

NEVER MISS A CHANCE TO SEE YOUR FRIENDS!

MEET IN THE MIDDLE

The craziest thing would be to see some friends again

From

Berlin



To

Munich

Travel Dates

20.07.2020 - 26.07.2020

Q SEARCH

Where do your friends travel from?

Stuttgart

Don't know a time yet? Try this:

[Time Finder](#)

ADD MORE FRIENDS



Executive Summary

Never miss a chance to see your friends

Meet-in-the-Middle

is a **free meta-search travel platform for groups** of European friends living in different parts of Europe. It **supports them in their joint travel planning** by **outlining transparent means of transportation travel options** (e.g. flight, train, and long-distance bus comparisons) and is financed through partnerships.

Our Vision

is to **become Europe's leading travel platforms for small groups of people** (B2C and B2B) offering integrated travel services which aims to help our users to connect and share meaningful, but safe travel experiences together.



Problem

“Why is it so difficult to reunite with my friends?”



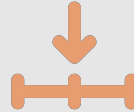
Friend's Location



Possible Vacation Destinations



Cheap and comfortable transportation is not available from all places



Geographical middle is often not the best option



Multiple people are involved which want to decide where to go



High communication effort to align wishes and travel options

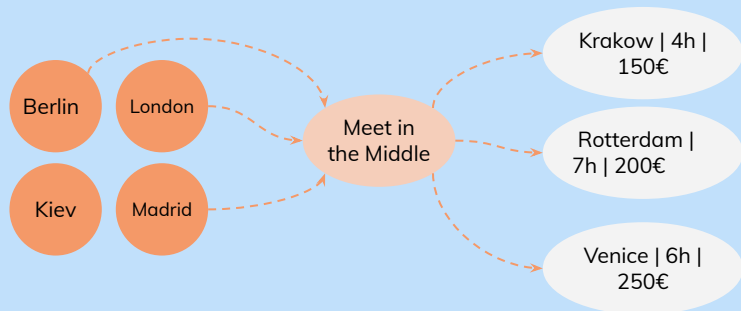


Time-Consuming Task
(On average **5 Weeks** from start to booking)

Solution

We provide the best travel options in one place for groups of friends from different locations

