Transforming Travel Inspiration into Unforgettable Experiences
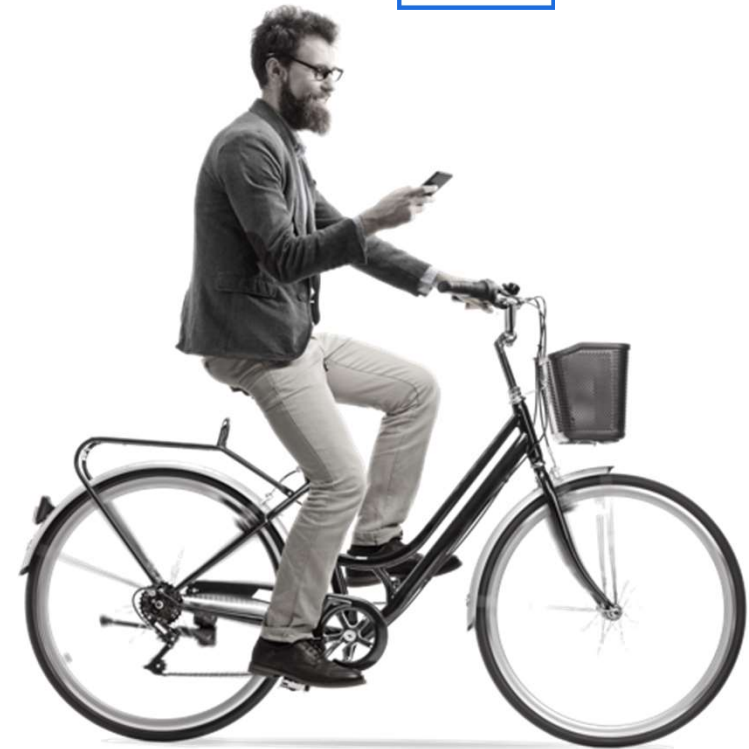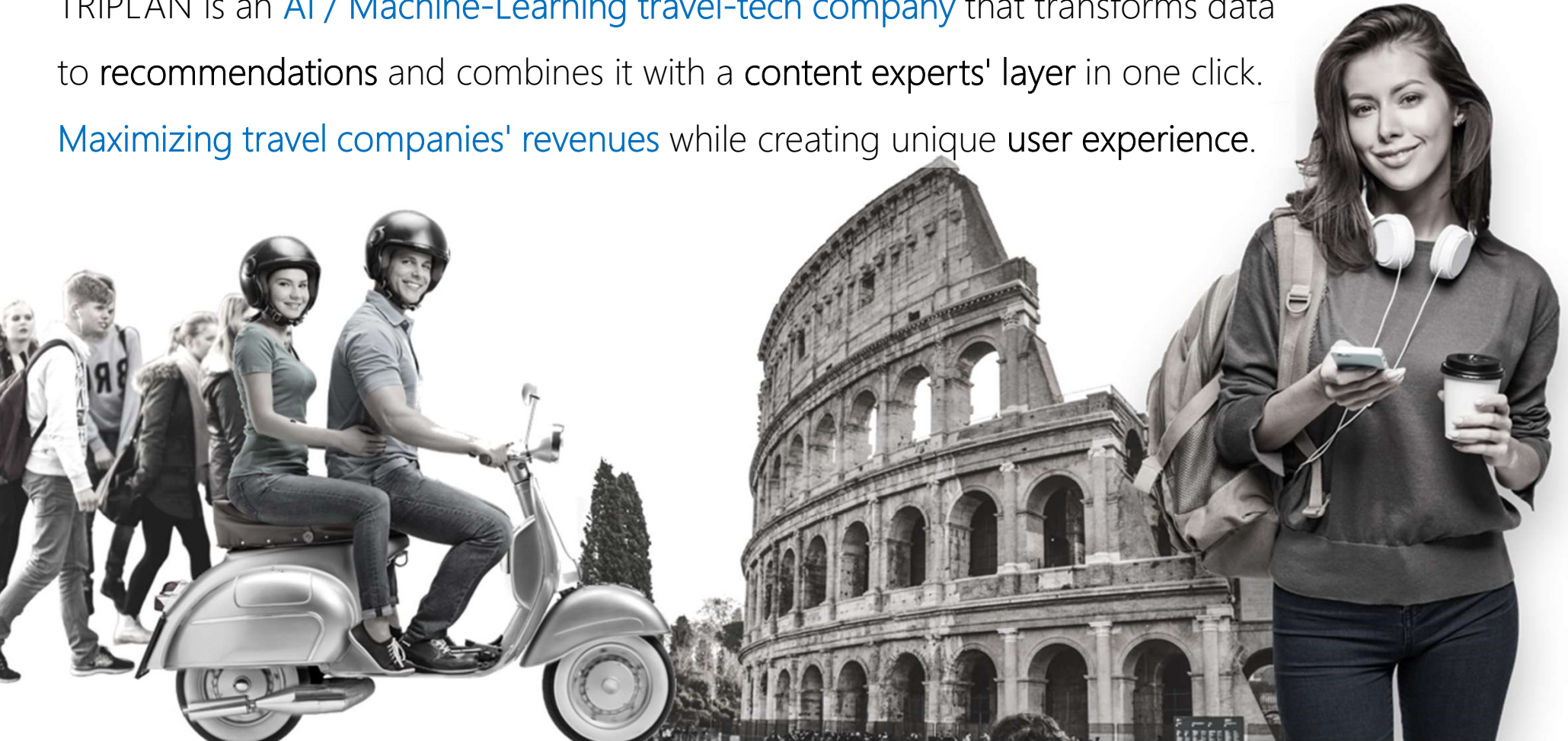
TRIPLAN
SMART TRAVELING

About

TRIPLAN is an AI / Machine-Learning travel-tech company that transforms data to recommendations and combines it with a content experts' layer in one click. Maximizing travel companies' revenues while creating unique user experience.

Vision

To transform travel inspiration into unforgettable experiences.

