Travel Mood Pro

Future of Travel Industry

AI-powered Travel Decision & Orchestration Platform

Turns fragmented travel search into confident, booking-ready trip decisions.



AI
Planning

MVP
Currently Working

Vision
AI Travel Hub

Interactive
Showcases (Demos)

Investment
Calculator

Revenue
+ Payback Calculator

01

MARKET / PROBLEM VALIDATION

From friction to the pre-booking opportunity.

The core problem, the validated opportunity, and why now is the time for the next AI leap.

The core problem → Primary Validation → Why now

Travel planning breaks before booking.
That is where the opportunity opens for an AI decision layer.

THE GLOBAL MARKET

The Economics of Travel

$11.7T ≈ 10% Global GDP

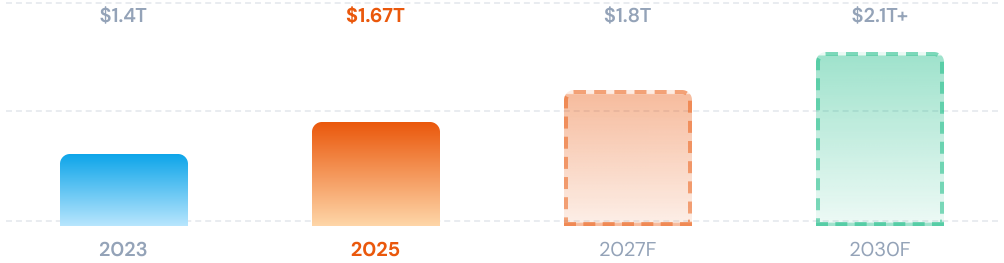
Total global Travel & Tourism contribution in 2025. More than **1.5B international travelers** in the same year.

$1.67T
Gross Bookings
OTAs, flights, hotels 2025

$1.07T
Online Bookings
(+8% YoY CAGR)
Steady, sustained growth

CAGR **Compound Annual Growth Rate**
Average annual growth rate over a period, accounting for compounding.

Growth Trajectory — Gross Bookings



Key Growth Drivers

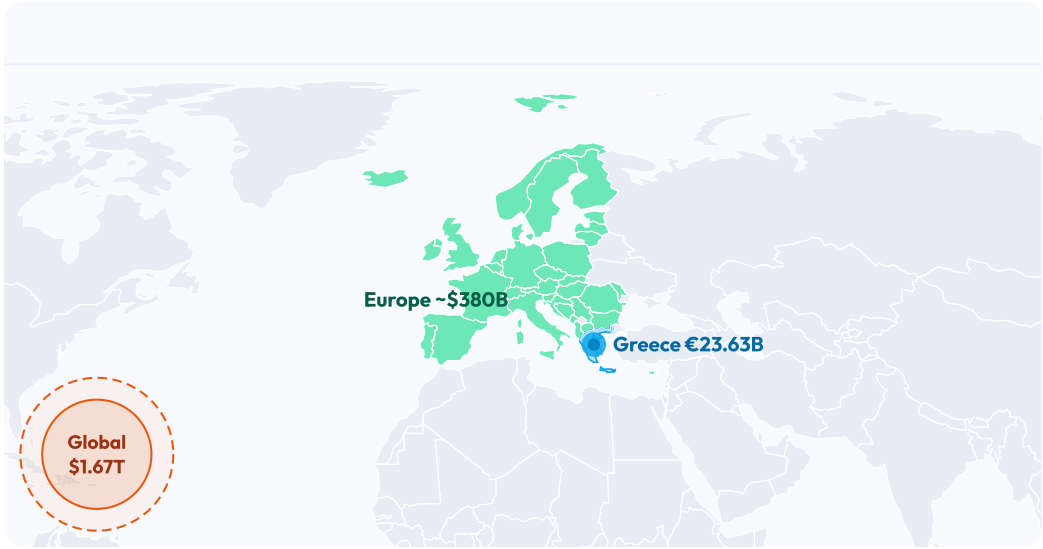
- **Online & Mobile platforms** Digital-first booking
- **Experiential & Bleisure** Experience over transaction
- **AI Adoption** Personalization & Automate Booking
- **Eco & Sustainable travel** A new choice criterion

MARKET MAPPING

Global → Europe → Greece

Travel Market Context · 2025

Click any region or card for details



Global
2027 forecast: **$1.8T** · CAGR 4.7%

$1.67T
2025

Europe
2027 forecast: **~$420B** · ~24% global share

$380B
2025

Greece
2027 forecast: **~$40-45B** · 48–53M visitors

€23.63B
2025

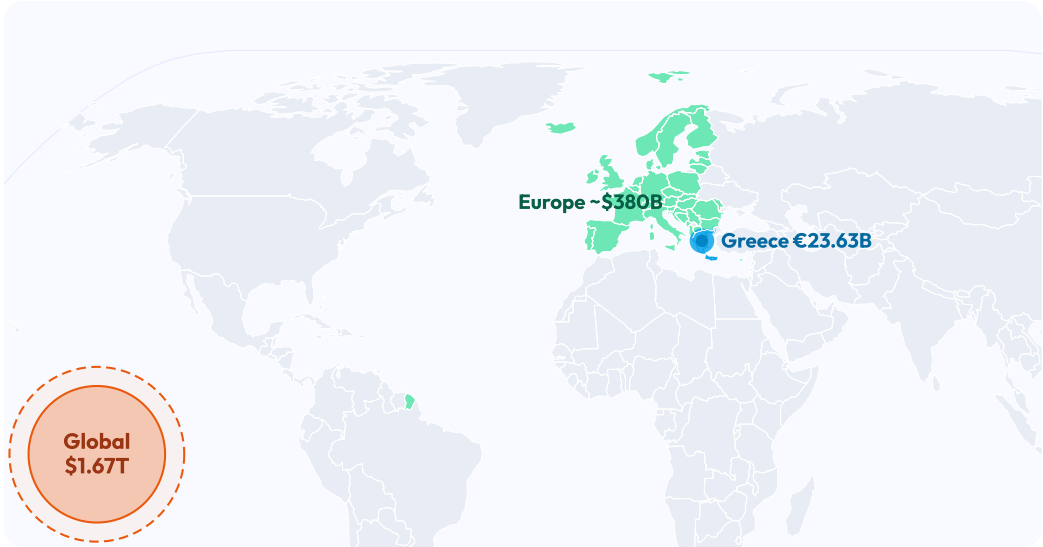
In 2025, Greece reached **€23.63B travel receipts** and **43.31M inbound travellers**.
A strong launch environment for validation, distribution and commercial learning.

MARKET MAPPING

Global → Europe → Greece

Travel Market Context · 2025

Click any region or card for details



Global

2027 forecast: **$1.8T** · CAGR 4.7%

$1.67T

2025

+4.7%

CAGR 2026–2035

1.5B+

International travelers

Strong recovery. Drivers: AI adoption, online platforms, experiential & eco travel.

In 2025, Greece reached **€23.63B travel receipts** and **43.31M inbound travellers**.

