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 → <u>This cut my itinerary time from 2</u> 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

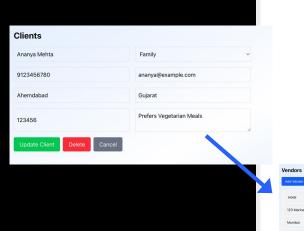
- India Travel Agencies: ~96,351 agencies (May 2025), 92.8% single-owner operations → ideal target for TriPlan SaaS.
- Global Travel Agency Software Market: USD
 2.8B (2023) → USD 5.7B (2032), showing strong
 SaaS demand.
- Global OTA Software Market: USD 3.2B (2024)
 → USD 13.5B (2034), CAGR 15.5% →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

Competition

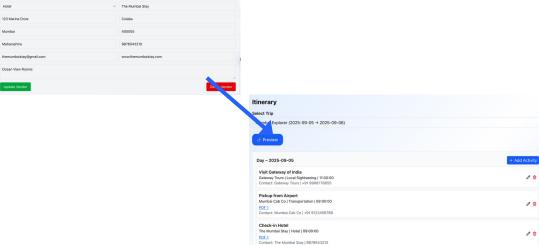
Competition & TriPlan Advantage

	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







Business Model

S Revenue Streams	Customers & LTV	ℰ 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, Al 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 addons & 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 \rightarrow \$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