

High Level Company Overview

TRIPLAN is a travel-tech company that developed an **AI and ML technology** to increase the **cross-selling revenue** of travel business partners by reconnecting their travellers during the travel journey.

We have developed a scalable **B2B2C** business model embedded within our product architecture. This model allows us to support various business partners and enhance their user experience by paying greater attention to their needs.

Problem Statement

Travel companies miss significant cross-selling opportunities due to **ineffective timing** and **lack of personalization offering**, with only* **7%** of travelers **booking** commission-based products despite **36%** being **willing**.

* Joint research of Limerick, Dublin, and Surrey universities.

Solution Description

Our **customized daily itineraries and recommendations**, on where to go and what to do, keeps customers engaged, ensuring they remain connected to our platform throughout their trip planning journey. This continuous interaction provides us with valuable insights into their preferences and interests, allowing us to deliver **personalized offerings** with **effective timing**, which could **increase revenue** by* **40%**.

* McKinsey & Company.

Unique Differentiations

As a technology company, we have the capability to **independently develop core technologies** that deliver **scalable** and **robust** solutions to meet the **dynamic** needs of our travel business partners, as well as their users and customers.

Our **collaborative knowledge** system, powered by **expert-sourced content** and the **semantic fusion of diverse sources**, is dynamically refined and enriched to remain up-to-date and highly relevant, thereby enhancing the depth and accuracy of our recommendations.

Our unique advantage lies in our dual focus on **customization** and **route planning**—key system components that set us apart in the competitive landscape.

Our **product architecture** includes integration capabilities that seamlessly support **strategic expansion** with diverse traffic providers (**B2B partners**), leading to significant **user base growth**.

Vision Statement

“Transforming travel inspiration into unforgettable experiences”

By leveraging advanced technology and seamlessly integrating expert-generated content, we aim to become the leading platform that transform inspiration into concrete itineraries.

B2B Client Benefits

Cross-Selling - Commission from selling travel products, such as: packages, Tours & Activities, transfers, travel insurance etc.

Collaborative Knowledge - Enhancing depth & accuracy of our recommendations

Customer Behavior Insights - From heatmap analytics (Spatio-Temporal Insights).

Increasing Loyalty - Through personalized recommendations.

End-User (traveller) Benefits

Customization - Identifying list of relevant POIs based on user's preferences and profile.

Planning - Providing daily, efficient and fully automatic route planning.

Dynamic - Providing a dynamic navigation tools on the spot.

Traction

As part of our go-to-market strategy, **we already have partnership agreements with companies in the field.**

- **First contracts with annual revenues of tens of thousands of USD.**
- A **strategic investment** cooperation framework (MOU) has been signed with a **UAE-based partner**.
- A **leading media** company in the Middle East and North Africa has expressed interest in cooperating to transform their viewers into users and add a new revenue stream. This initiative is based on the new trend of set-jetting.
- The first **airline** to integrate our platform within their reservation system.
- One of the world top-5 **hospitality brand** aim to integrate our service into their platform as a digital concierge.
- a **MAJOR GLOBAL financial corporation**, recognizes our AI-based recommendation engine as the key to realizing that vision. NDA was signed, moving forwards. (In 2021, one of our important competitors, "Inspirock", was acquired by Klarna – a FINTECH company (Market Cap \$45.6B)).
- A **ministry of tourism** has expressed interest in cooperating and has recognized us as a source of valuable insights into tourism behavior.
- Eyeball Payment: A **European nation's tourism ministry** is set to promote its destination through our platform, leveraging our network of **bloggers, influencers, digital media, and TV channels**. Revenue for this service includes CPM (cost per impressions) and CPA (commission for reselling packages such as flights and accommodations).

Ready for Execution

Technology (our core asset) - solidly established.

Our **experienced team** - firmly in place.

Our **business model** - well-established.

Design partners are - eagerly awaiting to start implementation.

Fundraising Round & Terms

Started as a **bootstrap** with an experienced team on equity.

Raised to date **~\$663K (pre-seed round)**.

Seed round is now initiated: **\$3M**, \$6M pre-money valuation as part of our expansion plan.