

# Sharing Is Caring

The Community Platform for Solo Travelers

This presentation contains confidential information.  
Please, respect it.

Once upon a time, a French company called BlaBlaCar showed the world that it was possible to share a ride and its costs. Many people were **against the idea but finally it has worked**



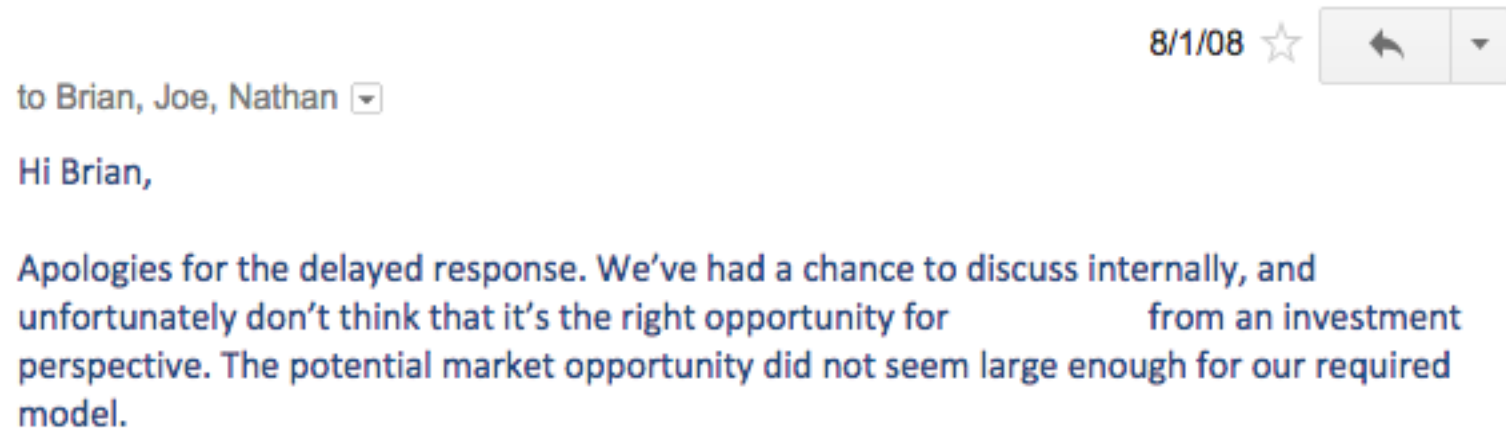
Other shared economy platforms followed BlaBlaCar but for sharing accommodation, and many people were against the idea, but finally **it has worked too**



According to the World Economy Forum, in 2015, the sector was reportedly worth **\$229 billion** and is predicted to grow by 40% annually over the coming five years.

# AirBnB history

“On June 26, 2008, our friend Michael Seibel introduced us to 7 prominent investors in Silicon Valley. We were attempting to raise \$150,000 at a \$1.5M valuation. That means for \$150,000 you could have bought 10% of Airbnb. Below you will see one of the fifth rejections. The other 2 did not reply. The investors that rejected us were smart people, and I am sure we didn't look very impressive at the time. Next time you have an idea and it gets rejected, I want you to think of these emails”



