

We are



**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**





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



Moteefe

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



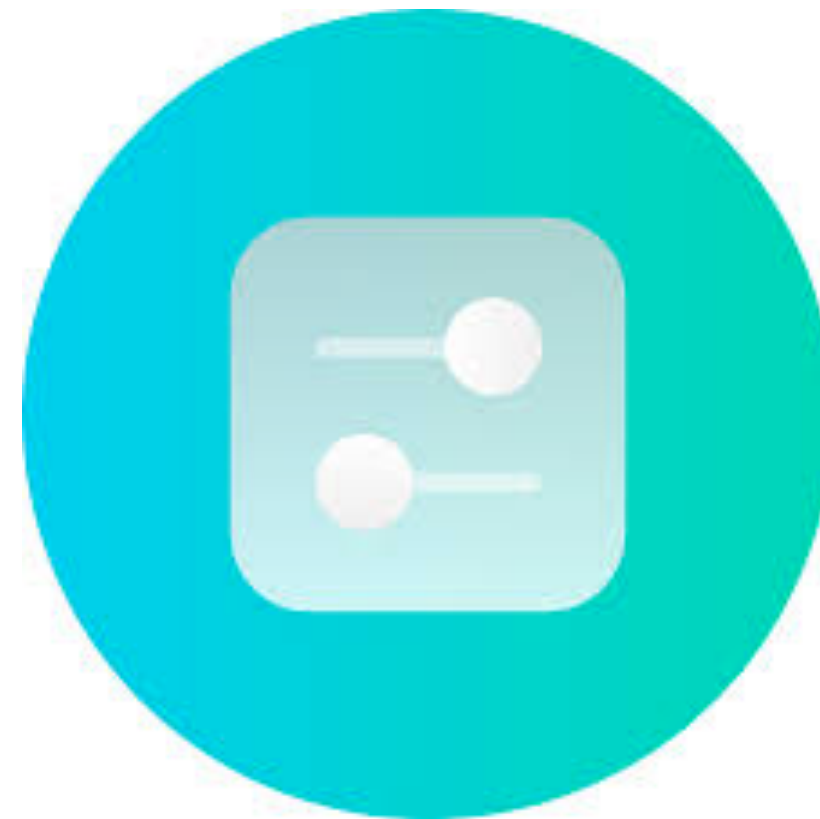
Global industry leading travel research company

