



bookitgreen

A wide-angle photograph of a mountainous landscape. In the foreground, a large lake reflects the surrounding environment. A small, green-island with a white church is visible in the middle ground. The background consists of majestic, snow-capped mountains under a clear blue sky.

bookitgreen is redefining how travelers book
sustainable holiday accommodations.

travel #samebutgreen



Target group & problem

bookitgreen matches LOHAS around the globe with sustainable accommodations.



100m LOHAS – value a “Lifestyle of Health and Sustainability” – around the globe.¹

- ⚡ 49% of LOHAS have difficulties booking sustainable holiday accommodations.²



>100.000 sustainable holiday accommodations, from organic farms to luxury ecolodges globally.

- ⚡ Can't be found on conventional platforms & 28% are not even bookable online.⁵

Untapped matchmaking potential

187 million people on Facebook are interested in “ecotourism”

LOHAS on average stay 3 days longer on vacation⁴

15.1% of Germans are in the LOHAS core group (9.6% in 2007)³

1 Online: <https://www.lohas.se/about-lohas/>

2 BMUB: Nachfrage für Nachhaltigen Tourismus im Rahmen der Reiseanalyse

3 Statista; Anteil der Verbraucher mit umwelt- und sozialethischer Konsumhaltung (LOHAS)

4 Online: <https://sustainabletravel.org/2016/05/>

5 Based on our current owned inventory (500 accommodations)



Market & business model

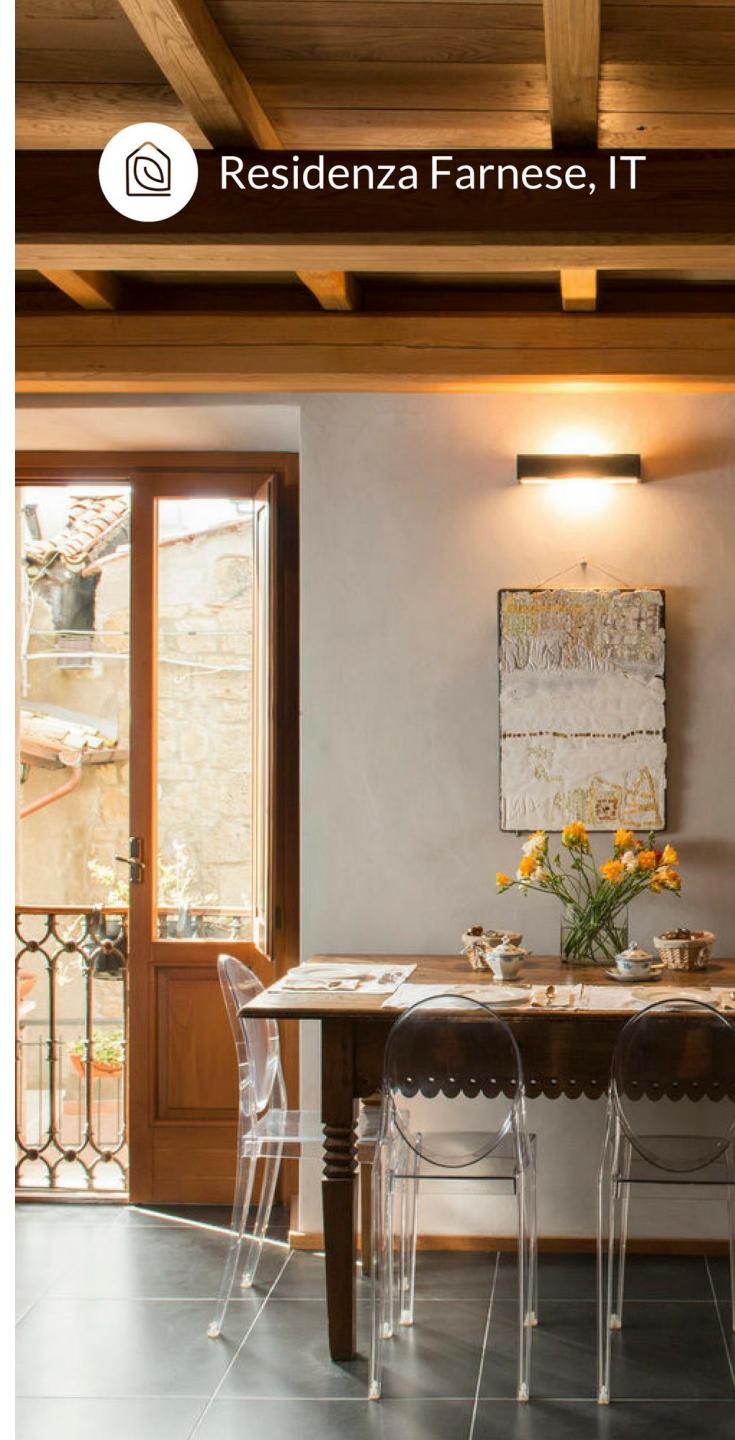
Sustainable tourism represents an annual \$40 billion market in globaly.



