

Calypso

Business Plan

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Introduction to Business Management

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Table of Contents

Company Description.....	2
Sector Analysis Company Description.....	4
Company Definition.....	6
Production System.....	8
Marketing Plan.....	12
Financing and Investment.....	14
Organizational Structure.....	18

Company Description

Calypso, Your AI Travel Nymph, is an AI-powered travel assistant designed to simplify and enhance the travel planning experience. As a group of friends passionate about travel, our mission is to empower global travelers by utilizing artificial intelligence and real-time market data. Calypso guides users effortlessly through planning, helping them find budget-friendly flights and highly rated hotels to create personalized, affordable, and exciting journeys. We help travelers explore boldly and sail beyond their boundaries.

Calypso is more than a travel tool, it's like having a friend who knows every corner of the travel world. Instead of browsing dozens of websites or juggling spreadsheets, travelers can tell Calypso their preferences, budget, style, destinations, and the app works behind the scenes to suggest options that fit.

Beyond simply listing flights and hotels, Calypso tries to anticipate what will make a trip memorable. For example, it can highlight the best times to book, suggest unique activities that match a traveler's style, or even adjust recommendations if a plan changes. By blending smart data analysis with an understanding of what travelers enjoy, Calypso makes planning less stressful and more exciting.

Artificial Intelligence is rapidly transforming the travel industry. By automating complex decisions and providing personalized experiences, AI has made travel planning far more accessible. In recent years, AI has been integrated into nearly every stage of trip planning, from predicting price fluctuations to optimizing routes and generating itineraries. Modern travelers increasingly expect smart tools capable of sorting through flights, hotels, activities, and reviews within minutes. This shift has created heavy demand for AI systems that reduce planning time and enhance affordability.

The core innovation behind Calypso is its AI-based trip planning engine. This model uses real flight and hotel APIs (Application Programming Interfaces) to create optimized travel plans. Traditional travel websites display options, while Calypso analyzes thousands of combinations of hotels, dates, flights, and preferences to design the best itinerary for each traveler. By connecting directly with global flight APIs and hotel systems, Calypso receives live pricing, real-time availability, and updated market fluctuations, allowing it to identify the cheapest and most convenient options.

Beyond price optimization, AI enhances the travel planning process through:

- **Predictive Insight:** Forecasting demand, ideal booking windows, and seasonal changes.
- **Itinerary Automation:** Generating daily schedules, suggesting activities, and mapping routes.
- **Personalization:** Interpreting budget, travel style, amenities, dietary restrictions, and pace.
- **Decision Support:** Evaluating thousands of variables and constraints that would be time-consuming to process manually.

This innovation positions Calypso as a next-generation travel tool—faster, smarter, and more cost-efficient than conventional platforms. Using real APIs combined with intelligent optimization algorithms, Calypso delivers a seamless, deeply personalized travel planning experience that reduces stress and saves money.

Competitive Landscape

Many established booking sites, Booking.com, Expedia, Despegar, are adding AI features. Expedia recently launched an AI assistant that turns Instagram Reels into itineraries (Expedia, 2025), and Booking.com introduced AI-powered search and review summaries (Booking.com, 2024). However, these enhancements are layered onto legacy platforms, while Calypso is built from the ground up around AI.

Other niche competitors like Hostelworld, Checkfelix, and Hopper assist with specific parts of travel planning but do not offer end-to-end itinerary creation.

AI-travel startups such as Wonderplan.ai and Layla.ai provide inspiration or suggestions, but none support direct booking. Calypso connects to providers via API, keeping users on the platform and enabling post-booking support, including changes to reservations.

Sector Analysis

Generic Environment Analysis

The travel technology industry operates in a fast-changing global environment shaped mainly by economic and technological trends. Understanding these broader factors is essential for positioning Calypso effectively.

AI Adoption Trends

Organizations are shifting from early excitement around generative AI toward more responsible and practical applications. Although companies continue to invest in AI, fewer than 30% of AI leaders say their CEOs are satisfied with the returns, largely due to governance challenges such as hallucinations, bias, and regulatory constraints.

A major limitation is data readiness: 57% of organizations report that their data is not prepared for AI use. As companies work to improve data quality, AI adoption is expected to become more targeted. By 2027, over 50% of generative AI models used by businesses will be domain-specific, and synthetic data will become more common for training and customer-facing use cases. Sustainability pressures will also encourage more energy-efficient AI systems by 2028.