USPs

eola is specifically designed for these businesses



Mobile - first

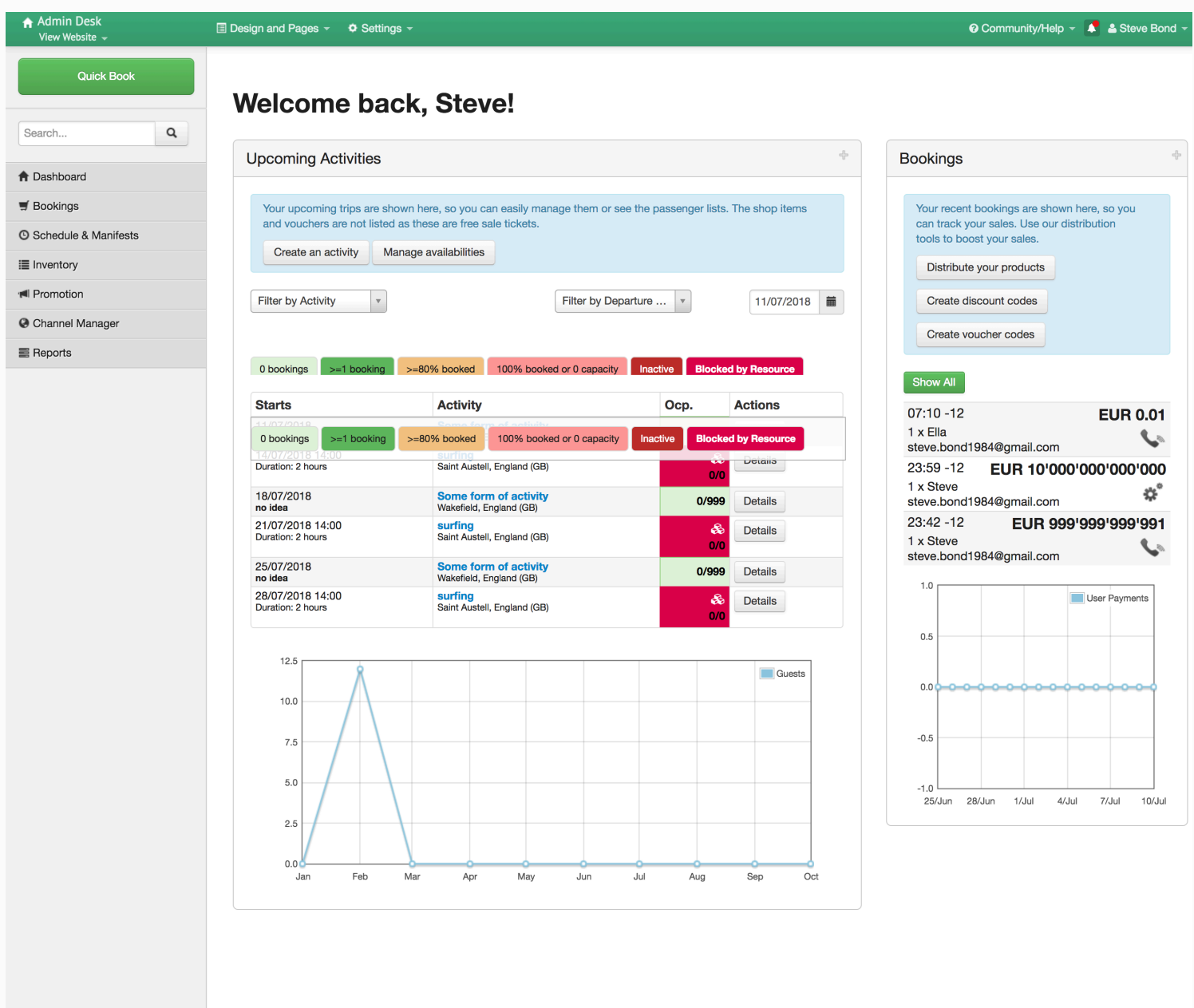


Simple

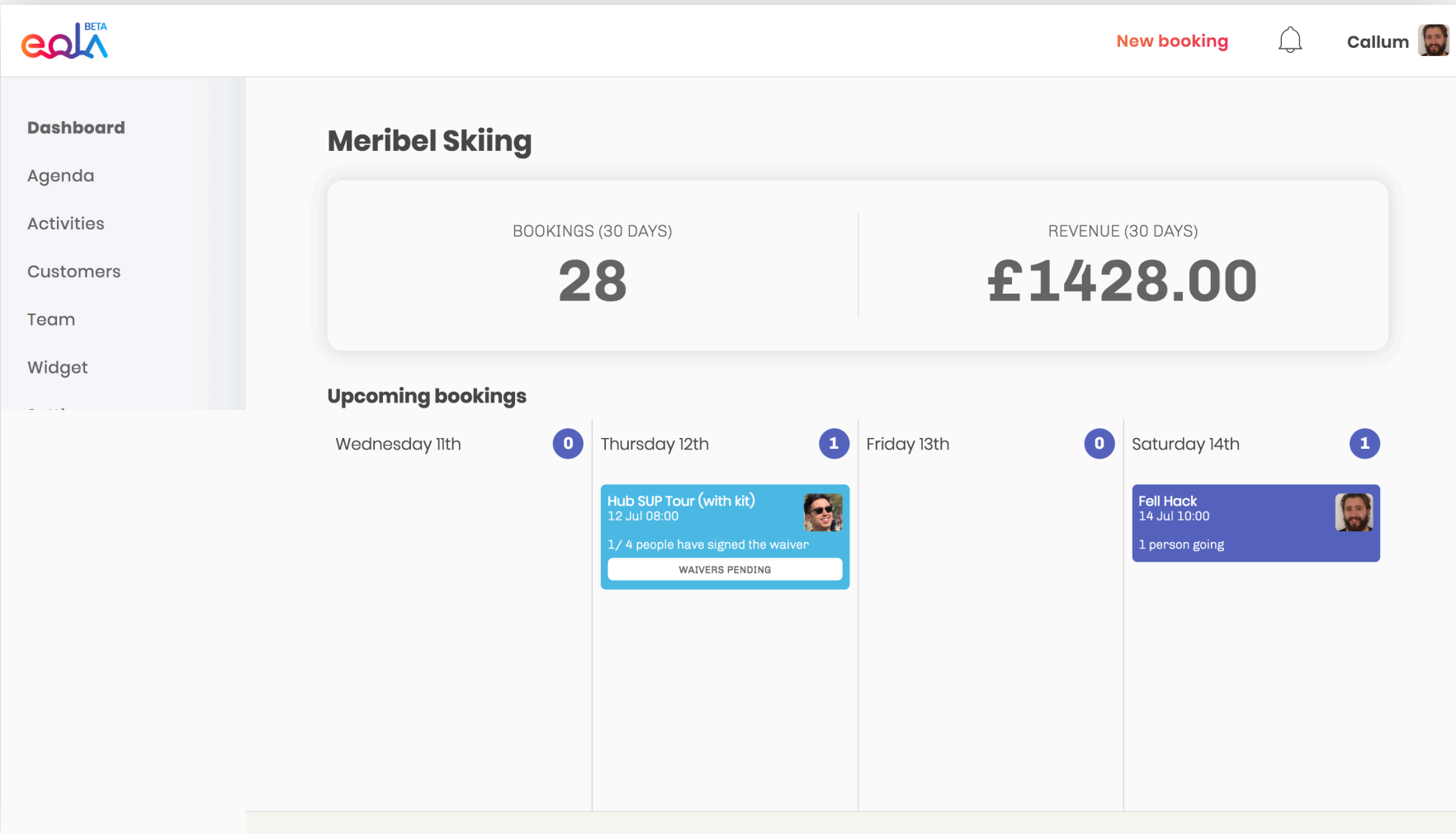


Fast

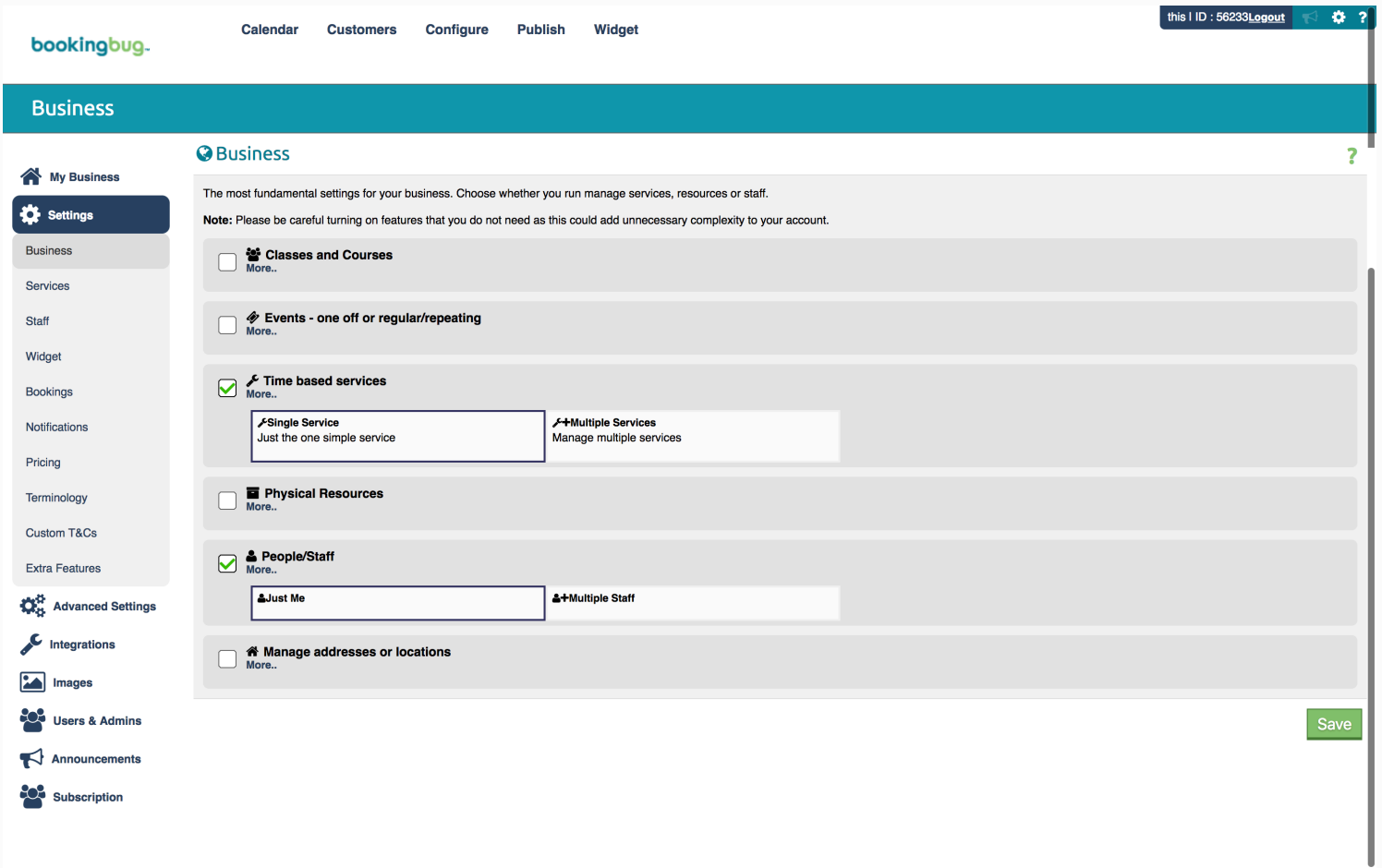
Comparing with the competition



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

Admin Desk

View Website

- Navigation -

- Sidebar -

Community/Help

Steve Bond

Activities

Create activity

Info

Title

Description

Format

Source

B

I

U

S

Departure City

Enter a location

Show nearest big cities and map

Highlights

Format

Source

B

I

U

S

Highlight the features. It is recommended that you use a list with bullet points.

