



EXCLUSIVI

One line pitch:

AI for Resorts

Market Analysis:

Hotel software: \$3.8 billion was spent in 2015 globally, with guest-facing mobile technology being the spending priority for hotels (Grant Thornton, 2016) In-destination spending: \$130 billion was spent by leisure travelers for Dining, Tours & Activities (PhocusWright, 2016)

Value proposition:

Exclusivi offers hotels intelligence for driving guest spending and the tools to cross-sell in-destination experiences, incl. Shopping, Dining, Activities & Tours in an easy, engaging & fun way. Exclusivi consolidates content from the hotels, Destination Management Companies, local vendors providing a seamless experience to the end user and also collecting data and analytics to assist hotels to make informed decisions. Our CRM & Analytics dashboard offers unprecedented insights to hoteliers, while our mobile & TV apps, smart WiFi portal and marketing automation enable them act on these insights and drive conversions, at scale. We uniquely link isolated data to deliver personalised offerings.

Business Model:

We charge a Software-as-a-Service fee of €3/room/month. This charge of €600/mo for a 200-room hotel opens an opportunity of €20K/mo incremental revenue; paving the way for higher SaaS fees in the future. In parallel, we split 50:50 with the hotel the commissions from 3rd party products & services from our marketplace, including unprecedented partnerships with leading Destination Management Companies. Thus, a 200-room hotel brings us an estimated €9K/season, while the deployment of common Exclusivi-branded apps & CRM limits our cost of each deployment to <€3K

IP and Regulatory situation:

Not yet available



exclusivi

COMPANY PROFILE

- **Website:**
exclusivi.com/hotels
- **Field:**
- **Contact:**
KOURTZIS Babis
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- **Location:**
Faistou 10
14561 Kifissia, Athens
Greece
- **Founded in:** //06/2016
- **Employees:** 3
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
0
 - **Monthly burn rate:**
18K
 - **Capital seeking and date:**
350K early 2018
- **Investors:**
None