



BOOKINGEM

EcoStart Corporation

BookinGem virtual travel agency

2020





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

Company Vision - We work to become an innovative and corporate brand that puts user satisfaction in the first place for hundreds of airlines, thousands of hotels, millions of tourists, and achieve worldwide recognition for the BookinGem project.



Online booking market

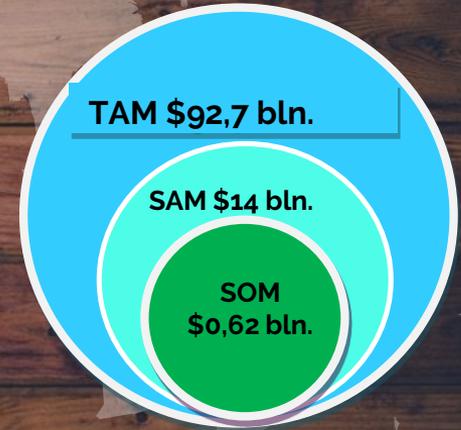
TAM - Total Addressable Market

SAM - Serviceable Available Market **15%**

SOM - Serviceable & Obtainable Market **5%**

Only numbers

- General hotel reservation market, **\$1402 billion**
- The total market for online hotel reservations (44% of the reservation market) **\$ 618 billion**
- The minimum fee for online booking services is **15%**
- Total revenue of online booking services, **\$ 92.7 billion**
- The average commission of BookinGem is **2%**,
7.5 times less than that of traditional online services,
- Upon reaching a 5% online booking market share, BookinGem revenues will be **\$0,62 billion**



Target market

 **Target market** (at the initial stage) - these are small and medium-sized hotels in all countries of the world and tourists who independently plan their trips

 **Competitors.** The global tourism industry is dominated by several global intermediaries - these are GDS (Global Distribution Systems): Amadeus, Sabre, Travelport - global distribution systems and OTA (Online travel Agencies): Priceline, Expedia - global online services. 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.

 **Benefit of our project.** BookinGem eliminates all unnecessary intermediaries in the service chain, practically nullifies all commissions. Only a small entry and transaction fee remains in the service.

Technology for BookinGem



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.



The basis of the network is a system of smart contracts running in a special EcmaContracts environment with a JavaScript engine V8

The BookinGem blockchain will have the following features:



High transaction processing speed - about 60 thousand transactions per second;



The minimum transaction processing time is 1/60 seconds;



Low transaction cost



Smart contracts with new advanced features and tools for creating them;



Free online transaction token and issuing smart contracts

Problem to Solve & Solution.



Problems of traditional online services

- ✓ High commission rate when booking
- ✓ The lack of transparency of most online services in the hospitality industry.
- ✓ Manipulating prices and hotel loading information. Misleading consumers.
- ✓ Lack of an objective reputation system



Solutions

A virtual travel agency with:

Blockchain technology for booking per-to-per hotel rooms.

Transparency, objectivity, reliability and lack of intermediaries.

Travel Assistant with artificial intelligence (AI) for self-formation of the tour and personalization of tourist services.

Our goal is to give every tourist a positive travel experience.

FEATURES



Constructor of tours - a virtual travel service with artificial intelligence and Virtual tourist assistant



Hotel reservation service on blockchain technology



Service for the sale of tickets for transport



Service for the sale of excursions



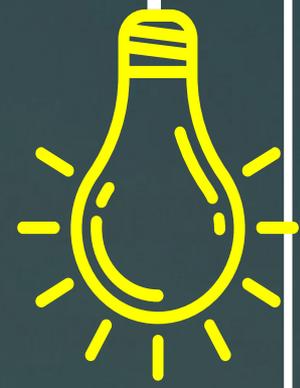
Decentralized rating system and referral program



Identity management (hotels, airlines, passenger transport companies, travel companies, various museums and attractions)



Integrated payment system with a multi-currency wallet.



Consumers



Tourists who organize their trips on their own (44% of all), who need to find hotel rooms for temporary residence, and some independently create an individual tour.



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



Hotels are the main providers of hotel services. At the initial stage, our target audience is small and medium-sized hotels in all countries of the world.

Marketing strategy

We single out the three main “Value Disciplines” at which our marketing strategy is based on:



Operational Excellence. The main bet is on the multifunctionality of the BookinGem platform and convenient functionality for users.



Customer Intimacy. We focus on attentiveness to the requests of its users and integration with hospitality industry companies, including with hotels and low cost of using the platform services.



Product Leadership. We offer the best technical service on the market, using the latest blockchain technology and artificial intelligence.

Digital & Traditional Marketing Levers to Promote BookinGem

Digital Marketing Levers

Search Engine



Social Media



Others



E-Mailing



Blog

Traditional Marketing Levers



TV



Radio



Newspaper



Billboard



Mailing



Events



Our way to the top with the benefits of the BookinGem platform:



Artificial Intelligence with Personalized Services



Hotel reservation service (booking) on blockchain technology



Eliminates the majority of intermediaries, practically nullifies all commissions.



The service is as transparent and honest as possible.



Instant payments



Reliable storage of data on all transactions (history of bookings and cancellations, purchases, returns and complaints, etc.)