Combines cutting-edge **planning technology** and **expert-generated content** to provide **customized daily itineraries** in real time.
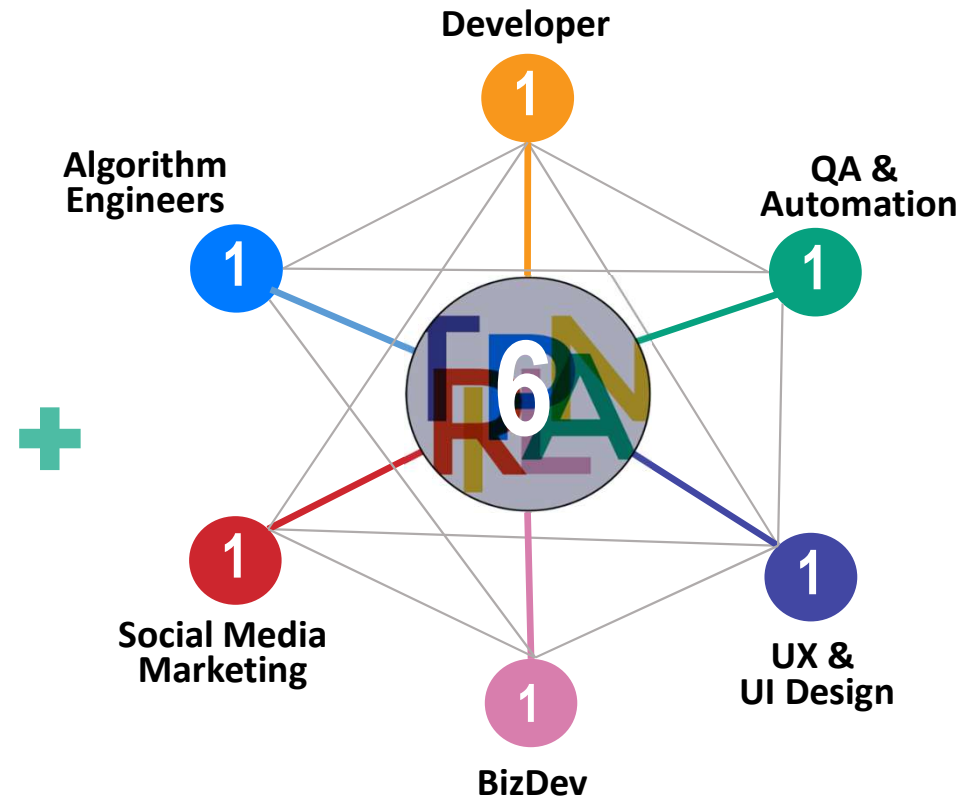
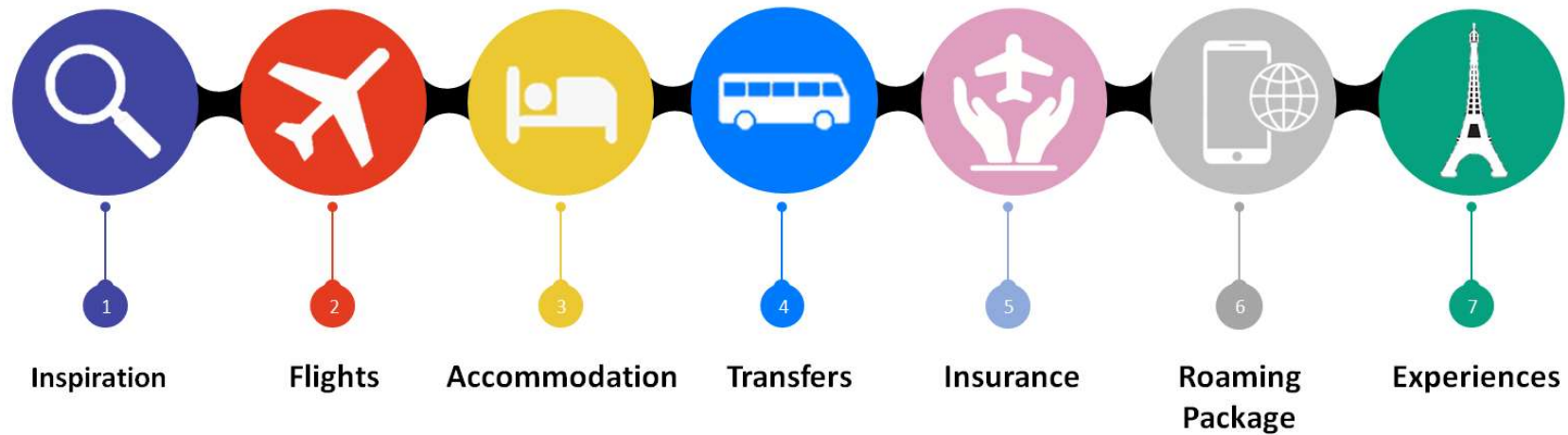Skip the line

Our team

Omer Egozi M.A **CO-CEO**

- **Business development**, project management, and **executive** roles in technology and **tourism**.
- Led resource development and operational teams in ITC and Kinnevik AB, The Glocal Forum.
- A **broad understanding** of the **travel industry**, its sub-sectors, trends, and innovations.
- Extensive experience in executive leadership, with a track record of success in **managing a large division**.
- Strong understanding of **corporate finance**, **strategic planning**, and operational management.

