



Management dashboard

31 Mar 2016

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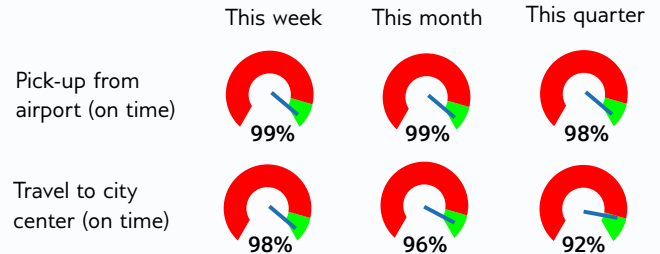


OPERATIONS

Tour completion rate



SLAs fulfillment



SALES

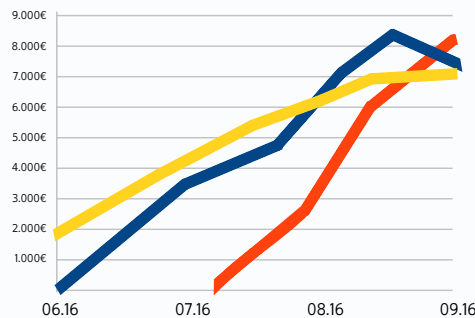
May 2016

1	4	2	4	3	5	4	5	5	4	6	8	7	7
8	5	9	4	10	3	11	4	12	4	13	9	14	9
15	6	16	4	17		18		19		20		21	
22		23		24		25		26		27		28	
29		30		31									

▼ **5.31** premium trips sold daily

Sum of premium trips in May 2016: **86** in Q2 2016: **860** ▲

Trip sales monthly by airports

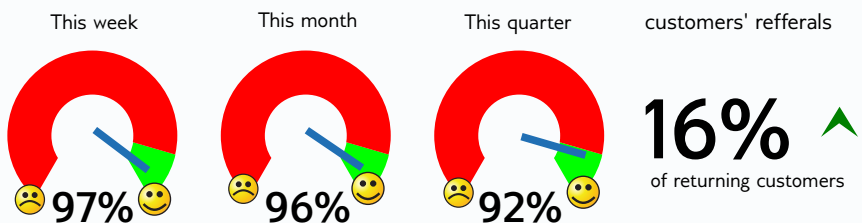


MEDIA

 **15009** likes (56 this week)

 **2380** tweets this week

CUSTOMERS



29% ▲ customers' referrals

16% ▲ of returning customers

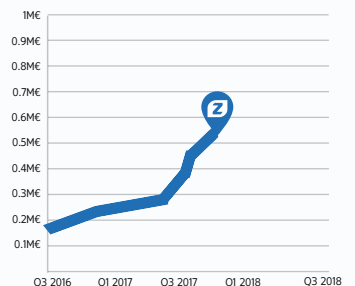
VALUATION

Current company valuation

523k€

Progress since last evaluation

8.6% ▲

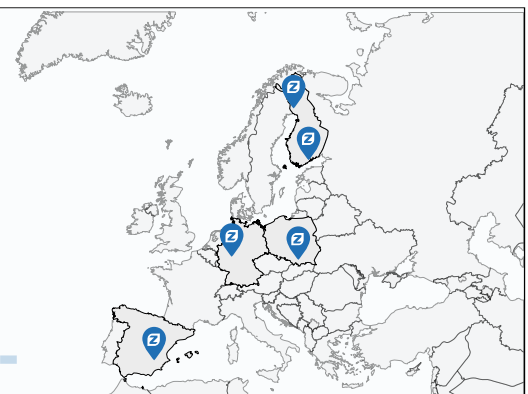
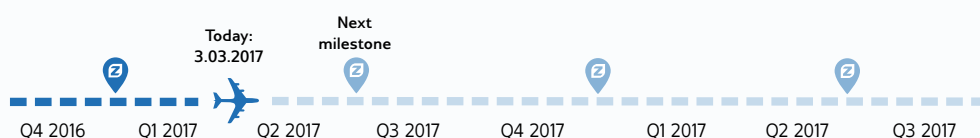


MARKET COVERAGE

Current amount of potential customers:

