

FRONTDESK INC.

Principles of Innovation and Entrepreneurship





ARVIND

— CEO —



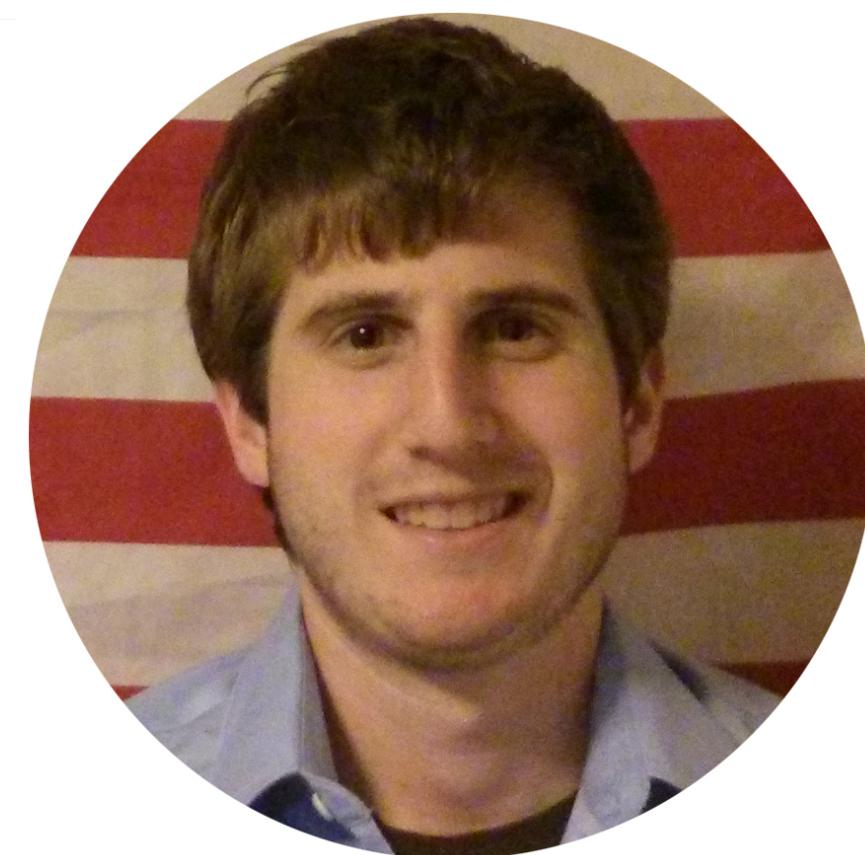
CLAIRe

— VP MARKETING —



SAM

— CTO —



GIDEON

— CFO —



YANYI

— VP PRODUCT —

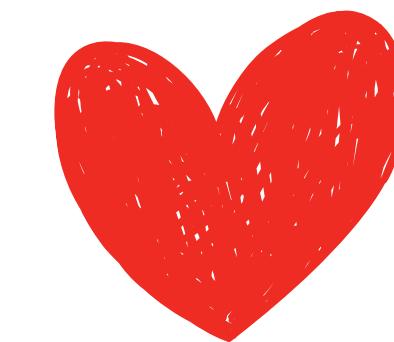
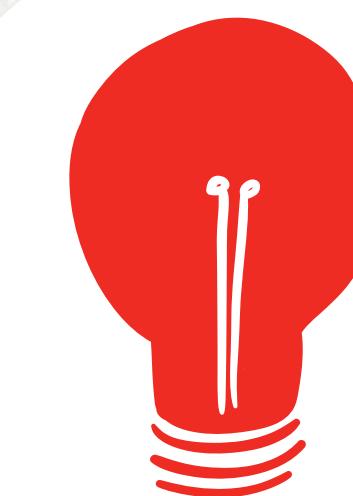
THE TEAM



