



**Hotelico**

# THE APP FOR AN EXCITING TIME AT THE HOTEL

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BUSINESS TRAVELERS ARE OFTEN...



...**BORED** IN HOTELS!



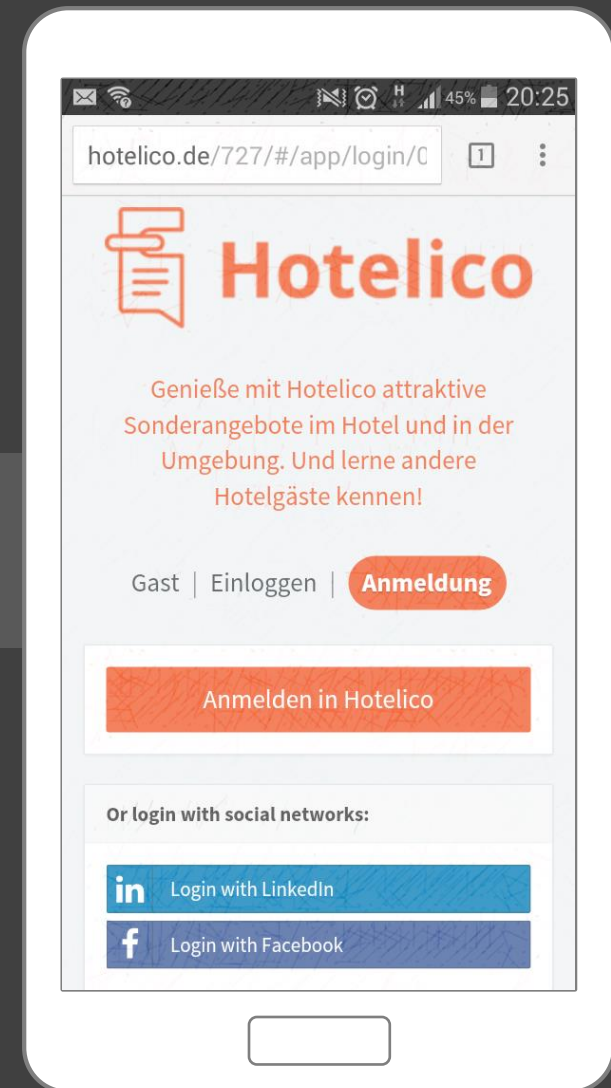
BETTER, SPEND TIME  
AFTER WORK **TOGETHER**





# HOW TO GET TOGETHER?

## WEB-APP



# LOGIN & CHECK-IN



PHONE as NFC-DOOR-KEY



A man is sitting on a brown sofa in a modern hotel lounge, looking at a tablet. In the background, other guests are visible, including a woman standing and another person sitting on the sofa. Large windows let in bright light.

**CHAT &  
WALL POST**

**IN PRIVATE HOTEL NETWORK**

**SERVICES &**

**SPECIAL OFFERS**



**IN & AROUND THE HOTEL**



# HOTELICO COMMUNITY

A man in a white shirt and purple tie is sitting in an airplane seat, looking down at a smartphone. He has a slight smile. In the background, another passenger is visible, looking out the window. The image is used as a background for the text overlay.

