

Agenda

- 1. Pitch Deck: General Information on the Business
- 2. Sales Deck: How we sell and what are the USP's
- 3. Strategy Document: Specific insights on what our challenges and how we facing them
- 4. Demo: How does the current user flow and version of Travis look like?

travis travis **Presentation Deck** Sent out to Investors, Advisors and Business Angel CONFIDENTIAL



You can integrate a complete online travel booking solution in any event website with one click

Content

- 1. Problem for event organizers
- 2. Solution for event organizers
- 3. Advantages for event attendees
- 4. Challenges for travel tech start-ups
- 5. Event market overview
- 6. Competition
- 7. Traction
- 8. Growth Strategy
- 9. Revenue Model
- 10. Roadmap
- 11. Team
- 12. Partner network
- 13. Financial overview
- 14. Investment Need
- 15. Appendix: Integration Examples of Partners

The organizer tried to build his own solution to deal with travel needs of his attendees which costs time and money and results in a not very user friendly experience.

Homepage > Accommodation > Royal Continental Hotel

ROYAL CONTINENTAL HOTEL







Superior sea view room

Classic plus room

Clasic room

Reservation confirmation

Full pre-payment is required to guarantee the reservation. After the full payment is received, your hotel reservation will be confirmed in writing by e-mail.

Hotel accommodation must be paid until February 3, 2017.

To make a hotel reservation please fill in the **Online Accommodation Form** /will be activated on 2 January 2016/.

In case you share the room with another summit participant, it is possible for each participant / roommate to pay only half of the total hotel expenses. Invoice can be issued upon request after the summit. Please include this request as a note in your accommodation form.

Event organizer want to offer travel services for their attendees but have no easy way to do that

- They have not enough software know-how to build a user friendly travel platform
- Its not part of their core activity of organizing the event and selling tickets
- The development is to expensive and there is no financial return

3500 Eur costs when building their own solution

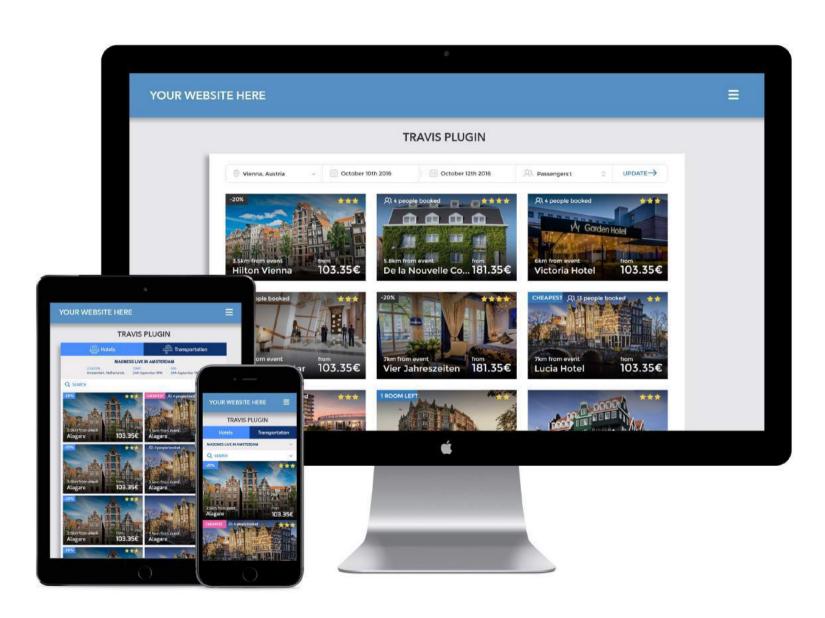
6720Min to build their own solution

Travis makes it possible for organizer to integrate travel services for free directly into their website within minutes

- > Hotels and Flights worldwide: More than 600.000 hotels & 1.000 airlines.
- No software know-how required, because Travis is a simple Plug & Play Solution.
- > A new way to monetize: We pay the organizer a commission per booking.
- > Travis is individually customized to fit the brand identity of the event website.

OEur costs when using Travis

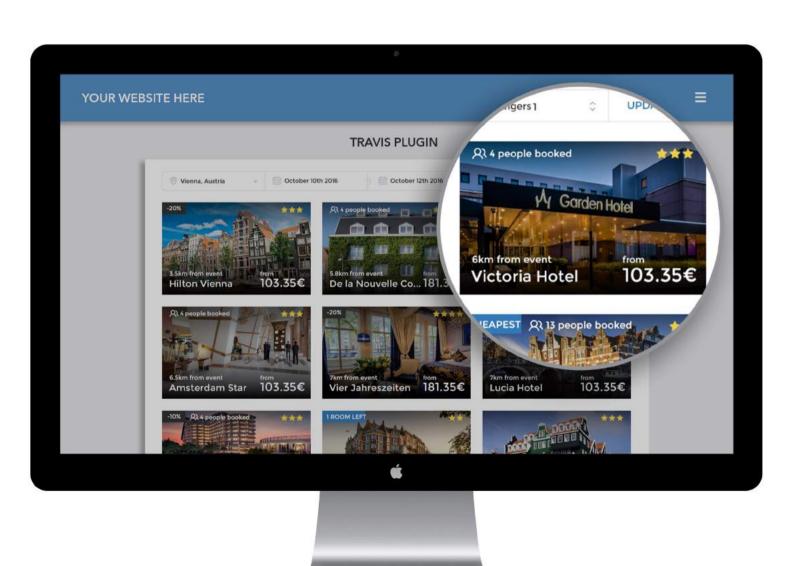
5Min to implement Travis in the website



Why event attendees use Travis

The Uber Approach: Cheaper prices meet better Usability

- > Personalized Recommendations: Travis shows recommended hotels and flights for the event that are selected by the organizer or by the Travis algorithm.
- One Stop Shop: Flights & Hotels can be booked within three clicks directly inside the website of the organizer.
- > Access to special travel deals for the event attendees that save up to 30%



How we solve the usual challenges of the travel market

1. Strong Price Competition

Travis is able to implement the arranged fairs of the organizer with the hotel with are limited for a specific number of rooms and highly discounted.

2. Traffic is expensive

We are directly implemented in the event website and promoted by the organizer and therefore get access to millions of attendees for free.