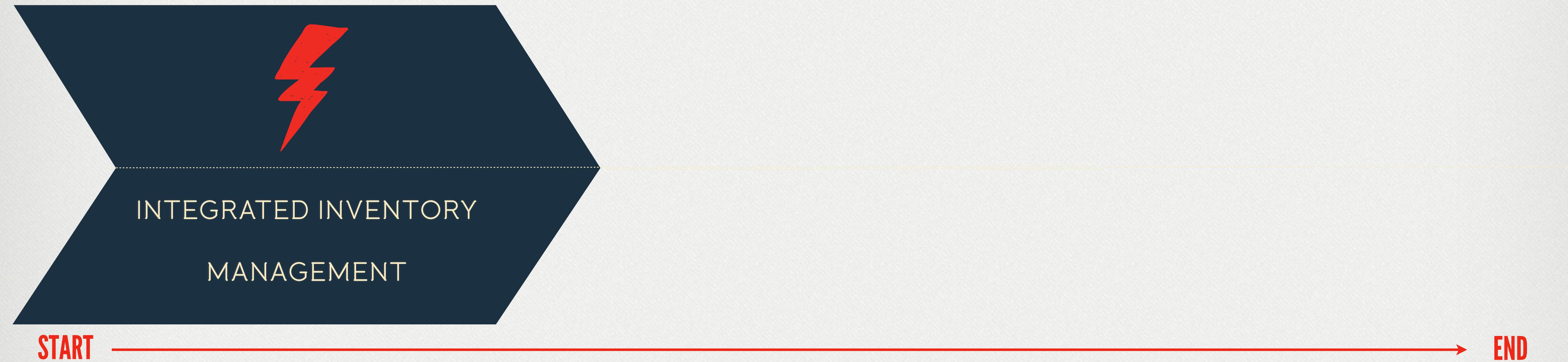
FRONTDESK

**SMART
COMMERCE**

**PERSONALIZED
TRAVEL**



THE PRODUCT



THE PRODUCT



THE PRODUCT



LAUNCH STRATEGY



Williamsburg, VA

- Launch Market