Avi Bosmat MSc **CO-CEO**

- Self-taught and **innovative** and with high analytical ability.
- My leading professional strength is **Turning abstract problems** into mathematical models by focusing on effective development.
- Expertise in **risk analytics** and **threat assessments**.
- Expertise in identifying hidden behavioral patterns within complex processes.
- Developing **trend** identification algorithms and analyzing multidimensional data to generate **insights** for prevention, detection, and prediction.
- Detecting **anomalies** using **semantic relationship analysis** and statistical analysis.
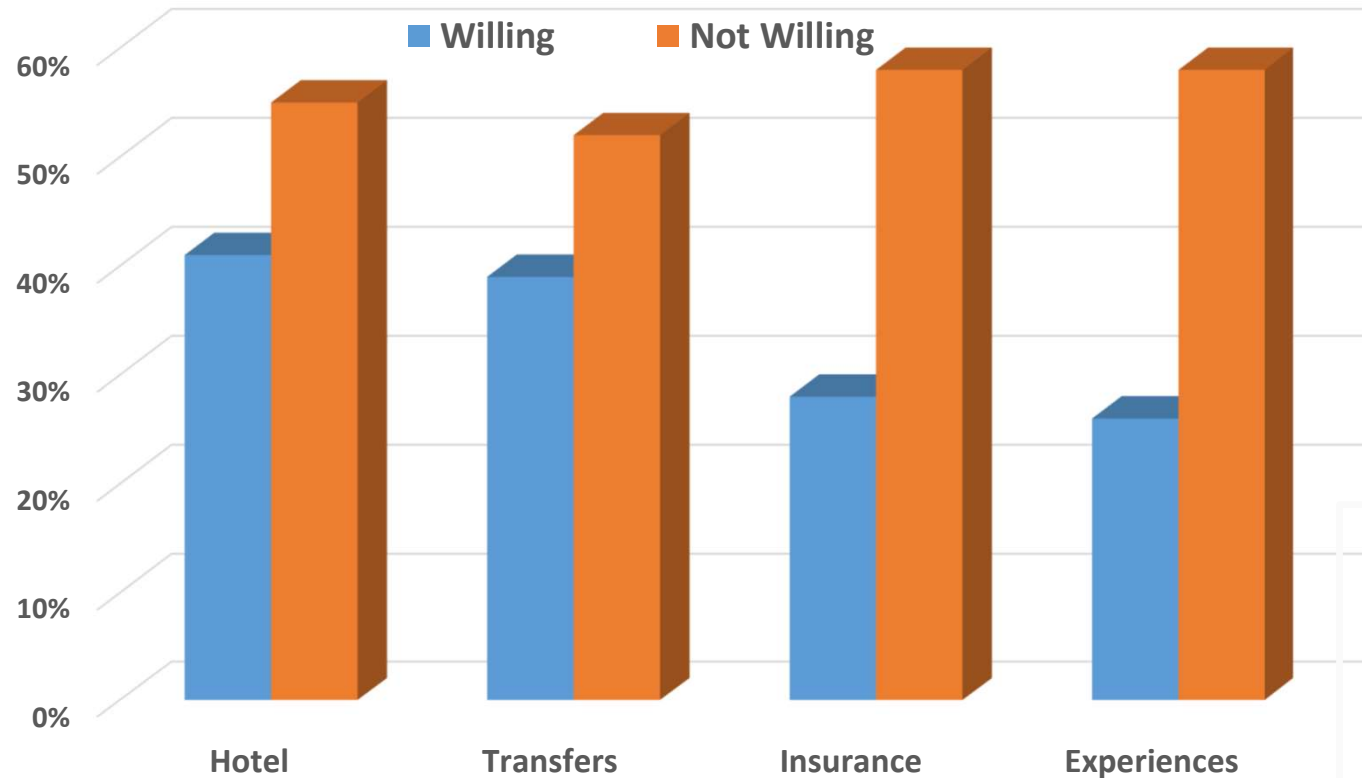- Developing **predictive models** and **recommendation engines**.

Developer 1

QA & Automation 1

Algorithm Engineers 1

6

Social Media Marketing 1

BizDev 1

UX & UI Design 1

The Problem- Cross-Selling **Loss**

Inspiration Flights Accommodation Transfers Insurance Roaming Package Experiences

- long travel flow

- Short-time interactions
With customers

Cross-selling revenue
losses

Market Opportunity – Cross-Selling
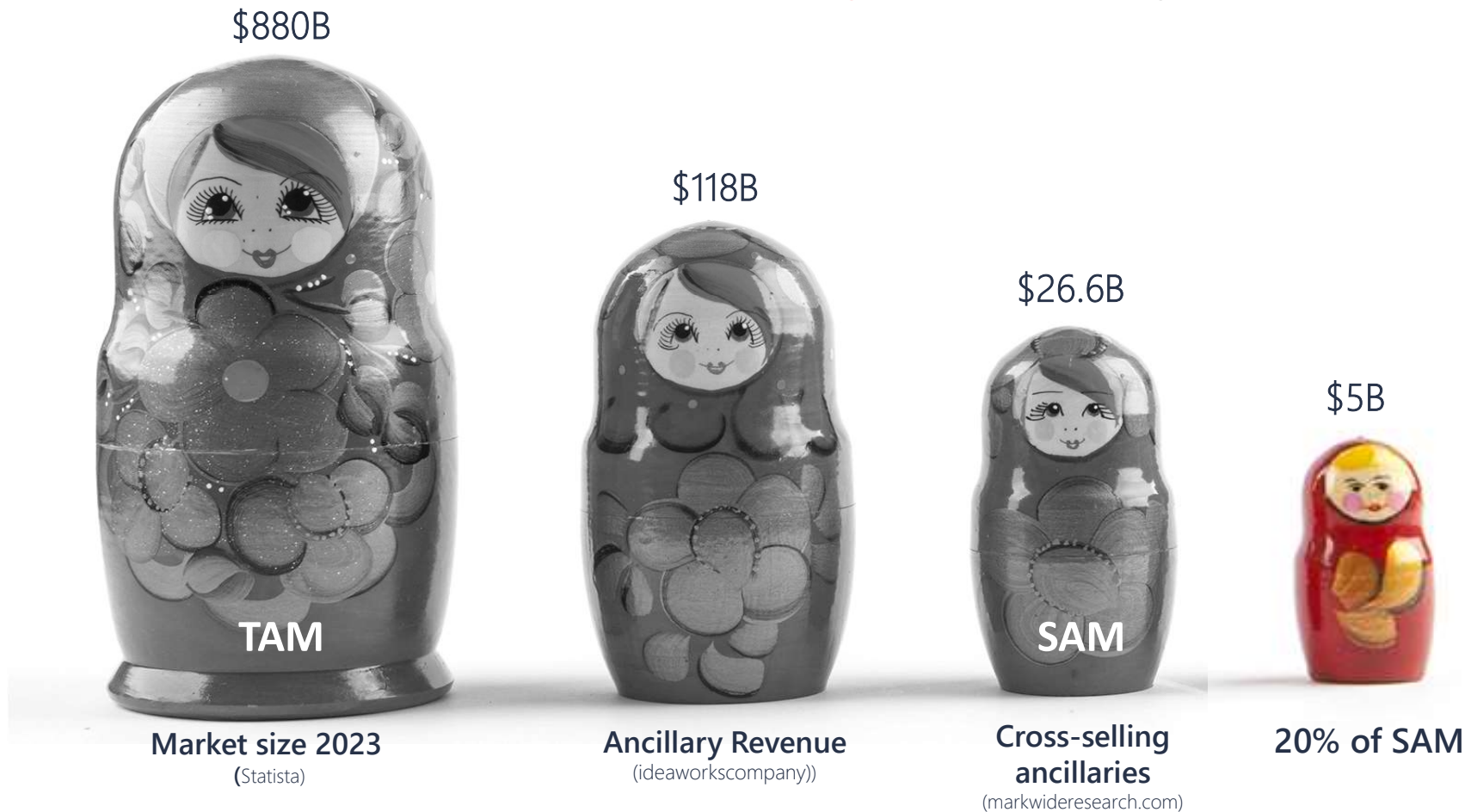## e.g. In Airline Booking