125 mln

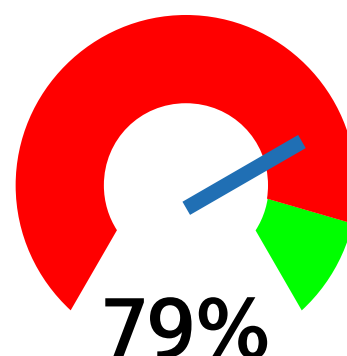
Frankfurt Airport	Helsinki Vantaa	Krakow Balice	Missing
65 mln	15 mln	50 mln	25 mln



Goal 1.1

To reach a tour completion rate of minimum **90%** during the first year after service launch.

Tour completion rate



JUSTIFICATION

In order to assure the sustainability of our business in the long term, we need to honor our quality promise to the customers. We act as promoters and intermediaries for the services provided by our partner companies -the ones responsible of the city tours- and for this reason, any failure in the execution of their services also impacts our own brand image and customer trust.



MEASUREMENT UNIT

Money refund situations after a tour package has already been sold, e.g.: number of missed flights, number of tour cancellations, number of customer complaints



KEY METRICS

Tour completion rate (TCR). By a completed tour we understand a tour successfully completed and passenger returned to the airport on time for next flight.

$TCR = 100\% - (\text{amount of packages which ended up in a refund to the customer} / \text{the total number of tour packages sold})$.



TARGET VALUES



Success: More than 90% of tours have been completed.



Failure: Less than 90% of tours have been completed.

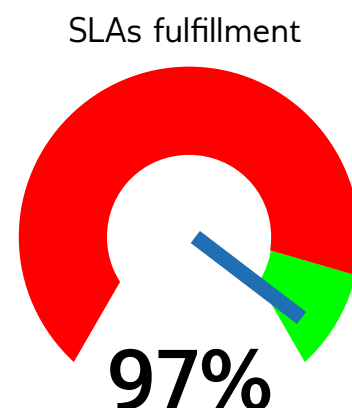


UPDATE TRIGGER

With every new tour completed (updated in our platform after the last connection flight has been boarded) or every refund complaint processed.

Goal 1.2

Service Level Agreements (SLAs) with our partner transport companies are fulfilled **at least 95% of the times.**



JUSTIFICATION

Same reasons as the ones mentioned in Goal 1.1...

... plus a permanent control of our providers' performance will give us supporting evidence to justify our contract renewal or cancellation decisions, as well as to establish bonuses and rewards programs for trustworthy partners.



MEASUREMENT UNIT

As defined on the specific contract agreement, usually a **percentage of the total trips executed** within the time bound limits.



KEY METRICS

Specific SLAs defined in the contract agreements with our transport provider companies, e.g.: **Punctuality rate:** Pickup from airport, time to city center, drop-off at airport



TARGET VALUES



Success: More than 95% of our SLAs are fulfilled.



Failure: Less than 95% of tours have been completed.