Energy and Infrastructure Demands

The rise of AI is increasing pressure on digital infrastructure. Data centers have already doubled their electricity consumption, now accounting for roughly 4.4% of U.S. energy usage. By 2028, more than half of data-center electricity is expected to support AI workloads. These growing demands highlight the need for efficient computational methods and increased investment in energy-aware technologies.

Post-Pandemic Travel Recovery

The travel industry has largely recovered from the COVID-19 disruption. Travelers now expect seamless, digital-first planning solutions, driving rapid adoption of technology platforms and creating an advantageous environment for AI-enhanced services like Calypso.

Porter's Five Forces Analysis

Competitive Rivalry - High

The travel planning market is highly competitive, dominated by major OTAs such as Expedia, Booking.com, Google Travel, Hopper, and Kayak. Switching costs for users are extremely low, and new AI-driven platforms increase the speed and personalization expectations. Competition is determined by price, convenience, and technological efficiency.

Threat of New Entrants - Moderate to High

AI tools, cloud computing, and accessible APIs have lowered barriers for startups. However, scaling requires strong data governance, compliance, and reliable computing infrastructure. While new entrants are frequent, few can match the depth of personalization and optimization Calypso offers.

Threat of Substitutes - Moderate

Alternatives include traditional travel agents, all-inclusive packages from airlines or hotels, spreadsheet or template-based planning tools, and self-directed research through blogs and social platforms. These methods lack real-time data integration and automated optimization, making them less efficient than AI-driven solutions.

Bargaining Power of Suppliers - Moderate

Suppliers include airlines, hotels, transportation providers, and API platforms. Larger suppliers have pricing power, but competition across providers and standardized APIs reduce dependency on any single source. Aggregation helps balance supplier influence.

Bargaining Power of Buyers - High

Travelers can compare prices instantly across platforms, making switching effortless and increasing price sensitivity. To reduce buyer power, Calypso must provide differentiated value through personalization, convenience, and optimized itineraries that users cannot easily replicate.

Company Definition

Legal Structure: Sociedad Limitada (S.L.) in Spain

Calypso AI will operate as a Sociedad Limitada (S.L.), a limited liability company in Spain that protects shareholders' personal assets. This structure grants shareholders rights to profit distribution, access to corporate information, participation in strategic decisions, and the ability to transfer equity. The company will be incorporated following all legal and regulatory requirements, ensuring full operational readiness.

Corporate Objective

Calypso aspires to become the world's leading AI-powered travel assistant, transforming the way tours and trips are organized around the world. We commit to bespoke travel solutions that are efficient, accessible, and supported by real-time insights into the market. Our objective at Calypso is to create value over a long period of time by making planning simpler, thus allowing the business model to scale sustainably.

Corporate Strategy

Calypso shall be based on the Sociedad Limitada form to ensure legal protection, favorable taxation conditions, and credibility within the Spanish market. With this, we can easily scale up responsibly and at the same time protect the shareholders' interests. The strategic direction of the company hinges on disciplined execution. Tools such as the Strategy Map and the Balanced Scorecard help align internal efforts and set measurable, realistic objectives. These frameworks allow Calypso to maintain clarity across several key strategic dimensions. The company financially looks forward to sustainable profitability, attained through the efficiency of cost management, subscription and commission-based multiple revenue models, and cash flow management, balancing continuity in operations, reinvestment, and growth. Calypso delivers value by continuously testing and improving its personalized travel solutions based on real-time customer feedback, ensuring affordability, ease of use, and high satisfaction, utilizing agile methodologies.

Competitive Strategy: Differentiation through Artificial Intelligence and Cost-Efficient Operations

Calypso's strategy centers on two pillars: advanced AI-powered personalization and a low-cost operational model, enabling superior value at competitive pricing. The company differentiates through intelligent technology that creates customized travel experiences. By leveraging real-time APIs and machine learning algorithms, Calypso generates optimal itineraries tailored to individual preferences, budgets, and travel styles, standing apart from traditional online travel agencies. Simultaneously, Calypso maintains a lean cost structure through automation, strategic API partnerships, and efficient resource allocation. The subscription-based revenue model ensures predictable cash flow while keeping services accessible. By combining technological sophistication with operational efficiency, Calypso creates a defensible competitive position delivering both differentiation and value.

