Pitch Deck

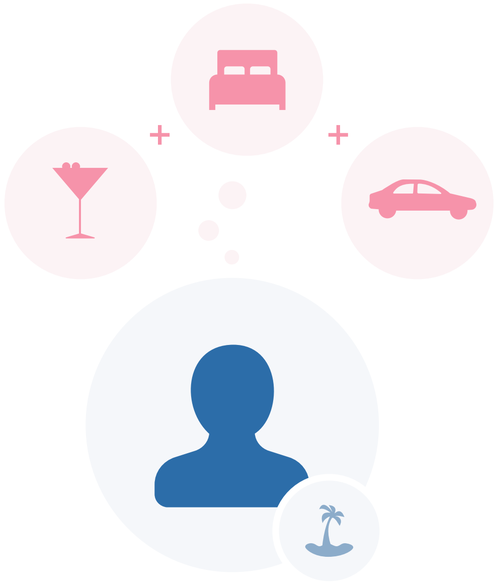


Vervendo

Redefining Online Booking

Problem

- Travelers crave personalisation.
- Finding the best deal is very frustrating.
- Hosts, of all types of accommodations, can only play a passive role in the traveler's final decision.



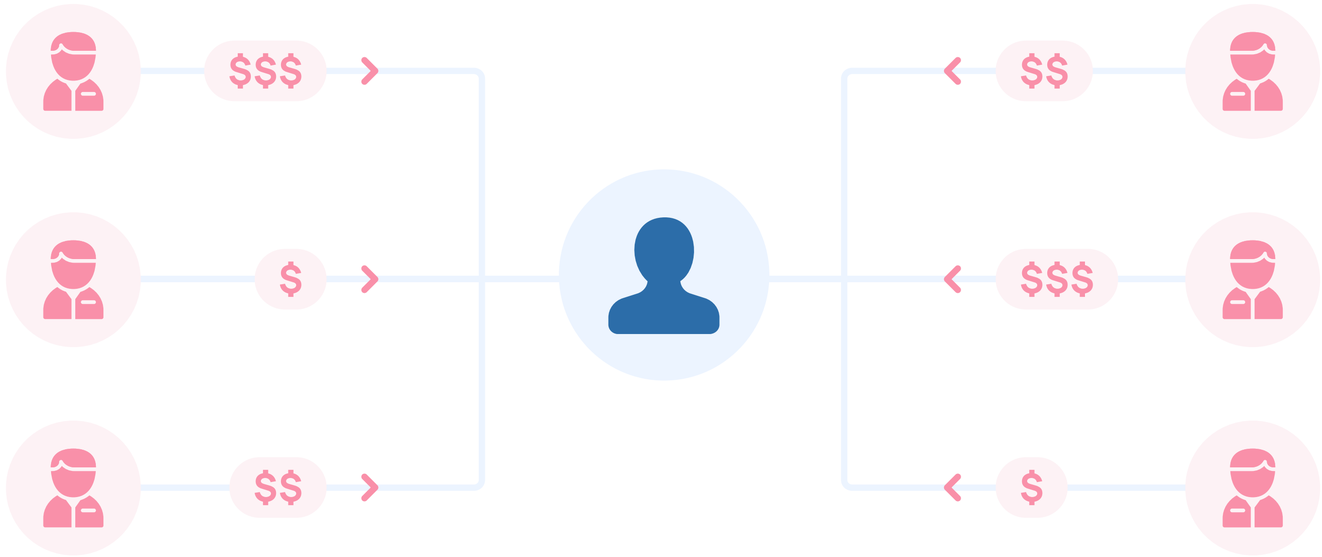


Solution

Vervendo

A web platform where:

- Travelers are able to broadcast their needs directly to hosts.
- The whole process is demand driven, putting the traveler in the epicenter.
- Hosts can easily respond with their most compelling, tailor-made offers, including price reductions and any additional services.