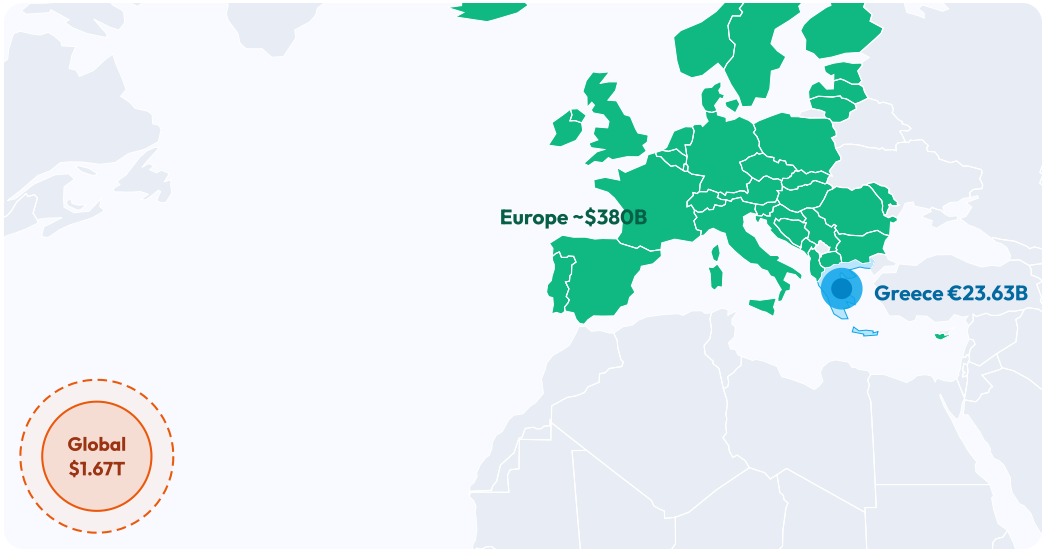
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Europe
2027 forecast: **~$420B** · ~24% global share

$380B
2025

~24%
Global market share

66%
Online booking rate

The world's most digital travel market, ahead of North America in online penetration.

In 2025, Greece reached **€23.63B travel receipts** and **43.31M inbound travellers**.
A strong launch environment for validation, distribution and commercial learning.

MARKET MAPPING

Global → Europe → Greece

Travel Market Context · 2025

Click any region or card for details



Greece
2027 forecast: **~$40-45B** · 48–53M visitors

€23.63B
2025

~10%
EU market share

~62%
Online booking rate

43.31M inbound travellers · 2025. Online penetration ~60–65%, close to Europe's 66%. Strong AI-decision opportunity.

In 2025, Greece reached **€23.63B travel receipts** and **43.31M inbound travellers**.
A strong launch environment for validation, distribution and commercial learning.

BEHAVIOR & TRENDS

The Modern Traveler: 3 Truths We Overlook

72%

Experience > Price

Prefers the right experience over the cheapest option.

59%

No Destination Yet

Starts undecided. The **vibe** of the experience determines where.

65%

Activity-First

Gen Z & Millennials choose destinations around the activities they want to combine.

They seek more experience than searching.

Reality gives them the opposite **and they get lost in the process.**



What Shapes Inspiration: Searching for the Vibe

59% start undecided

Begins researching without a specific destination.

63% For **vacation rentals**, the share starting undecided is even higher.

Instagram: 65% (main source of inspiration)

Social media act as a pool of **visual inspiration**.

Search is not geographic. It is a search for **«Vibe».**

What drives destination choice

Weather / Seasonality	53%
Trip Type (beach, mountains)	48%
Total Cost	47%



Desire vs Pressure

Authentic Connection
59% search by vibe first

Time & Budget
80%+ want fully digital booking

THE CORE PROBLEM

Travel planning breaks before booking.

The real problem sits in the pre-booking decision journey.

The information exists. The decision is missing.

They struggle because they face **too much information**, scattered across too many places.

- Flights, hotels and reviews
- Maps, routes and activities
- Weather, local tips and hidden costs

More searching.
More comparison.
Less confidence.



Endless searching

Too many tabs, sources and conflicting opinions.

Comparison fatigue

Hard to compare the total trip experience.

Decision anxiety

More searching before committing.

The Big Opportunity

Turn fragmented search into **confident travel decisions** before **booking**.

THE COST OF SEARCH

A Digital Marathon: Time vs Experience

45
Days
The travel research window

18
Hours
Active search time (up to 25h)

303
Minutes
of videos, articles & reviews to choose a destination

141
Pages
Average number of websites (up to 277)

Research Escalation

2.5 pages/day → 25 pages/day (booking day)



The average traveler spends **18+ hours** searching.

Planning has shifted from a simple transaction into an exhausting, time-heavy process.



ANALYSIS OR PARALYSIS

The Psychology of FOBO

Maximizers Maximizers

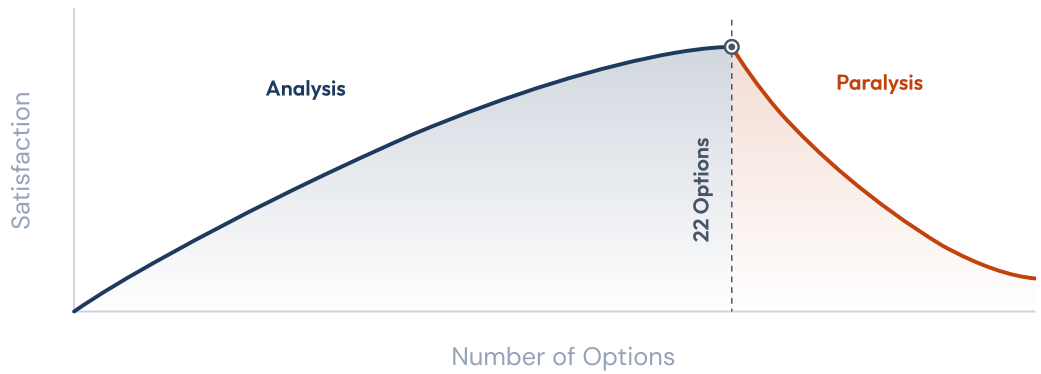
- ✓ Search for the absolute best option
- ✓ Spend endless hours researching
- ✓ Driven into **18+ hours of search**
- ⚠ Suffer from **FOBO**

Satisficers Satisficers

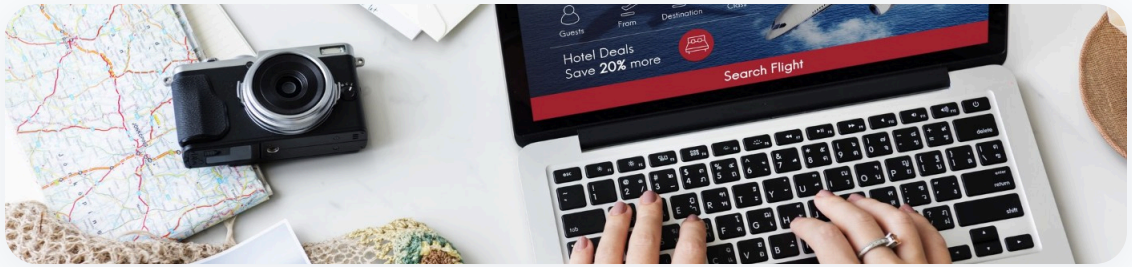
- ✓ Choose the first option that meets their core needs.
- ✓ Complete booking quickly and confidently.
- ✓ Do not exhaust every alternative
- With **AI** a better model becomes the **rule**.