$880B

$118B

$26.6B

$5B

TAM

SAM

Market size 2023
(Statista)

Ancillary Revenue
(ideaworkscompany))

Cross-selling
ancillaries
(markwideresearch.com)

20% of SAM
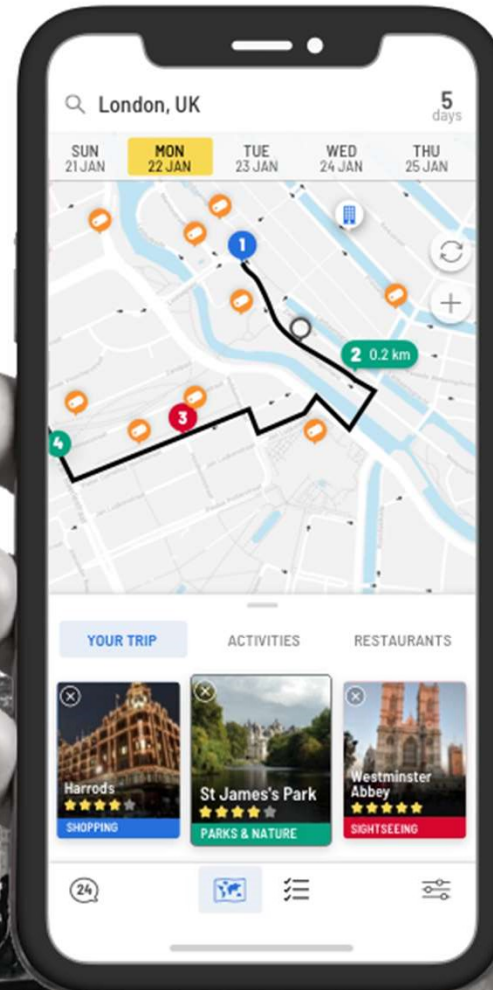
Business Model - B2B2C RevShare

MARKETPLACE

5Y Projection

Traffic providers

	Revenue	Paying Users
Bloggers	$50M	5.3M
Travel Agencies		
Airlines	$3.7M	1.5M
Hotel Chains	$33M	3.3M
T.V. channels	$14M	0.3M
DMOs	$13M	0.8M
Loyalty Clubs		
Travel Insurance	$9M	3M
Cellular providers	$9M	3M
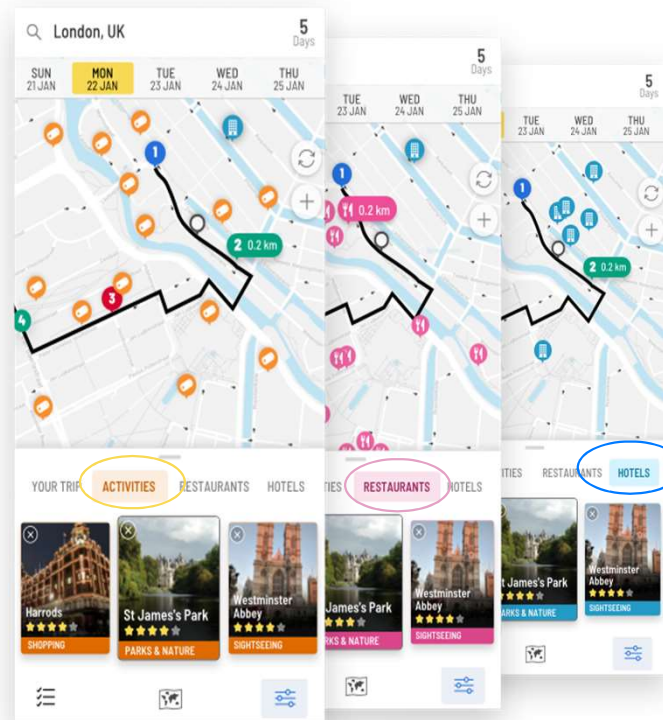
Content providers

