

# hophelper

personalized travel solutions for the modern consumer.

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# The Problem

**WHY IS TRAVEL PLANNING SO HARD?**



It's difficult for us to put together a complete itinerary on our own

Too much noise in the travel marketplace

Travel agents are archaic and expensive

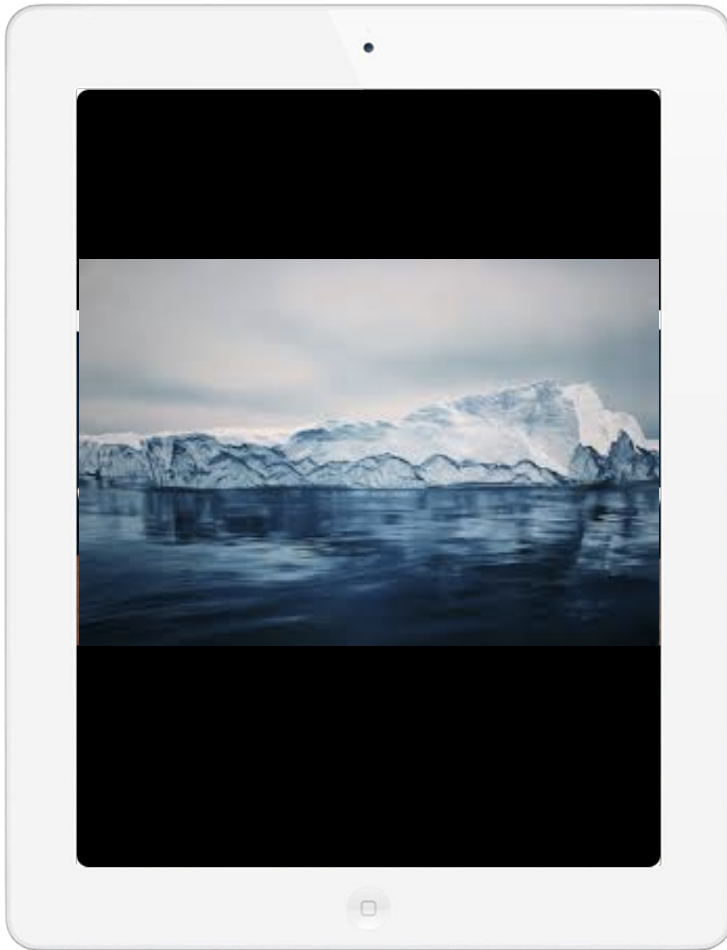
# The Solution

**A CURATED TRAVEL SOLUTION TARGETED TOWARDS  
MODERN CONSUMERS IN A COST EFFECTIVE WAY**



**Your perfect trip  
experience, at a click of a  
button**

Hophelper matches you with a professional travel expert, to design your itinerary. Then, we allow you to book your dream vacation through us.



# How It Works

## SCALABLE TRAVEL PLANNING



Customer **completes online survey** which identifies travel profile and ideal locations, and uploads information about budget and specifics



Hophelper **matches the customer with a travel expert**, who discusses the needs for their trip



Hophelper **provides a better itinerary at a lower cost** through its patented product search and recommended trip itineraries to design each customized itinerary



Customer **buys travel packages** through their custom shopping cart, as little or as much of the total itinerary as they'd like to. They can also book on their own as well

# Revenue Model

THE MARKET:

\$340 billion  
Online travel booking  
revenue in 2016

\$99 + \$5500

x 50% margin  
initial booking fee

x 20% affiliate margin  
avg booking sales, per trip





# Our Team



## **FARYN ALTSCHULER**

CO FOUNDER  
Brand, Partnerships, and  
Operations, Strategy

Wharton MBA.  
B.S. Cornell University

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## **HALLEY GOODMAN**

CO FOUNDER  
Finance, Product,  
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# #getwelltraveled

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