10-15% commission, paid by the hosts.



Affiliate commissions for accommodations on other OTA's³.



Residenza Farnese, IT



Solution & USP

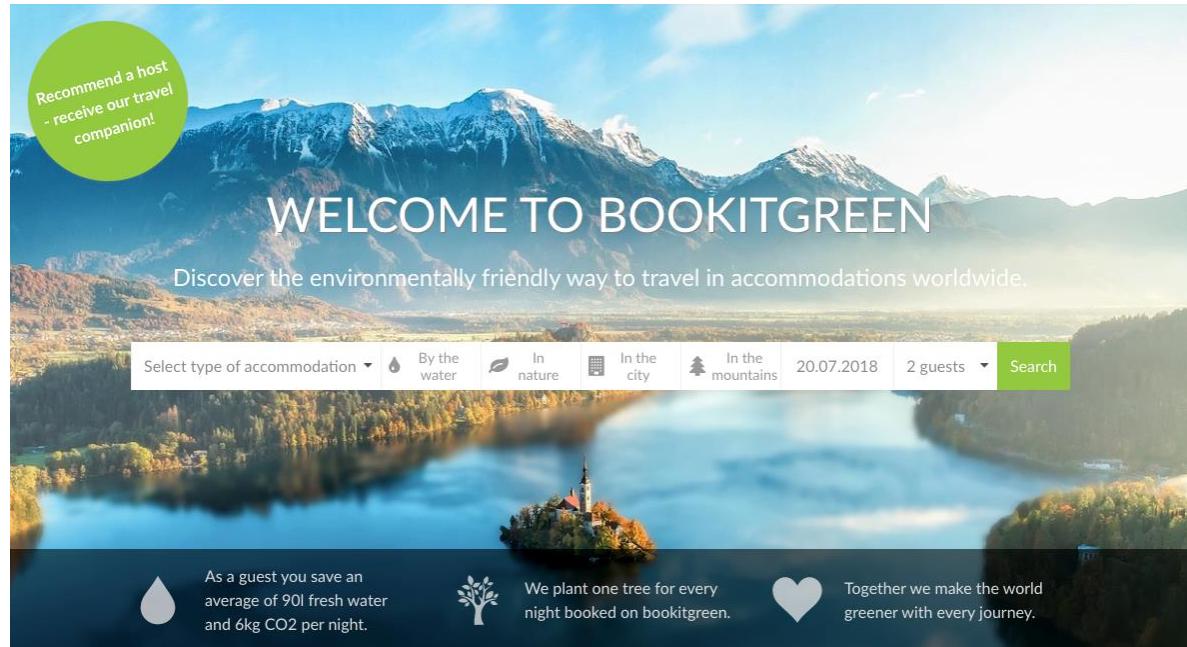
We combine a focus on sustainability with a global offer range and high usability.

1 Search

2 Find

3 Book

#samebutgreen



bookitgreen enables LOHAS to rent out and book sustainable holiday accommodations worldwide in a few clicks on a transparent booking platform that reflects their values.