3. High Brand Investments required

Because Travis is a white label solution the attendees don't need to trust a new company. They can trust the organizer.

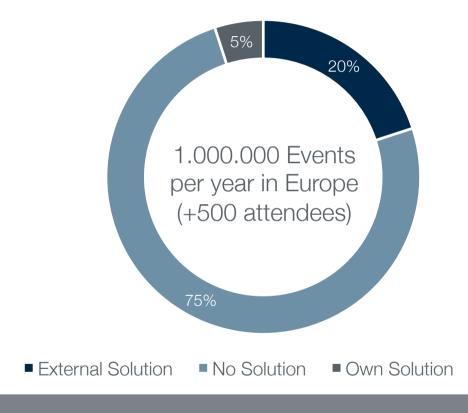
4. Low Conversion Rate

We have highly targeted traffic, because we know the demographics and the course of travel and therefore have a more stable conversion rate then usual.

The event market is moving to digital services from third party suppliers

Being the first mover into the mass market is critical

800.000.000 international Event Attendees in Europe per year



Categories

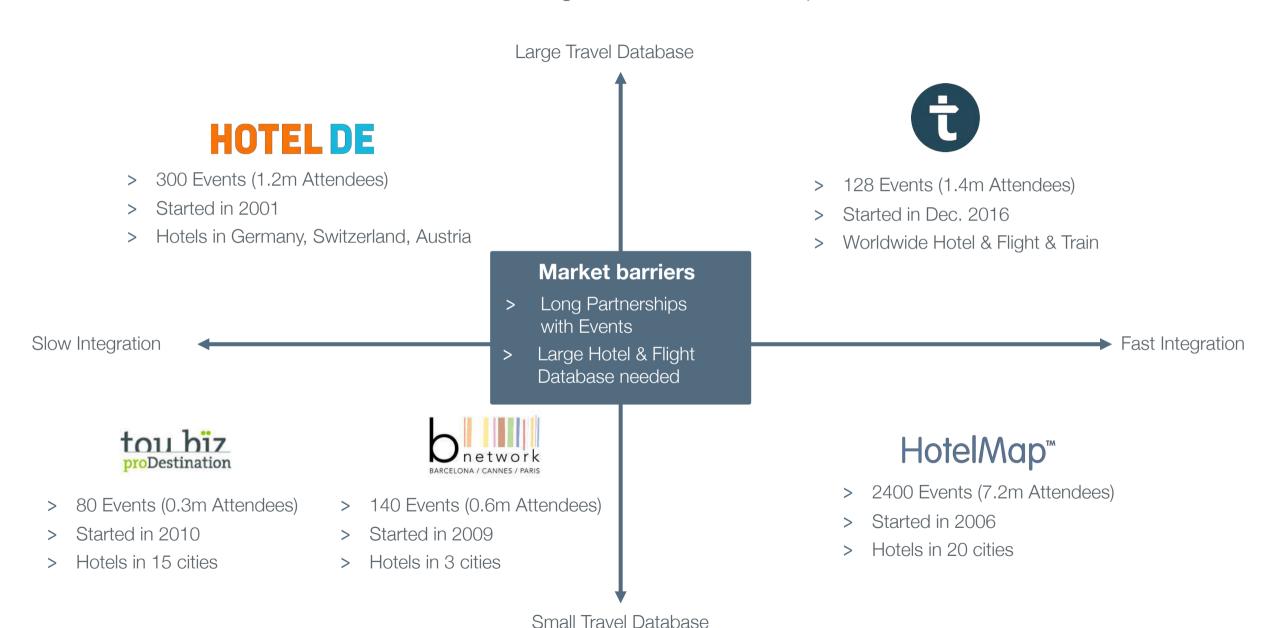
- > 33% of the international event attendees are booking with the event organizers. The rest uses Airbnb or other websites like booking.com.
- > Larger events want to pay money for a premium travel solution that has more individual features
- > Trends in the event market show that organizers are more and more looking for new digital services to create new revenue streams and value adding services for their attendees (e.g. Eventbrite Spectrum)

Source: Eventbrite, EVVC, Gardner

Eventbrite Spectrum is a marketplace for digital add-ons for event organizers that use Eventbrite. It shows that event organizers are more and more looking into offering new services to their attendees.

There is no other solution that is able to acquire the mass market

The market has huge barriers for new companies



Travis has the ability to attract the mass market and gain a first mover advantage

128 Event Partners

Selected Partner





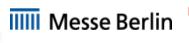
















Pilot Partners













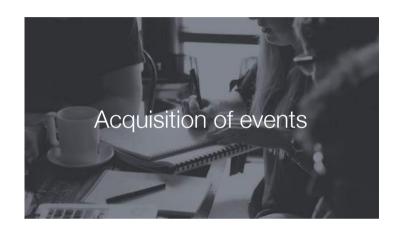






How we grow our event network

Travis is becoming the intermedian between Events and Travel supplier



Independent Event organizers Institutions or companies that organizer up to 5 small and midsized events

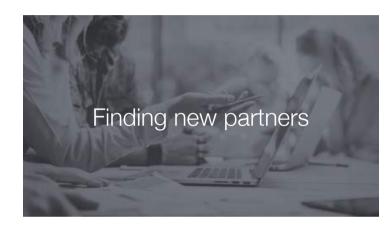
Event organizing groups
Organize multiple events with more than 10.000 attendees