# The main reasons of using these shared economy platforms are



**Saving money**



**Meeting people**

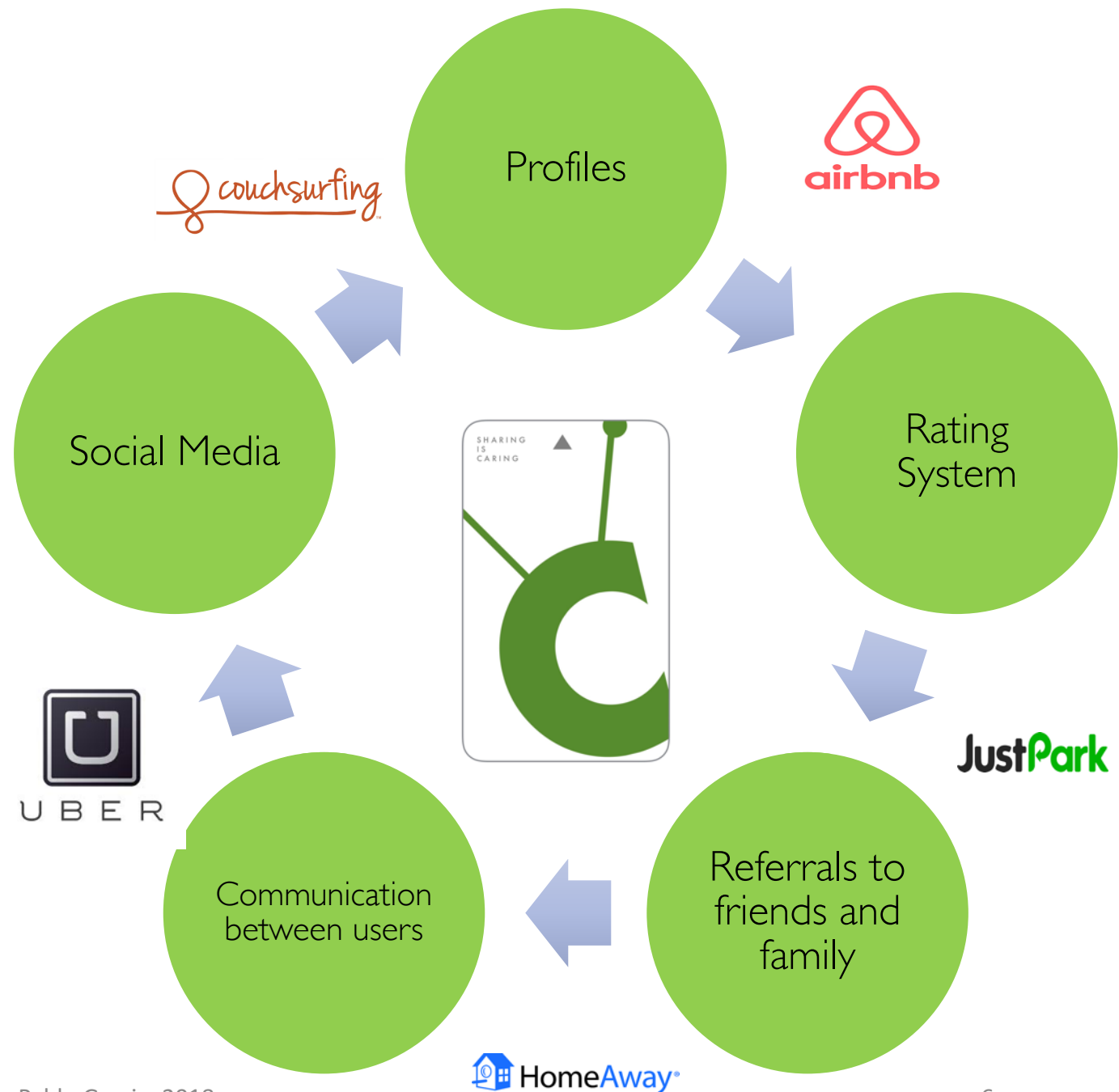


**Sustainability**

All shared economy platforms share **similar characteristics** which increases users` perception but all share the same pitfalls.

Our approach is

**UNIQUE** and **INNOVATIVE** and it will change the way that most important platforms provide services



We are incredibly proud to have **solved** two of the main issues of our predecessor:

## Cancellations



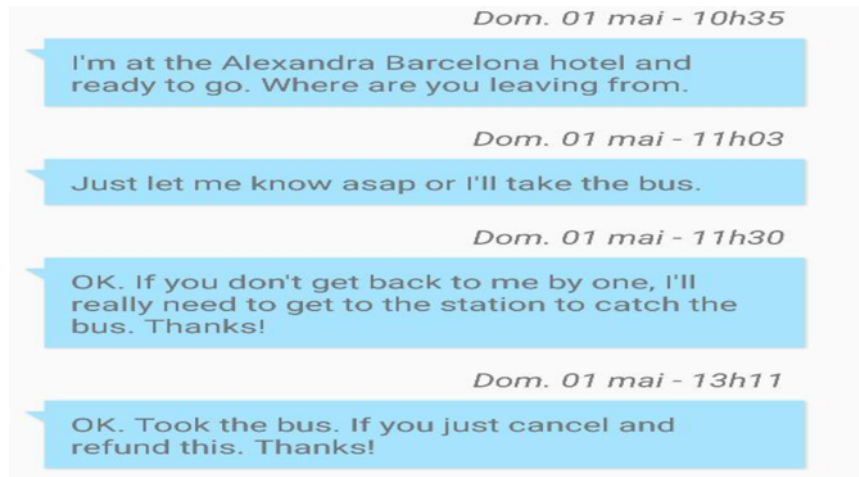
## Timing and repetition



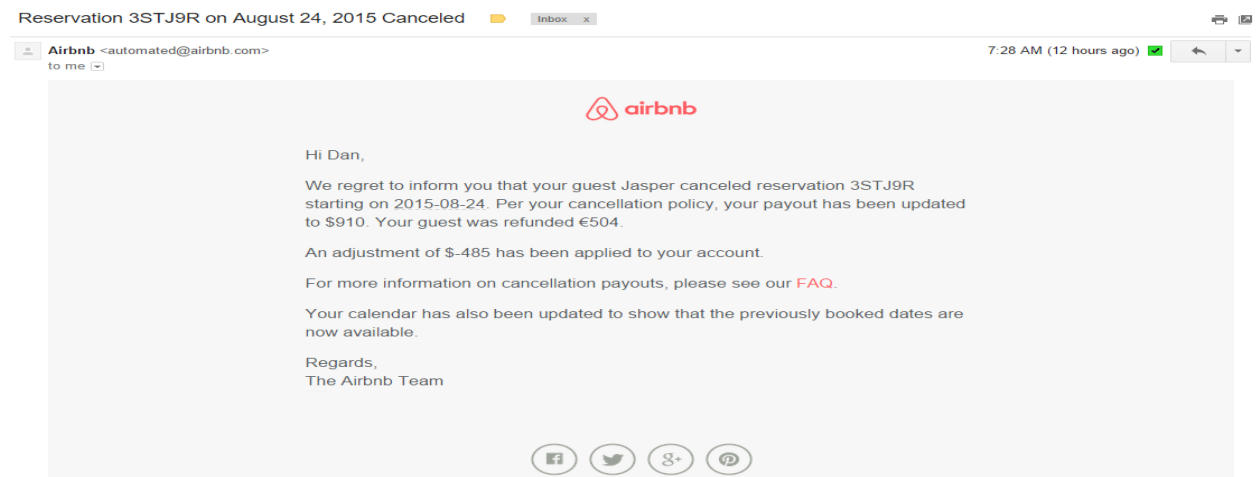
The new generations wants **fast and perfect services**.  
If not, they will use another platform able to provide what they desire

# Cancellations

Users do not receive what they paid for and this produce **dissatisfaction**.  
Dissatisfaction is equal to **instant negative reviews** and **higher marketing cost** to  
change user's perception



3% BlaBlaCar cancellation  
per year



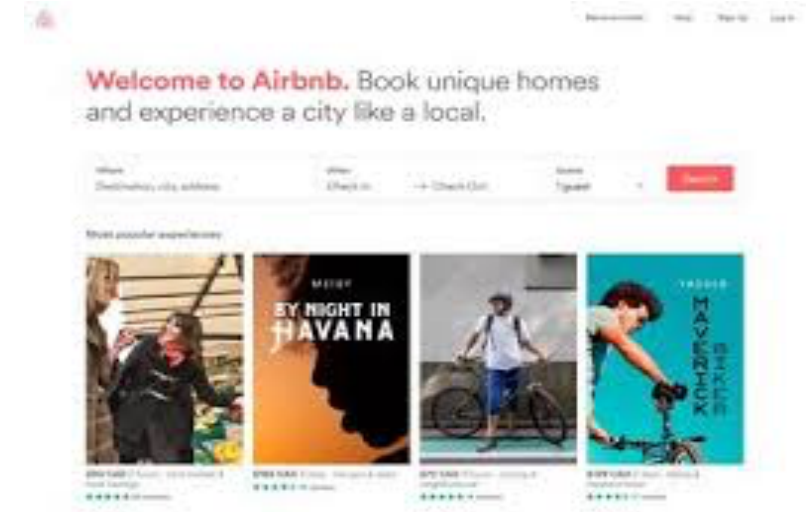
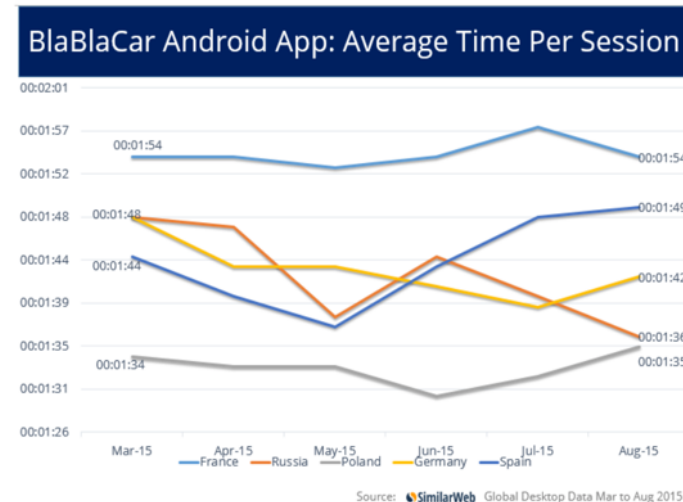
2,8% AirBnB cancellation  
per year