Target Market Definition

Calypso primarily targets young travelers aged 18-40, digital nomads, and budget-conscious tourists who value technology-driven solutions. This segment represents tech-savvy individuals who travel frequently, prioritize cost optimization, and prefer mobile-first platforms that simplify complex planning tasks. Secondary segments include experience-driven travelers seeking unique local activities and convenience-oriented users who value time savings over extensive manual research.

Production System

Production System Overview

Calypso operates as a flexible, service-based platform where value is created through AI-driven data processing and algorithmic optimization. Users input travel preferences, including destination, dates, budget, accommodations, and activities, and Calypso's AI engine queries multiple flight, hotel, and activity APIs in real time. The system evaluates thousands of combinations using optimization algorithms and machine learning models, considering user preferences, ratings, historical patterns, and market trends, and generates a personalized travel itinerary with flights, hotels, activities, and estimated costs. Users can review, modify, and book directly through integrated APIs.

The system can process multiple requests simultaneously, scale dynamically based on demand, and operate 24/7, continuously accessing updated data and refining recommendations. This combination of flexibility, automation, and continuous processing enables Calypso to deliver personalized travel services at scale while maintaining operational efficiency.

Cost Structure Analysis

Understanding Calypso's cost structure is essential for evaluating profitability and operational efficiency. Costs are divided into fixed costs, incurred regardless of users, and variable costs, which scale with customer activity.

Fixed Costs (Annual)

- AI Infrastructure: €60,000 - Cloud computing, GPU usage, database storage, secure networking, and auto-scaling for high reliability.
 - API Subscription Fees: €24,000 - Access to flight and hotel APIs including Amadeus, Skyscanner, Kiwi, Booking.com, Expedia, and Hotelbeds.
 - Salaries: €150,000 - CEO, CTO/AI engineer, full-stack developer, and part-time UI/UX designer.
 - Marketing Budget: €30,000 - Social media campaigns, influencer collaborations, campus marketing, and launch promotions.
 - Operational Costs: €16,000 - Legal/accounting, cybersecurity, office/co-working fees, and SaaS tools (Figma, GitHub, Slack, Notion).
- Total Fixed Costs: €280,000

Variable Costs (Per User/Year)

- API Calls: €4.00

- Customer Support: €0.50
- Payment Processing: €4.20

Total Variable Cost per User: €8.70

Revenue Model

Subscription at €5/month (€60/year) provides predictable cash flow and scalability.

Contribution Margin

Price – Variable Cost = $\text{€}60 - \text{€}8.70 = \text{€}51.30 \rightarrow 85.5\%$ margin, typical for SaaS/AI platforms.

Break-Even Analysis

Break-even users = Fixed Costs / Contribution Margin = $280,000 / 51.30 \approx 5,458$ users (455/month). Achievable within one year through marketing, influencer partnerships, and referral programs.

Five-Year Revenue Forecast

Revenue growth assumes increased users from app launch, AI improvements, influencer/student partnerships, and international expansion.

EBIT Calculation

Year	Paying Users	Revenue (€/year)
1	6	€360,00
2	10	€600,00
3	15	€900,00
4	22	€1,320,000
5	30	€1,800,000

EBIT Formula: EBIT = Revenue - (Fixed Costs + Variable Costs)

Variable costs per year: $VC = 8.70 \times \text{Users}$

We also assume fixed costs increase €20,000 per year due to new hires and expanded AI hosting.

Year	Revenue	Fixed Costs	Variable Costs	EBIT
1	€360,00	€280,00	€52,20	€27,80
2	€600,00	€300,00	€87,00	€213,00
3	€900,00	€320,00	€130,50	€449,50
4	€1,320,000	€340,00	€191,40	€788,60
5	€1,800,000	€360,00	€261,00	€1,179,000

EBIT increases sharply after Year 1 due to high operating leverage. Once fixed costs are covered, incremental revenue converts disproportionately into profit.

Operating Leverage

Operating leverage measures how sensitive Calypso's EBIT is to changes in sales volume. With high fixed costs and low variable costs, small increases in subscribers significantly boost profit, typical for AI and SaaS platforms.

