



MY HOSTED

effortlessly



MY HOST Bizmate BALI – Tourist APP SaaS Infrastructure

Problem → Solution

- **Problem**
 - Tourists juggle fragmented apps (Airbnb, Klook, Traveloka) and slow vendor responses
 - Local SMBs lack digital tools, losing bookings and upsell revenue
 - Disconnected systems → friction, errors, and poor guest experience
- **Solution**
 - One unified, AI-powered platform via WhatsApp + Web/Mobile App
 - Instant bookings, secure payments, multilingual concierge 24/7
 - Smart, profile-based recommendations and automated upselling



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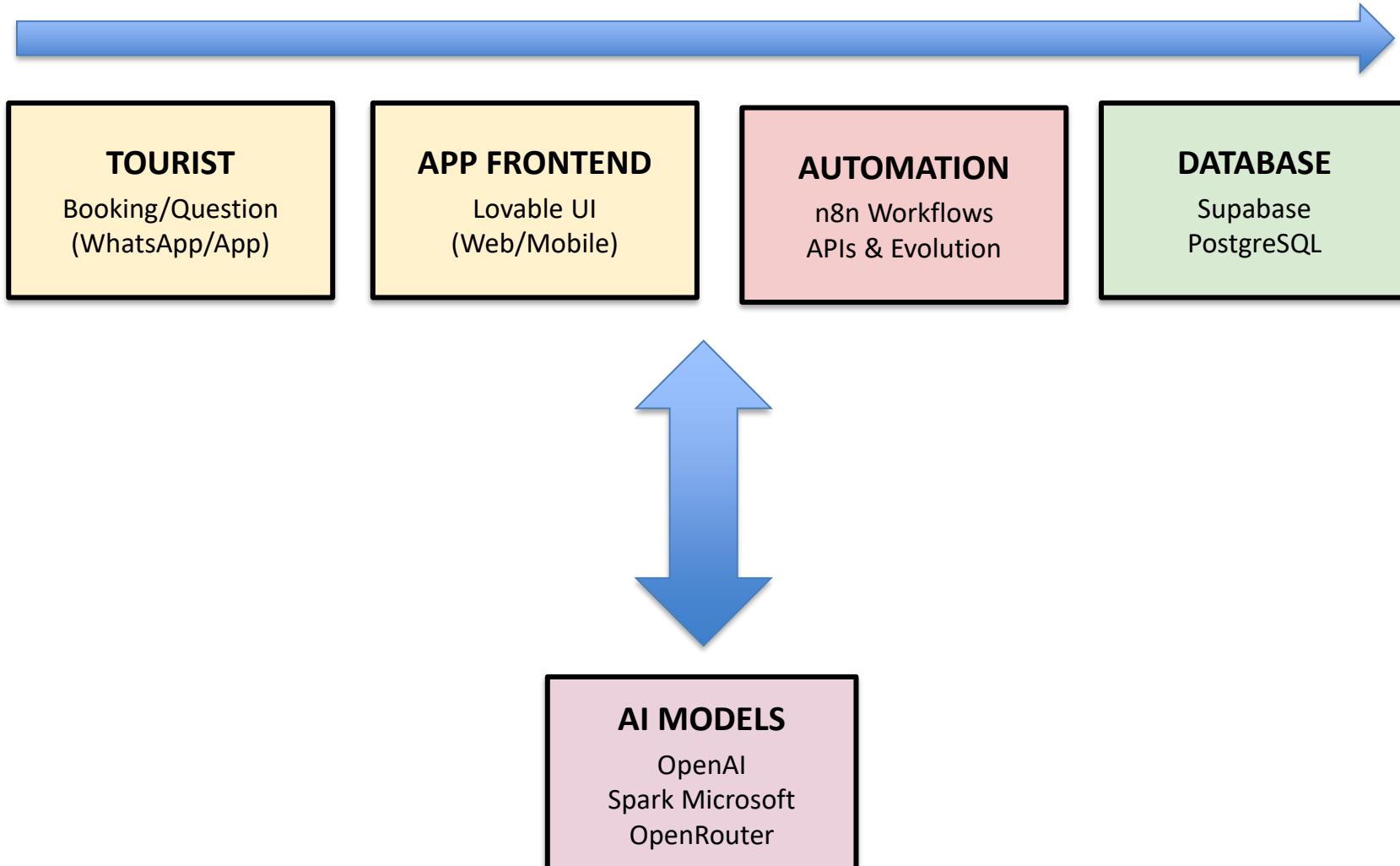
Competitive Advantage

- 24/7 AI concierge inside WhatsApp (zero learning curve for tourists & vendors)
- Built for Bali's SMB ecosystem (villas, cafés, tours) — not only big chains
- Lean, modular stack: n8n automation + Supabase + OpenAI/OpenRouter
- Multilingual, personalized offers; rapid onboarding for local partners