With Sharing Is Caring users will have 0% cancellations



# Timing and repetition

## Users spend so long in the platforms



The average time of users reading hotel reviews is 30', for all reservation

The average time of users in BlaBlaCar is 9' 45", for all reservations

The average time of users in AirBnB app is 11' 31", for all reservation

Sharing Is Caring will use Machine Learning to learn from our users

So why can I share a car, an apartment or a parking space and much more but **not** share a hotel room?

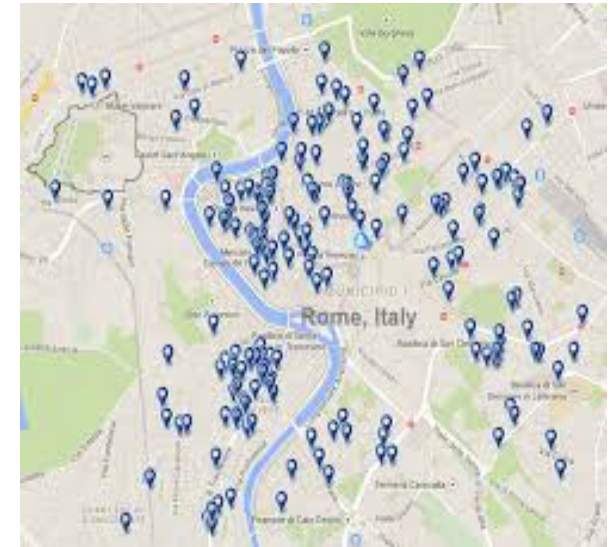
WHY?



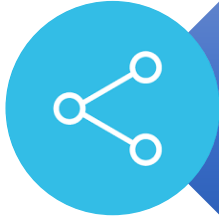
Why?