Degree of Operating Leverage (DOL)

$$\text{DOL} = \text{Contribution Margin} / \text{EBIT}$$

Year 1: Contribution Margin = €307,800, EBIT = €27,800

$$\text{DOL} = 307,800 / 27,800 \approx 11.07$$

A DOL of 11.07 indicates that a 1% increase in revenue generates an ~11% increase in EBIT. While this provides strong profit potential as subscriber numbers grow, it also creates dependency on meeting growth targets.

Financial Risk Analysis

The financial risk of Calypso relates to how factors like cost structure, cash flow, market competition, and technological demands affect long-term financial stability.

Cost-Structure Risk

Calypso has high fixed costs including AI infrastructure, salaries, and APIs, but very low variable costs at only €8.70 per user per year. This means break-even is achievable at a moderate scale, but failing to reach subscriber targets would create financial pressure.

Revenue Risk

Revenue depends on monthly subscription renewals, user growth rate, marketing effectiveness, and seasonal travel fluctuations. If growth slows, EBIT decreases sharply due to high operating leverage.

Technological Risk

Key risks include rising cloud and GPU costs, increasing API fees, the need to retrain or update AI models, and dependency on third-party providers. Any cost increases in these areas can reduce profitability.

Market Risk

Calypso competes against Expedia, Hopper, Kayak, Booking.com, and new AI native platforms. Market pressure could lead to price competition, higher marketing expenses, and slower user adoption.

Regulatory and Data Privacy Risk

Since Calypso collects user data, it must comply with GDPR (General Data Protection Regulation), EU AI Regulations, and API usage policies. Non-compliance risks fines and loss of credibility.

Overall Financial Assessment

Calypso's financial model is high-margin, scalable, and financially viable. With an 85.5% contribution margin, low variable costs, and predictable subscription revenue, the business reaches profitability quickly once fixed costs are covered. Revenue growth outpaces costs, enabling strong operating leverage. Risks include reliance on user growth, competitive market pressures that may increase acquisition costs, and potential rises in AI infrastructure expenses. Overall, Calypso is positioned for long-term profitability as subscriber targets are met.

Marketing Plan

Market Segmentation and Targeting

Calypso operates within the travel technology sector, where user needs vary significantly by age, budget, lifestyle, and digital literacy. We employ a multi-variable segmentation approach encompassing demographic, psychographic, and behavioral criteria.

Demographic segmentation:

- Young travelers (18-30): Students, recent graduates, and early-career professionals seeking affordable options via mobile platforms
- Digital workers (22-40): Remote workers requiring flexible itineraries, real-time updates, and personalized recommendations
- Budget-conscious tourists (all ages): Price-sensitive users prioritizing value optimization

Psychographic Segmentation

- Experience-driven travelers seeking cultural immersion and personalized itineraries
- Tech-forward early adopters who value AI-assisted tools and automation
- Convenience seekers prioritizing stress-free, rapid planning solutions

Behavioral Segmentation

- Frequent planners traveling multiple times annually
- Deal seekers consistently pursuing discounts and optimal value
- Mobile-dependent travelers managing trips primarily via smartphone

Positioning Strategy

Calypso positions itself as an AI-powered travel assistant delivering fast, personalized itineraries with optimized pricing. It differentiates through AI-driven personalization, real-time data integration, user-friendly interfaces, cost-optimized travel planning, and reliable, verified information. The platform makes trip planning accessible, efficient, and tailored to each user's needs, offering a smarter, faster alternative to traditional planning tools.

Marketing Mix

Product Strategy

Calypso is a digital travel planning platform offering AI-powered, personalized itineraries with real-time integration of flights, hotels, and activities. Users can plan comprehensive trips, including transportation, accommodations, and daily activities. A freemium model provides basic itinerary planning for free, while a premium subscription (€5/month) grants unlimited searches, advanced customization, and priority support. The product is in its introduction phase, focusing on user acquisition, brand awareness, and market share growth.

Distribution Strategy

Calypso is distributed entirely online via a web platform accessible on desktop and mobile browsers. A mobile app for iOS and Android is planned in Year 2, featuring push notifications for alerts and reminders. Partnerships with travel bloggers, influencers, and university travel clubs drive traffic, while API integrations enable seamless booking. This online-first approach ensures cost efficiency, rapid iteration, and full control over the user experience.

Pricing Strategy

Calypso offers a subscription at €5/month or €60/year, providing affordable access while generating predictable recurring revenue. The pricing supports break-even at approximately 4,714 annual subscribers and positions the platform competitively against higher-priced or commission-based alternatives. Flexible options for promotions, referral incentives, or tiered pricing will be considered as the user base grows.