Ask a hotel guest about the hotel

Plan activities before coming to hotel

Arrange to meet with other hotel guests

Look for hotels by social factor & book



# MARKET for GERMANY

## USERS



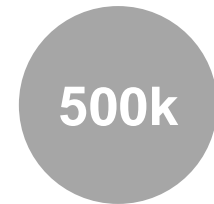
BUSINESS TRAVELERS

Total Available Market



OFTEN STAY IN HOTELS

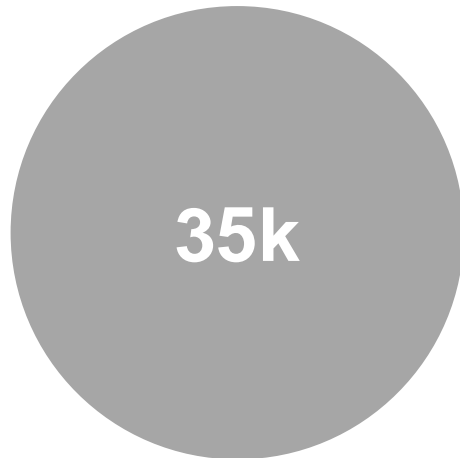
Total Serviceable Market



USE HOTELICO

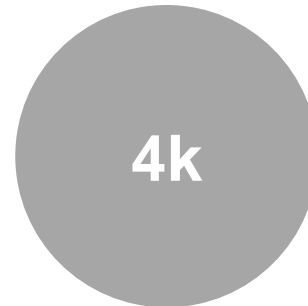
Market Share

## HOTELS



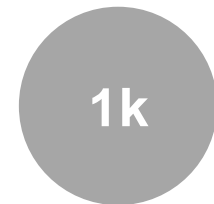
NUMBER OF HOTELS

Total Available Market



BIG HOTELS

Total Serviceable Market



USE HOTELICO

Market Share

CONSUMPTION



ON BUSINESS TRIPS  
Total Available Market



FROM HOTELS  
Total Serviceable Market



VIA HOTELICO  
Market Share

ROOM BOOKING



FOR BUSINESS TRIPS  
Total Available Market



ONLINE  
Total Serviceable Market

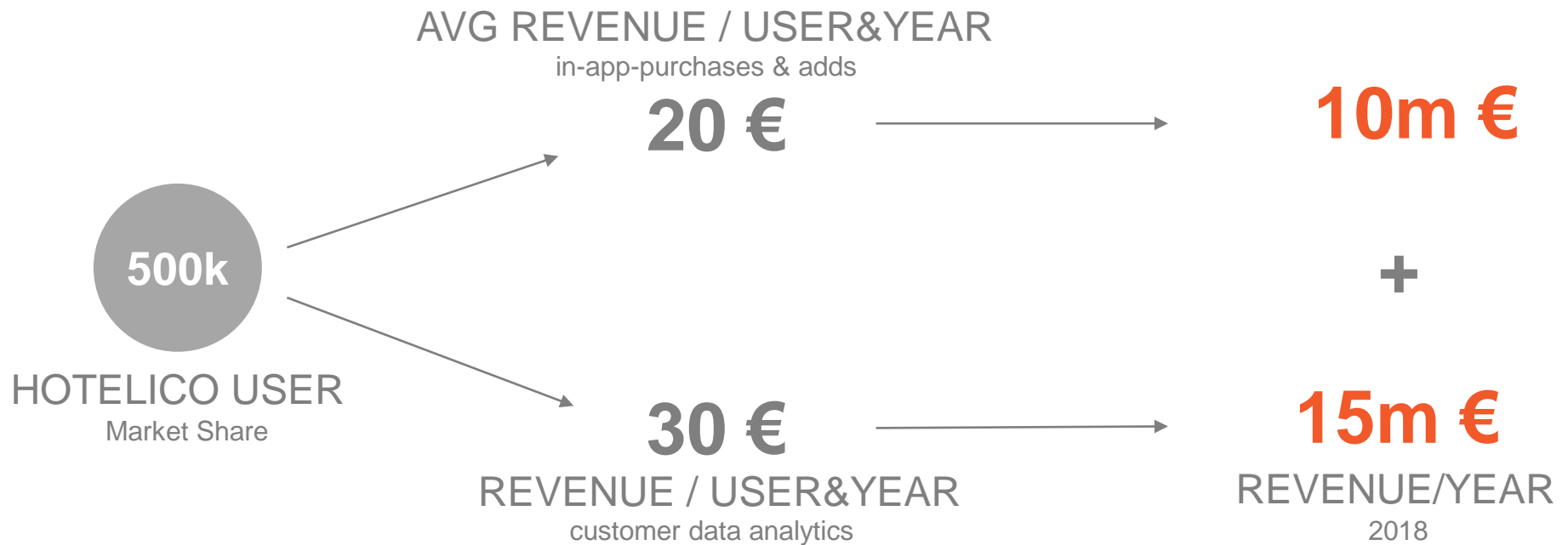


VIA HOTELICO  
Market Share

