We are

eola

Shaping the future of tourism business

management & distribution

Problem

Tourism businesses today mostly rely on notebooks & mobile devices to manage their outfits. They need a booking system that is **simple**, **fast** and **mobile first**

Customers don't want to phone / email to organise experiences. Increasingly, customers prefer transacting on **mobile**, and **speed** and **authenticity** are key

Initial Market

The global, in-destination tours & activities market is huge
It represents more than $150 Billion revenue annually
Our vision is to be their booking system of choice

Tours

Phase I

Activities

Experiences

eola is a simple mobile-first online booking platform

eola
BETA

DETAILS ✓ — **SCHEDULE** ✓ — **PRICING** ● — **REVIEW** ○

Price

Price per person

£ 125.00

Average for kitesurfing is **£118.45**

Child pricing ⊕

Optional extras ⊕

Exclusive bookings ⊕

Group pricing ⊕

Team

Callum Hemsley CEO

Founding team & head of product, Fabrily
Senior manager, Product & Strategy Teespring

$0 - $2 million monthly in 14 months (Fabrily)
Built tech division from 2 to 20 (Fabrily)
We sold Fabrily to Y combinator, A16Z, Khosla backed Teespring for a low 8 figures

Daniel Steele CTO

Many roles as lead engineer, founder,
or developer

Starting businesses - including Omnidev & LearnFS - since 14
Built web development agency, building platforms ranging from data analytics to
a music marketplace
Scaled platforms from 0 to >100k users

"For activities to come of age, it **needs to move out of the stone age** and into the digital world… From reservation to redemption.. more than **80% of gross bookings remain offline**… Fragmentation and **limited** technological advancement… within the sector **present major hurdles to distributing online to consumers on a global scale**"
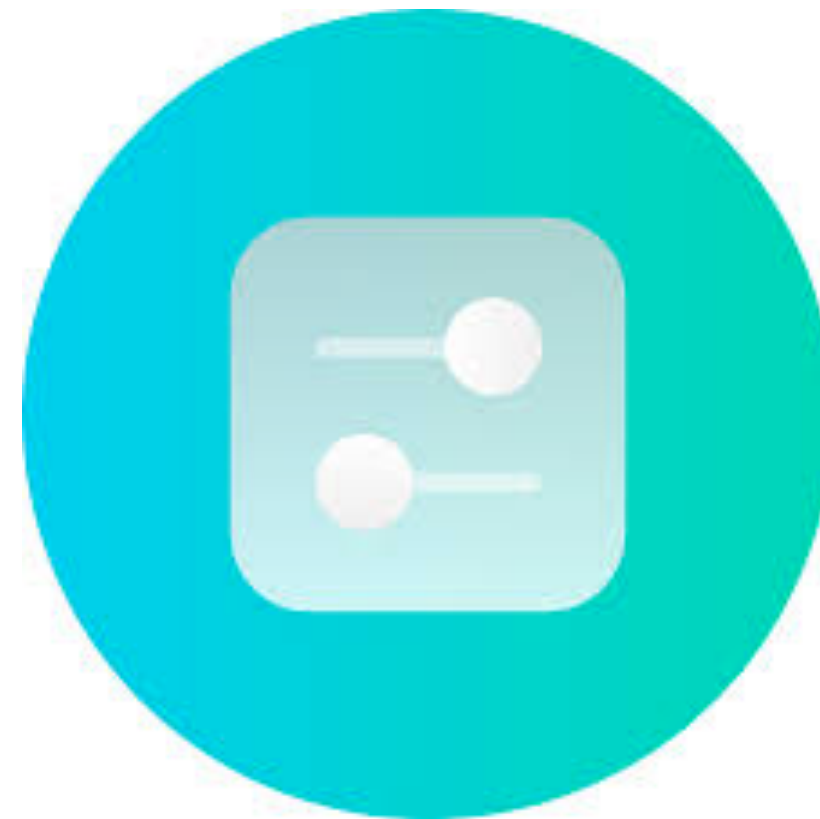
2017