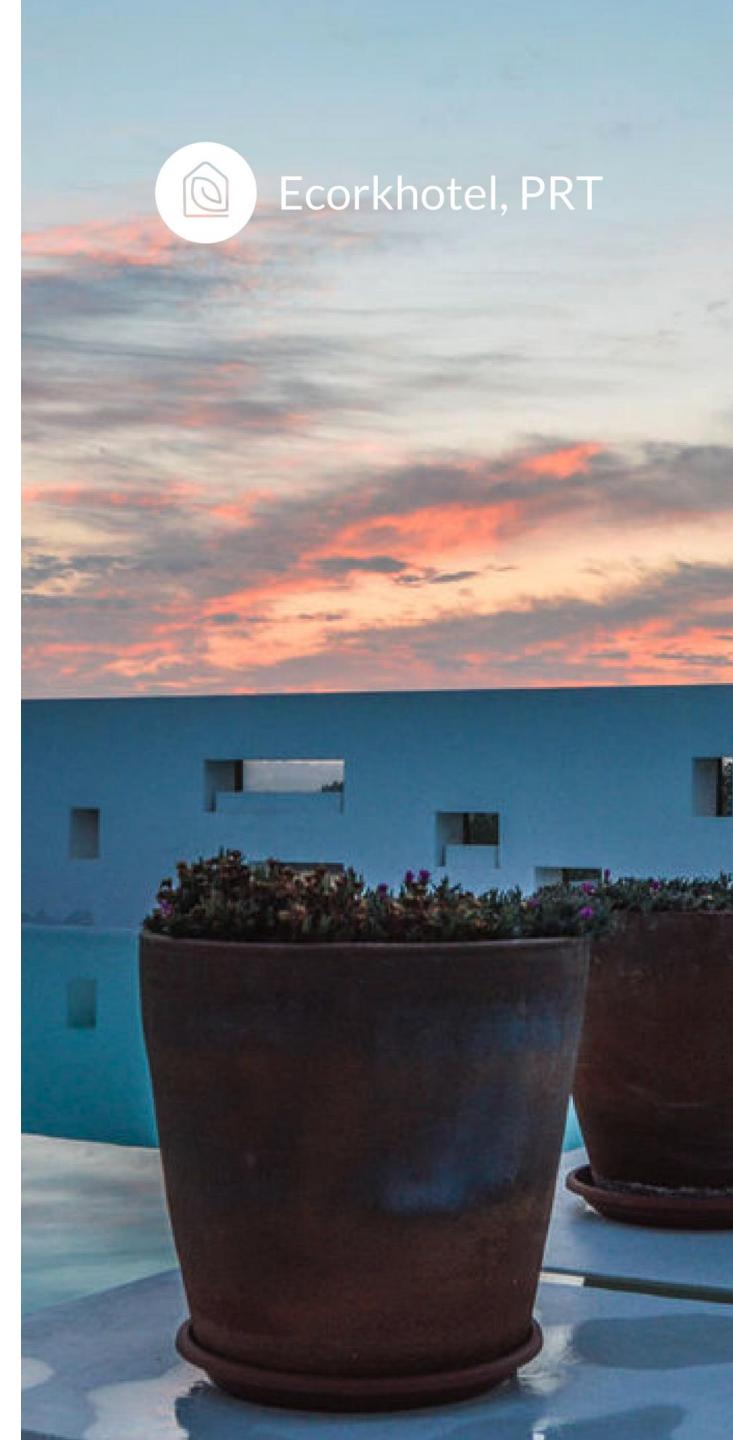


Competitors

No competitor that focuses on sustainability and has a high usability for guests and accommodations has yet emerged.



Ecorkhotel, PRT





Market entry - supply

	Type of inventory	Sales process	Tech
Owned Currently 70% of inventory <i>100.000+ globally existing</i>	SUSTAINABLE Flats Houses Rooms Organic farms Campsites Yurts Small hotels* Ecolodges Hostels	<ul style="list-style-type: none">Lead generation from listing platformsLead ads on FacebookE-mail and telephone salesOnboarding <p>13% conversion from first contact to onboarding</p>	<ul style="list-style-type: none">Airbnb-style onboardingHost backendCalendarBooking requestInstant bookingPayment <p>MVP already up and running</p>
Affiliate Currently 30% of inventory <i>6.000+ globally existing</i>	SUSTAINABLE Big hotels Big ecolodges	<ul style="list-style-type: none">Sourcing on other OTA'sOnboardingAffiliate link integration	<ul style="list-style-type: none">Inventory bookable on other OTA'sForwarding of guests <p> MVP</p> <ul style="list-style-type: none">Meta-search engine combining owned and affiliate accommodationsGuests book on bookitgreen <p> Post-beta</p>

*With the need for channel managers



Owned & affiliate hybrid

A combination of owned and affiliate accommodations to foster growth.



The two strategies enable us to grow faster, without directly competing for inventory with other OTAs.

