



# baboo

A platform that streamlines the manual workflow for travel agents, making it easier to plan & book personalized and authentic trips for their clients

# CHANGING TRAVEL. FOR GOOD.

Baboo Travel is on a mission to transcend traditional travel norms and reshape the industry.

Our vision is to make responsible and sustainable travel mainstream; fostering a global community where consumers make responsible choices that respect and support local communities and the environment.



Certified



Corporation



**For travel agents, planning a  
client's next tailor-made trip means**

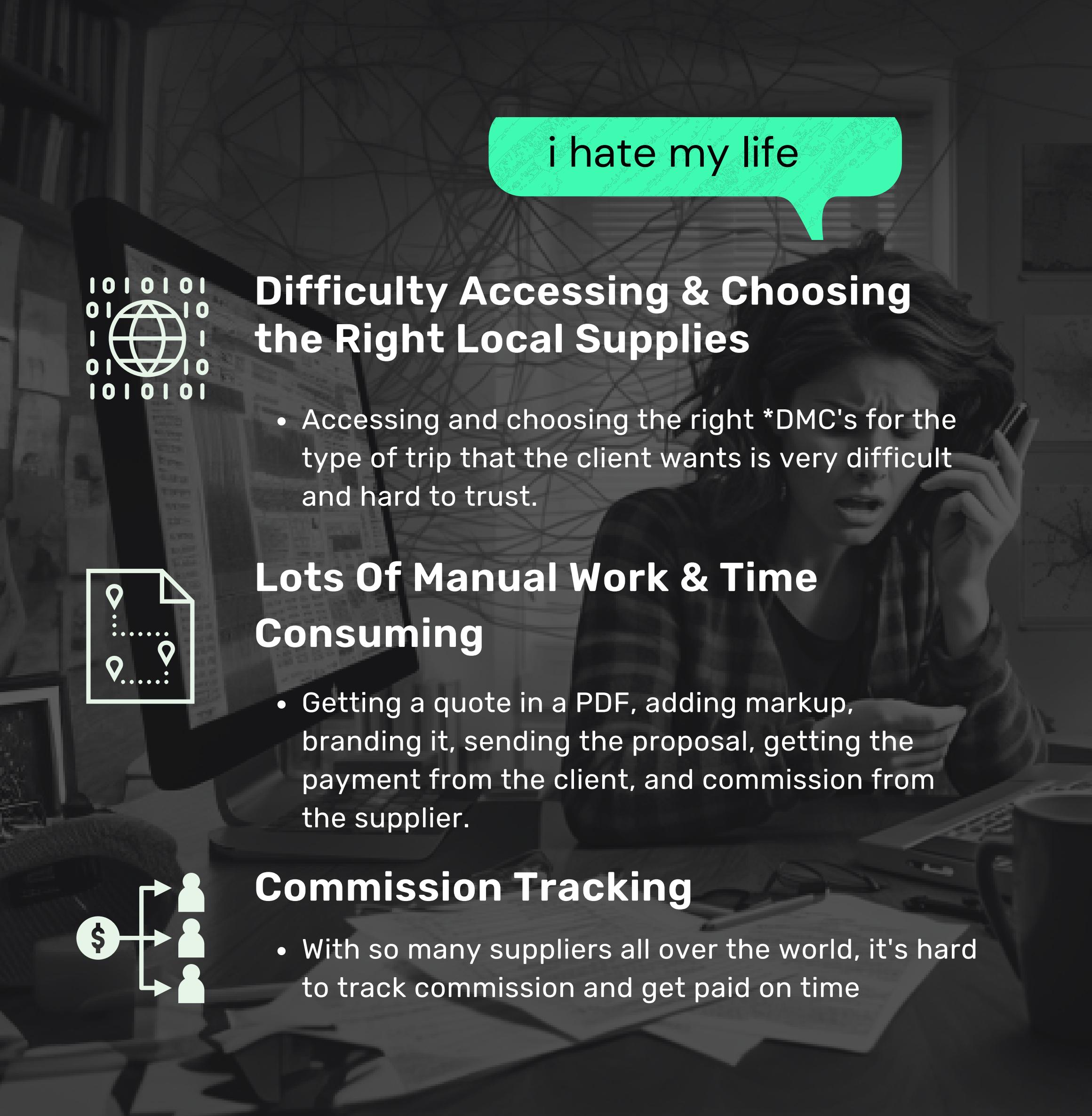
**GOING THROUGH HELL FIRST**

# The Booking Process is Broken and Inefficient

As the demand for personalized travel experiences increases, travel agents are struggling to deliver and capture the **\$27B market coming online.**