Phocuswright

Global industry leading travel research company

USPs

eola is specifically designed for these businesses

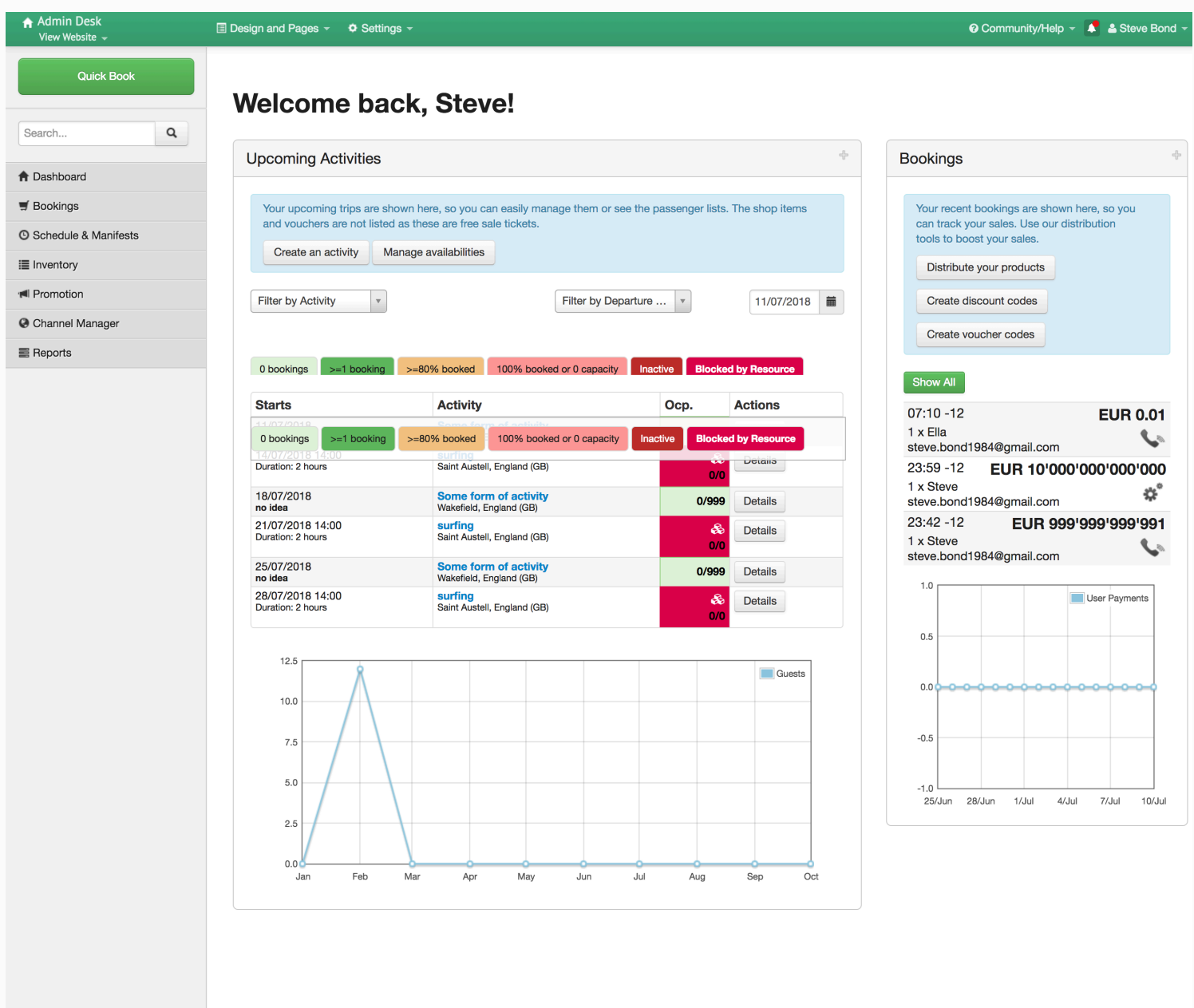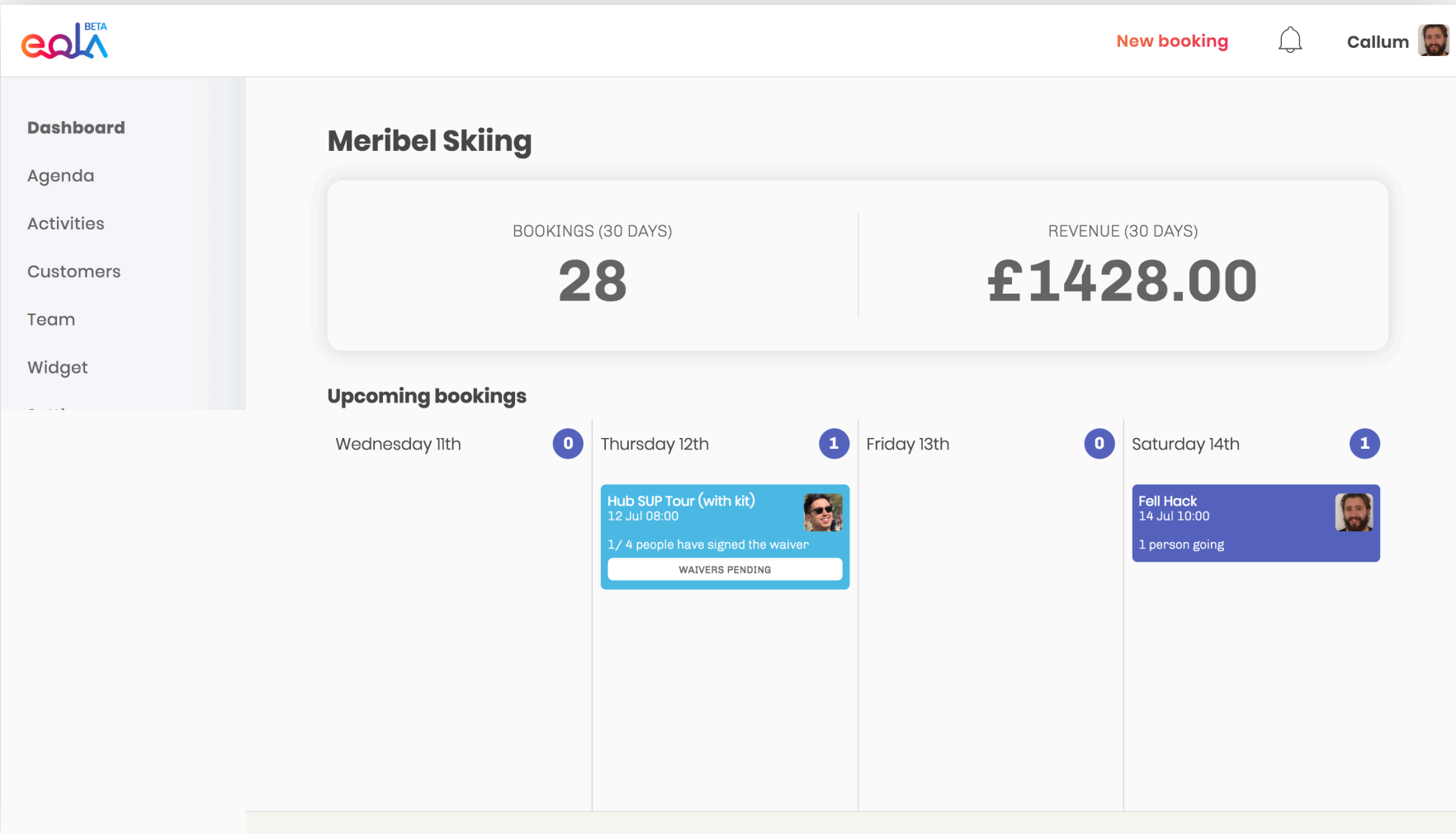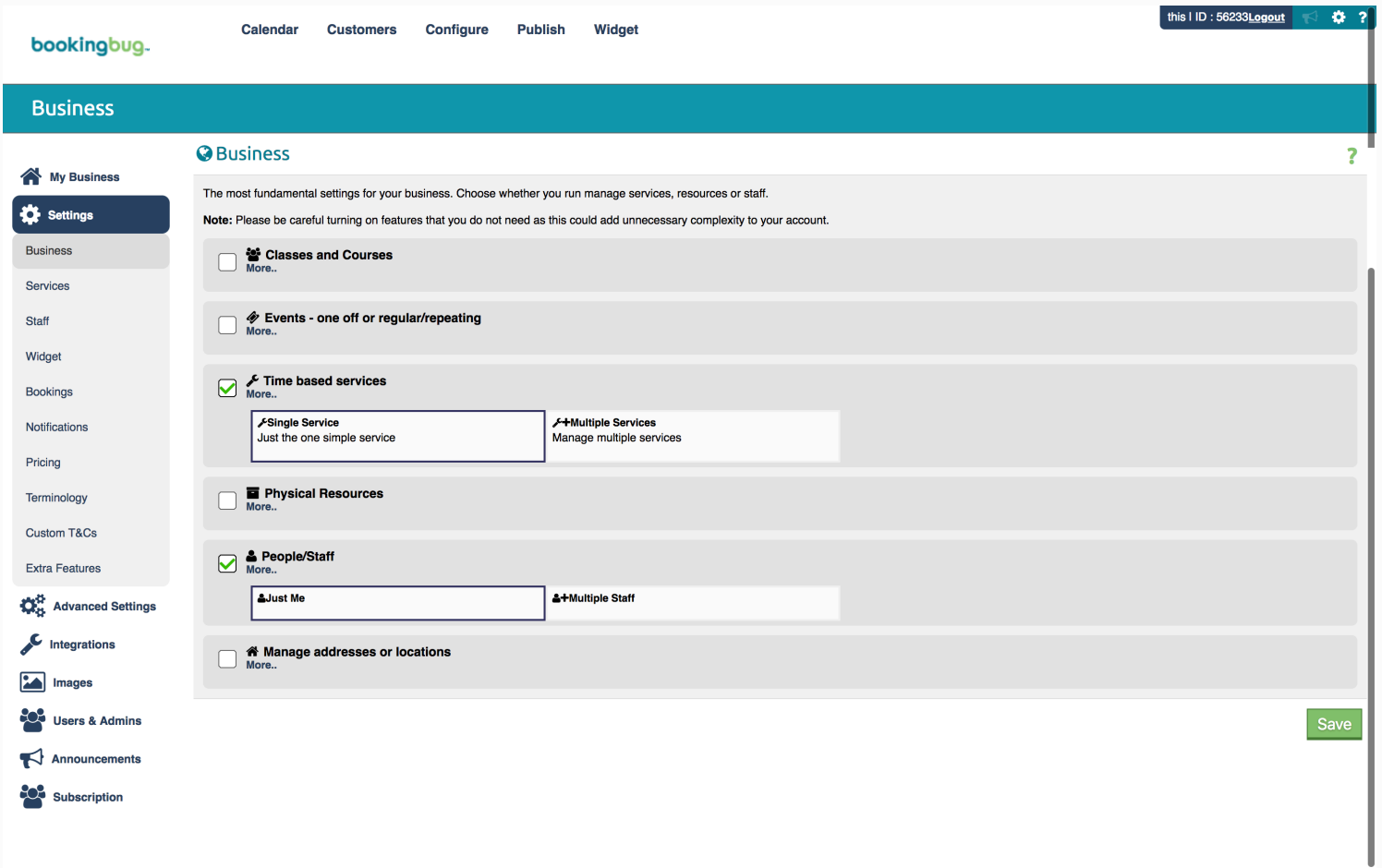**Mobile - first**   **Simple**   **Fast**

