



Dorm Room
\$30–60 per night
6 strangers



SplitStay
\$60–80 per night
Someone you choose



Private Room
\$120–160 per night
Alone

SplitStay

Smart

Room-Sharing for
Solo Travelers

Match, share, and
save – without
sacrificing
comfort.



SplitStay

We are SplitStay

www.splitstay.travel

Problem Statement

Solo travelers are forced to choose between expensive private rooms or crowded, noisy hostel dorms.

Hotels are left with unsold twin rooms that rarely appeal to solo budget travelers.



Solution Overview

A **mobile app** that lets travelers book twin hotel rooms and match with a co-guest based on verified profiles and preferences—bringing affordability, comfort, and choice together.



B2B2C Model - Hotel-Driven Growth

Hotel-driven marketing touchpoints:

Post-booking emails

Hotels include SplitStay link or QR code in confirmation emails.

Reception signage

Desk standees or flyers promote app on arrival.

QR codes in rooms & elevators

Printed cards or stickers in visible, quiet moments.

Booking engine integration

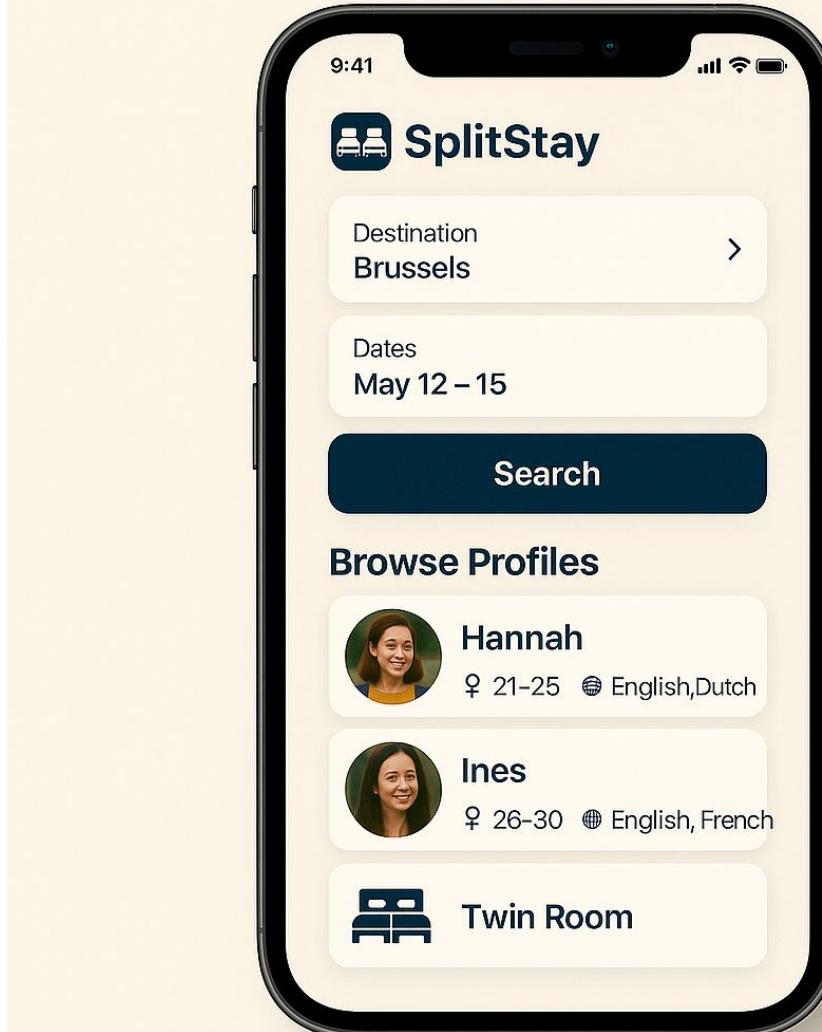
Suggest app download on the hotel's website/app after booking.



- ◆ *Smart, low-cost marketing with very high relevance — and no added CAC.*

Business Model

Hotels earn more by filling underutilized twin rooms, while **SplitStay** collects a **matching fee** from the traveler, creating value without compromising comfort or privacy.



Business Plan - Economic Value of SplitStay

For Solo Travelers

\$30–\$50/night saved by avoiding single room premiums (Ref.)