FOBO **Fear of Better Options**
Decision paralysis driven by fear that a better option is always out there.

Cognitive Overload Curve



Today's travel ecosystem **"punishes" Maximizers**, trapping them in an endless research loop.



PRIMARY VALIDATION

Current survey validates the pre-booking opportunity.

80.9%
Positive AI Index
Strong AI-readiness signal in travel planning.

989
Eligible Responses
GR, EN, Male/Female, 18+

7.3/10
Average AI likelihood
GR vs EN Avg AI Score: 8.2 vs 6.4

55%
Top AI task: Full Itinerary
What travelers want most from AI

49%
Start on Mobile
Desktop starts: 27.9%

47%
Complete on Desktop
Mobile completion: 29.7%

70.5%
Spend 4+ hours before booking
41.6% spend 6+ hours

Top Barrier
"Too many choices and hard to compare" as the leading barrier near booking.

Strategic takeaway
Travelers do not simply want faster booking.
They need AI decision support before they book.

Digitalization: The 3 Waves Reshaping Travel

Digital Distribution
WAVE 1

63%

Of bookings are **online** — reaching 65% by 2027. Europe leads at **66%**.

Global	63%
Europe	66%
Greece	62%

AI-Assisted Planning
WAVE 2

42%

Of travelers used **AI tools** for planning in 2025 — expected **50%+ by 2027**.

Research	54%
Inspiration	43%
Itinerary	37%
Budget	31%

Mobile-First Economy
WAVE 3

70%

Does **research via smartphone**. 38% of online travel sales are already mobile.

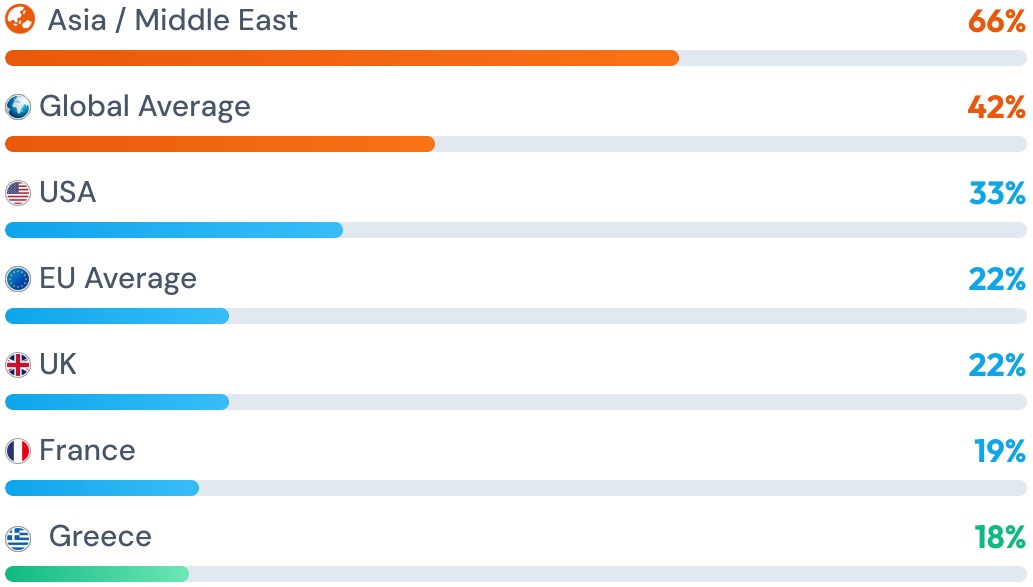
Mobile Research	70%
Mobile Sales	38%
Metasearch use	55%

The 3 waves converge. **Travelers are online, mobile and AI-ready.** The market is ready for platforms built around this.

AI in Travel: Who Leads, Who Follows

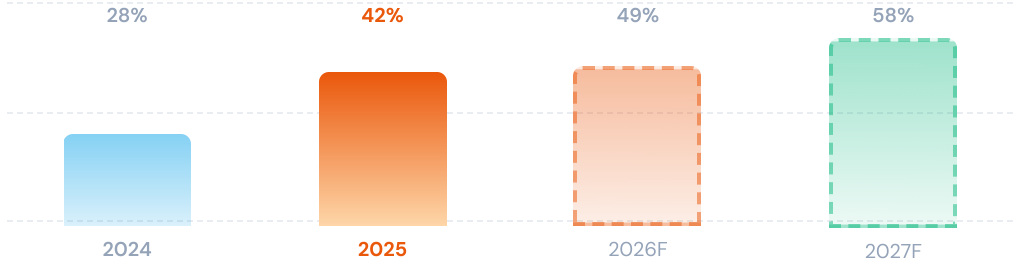
AI Adoption in Travel Planning — by Region (2025)

*% **travelers** using AI tools for travel planning*

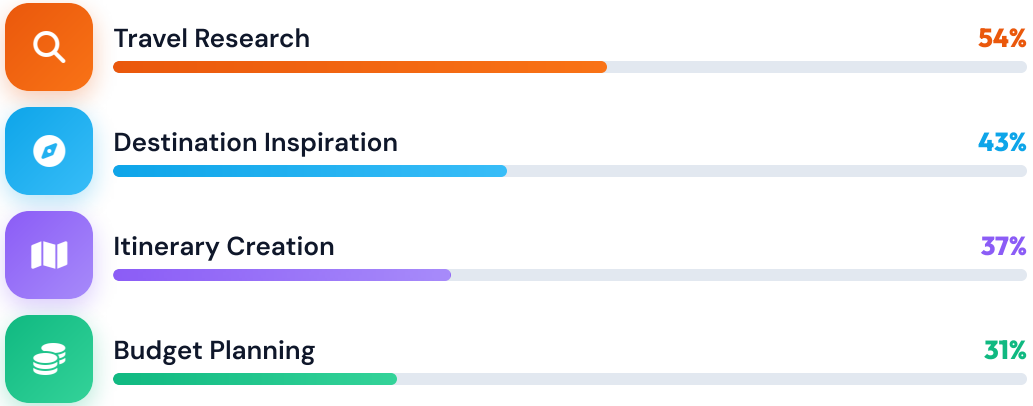


Source: McKinsey 2025

AI Adoption Trend in Travel (Global)



How AI Is Used — Top Use Cases



Fast AI adoption shows today's traveler values two major things: **Time** and **Personalization**.