# Welcome to Sharing Is Caring!

An online platform for Solo Travelers based on the shared economy model



# With **Sharing Is Caring** users will be able to:



Share hotel accommodations and its cost



Book their hotel rooms via our platform

- Transform their single rooms to double

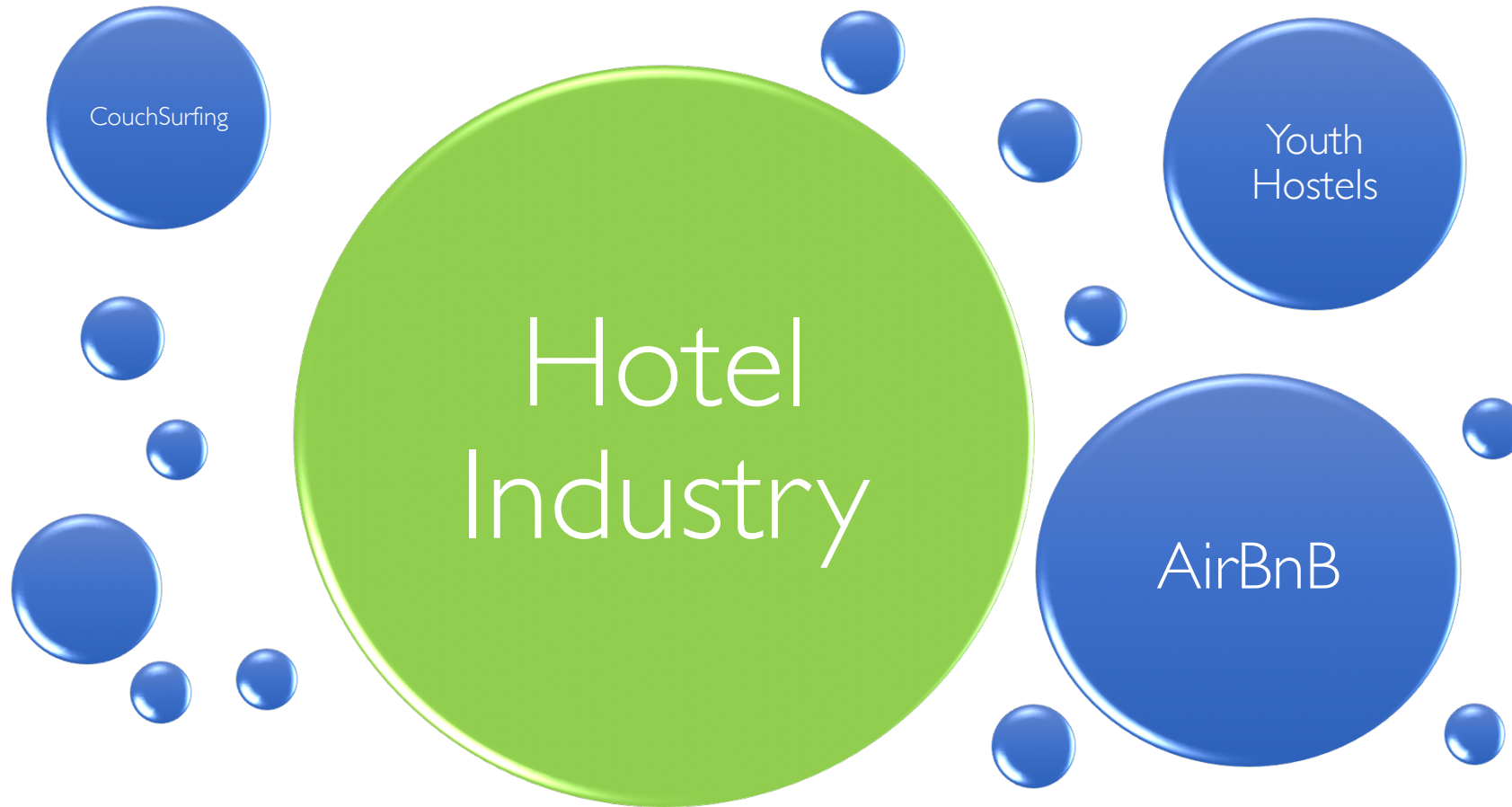


Share travel experiences with other users

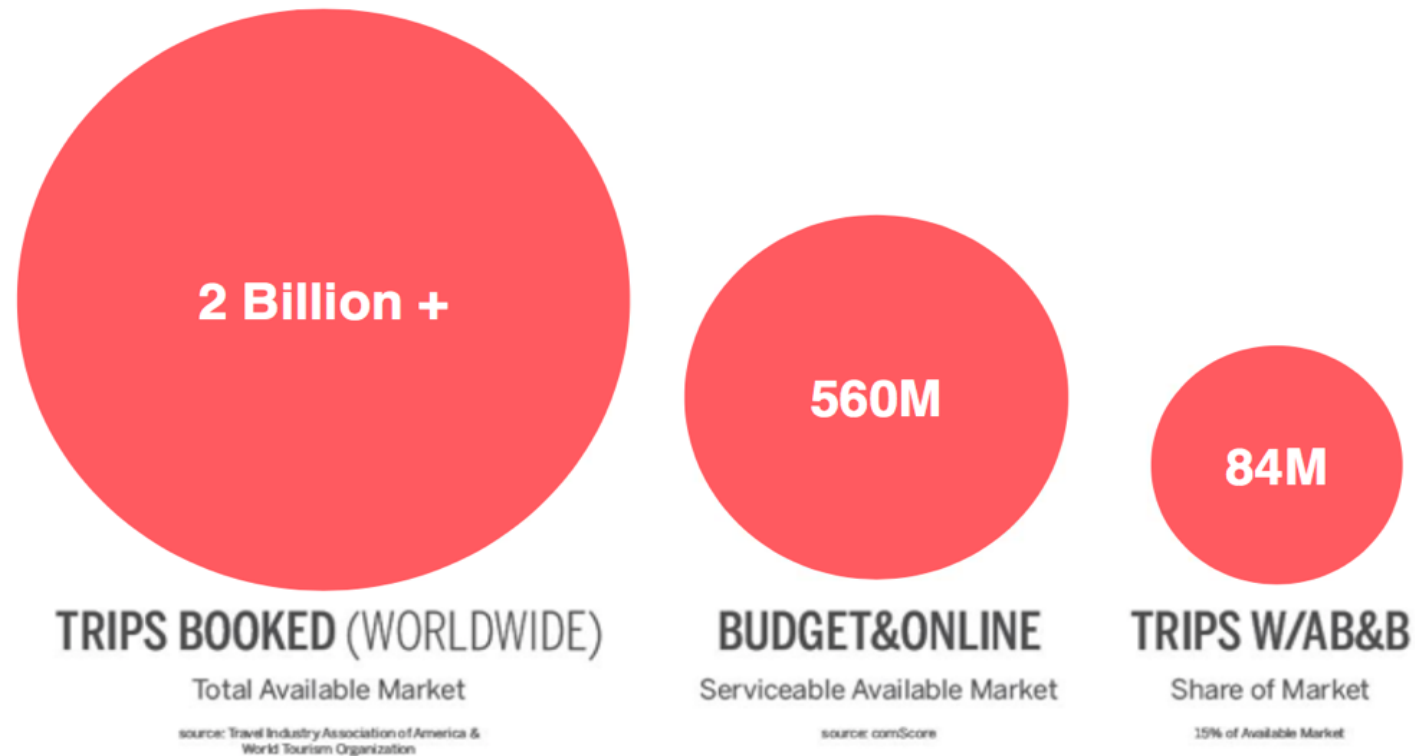


Enjoy hotel services and amenities

# The Hotel Industry is still the **worldwide leader** in Accommodation



With more than 2,7 billion trips booked in 2016,  
37% of them were **Solo Travelers**