Tours & Activities

GetYourGuide · viator · KLOOK · SportsEvents365 · musement

Restaurants

Packages

Transform travel inspiration into unforgettable experiences

Business Model - Attention Merchant
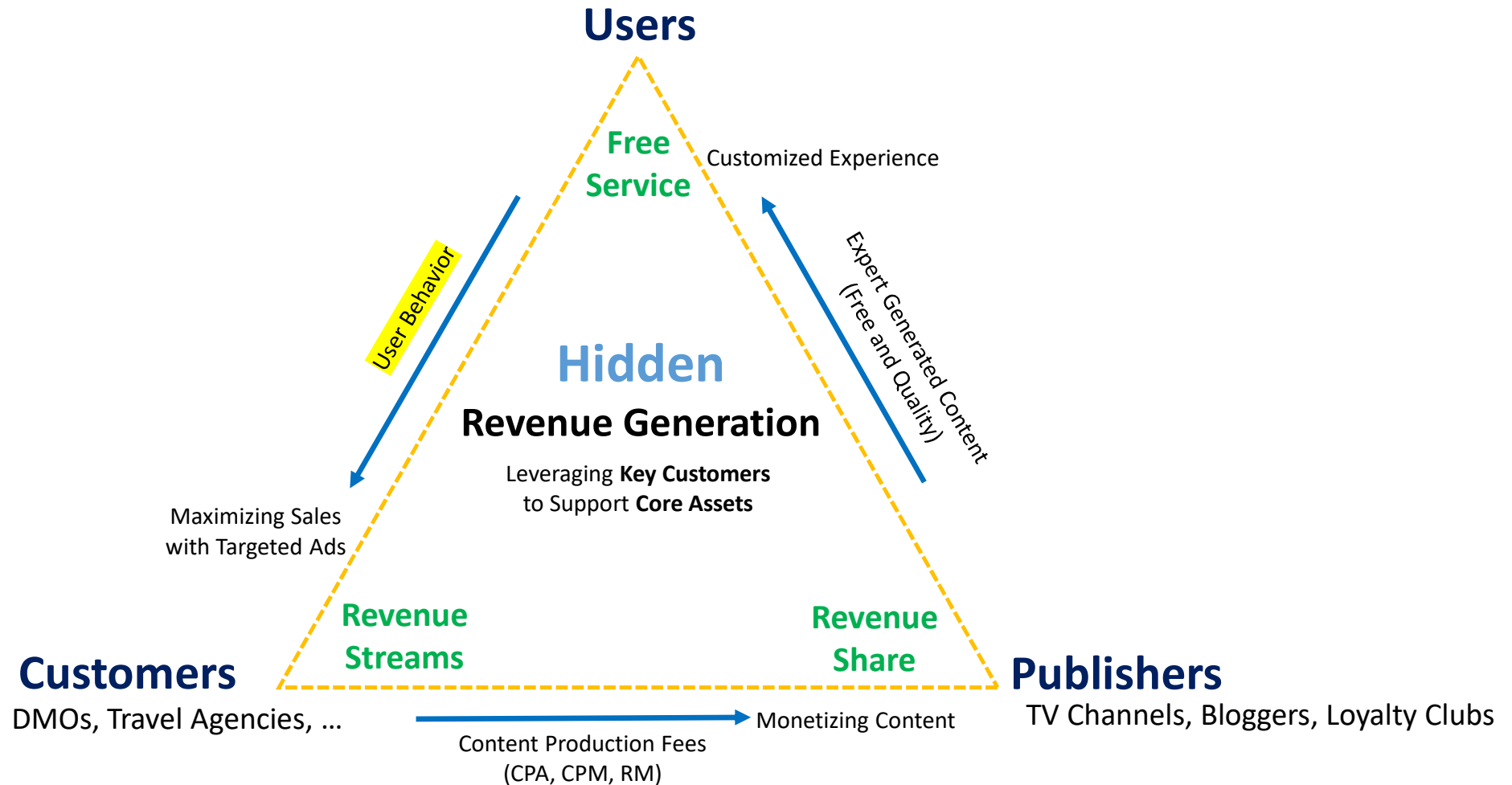
Users

Free Service

Customized Experience

User Behavior

Expert Generated Content (Free and Quality)

Hidden
Revenue Generation

Leveraging **Key Customers** to Support **Core Assets**

Maximizing Sales with Targeted Ads

Revenue Streams

Revenue Share

Customers
DMOs, Travel Agencies, …

Content Production Fees (CPA, CPM, RM)

Monetizing Content

Publishers
TV Channels, Bloggers, Loyalty Clubs

Traction

	Request for cooperation / Singed NDA	Cooperation Agreement	Implemented partnership
Tours & Activities Aggregators			Get Your Guide, viator, musement, Tiqets, bookit
Travel Agenesis		yatra	GenesisTours, MonaTours
Loyalty Clubs	GateHub (WeChat Pay, Tencent Cloud), bttr_, MasterCard		
Airlines		EL AL	
Hotel Chain	ACCOR, AFI HOTELS		
TV Channels		SOFAST	iKOMG, wazcam
DMOs / Tourism Board	THE JERUSALEM DEVELOPMENT AUTHORITY, #VisitCzechia		

Customers (Tours & Activities Aggregators, Travel Agenesis, Loyalty Clubs)

Publishers / Distributers (Airlines, Hotel Chain, TV Channels, DMOs / Tourism Board)

Use case no.2 - TRIPLAN+

Set-Jetting – from Viewers to Users

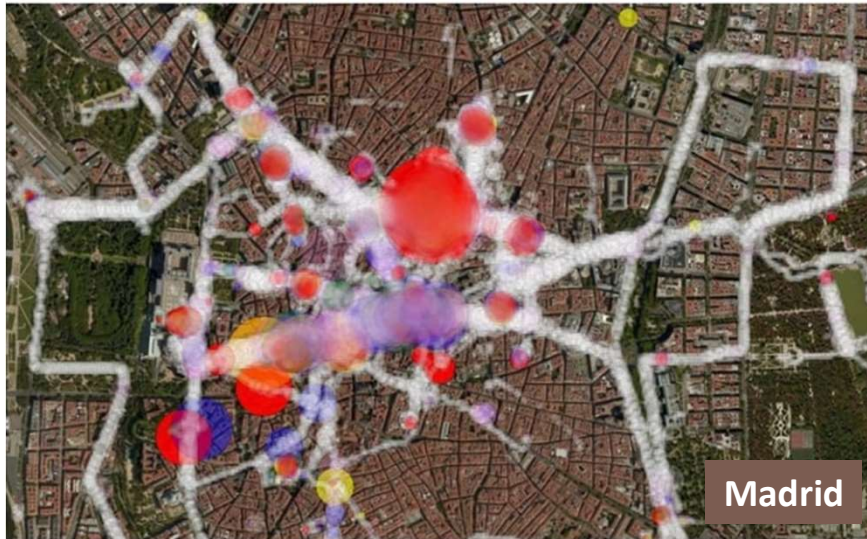

105 TV Channels
USA, France, India

214M Hours/Month

Use case no.3 - Heat Maps
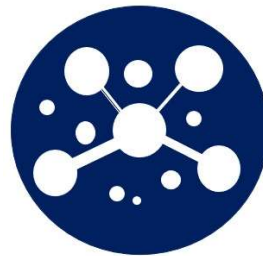
Capturing activity patterns presented by trajectory data

