



# BookinGem One-Pager Business Plan



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## Problem to Solve & Solution



### Problems of traditional online services

- ✓High commission rate when booking
- ✓The lack of transparency
- ✓Manipulating prices and hotel loading information.
- ✓Lack of an objective reputation system

### Solution:

A virtual travel agency with artificial intelligence to create individual tours, with blockchain technology for booking per-to-per hotels. Transparency, reliability, lack of intermediaries

## FEATURES



Constructor of tours - a virtual travel service with artificial intelligence

Hotel reservation service

Service for the sale of tickets for transport

Service for the sale of excursions

Decentralized rating system and referral program

## Market Analysis



Total Addressable Market **\$ 92.7 billion**

Served/Serviceable Available Market **\$14 billion**

Serviceable & Obtainable Market, Upon reaching a 5% online booking market share, BookinGem revenues will be **\$0,62 billion**

## Customer Segments



**Tourists** who organize their trips on their own and create an individual tours.

**Travel agencies** that create individual tours for tourists who prefer to turn to specialized services.

**Small and medium-sized hotels** in all countries of the world.

## Mission, Vision & Strategic Objectives



**Our mission** - is to develop a truly automated and decentralized process for creating an individual tour and online booking of hotel rooms, transport tickets and related services using blockchain technology.

This is Amazon for the hospitality industry.

Achieve worldwide recognition for the BookinGem project.

## Competitor Analysis



The global tourism industry is dominated by several global intermediaries - these are GDS (Global Distribution Systems): Amadeus, Sabre, Travelport and OTA (Online travel Agencies): Priceline, Expedia They connect hotels with sellers (agents) and with end consumers – tourists. **The main disadvantage** of online services is the high percentage of commissions, which range from 15% to 34% of the room rate

## Technology



The foundation is the IZZZIO BigNet blockchain platform. This platform is as close as possible to the needs of the business, facilitates the integration and use of blockchain technology in the online booking service.

The source code of the platform is open and available under the Apache-2.0 license.

## Financial Plan



### To develop the project, we need \$ 600K, including:

- \$ 180K - for developing a blockchain platform
- \$ 200K - for developing a marketplace with a booking
- \$ 150K - promotional and marketing events
- \$ 70K - staff costs

Over the next three years, we plan to connect 3,000 hotels. We expect to achieve sales in 2023 of up to USD 23.6 million.