## \*What is a DMC?

DMCs are local companies that are experts in building custom-made itineraries at their destinations. They have the best rates for transport, accommodation, and guides. They assist with logistics and provide support for complex trips, group travel, and private tours.



## Difficulty Accessing & Choosing the Right Local Supplies

- Accessing and choosing the right \*DMC's for the type of trip that the client wants is very difficult and hard to trust.

## Lots Of Manual Work & Time Consuming

- Getting a quote in a PDF, adding markup, branding it, sending the proposal, getting the payment from the client, and commission from the supplier.

## Commission Tracking

- With so many suppliers all over the world, it's hard to track commission and get paid on time

# Experience a Better Way to Drive Bookings with Ease

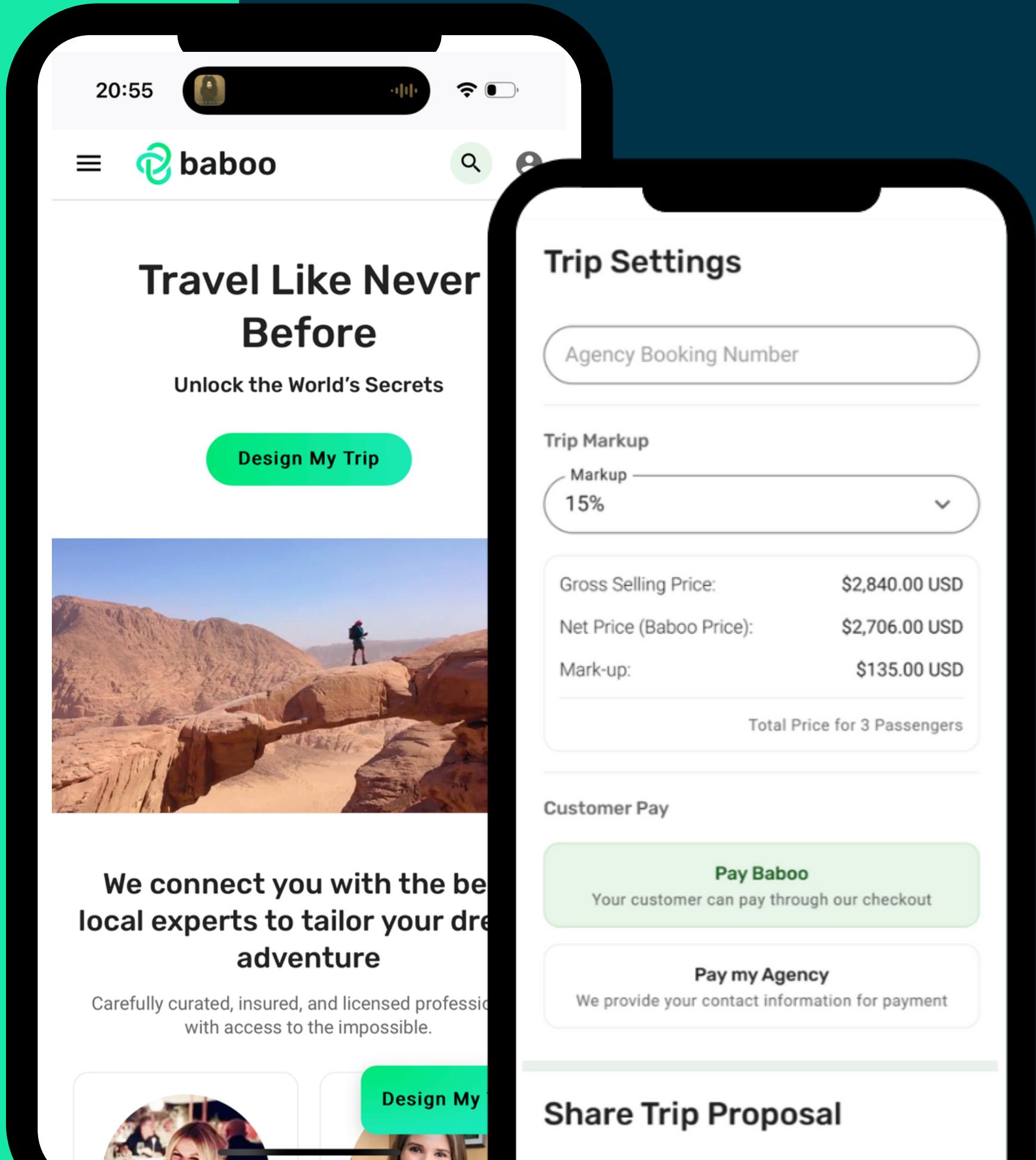
A platform specifically designed to enhance the capabilities, productivity, and success of travel agents, empowering them to deliver unparalleled travel experiences to their clients by combining technology and the human touch.