Although many people maybe be against the idea of sharing a room with an estranger but **it will work** because...



- ✓ Over 300,000 youth hostels in the world and 90% of their rooms are shared with people who never met before

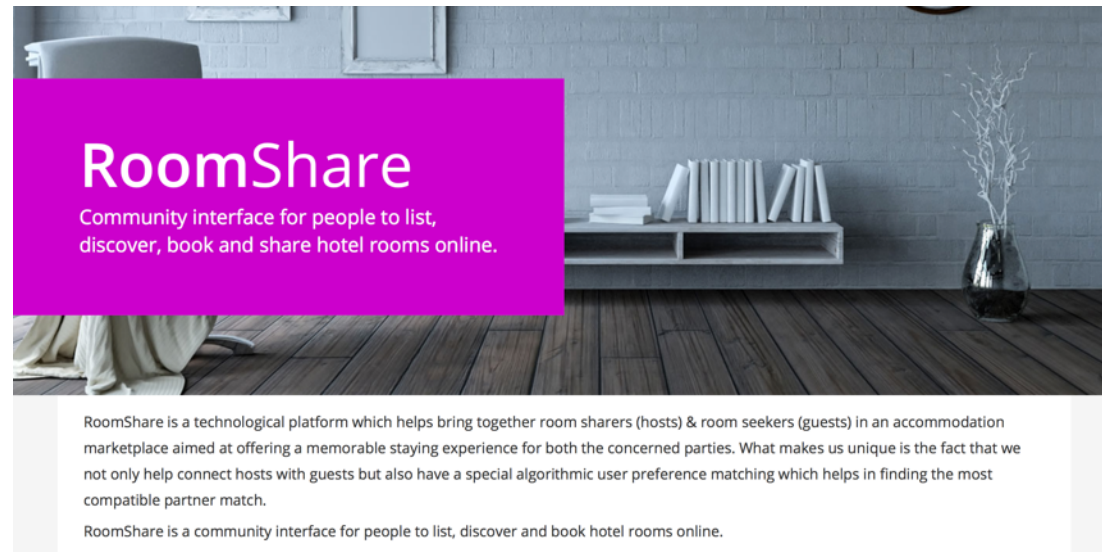


- ✓ 3% AirBnB accommodation uses the same principle but also sharing the property with the hosts...and the business is still growing

With Sharing Is Caring, **users can choose** with who to share



Sharing Is Caring is not the first online shared economy platform offering the possibility to share hotel rooms but it will be the first one to success based on **its technology and revenue model**