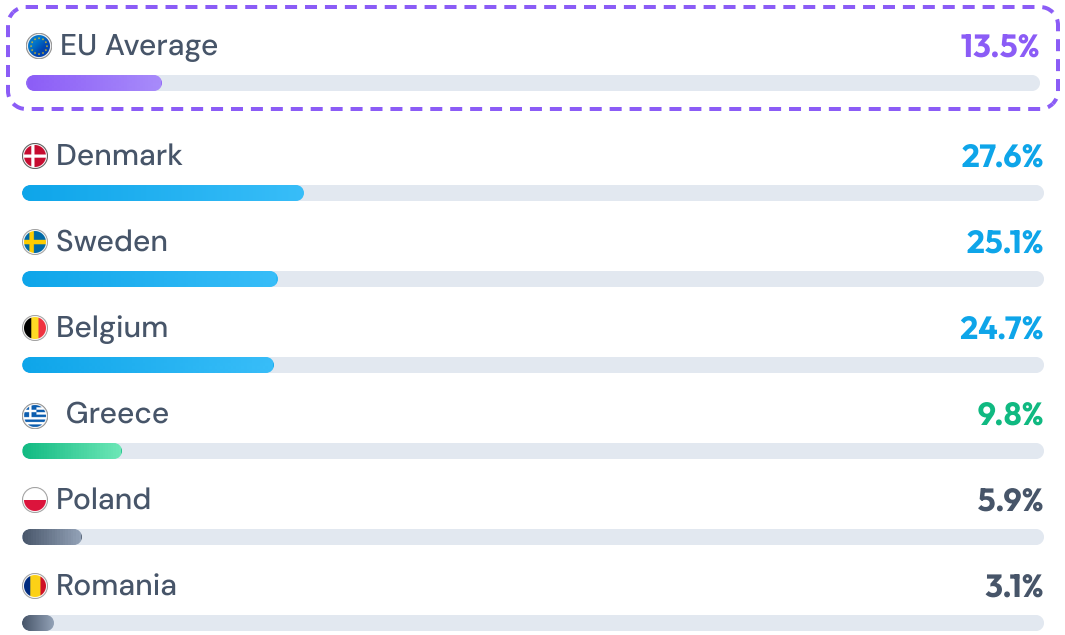
AI is the new compass travelers have **already learned to use**.

AI ADOPTION: BUSINESSES

AI in Travel: A Market Still Asleep

AI Adoption — Travel Businesses (EU, 2025)

*% **businesses** using at least one AI technology*



Source: Eurostat 2025

⚠ Europe adopts AI more slowly due to **regulation & privacy concerns**. This is not a weakness. It is a **trust opportunity**.

The Opportunity Gap

42%
Travelers
use AI

13.5%
Businesses
offer it

Customers are **3× more ready** than businesses. Every day of inaction gives major players more time to close the gap.
The window is open now.

OTAs: Booking.com, Expedia and Google Travel are only now integrating Generative AI.

WHY NOW

AI is moving from inspiration to decision.

The next opportunity is not another chatbot. It is **Decision Intelligence** for the whole trip.

01

AI Ideas

Ideas, inspiration and quick general suggestions.

02

AI Planner

Itinerary Orchestration, budget, routes and local context.

03

AI Travel Hub

Connects inspiration, planning, booking and trip management.

Based on Market research (72+ references), **AI opportunity** for Travel Planning & Booking.

02

PRODUCT DIRECTION

From MVP proof to a full AI Travel Hub.

The MVP shows the experience already working today.
The Vision shows how it scales into a complete Travel Hub.

Product MVP (today) → **Product Vision** (next)

An AI Product designed to create better Trip Decisions and Unique Travel Experiences, while maximizing profitability across the Travel Industry.

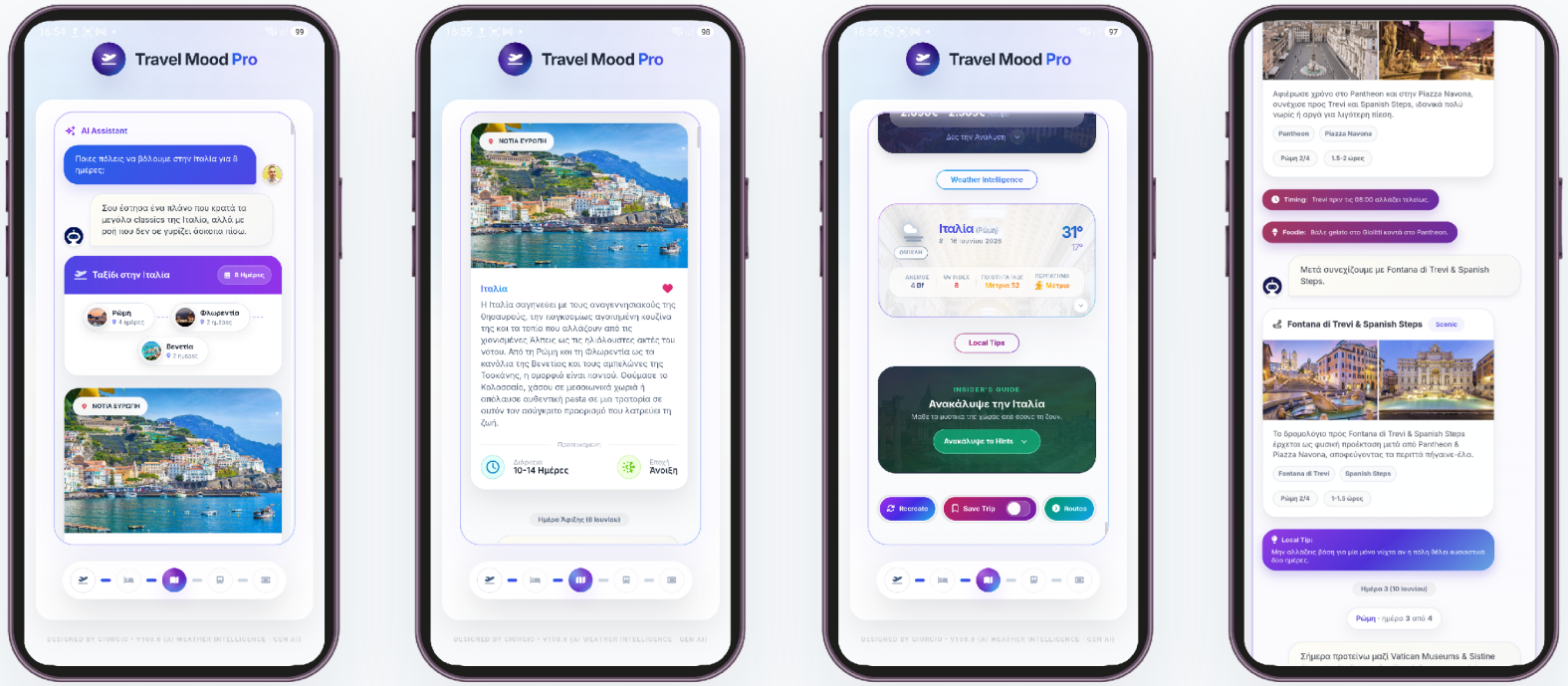
PRODUCT MVP - TODAY

The MVP already proves the experience.

Functional mobile-first product proof with travel intelligence, not just an idea.