Itinerary

Format

Source

B

I

U

S

Tell your customers about the location or route of your trip. Talk about what they will see and experience.

Route

Edit

Settings

Is active?

Your customers are able to book it only when this option is checked.

Inquiry

To use activity inquiries please upgrade your subscription plan.

Confirm/charge later

To use confirm/charge later functionality please upgrade your subscription plan.

Activity Category

Inoperative with discount codes?

If this option is checked, this item will refuse any gift code.

Is eligible for package discount?

Package discount is a percental discount that is granted if a customer books multiple, different activities or accommodations. This option does not apply for Packages.

Taxes

Choose which taxes are applied for this activity.

0 items selected

Remove all

Add all

Resources

This activity is limited by resources

Save activity

Admin Desk

View Website

- Navigation -

- Sidebar -

Community/Help

Steve Bond

Activities

Edit activity "Some form of activity"

Edit activity "Some form of activity"

Manage and edit your activity

Currently this activity cannot be booked by your customers because there is no active schedule and/or price category. Go to "Schedule and prices" to add a schedule when your activity is available and for what price so customers can book it.

Activity

Schedule and prices

ADD SCHEDULE

IMPORT SCHEDULE & PRICES

PREVIEW ACTIVITY

Current

Past

No schedules added yet.

Admin Desk

Choose Type

Add Voucher

Free sale activity that uses no capacity limitations.

Examples: Gift Vouchers, Private Tours, Gift Certificates, Deposits

Add Voucher

Add Attraction/Trip

This activity takes place on a specific date or time and can have limited capacity.

Examples: Walking Tours, Canyoning, River Rafter, Paragliding, Surf Tours, Day Tours, Attractions, Rope Courses, Museums, Hiking Tours, Fishing Charters.

Add Trip

Upgrade your subscription to use Rental.

The rental type allows you to sell activities in time slots (hourly, daily, etc.) which can be selecte individually by your customers.

Upgrade Now

Admin Desk

Add Schedule for Some form of activity

Name and tagline

Name

This name is just for internal use and is not visible to customers.

Special Tagline

Places remaining

A short sentence that will be displayed in your calendar

Is active?

Capacity

Max. Seats

999

Reset all items

Maximum number of bookable seats.

Date and time of this trip

Start Date

11/07/2018

Start Time

Add duration and time

Recurrence/Repeat

Repeat on

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Select all

Repeat Until

11/07/2018

Settings

Cut-off Time

0

The number of minutes before you stop accepting bookings for a trip. Example: If your trip starts at 3pm and your cut-off time is at 2pm, type in 60.

Can be booked after start time?

Checking this box allows customers to book your trips after it's scheduled to start. For rentals and attractions, the default start time is at 12am (midnight) each day. Make sure this is enabled to allow customers to book on the same day. Example: If you want to allow customers to rent a bicycle at 1pm for the same day, you must check this box.

Tag this Schedule

Add one word tag to this schedule. You'll be able to filter by this tag later in your Sales and Turnover Reports. You can also use combined terms like 'Saturday Night'. You can recalculate previous report dates to update their Schedule Tag

Admin Desk

View Website

- Navigation -

- Sidebar -

Community/Help

Steve Bond

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Manage and edit your activity

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Activity

Schedule and prices

ADD SCHEDULE

IMPORT SCHEDULE & PRICES

PREVIEW ACTIVITY

Current

Past

Attraction: no idea

From

11/07/2018

Until

27/07/2018

Start time

00:00

Duration

1 days

Capacity

999

Recurrence

weekly (Wed)

Price

You need to add a price category.

Add

Action

Admin Desk

Add Price Category

General info

Name

For example: Adult, Child, Couple, etc.

Description

Price

EUR

19.99

The price is per seat in case of variable seating.

Full payment or deposit?

Guests pay the full price when they book

Guests pay a deposit at the time of booking

Guests can define the amount at the time of booking

Down payment plans are made for higher priced activities where you only pay a deposit and optionally later charge the rest price based on a custom price plan.

Resources

The price category uses activity resources

The price category is limited by resources

Save

Capacity

Seating

Fixed

Variable (Group Prices)

You have two types of how this price category occupies seats: Fixed or Variable. For fixed seats you pay a price and a specified amount of seats get occupied. For example: Single Seats, Couples etc. Variable is typically a group seating where the customer specifies a number of seats and the price is multiplied this time.

The number of seats an order of this category will occupy.

1

Available number of seats

999

Reset all items

This setting allows you to limit the price category to a specific capacity. If this value is omitted the schedule's capacity is used.

Exclusive/Private price category

This feature is only available for specific subscriptions.

Save

Attraction: no idea

From

11/07/2018

Until

27/07/2018

Setting up an activity with eola

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

3 minutes per activity

eolaBETA

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

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

eolaBETA

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

eolaBETA

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


eolaBETA

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.