Comparing with the competition

Comparison below

Comparison in appendix

Setting up an activity with TREKK SOFT

Many steps to complete activity set-up - Requires going to three different locations
20+ minutes per activity

Setting up an activity with eola

One short, simple flow, with easy editing and clear progression

3 minutes per activity

DETAILS — SCHEDULE — PRICING — REVIEW

Activity details

* Activity title

Beginner kitesurfing

* Private can only have one booking for each time slot

| Group | Private |

Type of activity

CANOE   COASTEER   DIVE   RIDING

KAYAK   KITE   M. BIKE   P. KITE

QUAD   SUP   SURF   WINDSURF

* Duration

4 hours

* Maximum capacity

10

Minimum capacity

2

Description

B U link list list Tx

Become a pro!

In this first lesson you'll learn to fly a kite and hopefully get out on a board for the first time

Additional information ⊕

Save and exit

Save and continue

DETAILS — SCHEDULE — PRICING — REVIEW

Last saved at 16:14:38

| Start | End |
| 11:00am | 3:00pm |

13/07/2018

Daily   Indefinitely

🔘 Repeat   Remove

| Start | End |
| 1:00pm | 5:00pm |

28/07/2018

⚪ Repeat   Remove

Add another

Save and exit

Save and continue

DETAILS — SCHEDULE — PRICING — REVIEW

Price

Price per person

£ 125.00

▌ Average for kitesurfing is £118.45

Child pricing ⊕

Optional extras ⊗

* Name

Lunch

* Price per person

£ 10.00

x

Add optional extra

Exclusive bookings ⊕

Group pricing ⊗

A booking with X amount of people will reduce the price per person by Y.

* People required

5

* Deduction

£ 10.00

x

Add price point

Save and exit

Save and continue

DETAILS — SCHEDULE — PRICING — REVIEW

🏄 KITE

Beginner kitesurfing

Become a pro!

In this first lesson you'll learn to fly a kite and hopefully get out on a board for the first time

PRICE: £125.00 PER PERSON

Additional information ⊕

You can add questions here. We will send them out to every adult attending, after asking them to sign the waiver.

Activity image ⊕

This will display on the widget during checkout.

Save and exit

Traction & Timeline

To date, we have hit all of our goals. We are now on the cusp of launching commercially, with a goal of onboarding 100 businesses by March 2019.

1st centre live on platform

5 centres live on beta platform

10 centres live on platform

100 centres live on platform

250 centres live on platform

March 2018

April 2018

September 2018

November 2018

March 2019

September 2019

Beta Booking platform launched

First £1,000 in bookings

First £25,000 in bookings

+ £35,000 in cash bookings*

Public platform launch

First £100,000 in bookings

First £2,500,000 in bookings

*We currently don't take a cut if payment isn't taken through eola, but we are launching a card processing device early 2019 so we can start

How does it work?