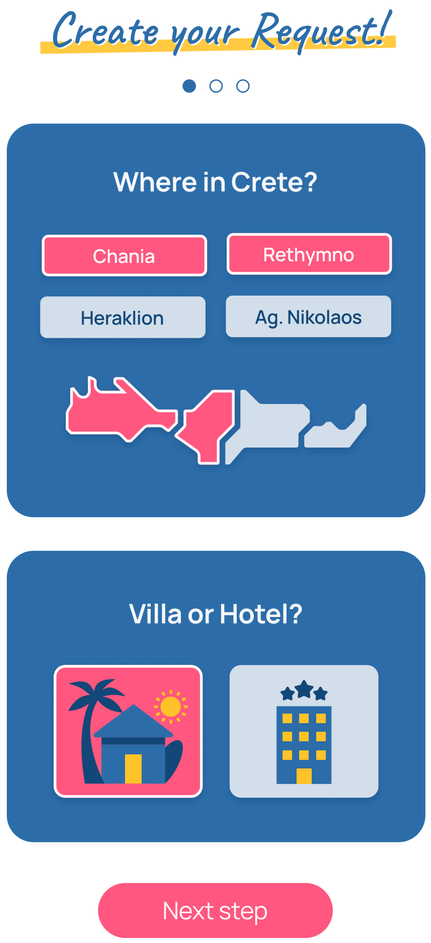


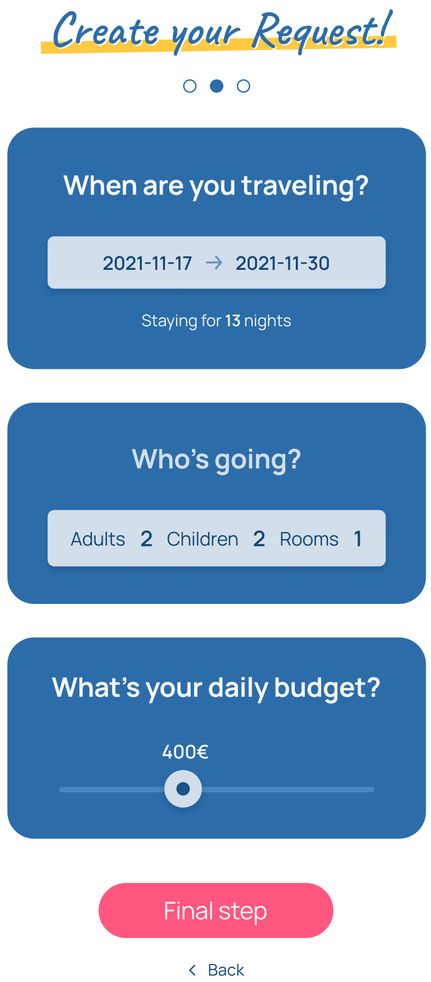
Product

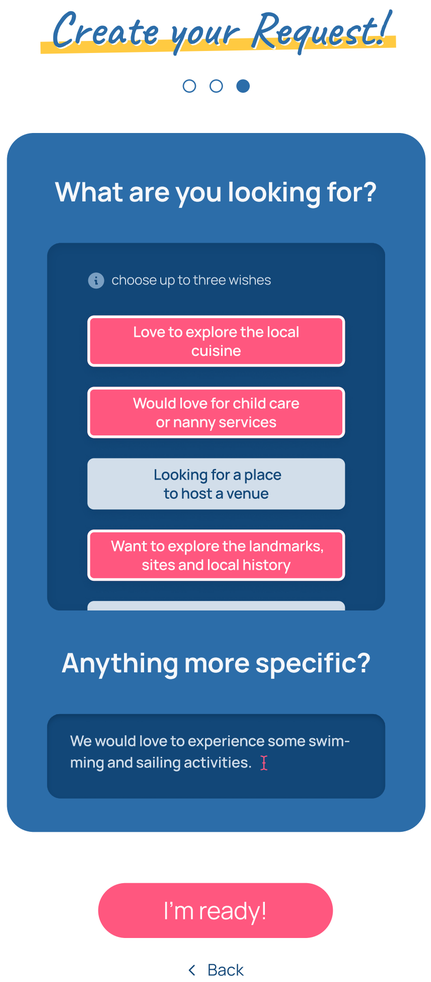
Vervendo

Travelers create their request with their basic preferences, including their budget, experiences they wish to enjoy, and a note to the hosts.