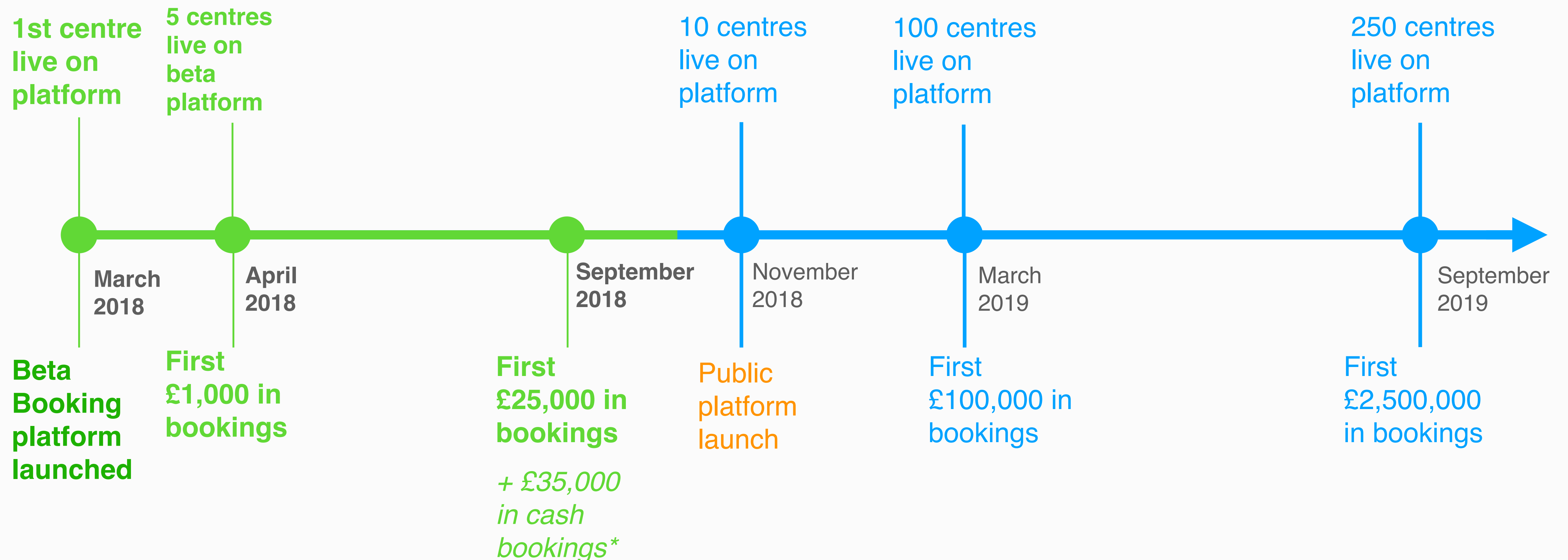
Activity image

This will display on the widget during checkout.

Save and exit

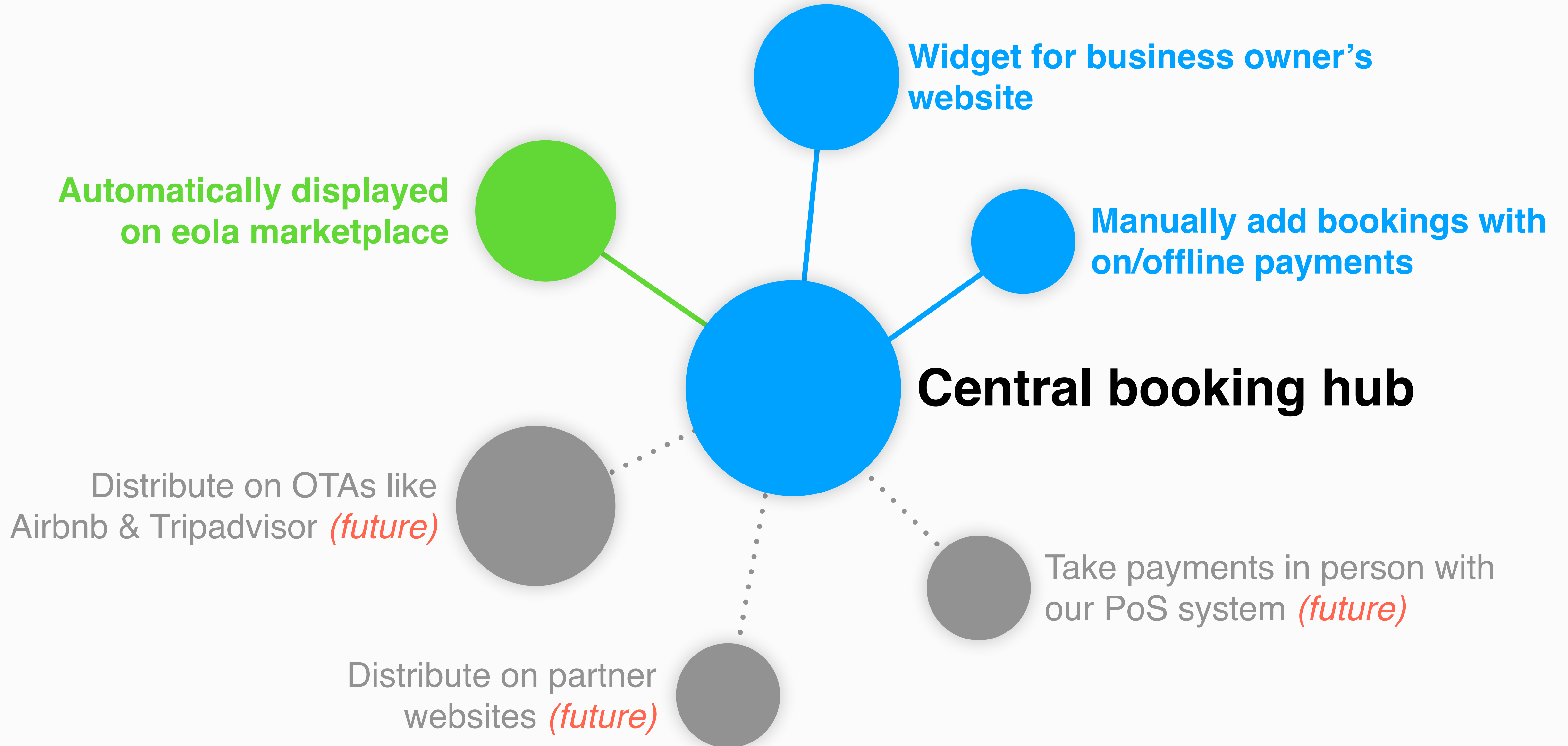
Traction & Timeline

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.



**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*

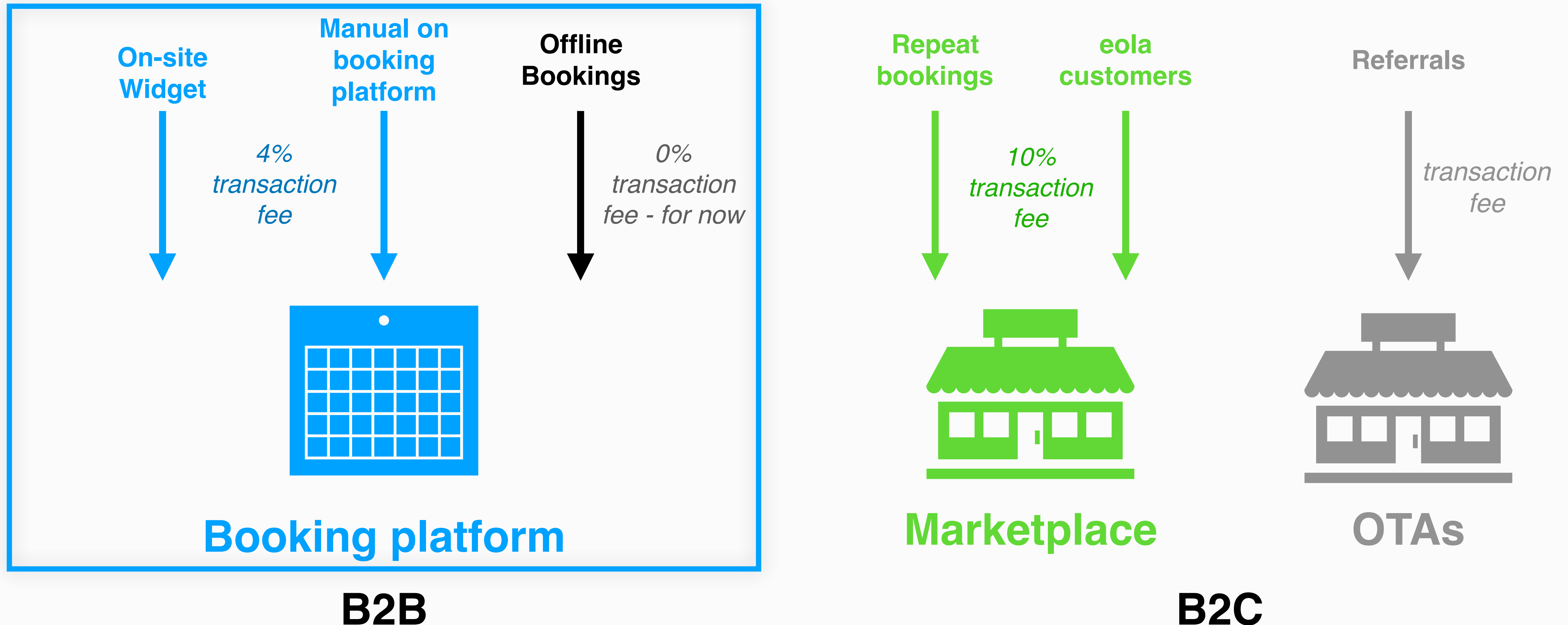
How does it work?