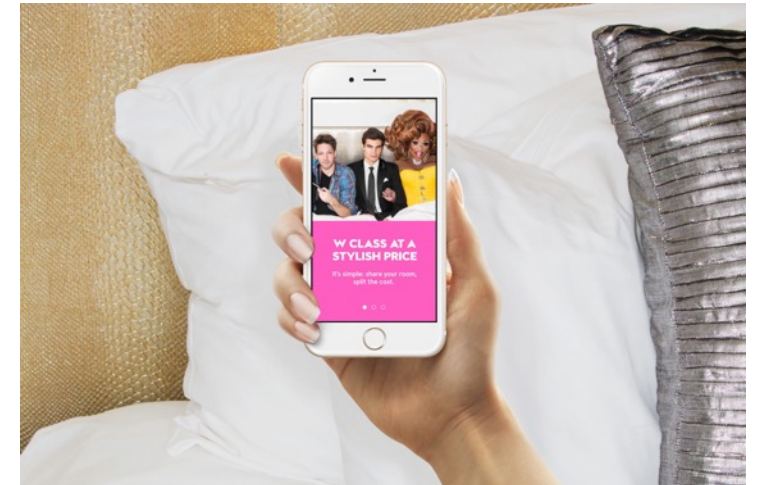
Launched in November 2017, RoomShare is only focused in big events only in US. They not offer the possibility to make hotel reservation and they share the **same pitfalls** of other shared economy platforms



Starwood Hotel Chain, with their luxury brand **W Hotels** is testing this model since October 2017 in a couple of properties; London and Amsterdam...and looks like that **it works** but only for the upper class hotels



by the Hospitality Industry



And users can't choose with who to share

# Who will be our allies?



The Hotel Industry lost 23% of 2016 reservations from the Z and Millennials segments who are using more shared economy platforms. They have agreed about increasing sales in this segment and they will support us



The Online Travel Agencies with a billion dollar revenue in 2016 are very happy to share their business to increase sales and revenue offering partnership to online organizations such as. Sharing Is Caring will have revenue from the first moment



Salesforce will provide Customer Relationship Management and Machine Learning services for us



Zco corporation, based in Boston, is one of the main leaders of online platform developers and they will develop this unique booking technology for us

# A bit of Marketing

## Two main Sharing Is Caring potential users

### Leisure travelers

### Business travelers



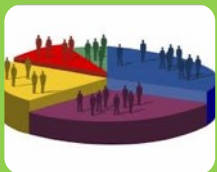
70 % female Vs. 30% male



Millennial and Z generations  
From 18 to 40 years old



AirBnB (from \$30k to \$70k)  
CouchSurfing (max. \$30k).  
Youth Hostels (from \$30k to \$49k)



Money savers  
Collaborative consumers  
Interactive novelty seekers



50 % female Vs. 50% male



X and Y Generations  
From 22 to 45 years old



Hotel users where the hotel rooms  
are paid by their employers



Money savers



## Strengths and Opportunities

Hotels offer **better services** compared to Youth Hostels.

Hotels offer **higher safety and security** standards compared to Youth Hostels, AirBnB and Couchsurfing.

Hotels have a **higher number and variety** of properties compared to AirBnB, Youth Hostels and Couchsurfing.

Hotels offer the possibility of **24h check-ins** compared to many AirBnB.

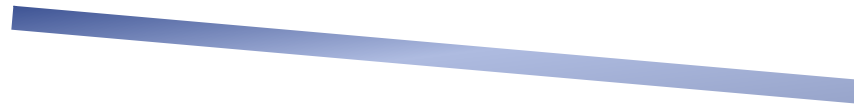
Sharing Is Caring will have a **unique technology** in the market.

With Sharing Is Caring is possible to **decide with who to share** the room using the user's profile and reviews compared to Youth Hostels and AirBnB who does not offer this service.

Sharing Is Caring does not require user's **insurance** and AirBnB requires an insurance.

Sharing Is Caring offer a **legal contract** between users which increase the security.

**Machine Learning** will enhance user's experience becoming loyal to us.



Sharing Is Caring is a new platform and it requires investment in marketing to attract users compared to AirBnB which is widely-known.

Medium investment to develop Sharing Is Caring technology is needed.

Potential customers meet after using Sharing Is Caring and they decide not to agreed online via the mobile app so it will not be commission to Sharing Is Caring except if they book their accommodation in our platform.