Low Customer Acquisition Costs



High Scaling Effect

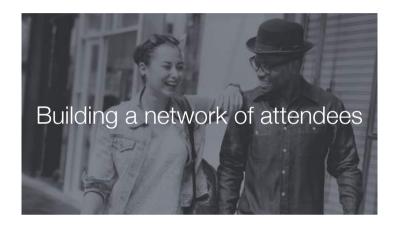


Airlines

Interested in implementing a white label hotel booking solution in their website

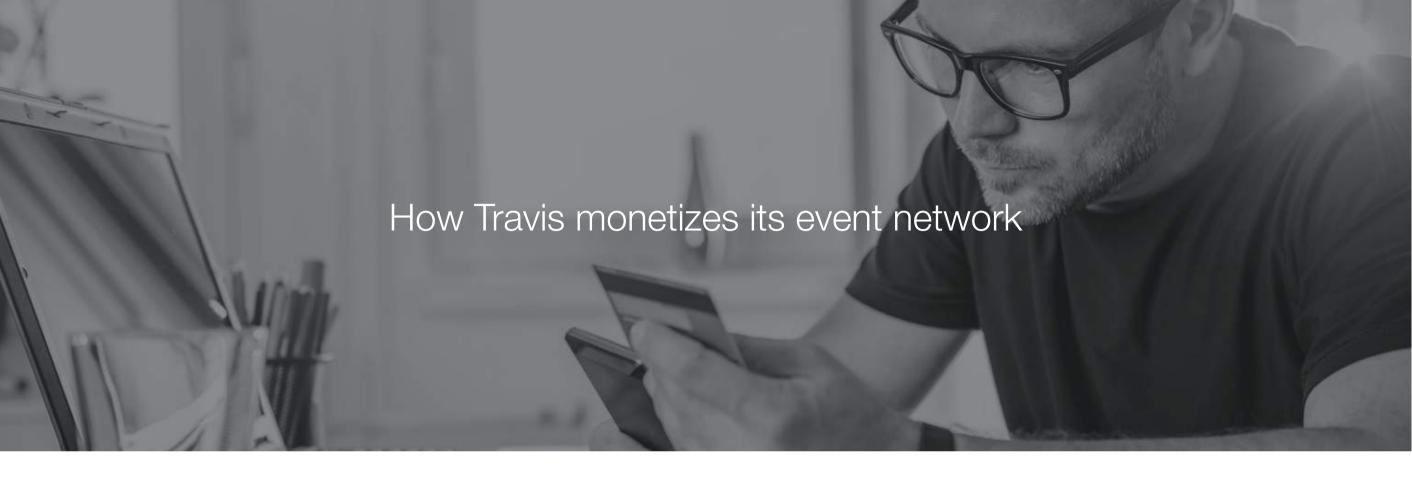
Corporates

They use Travis to organize their internal and external company events and trips.



Instagram

We promote our event partners an suggest people events around the world based on the experience of other attendees



Transaction Fee

- Travis earns a commission for every booking
- > 10% for hotels and 2% for flights

Premium Solution

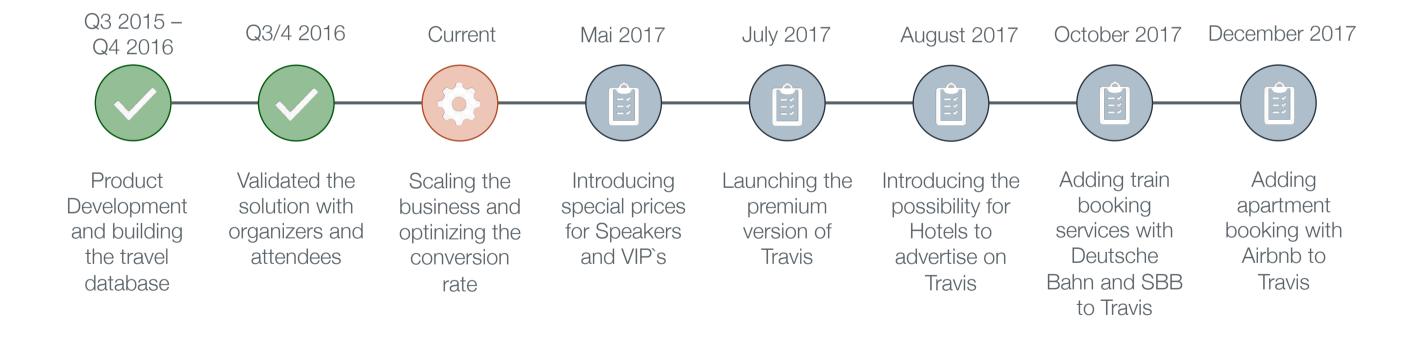
> Travis offers a solution for the premium segment of the market with additional features

Advertisement

> Travis offers Hotels and Airlines to buy a slot in different events to advertise their hotel or airline to the event attendees

Our roadmap for 2017

Extending our event network, creating new revenue opportunities and excelling the product



Our Team

Combing Knowhow from the Startup, Travel and Event Sector



Philip Gossmann
Co-Founder & CEO

B.A. University of St. Gallen

Former Founder of two internet startups

Work experience in consumer tech startup, marketing and insurance sector



Alexander Porsche
Co-Founder & CFO

B.A. University of St. Gallen

Work experience in the medical sector and in two internet startups.

Aleksandar Mirilovic

Backend Developer

15 Years of work experience as CTO and backend developer in multiple projects .

Cecilia Grenemark

Sales & Marketing

M.A. Uppsala University Sweden
Work experience in Sales and online marketing
at Outfittery and ShopinLapland.

Marvin Sprute

Intern

Student at the University in Berlin.

Hiring

Frontend Developer

Fulltime

Advisor Board

Aleksandar Medjedovic Former CEO Frankfurter Messe

Worked 20 Years in multiple management positions in the event industry. He supports us with his network and connections for potential clients

Silke Wolf

Founder of Local Insider

Started multiple successful companies also in the travel sector. Her network in the startup system and her expertise in product design and strategy

David Akka

Founder of Digital Forming Technology

Started and excited two companies. He supports us with a broad diversified network as well as our strategy.

Partner Network

Technical Partner	amadeus
Access to over 1.000 Airlines (Chosen)	Lufthansa & brussels airlines FSWISS BRITISH AIRWAYS
Access to over 600.000 Hotels	Kempinski WYNDHAM ACCORHOTELS HOTELS & RESORTS HOTEL GROUP ACCORHOTELS Feel Welcome
Train supplier	DB SBB CFF FFS