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



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

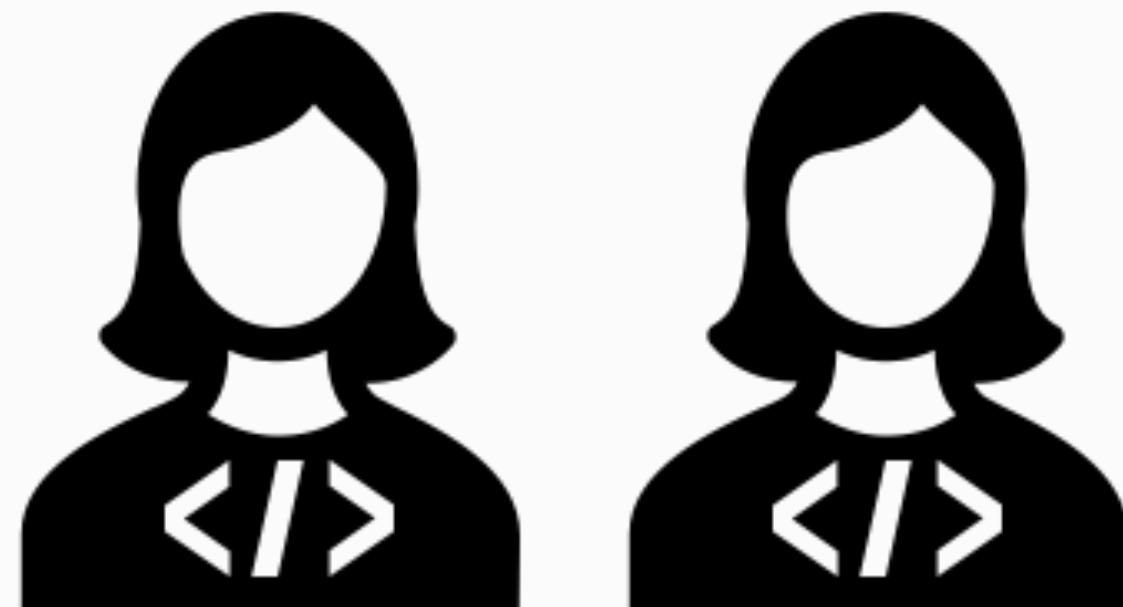
Skift.

Major travel industry news & intelligence

Investment

We are looking to secure
£250k pre-seed investment

SEIS/EIS Pre-approved



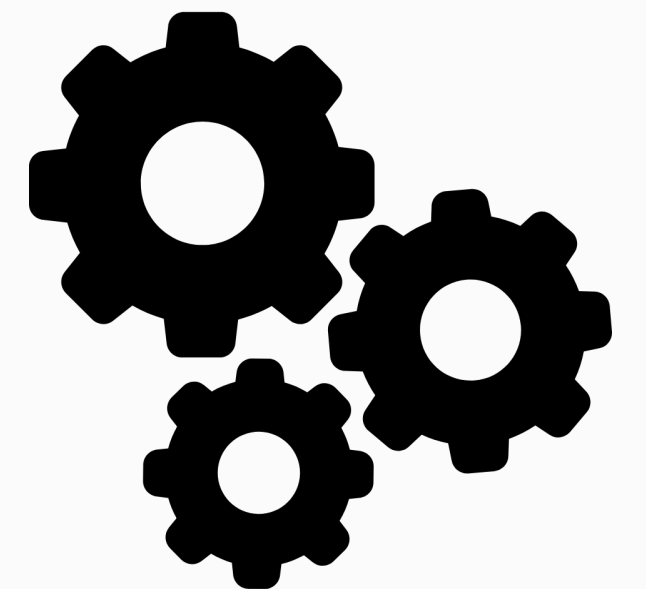
2 Engineers



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

"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**."

