



DIGITAL SELF-SERVICE
ECOSYSTEM FOR THE
HOSPITALITY INDUSTRY





MANZANARES
GUADARRAMA
RENARDO
JARAMA
LOZAYA



CURRENT HOTEL CHECK-IN

7

MINUTES

FRONTFACING



+



5

MINUTES

BACK OFFICE



12

MINUTES



HOTEL CHECK-IN



FRONTFACING

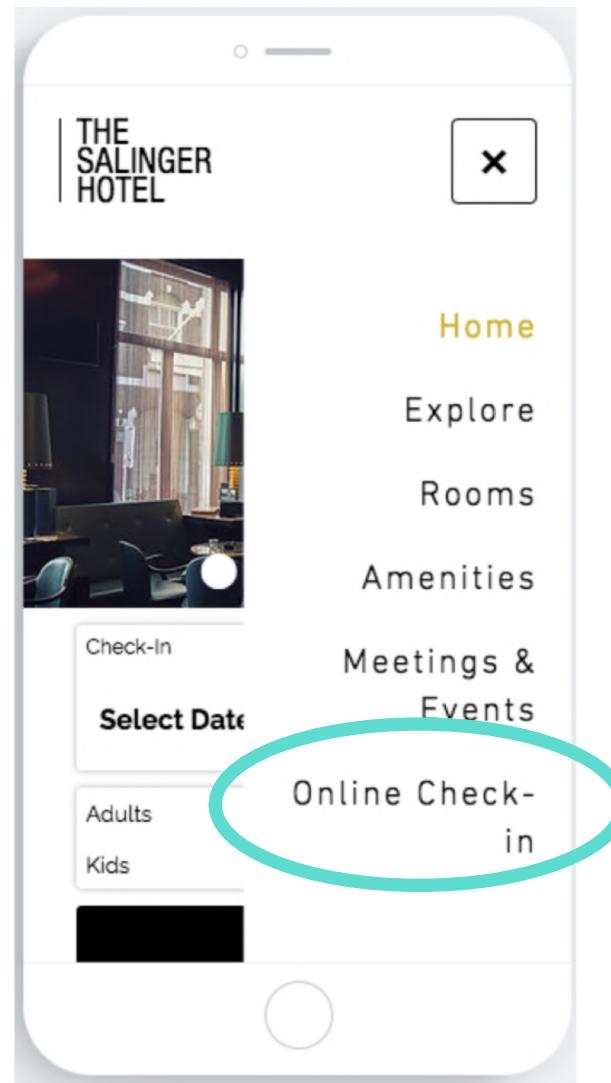


BACK OFFICE

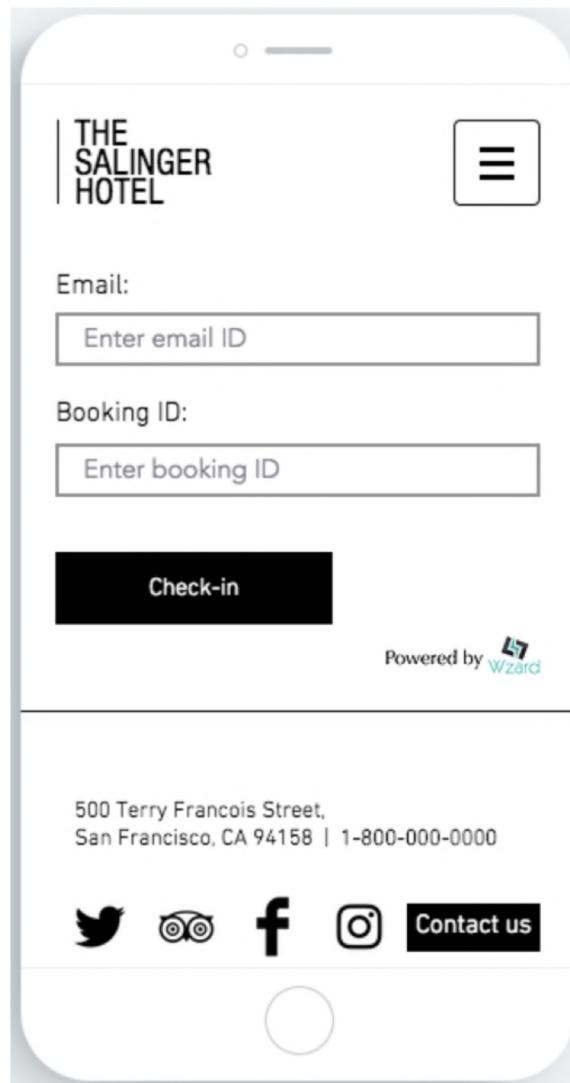


GUEST EXPERIENCE

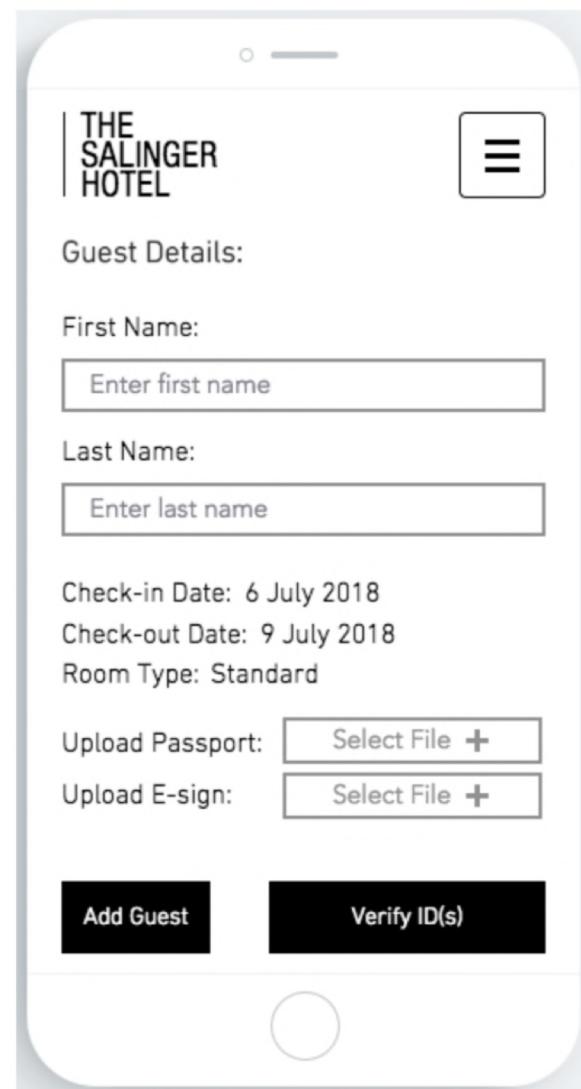
⚡ PROTOTYPE



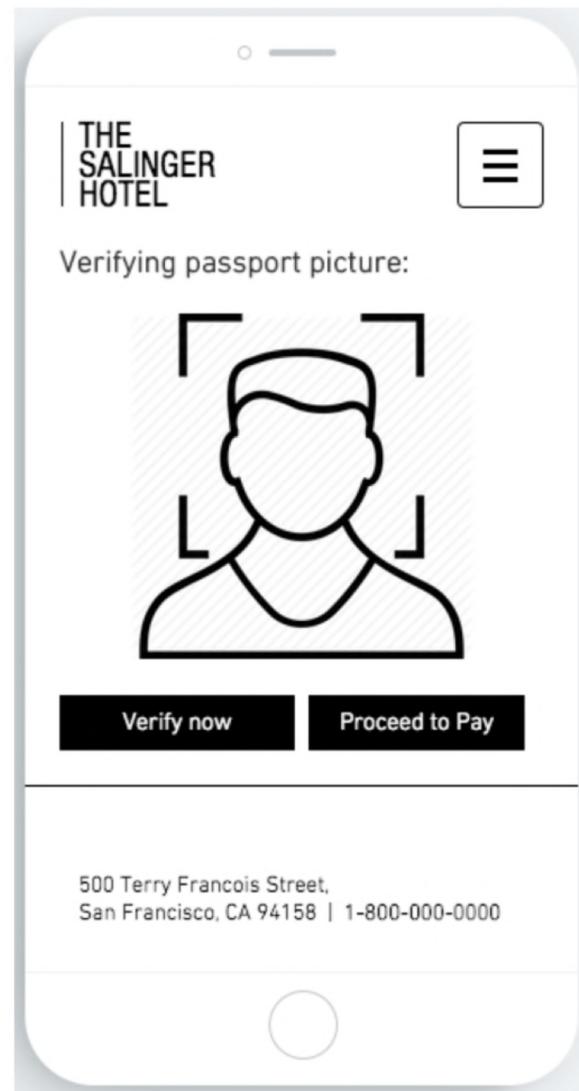
BOOKING INFO