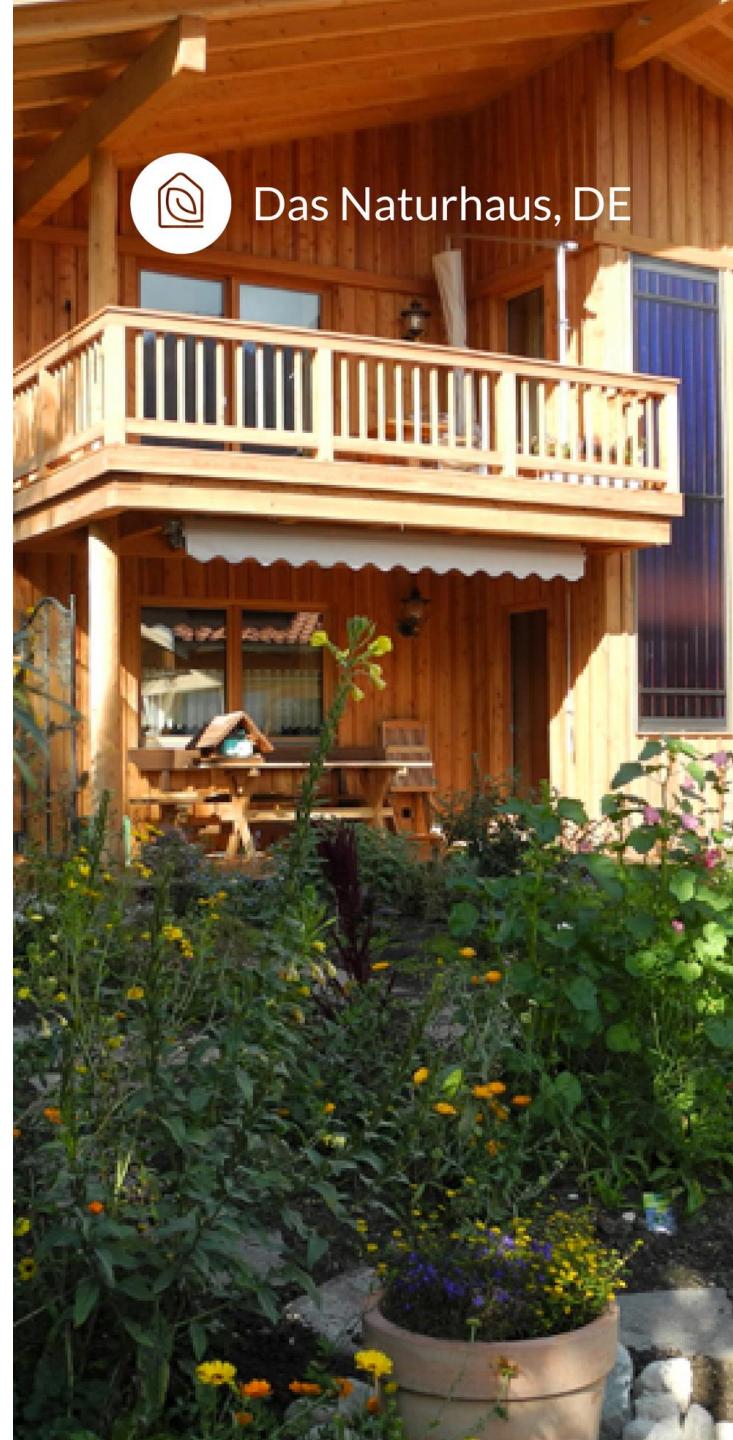


We will generate relevant traffic that values sustainability for other OTAs and build up our brand as the leader in sustainable travel while doing so.

The long-term goal is to combine owned bookitgreen inventory with a meta search engine for affiliate inventory. This way bookitgreen will become the leading booking platform for sustainable travel AND offer the best prices provided by other OTA's.



With the above described sales process we are currently onboarding 100-150 accommodations per month.