Widget for business owner's website

Automatically displayed on eola marketplace

Manually add bookings with on/offline payments

Central booking hub

Distribute on OTAs like Airbnb & Tripadvisor *(future)*

Take payments in person with our PoS system *(future)*

Distribute on partner websites *(future)*
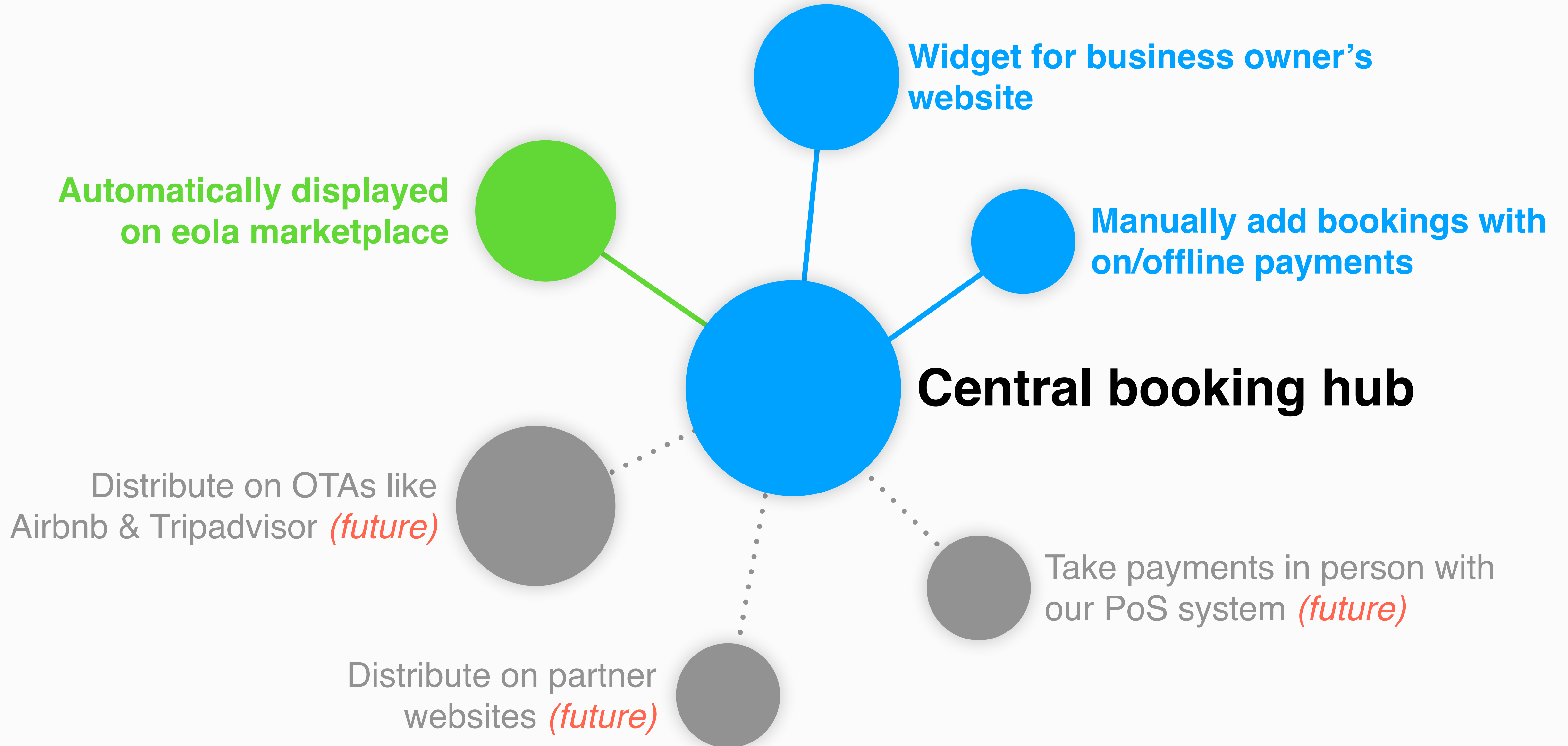
Business Model

For phase I, our entire focus is on the Booking platform. Each activity live is then populated onto our marketplace and OTAs via APIs, which we plan to develop and scale out when we have enough suppliers and revenue

Phase I focus

On-site Widget

Manual on booking platform

Offline Bookings

4% transaction fee

0% transaction fee - for now

Repeat bookings

eola customers

Referrals

10% transaction fee

transaction fee

Booking platform

Marketplace

OTAs

B2B

B2C
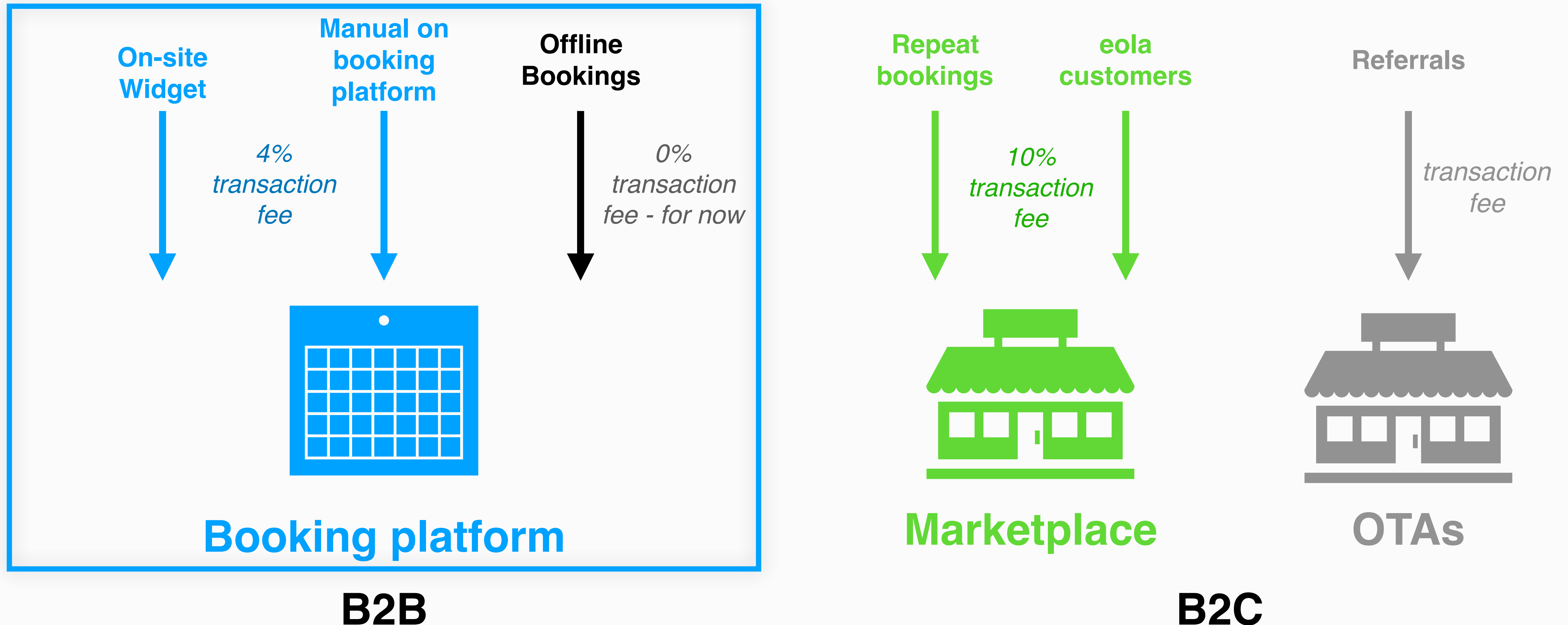
Note: Arrows represent bookings through eola

"This category is very much the next (if not final) frontier in online travel… **Despite its potential, the market remains relatively untapped**"

2017

Skift.