- Segment: High end leisure
- Attraction + Retreat travelers

LAUNCH STRATEGY

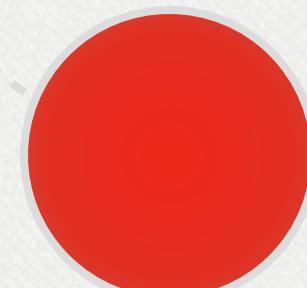


Williamsburg, VA

- Launch Market
- Segment: High end leisure
- Attraction + Retreat travelers

Network Growth

- Conferences,
- Increase LTV of network
- Intelligent Lead Generation

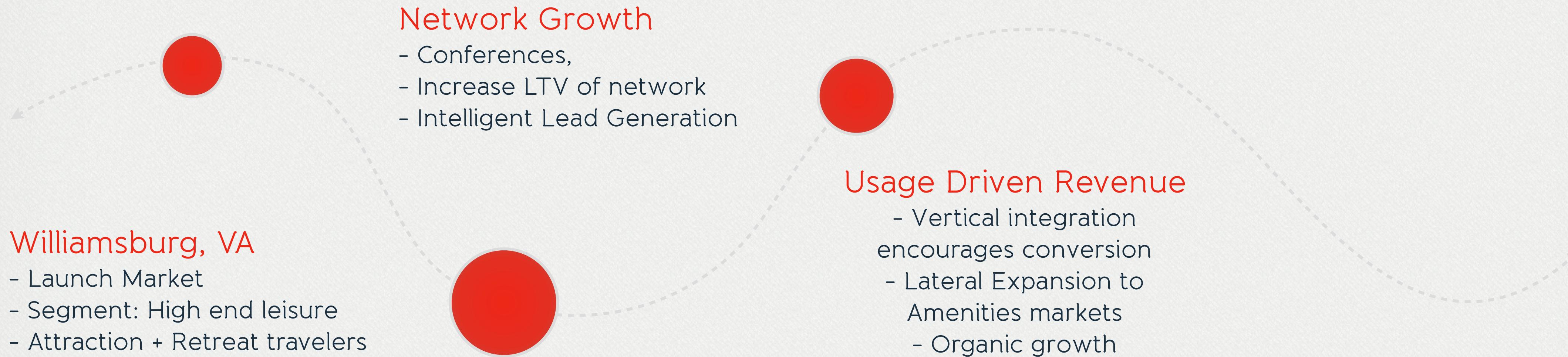




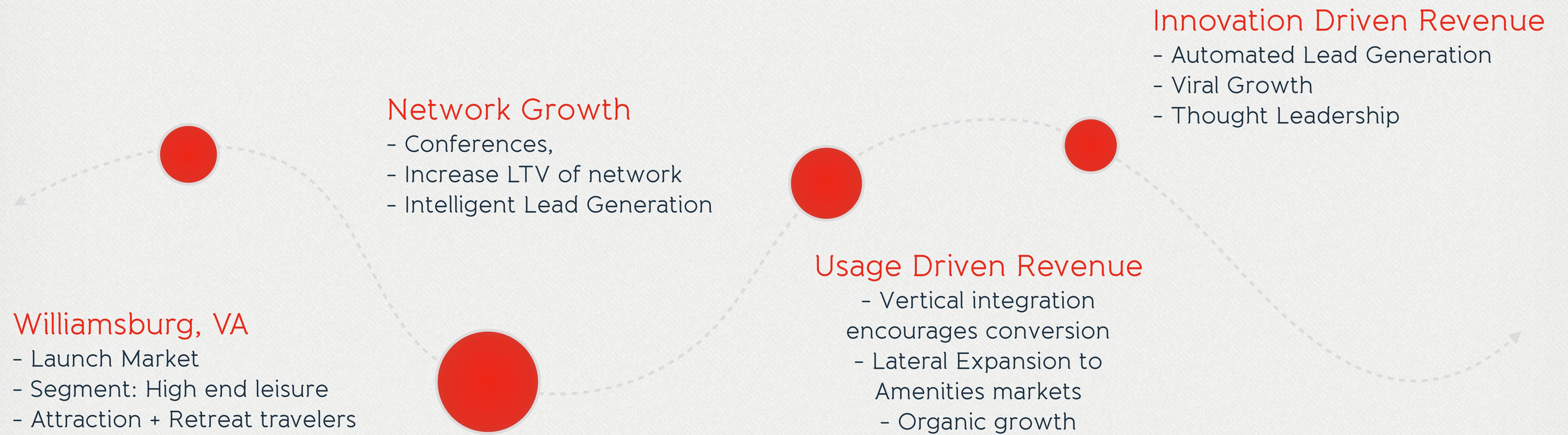