Avg. trip: 5 nights → **\$150–\$250 saved**

Comfort & safety vs hostel dorms

Matching based on verified preferences = **better experiences**

For Hotels

20–30% increase in occupancy of twin rooms through co-booking

Monetizing unused inventory = **+€2K–€3K/month** per hotel

New revenue stream without operational changes

Lean integration via existing PMS/booking systems

Business Plan - Early Impact

Economic Impact per 1,000 Matches

Metric	Value
Traveler savings	\$150K-\$250K
SplitStay revenue (@ \$5/match)	\$5,000
Hotel revenue unlocked	~€200K
Average hotel ROI	>10x monthly margin on unused beds

- ◆ *Small volume, big impact — proves the model works.*

Business Plan - Year 1 Targets

Target Year 1 Goals



10 pilot hotel partners



5,000 room matches



\$25K–\$50K platform revenue



€1M+ additional revenue for hotels



First repeat travelers & referral flywheel

Why it matters

Builds early case studies & reviews

Proves monetization & hotel value-add

Drives network effects & retention

Lays foundation for Series A & market expansion

Product Overview

Benefits:

- **Travelers:**
Save on stays
Choose who to share with
More comfortable and safer than a dormitory
- **Hostels/Hotels:**
Fill twin rooms
Attract solo travelers
New revenue stream

How It Works:

1. Travelers choose their destinations & dates
2. Browse verified guest profiles and preferences
3. **Match & book** a twin room together

User Stories



As a solo traveler,

I want to match with someone I feel safe with so I can share a twin room and save money.



As a boutique hotel,

I want to fill unused twin rooms so I can increase revenue without changing my core model.



As a backpacker on a budget,

I want to split a room with someone I vibe with so I can travel more affordably.

What It Could Look Like



SplitStay

Welcome to SplitStay – where solo travelers connect, match, and save.

What brings you here?

 Share a Hotel Room  Find Roommates
 Just Browsing

- All users verified before booking
- Book with safety and comfort
- No hidden fees. Ever

[Log in](#)

Create Profile

Choose your travel traits

Search traits

Early Bird Night Owl
Planner Spontaneous
Street Food Fine Dining
Chatterbox Quiet Time
Party Animal Relaxed
Nature Lover City Lover
Bookworm Binge Watcher

[Create Profile](#)

Complete Your profile

What should we call you?
Jane

What makes you feel alive?
Love hiking, exploring, and catching sunrises

ID Verification
ID Verified
To host or be hosted, SplitStay requires a one-time ID verification. Your info is encrypted and never shared.

Date of Birth

Reason for Travel
Leisure Business

Languages
English Spanish

[Continue](#) [Skip for Now](#)

What It Could Look Like

Customize Your Ideal Match

Match Priorities

Sleep Bird Night Owl No preference
Tidy Doesn't matter

Sociability

Love to chat Quiet type Flexible

Gender Preference (Optional)

No preference Female Male

What's your ideal nightly rate?



Dealbreakers

- Non-smoker No party rooms
 Pet-free Verified ID only

See Matches

Skip - set up later

SplitStay

Destination
Brussels >

Dates
May 12 – 15

Browse Profiles



Alina 95%

♀ 21–25 English, German

Recommended Roommate



Sophie 70%

♀ 26–30 English, French

Ideal Match



Laura 60%

♀ 21–25 English, Dutch

Recomm

Request to Book



Hannah

♀ 26–30 English, French

Positive reviews ID Verified

"Spontaneous traveler who enjoys quiet hikes"



MEININGER Hotel

2 Single Beds

May 12–15 • 3 nights

€ 100 / night · Split € 50 each



- Flexible cancellation
- Only payment confirmed
- All guests are ID verified

Send Request to Share Room

Message First

What It Could Look Like

Your Roommate Request



Alina
♀ 21-25 English, German
Request Sent

Looking forward to our trip! 😊

MEININGER Hotel Bruxelles
May 12-15
Twin Room • €63 per night each
Pending confirmation

Sent Viewed Accepted

Message Now Cancel Request

Remember: always communicate & pay within our platform

Chat with Hannah

MEININGER Hotel

Hi Sophie! Looking forward to our trip! 😊 Would you like to coordinate arrival times?