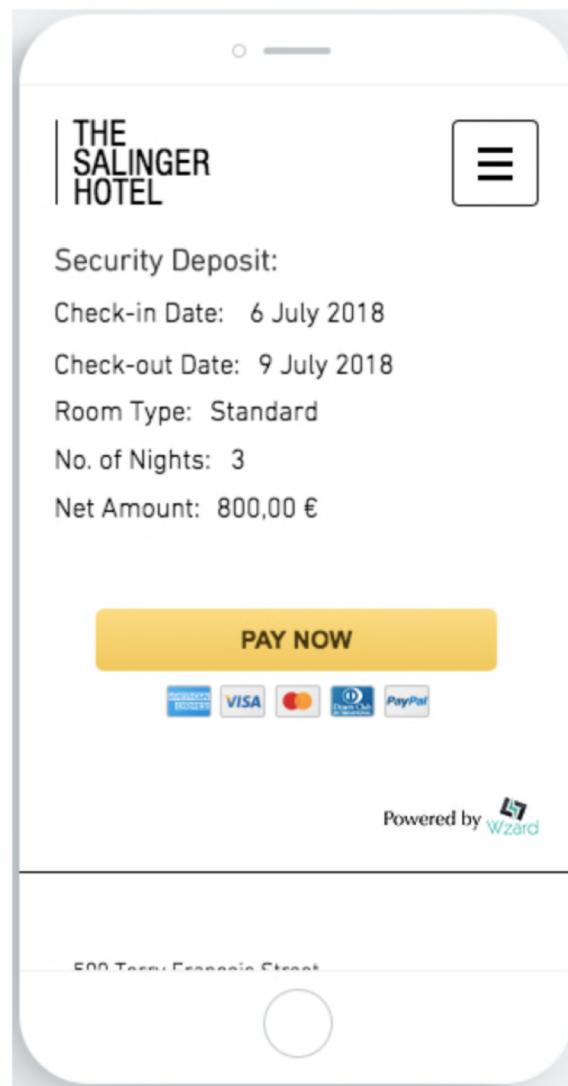
IDENTIFIERS



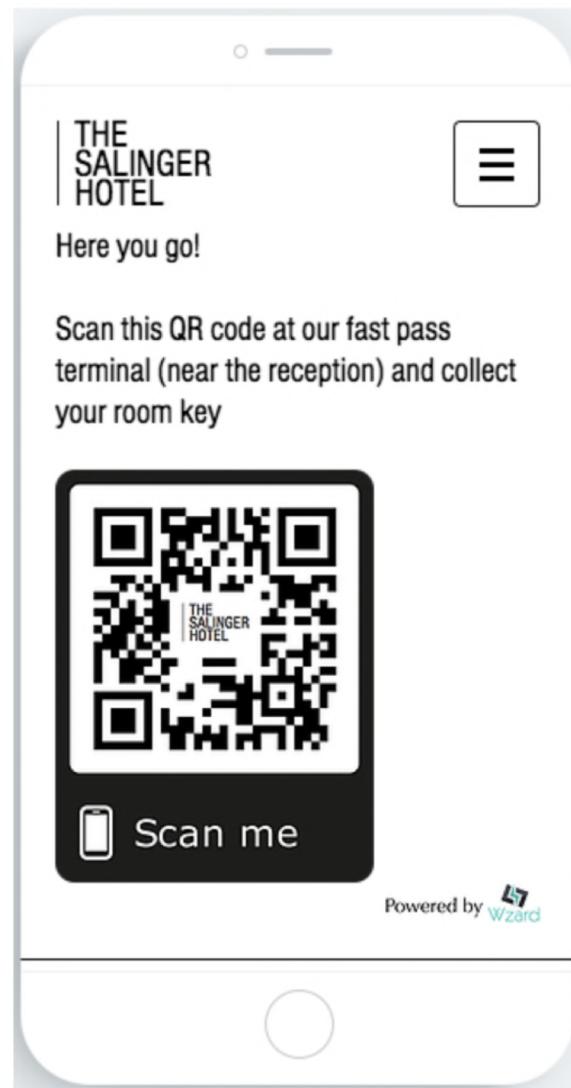
ID VERIFICATION



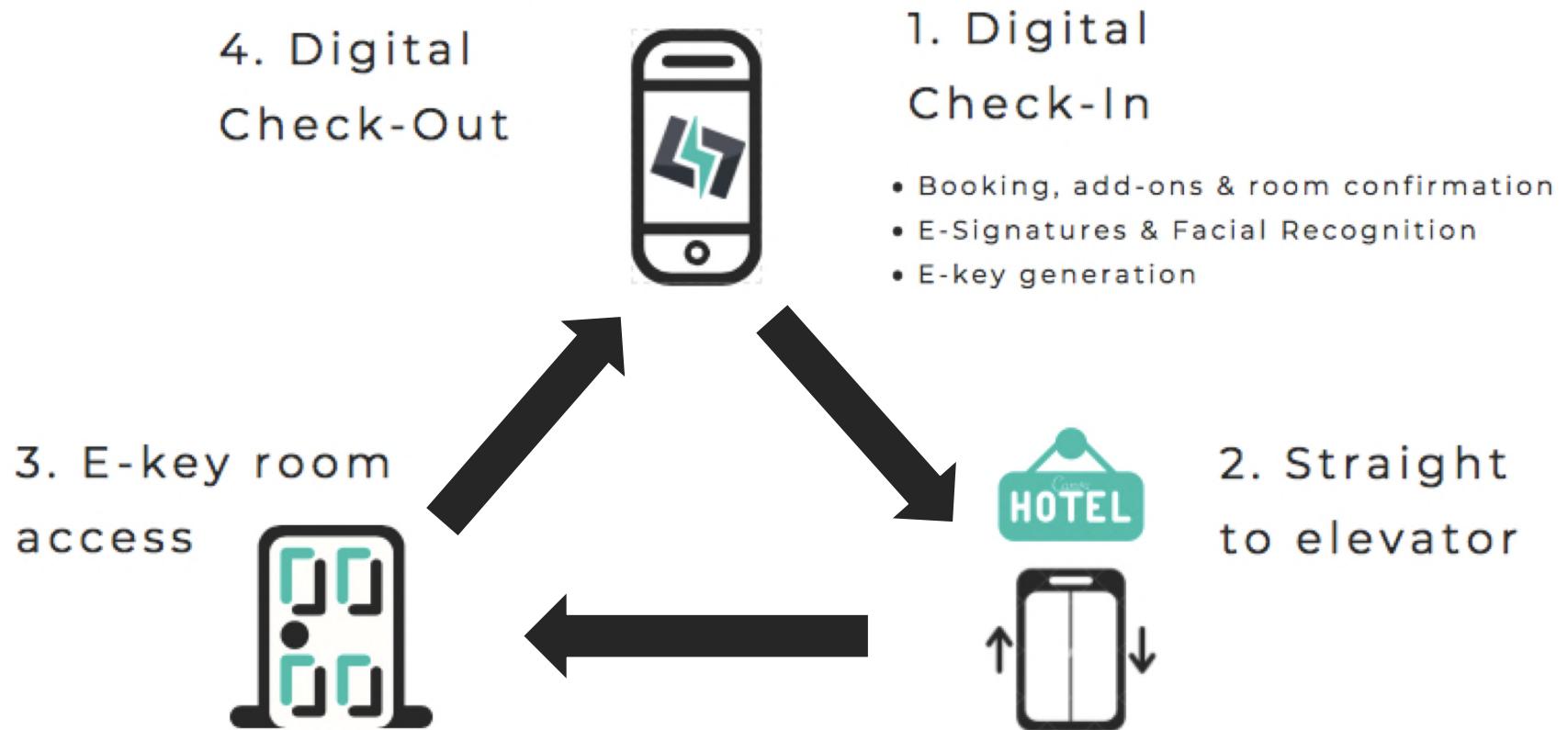
SECURITY DEPOSIT



E - KEY (QR CODE)

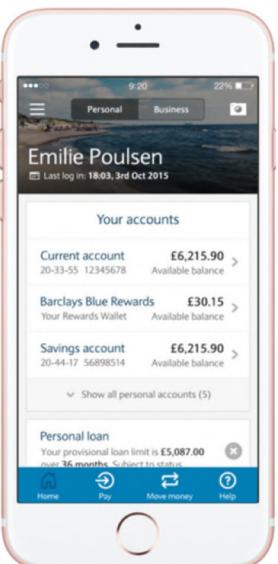


WZARD VISION



SELF-SERVICE IS THE TREND IN OUR DIGITAL WORLD

+ OPERATIONAL FLEXIBILITY ➤



⌚ + CONVENIENCE

+ NATIVE LANGUAGE FUNCTIONALITY



COMPETITION

PROPRIETARY SELF-CHECK-IN
SOLUTIONS



hotelF1

DESIGNERS OF BESPOKE
CHECK-IN SOLUTIONS



STAY TOUCH[®]



QR Code Reader

Without signature

Guests can Check in from airport until they entered the room with QR code technology



PMS Integration

Api documentation ready for front-office software

Send Guests Check in Information directly to front desk program



IBE Integration

Api documentation ready for Internet Booking Engine

After made booking in your website, they can make online check-in also



Facebook Integration

Be always available

Your customers may online check in also in facebook



Online Check-IN

6/1

Where did you book hotel?

where booked?
travel agency name, hotel website

Reservation Number
given by travel agency or hotel

Booked Room Type by Agency

Booked Room Type by Agency

Meal Plan
select your booked meal plan

BACK **NEXT**

COMPETITIVE ADVANTAGE



- 1 FRONT + BACK OFFICE PROCESSES
(WITH POTENTIAL TO FULLY AUTOMATE)

- 2 WHITE LABEL
(CONSISTENT CUSTOMER BRANDING)

