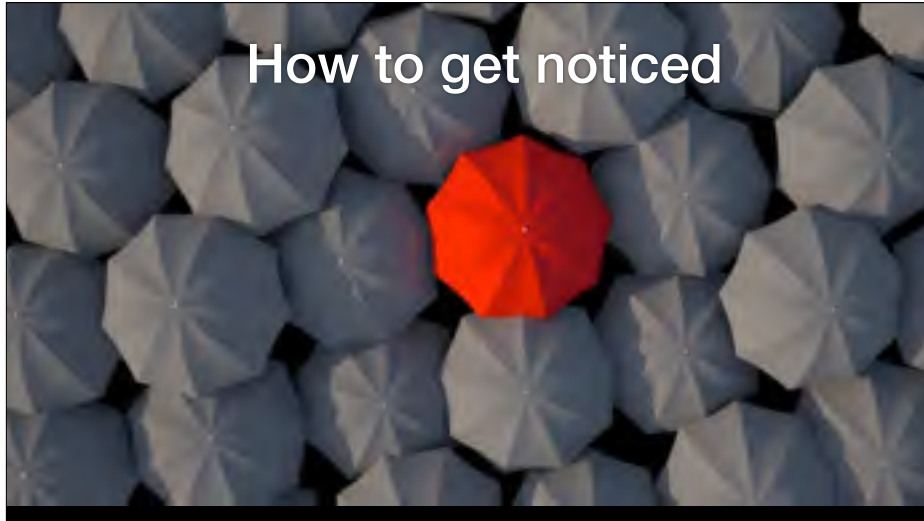


How to get noticed



You rated so well it will be tough to find someone comparable!
- Laura A. Green, Director Marketing Operations, SciQuest

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The event was amazing. Terry was a consummate professional and gave a speech that electrified our crowd. We couldn't be happier with the outcome. Thank you.

- Matt O'Donnell, CEO, SciQuest

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You MAY NOT PROJECT THEM TO OTHERS!
Use the ideas....NOT the slides
If you want to show them to your team.....
Hire me! :)



Your comments created quite a bit of conversation among our executives, and that's just what I was hoping for! Thank you for helping make the conference a success.

- Elizabeth Sill, American Automobile Association

I do keynotes, keynotes
with breakouts and after
dinner speeches for
corporations, associations,
educational institutions and
governments
www.tbjones.com

You could do a press conference!)



At Travelocity we did projects just for PR



Dream Maps - Tell us How Much You Have to Spend



We promoted the heck out of innovative products



**Awareness=
Innovate In Technology To Drive Press and
Broadcast**

Flight Paging Drove Hundreds Of Articles

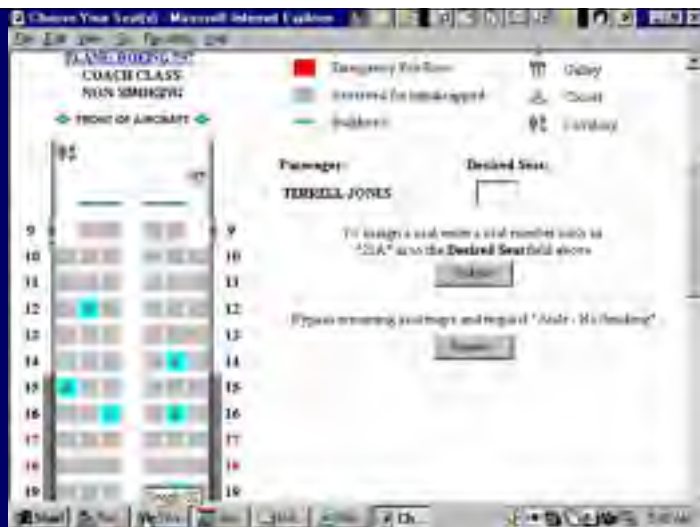
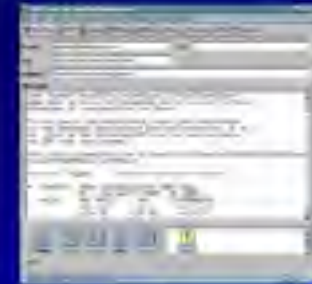


ATT Pocket Phone Drove Similar
Press and a \$50k Ad Buy On The Site



FareWatcher Email

- You Select The Market
- Every Time The Fare Changes More Than \$25.00
- We Send You An Email



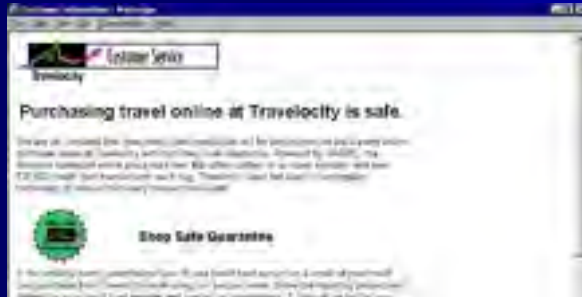
**61% Of Internet Users
Worry About Credit Card Security**





Shop Safe Guarantee

- ✦ Tells Consumer We Will Pay For \$50.00 Of Fraud Not Covered By Their Bank
- ✦ Explains Our Security Efforts