Hannah confirmed the stay

Trip Details

📍 MEININGER Hotel
📅 Twin Room May 12 - 15
⌚ Total cost €189 (€94.50 each)
☑ Free cancellation until May 10
☑ ID Verified Positive Reviews

Call Guest Support View Booking Details

Download Confirmation

Your Stay at MEININGER Hotel



Brussels
May 12-15 2 days until check-in

Roommates

**Alina**
♀ 21-25 English, German
Confirmed

**Sophie**
♀ 26-30 English, French

Useful for Your Arrival:

⌚ Check-in: 3:00 PM 🚅 Closest Metro
📞 Hotel Contact 💰 Local Food Picks

Open Chat View Itinerary

What It Could Look Like

Welcome to Brussels!

Hope your journey went well! Your room will be ready at 3:00 PM. Need anything? We're here.

 MEININGER Hotel 

Quai du Batelage 12

 Hotel Contact

Roommates

 Alina	<input checked="" type="checkbox"/> Checked In
 Sophie	<input type="checkbox"/> On the way

Useful information

 Nearest Metro	 Luggage storage
 Hotel Contact	 Try Be Burger dinner

[Mark as Checked In](#) [Contact Hotel](#)

Guest Info



Stay Details

Day 2 of 4 [Tap to View](#)

Room No. 101

Roommate

 **Sophie**
21–25 Susan Corey Band
Susan Corey Band

Nearby Events

 04/28 Food Truck Festival

[Room Chat](#) [Explore Nearby](#)

Your Stay is Complete



MEININGER Hotel

 Brussels May 12–15

 Rate Stay  Refer SplitStay

What's Next?

 Keep in Touch with Alina >

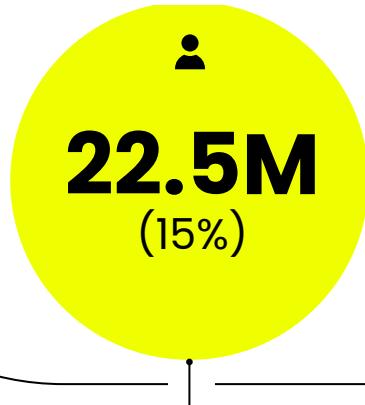
 Rebook in Another City >

[Return Home](#)

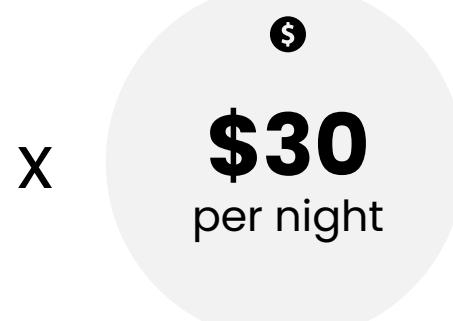
Market Opportunity

150 M

solo travelers globally (Source: UNWTO, Hostelworld, Booking.com data extrapolation)



Travelers
open to room sharing



Average Savings
per shared night



Average Shared Nights
per year per user

\$2.7 billion

TOTAL MARKET OPPORTUNITY (ANNUALLY)

AI Component



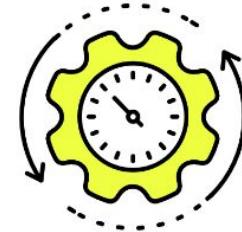
Smart Matchmaking

Use AI to recommend ideal room matches based on traveler preferences, travel style, language, gender, age group, and even social media affinity.



Trust & Compatibility Scoring

Apply machine learning to score match quality using reviews, behavior, and profile data. Help users feel more confident choosing their roommate by surfacing shared interests or highlighting potential friction.



Dynamic Room Pricing Optimization

Use AI to predict booking intent and optimize room-share pricing to maximize fill rate and user value — for example, adjusting offers based on location, season, or room demand.

Go-to-Market

We **acquire travelers and artisans** through a dual-channel approach:

- Partnerships with hotel chains
- Influencer-led travel content on social media
- Word-of-mouth & matching success stories
- Location-based ads targeting solo travelers

Competitive Landscape

SplitStay offers a unique combination of **hotel-level comfort** and **traveler matching**, giving solo travelers more control and privacy — without paying the price of a private room.

Choice & Matchmaking



Random

Dorm-like



Curated

Hotel-like

Selina

Comfort & Privacy



Unique Market Insights

- The global solo travel market was valued at \$482.5 billion in 2024 and is projected to grow at a **CAGR of 13.5% through 2033.**
[https://www.condorferries.co.uk/solo-travel-statistics?](https://www.condorferries.co.uk/solo-travel-statistics?utm_source=chatgpt.com)
- Hotels often price rooms for double occupancy, leading to **underutilization of twin rooms** when only one bed is occupied.
https://en.wikipedia.org/wiki/Single_supplement?utm_source=chatgpt.com
- Many **solo travelers** find hostels too noisy and hotels too expensive, **seeking a middle ground.**
https://solotravelerworld.com/about/solo-travel-statistics-data/?utm_source=chatgpt.com

Strategic Partnerships

We're in conversation with innovative hotel and hybrid hostel brands to launch **pilot programs that validate the SplitStay model** and unlock early distribution.