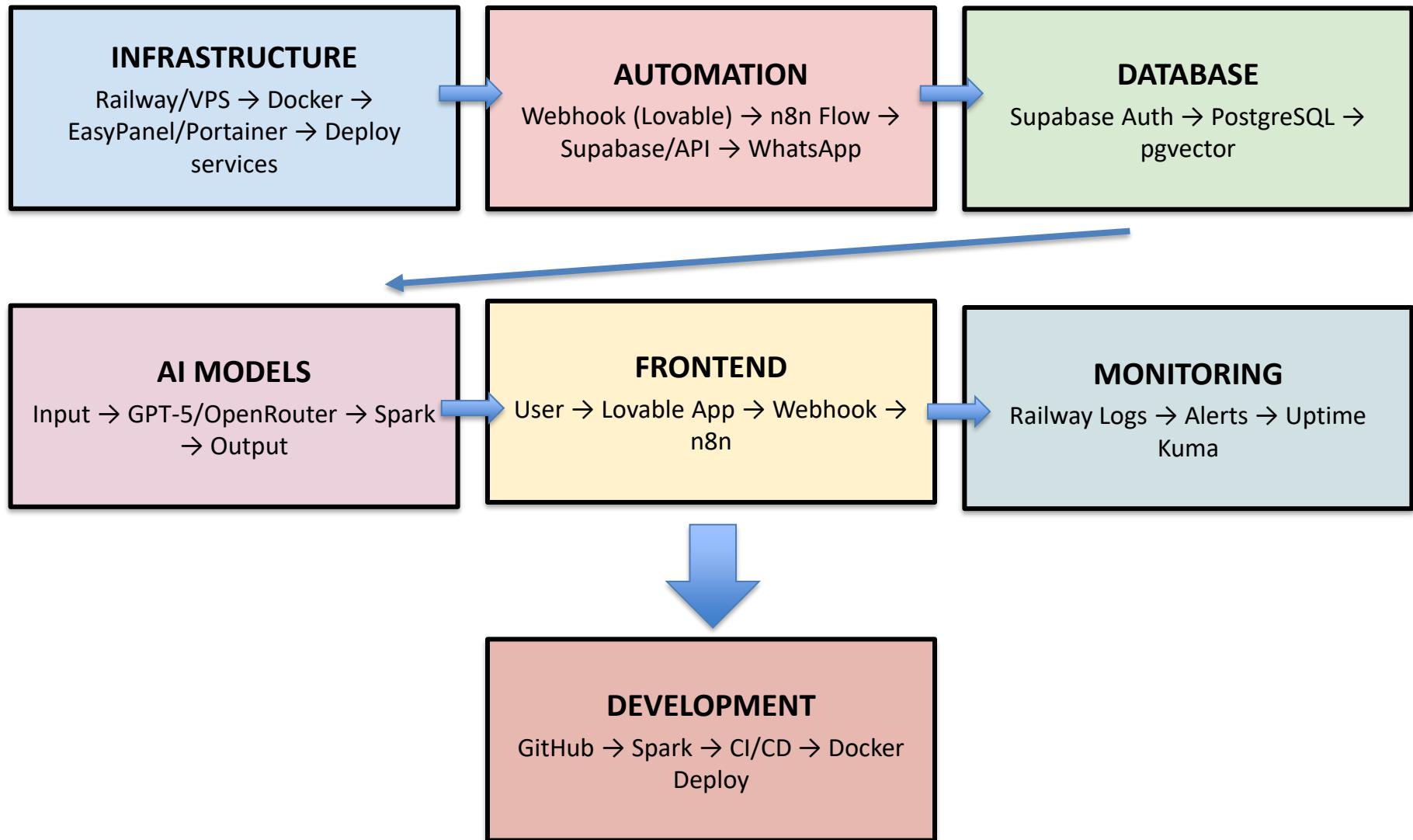
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Customer Journey – Tourist → App → Backend → AI → Response



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Layer Workflows (Key Steps)





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4-Month Delivery Roadmap (Sep–Dec 2025)

- **Month 1 – September (Core Booking MVP)**
 - Integrate WhatsApp Cloud API (text + templates).
 - Launch Supabase database (Auth + Postgres).
 - Develop n8n workflows for inquiry → availability → confirmation.
 - Milestone: End-to-end booking flow works in staging.
- **Month 2 – October (AI Upselling + Payments)**
 - Connect AI models via OpenAI/OpenRouter for responses.
 - Integrate upselling logic into workflows.
 - Integrate payment gateway (sandbox tested).
 - Milestone: AI responses + payments tested successfully in staging.
- **Month 3 – November (Marketplace + Vendor Portal)**
 - Launch vendor portal (listings, prices, promos).
 - Deploy marketplace frontend (Lovable app) connected to backend APIs.
 - Set up monitoring & logging (Railway, alerts).
 - Milestone: Marketplace navigation + vendor portal operational in staging.
- **Month 4 – December (Launch Prep & Hardening)**
 - Complete security & load tests.
 - Deploy production environment (Railway/VPS + Docker).
 - Prepare marketing campaigns for launch.
 - Milestone: Application ready for public beta with first pilot vendors.