Already built:

- AI-generated travel plans
- Destination packs
- Day-by-day itineraries
- Budget logic
- Weather intelligence
- Local tips & insider guides
- Routes & saved trips



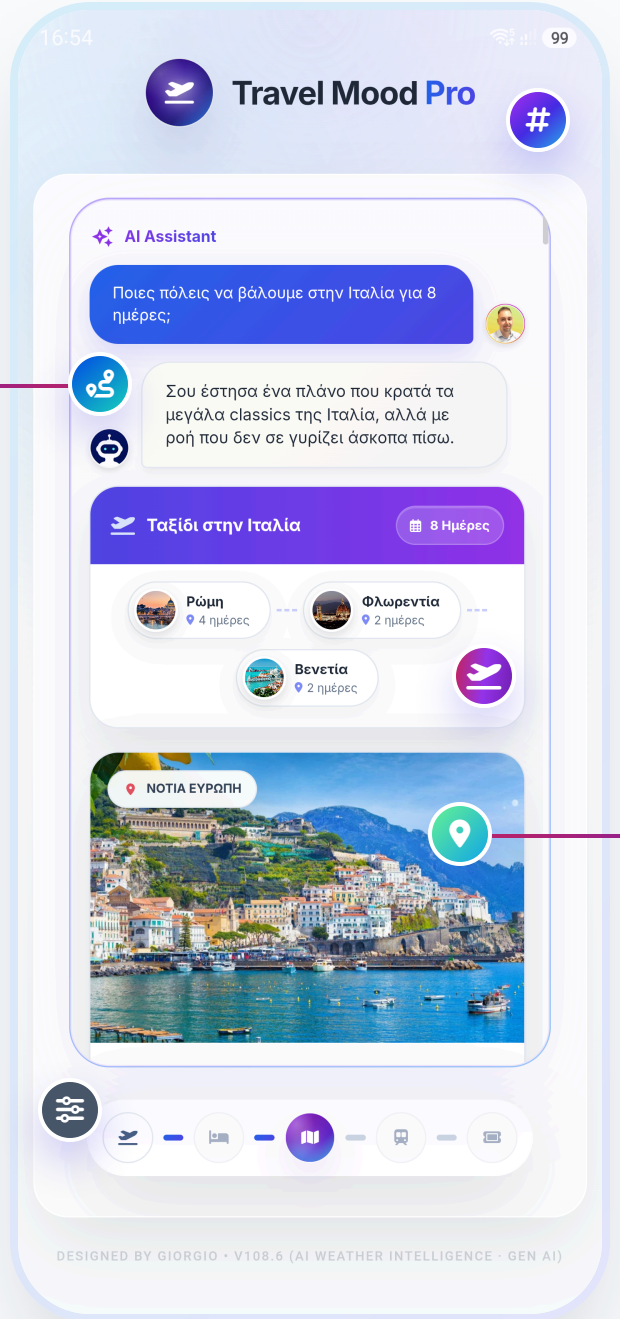
The MVP proves the direction

The next step is turning it into a **scalable commercial platform.**

The MVP in full action.

Destination Planning

Travel Mood Pro AI Assistant creates smart plans around your dates and destination, avoiding unnecessary travel.



LIVE INTERACTIVE VERSION

MVP Demo

Discover the AI MVP and all features which support till this moment.

Δες το Demo →

Destination Summary

Images, destination context, ideal season and duration create a more inspiring planning experience.

PRODUCT VISION - NEXT

From AI planner to a complete AI Travel Hub.

The full vision connects inspiration, planning, decision, booking and trip management.

01

Inspiration

Suggestions based on vibe, season, budget, time and preferences.

02

Planning

Structured plans with pacing, routes, weather, cost, local context and travel logic.

03

Decision Support

Best total trip option, cost, friction and seasonality.

04

Booking Connection

Flights, stays, activities, transfers, ferries, trains and car rental.

05

Trip Management

Saved plans, bookings, documents, reminders and key details.

The MVP is only the beginning. The real strategic value sits across Pre-Booking and Trip Management.

THE CONNECTED TRIP

The trip is not a collection of bookings.

Tip: Click each step to see how they connect.



Smart Flights

Agentic AI tracks dynamic prices and recommends flights while avoiding hidden fees (Drip Pricing). **If a flight is delayed**, it automatically adjusts stays, transfers and activities.

39%

of users abandon due to **hidden fees** at checkout.

Automated plan and real-time change management.

THE CONNECTED TRIP

The trip is not a collection of bookings.



Unified Mobility

One central system covering **every trip movement** from airport arrival to day trips. Car rental, trains, metro and taxis, fully synced with flights, stays and activities.

One Hub

All mobility in one system. **No gaps, no mismatches.**

THE CONNECTED TRIP

The trip is not a collection of bookings.



Local-First Stays

Stays matching the traveler's vibe and style, geographically connected to their interests. **Avoid tourist traps.** Like having a local with you.

The right stay should not just be cheap or close. It should also be **the one that fits your trip.**

Local-First

Authentic choices. Avoid tourist traps. City Hacks & Budget Prediction.

THE CONNECTED TRIP

The trip is not a collection of bookings.



Dynamic Experiences

Museum, tour and restaurant bookings based on availability, enabling **Zero-Touch Travel**. Hidden gems adapt to weather and mood. **Bleisure (Business+Leisure) now reaches 35%** of business bookings.

35% Bleisure

Business + Leisure. Curated Surprises. Dynamic weather-based adaptation.

The future of Travel Mood Pro.

DEMO #1 AI DISCOVERY QUIZ

The "No-Decision" Inspiration Quiz

Answer 5 quick questions and let AI build your ideal destination match.

What kind of setting are you looking for?

- Mountain & Nature
- Sea & Sun
- City Break
- Festivals & Events
- Nightlife
- Food Exploration

LIVE INTERACTIVE VERSION

VISION Demo

Discover the Future of Travel Mood Pro.

View Demo →

The future of Travel Mood Pro.

DEMO #2 AI BEST TOTAL OPTION

AI Best Total Trip Option Solver

AI compares hundreds of combinations to find the best total trip, not simply the cheapest individual ticket.

OPTION A: FRAGMENTED BOOKING — CHEAPEST ALONE

Manual Search (tabs)

You book the cheapest flight and hotel separately.

- **Flight with 2 stops (€80)**
  Total time: 14 hours (Arrival 02:00) +1
- **Hostel outside the centre (€120 / 3 nights)**
  45 minutes by bus.
- **Taxi transfer (€60)**
  Late-night arrival, no public transport.

Total Hidden Cost:
260 €

14h Travel + 1.5h Commute DAILY

AI RECOMMENDED

OPTION B: TRAVEL MOOD PRO — BEST TOTAL VALUE

AI-Optimized Solver

AI factors in time, location, transfer cost and rest.

- **Direct Flight (€110)**
  Total time: 2.5 hours (Arrival 09:30)
- **4* Hotel in the Centre (€160 / 3 nights)**
  5-minute walk. Zero transport cost.
- **Prepaid Transit Pass (€15)**
  Unlimited rides included.

Total Bundle Price:
285 €

1-Click Bundle

LIVE INTERACTIVE VERSION

VISION Demo

Discover the Future of Travel Mood Pro.

View Demo →

The future of Travel Mood Pro.

DEMO #3 AI TRAVEL WALLET

Universal AI Travel Wallet

Drag in or import bookings from Airbnb, Booking and other platforms; AI sorts them automatically.

PDF

Drop your PDFs here

or click to auto-import mock bookings

Supported: PDF, ICS, EML

My Active Wallet — 2 Items

Elegant Apartment, Rome
Imported from Airbnb PDF • Date: 12-15 Oct — CONFIRMED

Ryanair Flight FR1292
Imported from Mail confirmation • Gate 14 — CONFIRMED

Need a Car in Rome?
Found a Fiat 500 Hybrid at €22/day, 500m from your Airbnb. — Book Now

LIVE INTERACTIVE VERSION

VISION Demo

Discover the Future of Travel Mood Pro.