Zoe Jones - Saltburn Surf

"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

"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

○ THE
○ GREENLIGHT
○ PROGRAMME



“There is an Amazon-sized market for selling experiences” - Brian Chesky, AirBnB

Appendix

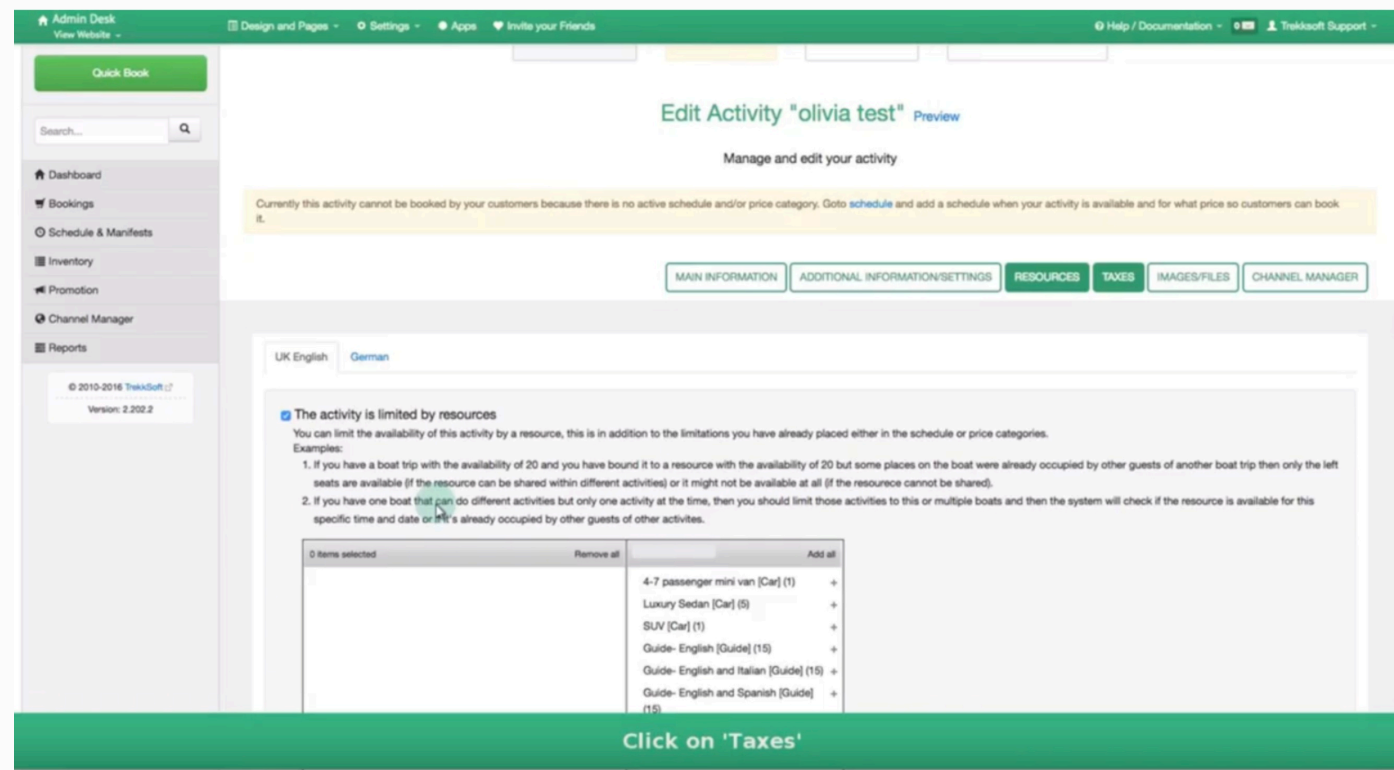


Setting up an activity with TREKK SOFT

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

Part 1

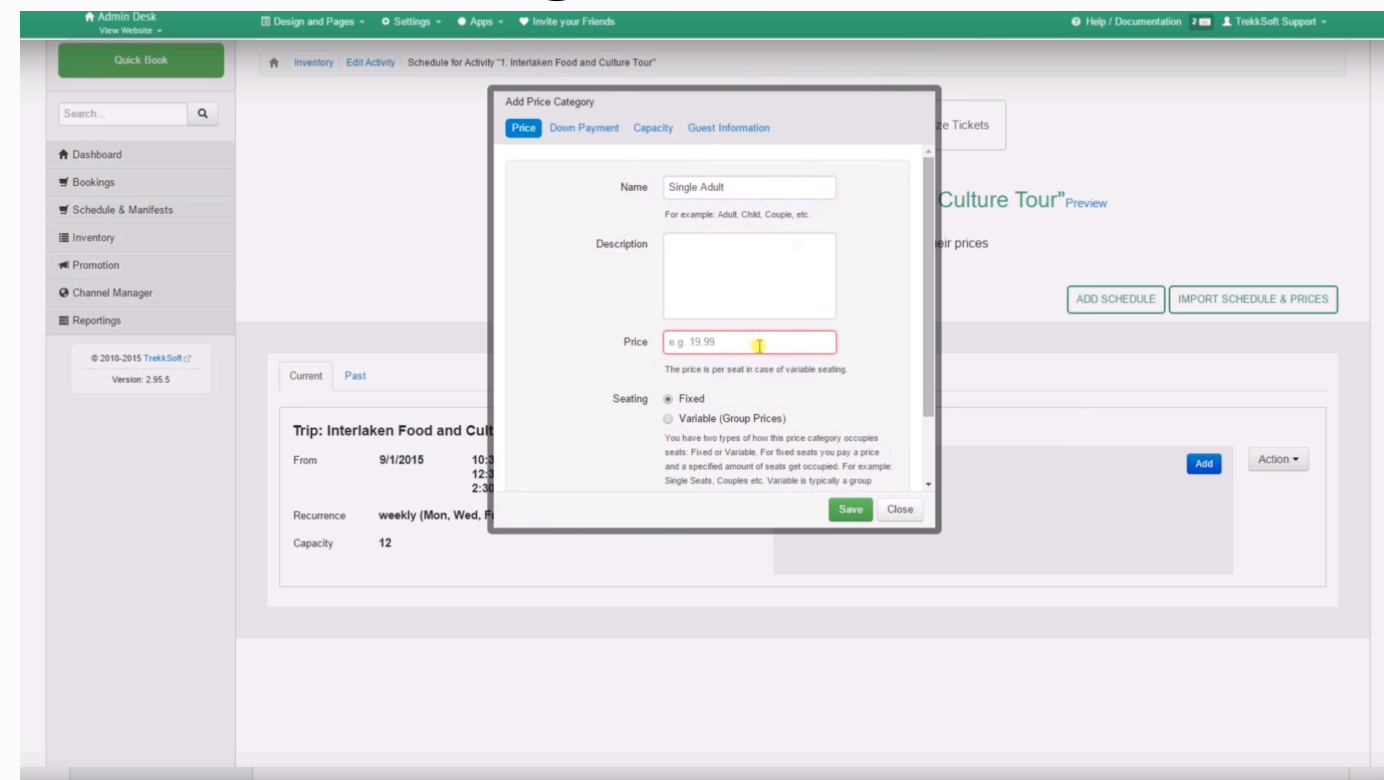
Creating the activity



[Link here](#)

