

## Problem

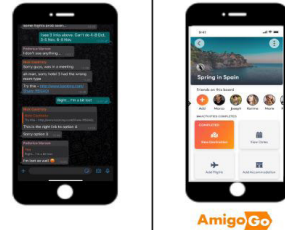
Simplest group holiday bookings are package holidays, but these methods are becoming outdated as they do not provide enough flexibility in tailoring and choice. On the other hand... DIY holiday planning brings the hassle on the group to plan and make decisions. Often discussions and long debates on group chats lead to NO GROUP HOLIDAY!

**So how do we meet in the middle and provide a solution for the future of group travel planners?**

## Solution



**From this**      **To this**



## The App

**Search** Wouldn't it be easier if all group members could just use one search engine to find the best deals around?

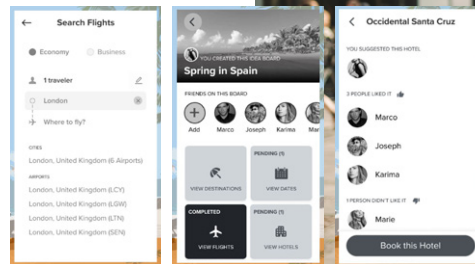
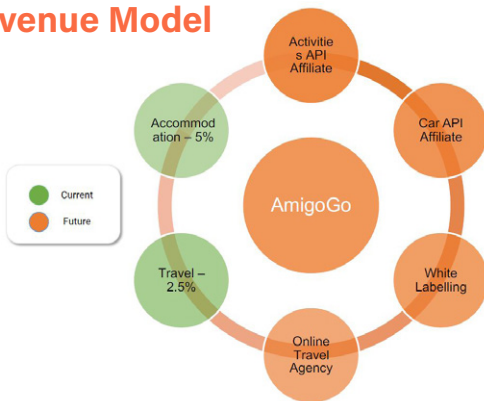
## Create a Group Idea Board

Tired of planning a group trip on WhatsApp... where the endless bickering never ends?!

## Vote and Book

63% stated that planning group trips was stressful

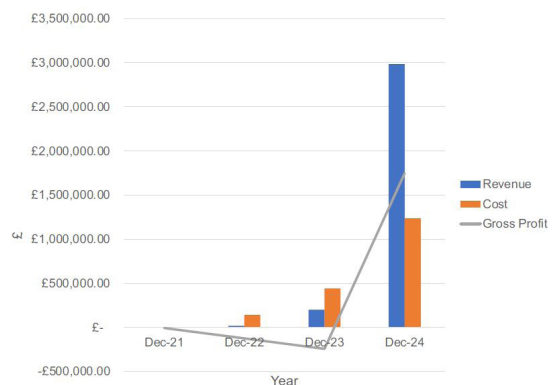
## Revenue Model



## Financial Projections

Adding more content improves the revenue AmigoGo can make; car, in-destination activities and more. Group member becomes group leader – multiplying factor.

2024 move to an accredited online travel agency model (11% avg. margin vs. current 3.75%). The break-even point is after 2 years 6 months (Jan 2024)



## Target Customers and Go-To Market

### Target Market

- UK Millennials – 14.22M
- Avg holidays per year – 5.6
- Type of holidays:
  - Short city-breaks
  - Off the beaten path
  - Multi city stops
  - Represent 36% of holidays taken by UK residents.

### Go-To Market

- Word of Mouth – Group factor
- Social media ads & influencers – Short city breakers and multi city stops will use this extensively to plan and find inspiration.
- Blogs & Reddit - Off the beaten path will use more of these platforms to plan and find inspiration.

## Addressable Market

<b>Global Market</b> £33.8B per year	<b>TAM</b> £2.5B per year	<b>SAM</b> £272M per year	<b>SOM</b> £123M per year
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By 2024, AmigoGo aims to have 2.4% of this market.

## Use Of Fund

<b>Product Development</b> Hybrid App (iOS & Android) Group leader gamification Content expansion Fintech travel Personal idea Boards	<b>Growing the team</b> 1 Full-stack developer in 2022 Travel focused dev in 2023 FinTech dev in 2023 GDS integration dev in 2024 CMO in 2024	<b>Marketing</b> Influencer advertising Social media advertising Search Engine Optimization Search Engine Marketing	<b>Operational</b> In 2024, improve our business model from affiliate agency to an accredited Online Travel Agency
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## Opportunity to Invest

**Our Ask - £400k needed for 20%, in order for AmigoGo to break even by Jan 2024 and hit 100k trips booked by end of 2024**

**£400k Funding sought**

**EIS and SEIS advanced assurance**

**£1.6M Pre-money valuation**

**£1.7M projected gross profit in 2024**

**£23.7M valuation by the end of 2024**