**Enabling travel advisors to become destination experts all over the world**

- More authentic and immersive experiences
- Boost engagement, multiply bookings
- Reduce sales cycle, accelerate volume

A screenshot of a web browser displaying the baboo travel platform. The URL 'baboo.travel' is visible in the address bar. The interface includes a sidebar with 'Inbox', 'My Trips', and 'Profile' options, and a main content area with tabs for 'Match', 'Proposals', and 'Booking'. A large image of a colorful building in Colombia is displayed with the text 'Colombia' and '14 Days – June, 2024'. Below this, a travel advisor profile for 'Margoth Rico' is shown, labeled as a 'TEAM LEAD' with a '90% Match' rating. Her profile picture shows her smiling, and she has '+2 Local experts' listed. She is 'Baboo Certified' and has a 5.00 rating from 18 reviews. Her expertise is listed as 'CONNECT WITH NATURE', 'IT'S ALL ABOUT FOOD', 'PARTY', and 'MAKE A DIFFERENCE'. A quote from her is displayed: "I was born in Colombia, I graduated from McGill University in Canada, and I have worked in the tourism and hospitality industry in Colombia and abroad, and I am therefore extremely passionate to be part of my country's tourism resurgence." — Margoth.



# Future of Travel = AI + Human Expertise

Leveraging artificial intelligence, our innovative proprietary technology, the client's profile, and Baboo's extensive local in-destination expert database, we enable them to:

- Easily onboard clients
- Give personalized recommendations
- Get all the customer trip details

**And this is where the human expertise seamlessly integrates...**

# Direct Connection with a Local Company

Based on their client's interests, Baboo intelligently matches and connects agents with leading, local, and professional tour operators that *best fit their needs*.

- Local expertise for crafting truly unique adventures
- End-to-end reservation: hotels, transport, and adventures
- 24/7 concierge service on the ground



A smartphone screen displaying a Baboo app notification. The notification header reads "Evan, you've been matched for Morocco!" Below the header, it says "Hi Evan," followed by a message: "It's a match! Based on your client intake details, the best DMC for Morocco is...Ali Oubza! Originally from Casablanca and based in Marrakech, Ali specializes in unique experiences for family trips and group excursions throughout the country." To the right of the text is a circular profile picture of a man wearing a traditional orange turban and a white robe. Below the profile picture, text states: "Ali Oubza, your Local In-destination Expert, will be in touch within the next 24-48 hours! To check on the conversation, visit the messages board in your **Baboo** account."



# Features Advisors Love

## Global Access to Curated DMC's

✓ Have a global reach with over 600 DMC's and 1200 local, destination experts across 92 countries.

## Streamline Workflows, Improved Productivity

✓ A simplified platform that brings communication, inquiries, proposals, quotes, all in one place.

## Commission Tracking & Rev Management

✓ Add your mark-up, streamline invoicing, and payments in one place vs multiple suppliers.