Part 2

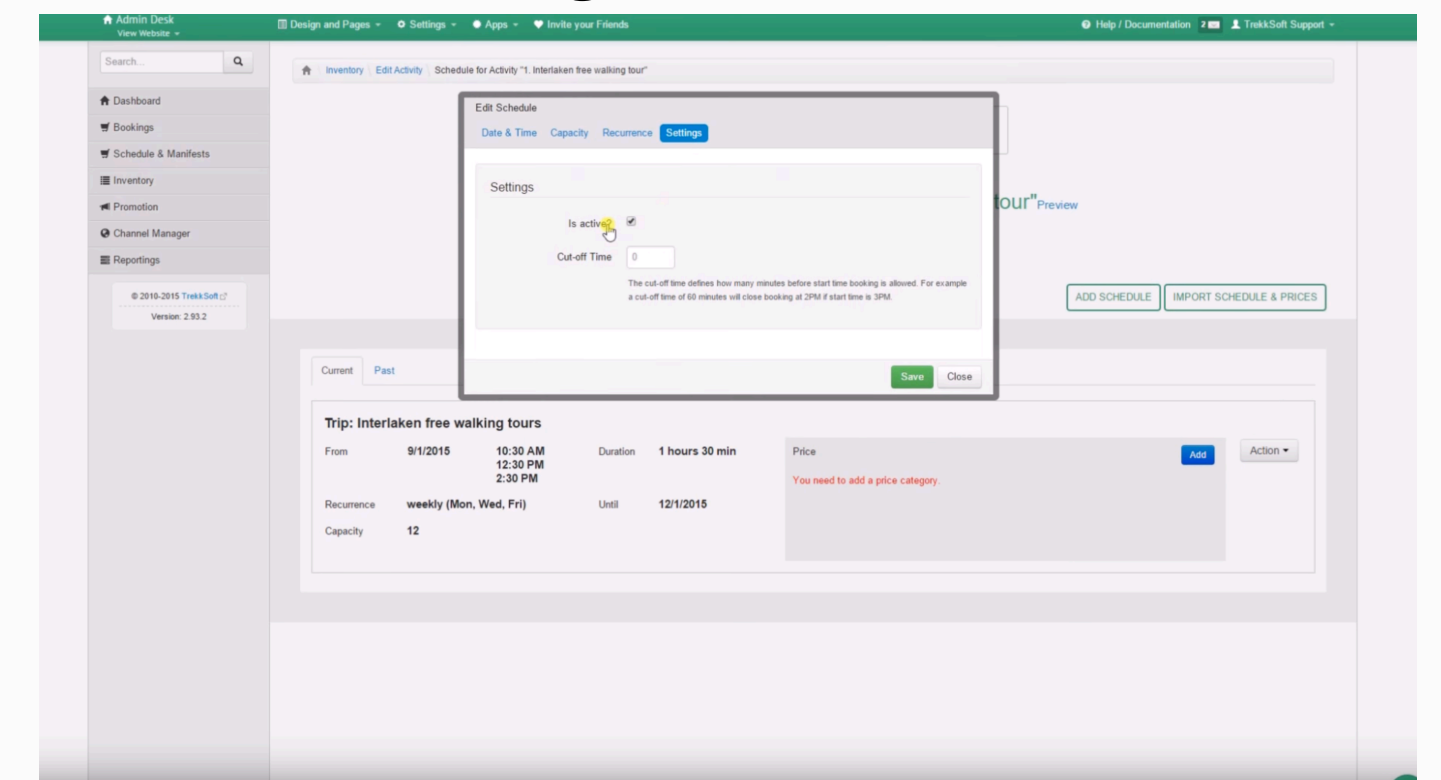
Adding a schedule



[Link here](#)

Part 3

Adding the prices



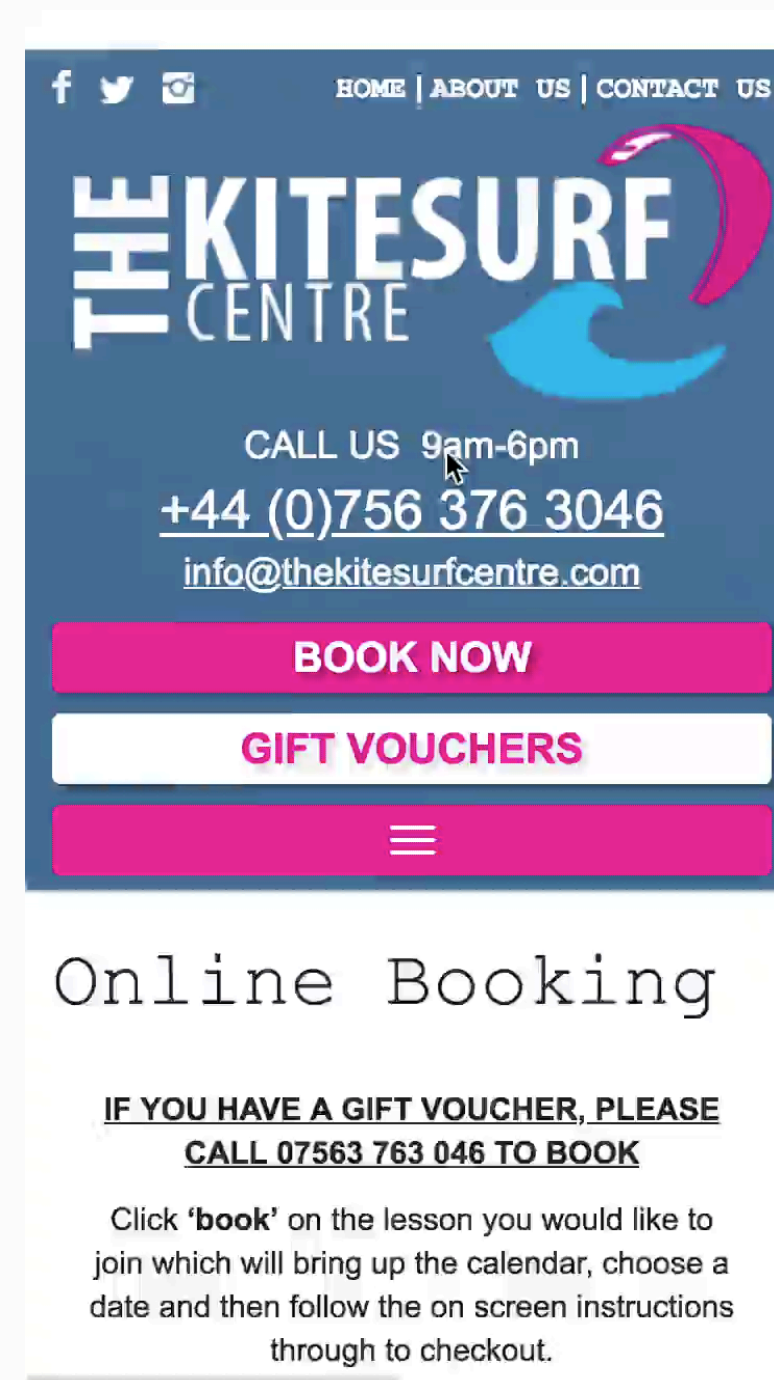
[Link here](#)