Major travel industry news & intelligence

Investment

We are looking to secure
£250k pre-seed investment
SEIS/EIS Pre-approved

2 Engineers

1 sales/growth lead

Basic salaries for founding team

Infrastructure & Projects
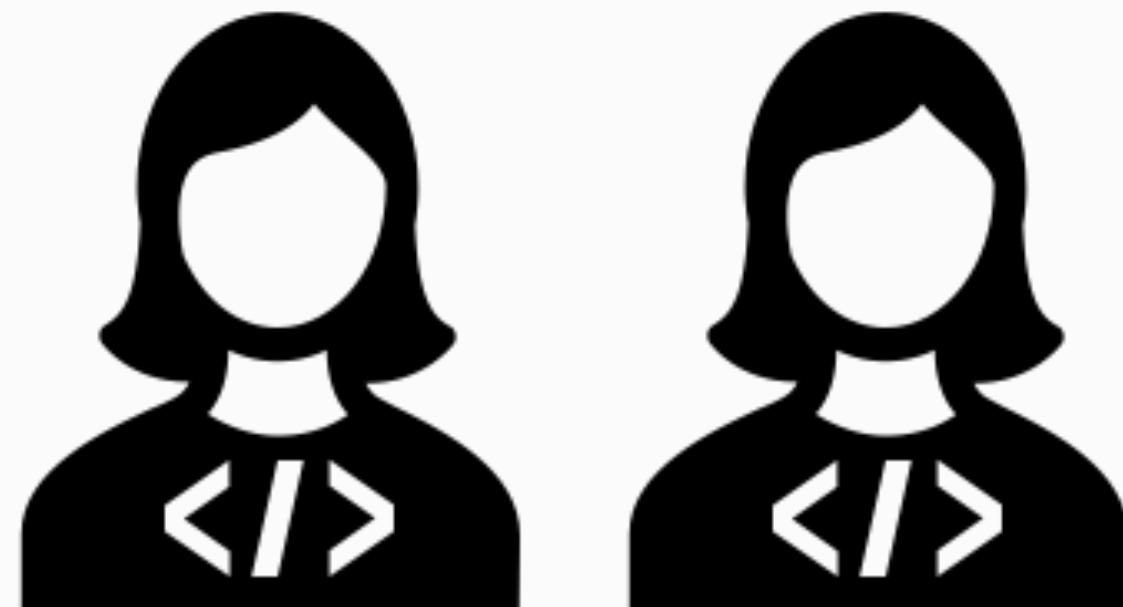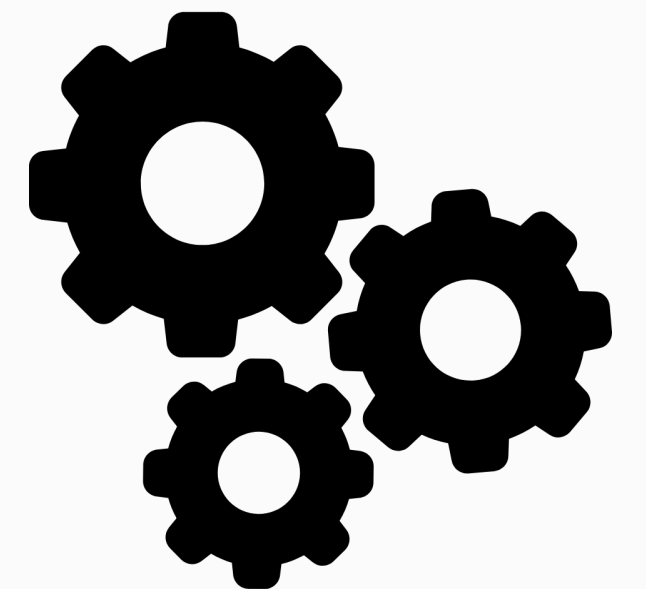
Some quotes from our businesses

"*Our experience so far with* **eola has been excellent**. *They are highly responsive and seem dedicated to making the platform* **work for our needs**. *I feel that we have started on a journey of* **exciting partnership** *working, with us in their journey and their team in ours…*"

Anni Ridsdill Smith - Frangipani SUP
UK SUP racer

"Great personal hands approach to helping us develop our online booking system. Up to date information & always answers questions. **Great to work with such a passionate team.** Good luck for the next part of the journey"

Steph Bridge - Edge Watersports
World #1 female kitesurfer

"We use eola booking on our website, It has taken me a **month to figure out how to write a google review**, but I sussed out and had the **booking platform up and on our site in a couple of hours**."

Zoee Jones - Saltburn Surf

"eola has **saved me a huge amount of time dealing with bookings** and allows me to concentrate on delivering lessons - the fun part! The guys at eola are incredibly helpful and in tune with what is required to successfully run an activity based business. Well done to them on creating a great product."

Craig Sutherlands - Suds surfing Scotland

Callum Hemsley

callum@eola.co.uk

"There is an Amazon-sized market for selling experiences" - **Brian Chesky, AirBnB**
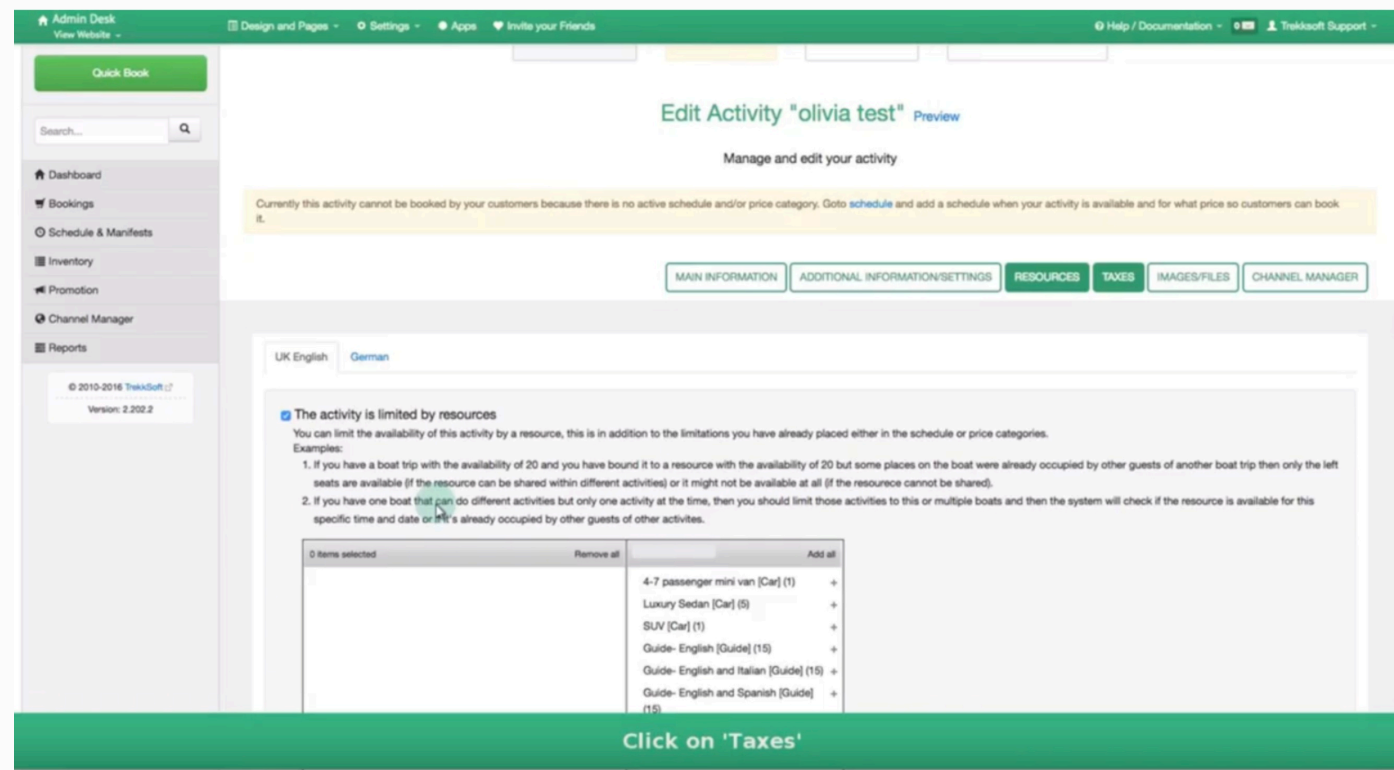
Appendix

