PROBLEM

44 Million yearly international travelers to the Arab world struggle with:

Coordination Fatigue

Travelers experience exhaustion and social isolation due to the time and effort spent on discovery, planning, and coordination.

Payment Hassle

Lack of transparency in pricing and feeling haggled for cash for many services leads to mistrust in the local market.

Consistency of Service

Inconsistent quality of service in local destinations due to non-standardized processes and the human factor.

WWW.askLYLA.COM

SOLUTION

All-in-One Travel Companion: Streamlined, Cashless, and Personalized

AI Travel Assistant

24/7 AI virtual travel
companion offering
highly personalized
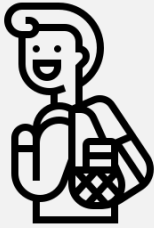experiences

Cashless Marketplace

Book & Pay for all
travel services through
a one-stop-shop
marketplace

Local Concierge

Local Concierges
guarantee the highest
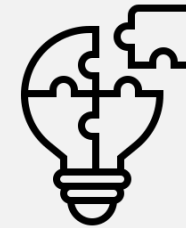quality and consistency
of experience

WHY NOW?

New Travel Trends

Post-COVID-19 travelers seek more authentic, personalized, and meaningful travel experiences to counter loneliness and mistrust.
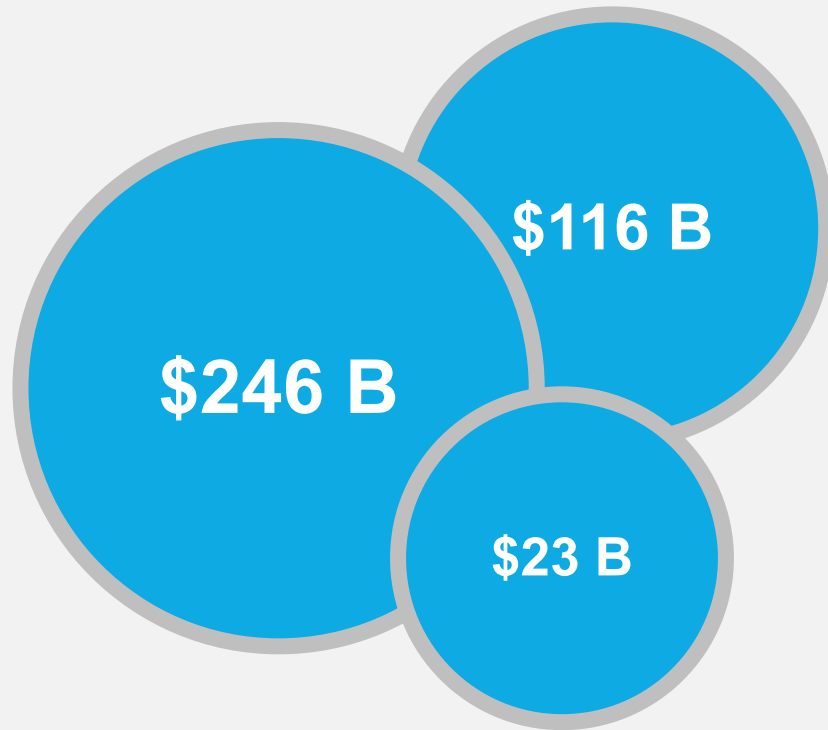
Smart Assistant Tech

Traditional relationships with "Travel Agents", "Travel Guides" and "Travel Concierges" are facilitated by AI Smart Assistant Tech

Validated Solutions

Similar problems in the same market have been solved by tech solutions for a different segment (non-travelers)

MARKET (TAM, SAM & SOM)

$116 B

$246 B

$23 B

TAM

$246 BILLION

With 44 million travelers; the Tourism Industry in MENASA is worth $246 billion*

SAM

47% Millennials & Gen-Z

In average 47% of tourism arrivals worldwide are Millennials and Generation Z**

SOM

20% MARKET SHARE

Estimated 20% market share from Millennials and Gen-Z, results in $1.6 Billion market size

* World Travel and Tourism Council (WTTC). (2022).
https://wttc.org/news-article/middle-east-travel-tourism-sector-expected-to-create-3-6-million-new-jobs-within-the-next-decade

** UNWTO. (2019). UNWTO tourism highlights, 2019 edition. United Nations World Tourism Organization.

BUSINESS MODEL

Freemium model monetized through the following revenue streams:

~15%	S	P	A
COMMISSIONS	**SUBSCRIPTIONS**	**PREMIUM**	**ANALYTICS**
From bookings and orders from users to local travel businesses within Lyla's network	duration-specific membership card with value-added services and special discount at Lyla partners	Premium Service packages engineered with high-end and VIP Concierge partners	Loyalty and Data Analytics Programs for large scale tourism players to manage their customer loyalty
1	2	3	4

PRODUCT:

AI-powered travel companion that helps travelers plan, book, and manage their trips, while providing personalized recommendations and 24/7 support. It's backed by a one-stop-shop tourism services marketplace and local operation hubs, providing a seamless travel experience.
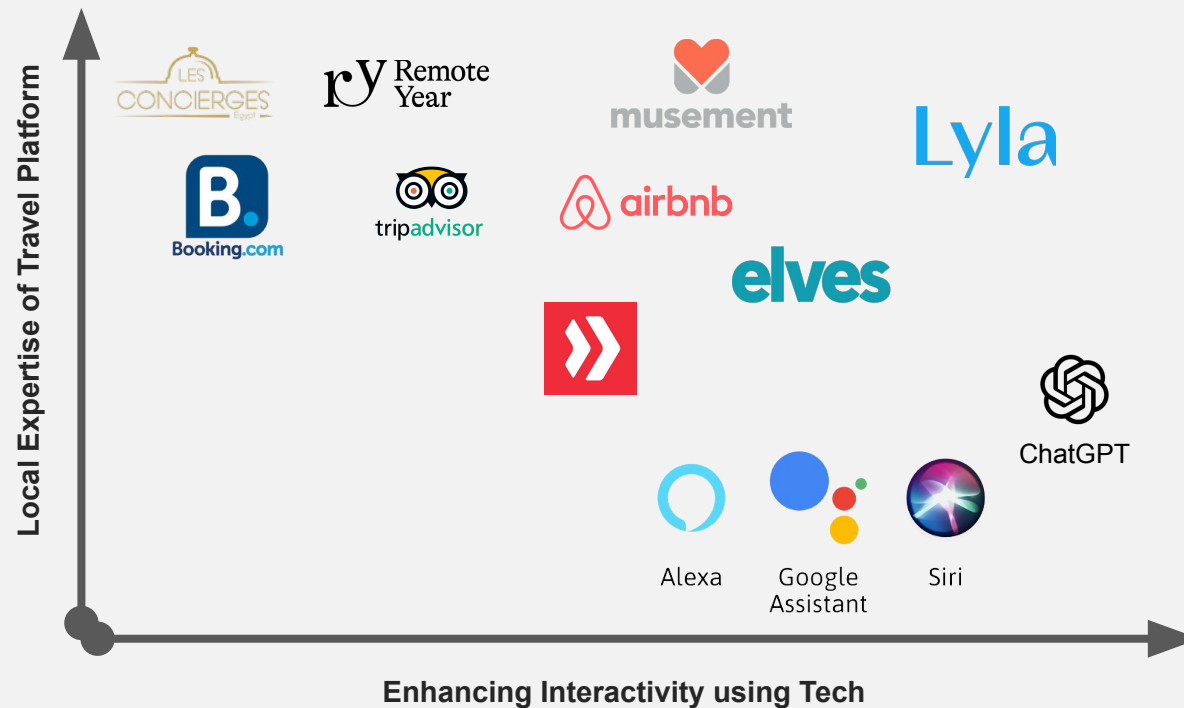
Text-based ChatBot

Mobile interface with access to both text and voice interfaces

Voice-enabled Wristband / SmartWatch App

COMPETITION

Local Expertise of Travel Platform

Enhancing Interactivity using Tech

LES CONCIERGES Egypt

rY Remote Year

musement

Lyla

Booking.com

tripadvisor

airbnb

elves

ChatGPT

Alexa

Google Assistant

Siri

- **TripAdvisor and Booking.com** continues to focus on flights & accommodation Booking
- **Airbnb** is introducing "Experiences" and local guides and more apt to move faster
- **Musement** is the fastest emerging platform in Europe, now acquired by TUI Global
- **Deevent** is an emerging mobile application offering a basic experience of a travel companion
- **LES CONCIERGES Egypt** continues to be a luxury and corporate offering
- **Remote Year** is the most mature group travel offering in the industry
- **Alexa, Siri and Google Assistant** remain underdeveloped and under-equipped for Travel Experience
- **ChatGPT** is the most competitive technology assistant, though not specialized in tourism, yet