- 3 NO APP → **WEBSITE
PLUGIN**



CUSTOMER DISCOVERY & VALIDATION

OBSERVED CHECK-IN TIME → **7 MINS**

>90% HOTELS → MANUAL
CHECK-IN

PROBLEMS WITH END-USER ADOPTION

95% ACKNOWLEDGE NEED FOR
IMPROVEMENT

TARGET MARKET

HOTELS WITH HIGH (~50%)
ROOM TURNOVER



ECONOMY / BUSINESS
HOTELS

TRANSPORT HUB
HOTELS

HOTELS NEAR
CONFERENCE CENTERS

1



2



16-18 September 2018



3



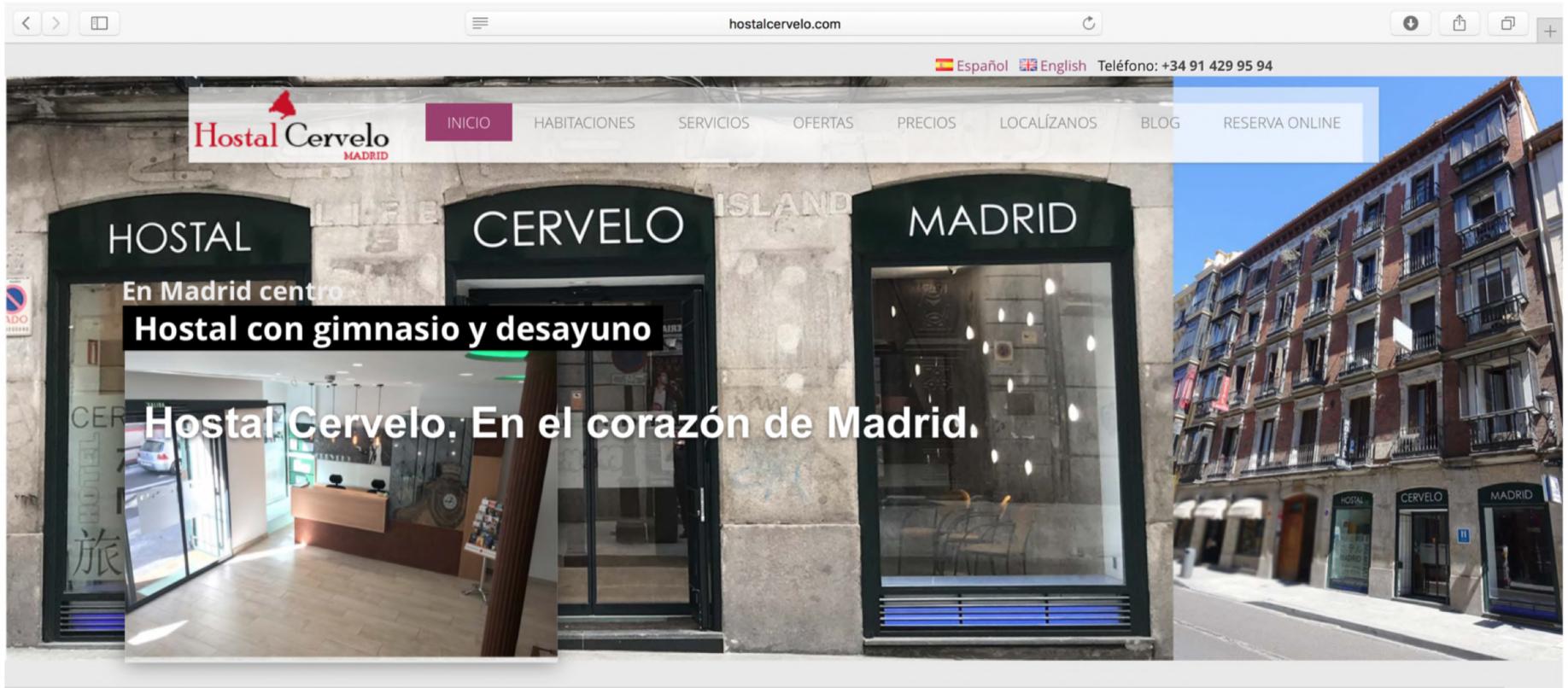
ibtm® WORLD
BARCELONA, SPAIN
27-29 NOVEMBER 2018

MILESTONES



	TODAY	3 MONTHS	6 MONTHS	12 MONTHS
Tech	WEBSITE PROTOTYPE	MVP 1	MVP 2	
Geography	MADRID		SPAIN	EU
Customer Profile	SMALL & INDEPENDENT			CHAINS

COMMITMENT TO TEST WITH WZARD

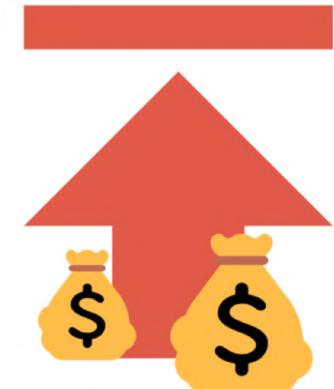


Hostal Madrid Cervelo en el centro de la ciudad.

El Hostal Cervelo en el centro de Madrid, en el barrio de las Letras. Habitaciones de gran calidad y recien reformadas totalmente. Alojamiento recomendado para visitar la ciudad.



