

Triplan

26 Aug 2025



Highlights

- TriPlan is the fastest way for travel agents to turn hours of itinerary building into minutes — saving 80% of their time.
- Traction:
 - **Waitlist signups** → 2 travel agents already signed up to test.
 - **Feedback quotes** → *This cut my itinerary time from 2 hrs to 15 min.*
- Previous experience:
 - **Founder learning journey** → Self-built MVP in 3 weeks by leveraging LLMs.

Company Purpose

TriPlan helps travel agents create professional, shareable itineraries in minutes instead of hours

Problem

- Small travel agencies waste **10+ hours/week** on manual itinerary creation & client follow-ups.
- Agents juggle **fragmented tools** (Notion, WhatsApp, Excel, PDFs), creating chaotic workflows and errors.
- Constant client calls for updates overwhelm teams, hurting **efficiency** and **client experience**.

Solution

- **Triplan CRM** unifies client & vendor management, replacing scattered tools with one platform.
- **Digital itineraries** with clickable maps and contacts in minutes → fewer client calls, happier customers.
- **Built with feedback:** lead tracking & agent webpages coming soon. Affordable SaaS (\$15–20/month) for small agencies.

Why now?

- **Post-COVID travel boom** → agencies handling more trips than ever, still using manual workflows.
- **Digital expectation gap** → travelers demand seamless, mobile-first experiences.
- **Underserved market** → existing CRMs target large enterprises; small agencies need an **affordable, lightweight, tech-first solution**.

Market Size

- **India Travel Agencies:** ~96,351 agencies (May 2025), **92.8% single-owner operations** → ideal target for TriPlan SaaS.
- **Global Travel Agency Software Market:** USD 2.8B (2023) → USD 5.7B (2032), showing strong SaaS demand.
- **Global OTA Software Market:** USD 3.2B (2024) → USD 13.5B (2034), CAGR 15.5% → rapid adoption of tech-first tools.

Competition

Competition & TriPlan Advantage

	Low Complexity	High Complexity
High Travel Features	TriPlan	Ezus (full-stack, expensive, complex)
Low Travel Features	TravelJoy, Travefy (lightweight, limited automation)	Generic CRMs (HubSpot, Zoho, Freshsales)

Product

Clients

Ananya Mehta	Family
9123456780	ananya@example.com
Ahemdabad	Gujarat
123456	Prefers Vegetarian Meals
<button>Update Client</button>	<button>Delete</button> <button>Cancel</button>






Vendors

<button>Add Vendor</button>	
Hotel	The Mumbai Stay
123 Marine Drive	Colaba
Mumbai	400005
Maharashtra	9876543210
themumbaistay@gmail.com	www.themumbaistay.com
Ocean View Rooms	
<button>Update Vendor</button>	<button>Delete Vendor</button>

Itinerary

Select Trip
Explorer (2025-09-05 → 2025-09-06)
<button>Preview</button>
Day – 2025-09-05 <button>Add Activity</button>
Visit Gateway of India Gateway Tours Local Sightseeing 11:00:00 Contact: Gateway Tours +91 9988776655
Pickup from Airport Mumbai Cab Co Transportation 08:00:00 EDF.3 Contact: Mumbai Cab Co +91 9123456789
Check-in Hotel The Mumbai Stay Hotel 09:00:00 EDF.3 Contact: The Mumbai Stay 9876543210

Business Model

 Revenue Streams	 Customers & LTV	 Go-to-Market
SaaS Subscription: \$15–20/month per agent; annual discounts; predictable MRR	Target: Small agencies → multi-seat expansion	Word-of-mouth & beta network → Travel association partnerships → Regional expansion
Premium Add-ons: Analytics dashboards, AI assistant, white-label pages, PDF storage	Market: India (90K+ small agencies, 92% single-owner), SEA & Middle East next	
Marketplace & Integrations: Vendor marketplace, API integrations, transaction fees	LTV: Grows with add-ons & subscriptions	

Team

Milan Gabriel

- **Data engineering & analytics** expert (SQL, Python, Spark, AWS)
- **Hands-on travel agency experience** – family business + industry research in Gujarat
- Built **analytics dashboards & automation projects**, giving TriPlan a strong product + technical foundation

Financials

Current Stage

- Pre-revenue; MVP live in free beta
- Lean founder-led team; minimal burn

Revenue Projections (SaaS model)

- \$15–20/agent/month pricing
- Yr 1: 50 agents → \$9K–12K ARR
- Yr 2: 500 agents → \$90K–120K ARR
- Yr 3: 2K–3K agents → \$360K–720K ARR
- Upside: Add-ons + vendor commissions

Unit Economics

- High-margin SaaS (70–80% GM)
- Low CAC via referrals & partnerships
- LTV grows as agencies adopt workflows

Funding Needs

- Raising **pre-seed** to scale infra, cover hosting/maintenance, and expand GTM