1. Search

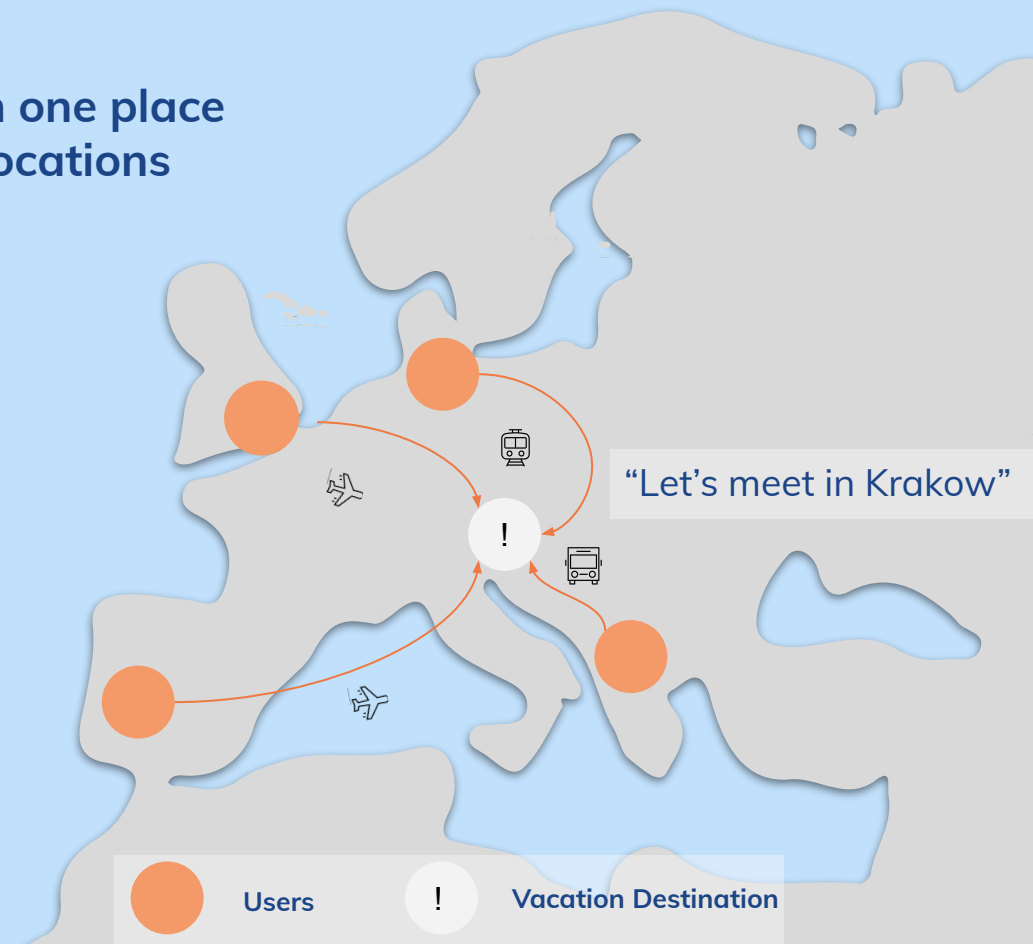


2. Travel recommendation

3. Share results with friends



4. Decide & book



Minimum Valuable Product

Done:

- Focus on **groups of 3-5 travelers**, based in **European cities** with an airport
- Search based on **fixed cities** and **fixed dates**
- **Recommend transportation** based on comfort (Maximized time together in location, comfortable transport, and reasonable price).
- **Modifiable results**
- **Mobile Friendly**
- **Sharing** with friend

Work in Progress

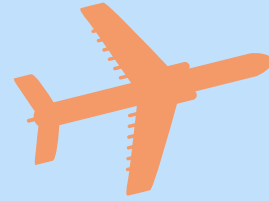
- **Destination recommendation**

The screenshot shows a travel recommendation interface for a group of 4 travelers. The header reads "Our travel recommendations for you and your friends:". Below this, there are two main columns: "Outbound" and "Return". Each column contains four rows, one for each traveler. Each row displays a "Best Value" flight option with the departure time, origin city, duration, stops, arrival time, destination city, price, and a "View Deal" button. A "See all results" button is located below each traveler's section. On the right side, there is a summary box showing "Total Price: 12...", "Average Price...", and "Average trav...".

	Outbound				Return			
Traveler 0 (Berlin)	Best Value 22:00 Berlin	18 h 15 m Stops 1 ✈	16:15 Kraków	27€ Kiwi View Deal	Best Value 14:50 Krakow	6 h 00 m Stops 1 ✈	20:50 Berlin	Total Price: 12...
Traveler 1 (Paris)	Best Value 12:25 Paris	2 h 05 m Direct ✈	14:30 Kraków	24€ Kiwi View Deal	Best Value 15:10 Krakow	2 h 15 m Direct ✈	17:25 Paris	Average Price...
Traveler 2 (Barcelona)	Best Value 10:35 Barcelona	2 h 50 m Direct ✈	13:25 Kraków	12€ Kiwi View Deal	Best Value 09:30 Krakow	2 h 45 m Direct ✈	09:15 Barcelona	Average trav...
Traveler 3 (London)	Best Value 20:25 London	3 h 15 m Direct ✈	23:40 Kraków	13€ Kiwi View Deal	Best Value 12:00 Krakow	1 h 30 m Direct ✈	13:30 London	

See Alpha <https://alpha.meetinthemiddle.de/>

Value Proposition



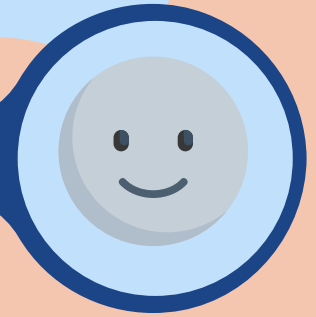
Multi Mode
Meta Search



Visualize
Best Travel
Options



Easy,
stress free
planning
and booking
with friends

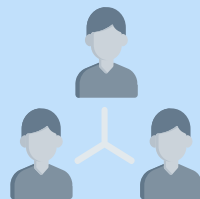


Saves you time,
money and
communication

Lean Canvas Insights



High level concept: We want to become the **Skyscanner for group travel**



Focus design and user experience **on small groups**, unlike existing alternatives that lack group features.