Das Naturhaus, DE

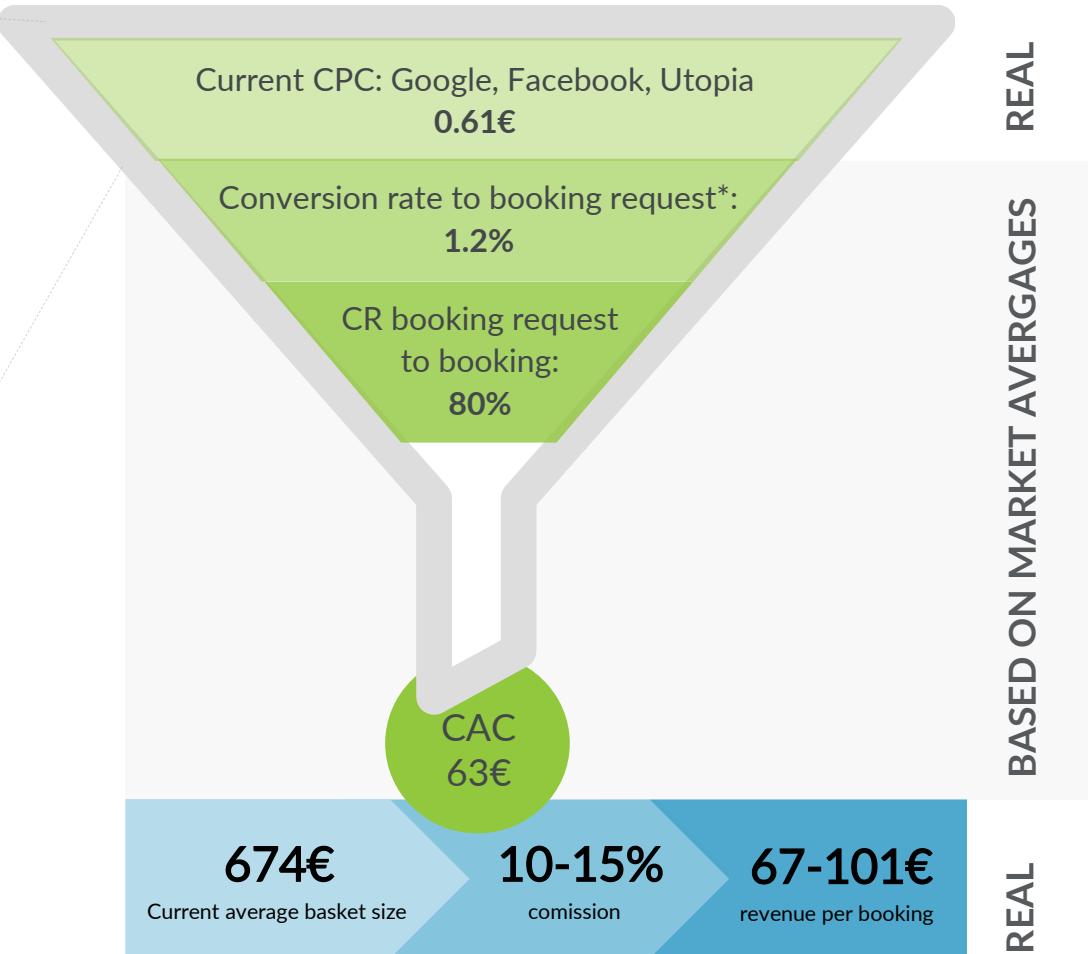
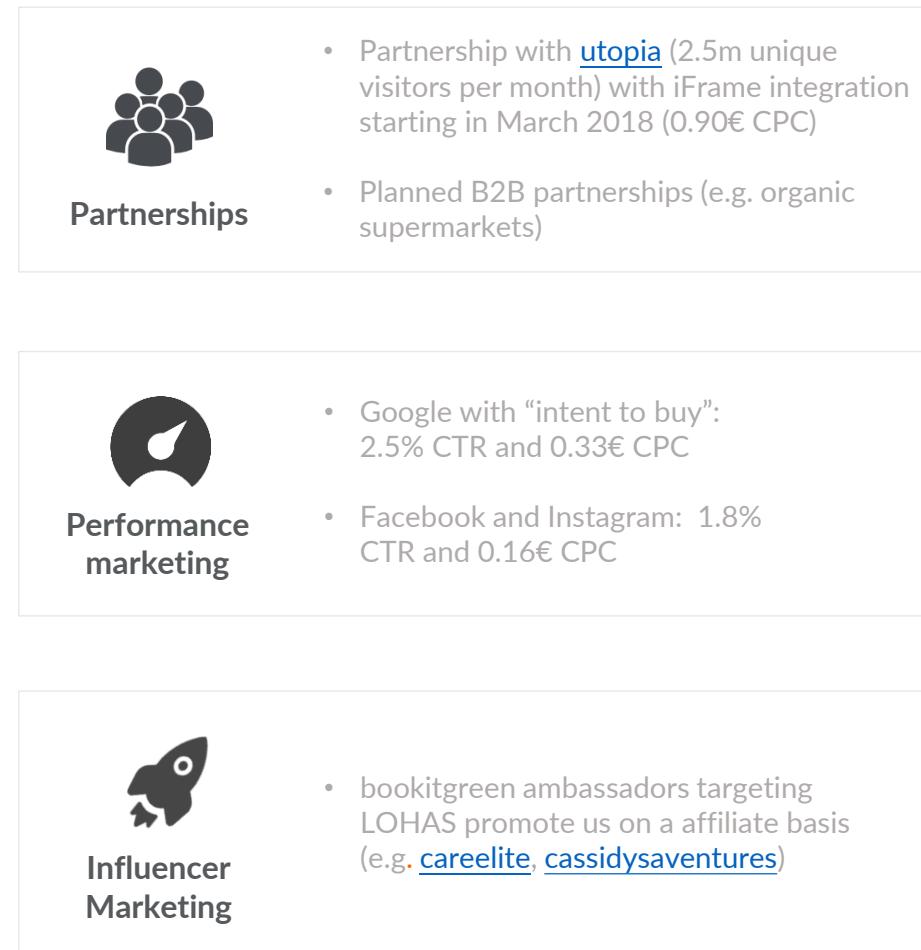


bookitgreen



Market entry - demand

Currently we gather first KPIs on the demand side.





USP

Our USP is the sole focus on the traveling LOHAS community.



The *loyal community* of LOHAS want to book on a platform that represents their values.



We have the *first mover advantage* and are the first to gather relevant high quality data on sustainability.



Focus enables us to deliver a better product than conventional platforms.



Usage of data on sustainability and buying behaviour of LOHAS enables us to leverage *community network effects*.

The USP of bookitgreen is the combination of all the above. These competitive advantages enable us to perfectly cater to the needs of value-driven LOHAS.