TEAM

Abdelrahman Ibrahim, Egypt

Co-Founder, CTO

Responsible of technology, product vision and software development

Valeriia Povergo, Italy

Co-Founder, CCO/Acting CEO

Responsible of business strategy, commercialization and market entry

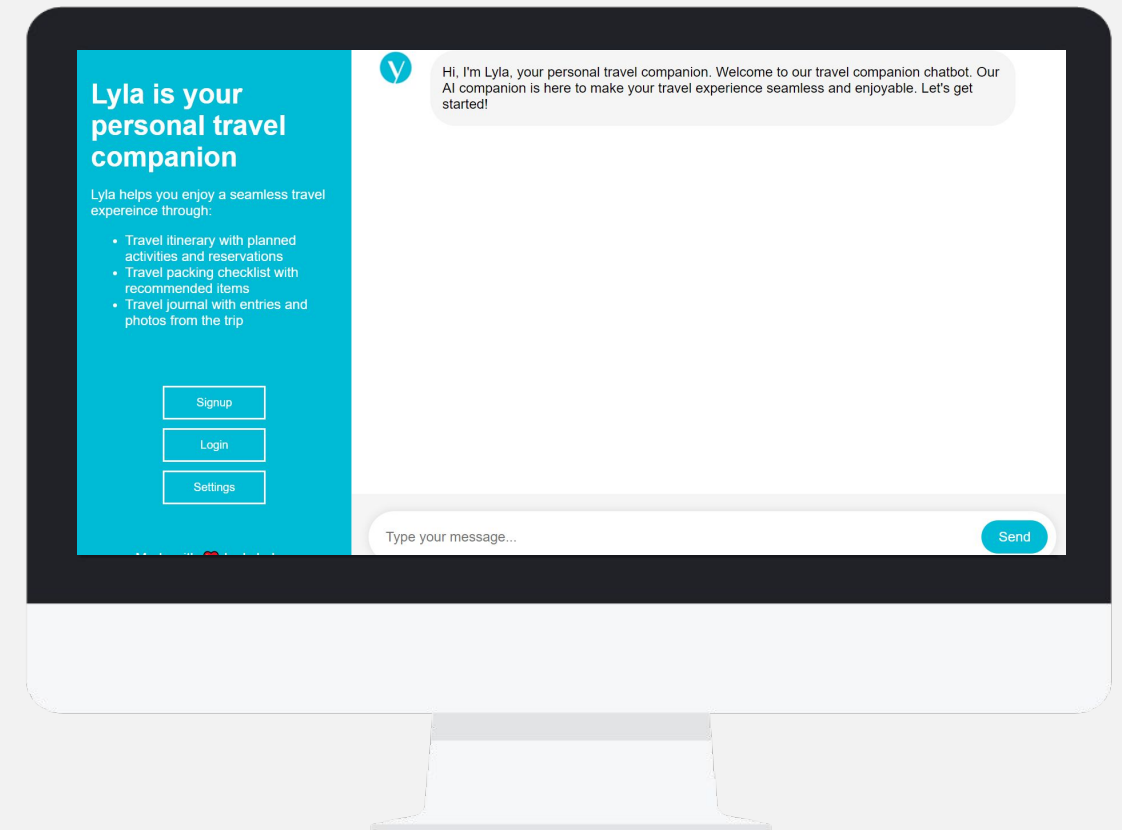**Wed Khashoggi, KSA**

Co-Founder, CMO

Responsible of creative production, customer experience and user growth

CURRENT STAGE

Lyla; Travel with purpose, explore with community

- Introductory chat interface has been released highlighting destinations and local datasets
- In process of fine-tuning LLMs to serve local expertise in introductory destinations

chat.asklyla.com

WWW.askLYLA.COM

Timelines and milestones

Q1

Digital Nomads in MENA

Targeting International Digital Nomads in MENASA with hyperfocus on their specific needs

Global Digital Nomads

Expand with 5 other Digital Nomad Hubs in Egypt and test digital App interface and local hub integration

Q2

Q3

Introduce App to Individual Travelers

Launch App in BETA to individual travelers in MENA with booking features in existing destinations

Test Voice & Scale Operations

Solidifying operational scale, customer experience, reviews and test voice interface

Q4

ASK

$300K for 10% of the company

100K

SOFTWARE

3-person software team for core product development + ML algorithms + 3 interfaces

50K

COMPUTE

Compute resources for operations and fine-tuning LLMs

75K

MARKETING

Competitive positioning for the brand and destinations

75K

OPERATIONS

Local teams and operating assets necessary