Madrid

Rome

Value Proposition- Business Partners

CROSS-SELLING

Commission from travel packages and Tours & Activities

COLLABORATIVE KNOWLEDGE

Enhancing depth & accuracy of our recommendations

CUSTOMER BEHAVIOR INSIGHTS

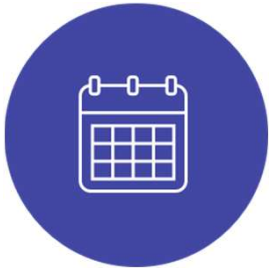From heatmap analytics (Spatio-Temporal Insights)

INCREASING LOYALTY

Through personalized recommendations

Value Proposition - User

CUSTOMIZATION

- Creating a **detailed profile** of any Point of Interest (POI).
- Identifying list of **relevant POIs** based on **user's preferences.**

PLANNING

- Providing daily, efficient and **fully automatic** route planning.
- Presenting **route on your mobile map.**

DYNAMIC

- Providing a **dynamic navigation** tools on the spot.
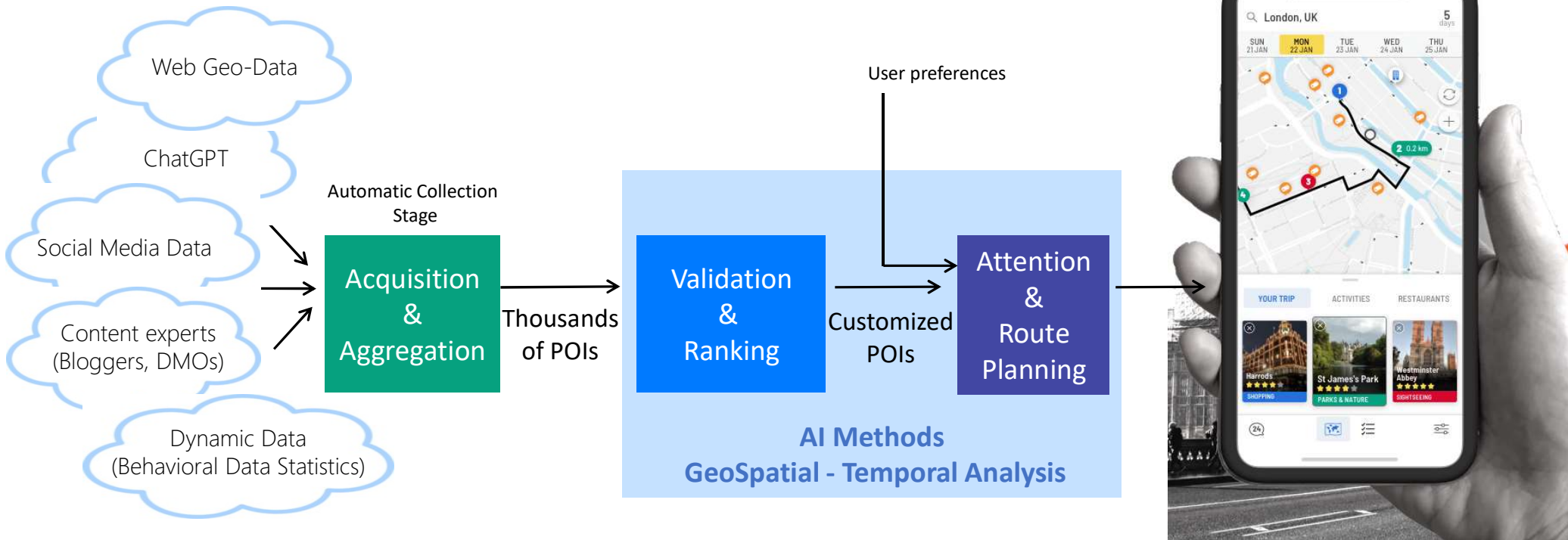- Adjusting itineraries according to **real-time information.**

SCALABILITY

- **Scale up On-Demand (SOD).**
- ability to on board thousand cities.

Technology

AI Recommendation Engine

Web Geo-Data

ChatGPT

Social Media Data

Content experts
(Bloggers, DMOs)

Dynamic Data
(Behavioral Data Statistics)

Automatic Collection Stage

Acquisition & Aggregation

Thousands of POIs

Validation & Ranking

Customized POIs

User preferences

Attention & Route Planning

**AI Methods
GeoSpatial - Temporal Analysis**

cutting-edge planning technology
and expert-generated content

customized daily itineraries in real time

Competition

**Automatic
Attractions Discovery**

PLACEPASS

TourScanner

GET YOUR GUIDE

viator

TripAdvisor

Withlocals

Sygic Travel

Time Out

MyCityHighlights

Google Travel

routeperfect

TripWolf

Bridgify

Klarna.Trips
(Inspirock)