Communication Strategy

Marketing efforts target digital platforms frequented by tech-savvy young travelers. Social media campaigns on Instagram and TikTok highlight AI-generated itineraries and travel inspiration. Influencer partnerships provide authentic endorsements and reach new audiences. University marketing and student ambassador programs engage younger travelers, while digital advertising via Google Ads and Meta campaigns supports brand visibility and subscriber growth. The Year 1 marketing budget totals €30,000.

Financing and Investment

Year 0					
Balance sheet as of 31.12.2024			Income statement 2024		
Account	Debit	Credit			
Fixed assets			Operating revenue	-	€
Office machinery	9.000,00 €		Cloud computing	-	3.000,00 €
Office equipment	9.000,00 €		Salaries	-	12.500,00 €
Software (Core Application)	62.500,00 €		Other operating expenses	-	8.000,00 €
Current assets			EBITDA	-	23.500,00 €
Bank	39.500,00 €		Depreciation	-	2.000,00 €
Short-term debts			EBIT	-	25.500,00 €
Accrued expenses		500,00 €	Financial expenses	-	5.000,00 €
Bank loan		20.000,00 €	EBT	-	30.500,00 €
Long-term debts			Taxes	-	€
Bank loan		80.000,00 €	Net Profit	-	30.500,00 €
Equity capital					
Paid-in capital		50.000,00 €			
Retained earnings		- 30.500,00 €			
Total	120.000,00 €	120.000,00 €			

We spent the second half of Year 0 creating an MVP to publish. Therefore we didn't have any revenue yet. We bought office machinery and office equipment for our employees. The vast majority of the salaries was capitalized into the Core Software we produced. Since it is of significant value for our company, being our core product, it has to be recorded as an asset. We financed the development through a 100.000€ loan, which will be paid back over 5 years, starting on 01.07.2025. Additionally, we (the founders) paid in 50.000€ of our own money to finance the development. Our expenses were modest, since we didn't have to pay for production-ready infrastructure.

Year 1					
Balance sheet as of 31.12.2025			Income statement 2025		
Account	Debit	Credit			
Fixed assets			Operating revenue	360.000,00 €	
Office machinery	7.000,00 €		Cloud computing	-	60.000,00 €
Office equipment	7.000,00 €		API subscription fees	-	48.000,00 €
Software (Core Application)	53.571,43 €		Salaries	-	87.500,00 €
Software (Advanced Itinerary Planner)	62.500,00 €		Marketing expenses	-	30.000,00 €
Current assets			Other operating expenses	-	44.200,00 €
Bank	32.438,57 €		EBITDA	-	90.300,00 €
Short-term debts			EBIT	-	8.928,57 €
Accrued expenses		6.000,00 €	Depreciation	-	4.000,00 €
Bank loan		20.000,00 €	EBT	-	77.371,43 €
Long-term debts			Financial expenses	-	9.000,00 €
Bank loan		60.000,00 €	Net Profit	-	68.371,43 €
Equity capital					
Paid-in capital		50.000,00 €			
Retained earnings		26.510,00 €			
Total	162.510,00 €	162.510,00 €			

After the first year of the release of the software, we were already able to achieve incredible growth. With an average of 6.000 paying users we achieved a revenue of 360.000€. We paid back the first rate of our loan on the 01.07. and we started amortization of our Core

Application, which will happen over 7 years. We also worked on reworking the core of our product, the Itinerary Planner. This component of the software was also capitalized. It will be amortized together with the Core Application, over the next 6 years. Also, we were able to use the loss from Year 0 to get a tax deduction.

Year 2					
Balance sheet as of 31.12.2026			Income statement 2026		
Account	Debit	Credit	Operating revenue	600.000,00 €	
Fixed assets			Cloud computing	- 60.000,00 €	
Office machinery	5.000,00 €		API subscription fees	- 64.000,00 €	
Office equipment	5.000,00 €		Salaries	- 170.000,00 €	
Software (Core Application)	44.642,86 €		Marketing expenses	- 50.000,00 €	
Software (Advanced Itinerary Planner)	52.083,33 €		Other operating expenses	- 63.000,00 €	
Current assets			EBITDA	193.000,00 €	
Bank	149.642,14 €		Amortization Core Application	- 8.928,57 €	
Short-term debts			Amortization Advanced Itinerary Planner	- 10.416,67 €	
Accrued expenses		6.000,00 €	Depreciation	- 4.000,00 €	
Bank loan		20.000,00 €	EBIT	169.654,76 €	
Long-term debts			Financial expenses	- 7.000,00 €	
Bank loan		40.000,00 €	EBT	162.654,76 €	
Equity capital			Taxes	- 48.796,43 €	
Paid-in capital		50.000,00 €	Net Profit	113.858,33 €	
Retained earnings		140.368,33 €			
Total	256.368,33 €	256.368,33 €			