We DID Almost Anything



For PR

Print - 1700 Hits
TV - 400 Hits

Flight Paging

Shop Safe

TV = Today

CNN

NBC Syndication

ABC Syndication



The New York Times Magazine Crossword Puzzle



Office Studio

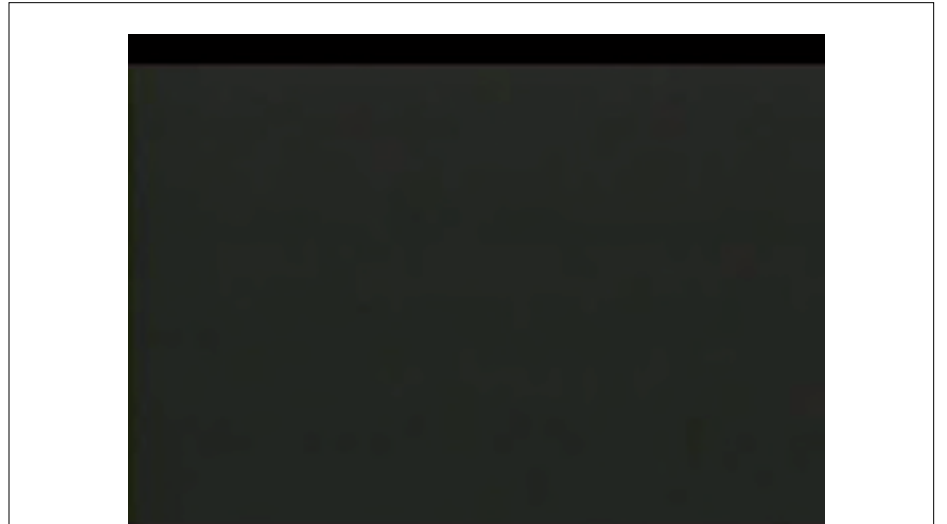


Office Studio

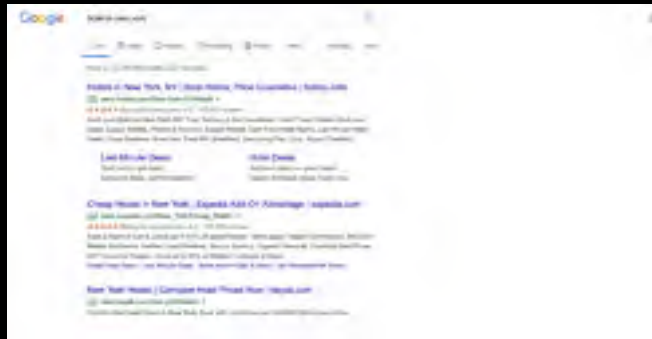


It Worked Like Crazy!





It was all search



WOM



A screenshot of the Kayak search results page for flights to Los Angeles. The page displays a table of flight options with columns for price, airline, and departure time. A red circle highlights the "Sort by" dropdown menu in the bottom left corner of the search results area.

A screenshot of the Kayak search results page for flights to Los Angeles. The page displays a table of flight options. A red circle highlights the "Sort by" dropdown menu in the bottom left corner, and a red box highlights the "Filter by" section in the middle of the page.



50,000,000 Downloads

Behavior just like the desktop!

This slide features the text '50,000,000 Downloads' at the top. Below it are three small, overlapping screenshots of the mobile app's interface, showing various screens like flight search results and booking options. A large red diagonal banner with white text reads 'Behavior just like the desktop!'.

The red phone

- Once or twice a day
- Irritating Ring
- Answering party may move phone!

This slide is titled 'The red phone'. It contains a bulleted list of three points: 'Once or twice a day', 'Irritating Ring', and 'Answering party may move phone!'. To the right of the list is a photograph of a man in a grey shirt talking on a red mobile phone.

Wayblazer



How to pitch



Tell a story!



We have amazing technology
that will change the world!



How we make money

Business Model
 Money based on many fee for every service

<p>~1000 travel & corporate sales</p> <p>0.2% revenue from advertising agency</p>	<p>~150 partnered with Wotif/Expedia</p> <p>0.5% of total sales through their technology</p>	<p>\$100K-1m annual SaaS fee</p> <p>insurance processing technology</p>	<p>\$100M revenue</p> <p>credit processing payment processing travel insurance etc.</p>
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Other visible revenue sources include:

- Offline:** our AI travel services are currently being sold both to traditional travel agencies and to call centers for agents to make better travel recommendations
- Advertising model:** our AI travel service can be used to create dynamic ads on travel websites
- Analytics/travel intelligence:** customers can pay for the intelligence our AI travel service extracts from their data

How do we get customers

Customer Acquisition

Direct Sales: DTA, travel, travel, vacation packaging, agencies etc.

Resellers: Travel Technology, computerized working with major suppliers, various airlines and systems

Proof Points

PRODUCT: The Wyndham AI Travel System

Results? - A hotel chain

Conversion Rate Increased 17%

Roadmap?



who is going to do it

Executive Team

- Terry Jones**, Executive Chairman, 22+ years
- Manoj Saxena**, Co-Founder
- Noreen Henry**, CEO
- Rishi Rishi**, VP Engineering
- Patrick Duncanson**, VP Product
- Erin Higgins**, VP Finance
- Scott Goldberg**, VP Business Development
- Rebecca Rubinger**, Director of Marketing

How much do we need

Use of Funds - \$6M raise

\$5 million raise

- Funds through break even
- Grow Selling and account management functions
 - Key hires: Chief Revenue Officer + seven additional selling professionals & account manager
 - Acquire 3-4 European customers and prepare to open international office
 - ARR of over \$1 million
- Develop new features & services
 - Key hires: CTO, travel industry Product Director, Data Scientist (Director) + 5 engineers
 - Establish separate QA function

\$1 million raise

- Develop new features & services
- Establish separate QA function

IP Protection

PATENTS

3 granted, 11 filed for our travel graph and platform UI

- Method of authentication**
 - Patent: System with dynamic user interface (2 Patent)
 - Patent: System for a mobile device with a user interface (1 Patent)
- Method of recommendation**
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
- Method of interaction**
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)
 - Patent: System for recommending travel related products (1 Patent)