SECRETARY VS. CONCIERGE, GROWTH STRATEGY

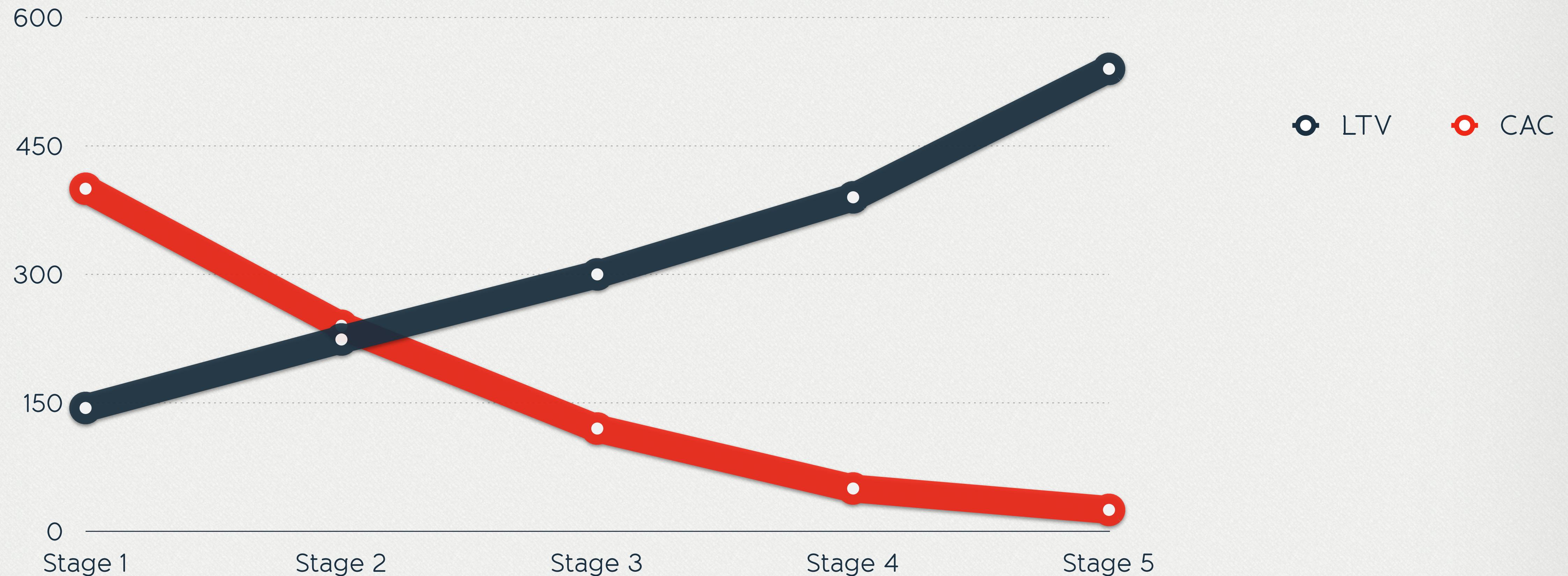


LAUNCH STRATEGY



LAUNCH STRATEGY

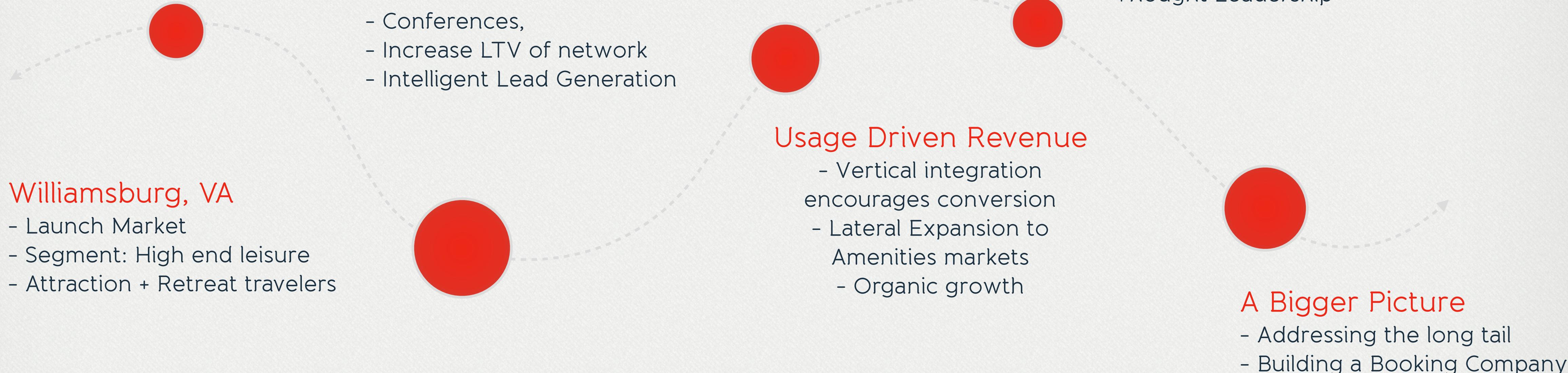