This request can either be broadcasted to all properties meeting the above requirements or to properties selected by the traveler.







Product

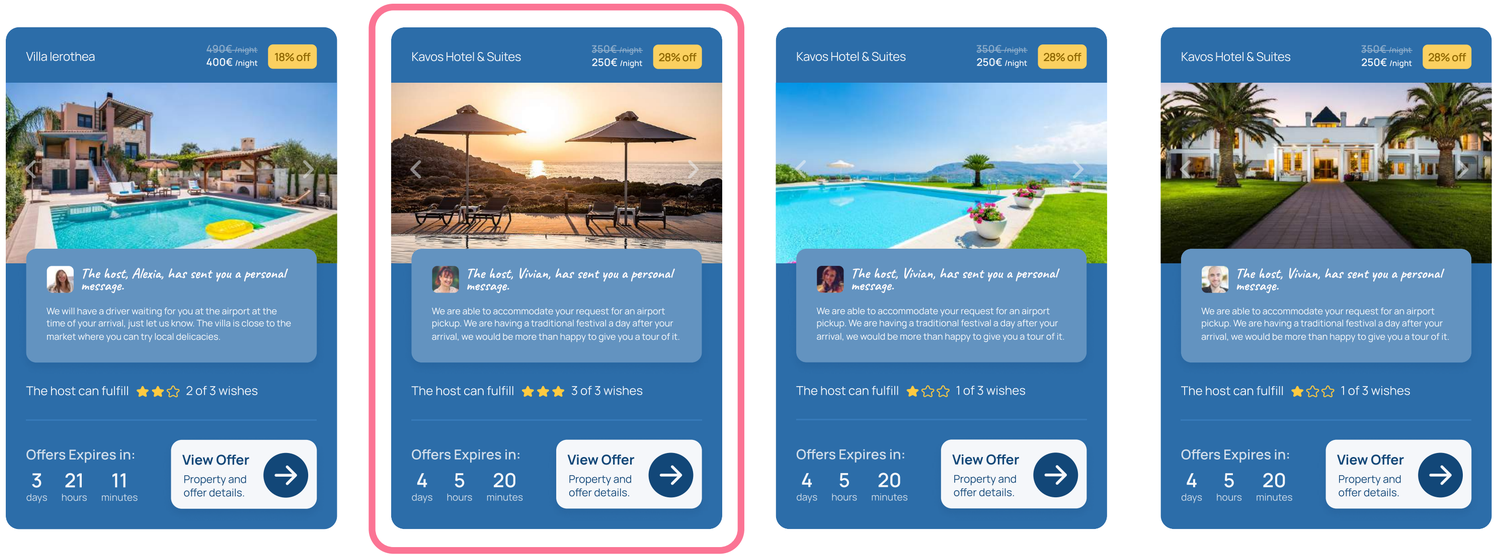
Hosts respond to travelers' requests, through their own dashboard, by creating custom offers that include price discounts, bookable services, experiences, and a note replying to any added details.

Hosts are a hub to local action, promoting their property in various ways, depending on the time of the year, the selected experiences, and more.