## Customization and Personalization

✓ White label opportunities, smart personalization, branded activations

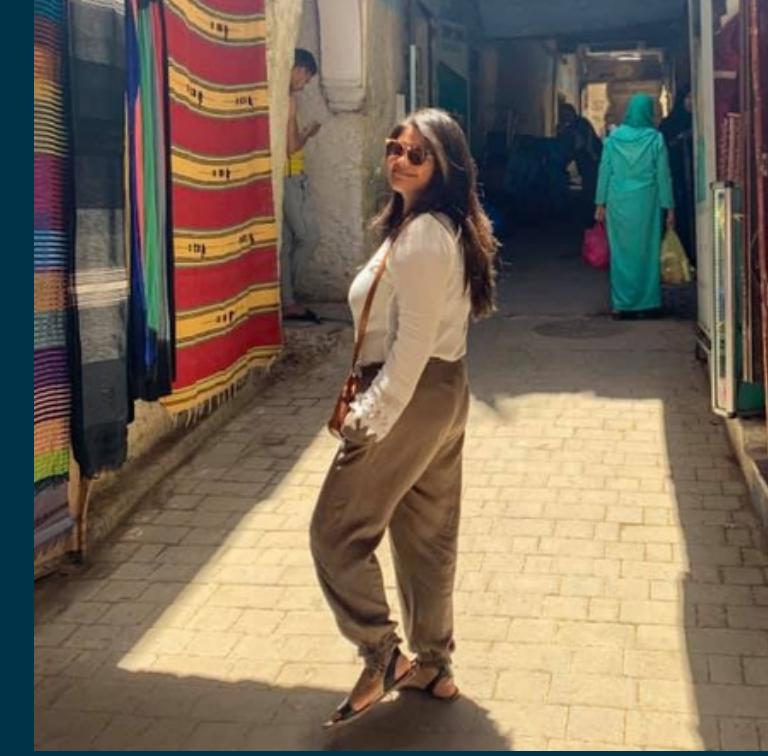
# Built by Travelers, For Travelers

Uniquely Qualified, Experienced Global Operators, and Passionately Well-Traveled



**PAUL SARFATI**  
**CEO / CO-FOUNDER**

- 18-year Travel and Tourism entrepreneur
- Facilitated 200K+ passengers / \$10MM revenue
- Passionate about building amazing products



**MISCHA ARMADA**  
**CMO / PRODUCT MARKETING**

- 10+ years building & scaling culture-shaping companies; \$15B+ in market value across B2B and B2C.
- Former CMO of Kourts (acq), launched Tinder, Growth @ Honey (acq)