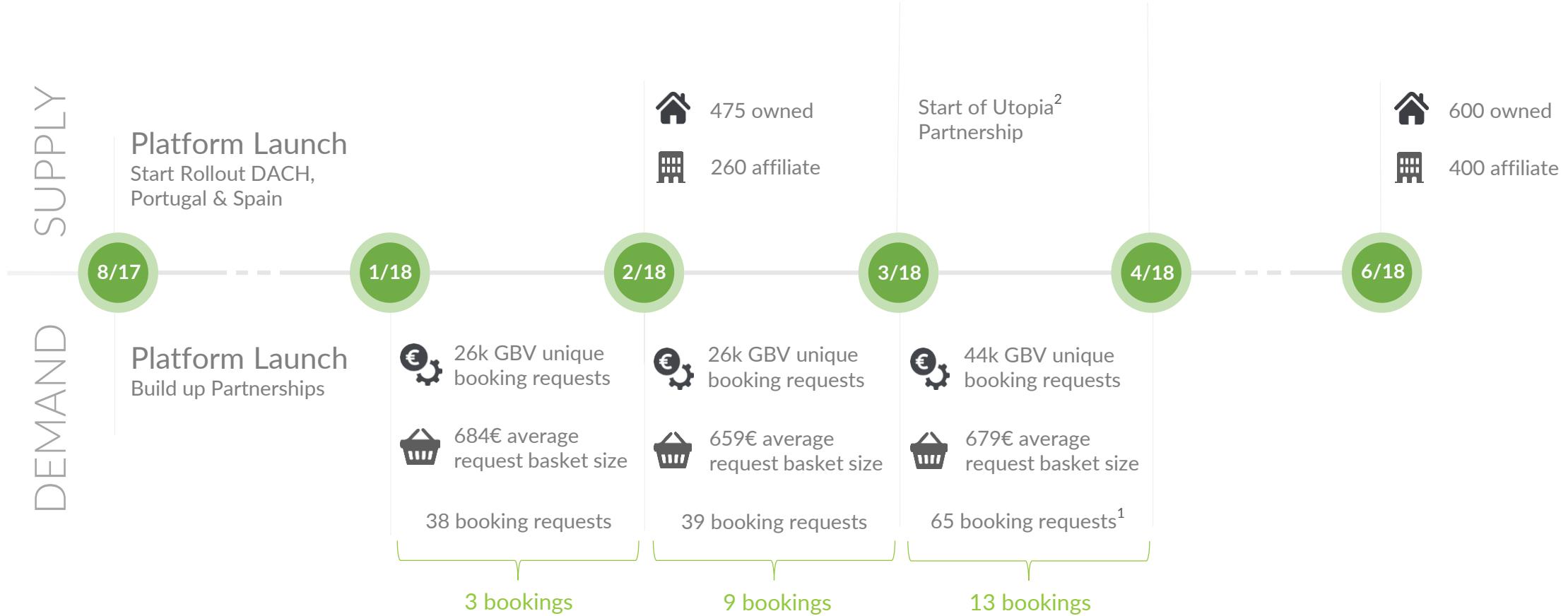


Singharaja Lodge, LKA



Current status

Focus on building up supply and getting first bookings for existing properties.





Advisors and partners



Marc von Samson-Himmelstjerna
Advisor & Investor

Previous:
Senior International Executive
at eBay and Groupon,
overseeing legal teams in
Europe and Asia/Pacific



Ait Voncke
Advisor

VP Expedia: Europe, Middle
East, Africa
Previous:
VP/GM Tavel EMEA;
Partner at Accenture



Prof. Dr. Christine Demen Meier
Advisor

Head of the Entrepreneurship
and Innovation Department
Ecole hôtelière de Lausanne

SAVIVA F&B Chair Holder &
METRO Innovation Chair Holder



AXEL SPRINGER
PLUG AND PLAY
ACCELERATOR





Development of relevant KPIs

KPI	Feb 18	June 18	Financing round	April 19	April 20	Financing round	April 21	April 22	April 23
#properties	750	1,000		1,400	4,000		11,000	20,000	30,000+
#bookings	9	15		51	418		2,166	14,393	69,329
GBV*	5k€	9k€		32k€	270k€		1.4m€	9m€	48m€
Revenue	420€	824€		3,350€	32k€		200k€	1.4m€	7.2m€
Focus	Build up supply			Supply EU, demand DACH	Scale supply EU, demand DACH		Scale tech, global supply	Global supply; target demand in North America, B2B	
Goal	Gather first relevant KPIs			Show growth potential in “use cases”	Scale in DACH		Scale in EU	Scale globally, Raise funds depending on competitors and capital needs	



Team

Meet the team behind bookitgreen.