TRPLN

**Manual
Route Planning**

SeeVoov

iplan.ai

Tripplanner.ai

**Automatic
Route Planning**

Triposo

Culture Trip

PocketGuide

Visit a City

Ulmon

Lonely Planet

Travel + Leisure

Michelin

**Manual
Attractions Discovery**
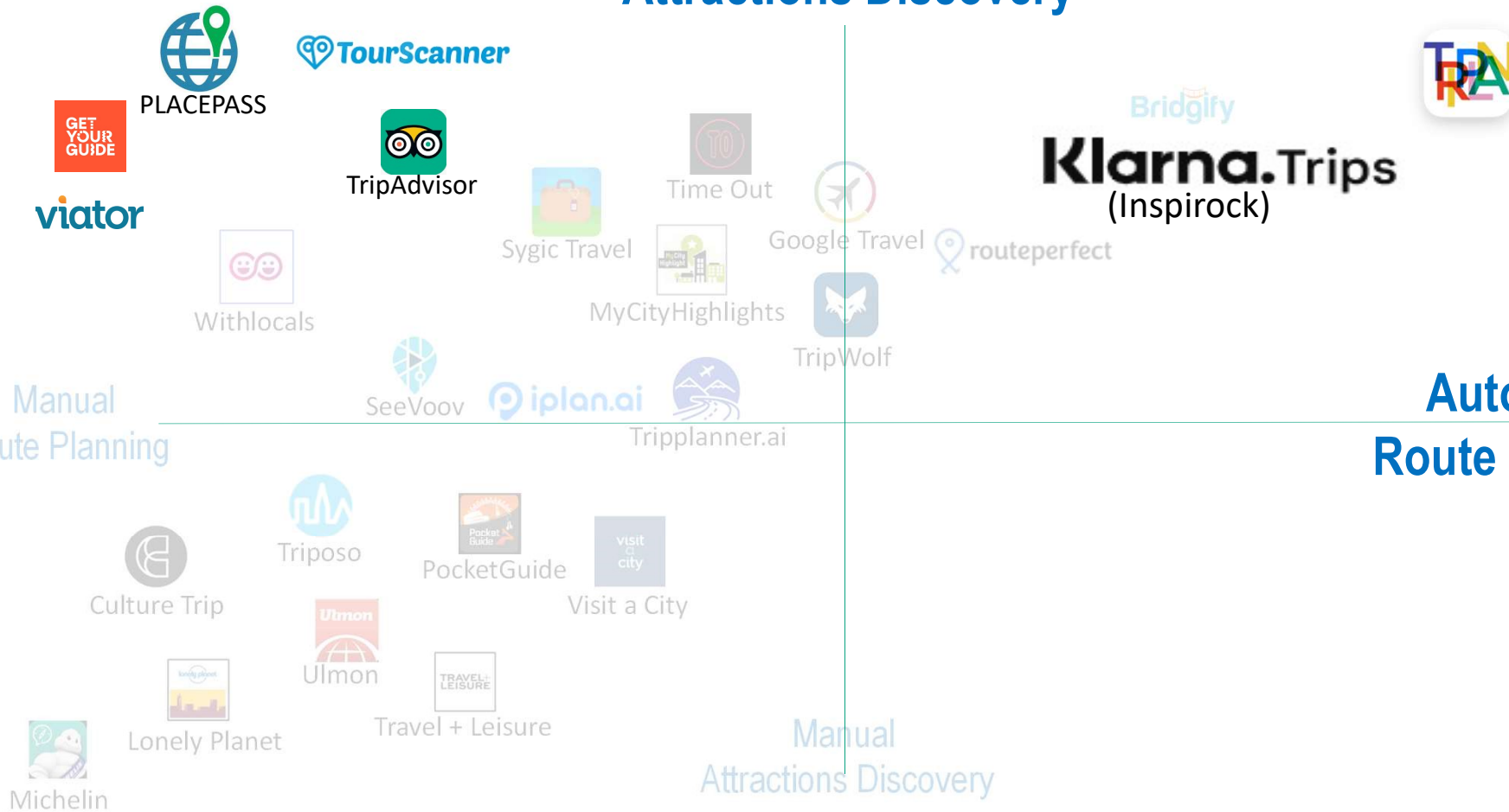
Funding Opportunity – Seed Round

Bootstrap
Experienced Team on Equity

Pre-seed round
Raised to date: $663K

Seed Round
Current needs: $3M
Valuation pre-money: $6M

G&A   S&M

$3M

R&D
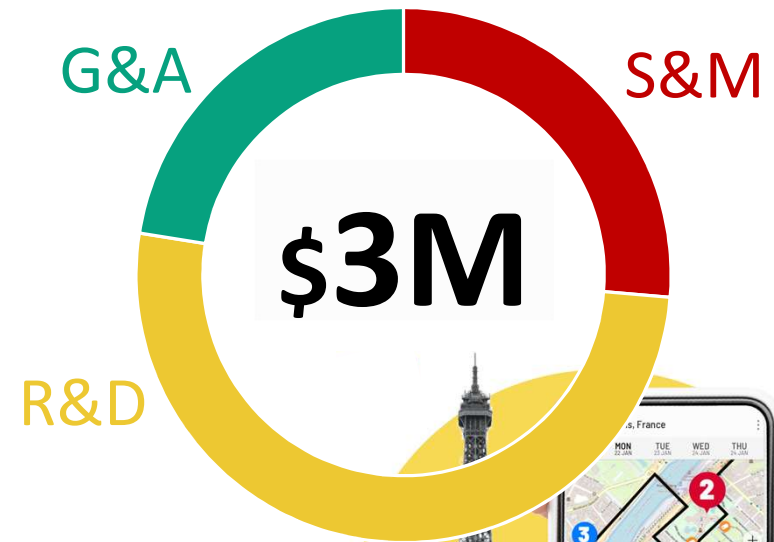
Expected results – Year 1			Expected results – Year 2		
Revenue	Paying users	Business partners	Revenue	Paying users	Business partners
$626K	16K	86	$4.7M	700K	767

5 Year Projection

M$	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	0.6	4.8	18	41	69.3
S&M	0.4	0.6	1.1	1.7	2.3
R&D	0.9	1.1	1.3	1.8	2.3
G&A	0.4	0.4	0.7	0.8	0.9
EBIT	-1.1	2.6	14.8	36.7	63.8

Revenues & Expenses

THANK YOU
FOR YOUR TIME.