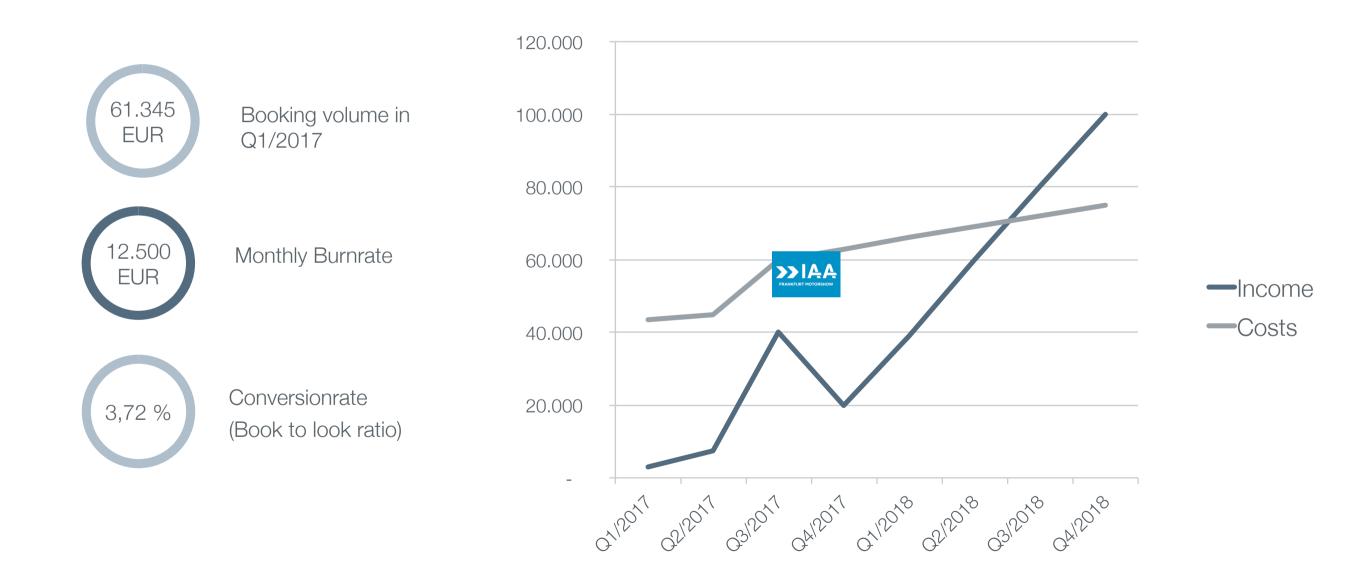








Financial overview



Bridge Financing

Travis is targeting an Series A Investment in 2018

Sales and Marketing

- > Reaching 500 Event partner worldwide with more than 3m event attendees
- > Brand Development
- > Sales employees

Product Development

- > Implementing Advertisement Feature, VIP&Speaker Fares and Premium Solution
- > International Expansion (Currency, Payments, Language)

Operations

- > Automatizing processes
- > Customer Care employee



Exit Possibilities: Amadeus, Expedia, Eventbrite, Reed Exhibitions





München, Germany

iiii February 07, 2017

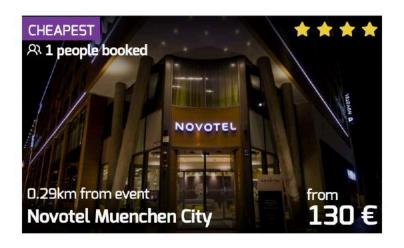
iii February 08, 2017

🙉 Guests 1

UPDATE →







Agenda

News Speakers Sponsors Partners Areas

Transportation

∰ Hotel

Codemotion Event Amsterdam

Location: Amsterdampemotion Amsterdam

Attendees: 3000

Traveloptions: Hotel & Flights

Integration: Customized i Frame with and s

header and event information

LOCATION

Amsterdam, Netherlands

START

16th May 09AM

17th May 19PM

May 15, 2017

May 17, 2017

23 Guests 1

UPDATE











Heureka Conference

Location: Berlin Attendees: 1500

Traveloptions: Hotel & Flights Integration: Customized iFrame seperated for Hotels and Flights

O Berlin, Germany

June 19, 2017

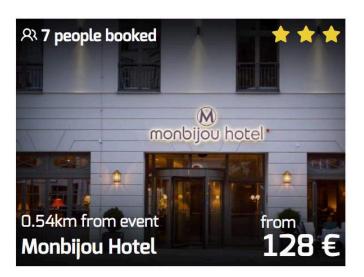
June 21, 2017

A Guests 1

 $\mathsf{UPDATE} \rightarrow$







Hotels & Flights

■ Sun | 24.09.2017 - Thu | 26.09.2017

Bits & Pretzels

Location: Munich Attendees: 5000

Traveloptions: Hotel & Flights

Integration: Customized iFrame with

header and event information

Day 1 & 2: ICM - International Congress Center Munich Messegelände, 81823 Munich, Germany