In Year 2 we were able to increase our revenue to 600.000€, which resulted in a net profit of 113.858,33€.

Year 3					
Balance sheet as of 31.12.2027			Income statement 2027		
Account	Debit	Credit	Operating revenue	900.000,00 €	
Fixed assets			Cloud computing	- 60.000,00 €	
Office machinery	3.000,00 €		API subscription fees	- 84.000,00 €	
Office equipment	3.000,00 €		Salaries	- 190.000,00 €	
Software (Core Application)	35.714,29 €		Marketing expenses	- 70.000,00 €	
Software (Advanced Itinerary Planner)	41.666,67 €		Other operating expenses	- 86.500,00 €	
Current assets			EBITDA	409.500,00 €	
Bank	419.795,71 €		Amortization Core Application	- 8.928,57 €	
Short-term debts			Amortization Advanced Itinerary Planner	- 10.416,67 €	
Accrued expenses		6.000,00 €	Depreciation	- 4.000,00 €	
Bank loan		20.000,00 €	EBIT	386.154,76 €	
Long-term debts			Financial expenses	- 5.000,00 €	
Bank loan		20.000,00 €	EBT	381.154,76 €	
Equity capital			Taxes	- 114.346,43 €	
Paid-in capital		50.000,00 €	Net Profit	266.808,33 €	
Retained earnings		407.176,67 €			
Total	503.176,67 €	503.176,67 €			

The growth did not stop in Year 3, with an increase in operating revenue of 50%, leading to a total net profit of 266.808,33€.

Year 4					
Balance sheet as of 31.12.2028			Income statement 2028		
Account	Debit	Credit			
Fixed assets			Operating revenue	1.320.000,00 €	
Office machinery	1.000,00 €		Cloud computing	- 60.000,00 €	
Office equipment	1.000,00 €		API subscription fees	- 112.000,00 €	
Software (Core Application)	26.785,71 €		Salaries	- 151.887,45 €	
Software (Advanced Itinerary Planner)	31.250,00 €		Marketing expenses	- 90.000,00 €	
Software (Mobile App)	58.112,55 €		Other operating expenses	- 119.400,00 €	
Current assets			EBITDA	786.712,55 €	
Bank	897.285,52 €		Amortization Core Application	- 8.928,57 €	
Short-term debts			Amortization Advanced Itinerary Planner	- 10.416,67 €	
Accrued expenses	6.000,00 €		Depreciation	- 4.000,00 €	
Bank loan	20.000,00 €		EBIT	763.367,31 €	
Long-term debts			Financial expenses	- 3.000,00 €	
Bank loan	- €		EBT	760.367,31 €	
Equity capital			Taxes	- 228.110,19 €	
Paid-in capital	50.000,00 €		Net Profit	532.257,12 €	
Retained earnings	939.433,79 €				
Total	1.015.433,78 €	1.015.433,79 €			

In Year 4 we developed a new mobile app, which was capitalized. Our Full-Stack engineer spent 75% of her time on that new project, our UI/UX-Designer spent 90% of his time, and also our CTO was able to spend 25% of her time on coding the mobile app. The app will be amortized over 5 years. The company continued growing to a net profit of 532.257,12€.