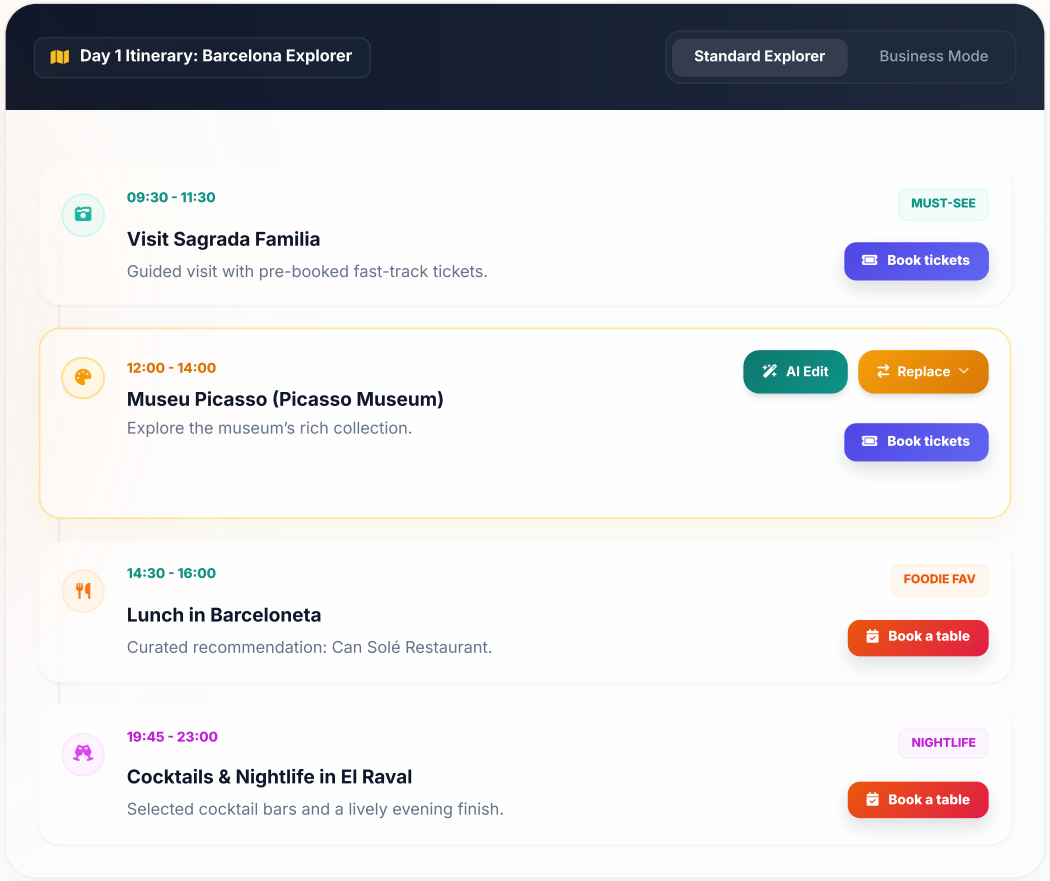
View Demo →

The future of Travel Mood Pro.

DEMO #4 LIVE EDITING & AI BOOKING

In-Place AI Itinerary Editing

Live-edit one part of your plan, or switch the trip mode globally.



LIVE INTERACTIVE VERSION

VISION Demo

Discover the Future of Travel Mood Pro.

View Demo →

MARKET MAP 2026–2030

The major players are moving. The window opens now.

Booking.com & Expedia

CONNECTED TRIP ECOSYSTEM

Cautiously moving toward the “Connected Trip”. Goal: **full interoperability**. If a flight is delayed, taxi booking & check-in should adjust automatically in the background.

⧖ Still: manual interventions

Google (Gemini / SGE)

SEARCH GENERATIVE EXPERIENCE

The Gemini model will bring **SGE**. Aiming to generate dynamic itineraries & show real-time prices, eliminating multiple click-outs. *(implementation by 2030)*

⧖ Still: no booking. Recommendations only.

Hopper

PRICE INTELLIGENCE

Investing in **price-prediction algorithms** & “Price Freeze”, directly addressing cost uncertainty & decision FOBO. It trails the others, but has a plan.

⧖ Still: prices only, not the experience

AI remains the **“sleeping giant”** of travel businesses. Booking, Google and Hopper are only starting to wake up.

The window of opportunity will not stay open forever.

STRATEGIC MOVES FOR DECISION-MAKERS

What leading travel brands should do now.

From insight to execution

The next competitive advantage will not come from more media spend. It will come from **less friction, more trust and experiences designed around intent**.

- Design for mobile completion, not just mobile discovery
- Make trust explicit in prices, policies and handoff moments
- Prepare for AI-assisted planning and continuity

1 Reduce booking friction

Remove steps, dead ends and ambiguity in pricing, policies and payment. Ease is not a feature. It is a conversion lever.

2 Design for cross-device continuity

The traveller starts on one screen and decides on another. The experience should continue as one conversation, without resets or barriers.

3 Make trust explicit

Show the final total price, cancellation policy, trust cues and real clarity. Reliability should be visible, not implied.

4 AI-native discovery

Prepare content, product structure and decision logic for agentic planning. The brand must be readable by AI / LLMs and trusted by people.

Bottom line: Travel leaders do not need more funnels. They need **fewer doubts, faster decisions and smarter orchestration.**

03

STRATEGIC PARTNERSHIPS

4 paths. One independent Consumer Travel Brand.

The product does not change. The path used to fund, build and distribute it does.

Path Map → OTA → Traditional Agency → Travel Tech → Funding

The partnerships are not different products.
They are different paths for bringing the same vision to market.

STRATEGIC PARTNERSHIP PATH MAP

4 Options. One full AI Travel Hub vision.

The product does not change. The path that funds, builds and takes it from MVP to a complete AI Travel Hub does.

OTA / Online Travel Brand

Exclusive co-development with a partner that already has customers, traffic, inventory, checkout, payments and established brand trust.

- **Best fit:** when there is appetite for AI differentiation beyond inventory.
- **Trade-off:** integration complexity, IP/exclusivity terms and internal buy-in.

Traditional Travel Agency

Transformation into an OTA-like experience for an agency with customers, revenue and willingness to invest in a digital travel business.

- **Best fit:** when there is a commercial base and genuine ambition to evolve.
- **Trade-off:** lower tech maturity and a need for meaningful transformation.

Travel Tech Company

Platformization path where Travel Mood Pro can evolve into a modular AI travel intelligence layer for multiple travel players.

- **Best fit:** APIs, white-label, integrations and B2B scale.
- **Trade-off:** potential loss of product control or dilution of the original vision.

Funding / Own Platform

Investor-backed build to build an independent AI Travel Hub as its own brand, with product development, data and distribution.

- **Best fit:** maximum upside and full product freedom.
- **Trade-off:** building team, trust, integrations and distribution from scratch.

The core narrative is one: there is a working MVP and a validated need.
The question is which path offers the best balance of growth, distribution, revenue and product control.

PARTNER VALUE · OTA

OTA: the AI Decision layer between inspiration and booking.

Today, the traveller decides elsewhere and returns to the OTA mainly for price or availability.
Travel Mood Pro brings the decision, the plan and the next booking step into the same OTA ecosystem.