TRIPLAN

SMART TRAVELING
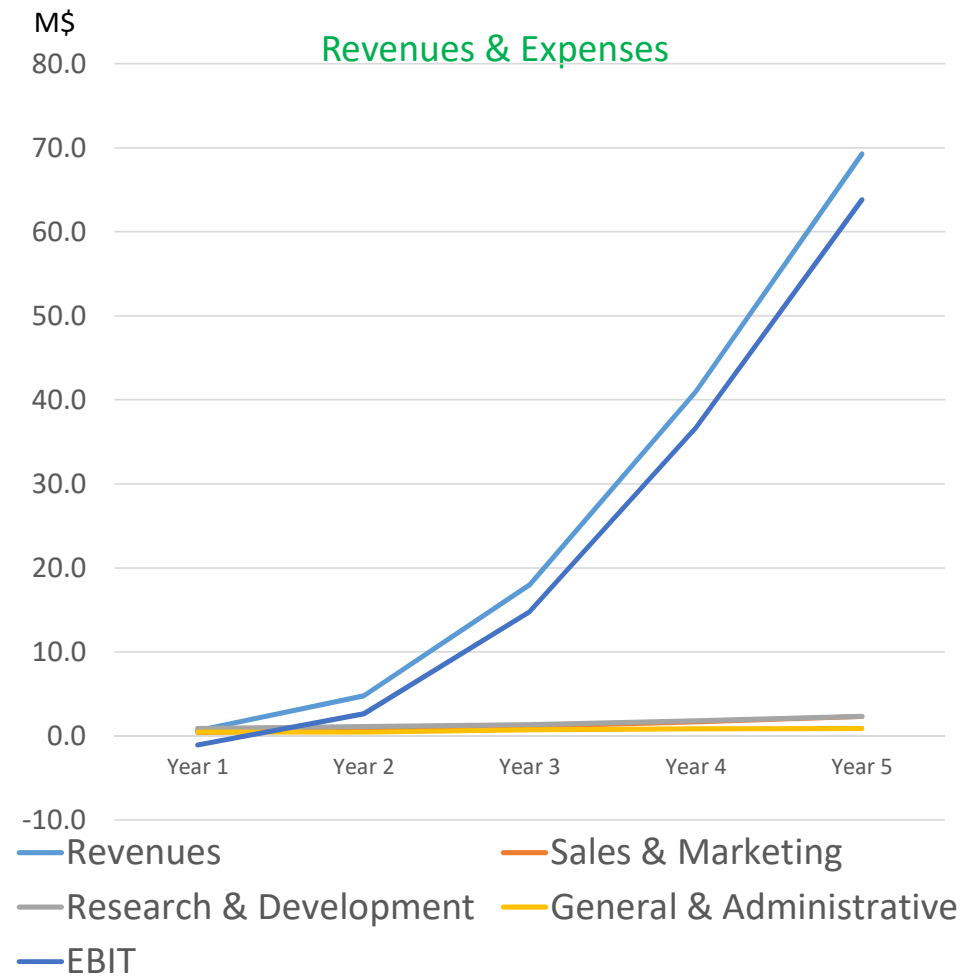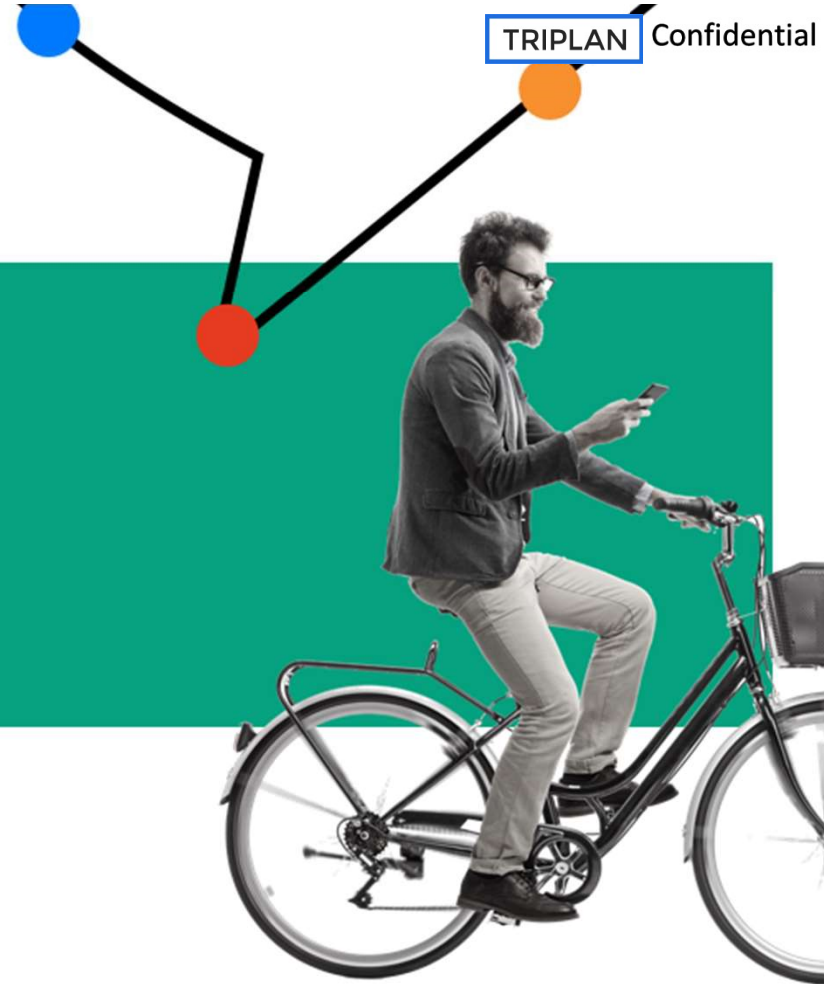
omer@triplan.travel / +972 54 240 6700   avi@triplan.travel / +972 52 618 0835