Our main source of revenue comes from **15% commission from users booking tickets** through our site.



We grow with affiliate marketing, **pushing a 20% revenue share forward to advertising partners** to acquire new customers via “click-outs”.

Main Hypothesis

Value Hypothesis

[1] We believe that travel planning with friends which live in another city takes a month or longer from start to booking.

[2] We believe that the biggest problem in travel planning with distributed friends is to align the destination ideas, with a suitable mode of transportation for everyone.

[3] We believe that our platform can reduce the travel time planning to 1 week.

[4] We believe that our platform solves the problem of aligning the destination ideas with the mode of transportation.

[5] We believe that people want best value in their transportation and not only the cheapest flights.

Growth Hypothesis

[6] We believe that there are enough travel groups to earn enough money through affiliation bookings.

[7] We believe that travelers will share their search results, with their friends through our share link.

[8] We believe that travelers who book tickets with the help of our platform refer us to friends.

[9] We believe that we will get users through referrals from blogs and influencers.



Interview & Testing Approach ¹

Interviews Conducted: 11

Problem Interview

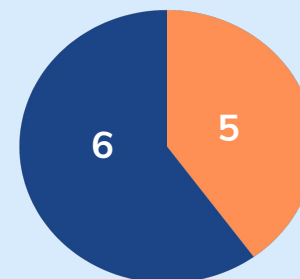
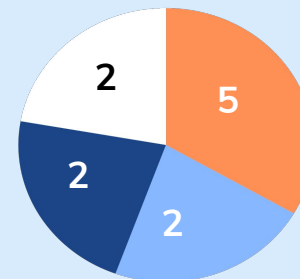
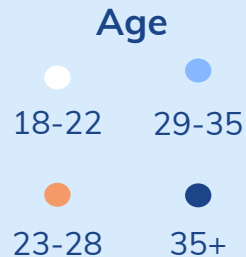
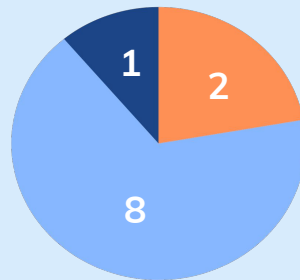
- To further assess open hypothesis in the problem domain
- Hypothesis Tested: [1], [2], [5], [6], [9]
- **Open interview**(DSchool-Style), focusing on the problem domain of travel planning with distributed friends

Solution Interview (+MVP Testing)

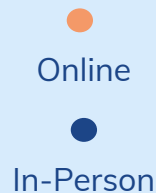
- To further test, if we build the right solution
- Hypothesis tested: [3], [4], [5], [7], [8]
- The interviewed person to **plan their next trip with our tool**, while we observed how they use it

How

- People were found from our **personnel network**, as well as in **travel related facebook groups**
- Some interviews were conducted online and some in-person
- Usually **around ~30 minutes**, in an open way, unpacked them and extracted insight, modified the interviews in between



Interview Form



Interview & Testing Insights ¹

Main Quotes

"It takes around **6 weeks to book**, after the first search is done"

"If it's **cheap but not comfortable** it is **not suitable**"

"Travel-planning **on the phone is for inspiration**, while for booking the computer is preferred"

"The most important element will be the UX design"

"It's about finding **the best for all factors**. Everything - not just one thing "

Hypothesis Result

5

4

0

Main Insights

Problem Interview

The whole travel planning process causes a lot of **stress because it is so time consuming**, and it is so time consuming because it takes a **lot of communication**.