Day 3: Oktoberfest - Theresienwiese, Theresienhöhe 80339 Munich, Germany

Hotels close to ICM









 $\mathsf{UPDATE} \! o \!$







SaaStock

Location: Dublin Attendees: 1000

Traveloptions: Hotel & Flights

Integration: Customized iFrame with

header and event information

HOTELS

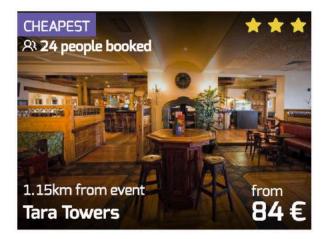
September 17

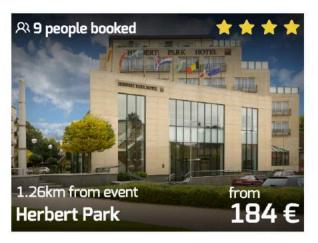
September 20

Q Guests 1

 $UPDATE \rightarrow$









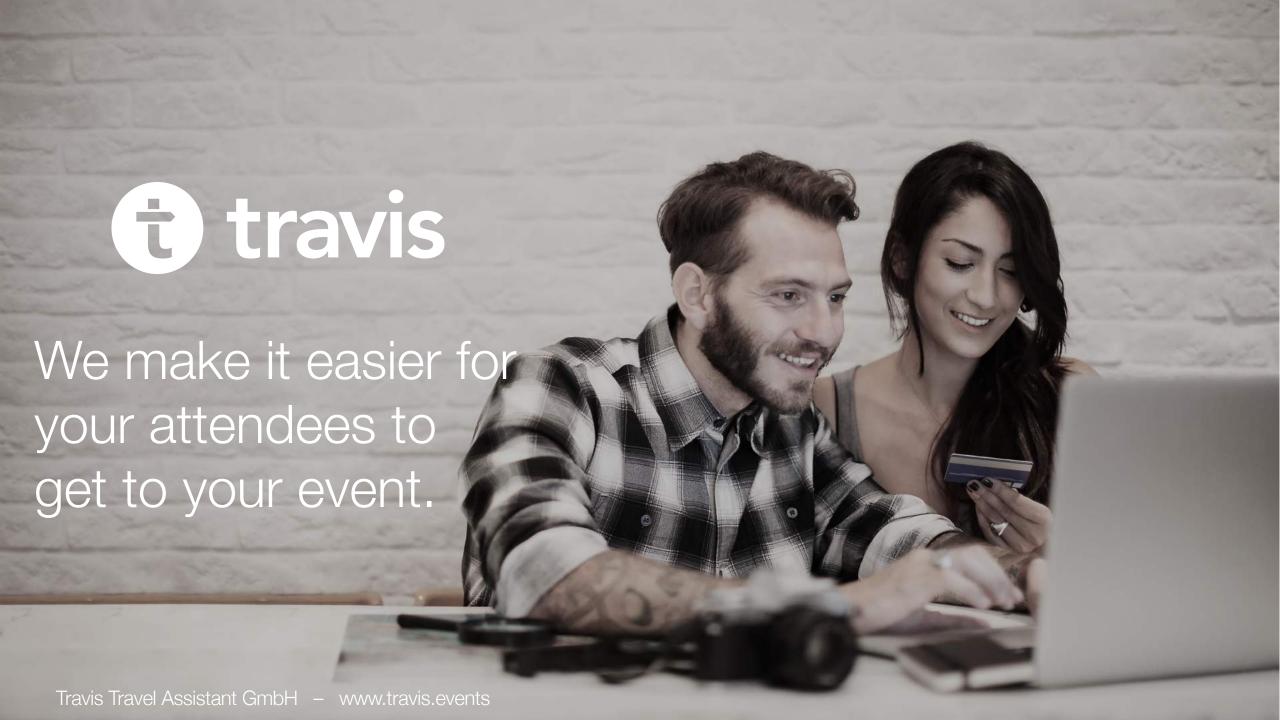












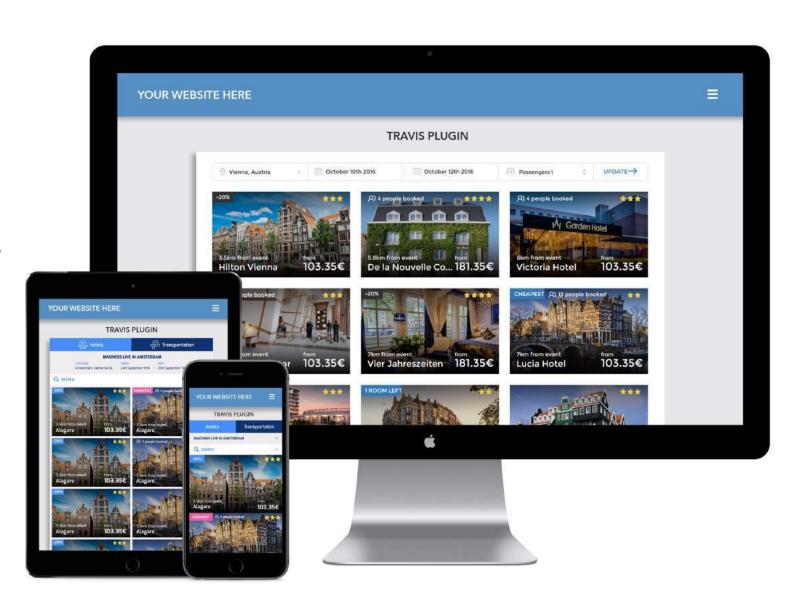
What is Travis?



One Solution

To integrate every travel option for attendees of your event in just minutes.

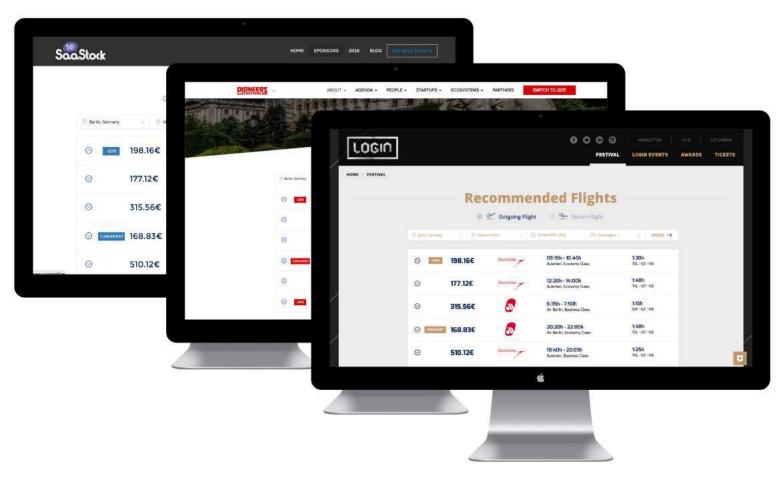
- > 1.000 airlines
- > 600.000 hotels
- > European train connections



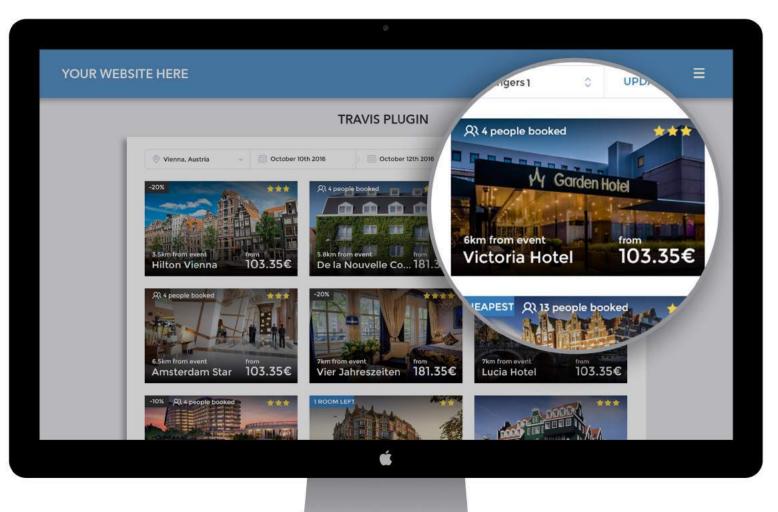


Travis is a White Label Solution that fits to your event

- > Designed for your event The entire booking process will be customized to your brand identity.
- > Flexible Integration
 You receive an additional **personalized widget**to implement in mail or on social media.
- > Simple Plug and Play Integrating the iFrame in your website requires no software knowhow.
- > Travel Insights
 Receive a **detailed Report** on how and why your attendees travel.