**Yael Schwartzman,**  
**CTO / CO-FOUNDER**

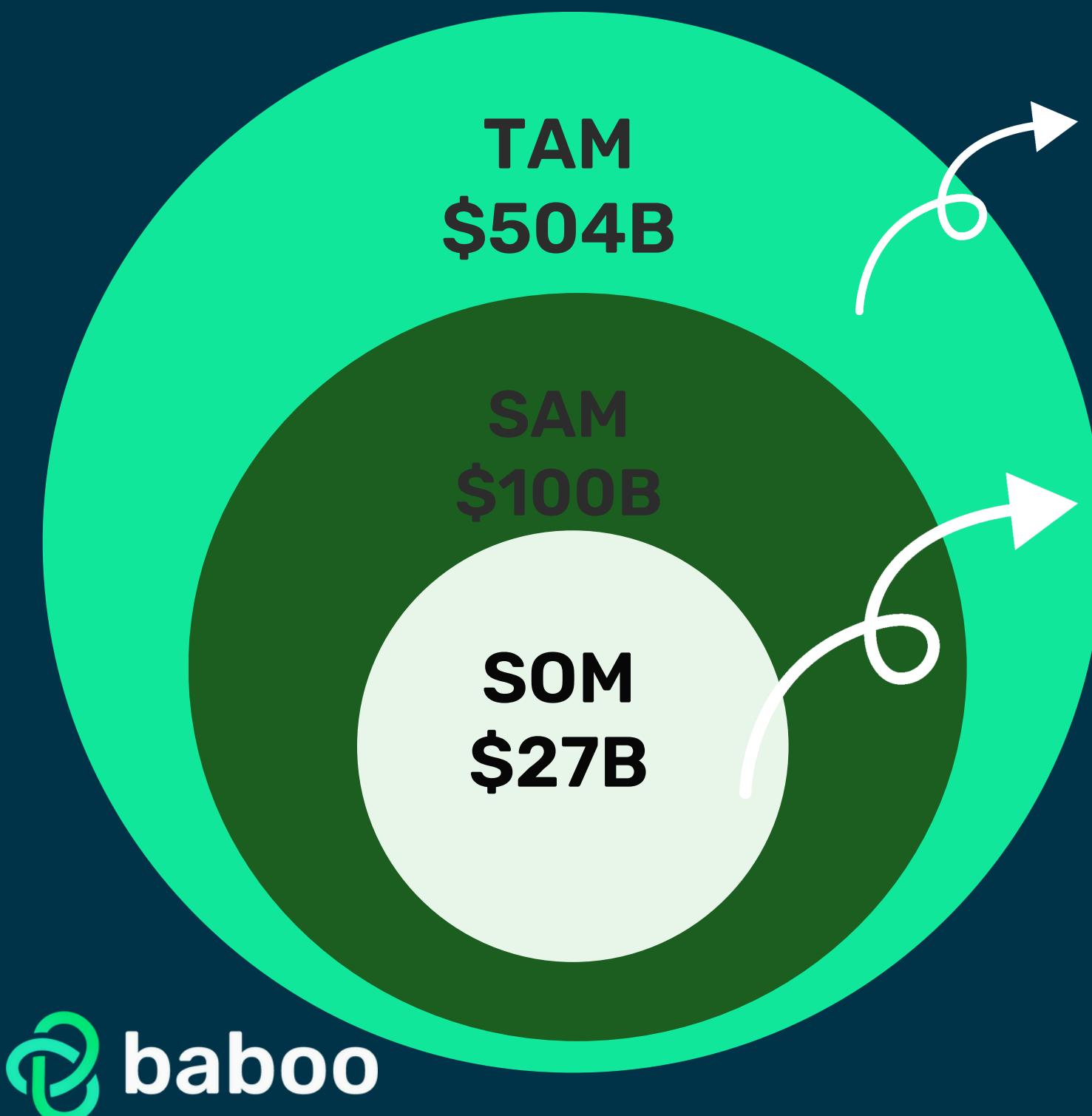
- Senior software engineer with 15+ years of building B2B and B2C technology and products



**RICK CARRASSAI,**  
**COO / CO-FOUNDER**

- 15+ years in Travel and Tourism Operations and Sales space

# Capturing a Rising Demand for Tailor-Made, Adventure Travel and Experiences



**28.6% CAGR**

Global Adventure Travel Market  
will be worth:  
**\$2.8T by 2030**

**11.1% CAGR**

Travel Agencies Global Market

Total Available Market (TAM)

**\$ 504 Billion**

Global Adventure Travel Market

Serviceable Available Market (SAM)

**\$ 100 Billion**

Adventure Travel booked in the United States

Serviceable Obtainable Market (SOM)

**\$27 Billion**

Adventure Travel booked by Travel Advisors in the  
United States

# Traction & Market Validation

Baboo started in B2C and soon found a larger demand in B2B

## 131% SALES INCREASE

In the past 5 Months & reached  
\$70,000 USD monthly sales

## AGENCY PARTNERSHIPS

Secured Partnership with FORA TRAVEL, a leading travel agency featuring 3,500+ agents, and had more than 100 Agency Sign-ups in 3 weeks.

## SUPPLIERS ACROSS THE GLOBE

- 600+ DMCs for diverse travel experiences
- 1200+ local in-destination experts
- 92 countries

## STRONG UNIT ECONOMICS

CAC: \$589 USD  
LTV: \$2,000 USD  
LTV/CAC: 3.4/1

# Competitive Advantage

Our model is based on the success of 2 European unicorns, optimized to the US market.