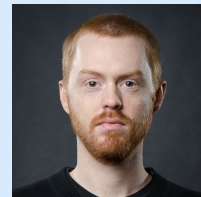
Solution Interview

It is important to **include multiple factors** for travel recommendations.



Early Adopter

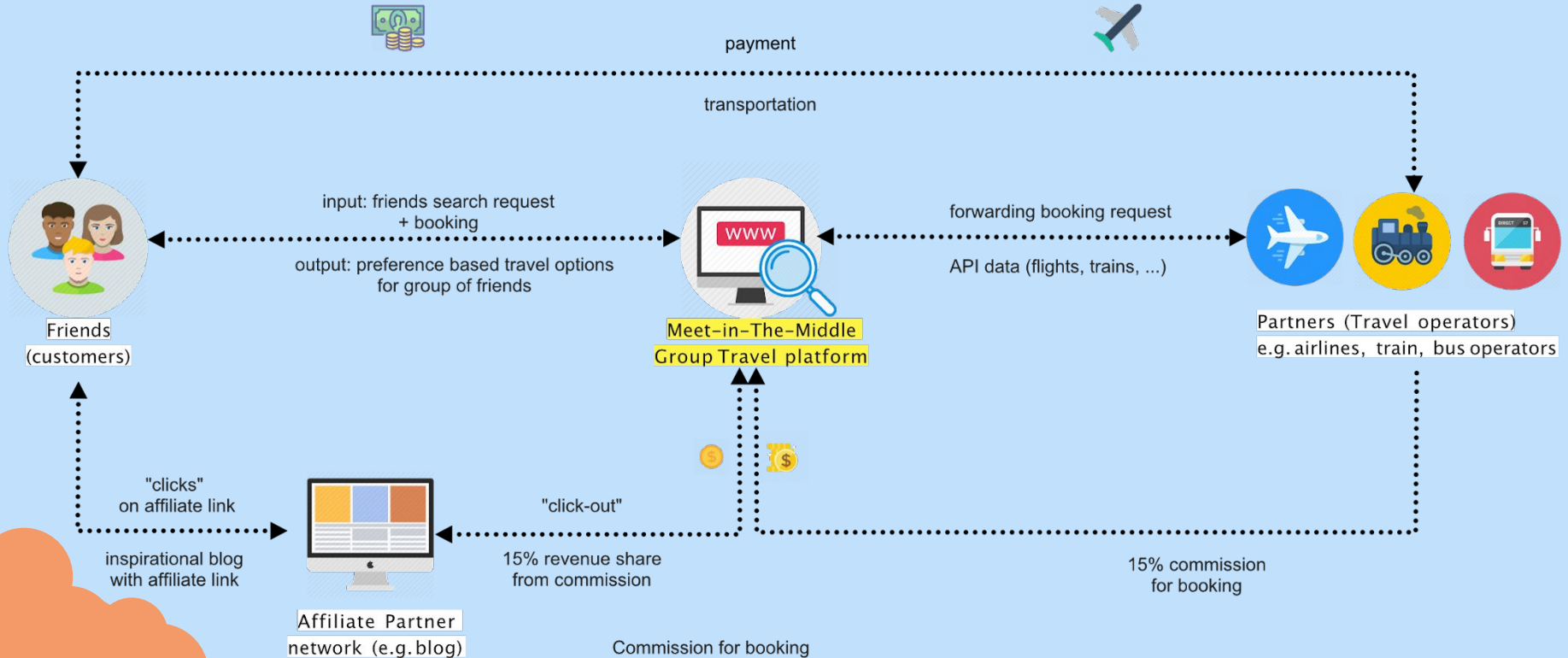
Felix, 26 years old,
Software Engineer, Berlin



Felix **needs a way to align with his friends easily** to take out the stress because the whole process takes too long for his preference.

Revenue Model

Through affiliate booking we generate 15% in revenue which we pass on in parts to our growing Meet-in-the-Middle affiliate network.