Business financial prospects

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

\$ 180K - for developing a blockchain platform

\$ 200K - for developing a marketplace with a
service hotel reservations

\$ 150K - promotional and marketing events

\$ 70K - staff costs

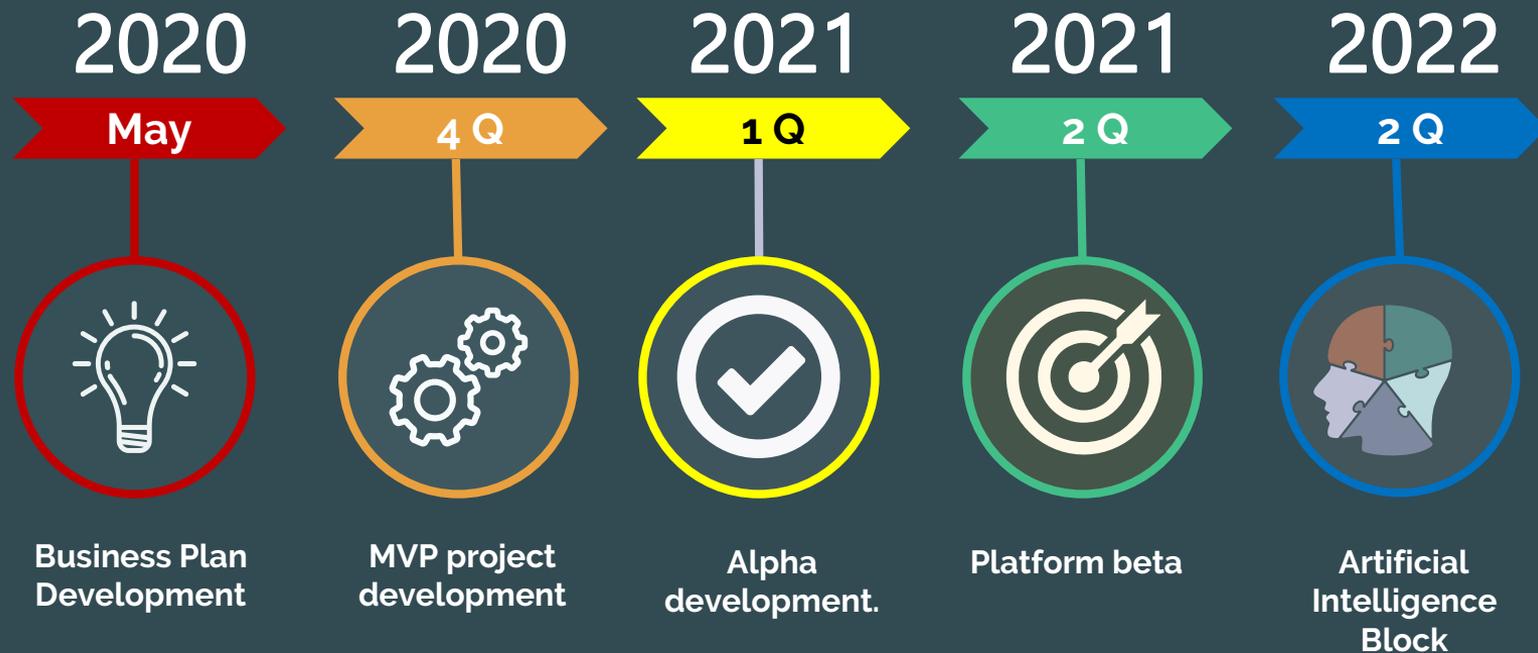
Development period 7 months

Financial forecast, thousand \$

Indicators	Years		
	2 021	2 022	2 023
Revenues from sales	789	3 947	23 680
Fixed overhead costs	(326)	(1 304)	(2 375)
Expenses for management personnel	(544)	(1 340)	(2 323)
Commercial expenses	(250)	(600)	(600)
Profit before depreciation, interest and taxes (EBITDA)	(331)	702	18 383
Profit / Cost of Capital	(2 338)	3 311	96 253

Over the next three years, we plan to connect at least 3,000 hotels to the platform..

Road map (Main stages)



Team



Olga Bergen
CEO

corporate strategist with many years of experience in the advertising and information technology industries. In recent years, he has been involved in accelerating startups. at the university of tourism. She is remarkable for her amazing ability to work. He is passionate about issues related to innovation and the popularization of entrepreneurship.



Aleksandr Goldobin
CFO

with vast managerial experience in various industries, a master in creating and managing strategic and investment programs, a person who knows how to think big, put thoughts into words and turn words into words into successful projects.



Sergey Bershadsky
CTO,

Sergey has 18 years of development experience. He's been a full stack developer in a past, and even a designer. He participated in dozens of International projects as a team lead or technical mentor. Under his management were developed projects with overall MAU more than 10 000 000 users. During off hours he prefers snowboarding or cycling.



Andrew Apuhtin,
COO

Head of the department for monitoring professional competencies and corporate training of the staff of the Directorate of the hotel complex "Center" Omega ", Professional trainer for the staff of hotels and resorts. More than fifteen years of work in first-class hotels, including 6 years as Director of Sales and Marketing at the Radisson SAS Lazurnaya Hotel (4 stars). Created and led the RSL Hotel School for more than two years

thanks!

ANY QUESTIONS?

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