PROFILE

Portfolio Company Full Name: Frontdesk Anywhere Inc – Cloud Platform for Hotels	
Contact Person: Roger Chi	
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EXECUTIVE SUMMARY

Management Team (Background/ Experience):
The Front Desk Anywhere management team has perfect balance of silicon valley disruptive technology and deep travel industry experience. **Joe Kiernan** began his career as a software engineer in the early days of the Internet. He was part of the team which created a world first for Irish Continental Group in the supply of travel information and booking ability to a single country destination. Having spent the past 15 years living and breathing technology in Silicon Valley he is ready to lead the hotel industry into the cloud. **Thomas Lyle** began his career in travel in sales and operations with Delta Air Lines, Princess Cruises and STA Travel. Since 2000 he has worked with Silicon Valley technology companies to develop their brands, online presence and sales. **Grant Healy** is the former VP of Hotel Finance and Technology at Hyatt hotels and has over 25 years of experience managing and running hotels **Milan Skoro** is the former Director of IT for Europe, Africa, Middle East with over 30 travel technology experience.
Business Opportunity being addressed:
Frontdesk Anywhere provides hoteliers with a platform that streamlines operations, increases revenue and enhances the guest experience. As of today, less than 3% on of hotels are on pure cloud based systems. A the cloud becomes the standard for software delivery, hotels are moving more rapidly to adopt software that enables them to run the businesses better and take advantage of services that allow them to connect better with guests. As the system of record for guests staying at the hotel, Frontdesk Anywhere is the hub that drives many of the services used by hotels including online distribution, revenue management and reputation management. Our goal is to secure our position as the #1 cloud platform for hotels in a $762 billion hotel market.
Product(s)/ Service(s):
Frontdesk Anywhere property management system includes front office and backoffice software as well as its own native Internet Booking Engine, Internet Booking Portal, revenue management, business intelligence suite and central reservation system. All of these services are delivered as SaaS software via a web browser without requiring users to download or install software.
Capital Advantage (i.e. Market Strategy):
Frontdesk Anywhere is a perfect balance of Silicon Valley disruptive technology and deep travel industry Experience. We are already seen as innovators in the space and one of the leading web-based PMS providers. We are using our footprint in Asia (Bangkok) Europe (Belgrade) and in the USA (San Francisco & Orlando) to be close to our customers and prospects.

Series Stage: Series A	
Seeking Funding: USD 2,000,000 -	Raised to Date: USD 2,850,000