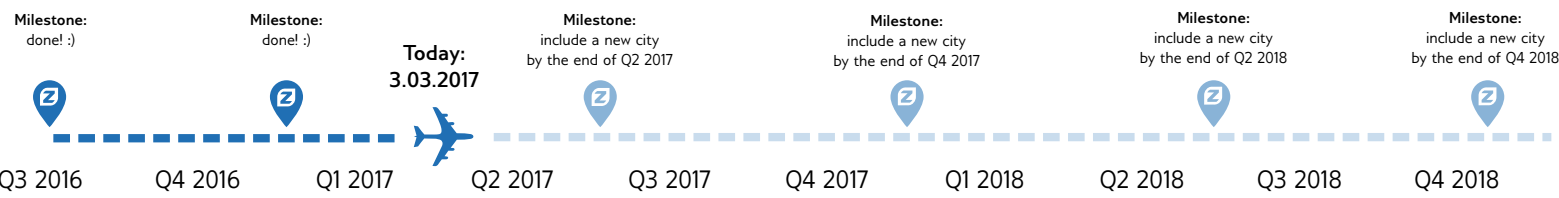
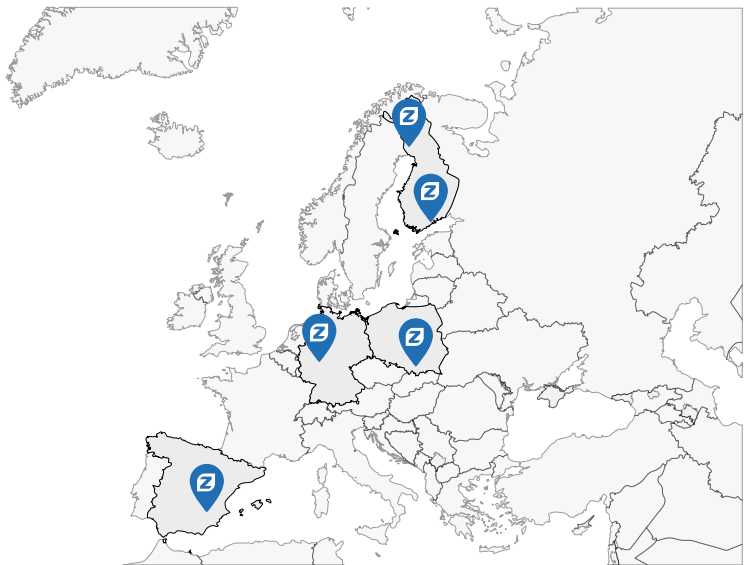


UPDATE TRIGGER

The provider must report the passenger pick-up and drop-off times directly in our platform. This will be compared against any customer delay complaints.

Goal 2.1

Include **at least one new city** to offer our layover trip services every six months during the first three years.




JUSTIFICATION

Coverage of our service is critical for market coverage and growth of our platform. Without sufficient number of cities we won't be able to provide an attractive offer to customers.



MEASUREMENT UNIT


Number of cities covered by our platform.


KEY METRICS

Number of cities covered by our platform.


TARGET VALUES

 **Success:** Reached a coverage of at least 6 different cities in the first 3 years.

 **Failure:** Reached a coverage of less than 6 different cities in 3 years.



UPDATE TRIGGER

Every time a new city is added to our platform, or every 6 months.

Goal 2.2


Reach a potential target market coverage of 150 mln passengers during the first 3 years of operation.






JUSTIFICATION

To give supporting evidence to justify the decisions related to the metric above (which cities should be chosen next for market expansion), e.g.: Top 10 busiest airports in Europe for launch of the service, Expand to 50 busiest airports around world.




MEASUREMENT UNIT

Yearly volume of passengers.




KEY METRICS


The yearly volume of passengers who travel through the airports of the cities we offer our services.




TARGET VALUES



Success: Serving more than 150 MM potential passengers after the first 3 years.



Failure: Serving less than 150 MM potential passengers after the first 3 years.



UPDATE TRIGGER

Every time a new city is added to our platform.

- 6 -

Goal 3.1

To reach a total volume of booked trip sales of at least **100,000€** during the first year of operation.



JUSTIFICATION

Sales is quite significant since it is the only force to run the business, assure its sustainability and check everything is working functionally. This is also an important metric for the attractiveness to potential investors.



MEASUREMENT UNIT

Monthly increase of trip sales.



KEY METRICS

The monthly increase of sales should be in the range between 5000€ and 10000€.



TARGET VALUES



Success: More than 100,000€ after first year of operation.



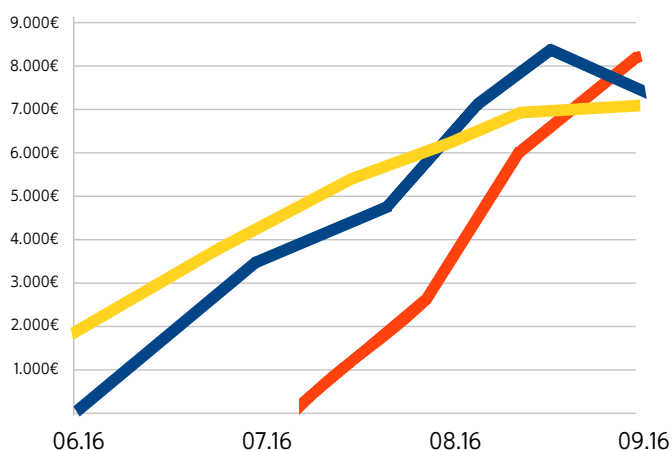
Failure: Less than 100,000€ after first year of operation.