RETENTION

Keeps the decision inside the OTA ecosystem

The traveller no longer leaves to search, compare and decide elsewhere. The OTA becomes part of the decision, not just checkout.

- Less leakage to competitors
- More pre-purchase engagement

BASKET

Increases of total trip basket value

The plan does not lead to just one booking. It can include flights, hotels, activities, transfers, tickets, ferries, trains and insurance.

- Larger average trip basket
- More cross-sell touchpoints

INTENT

Turns planning into booking intent

The user reaches an organized plan with dates, duration, budget context and next actions. Intent becomes more concrete.

- More qualified users prior checkout
- Better context for remarketing

MONETIZATION

Strengthens full-trip revenue potential

The upside is not limited to one booking. It creates room for commission, markup, affiliate, add-ons and future loyalty.

- More revenue layers per trip
- Greater value per traveller

Travel Mood Pro does not simply add AI to the booking funnel.
It brings the most critical stage, the traveller's decision, into the OTA. Where intent, time and revenue are lost today, it can create an organized trip, a larger average basket and a clearer path to booking.

Traditional Agency: from offline force to an OTA-like experience.

It only makes sense for an agency with meaningful revenue, an established customer base, commitment and a real willingness to transform.

AUDIENCE

Leverages an existing customer base

The agency does not start from zero. It already has trust, relationships, sales history and repeat customers who can move into a digital flow.

- Existing commercial asset
- Easier initial adoption

CUSTOMER UX

Brings the experience to the end customer

It should not remain a consultant-only tool. The real value appears when the traveller can see, explore and decide within the experience.

- Premium digital proposal
- Self-exploration with agency trust

COMMERCE

Opens the way to full-trip selling

The agency can sell not just a ticket or package, but a complete experience with activities, transfers, tickets, insurance and add-ons.

- Larger basket per trip
- More add-on revenue

TRANSFORMATION

Transformation toward an OTA model

The goal, not simply better consulting. A gradual shift to a digital, AI-assisted travel platform, transactional, while retaining offline activities.

- From traditional workflow to digital
- Strategic upgrade, not a decorative tool

The traditional agency path creates value only as a transformation path.
Not as an internal consulting widget, but as a bridge to an OTA-like commercial experience.

Travel Tech: Structured AI Travel Intelligence layer.

With a travel tech partner, Travel Mood Pro can become a modular layer that plugs into existing platforms, APIs and B2B travel workflows.

ARCHITECTURE

Agentic AI, not just a chatbot

The value lies in travel-specific logic: itinerary, budget, weather, route logic, destination intelligence and booking readiness.

- Structured outputs
- Travel-specific decision logic

MODULES

Modular product potential

It can be split into modules for planning, destination packs, personalization, saved trips, recommendation intelligence and booking connection.

- White-label modules
- Reusable product components

INTEGRATIONS

Clean integration surface

The product vision creates room for integrations with inventory, CRM, analytics, user profiles, payment flows and partner dashboards.

- API-driven architecture
- Adaptable across multiple travel players

B2B SCALE

Distribution to OTA partners

If an exclusive OTA path is not chosen, this is the route to a B2B product layer with licensing, usage or platform revenue.

- Multi-partner scale potential
- Greater technical leverage

The travel tech path is a platformization path.
It is less “one product for one partner” and more an AI infrastructure layer for the travel market.

Investor / Own Platform: Funding for an independent AI Travel Hub.

The funding path provides full product freedom and maximum upside, but requires team, distribution, integrations and runway.

PROOF

Does not start from an idea

There is a working MVP, real UX, destination intelligence and an initial validation base from survey and research.

- Working product proof
- Clear vision direction

MARKET PAIN

The pre-booking problem

The friction is not a lack of information, but the difficulty of deciding amid too much information and comparison.

- Validated traveler friction
- AI readiness signal

INTENT DATA

Behavioral travel data

Each planning action reveals destination, budget, duration, travel style, seasonality and readiness for a future booking.

- Foundation for personalization and recommendations
- Data advantage from real planning behavior

OPTIONALITY

Strategic flexibility

With funding, it can remain independent, add OTA partnerships later or evolve into a B2B2C platform.

- Full product control
- More future options

The funding path buys time, team, data advantage and product control.
It is the most ambitious path, but also carries the greatest execution and distribution load.

04

BUSINESS / REVENUE MODEL

From planning to bookable trip basket.

The commercial logic does not start with subscriptions or usage fees.
It starts with the travel basket that is organized, activated and leads to bookings.



The more completely the trip is organized, the more **monetization opportunities** emerge within the same journey.

BUSINESS MODEL · CORE REVENUE ENGINE

Monetize the Full Trip Journey, not just the booking.

Travel Mood Pro does not earn from simply using an AI planner.
It generates revenue from the organized travel basket built across the journey.

TRIP PRODUCTS

Full trip inventory

Revenue potential comes from every trip component, not just a hotel or a flight.

- Flights, hotels, ferries, trains
- Transfers, car rental, insurance
- Activities, museums, tickets
- Packages and dynamic bundles

COMMERCIAL MECHANICS

How monetization works

The same organized trip basket can generate revenue through different commercial mechanisms by partner.

- Commission or affiliate revenue
- Markup and package margin
- Service fees and add-ons
- Partner revenue share

BASKET EXPANSION

Higher value per traveller

The value comes from organizing the entire trip and creating more commercial moments.

- From intent to a structured plan
- From plan to bookable components
- From one need to a full basket
- From pre-booking to trip management

LATER STAGE

Premium / Loyalty (later only)

Subscription or freemium is not the initial business model. Only once meaningful usage and traction exist.

- Saved trip vault and smarter alerts
- AI concierge and reminders
- Loyalty perks and exclusive deals
- Group / family planning features

Travel Mood Pro turns better decisions into an organized, bookable trip basket.
Earn more by creating more value across the journey, not by distorting the decision.

Same full-trip basket. Different commercial mechanisms.

The 4 paths do not change core monetization.
They change how the same organized travel basket can generate revenue in each partnership.

OTA / ONLINE TRAVEL BRAND

Revenue inside OTA ecosystem

Travel Mood Pro brings inspiration, planning and decision support before booking, so the trip can lead to flights, hotels, activities, transfers, tickets and add-ons.

- Revenue from commission, markup, affiliate or partner revenue share.
- Basket expansion with more trip components per journey.
- Co-development / exclusivity as an implementation model, not the core business model.

TRADITIONAL AGENCY

Agency to OTA-like revenue

The agency can turn briefing, consulting and trip proposals into an organized plan leading to packages, add-ons, activities, transfers, insurance and tickets, using its existing customer base and trust.

- Revenue from package margin, service fees and add-ons.
- A cleaner flow from proposal to quote and booking.
- It works when there is a real transition to digital / OTA-like sales.

TRAVEL TECH

Infrastructure monetization

The product can operate as a modular AI travel intelligence layer that activates planning, trip-basket logic and commercial flows for third-party travel players. Monetization comes through the travel intelligence layer.

- API fees, white-label licensing and usage-based pricing.
- Integration fees and per-partner deployments.
- Commission on bookings generated by the layer.

OWN PLATFORM / FUNDING

Direct full-trip monetization

With funding, Travel Mood Pro is built as an independent AI Travel Hub and generates revenue from the same organized trip basket directly or through partner booking flows.