Vervendo

Result Page

Displaying the list of offers from a request



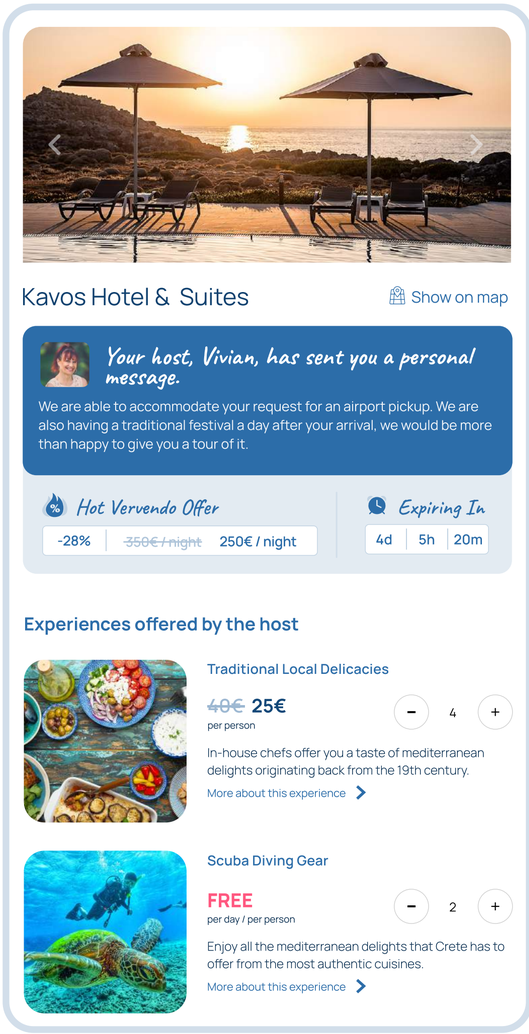


Product

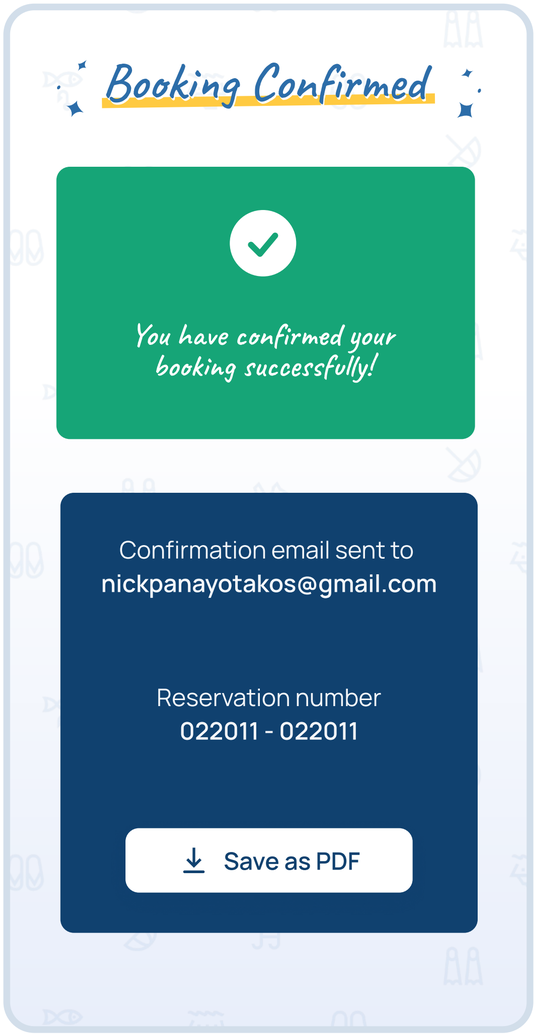
In the Property Page, travelers can further personalise their vacations.

Travelers can book additional unique experiences offered in-house and/or outsourced by the host, as well as, find more details about the accommodation and what is available in the area.

Property Page
Displaying details of the property and offer



Confirmation Page
Providing the traveler with final details



Traction Questions

Vervendo

We developed an MVP to test the following:

1. Will hosts embrace Vervendo’s concept by listing their property?

2. Will travelers create their requests by signing up using their email?

3. Will hosts respond to their requests with appealing offers?

Traction Results

Vervendo

May

Jun

Jul

Aug

Sep

For the year 2021

95%+ conversion rate on-boarding properties

- Signed 100+ villas in Crete.

1.000+ requests

- 65% of requests enriched with wishes and/or personal notes.

High demand for personalised offers!

