

# ITERIOS

all-in-one SaaS automation system for  
travel agencies

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Andrey Fedirko,  
CCO ITERIOS

🔗 **WWW.ITERIOS.COM**

- 🔗 <https://office.iterios.com>
- 🔗 <https://invest.iterios.com>
- 🔗 <https://support.iterios.com>

**INVESTMENT OFFER  
FOR \$ 800K**

# MARKET PROBLEM

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Travel agencies are **poorly automated**, have limited set of tools and they are forced to use a “zoo” of different solutions from different partners



Search and booking of travel products are not embedded into available CRMs. Many marketing tools are often apart from CRM.



Agents leave the system, work with dozens of websites, and then manually input information back, which is **utterly inefficient**.



Based on our observations only 20% of everyday tasks of travel agencies are automated

# SOLUTION

ITERIOS develops an **all-in-one SaaS platform** tailored specifically for travel agencies, with embedded search and booking, integrated suppliers, and unique business processes implemented out of the box

## ITERIOS Travel Agent

- CRM, tailored for unique business processes of travel/tourism players
- Built-in search & book for packaged tours, flights, railways, hotels
- Powerful marketing tools for attracting and retaining tourists
- Turn-key solution to sell tours online
- Management of tourists and all bookings from all suppliers in one system



## ITERIOS Agency Network

set of additional functionality for travel agency networks



# MARKET SIZE

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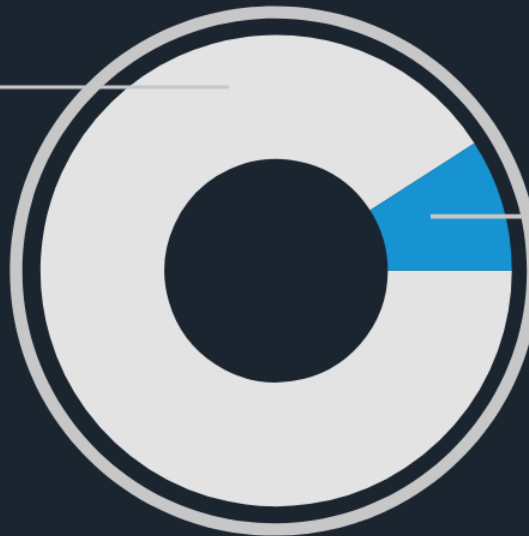
Total travel market size is about \$7 trillion per year.

Market capacity is approximately \$180M-\$240M per year

## Market size

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There are approximately 200,000 travel agencies in the world which provide travel services to the “end-users” – tourists.



## Our potential

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Our moderate goal is to have 20'000 clients (~10% of the market) with \$75 avg. monthly check.

# BUSINESS MODEL

**B2B**

Independent player in the international tourism market operating in B2B and B2B2C segment



## Customers

Our customers are travel agencies and travel agency networks



## Additional income

API, advertising, marketplace, etc.



## Scaling

The project easily scales to other markets



## Revenue

Revenue is generated from the subscription fee (SaaS) of travel agencies and travel agency networks



## Additional growth

Development and sales of new products/services to the existing customers

# COMPETITION

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**There are a few ready-to-use systems with all-in-one functionality on the market**

## Main competitors worldwide

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- Dolphin  
<http://www.dolphind.com>
- Travelcarma  
<http://www.travelcarma.com>
- Dcs+  
<http://www.dcsplus.net>
- GP Software  
<http://www.software.travel>

## ITERIOS main competitive advantage

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- ✓ All-in-one SaaS automation system
- ✓ CRM with built-in searching engine
- ✓ ETS (Embedded Travel Suppliers)
- ✓ Integrated marketing instruments
- ✓ Price

**No one offers a truly turn-key solution.**

We are entrepreneurs with unique experience in tourism, software development and implementation of the automation systems in travel agencies, tour operators and other companies in the travel industry



**Ivan Romaniuk**

CEO: the author and engine of the project, 8 years in travel software



**Yury Topolnitsky**

COO: the sales force of the project, 17 years in telecom and ERP market



**Andrey Fedirko**

CCO: the process keeper, 17 years in telecom and software development



**Olga Furdylo**

CMO: researcher, marketer, blogger, SMM, 5 years in researching and analytics



# PROJECT DEVELOPMENT STAGE



## System readiness

MVP of ITERIOS Travel Agent was launched on Ukrainian market in January 2016.