REVENUE STREAM



1 SOFTWARE AS A SERVICE (SaaS)

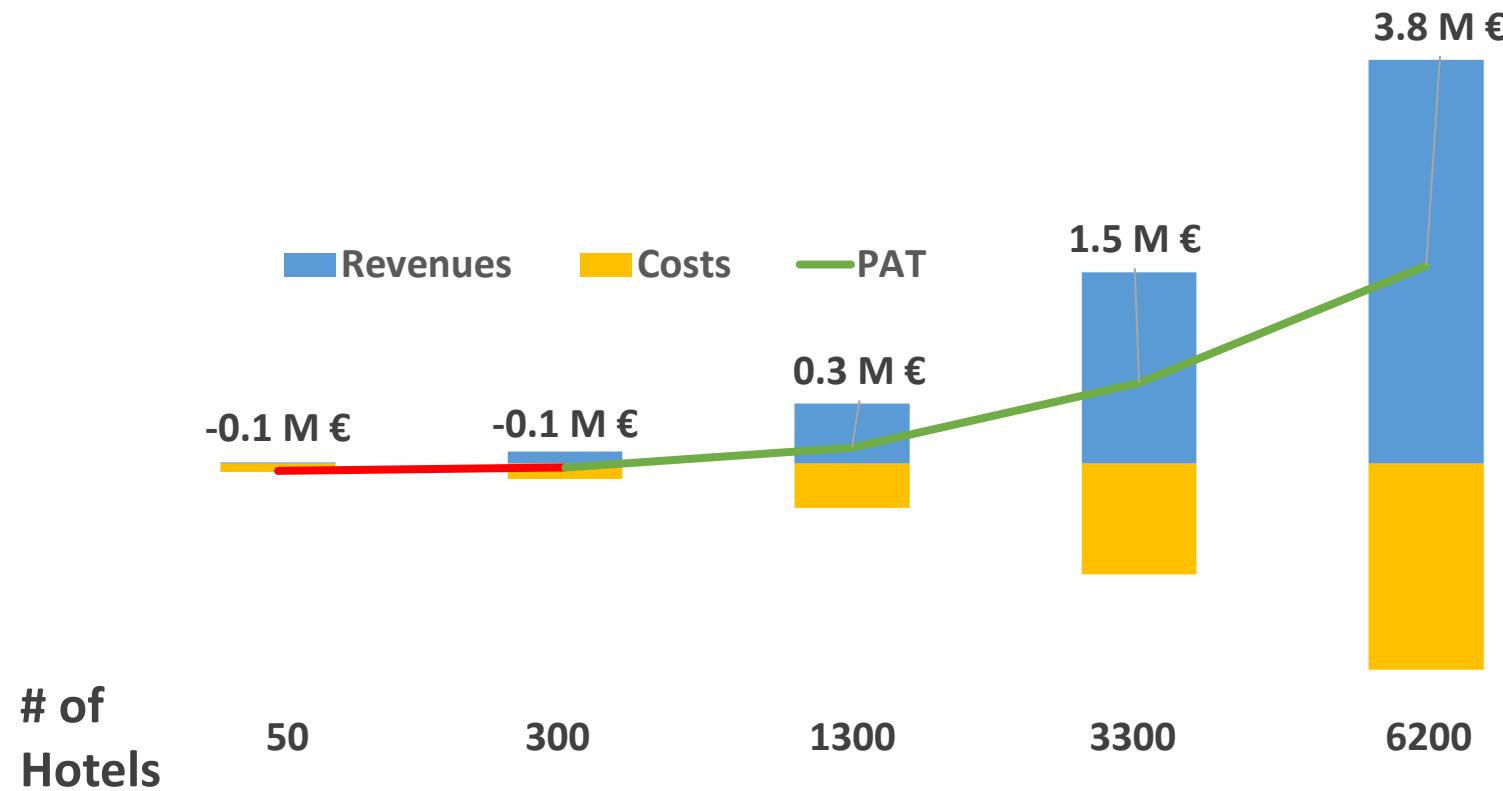
2 DATA ANALYTICS SERVICE

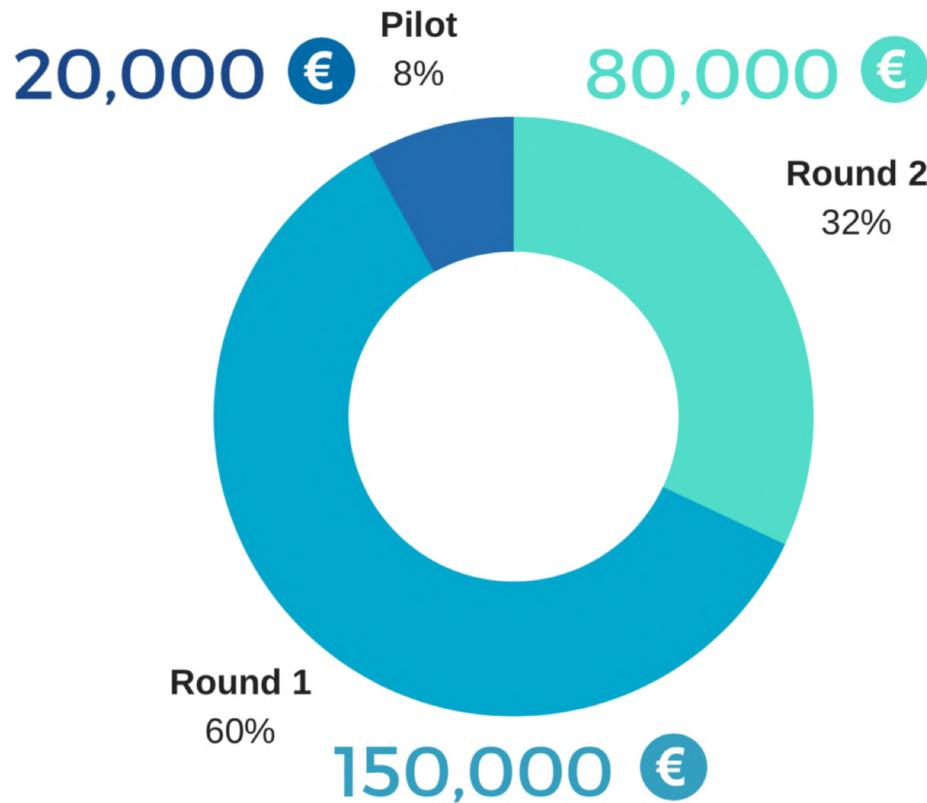
3 UP-SELL & CROSS-SELL SERVICE

FINANCIALS

AVG. CAC: 700 €
CLV: 7,500 €

BREAK EVEN: 44 HOTELS
CHURN RATE: 25 % / YR





STRATEGY

FINANCING NEED

250,000 €

- | | |
|---------------------|--|
| Pilot | product development
+ legal fees |
| Round 1
(3 mo) | sales force + technical staff
+ digital marketing |
| Round 2
(1 year) | sales force + technical staff
+ digital marketing |



ABHY

HARDWARE
& SOFTWARE
ENGINEER



MARTIN

OPERATIONS



ROBERT

FUND RAISING
& STRATEGY



STEFFANY

CUSTOMER &
RELATIONSHIP
MANAGEMENT

mola!