Target Group

Educated
Millenials
Profes-
sionals
(25-35)

Living in
Western
europe

Living in
metropo-
litan
areas

Have
good
friends in
other
cities

**2-7
Million**
potential
customers

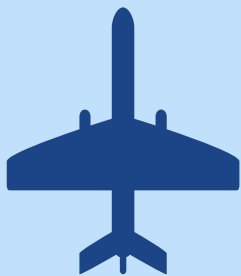
40%
Want to take
a trip with
their friends
next year

**~5.6
million**
friends
vacation p.a

Trends

70%

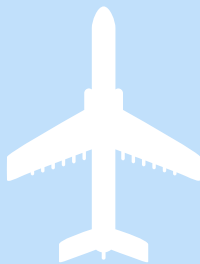
Of young Europeans
plan travel on their
smartphone [3]



Technological

68%

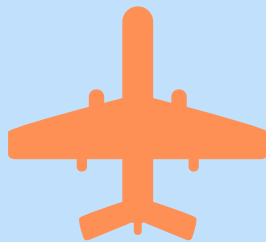
Of the world
population will **live**
in a city by 2050[8]



Socio-Economic

55%

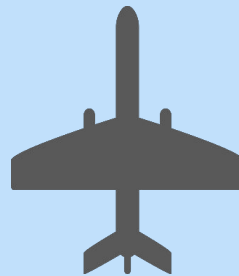
Of young Europeans are
willing to spend more for
higher quality travel [3]



Cultural

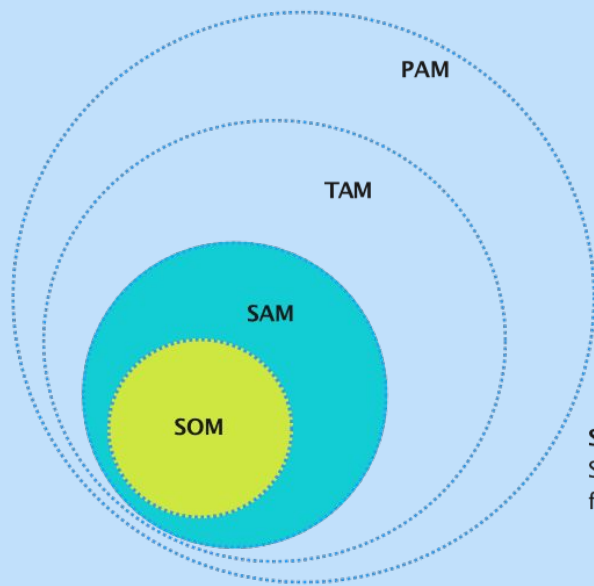
10%

Tax reduction in train
fare to encourage
sustainable travel [7]



Regulatory

Outside World: Market



POTENTIALLY AVAILABLE MARKET (PAM)

113 billion € of micro groups globally (in 2021)
from 152 billion € in 2019*

TOTAL ADDRESSABLE MARKET (TAM)

TAM 20 billion € of micro groups in EU (in 2021)
from 29 billion € in 2018*

SERVED ADDRESSABLE MARKET (SAM)

SAM 5.1 billion € of EU millennial micro group travelers
from 7,5 billion € in 2019*

SERVICABLE AND OBTAINABLE MARKET (SOM)

SOM 210 million € of 2 mio. millennial micro group travelers
from 280 million € in 2019* (achievable in 5 years)

Time

*All numbers take into account the effects of COVID

100 mio. travelling
micro groups worldwide

4.5 billion global air
passengers in 2019¹

2.9 billion global air
passengers in 2021¹
from 1,9 billion in 2020 (Covid)






54 % of millennials
book online (2019)²

2.8 outbound leisure trips
of millennials per year.³



\$85 billion travel tech
spending in 2017⁴



Competition	Meet in the Middle	Kayak	Omio	TipMatch	LuckyTrip
Multi-Origin Search	✓	✓	✗	✓	✗
Multi-Modal Search	✓	✓	✓	✓	✗
Trip Recommendation	✓	✗	✗	✗	✓
Focus Market					
Revenue p.a.	(conservative est. 2023) 2.8M €	(Parent company) 15.1B \$ ¹	75M € ²	(No recent information) Very low	7 figure revenue ³

