

Making the point of travel inspiration bookable

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Samenvatting

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URL: <https://venturecapital.nl/making-the-point-of-travel-inspiration-bookable/>

Contact & Site

Extra beschrijving

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This startup is creating the Shopify for travel by leveraging influencers and content to make vacations bookable via social media. 86% of all travelers choose their next vacation on social media. The problem is no one is leveraging this influence and content for booking so travelers are spending an average of 10-20 hours of additional research on multiple websites to build the vacation that was just presented to them. We've created a "One Click Away" solution to get you that trip.

Current traction:

- Ad spend sprint resulted in \$300k in sales (7k in ad spend) so far with a massive amount of people in the funnel to close over the next month(\$150k-\$400k). Lead generation is still very low for this startup at under \$3. Currently they have 15k customers in the sales funnel.
- The company is getting ready to launch a Virgin Voyages campaign and are also in the process of another campaign with Tripscout. They are the #1 travel planning app and have 20m followers across their social media accounts.
- Technology team working full time on automated booking.
- Their Instagram accounts have grown to 500k followers.

Business Model:

15% booking commission and revenue through brand integration, affiliate marketing, licensing of content and a membership model.

Customer type / profile:

Millennials who make between 80-250k a year.

Preferable investor type:

Angel investor, Venture Capitalist

USP's:

Unique content and influencer partnerships

Capital amount needed:

US \$2.000.000,- (At a US \$15m pre-money valuation the company is 20% subscribed.)

Investment need:

- Marketing 30%
- Technology 30%
- Operations 20%
- Staff 20%

Sector:

Travel, Media, Advertising & Communications

Phase:

Series A

Number of founders:

3

Current number of employees:

10

Monthly turnover (current):

US \$400.000,-

Turnover (forecast) next 12 months:

US \$3.088.220,-

Current monthly expenses:

US \$30.000,-

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