TOURIST – Seamless Bali Experience – Powered by AI

Market opportunity & Financial projections

Target Market

- 35,000+ local business owners (cafés, villas, small restaurants, tours)
- Seeking digital tools in Bali
- Unified access to Villas, Cafés, Tours & Restaurants through a single AI-driven platform
- AI for real-time personalized recommendations and upselling opportunities
- Instant bookings & secure payments with automated workflows
- Multilingual WhatsApp concierge (24/7) enhanced by AI conversation models
- Exclusive offers from curated partners, personalized for each tourist profile
- Competition: fragmented apps (Traveloka, Airbnb, Klook)
- None provide a unified AI-powered solution for Bali's local ecosystem
- One unified, AI-powered platform via WhatsApp + Web/Mobile App
- Instant bookings, secure payments, multilingual concierge 24/7
- Smart, profile-based recommendations and automated upselling
- Seamless Bali Experience – Powered by AI



TOURIST – Seamless Bali Experience – Powered by AI

Marketing & Growth Drivers

Pricing Benchmarks – Hospitality SaaS in SE Asia

- Basic booking/channel tools: \$10–25/month → commoditized, limited value
- Hospitality SaaS platforms (Cloudbeds, Guesty, Lodgify, etc.): \$40 – 90/month
- AI concierge / premium automation SaaS: \$100–200/month (targeting mid-sized hotels)
- Basic booking/channel tools: \$10–25/month → commoditized, limited value
- Hospitality SaaS platforms (Cloudbeds, Guesty, Lodgify, etc.): \$40 – 90/month
- AI concierge / premium automation SaaS: \$100 – 200/month (targeting mid-sized hotels)

Pricing Strategy

- SaaS subscription from \$35 – 45\$ – /month, tiered by business size and annual discounts
- Realistic ARPU expected at \$35 – 45/month in 2026–2027
- increasing to \$45–55/month later

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Key Cost Drivers

Key Cost Drivers

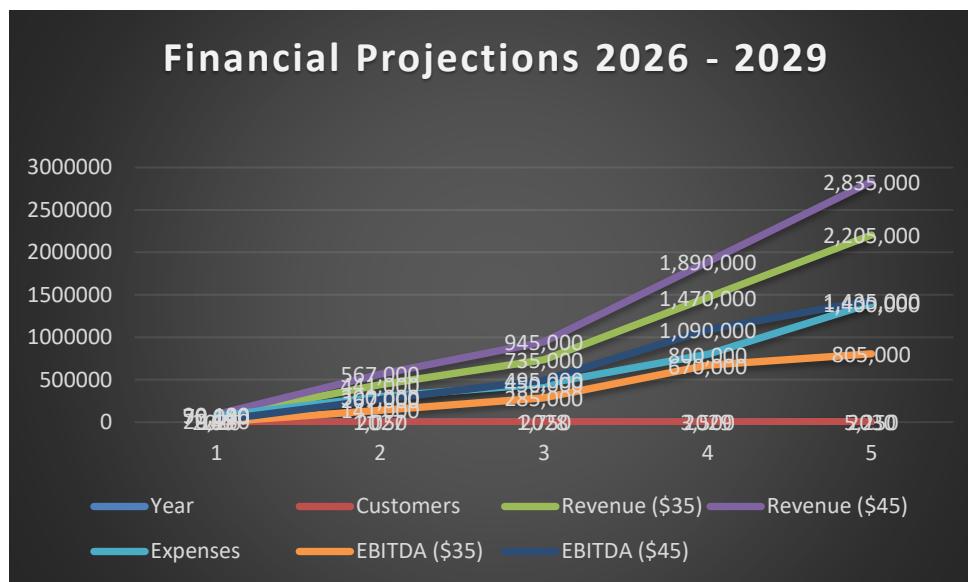
- SW, storage & infrastructure: tokens AI, Railway/Supabase, hosting monitoring aprox. (\$50K/\$350K)
- Team in Bali: 3 → 12 people scaling (\$1,200 –2,000/month)
Office space in Bali: \$18K (2026) → \$45K (2029)
- Marketing Costs (Bali-based): \$50K (2026) → \$150K (2029)
- 2026 Lean Operating Costs \$70,000



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Financial Projection 2026 – 2030 (Revenue vs Expenses vs EBITDA – ARPU \$35 – 45\$)

Year	Customers	Revenue (\$35)	Revenue (\$45)	Expenses	EBITDA (\$35)	EBITDA (\$45)
2026	167	70,140	90,180	70,000	140	20,180
2027	1,050	441,000	567,000	300,000	141,000	267,000
2028	1,750	735,000	945,000	450,000	285,000	495,000
2029	3,500	1,470,000	1,890,000	800,000	670,000	1,090,000
2030	5,250	2,205,000	2,835,000	1,400,000	805,000	1,435,000





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Marketing & Growth Drivers

- Kickbox approach: fast adoption with low-cost, high-impact acquisition tactics
- Local Partnerships: villa associations, café collectives, tour operators and Bali tourism boards
- Promotions & Incentives: free trials, referral discounts, bundled SaaS offers
- Events & Workshops: Ubud, Seminyak, Canggu, Lombok and on-site training for business owners
- Digital Campaigns: targeted ads & social media highlighting AI
- Brand Positioning: become the reference SaaS brand for Bali's tourism ecosystem