Travis makes it easier for the attendees to get to the event

- > Access to special event deals: Attendees save up to 20%.
- > One Stop Shop: Travis suggests smart transportation and accommodation options based on the needs of the event visitors.
- > **Connection**to other event attendees before the event.

Some of our Travel Supplier and Partner



























Some of our clients

















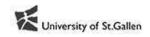




















Problems and Challenges



No Trust

People dont know Travis and therefore dont trust the payment process as well as the prices of the different means of transportation and accomodation

Low Bookings and no Data

> First the first versions of Travis on the event website there was an average conversion rate of 2-3% with no bookings

No Value

User dont know the great value Travis is offering

- > Good Prices
- > Smart Hotel Recommendations so you quickly find the best Hotel for the event
- > Huge offer of transportation and accomodation
- > Secure Website
- > Trustworthy, clean website
- > We provide best airports and train stations around the user and filter the results smartly (only direct flights, always on time for the event)

Too Generic

- > Information is currently just displayed as on normal online online booking portals
- > No dynamic data that is personalized to the user

Strategy: Creating User Value through dynamic content



Highlighting Values

Through better messaging that focus not on WHAT we offer but on WHY we offer it, event attendees should better and quicker understand our USP's

- > Great online booking experience
- > Good Prices
- > Huge Transportation and Accomodation Offer

Smart Recommendations

- > Personalized recommendations for flights, hotels and trains
- > User is not required to provide information because we know his geolocation as well as his destination (event location)
 The proceeds needs to be visualized for the user
- Labels are guiding user why a specific result is recommended

Dynamic Content

- > Prices that have different discount tags on them
- Changing number of other event attendees staying in Hotels
- > Changing recommendations with different labels (Cheapest, Fastest, etc.)

Strategy: Collecting more Data



Massive Sales

- > **Network**: Offers direct recommendations and reduces the sales cycle
- Social Media Campaigns for high value events
- > **Direct Sales** through email

Collecting Data

Currently we can measure theese three variables when implementing the latest widget version as well as the Iframe

- > How many times was the website loaded where our widget is placed?
- > How many times was the widget seen?
- > How many users clicked on the widget?

Testing differen Szenarios

- Szenario 1: More Dynamic Content in form of price discounts and recommendations
- Szenario 2: Reducing the barrier of an external link with a direct I-Frame Implementation
- Szenario 3: Linking to Booking.com/Expedia to show good prices and connecting this with an Affiliate Programm (even if user leave our page we still make money with the affiliate link)

Measuring

> Loaded/Seen rate:

We can measure which positions on the website or in emails are best so we can instruct the event organizer to do so

> Clickthrough Rate:

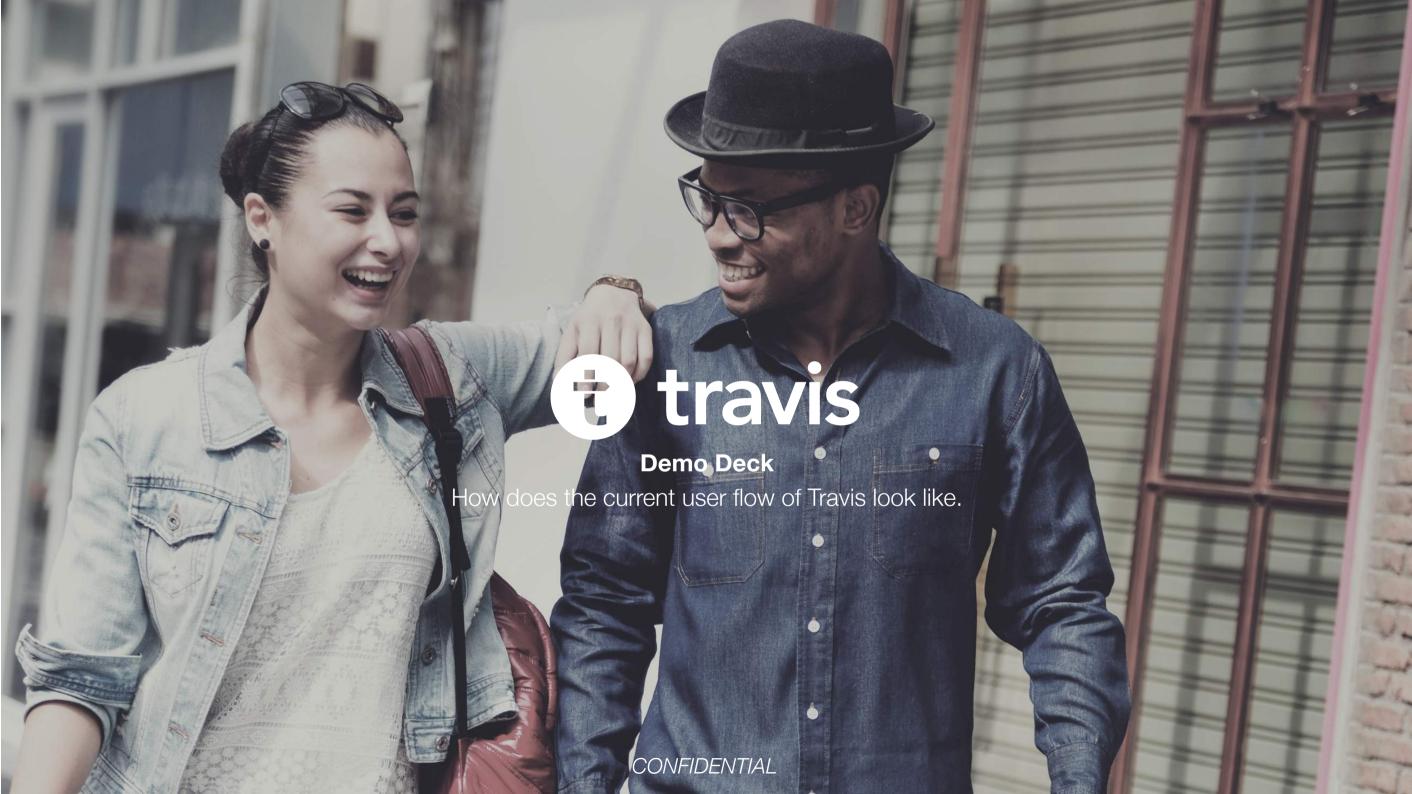
We can measure how many people click on the Widget/Iframe when they see it. Therefore we now how to do the messaging and the content we show