## Customers

700+ customers-travel agencies, including big agency networks as TUI Ukraine and Join Up!



## Partners

57 contracts with leading tour operators and suppliers of travel products (including booking.com).



## Perspectives

Negotiations with TUI Russia (200+ TA), Tez Retail (60+ TA), Join UP! (60+ TA), AGP (140+ TA).

Performing preliminaries with prospected clients in Poland, Russia, Belarus, Kazakhstan and USA.

**MVP was made using founders' own resources (Seed + Angel Rounds).  
Now Round A is open for scaling of the product.**



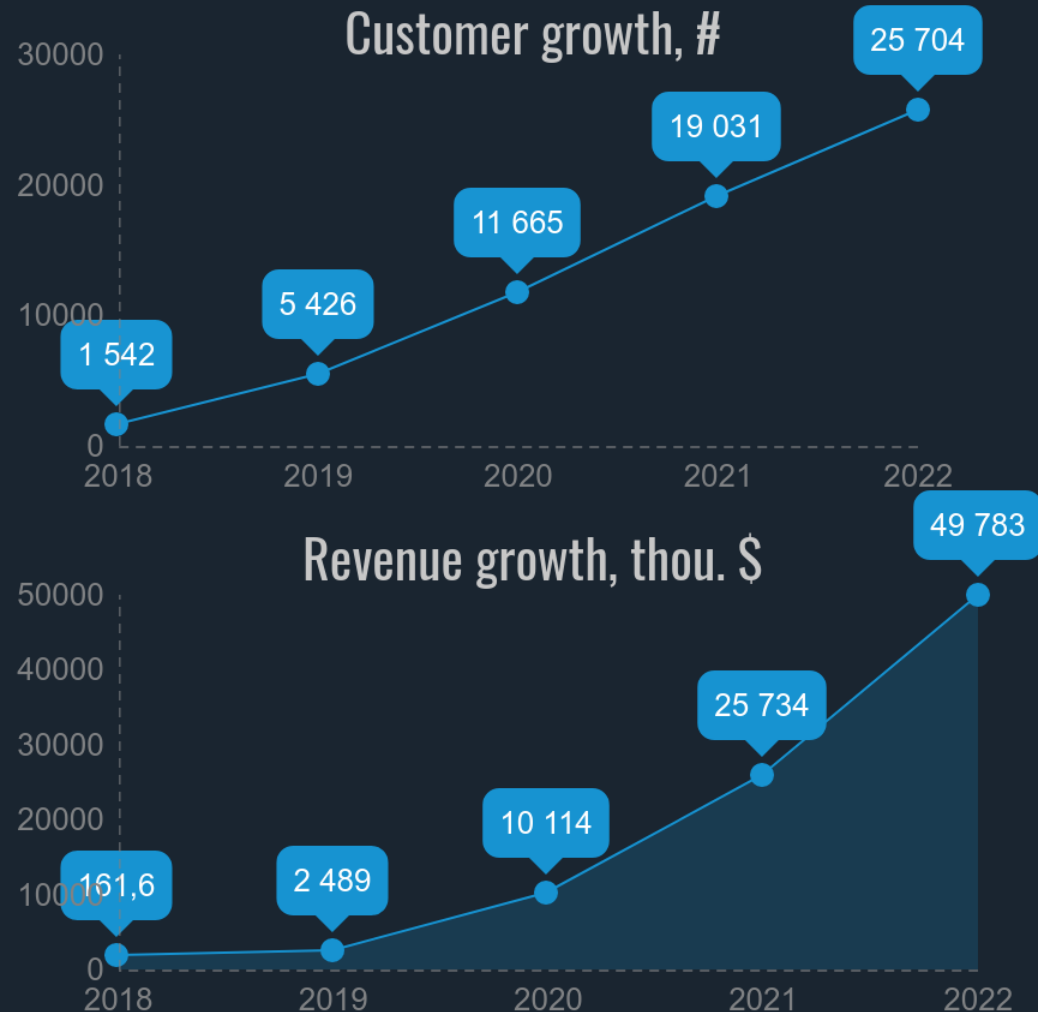
# FINANCIALS

Total customers, #  
Total revenue, \$  
Total expense, \$

5 years

25 000  
49 783 065  
13 244 230

To finalize the product  
and scale to the other  
19 countries we need  
**\$ 800K.**



Detailed financial information can be presented upon request.