scalable for holiday trips & international

# BUSINESS MODEL

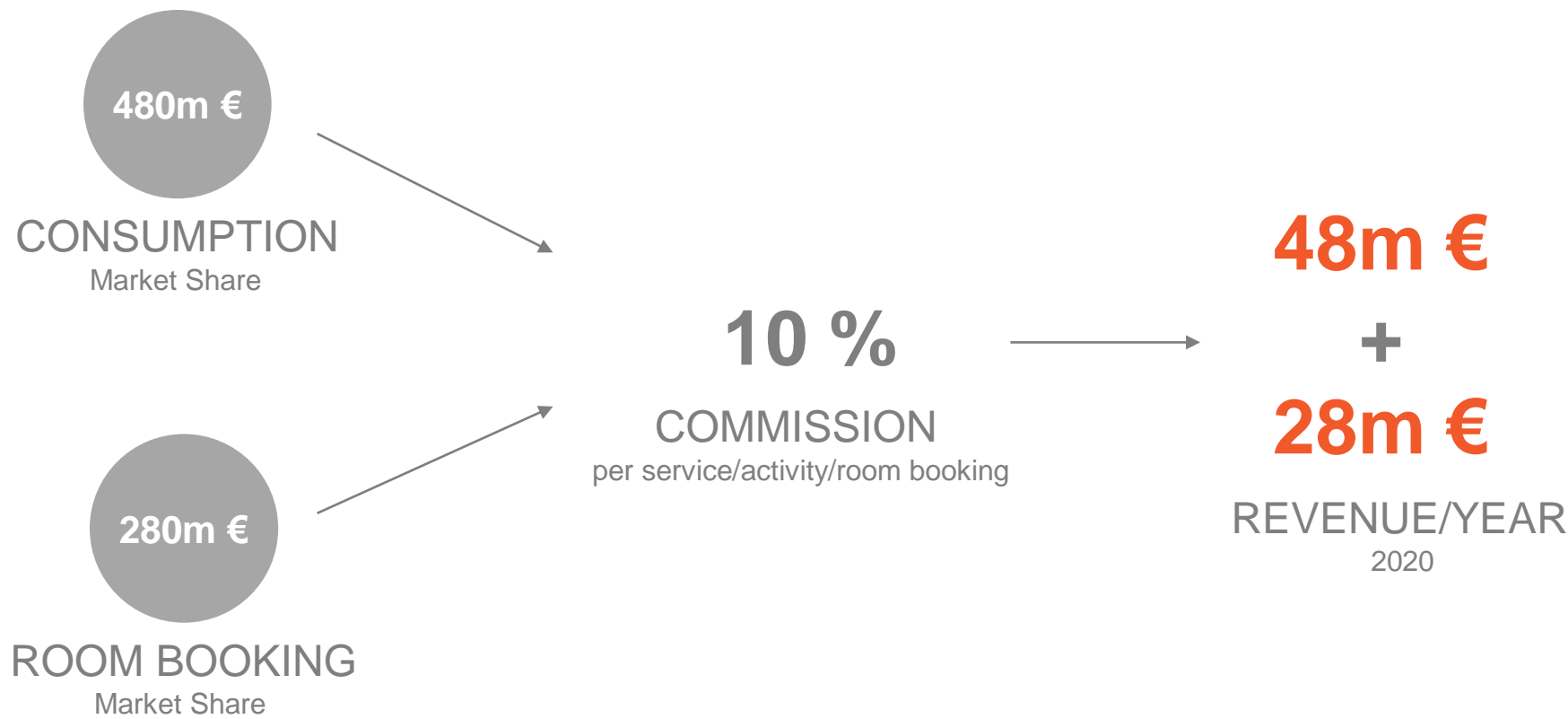
## IN-APP-PURCHASING & ADVERTISING



## BIG DATA & ANALYTICS



# CONSUMPTION & ROOM BOOKING



scalable for holiday trips & international

# MARKETING

ACCESS CODE  
at HOTEL DESK








**Hotelico**



Hotel-Code:  
jd7c

# COMPETITION

Firma	DE	Usability	Web-UI	Community	BI
 lobbyfriend from Quadriga		Y	Y		
 HelloTel		Y			
 meet me in <sup>tm</sup>	Y		Y		
 HALLWAYS					
 Hotelico	Y	Y	Y	Y	Y



# OUR TEAM



**Sergej Neustadt**

CEO, Business Development, Operations

Experience:

10+ years as Business consultant, IT-Lead



**Eduard Singer**

Sales, PR

Experience :

10+ years as Entrepreneur

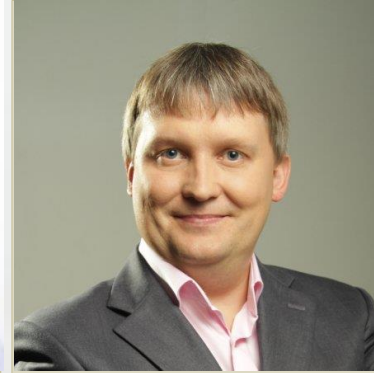


**Eugen Fanshil**

Web Development

Experience :

10+ years as Web Developer, IT-Freelancer



**Alex Zaychuk**

IT Project Management

Experience :