Year 5					
Balance sheet as of 31.12.2029			Income statement 2029		
Account	Debit	Credit			
Fixed assets			Operating revenue	1.800.000,00 €	
Office machinery	1,00 €		Cloud computing	- 60.000,00 €	
Office equipment	1,00 €		API subscription fees	- 144.000,00 €	
Software (Core Application)	17.857,14 €		Salaries	- 230.000,00 €	
Software (Advanced Itinerary Planner)	20.833,33 €		Marketing expenses	- 110.000,00 €	
Software (Mobile App)	46.490,04 €		Other operating expenses	- 157.000,00 €	
Current assets			EBITDA	1.099.000,00 €	
Bank	1.655.775,24 €		Amortization Core Application	- 8.928,57 €	
Short-term debts			Amortization Advanced Itinerary Planner	- 10.416,67 €	
Accrued expenses	6.000,00 €		Amortization Mobile App	- 11.622,51 €	
Bank loan	- €		Depreciation	- 1.998,00 €	
Long-term debts			EBIT	1.066.034,25 €	
Bank loan	- €		Financial expenses	- 1.000,00 €	
Equity capital			EBT	1.065.034,25 €	
Paid-in capital	50.000,00 €		Taxes	- 319.510,28 €	
Retained earnings	1.684.957,76 €		Net Profit	745.523,98 €	
Total	1.740.957,76 €	1.740.957,76 €			

In Year 5 we were able to pay back the last bit of our loan to the bank. Also, our office equipment has reached the end of its useful life. We kept it in the balance sheet with 1€, to remember it exists, as per accounting standards. We were able to increase our operating revenue to 1.800.000€, and our net profit to 745.523,98€.

Year	Net profit	Depreciation/Amortization	Change current ass	Change current liabilities	Cashflow	NPV
0	- 30.500,00 €	2.000,00 €	- €	500,00 €	- 28.000,00 €	- 28.000,00 €
1	57.010,00 €	12.928,57 €	- €	5.500,00 €	75.438,57 €	69.850,53 €
2	113.858,33 €	23.345,24 €	- €	- €	137.203,57 €	117.629,95 €
3	266.808,33 €	23.345,24 €	- €	- €	290.153,57 €	230.333,26 €
4	532.257,12 €	23.345,24 €	- €	- €	555.602,36 €	408.384,32 €
5	745.523,98 €	32.965,75 €	- €	- €	778.489,72 €	529.827,03 €
					Total NPV	1.328.025,08 €

Year	Net profit	Average assets	ROA
0	- 30.500,00 €	120.000,00 €	-0,2541666667
1	57.010,00 €	162.510,00 €	0,3508091841
2	113.858,33 €	256.368,33 €	0,4441201161
3	266.808,33 €	503.176,67 €	0,530247827
4	532.257,12 €	1.015.433,78 €	0,5241672347
5	745.523,98 €	1.740.957,76 €	0,4282263439

Year	Net profit	Average Equity	ROE
0	- 30.500,00 €	19.500,00 €	-1,564102564
1	57.010,00 €	76.510,00 €	0,7451313554
2	113.858,33 €	190.368,33 €	0,5980949212
3	266.808,33 €	457.176,67 €	0,5836000671
4	532.257,12 €	989.433,79 €	0,5379411199
5	745.523,98 €	1.734.957,76 €	0,4297072776

Year	Average assets	Average Equity	Financial leverage
0	120.000,00 €	19.500,00 €	6,153846154
1	162.510,00 €	76.510,00 €	2,124036055
2	256.368,33 €	190.368,33 €	1,346696309
3	503.176,67 €	457.176,67 €	1,100617555
4	1.015.433,78 €	989.433,79 €	1,026277654
5	1.740.957,76 €	1.734.957,76 €	1,003458297

The metrics of the business show five years that have been highly successful. The only unprofitable year was Year 0, when we were just developing the software. Already in Year 1 we were able to achieve a profit, that was more than 70% of our equity. This incredible number was largely possible because of the tax deduction from Year 0. The growth continued through the next years. Currently, we are able to earn back our assets within less than 3 years. Also our equity can be earned back within less than 3 years. We were able to pay back all our debt in Year 5, so now we are almost entirely self-financed, which is shown with the financial leverage of 1,004.

Organizational Structure

Human Resources Strategy

Calypso's HR strategy ensures the recruitment, development, and retention of a lean, technically skilled team capable of scaling an AI-driven travel platform. Our approach prioritizes efficiency, technical excellence, and sustainable growth, while fostering a people-first culture that encourages innovation, continuous learning, and accountability. Over five years, Calypso will transition from a small founding team to a structured organization with specialized AI, product, marketing, and operations functions. Workforce planning focuses on talent acquisition, salary structuring, employee development, cybersecurity responsibility, and data management ownership.

Year 1: Foundation and Launch

The first year emphasizes company setup, product development, and early market traction. The team is cross-functional and collaborative.