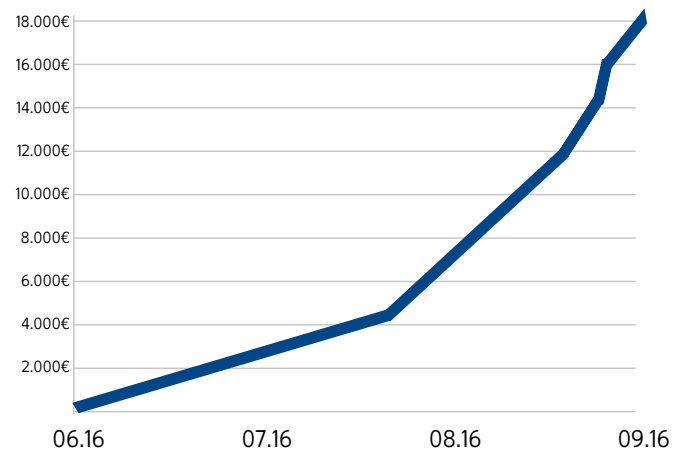
UPDATE TRIGGER

The end of every month.

Trip sales monthly by airports



Total trip sales



Goal 3.2

To reach a total number of **premium feature sales of at least 1500 customers** during the first year after service launch.

May 2016

1	4	2	4	3	▲ 5	4	5	5	▼ 4	6	▲ 8	7	▼ 7
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▼ **5.31** premium trips sold daily

Sum of premium trips

in May 2016:

86

in Q2 2016:

860 ▲



JUSTIFICATION

The more users try the premium features, the more they trust our service, which will bring us the reputation and additional sources of revenue.



MEASUREMENT UNIT

Monthly increase of premium user number.



KEY METRICS

Monthly increase between 50 and 100, and never decrease below 500 premium sales per month after the first year.



TARGET VALUES



Success: More than 1500 customers using our premium features after first year of operation.



Failure: Less than 1500 customers using our premium features after first year of operation.

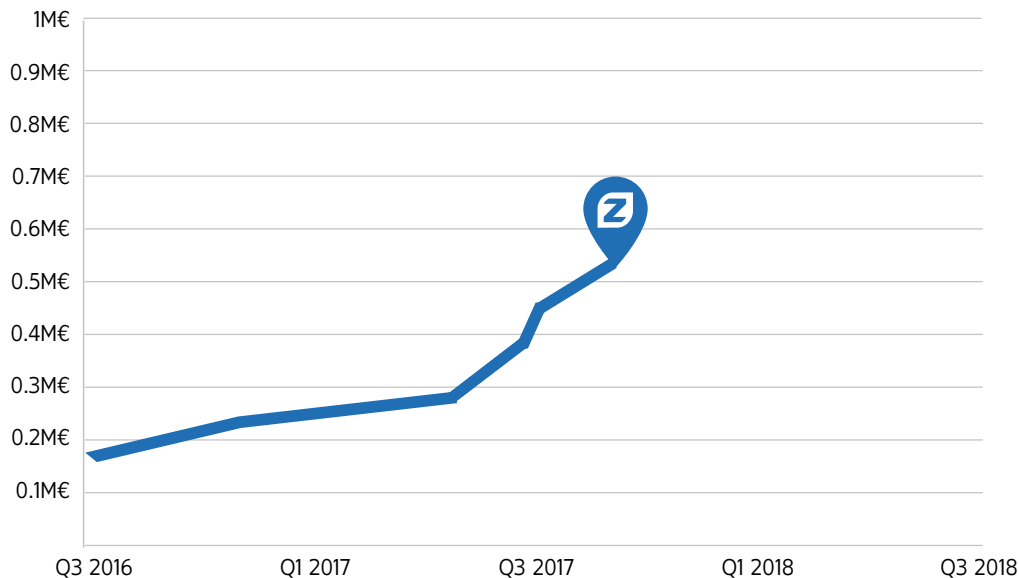


UPDATE TRIGGER

Summed at the end of every month, but presented daily.