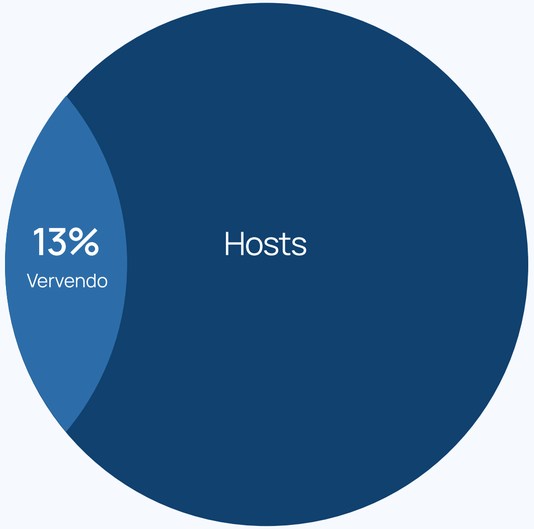
23.1% of users that visited Vervendo in September created an account and sent a request.

20.000+ offers

- 60% of offers had discounts.
- 50% of offers were enriched with experiences and/or personal notes.
- 16% average discount on original prices from all offers sent.

Business Model

Vervendo



We take a **13%** (after taxes) commission on each transaction for **both accommodation and services.**

Based on the factors on the right, we incentivise our hosts by rewarding them with **commission reductions** starting at 13% that can drop down to **8%.**

Sales Volume + Answer Ratio + Response Time

Go To Market Plan

Vervendo

Digital Marketing

+

Partnerships



Competition

Describes the difficulty for travelers to find the best overall deals for what they're looking for.

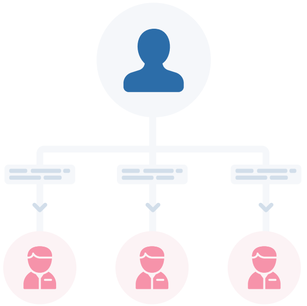


Competitive Advantage

Vervendo

First to Market

As a booking platform with personalised offers and a cross selling point for other services and activities provided by the properties.



Broadcast Intention

By sending one request, the travelers receive multiple personalised offers that fulfill their needs.



Reverse Auction Structure

Strengthens competition, driving rates lower.



Host Incentives

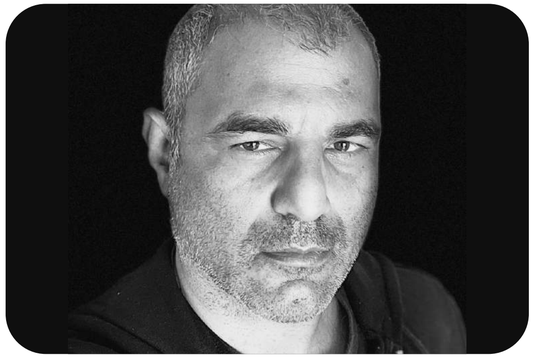
They can exploit every property's feature in different ways, increasing yield by upselling services and rising customers satisfaction.

Team

Vervendo



Dimitris Andriotis
CEO & Co-Founder



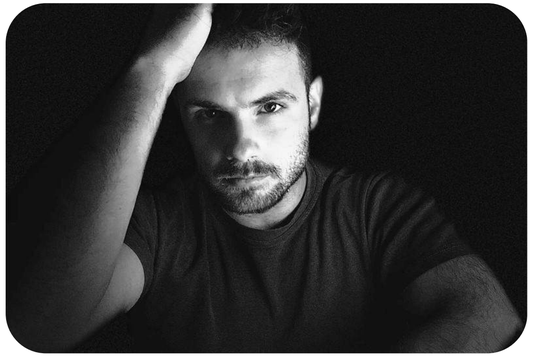
Ioannis Koutrakis
Business Development
& Co-Founder



Orestis Loizidis
Product Manager
& Public Relations



Lydia Abastado
Design Consultant & Investor



Vaggelis Gkinis
Backend Developer



Nicholas Panayotakos
Designer & Frontend Developer

Financial

Vervendo

Looking for 550k €, for a 12-month financing operation to transform the high demand into revenue.

We are aiming to:

- Onboard 1.500 properties in Crete, Greece.
- Enhance software infrastructure.
- Increase brand awareness and social media presence.
- Extend our user base by creating 50.000 requests.
- Estimated expected outcome of 5.000 bookings leading to 175k € revenue.