10+ years as Entrepreneur



**Michael Schneider**

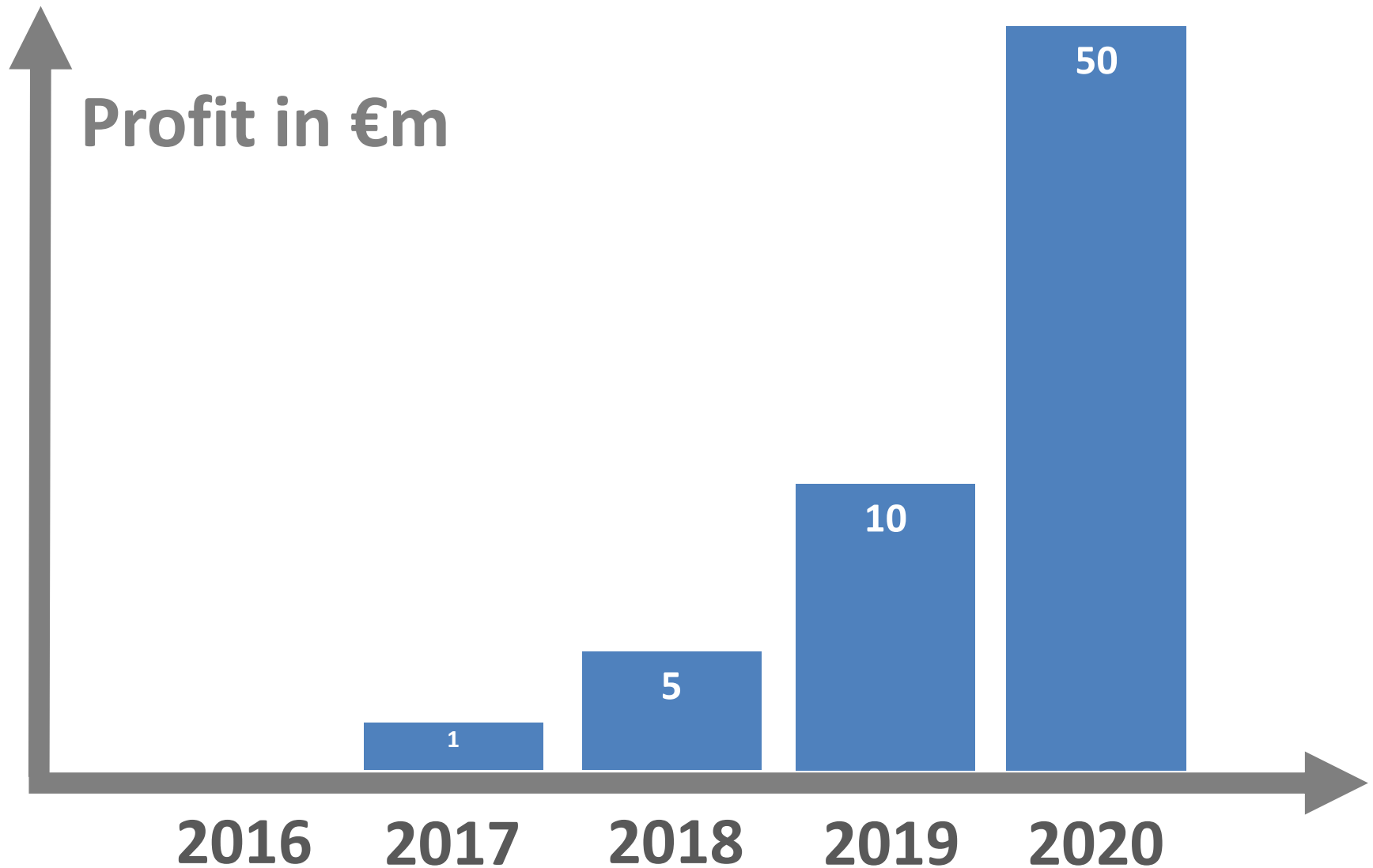
Legal advice

Experience :

20+ years as Entrepreneur, Lawyer



# FINANCE



# STATUS & MILE STONES

MVP is READY

NOW

NEXT

START PoC in HOTELS

LOOK for INVESTORS

EXTEND FUNCTIONALITY

GROW





**Hotelico**

# THANK YOU!

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**BACKUP**

# BENEFITS for GUESTS

A man in a white shirt and tie is sitting at a desk, looking at a laptop screen. The background is a blurred hotel room with a bed and a lamp.

See what's happening in your hotel/city

Meet new people in the hotel

Use special offers

Find & book hotels by social factor

Ask front desk or hotel guests for tips

Direct check-in & NFC-key

Indoor navigation



# BENEFITS for HOTELS

Direct communication to guests

Platform for special offers

Improved restaurant usage

Potential new guests from Hotelico

More attractive booking commission

Data analytics