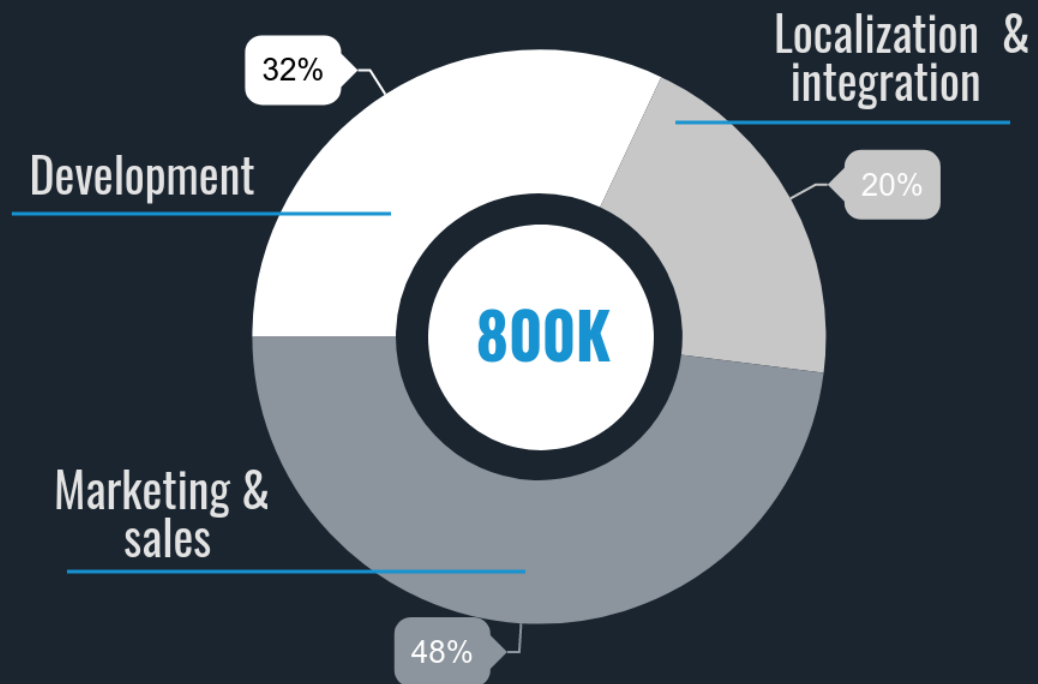
# PLANS AND NEEDS

Our moderate goal is to have 20'000 clients (~10% of the market) with \$75 avg. monthly check by 2022

To achieve it, we need to:

- Finish the planned development till 1Q of 2018
- Localize the system and make integrations with local and international suppliers of travel&tourism products
- Set up international support
- Make international sales team and market our products worldwide

Use of Proceeds



# Thank you!

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**YOU CAN PERSONALLY TEST OUR PRODUCT:**

**<https://office.iterios.com>**

**Login: demo111@lterios.com**

**Password: 654321**

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**Andrey Fedirko, CCO ITERIOS, +38 (050) 355 55 577 skype: andriy.fedirko**