Team



Ruben Vanhees

CEO



Alvaro Torres

CTO



TBD

CMO



Road Map

- May 2025 - Team Formation & Start MVP
- June 2025 - **imec.istart Application**
- July – August 2025 – MVP Building, Testing & Finalizing
- September – October 2025 – Fundraising



Use of Funds



Product Development:

35%



Marketing and Customer Acquisition:

25%



Operations:

20%



Sales and Business Development:

10%



Legal and Compliance:

5%



Miscellaneous/Buffer:

5%

Thank You

Thank you for your time and consideration.

Join us in **transforming the travel experience**. Together, we can make traveling more affordable, more comfortable and safer.

www.splitstay.travel

Appendices

Strategic Advisors



Travel 360
Benelux



Lion Ventures
Sweden

Elevator Pitch

SplitStay **connects solo travelers to share twin hotel rooms, cutting costs and creating meaningful connections.**

Through our platform, travelers find compatible roommates based on destination and dates, then chat and book together — unlocking privacy, comfort, and affordability while helping hotels fill more beds.

About the Founder

Dutch-Belgian **startup entrepreneur** and digital nomad. These days mostly between the Philippines and Belgium.

Pioneer Couchsurfer who has extensive experience hosting people (more than 200) and being hosted (by nearly 100). Later in his life he started using Airbnb, Booking.com and Agoda and has stayed in over 1000 listings.

Ruben holds an **MBA** in International Business Management.





12
Reviews

4.5★
Rating

Ruben
Host

8
Years hosting



Tired of expensive hotel rooms... just because you're traveling solo?

Meet your match.
Choose who you share with



Emily
26

United States

Female

25-34

English,
Spanish



Try a shared hotel room and split the cost

How it works:

- Pick your destination & dates
- View traveler profiles
- Book a twin room together
- Enjoy your stay!

More comfort than a hostel dorm.

More control than a random bunkmate.

Launching our first pilot in Brussels

Join now and save on your next trip.