ANDREI

HOSPITALITY
INDUSTRY
INFORMATION
TECHNOLOGY EXPERT



DIGITAL SELF-SERVICE
ECOSYSTEM FOR THE
HOSPITALITY INDUSTRY





CONTACT

**Maria de Molina, 31
AREA 31 - The Valley**



<https://abhyudayachoumal.wixsite.com/salinger>



	2018	2019	2020	2021	2022
Revenues	22,350	225,900	1,146,900	3,644,850	7,707,600
Operating costs	(159,701)	(298,214)	(704,110)	(1,449,943)	(2,315,580)
EBITDA	(137,351)	(72,314)	442,790	2,194,907	5,392,020
Accounting depreciation	(600)	(600)	(600)	(600)	(600)
Profit before tax	(137,951)	(72,914)	442,190	2,194,307	5,391,420
Tax expense	-	-	(132,657)	(658,292)	(1,617,426)
Profit after tax	(137,951)	(72,914)	309,533	1,536,015	3,773,994
Retained earnings	(137,951)	(72,914)	309,533	1,536,015	3,773,994
Retained earnings balance BEG	-	(137,951)	(210,865)	98,668	1,634,683
Retained earnings balance	(137,951)	(210,865)	98,668	1,634,683	5,408,677

Number of rooms	50
Occupancy	80%
Nightly churn	50%
Number of check-ins / month	608
Time saved per check-in	8 mins
Total time saved / month	81 hours
Labor cost / hour	€ 10
Cost savings / month	€ 811
Annual cost savings	€ 9,733
Price of Wizard's annual subscription	€ 1,800
Monetary value created	€ 7,933

Lean Canvas

Wzard

03-Jul-2018

Iteration #3

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
	<ul style="list-style-type: none"> - Web-based check-in - ID verification and auto-fill of required government forms - Dispensing of room keycard 	<ul style="list-style-type: none"> - Lower administration costs to hotels - Faster and better customer service - Demand / workload smoothing - Compliance 	<p>Team with experience in software, operational consulting, fundraising and customer management.</p>	<p>General managers in:</p> <ul style="list-style-type: none"> - High churn / volume hotels - Mid-low tier hotels
	Key Metrics		Channels	
	<ul style="list-style-type: none"> - Waiting time in check-in queues - Back office processing time for check-ins - No. of customers using the check-in app 		<ul style="list-style-type: none"> - Hotel exhibitions - Direct sales - Partnership with Hotel Management System providers - Partnership with booking websites 	
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> - Cost of salesforce - Partnership with system providers and booking websites (cost based on number of check-ins made through Wzard) - Server hosting costs and data analytics - Product development and maintenance costs 				



CUSTOMER ECOSYSTEM

DECISION MAKER	Hotel general manager, head of operations, executive board, franchisee owner
ECONOMIC BUYER	Finance manager, owner
INFLUENCER	<p>End users Industry trends Regulators e.g. city councils and police departments (globally there are requirements on hotels to submit registration forms for their guest to various regulatory bodies. This process is typically manual, tedious and error prone. Our solution will look to improve accuracy and speed which is important to the regulators).</p>
END USER	Hotel customer
SABOTEUR	Front desk clerks (threat that their jobs will be redundant / diminished)
EARLY EVANGELIST	Some large hotel chains (e.g. Marriott). Due to high initial costs and specific technical knowledge, the smaller end of the market has not been opened yet.

MOVING LANGUAGE BARRIERS

The screenshot shows the homepage of the Spice Hotel & Spa website. At the top, there is a navigation bar with social media icons (Home, Facebook, Twitter, Instagram, YouTube), menu items (GALERİ, FACTSHEET, VİDEO, KURUMSAL), and language links (TR | EN | DE | RU). Below the navigation is the hotel's logo, "SPICE HOTEL&SPA", followed by links for SPOR, ÇOCUKLAR, AKTİVİTELER, SPICE BALAYI, and TOPLANTI. The main content area features a large image of the hotel's ornate lobby with gold-colored columns and a multi-tiered chandelier. On the left, a sidebar promotes "Online Check-IN" with a checkmark icon, the hotel's logo, and text encouraging users to check-in online. It also includes a message about arriving at the hotel and a red warning about check-in requirements. A large orange button at the bottom right says "Odaları Listele".

Online Check-IN

SPICE HOTEL&SPA

Basit Bir kaç adımda Online Check-IN yapın,
Değerli vaktinizi resepsiyonda harcamayın

Tatiliniz Otele girdiğiniz anda başlasın

**CheckIN bilgilerinizi varışınızdan en az 1 gün
önce tamamlamaya özen gösterin!**

BAŞLAYIN

Online Rezervasyon

Oda

Giriş Tarihi Çıkış Tarihi

Yetişkin Çocuk

Odaları Listele

UPSELLING OPPORTUNITIES



HOME FEATURES PRICES CONTACT PRESENTATION LOGIN

Online Check-IN
6/5

Would you like a more spacious hotel room for a little difference ?