ENGINEERING-DRIVEN SALES CYCLE

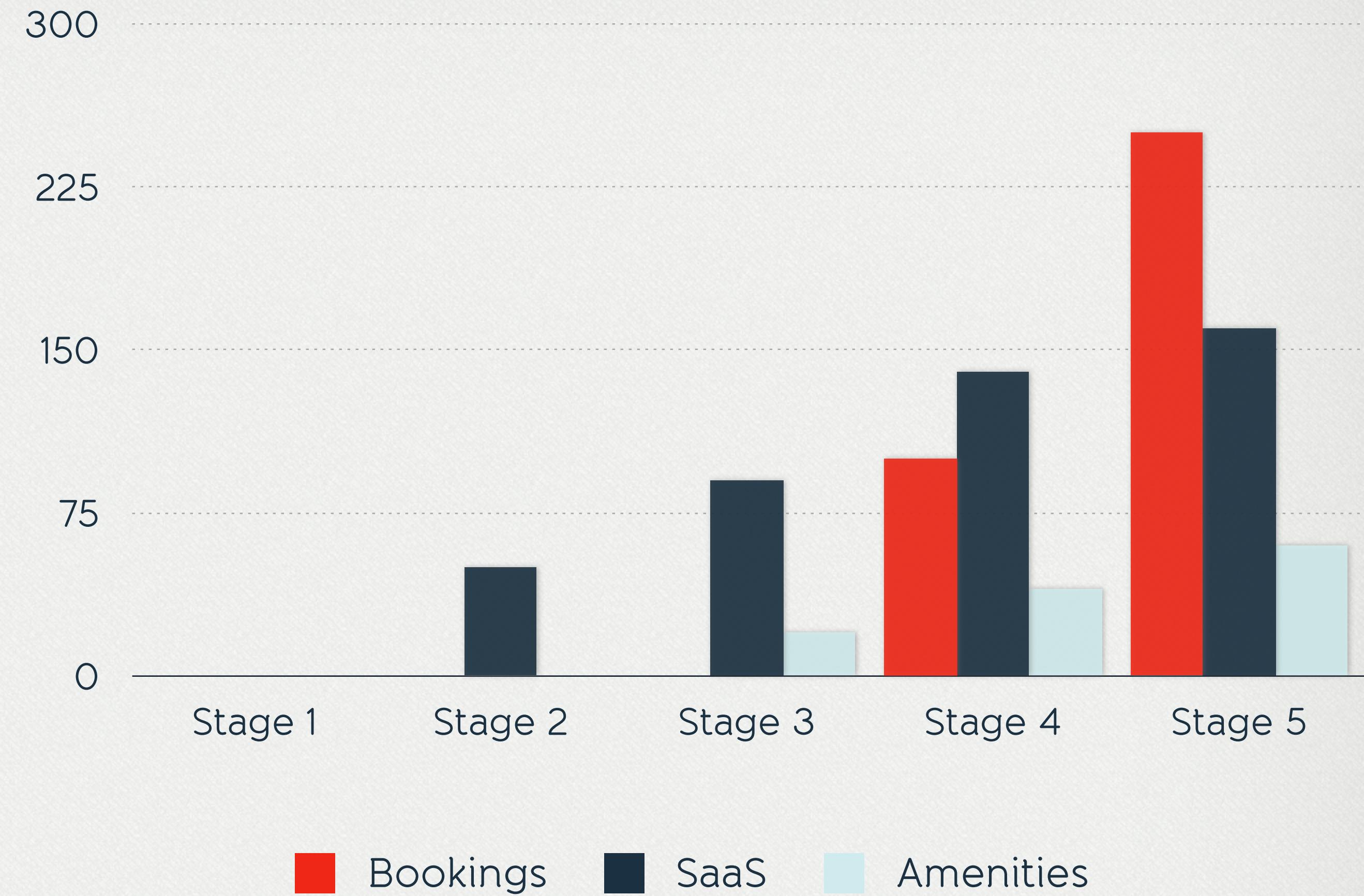
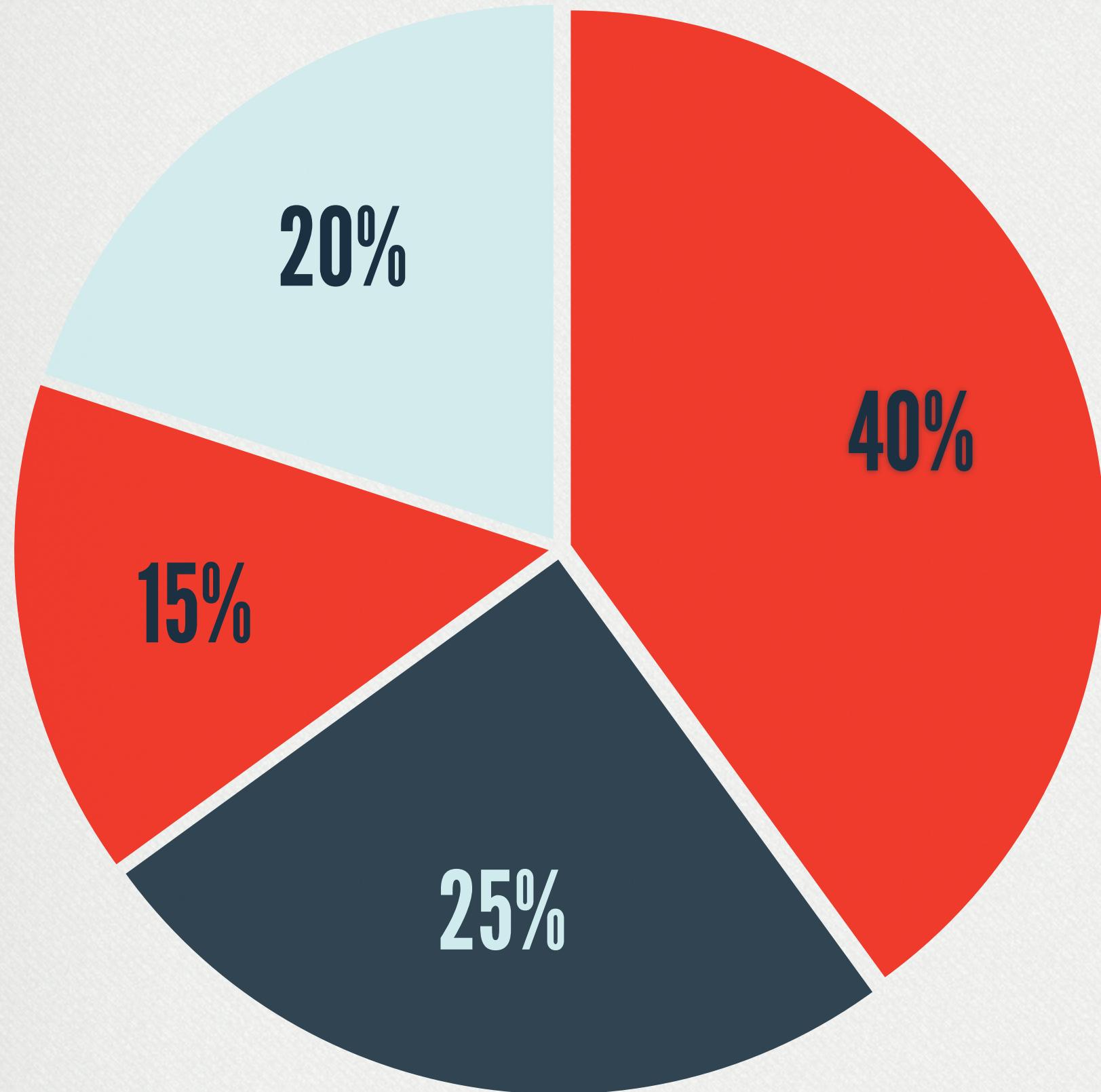


LAUNCH STRATEGY



Luxury
Small / B&B

SaaS
Amenities



REVENUE DIVERSIFICATION