Setting up an activity with TREKK SOFT

Don't take our word for it though. These are Trekksoft's own "Cover the basics" video guide
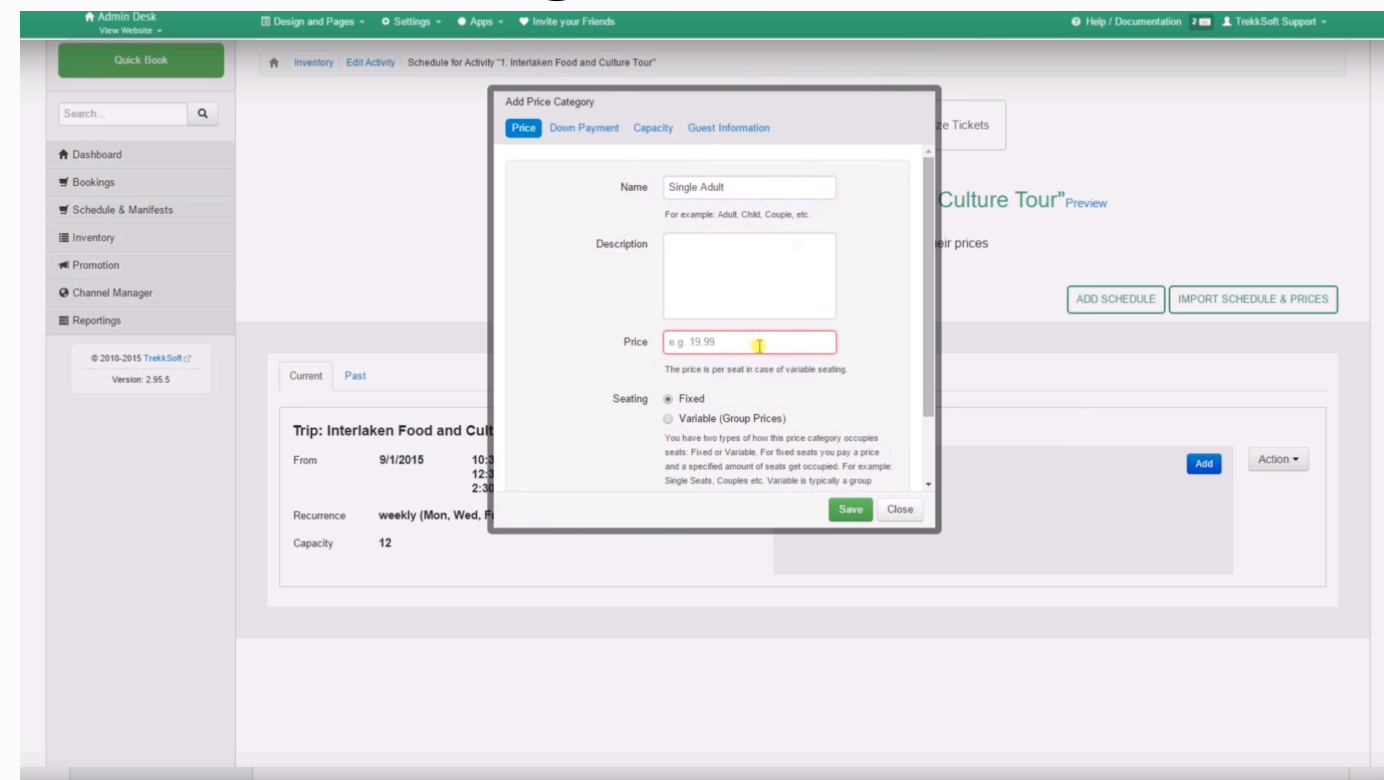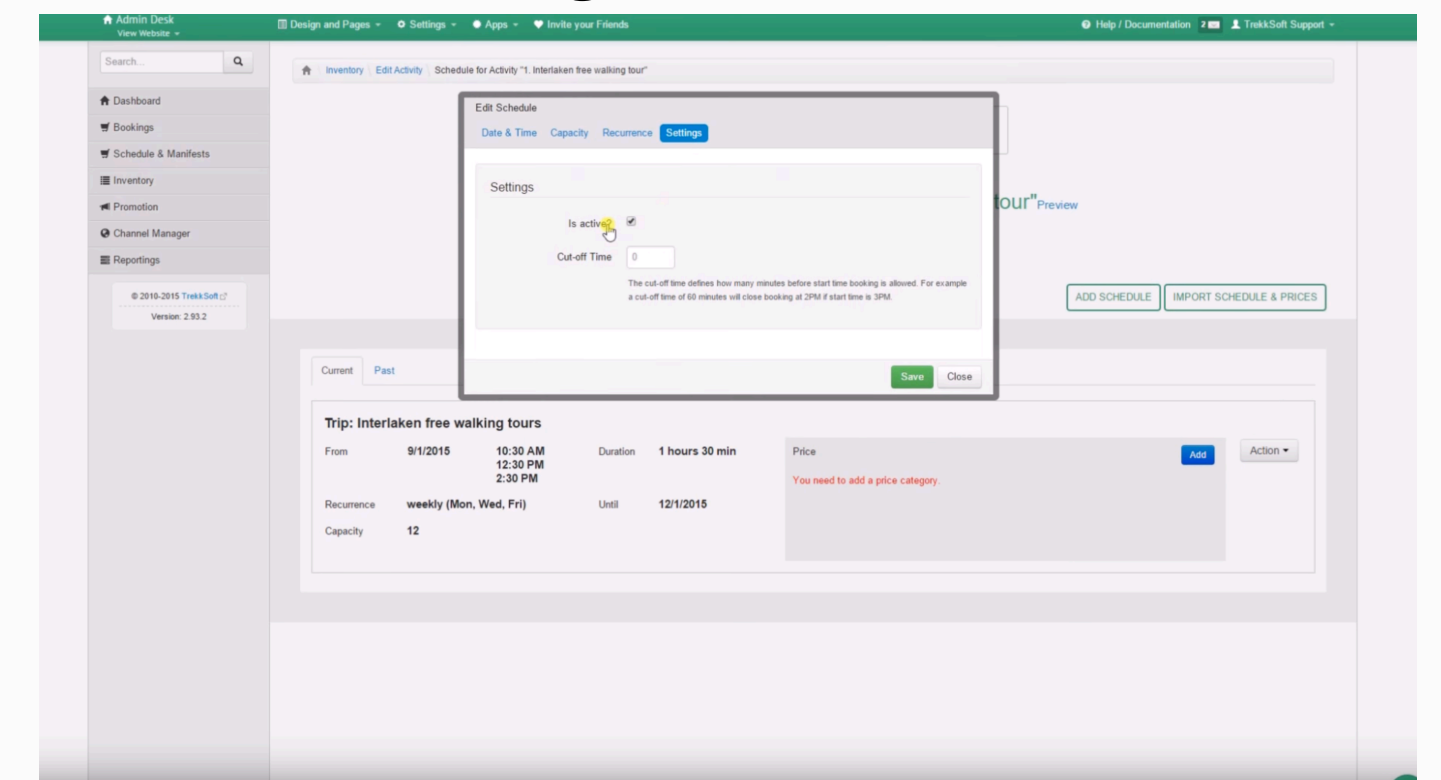
Part 1
Creating the activity