Goal 4.1


Reach a company valuation of **1 million euro** with a timespan of **2 years**.



Current company valuation

523k€

Progress since last evaluation

8.6% 



JUSTIFICATION

The company valuation metrics were decided for the shareholders' agreement and is a true representation of the company's goal as a whole. While many individual factors are responsible for the valuation of the company, at the end of the day company valuation summarizes the position of the company.



MEASUREMENT UNIT

Various methods,
e.g.: Discounted Cash Flow (DCF), Comparables method



KEY METRICS

Company Valuation: How the company is valued financially taking all the aspects of the company into account.



TARGET VALUES



Success: Secure 1M Euro funding within two years of formation.



Failure: Less than 1M Euro in two year span.



UPDATE TRIGGER

Realistically gets updated dynamically with day-to-day activities. For initial phases, a rough valuation to be done internally every 3 months and with every investment round.


Goal 4.2

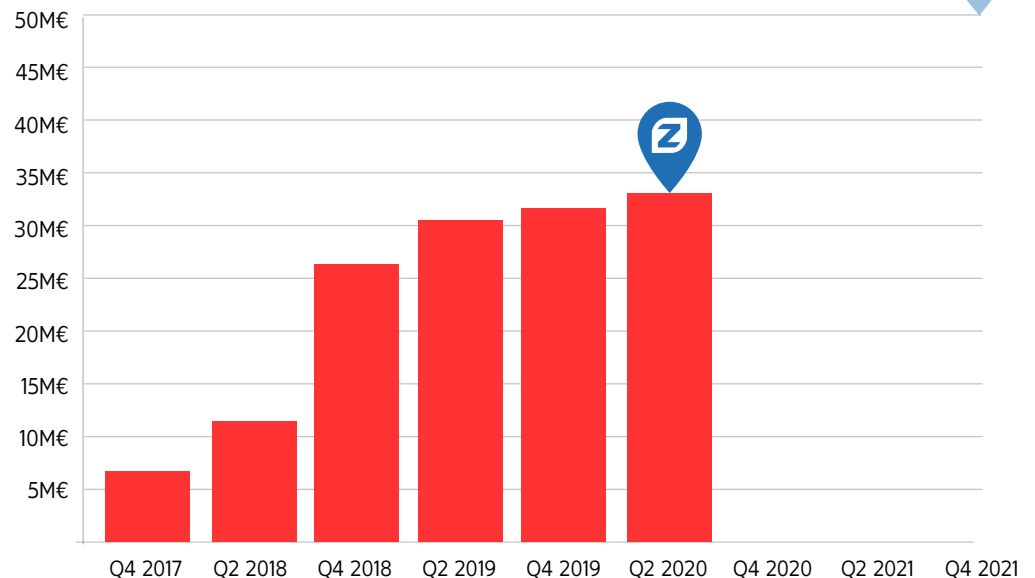
Reach a company valuation of **50 million euro** in **5 years**.

Current company valuation

26.3M€

Progress since last evaluation

2.5% 



JUSTIFICATION

We have set very ambitious goals so as to have a long term motivation, which when achieved as a company also brings in additional rewards. This is a metric that synthesizes the life of the company.



MEASUREMENT UNIT

Business valuation, e.g.: Income Valuation, Asset Valuation, Market Valuation



KEY METRICS

Company Valuation: How the company is valued financially taking all the aspects of the company into account.



TARGET VALUES



Success: Reach 50M Euro valuation within five years after foundation.



Failure: Reach less than 50M Euro valuation in five years after foundation.