SplitStay

SplitStay

Destination

Dates

Search

Browse profiles

Profiles

Name

Name

Name

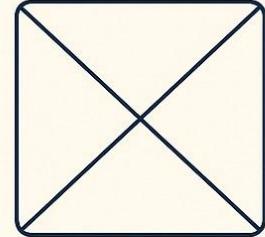


Photo

Name

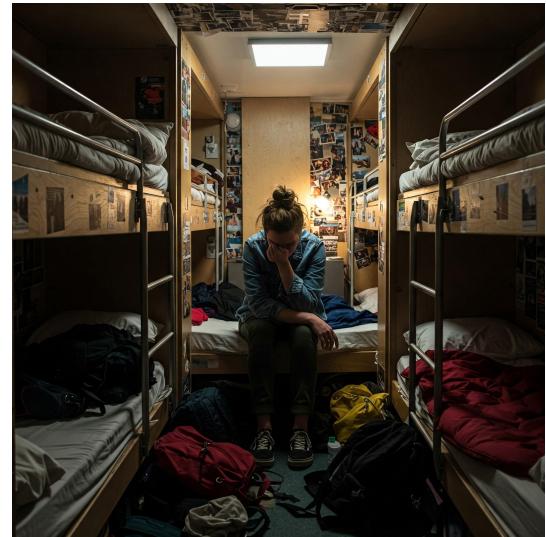
REQUEST TO BOOK

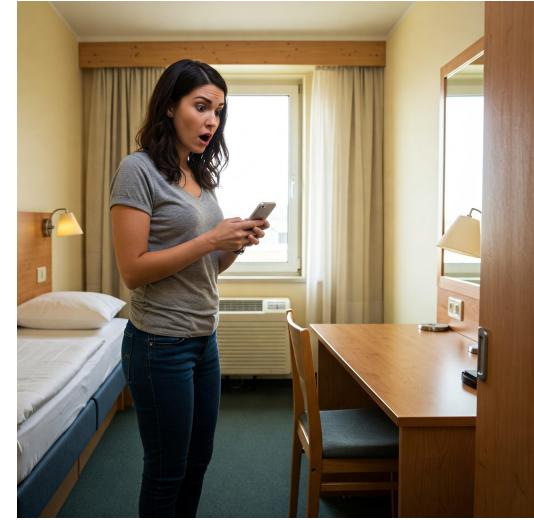
Twin Room



Apr 20–23

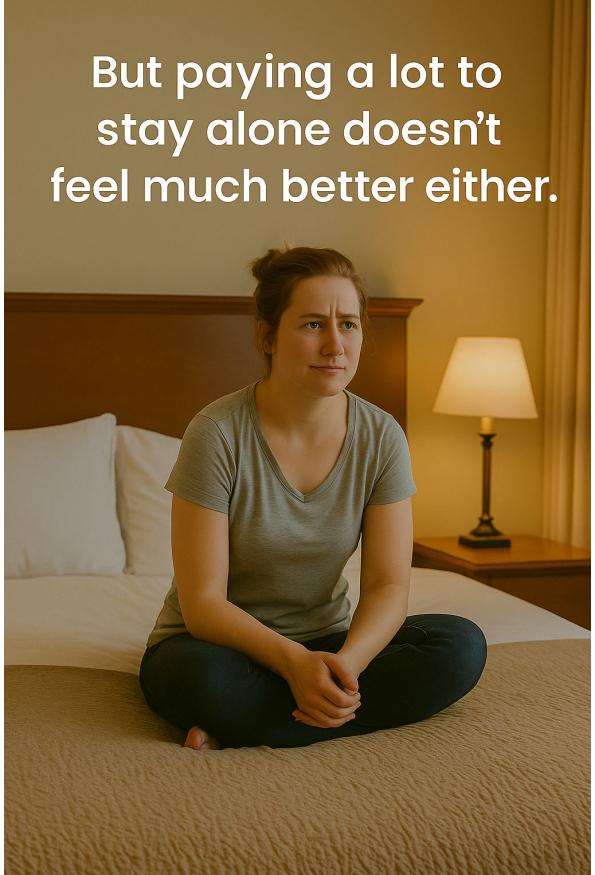
You're booked
with Name
—safely
and simply



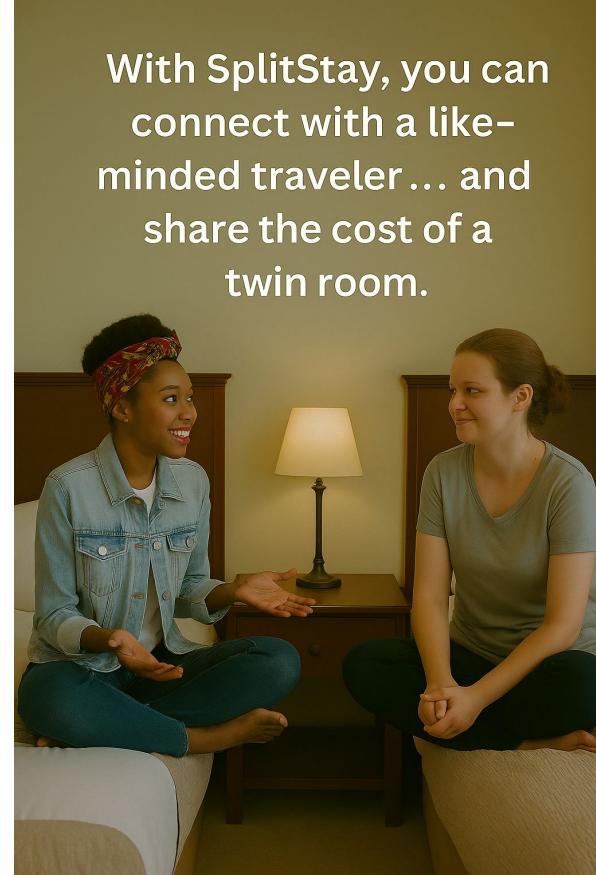




**Tired of sharing
a hostel room
with complete
strangers?**



**But paying a lot to
stay alone doesn't
feel much better either.**



**With SplitStay, you can
connect with a like-
minded traveler ... and
share the cost of a
twin room.**

Follow us for updates -
and comment 'pilot' to
be among the first to
try SplitStay.



SplitStay lets you
connect with a like-
minded traveler and
share the cost of
a twin room.



SplitStay lets you
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minded traveler and share the
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