Go-to-Market Strategy



Marketing

Emotional marketing via
Social Media Campaigns aimed
at **word-of-mouth**

SEO marketing & optimization

HD media kit for **PR** and
partners available on website

(Online) event marketing
including participation in
industry fairs & competitions



Affiliate Partnerships

Our engine of growth:
From Q1 growing our own
affiliate partner network

(monetizing bookings through traffic)

Referral marketing targeting travel
initiators in groups of friends



Strategic Partnerships

API partnerships with modal
travel service providers
(e.g. airlines, DB, etc.)

partnerships with industry
associations

Accelerators

Milestones

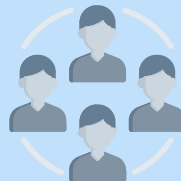
2020



Launch Alpha
Website
August



Launch Website &
Incorporation
September



Launch Affiliate
Network
October



AI Location
Suggestion
November

2021



Deutsche Bahn
Partnership
January



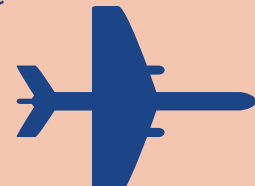
Expand
Partnerships
Early



Booking through
our website
Mid



Expanding
User Base
Late





Max CTO (Hacker)

He is finishing his **studies of IT-Systems Engineering** at the HPI and with **previous startup experience in a meta-search travel startup**.

Let's connect on LinkedIn

<https://www.linkedin.com/in/maximilian-schall/>



Hendrik CPO (Hipster)

Coming from a background of electrical engineering combined with his experience in **front end development & design thinking** and works for a **startup**.

Let's connect on LinkedIn

<https://www.linkedin.com/in/hendrikjosten/>



Norman CEO (Hustler)

Design thinking & startup coach with background in business.

Founder of d-launchpad startup community at D-School who is well connected in the Berlin startup ecosystem.

Let's connect on LinkedIn

<https://www.linkedin.com/in/nemitznorman/>

THANKS

Norman Nemitz, CEO

Hendrik Joosten, CPO

Maximilian Schall, CTO

hello@meetinthemiddle.de



CREDITS: This presentation template was created by Slidesgo,
including icons by Flaticon, and infographics & images by Freepik

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- [illegible]

Interview Findings

Unpacking our user & customer interviews we identified the following critical functions ...