BENEFITS	 baboo <small>&lt;\$1B Valuation   \$67M Funding</small>	 tourradar™ <small>&lt;\$1B Valuation   \$109M Funding</small>	 evaneos	 designerjourneys	 Expedia
MARKET FOCUS	✓ B2B2C (NORTH AMERICA)	✓ B2B & B2C (GLOBAL)	✗ B2C (EUROPE)	✓ B2B & B2C (AUSTRALIA)	✓ B2B & B2C (GLOBAL)
TYPE OF BOOKING SITE	✓ CUSTOM MULTI-DAY TRIPS OTA	✗ STANDARD MULTI-DAY TOURS	✓ CUSTOM MULTI-DAY TRIPS OTA	✓ CUSTOM MULTI-DAY TRIPS OTA	✗ TRADITIONAL OTA
TAILORED EXPERIENCES	✓ TAILOR-MADE TRIPS	✗ STANDARD TRIPS & PRIVATE OPTIONS	✓ TAILOR-MADE TRIPS	✓ TAILOR-MADE TRIPS	✗ STANDARD TRIPS & ACCOMMODATION
RESPONSIBLE TRAVEL FOCUS / B-CORP CERTIFIED	✓ SUSTAINABILITY COMMITMENT ✓ B-CORP CERTIFIED	✗ NO SPECIFIC FOCUS ✗ B-CORP CERTIFIED	✓ SUSTAINABILITY COMMITMENT ✓ B-CORP CERTIFIED	✗ EMPHASIZES RESPONSIBLE TRAVEL ✗ B-CORP CERTIFIED	✗ NO SPECIFIC FOCUS ✗ B-CORP CERTIFIED
ALL IN ONE BOOKING PLATFORM	✓ ALL-IN-ONE BOOKING PLATFORM	✓ ALL-IN-ONE BOOKING PLATFORM	✓ ALL-IN-ONE BOOKING PLATFORM	✓ ALL-IN-ONE BOOKING PLATFORM	✗ MULTIPLE BOOKINGS REQUIRED

WHY NOW? MARKET TIMING IS PERFECT.

# Why Now?

Pent-Up Demand, New Travel Mindset, Rise of Working from Anywhere, Deeper, Immersive Travel

60%

## INCREASED DEMAND FOR ADVISORS

60% of worldwide travelers want to use a travel agent to plan and customize their next trip.

-- American Express Travel,  
2021 Global Travel Trends Report

40%

## REMOTE WORK = RISE IN TRAVEL

40% of the US workforce works partially or fully remote. Digital Nomads is valued at \$1 Billion market in the U.S. alone.

-- Skift, State of the Industry 2022

76%

## INCREASE IN CUSTOMERS

Travel advisors saw a remarkable 76% increase in new customers compared to pre-pandemic times, demonstrating a significant growth in their client base.

-- American Society of Travel Advisors,  
2022 Survey

\$350B

## SPENDING POWER OF NEXT-GEN TRAVELERS

Over 50% of Americans belong to the Millennial and Gen Z generations and have a strong inclination to travel. Among them, 43% prioritize authentic and unique experiences.

-- Think with Google,  
Consumer Trends, Next Gen Travelers

# Transaction Based Business Model

Transaction Fee from Both Sides

## SUPPLIERS

**8%**

Transaction fee,  
on every booking  
done through the  
platform.