Moritz Hintze

CEO & Co-founder

CEMS MIM Master
EiR in FinTech (getzuper.com)
Worked at Accenture & Hyundai



Phillip Fickl

CTO & Co-founder

Full-stack Dev (6 years experience)
Founder of webcrab (web agency)
Built various marketplaces

Marietta Gerlach

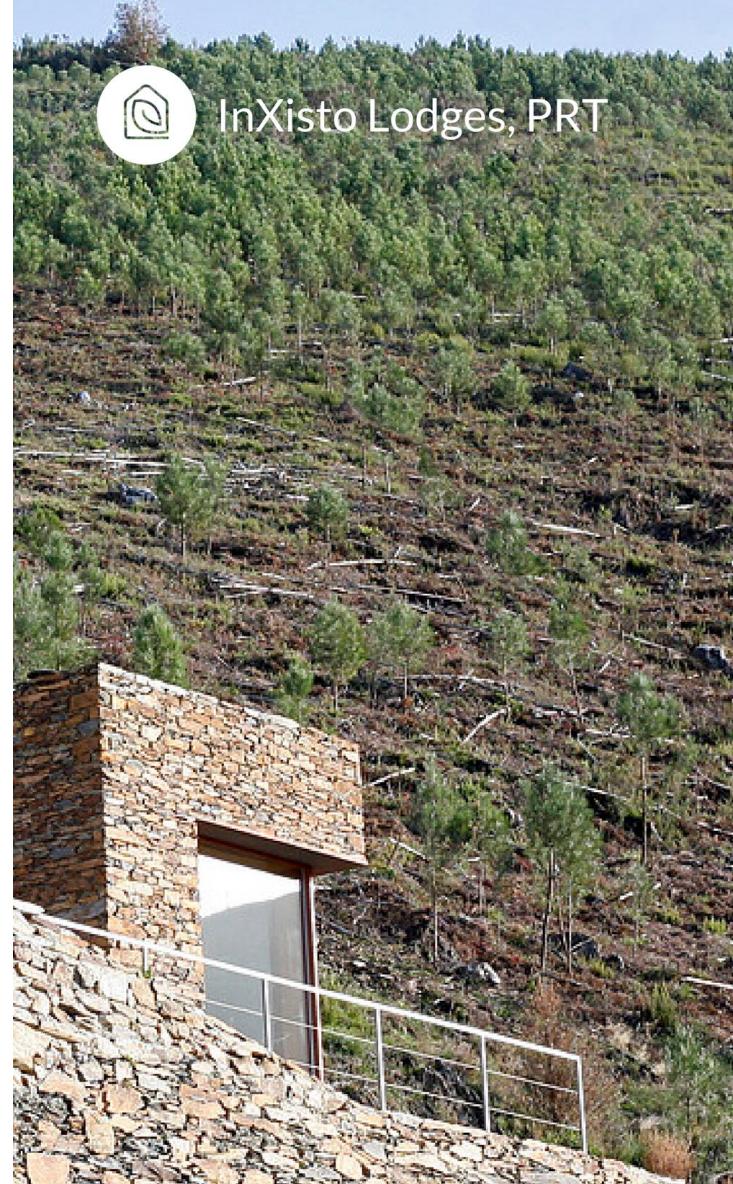
EiR & Marketing

Laila Dib

International Sales

Alexandra Geier

Front-End & UX Dev

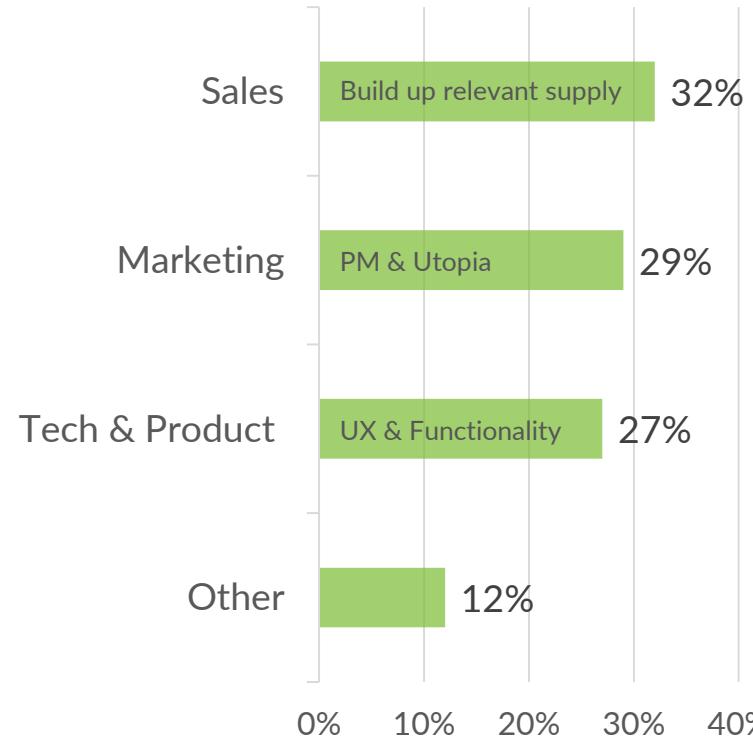




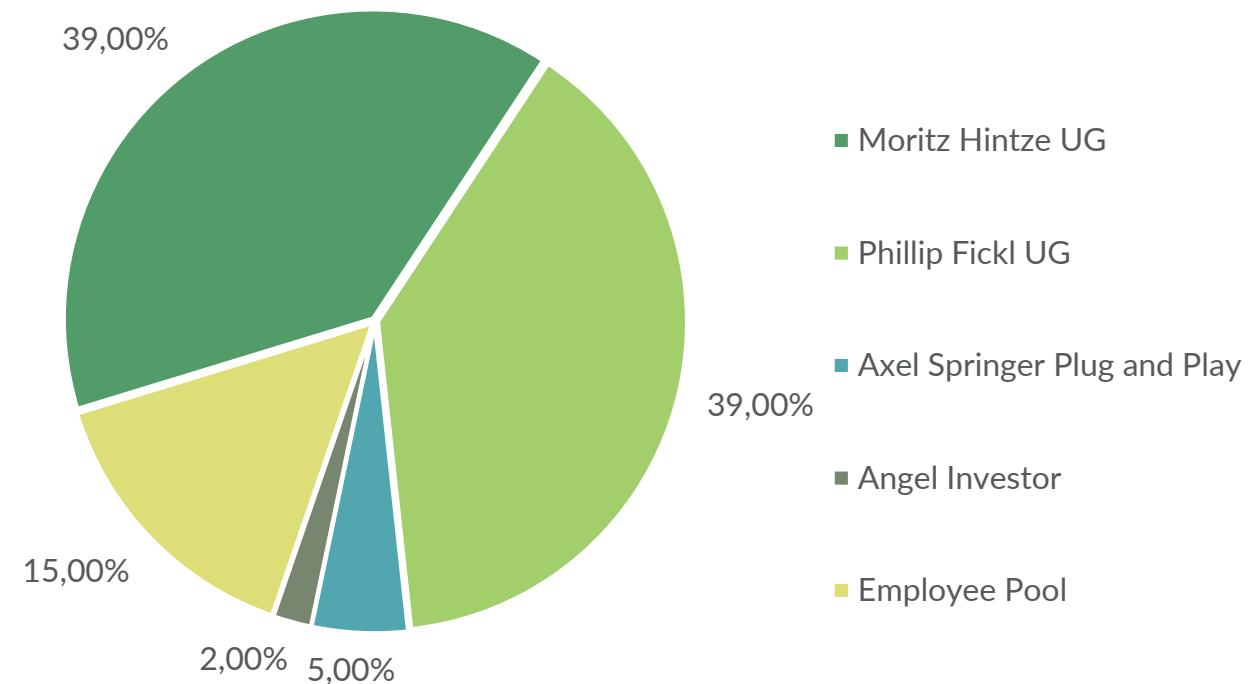
Cap table & investment

We are raising a financing round to be closed in 06/2018, with a following runway until 04/2019.

Key use of proceeds



Cap table



Up to now we have raised 280k from Business Angels, grants and AS PnP.



Exit strategy

Investment examples in travel market niches show potential.



"The number one gay hotelier" worldwide
(...or: the Airbnb for the LGBT community).

Funds raised: 8 Million in Series A funding from project-A and Ventech Ventures.



Tripaneer.com focuses on digitalizing niche themed travel segments.

Funds raised: Point Nine Capital invested an undisclosed amount in 02/2017.



Exit to any OTA that can leverage supply and retail tech stack for further growth, but cannot build something similar as it lacks focus and the trust of sustainable travelers.

misterbandb is the perfect example of global success in a value-driven travel vertical.



The Hermitage, GRC



Sustainability at bookitgreen

The sustainability of bookitgreen is based on four pillars.



Sustainability certificates

If accommodations already have one of the top 50 (out of 140) existing certificates for sustainable tourism, they can add it on bookitgreen.



15 sustainability criteria

Depending on how many of these an accommodation fulfils, it gets awarded between 1 and 5 green leaves as an easy sustainability indicator for guests.



Guest assessments

Guests can rank the sustainability of the accommodation after their stay to provide other guests with a transparent assessment from a guest perspective.



Verified by bookitgreen

Select accommodations can become “verified by bookitgreen” if they fulfill at least 10 sustainability criteria, use instant booking and want to be featured.

Impact by the end of 2022:



20 tons CO² saved



307 million litres water saved



7 million trees planted

Our common belief is, that in the 21st century success is based on a triple bottom line. A state-of-the-art tech product, with a functioning and scalable business model in an impact driven environment.



Get in touch

Join us in building the go-to platform for sustainable travel worldwide.



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Next time you travel, bookitgreen.

Date: 23/03/2018

travel #samebutgreen



Vandmølle, DNK