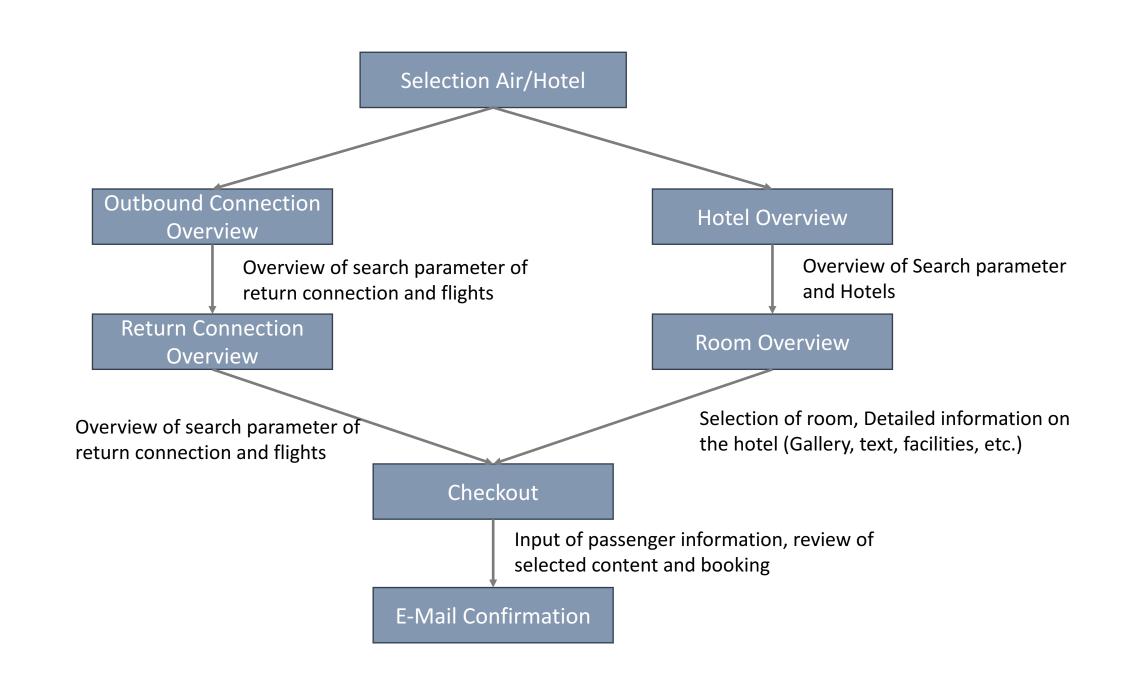
> Conversion Rate:

How many people actually booking something.

Mission: Increasing Conversion Rate (number of event attendees booking through Travis).

Therefore we take some specific actions.







LOCATION

Frankfurt am Main, Germany

START 6th July 08AM END 7th July 18PM

Frankfurt am Main, Germany

July 05, 2017

July 07, 2017

Q Guests 1

UPDATE →

We selected the best Hotels around the event location



















⊕ Back to hotels

Intercontinental * * * *

♥ Wilhelm-Leuschner Strasse 43

□ 0.10km From Event

Facilities

Double Room

Room Only

per night 137 €
Cancellation Policy

SELECT ROOM

Single Room

Room Only

per night 163 €

SELECT ROOM



Total

(Back to search

Your information

First Name (required)

Last Name (required)

Email (required)

DD.MM.YYYY (birth date required)

I'm the passenger in this travel

Payment info

Secured by Stripe







Credit Card Number

Cardholder name

CVC

MM / YYYY

Intercontinental * * * * * 274.56€ Wilhelm-Leuschner Strasse 43 +49-69-26050 05 July 2017 - 07 July 2017 Double Room

274.56 €

Free Cancellation within two hours after booking





LOCATION

Frankfurt am Main, Germany

START

6th July 08AM

END

7th July 18PM



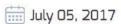


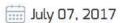


Return Flight



Frankfurt am Main, Germany







UPDATE →

These are recommended flights

\odot	CHEAPEST	106.31 € (return included)		13:05h - 14:20h Air Berlin, Economy	01:15h TXL > FRA
\odot	CHEAPEST	106.31 € (return included)		21:30h - 22:45h Air Berlin, Economy	01:15h TXL > FRA
\odot		121.61 € (return included)		17:20h - 18:35h Air Berlin, Economy	01:15h TXL > FRA
\odot	FASTEST	131.81 € (return included)	9	08:45h - 09:55h Lufthansa, Economy	01:10h TXL > FRA
\odot	FASTEST	131.81 € (return included)	Θ	11:45h - 12:55h Lufthansa, Economy	O1:10h TXL > FRA





LOCATION

Frankfurt am Main, Germany

START

6th July OBAM

END

7th July 18PM



⊙ **Y** Outgoing Flight

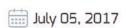


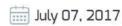


Return Flight



Frankfurt am Main, Germany







 $UPDATE \rightarrow$

These are recommended flights

106.31 € \odot CHEAPEST (return included)

13:05h - 14:20h Air Berlin, Economy

01:15h TXL > FRA



13:05h - 14:20h Berlin (TXL), Frankfurt (FRA)

01:15h O PC

SELECT THIS FLIGHT

0 CHEAPEST 106.31€ (return included)



21:30h - 22:45h Air Berlin, Economy

01:15h TXL > FRA





17:20h - 18:35h

01:15h



LOCATION

Frankfurt am Main, Germany

START

6th July 08AM

END

7th July 18PM

















These are recommended return connections

 \odot

+ 0.00 €



06:35h-07:45h Air Berlin, Economy

01:10h FRA > TXL



06:35h-07:45h Frankfurt (FRA), Berlin (TXL)

