1.99 per booking. Plus they plan to get sponsorships from beverage companies, credit cards companies & advertising from restaurants on their launch or special occasions.

Roadmap

Twidlee both apps (restaurant & end users) are available for downloads at IOS & ANDROID stores. They plan to launch Twidlee in Toronto downtown in Feb /March plus want to partner with companies in Europe in 2024.

Team

Zaeem Haq

CEO

Zaeem is a lawyer turned serial entrepreneur. He has over 25 years of rich business experience in Tokyo, Lahore & Toronto. Zaeem has launched X2 – restaurant in Lahore. This was one of the finest upscale restaurants in the city and by 2019, X2 had expanded into 4 high class restaurants employing over 200 people. During one slow business night at X2, Zaeem started twiddling his thumbs while twiddling the idea of Twidlee was conceived

Market

Every restaurant in the cities are potential Twidlee's client. Customers, especially young people, are Twildee's potential users. The goal is to fill maximum empty seats in restaurants.

Funding Goals

Twidlee has raised $370,000 CAD . These funds were utilized in developing the app for the restaurant, end user app, dashboards plus beta testing in Alliston & legal fees. In 2024 Twidlee plans to raise USD 500,000 for Toronto – downtown launch and expansion in Europe .
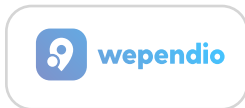
Wependio 🔴

Wependio, where personalized AI-driven travel planning meets community-driven exploration, making every journey uniquely yours.

www.wependio.com

● Problem

Many travelers face the overwhelming task of planning personalized and meaningful trips. The current travel platforms lack the ability to understand individual preferences and deliver tailor-made experiences, leading to generic and uninspiring journeys.

● Solution

Wependio revolutionizes travel planning by integrating AI to curate personalized itineraries based on user preferences and past experiences. The platform fosters a community where travelers share authentic insights, creating a dynamic ecosystem that goes beyond conventional travel platforms.

● How It Works

Using cutting-edge AI, Wependio analyzes users' travel history, preferences, and social interactions to craft unique and personalized travel plans. The platform leverages community-driven content, enabling users to discover hidden gems and share their experiences, fostering a more genuine and enjoyable travel community.

● Traction

Attracted over 5k downloads with zero marketing ad spend. Secured initial paying customers, demonstrating early revenue generation even with the MVP. Achieved success by winning the pitch at VIR & TIC Travel Tech Startup in Munich. Also pitched at Startup World Cup Austria 2023.

● Business Model

Wependio operates on a subscription-based model for tourist service providers, enabling them to be prominently listed on the platform. Travelers can access all travel planning services for free. Partnerships with tourism boards, accommodation providers, and local businesses contribute to revenue through collaborative marketing and exclusive deals.

● Roadmap

Coin System Implementation: Introduce a coin system to enhance user retention, offering incentives and rewards for continued engagement.

Sales Intensification: Focus on robust sales strategies to expand the user base and attract new paying customers, driving revenue growth.

Community Building: Emphasize community engagement through surveys and interviews, fostering a collaborative environment and continuously improving user experience.

Partnerships for Bookings: Form strategic partnerships to enable not only trip planning but also direct bookings, enhancing the platform's utility and expanding revenue streams.

Strategic Exit Planning: Outline potential exit strategies, such as mergers, acquisitions, or IPOs, to provide a clear long-term vision for stakeholders and potential investors.

● Team

Desiree Schier
CEO / co-founder

Strong marketing and sales successes in the tourism sector. 10 years of industry experience. Scaled a SaaS Start-Up from 30 to 6000 Customers and gained market leadership in German-speaking Countries. Owner of advertising agency, Desiree Schier

Daniel Kopeinik
CEO / co-founder

Extensive experience as a Creative Director and in programming. Founder of KonterConcept & CMO of wunderbar.io

● Market

Following successful market validation, Wependio's attention shifts to the imminent relaunch. They target small accommodations with up to 20 rooms within the German-speaking markets.

TAM: € 7.645.000.

SAM: € 6.880.500.

SOM: € 2.752.200.

● Funding Goals

Wependio is currently raising 500k for 10% equity, which they want to invest in team members and marketing.

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WeSpeak 🇪🇸

WeSpeak creates 100% Conversational and personalized ChatGPT Assistants for hotels, which humanize the relationship with the guest (improving their experience), and contribute to the increase of direct bookings, as well as significantly reducing response times and operating costs.

www.wespeak.pro

Problem

First, in a world where conversational commerce is growing at 18% YoY hotels are losing direct bookings due to slow or non-existent responses on digital channels, especially during high season. Second, general customer dissatisfaction caused by slow response times in communication, where most expect almost immediate responses. Third, the inefficiency and high cost of traditional human responses, compounded by the limitations of current deterministic chatbots that fail to humanize the interaction with guests, resulting in a poor customer experience and high operational costs.

Solution

WeSpeak build conversational assistants with ChatGPT for the hospitality industry, focused on small and medium-sized accommodations. Their omnichannel platform offers instant assistance in more than 50 languages through channels such as WhatsApp, Instagram, Facebook, Google and the web. Integrated with hotel management systems (PMS), WeSpeak provides real-time availability and pricing information, raising the rate of direct bookings. In contrast to traditional chatbots, the system stands out for its ability to adapt to human language, offering personalized and humanized responses, significantly improving customer satisfaction. In addition, it reduces operational costs and time spent handling inquiries, allowing staff to reallocate their focus to more critical tasks.