## Travelers

**4%**

Transaction fee  
1% for the Planet +  
3% Credit Card Fees

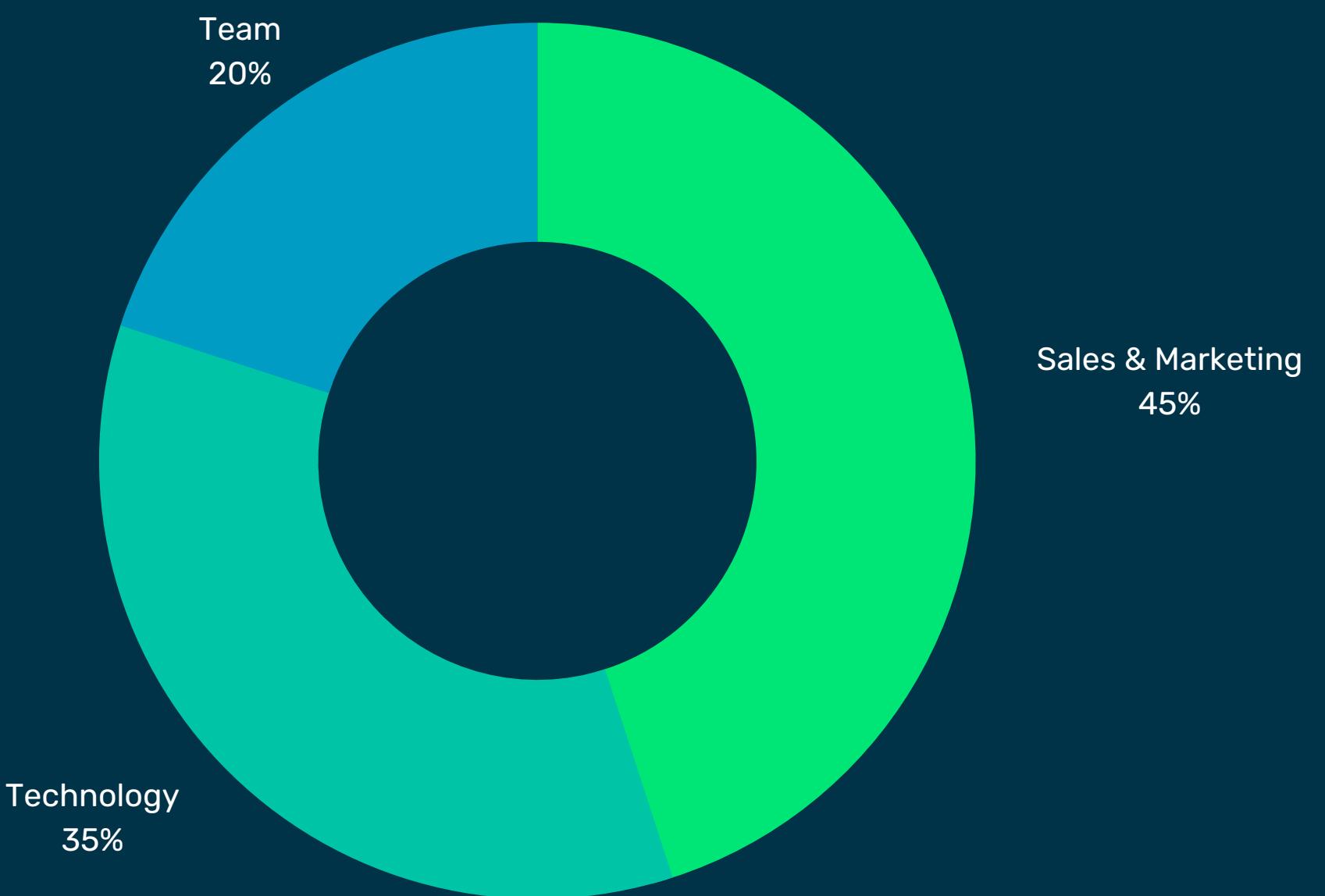
Average Ticket Price:  
\$8,500 USD per Booking

Average Revenue:  
\$1,020 USD per Booking

# We're Raising a \$2M Seed

We're utilizing this investment to build an exceptional product, scale sales, and marketing, and expand our dream team.

ALLOCATION OF FUNDS





# baboo

Your next great adventure starts here.

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# APPENDIX

Expedia Group, Traveler Value Index: Spring 2022 Outlook

Skift Research, State of Travel 2022

THE FUTURE OF TRAVEL REPORT 2021, TBWA

The Strength of the US Travel Agency 2021, Phocusright,

Sustainable Travel Report 2022, Booking.com

American Express Travel 2023 Global Travel Trends Report

Travel Trends Report 2022, TripAdvisor

How travel agencies avoided extinction and became a luxury service, VOX

The Reinvention of the Travel Agent, SKIFT 2022

Travel Agencies in the US - Market Size 2005–2029

The Anywhere Traveler Puts New Destinations on the Map

Next-Gen travel search data - Think with Google