01:10h O PC

SELECT THIS FLIGHT

0

+ 15.30 €



10:50h - 12:00h Air Berlin, Economy

01:10h FRA > TXL

 \odot

+ 15.30 €



15:05h - 16:15h Air Berlin, Economy

01:10h FRA > TXL

 \odot

+ 15.30 €



19:20h - 20:30h

01:10h





LOCATION

Frankfurt am Main, Germany

START

6th July 08AM

END

7th July 18PM









Frankfurt am Main, Germany

Berlin, DE

July 05, 2017

iiii July 07, 2017

21

These are recommended return connections

\odot	+ 0.00 €	06:35h - 07:45h Air Berlin, Economy	01:10h FRA > TXL
\odot	+ 15.30 €	10:50h - 12:00h Air Berlin, Economy	01:10h FRA > TXL
\odot	+ 15.30 €	15:05h - 16:15h Air Berlin, Economy	01:10h FRA > TXL
\odot	+ 15.30 €	19:20h - 20:30h Air Berlin, Economy	01:10h FRA > TXL

BACK TO SEARCH



Total

(Back to search

Your information

First Name (required)

Last Name (required)

Email (required)

DD.MM.YYYY (birth date required)

I'm the passenger in this travel

Payment info

Secured by Stripe







Credit Card Number

Cardholder name

CVC

MM / YYYY

Intercontinental * * * * * 274.56€ Wilhelm-Leuschner Strasse 43 +49-69-26050 05 July 2017 - 07 July 2017 Double Room

274.56 €

Free Cancellation within two hours after booking

(copemotio

Flight & Accommodation

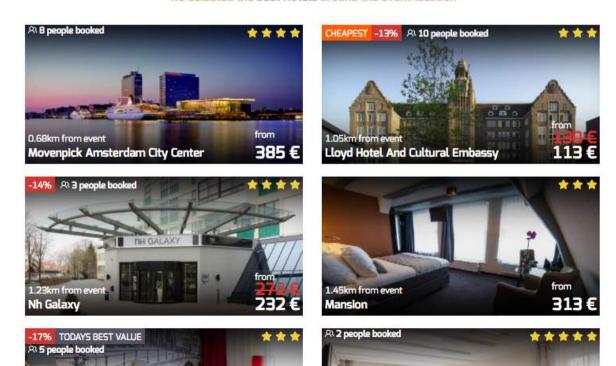
Hotel Overview

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There are few hotels at walking distance around de Kromhouthal, but the majority of them are in Amsterdam city centre, which is 10-20 minutes walking distance from the venue; you can also look farther (from Amsterdam Centraal) in some nice areas like De Pijp, Jordaan, Leidseplein or Rembrandtplein.



We selected the best Hotels around the event location



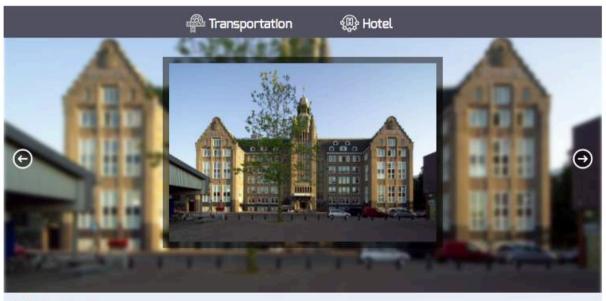
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light & Accommodation

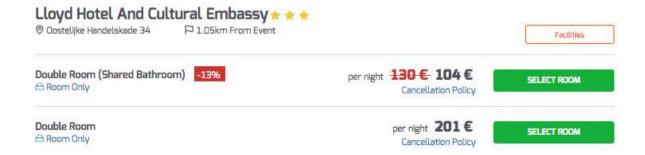
Hotel room selection

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Back to hotels



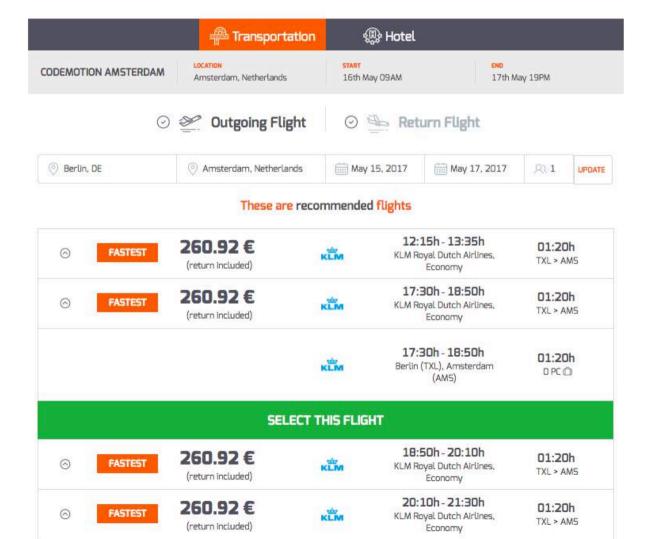
Flight & Accommodation

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Flight outbound connection

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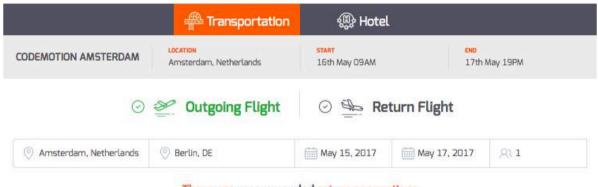
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Flight return connection

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These are recommended return connections

\odot	+ 0.00 €	KLIM	10:15h - 11:30h KLM Royal Dutch Airlines, Economy	01:15h AMS > TXL
⊗	+ 0.00 €	KLM	12:30h - 13:45h KLM Royal Dutch Airlines, Economy	01:15h AMS > TXL
⊗	+ 0.00 €	KLM	16:45h - 18:00h KLM Royal Dutch Airlines, Economy	01:15h AMS > TXL
⊙	+ 0.00 €	KLM	18:20h - 19:35h KLM Royal Dutch Airlines, Economy	01:15h AMS > TXL
0	+ 0.00 €	KLM	20:45h - 22:00h KLM Royal Dutch Airlines, Economy	01:15h AMS > TXL
0	+ 0.00 €	KLM	07:00h - 08:20h KLM Royal Dutch Airlines, Economy	01:20h AMS > TXL
			15:20h 15:40h	Sales English (Sept.

Checkout