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



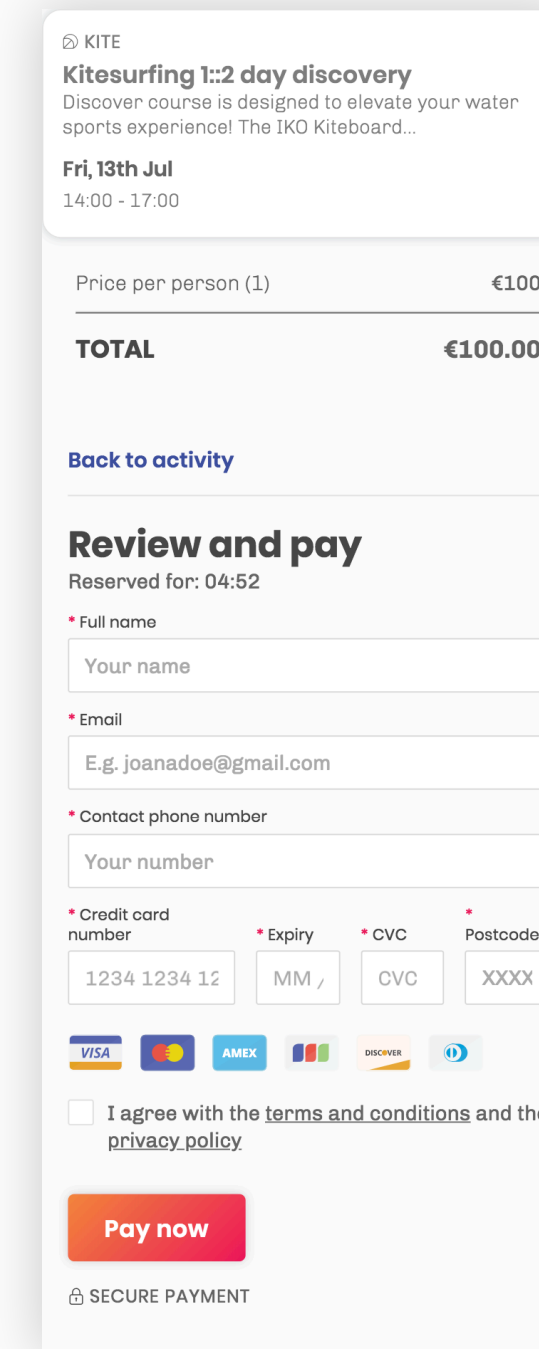
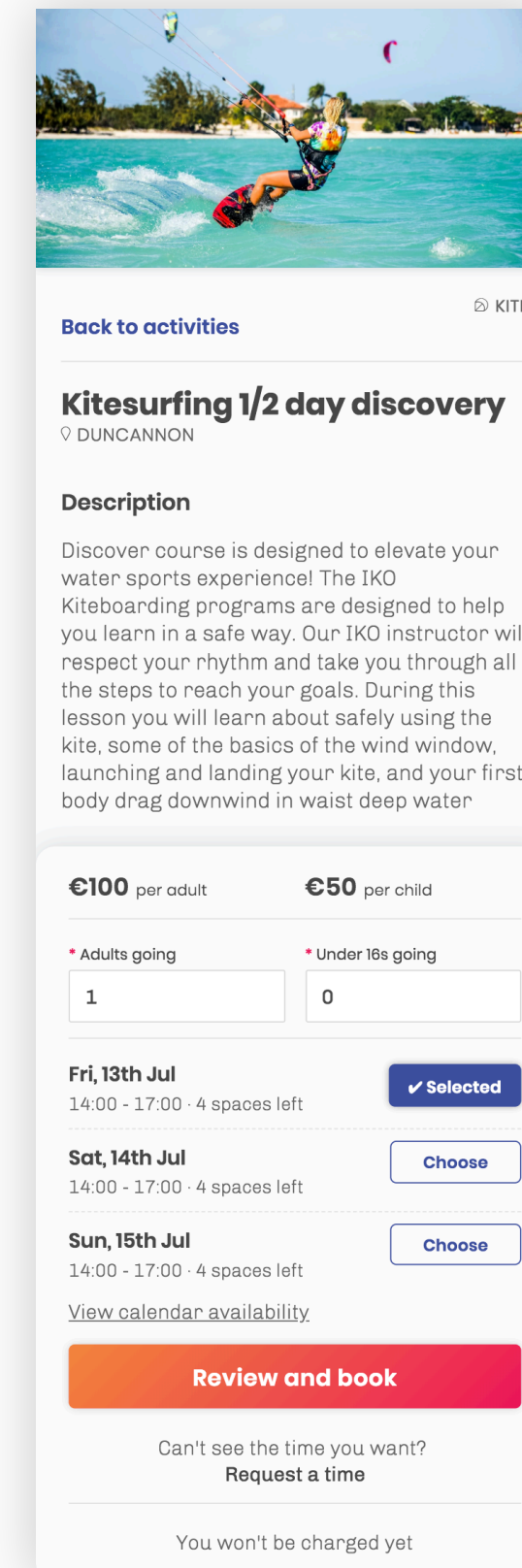
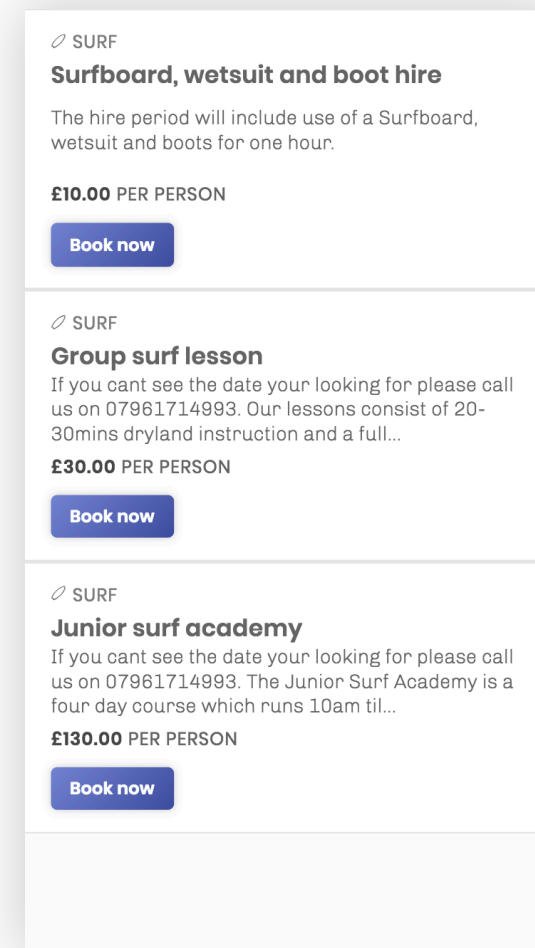
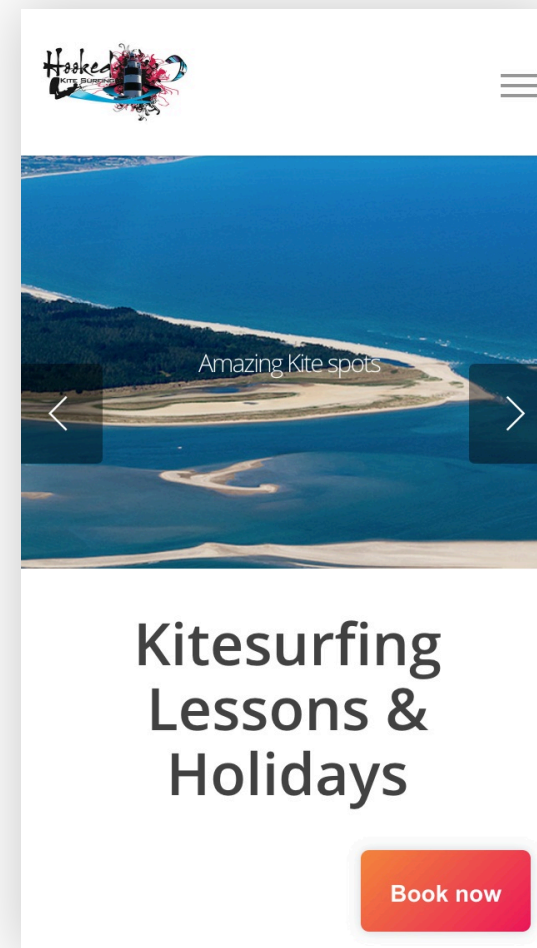
[Link here](#)

- 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

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