## Weaknesses and Threats



# Marketing Strategy



# Sharing Is Caring Development Plan for 2019 onwards

Transforming to a  
Freemium Platform with  
more services

Introducing Artificial  
Intelligence and Big  
Data to facilitate the  
user's selection

Investment in more  
resources in Social  
Media Advertisements

Transforming from using  
OTA partnership to  
develop an OTA  
platform

# Who are we?

A group of international Shareholders led by Pablo Garcia, professor since 2003 in one of the most reputed Tourism University in Switzerland with a large experience in the Hotel Industry, consultant, curious by nature and fan of the Shared Economy model and its advantages



# How the idea raised up?

Pablo, as a globetrotter has lived in 7 countries and on 4 continents and he has visited 80+ countries. On his last trip, as he has had many holidays as an educator, he realized that; it has been always difficult to share trips with friends and family, the budgets for long holidays were very high, using youth hostels was not his “cup of tea” and sometimes meeting people was very difficult

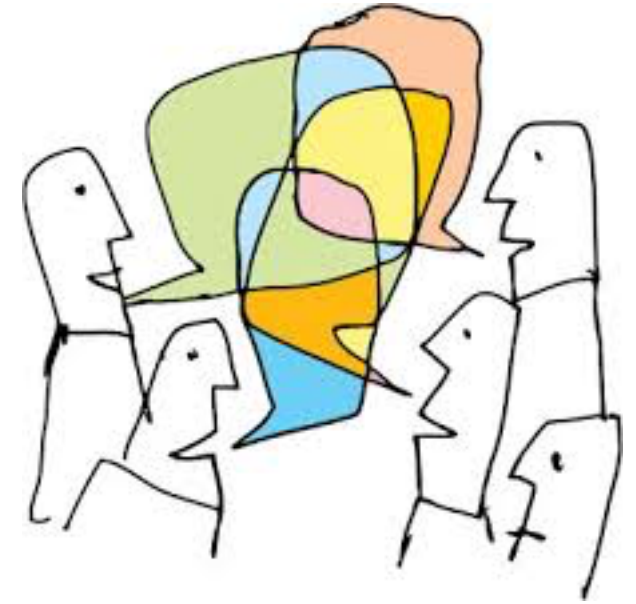




The market is ready for us, the technology is unique, the marketing strategy have been developed, there are some sparring competitors in the market etc. and **we believe in this project.**

To resume, Sharing Is Caring will **interrupt** the shared economy market in 2018 so our questions is...

**Would you like to Join Venture?**



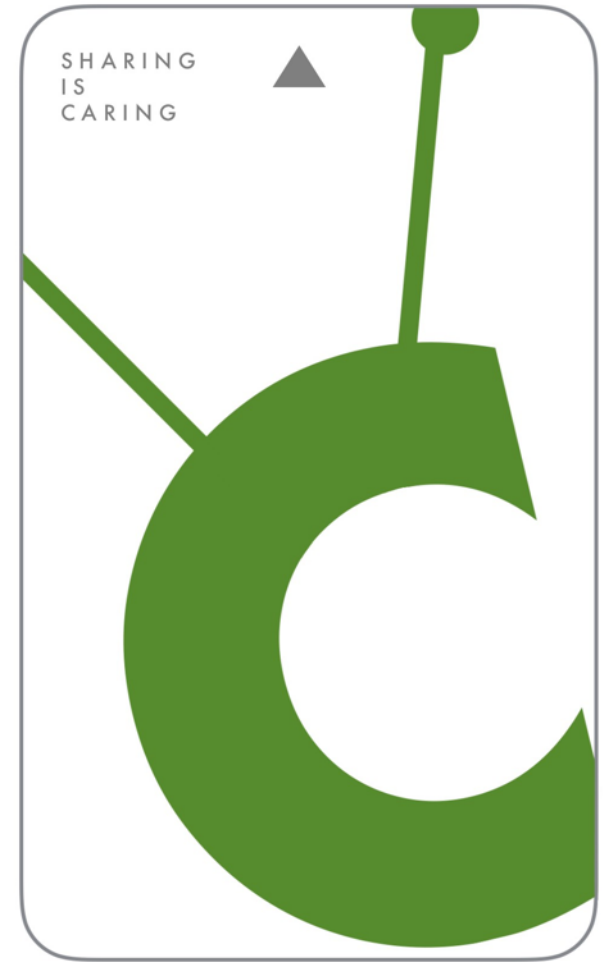


# Thank you for your time!

Explaining the entire project in a visual presentation is just impossible.  
It will be a pleasure to share more information in a real conversation because...  
Sharing Is Caring.

[www.sharingiscaring.co](http://www.sharingiscaring.co)

sharingiscaringmobileapp@gmail.com



Sharing Is Caring Team  
2018