Part 2
Adding a schedule

Part 3
Adding the prices

Note: this order has to be followed; activities can't have a price till they have a schedule

- Unintuitive flow that is difficult to follow
- No optional extras
- Simple pricing variants is a nightmare
- Numerous seemingly pointless elements

- Can't easily have variable times on different days
- Can't have customer questions / waivers
- Progress is defined by errors
- Doesn't recognise concept of children

Booking an activity with bookingbug™

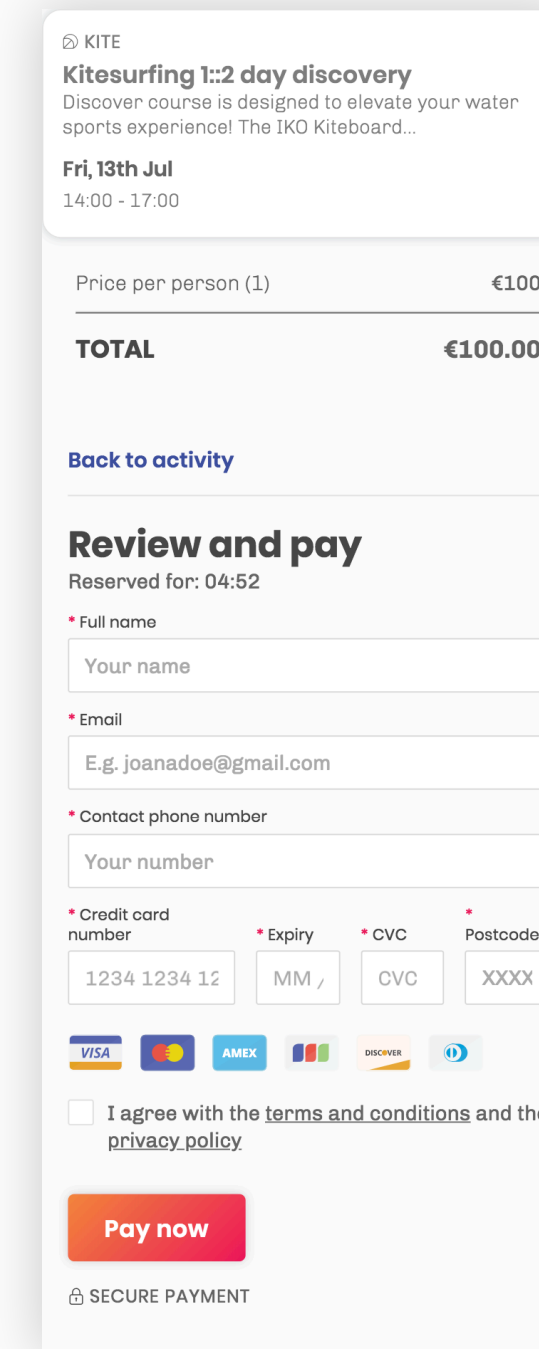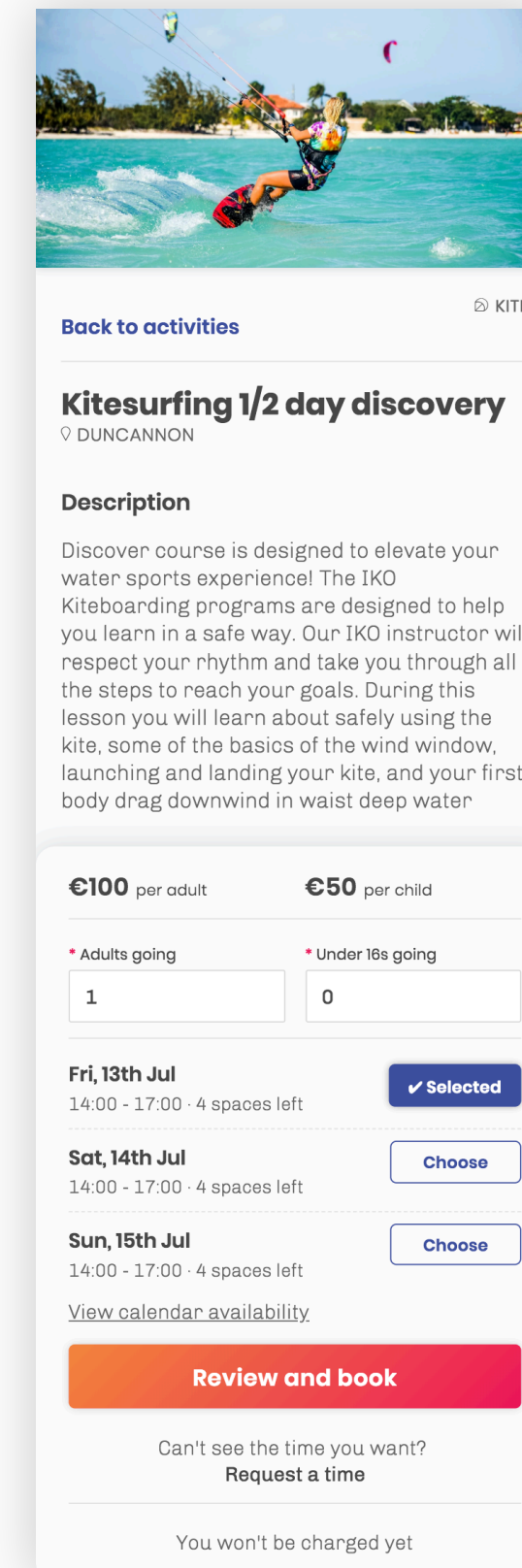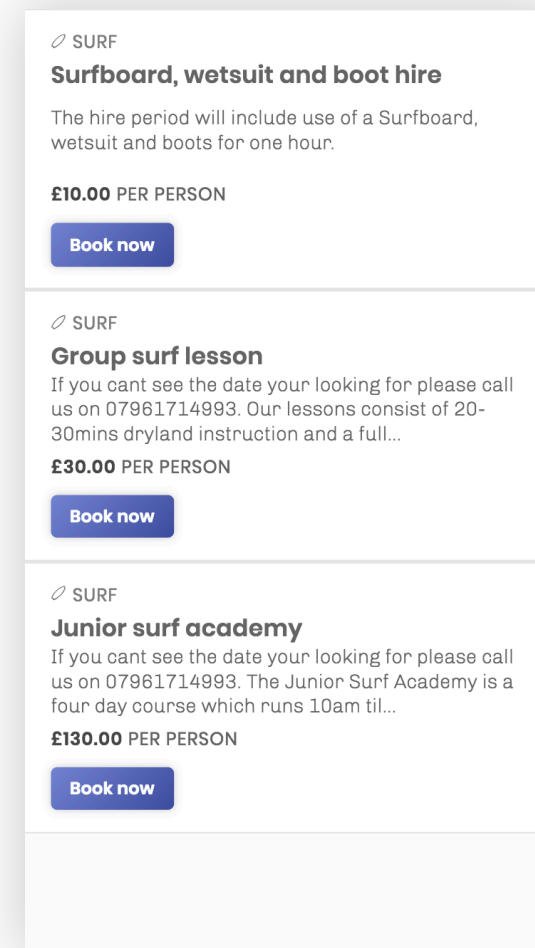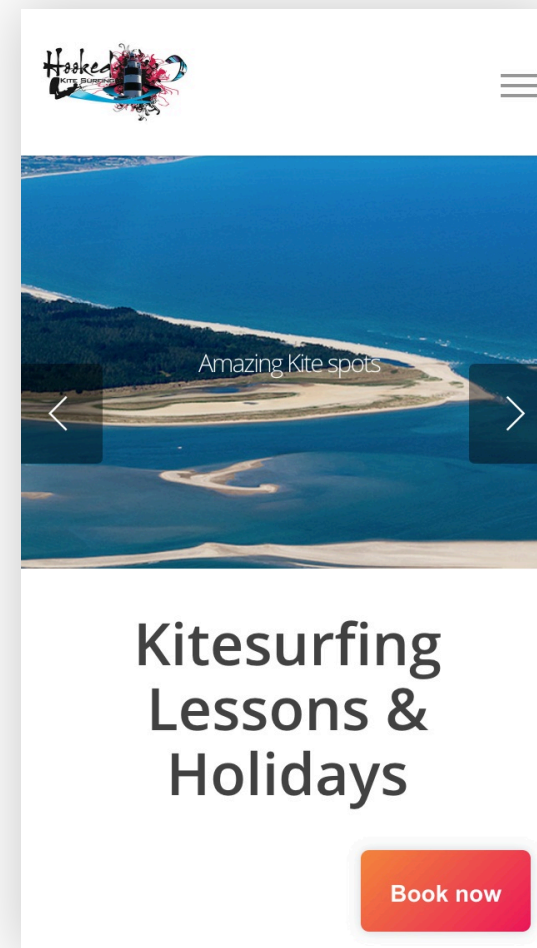To get a feel for this flow, we tried booking through it, and recorded the result