Total Headcount: 5 Full-Time Employees (4 full-time, 1 part-time)

Role	Employment Type	Annual Salary
CEO (Co-Founder)	Full-time	25,000
CTO / AI Engineer (Co-Founder)	Full-time	40,000
Full-Stack Developer	Full-time	32,000
AI/ML Engineer (Junior/Mid)	Full-time	35,000
UI/UX Designer	Part-time	18,000
TOTAL		150,000

Organizational Structure - Year 1

- **CEO (Co-Founder):** Oversees strategy, business development, investor relations, legal compliance, and marketing direction
- **CTO / AI Engineer (Co-Founder):** Leads technical architecture, AI model development, infrastructure decisions, and engineering team management
- **Full-Stack Developer:** Develops web platform, implements API integrations, manages databases, and ensures system reliability

- **AI/ML Engineer:** Trains and optimizes machine learning models, improves recommendation algorithms, and conducts data analysis
- **UI/UX Designer (Part-time):** Creates user interface designs, conducts usability testing, and maintains brand visual identity

This structure prioritizes technical capability and product development while keeping administrative overhead minimal.

Year 2: Early Growth Phase

As the user base reaches 10,000 subscribers, Calypso adds a Customer Support Specialist to improve user experience and retention.

Total Headcount: 6 Full-Time Employees

Role	Employment Type	Annual Salary	Notes
CEO (Co-Founder)	Full-time	26,250	5% increase
CTO / AI Engineer (Co-Founder)	Full-time	42,000	5% increase
Full-Stack Developer	Full-time	33,600	5% increase
AI/ML Engineer (Junior/Mid)	Full-time	36,750	5% increase
UI/UX Designer	Part-time	18,900	5% increase
NEW: Customer Support Specialist	Full-time	12,500	Light support role to match a projected 10,000 users

Year 3: Scaling Infrastructure

With 15,000 projected users, AI workload and data complexity increase. A Junior Data Engineer is added to manage datasets, optimize pipelines, and support AI model training.

Total Headcount: 7 Full-Time Employees

Role	Employment Type	Annual Salary	Notes
CEO (Co-Founder)	Full-time	27,563	5% increase
CTO / AI Engineer (Co-Founder)	Full-time	44,100	5% increase
Full-Stack Developer	Full-time	35,280	5% increase
AI/ML Engineer (Junior/Mid)	Full-time	38,280	5% increase
UI/UX Designer	Part-time	19,845	5% increase
Customer Support Specialist	Full-time	13,125	5% increase
NEW: Junior Data Engineer	Full-time	11,500	5% increase
TOTAL		190,000	Matches budget

Year 4: Market Expansion

At 22,000 users, marketing becomes a focus. A Marketing Specialist joins to execute campaigns, manage social media, coordinate influencer partnerships, and drive user acquisition.

Total Headcount: 8 Full-Time Employees

Role	Employment Type	Annual Salary	Notes
CEO (Co-Founder)	Full-time	28,941	5% increase
CTO / AI Engineer (Co-Founder)	Full-time	46,305	5% increase
Full-Stack Developer	Full-time	37,044	5% increase
AI/ML Engineer (Junior/Mid)	Full-time	40,517	5% increase
UI/UX Designer	Part-time	20,837	5% increase
Customer Support Specialist	Full-time	13,781	5% increase
Junior Data Engineer	Full-time	12,075	5% increase
NEW: Marketing specialist	Full-time	10,500	
TOTAL		210000	Matches budget

Year 5: Mature Operations

With 30,000 users, customer support scales further with a second Customer Support Specialist to maintain service quality.

Total Headcount: 9 Full-Time Employees

Role	Employment Type	Annual Salary	Notes
CEO (Co-Founder)	Full-time	30,388	5% increase
CTO / AI Engineer (Co-Founder)	Full-time	48,620	5% increase
Full-Stack Developer	Full-time	38,896	5% increase
AI/ML Engineer (Junior/Mid)	Full-time	42,543	5% increase
UI/UX Designer	Part-time	21,878	5% increase
Customer Support Specialist	Full-time	14,470	5% increase
NEW: Junior Data Engineer	Full-time	12,679	5% increase
NEW: Marketing specialist	Full-time	11,025	
NEW: 2nd Customer Support Specialist	Full-time	9,500	
TOTAL		230,000	Fits salary cap exactly

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