NO, THANKS

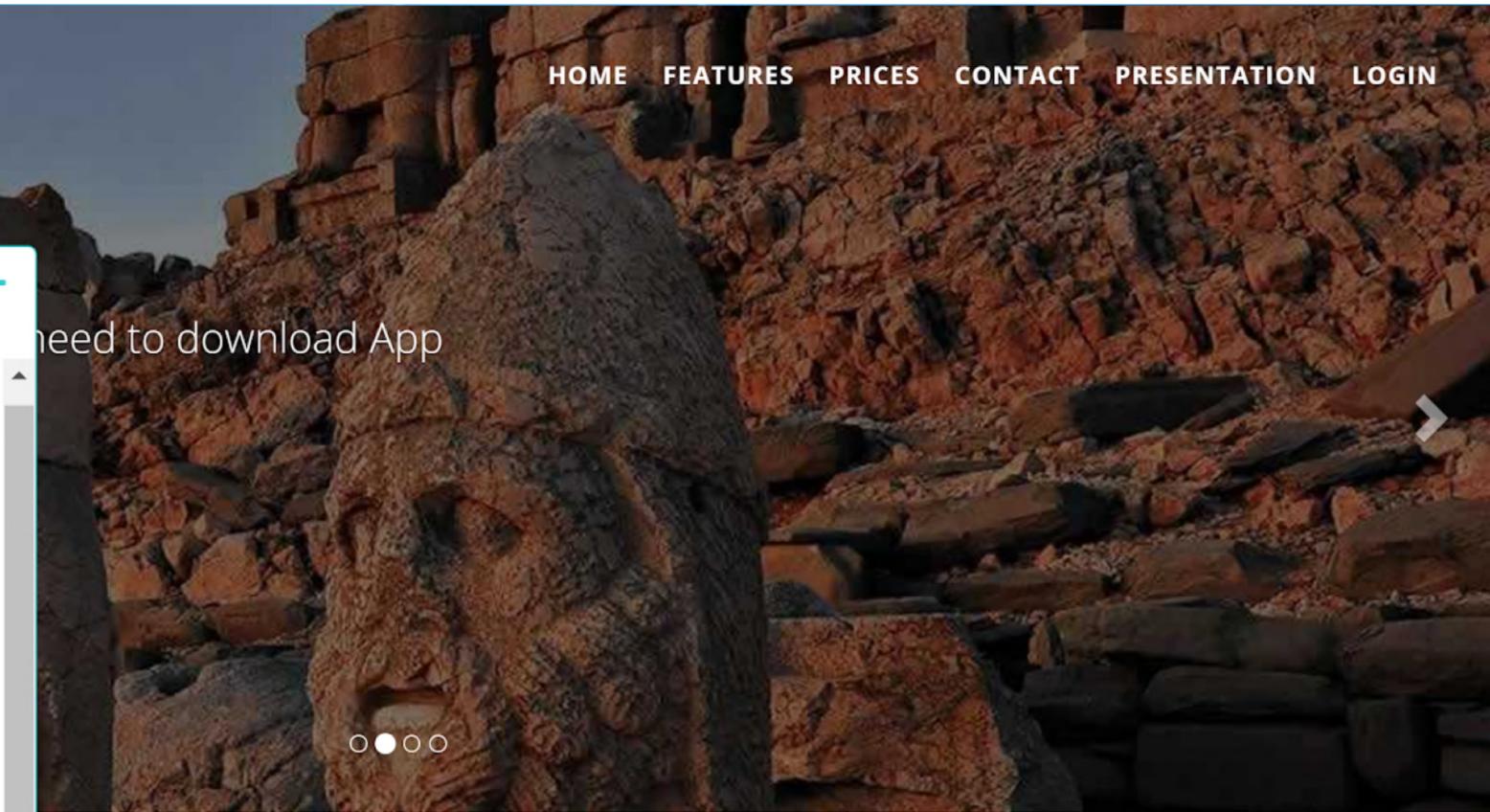
Your Current Room - Base Room

Standart Room

Room Offers For You With Special Price

- Luxury Room
+ €5 daily
- Luxury Room Sea View
+ €10 daily
- Deluxe Room
+ €20 daily
- Honeymoon Suite

← BACK NEXT →



MIN PANEL

the location on a map of the hotel, your airport transfer fees, Give the tunity to book a better room for

TRANSFER MODULE

You can offer your guests the opportunity to transfer from Airport or anywhere, set a price for 0-4 persons , 4-8 , 8-12 options,

ROOM UP-SELL MODULE

Offer your guests a better room options, to get extra price seaview room or deluxe room

ADD-ONS



HOME FEATURES PRICES CONTACT PRESENTATION LOGIN

Select Your Pickup Location

Antalya International Airport

4 person €80

Antalya International Airport

8 person €120

Alanya Gazipaşa Airport

4 person €140

Alanya Gazipaşa Airport

8 person €220

Kaleiçi Marina

4 person €30

Kaleiçi Marina

8 person €60

CLOSE

SELECT

MIN PANEL

the location on a map of the hotel, your airport transfer fees, Give the opportunity to book a better room for

TRANSFER MODULE

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