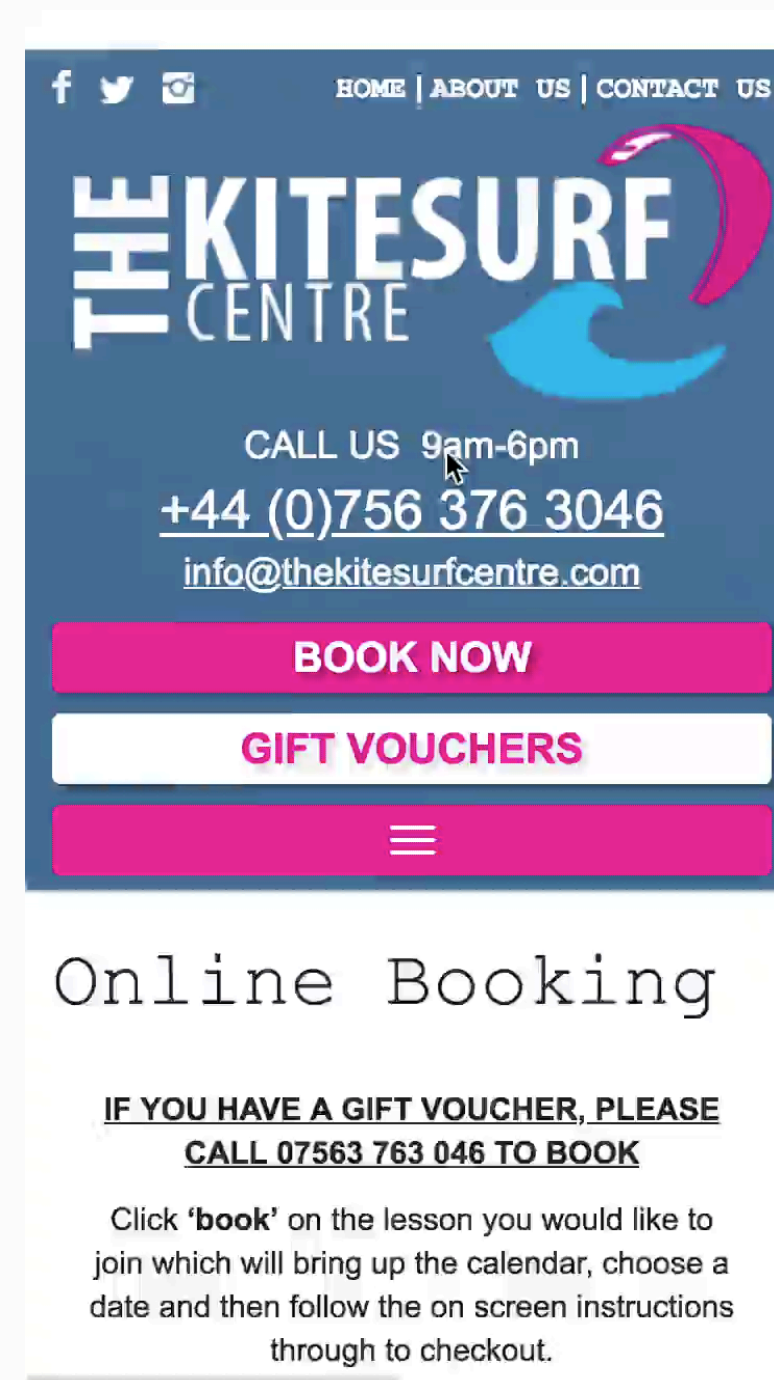
- No pricing options
- No group or adult/child pricing
- Dated design
- No mobile optimisation at all

- Complex flow with many steps
- Immediately leaves business site
- Have to sign up to Bookingbug to use

Booking an activity with eola

Fast, simple, and involves a single page checkout with no login

- Fully integrated into business's website, whether a CMS like Wordpress, or custom build
- Single line of JS for installation

- Everything in one simple flow
- Clear step and progress indicators
- High customisation ability