How It Works

By connecting with the hotel's management platform (PMS), their omnichannel chatbot synchronizes with the accommodation's database to provide up-to-date availability and pricing information. It operates 24/7 in over 50 languages, handling queries through popular platforms such as WhatsApp, Instagram, Facebook, Google and the web. WeSpeak system uses machine learning algorithms to understand and respond naturally, mimicking human interaction. This allows for deep personalization, where each hotel can adjust the tone and style of the chatbot's responses. In addition, the system facilitates human intervention at any time, ensuring flexible customer service.

Traction

- 6 months of operation.
- 70 active clients, in 4 countries (Spain, Argentina, Chile, Uruguay).
- 45% growth in the last Q.
- MRR= 5.000 €.
- CAC= 100 €.

Business Model

It is based on a fixed subscription according to the number of rooms in each accommodation, complemented by an initial implementation fee.

Roadmap

Over the next 18 months, their main objective is to continuously improve the functionalities and consolidate WeSpeak's minimum viable product (MVP), with the goal of reaching 2,000 customers. They are focusing on consolidating their presence in the countries where we already operate, while expanding into new strategic markets, specifically Mexico, Portugal and Italy. In parallel, they intend to establish partnerships with 20 hotel management systems (PMS) to become the leading conversational solution in the industry.

Team

Gonzalo Osvaldo Rioja
CEO
31 years old. Civil Engineer - Hydraulic Engineer - MBA - Entrepreneur with exit. Leader of commercial teams and multidisciplinary projects. (EMEA - LATAM)

Santiago Esmoris
COO
27 years old. Tech-Entrepreneur. Experience in technical support and customer management

Agustín Albiero
CTO
27 years old. Tech-Entrepreneur. 13 years of experience: AWS (serverless), AWS (Legacy), NextJS, ReactJS

Market

- **TAM= €360 M.**
- **SAM= €160 M.**
- **SOM= €11 M.**

Funding Goals

WeSpeak is requesting an investment of 200,000 Euros to expand the commercial team and improve the technological solution, with the objective of reaching 2000 hotels in 7 countries in a period of 18 months.

Xalavar 🇵🇹

Revolutionizing tourism revenue with dynamic, aggregated booking management and optimized pricing strategies.

www.xalavar.com

Problem

The tourism industry often struggles with fragmented booking systems, leading to inefficiencies in managing reservations and suboptimal pricing strategies. This fragmentation results in lost revenue opportunities and operational challenges for companies in the tourism sector, from small agencies to large enterprises.

Solution

Xalavar is a comprehensive software solution that aggregates all booking channels into a single, streamlined platform. By leveraging advanced analytics and AI, Xalavar enables tourism companies to adopt dynamic pricing strategies, maximizing revenue and improving operational efficiency.

How It Works

Xalavar integrates with various booking platforms and centralizes the data in one user-friendly dashboard. It uses AI algorithms to analyze market trends, demand patterns, and customer behavior, providing actionable insights for pricing optimization. This system not only simplifies booking management but also helps in setting competitive prices in real-time.

Traction

During the summer, Xalavar successfully launched a Minimum Viable Product (MVP) that demonstrated the effectiveness and potential of the platform. This initial deployment resulted in a remarkable 20% increase in revenue for their client, showcasing the tangible impact of our aggregated booking management and optimized pricing strategy. This achievement not only validates the solution but also underscores the team capability to deliver real-world value to businesses in the tourism sector. This milestone sets a strong foundation for Xalavar's future growth and market expansion.

Business Model

Xalavar operates on a subscription-based model, offering tiered pricing plans tailored to different sizes and types of tourism businesses.

Roadmap

Over the next year, they plan to expand our AI capabilities for predictive analytics, integrate with additional booking platforms, and enter Spain. Additionally, they aim to grow their user base by 100% and establish strategic partnerships in the tourism industry.

Team

Ricardo C. Viegas
CEO

brings a wealth of experience and a proven track record in business development and technology. His previous roles include serving as Sales Manager at Moonshapes, a role pivotal in the company's acquisition by Casafari, and as CEO of Logrise, demonstrating his expertise in leading and scaling tech-focused businesses. His dynamic approach and strategic vision are instrumental in driving Xalavar's growth and innovation in the tourism industry

Nelson Malo
CTO

is a seasoned technology leader with a strong background in software development and system architecture. His previous experiences include impactful roles as a Developer at Armasul and Moonshapes, where he honed his skills in creating robust, scalable tech solutions. At Xalavar, Nelson's expertise is pivotal in driving the technological innovation that underpins our advanced booking aggregation and pricing optimization platform

Market

Total Addressable Market (TAM): In Portugal, the TAM for tourism activities is estimated at €29.2 million. This figure represents the overall revenue potential for Xalavar if it were to fully serve the entire market for tourism activities within the country.

Serviceable Available Market (SAM): the SAM, which is the segment of the TAM that Xalavar aims to serve with its current business model and capabilities, is estimated at €116.8 million. This reflects the more immediate market opportunity accessible to Xalavar, considering our specific focus and target customer base within the Portuguese tourism sector.

Serviceable Obtainable Market (SOM): Xalavar's SOM, the portion of the SAM they aim to capture in the short to medium term, is projected to be around €5.84 million. This target is based on their current market penetration strategy, competitive positioning, and operational capabilities, representing a realistic and achievable market share in the near future.

Funding Goals

As a bootstrapped and profitable enterprise, Xalavar currently has no external funding goals. They are committed to sustainable, self-funded growth, leveraging our profits to reinvest in technology development, market expansion, and team enhancement. This approach underscores the team dedication to long-term value creation and operational self-sufficiency.

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