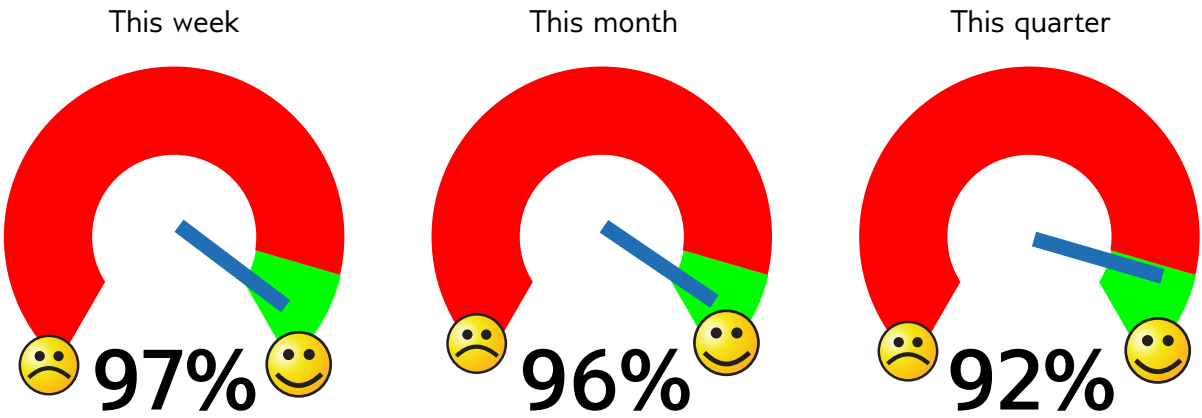


UPDATE TRIGGER

The company will be formally valued every 6 months or 1 year by an accountant and with an investment round.

Goal 5.1

Customer satisfaction rate is kept above the level of 90%.



?

JUSTIFICATION

Customer satisfaction rate is one of our highest priorities, in order to build brand loyalty and retain our market share.

Bar chart icon

MEASUREMENT UNIT

Customer satisfaction rate (percentage)

Line graph icon

KEY METRICS

Customer evaluation rating through email or in-app feedback.

Target icon

TARGET VALUES

 **Success:** More or equal to 90% of satisfied customers.

 **Failure:** Less than 90% of satisfied customers.

Calendar icon

UPDATE TRIGGER

Updated daily, summed and assessed at least once a month.

Goal 5.2

At least 25% of our total customers use our service at least twice during a two-year period.

16%
of returning customers



JUSTIFICATION

Customer loyalty will ensure a stable customer base to get a constant revenue stream. This metric also gives us a clear view of potential up-selling opportunities to existing customers.



KEY METRIC & MEASUREMENT UNIT

Percentage of returning customers.




UPDATE TRIGGER


At the end of every month.



TARGET VALUES



Success: 25% or more of our customers have used the service more than once after two years.



Failure: Less than 25% of our customers have used the service more than once after two years.

Goal 5.3

Get at least 25% of new customers from older customers’ referrals within the first year after service launch

29%
customers' refferals



JUSTIFICATION

To assure a sustainable business growth and expansion, by having our existing customers recommend the service to other potential customers.



KEY METRIC & MEASUREMENT UNIT

Number of new customer referrals.




UPDATE TRIGGER


Every time a new user joins the service through referral campaigns.



TARGET VALUES



Success: 25% or more of our customers have used the service more than once after two years.



Failure: Less than 25% of our customers have used the service more than once after two years.

Goal 6.1

Within the first 6 months after the launch: get favorably covered in at least 10 popular travel blogs and in at least one airline in-flight magazine.



Goal 6.2

Within one year after the launch: our product is described positively in an article on a popular online news sites.

JUSTIFICATION

The importance of media coverage cannot be overestimated for a startup company. Not only it creates traction via increasing organic traffic through online channels, but good story in popular media adds a lot of credibility to a product and boost sales. Most people trust information from established media much more than if it comes from social media. Build relationships with new influencers for our brand.

The popular online news sites would have a huge advertising effect and can be an indicator that the problem of transit passengers in general is getting more attention.

MEASUREMENT UNIT

Number of blog posts, Number of magazine articles, Number of new visitors to the web site, SM engagement values, Facebook likes & shares, Twitter tweets

KEY METRICS

The number of blog posts and magazine articles dedicated to our product. Sharp increases in organic traffic. Social media growth and engagement.

TARGET VALUES

Success: get mentioned in 10 blogs and 1 article after 6 months and get mentioned in popular news after a year.

Failure: Less than 10 mentions in blogs and no articles after 6 months; no mentions (or negative mentions) in popular news after a year.

UPDATE TRIGGER

Updated with every new blog post, magazine article, share or tweet about our service.