- find common travel time



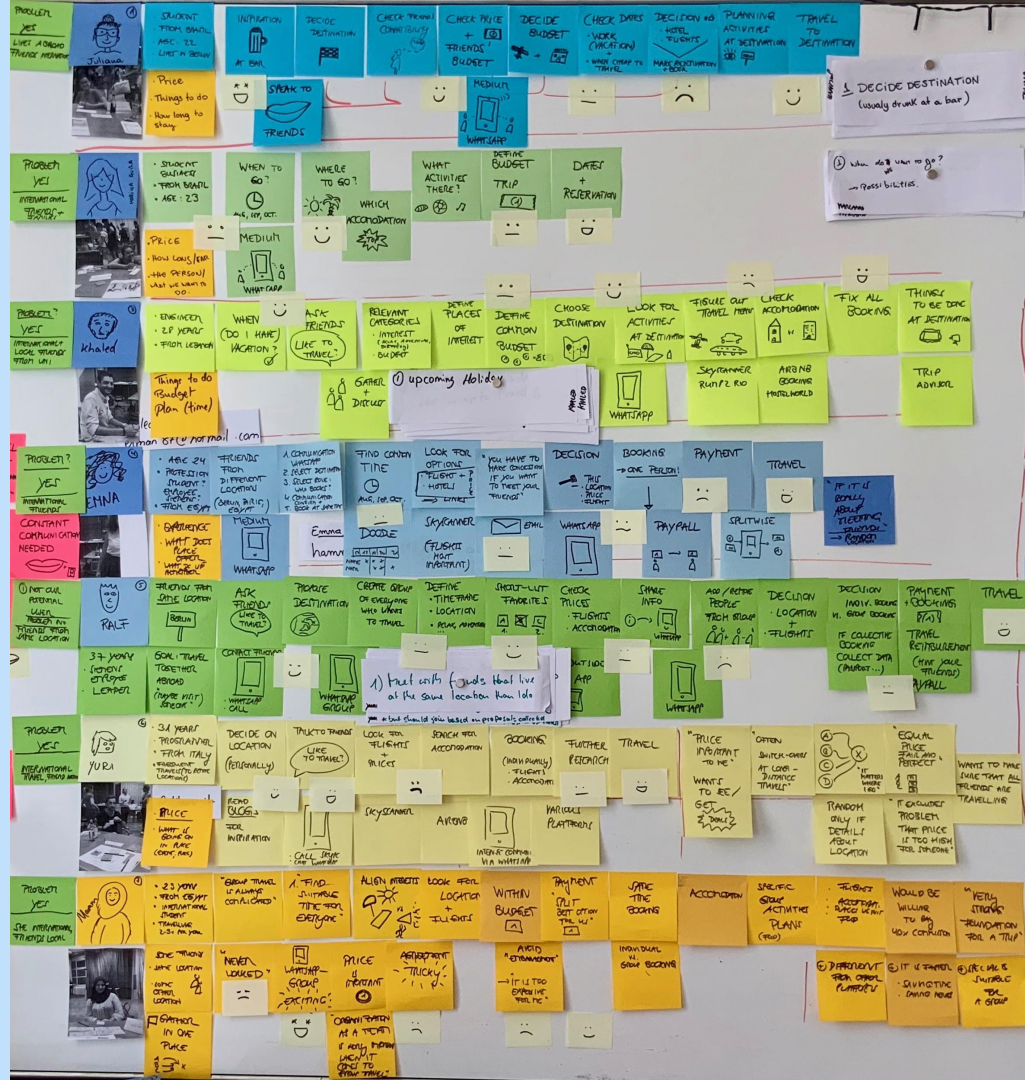
- define travel destination



- Booking means of transportation (flights)



- Staying within budget
(+ ease of payment)



CUSTOMER LIFETIME VALUE

Revenue goal in year 3:

1 mio. €

CLV per customer:

399€

(133€ per booking
* 1,5 bookings per year
* 2 years)

**Number of
active customers in year 3:**

$1 \text{ mio.} / 360 = 2.778$

**Number of
new customers per year:**

$1 \text{ mio.} / 399 = 2.506$



Revenue goal in year 3:

1 mio. €

CLV per micro-group:

1.596€

(133€ per booking
* 4 average micro group size
* 1.5 bookings per year
* 2 years)

**Number of
active customers in year 3:**

$1 \text{ mio.} / 360 = 2.778$

**Number of
new micro-groups per year:**

$1 \text{ mio.} / 1.596 = 626$

Finance

We are looking for a 100.000€ investment in 2021

In year 1 we will need 30.000€

The three founders will invest 15.000€ in equity capital into Meet-in-the-Middle and plan to bootstrap 15.000€ from friends and family to cover

- operating cost IT infrastructure & hardware
- salaries of founding team and working students
- Incorporation of the business

In year 2 we will need 100.000 €

50.000€ Gründerbonus or 50.000€ BA investment to

- grow and professionalize our team in various roles
- cover rent for office space and business infrastructure
- leverage growth

In year 3 we will be able to grow from revenue

And are considering BA or VC funding to scale team and operation to expand market reach



Potential Extensions

From B2C to B2B Targeting
development teams who
meet regularly



Form strong partnerships with accommodation
platforms and give our users the option to search
also for matching accommodation



Early adopters could be distributed software
companies such as Gitlab, and companies with
many offices such as Netlight or Microsoft