- Affiliate, commission, markup, service fees and bundles.
- Partner checkout routing initially, own checkout at a later stage.
- Premium / Loyalty later only, not as the initial revenue model.

Strategic takeaway: the product increases profitability through the same organized full-trip basket.
What changes by path is the commercial mechanism: commission, markup, package margin, service fee, API / white-label or revenue share.

When does it start making money?

Revenue starts when the plan connects to real bookable travel products and converts monetizable demand.

Early commercial value

The plan guides the traveller toward products that can be purchased.

Bookable demand · Partner flows

First monetizable bookings

The first trip items connect to real bookings for travel products.

Flights · Hotels · Tickets

Basket expansion

Revenue grows as the trip becomes a basket with more components.

Add-ons · Packages · Margin

Scale by partnership

Scaling is not simillar for all.
It differs by partnership model.

OTA / Agency depth · Tech layer

REVENUE LOGIC

Revenue builds progressively: Bookable demand → New Bookings → Larger Basket.

Initially, Travel Mood Pro can route the traveller to existing OTAs, agents or partner booking flows, generating revenue (commission, affiliate, markup, service fee, package margin, revenue share) from completed bookings.
As more components are added (accommodation, transfers, activities, tickets, insurance, add-ons and bundles), commercial value per journey rises sharply.

First revenue very early, once plans connect to bookable products.
Then revenue per trip grows as the basket becomes more complete.

START	**Bookable demand:** the plan leads to real products available for immediate purchase from day one.
EARN	**Booking monetization:** commission, affiliate, markup, service fee or revenue share from real bookings.
GROW	**Basket expansion:** more trip components increase commercial value per journey.
SCALE	**Per partnership:** OTA / agency through basket depth, Travel Tech via API / white-label, Own Platform with premium later.

05

PRODUCT ROADMAP

From MVP to a full AI Travel Hub.

The roadmap shows how today's experience evolves into the final product:
An AI Travel Hub that recommends, organizes, connects, books and manages the trip.

AI Integration → Destination Discovery → Bookable Basket → Best Total Option → Trip Hub

We are not building different products for each path.
We are building one unified AI Travel Hub vision, with a different route to value in each partnership.

PRODUCT ROADMAP

Roadmap for the AI Travel Hub vision.

From structured AI planning to Destination Discovery, Bookable Trip Basket, Best Total Option and full Trip Management in one place.

01 AI CORE

Deeper AI Integration

What is built today with prompts, curated schemas and destination logic becomes dynamic with AI, without losing structured quality.

- Schema preservation & destination intelligence
- AI automation, caching and cost/token control
- Editable / adaptive AI plans and specialized use cases

02 DISCOVERY

Destination Discovery Engine

The platform no longer serves only travellers who know where they want to go. It suggests destinations and plans with a few smart questions.

- Vibe, budget, season, duration, mountain/sea
- Destination suggestions and ready-made plans
- More personalized experiences without tiring onboarding

03 COMMERCE

Bookable Trip Basket

The plan connects to real bookable travel products and it transforms to an organized travel basket producing much higher revenue streams.

- Activities, museums, tours, excursions, tickets
- Flights, ferries, trains, transfers, accommodation
- Car rental, insurance, add-ons and bundles

04 TRAVEL HUB

Trip Dashboard & Best Option

Travel Mood Pro becomes the central point of the trip: it recommends the best overall combination and stores the full trip.

- Best total trip option: price, time, comfort, location
- Flights, stays, transfers, activities, documents
- Reminders, updates, alerts and trip management

Roadmap principle: The final product aims to become a tool that makes the trip start before the suitcase is even packed.

NO, Travel Mood Pro is not **"another booking engine"**. It is a **decision intelligence layer** before and around booking.

PRODUCT ROADMAP · EXECUTION PLAN

The implementation phases of Travel Mood Pro.

The final product, structured into practical phases: what gets built, what actions are required and which deliverables locks at each stage.

PHASE 1
Core Planning & MVP

PHASE 2
Deep AI Integration & Discovery

PHASE 3
Connected Booking Engine

PHASE 4
Full AI Travel Hub

Current state / MVP baseline

Core Planning & MVP (Phase 1)

Stabilize and optimize today's experience: AI-generated plans, destination intelligence, budget/weather logic, saved trips and mobile-first use that help users make confident decisions.

- **Curated Destination Intelligence:** structured plans with the right pacing, local context, hidden gems, day trips and realistic flow.
- **Dynamic Weather & Budget Logic:** Integration of real 14-day weather data and AI climate analysis, budget ranges and costs by travel style.
- **Saved Trip Experience:** plan storage, mobile shortcuts/widgets and a stable mobile usage framework.

Deliverables

Progress: 100%

AI Dynamic Itineraries (City & Country)	DONE
Destination schemas / Budget Logic / Curated Categories	DONE
14-Day Live Weather Integration & Climate guidance	DONE
Saved trips, Mobile shortcuts & Widgets	DONE

PRODUCT ROADMAP · EXECUTION PLAN

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PHASE 4
Full AI Travel Hub

Next Horizon Layer

Deep AI Integration & Discovery (Phase 2)

Convert today's prompts and destination logic into structured AI and more automation, for greater speed, lower API cost and travellers who have not chosen a destination yet.

- **AI Orchestration:** auto-prompting, schema preservation, destination enrichment, near-zero latency and lower API cost through smart caching (Redis).
- **Inspiration Discovery:** Premium, minimal 2–3 question interface for fast destination discovery (budget, season, sea/mountain, activities, duration).
- **Interactive Itinerary Editing:** In-place changes (e.g. swapping an activity) without disrupting the plan flow.
- **Adaptive Plans:** Special modes such as business travel, with smart condensed plans tailored for professionals (networking, meetings, quick access).

Deliverables

Progress: Planning

AI orchestration & Auto-Prompting Engine	NEXT
Caching Layer for Speed / Token Control	NEXT
Destination Interactive Discovery Wizard Engine	NEXT
Adaptive/Business Mode Heuristics Engine	NEXT

The implementation phases of Travel Mood Pro.

The final product, structured into practical phases: what gets built, what actions are required and which deliverables locks at each stage.

PHASE 1
Core Planning & MVP

PHASE 2
Deep AI Integration & Discovery

PHASE 3
Connected Booking Engine

PHASE 4
Full AI Travel Hub

Commerce & Integrations Layer

Connected Booking Engine (Phase 3)

Move from “what should I do?” to “I can book it.”
From decision and planning to direct bookings. Travel Mood Pro connects information directly to bookings, removing the need for external searches.

- **In-Plan Direct Activity Bookings:** Connect to APIs (Viator, GetYourGuide, Tiqets) for live bookings of activities, guides, museum tickets, excursions, tours, transfers and car rental.
- **Transport & Stay Integrations:** API connections to airlines, ferries, rail networks, accommodation (Airbnb, Booking) and partner booking flows.
- **Revenue Track:** Basket items, Partner links, Commissions / Affiliate / Margin logic.

Deliverables

Progress: Research

Activity Widgets Integration (Tickets & Tours connectors)	FUTURE
OTA API Integration (Flights/Hotels/Ferries/Trains)	FUTURE
Partner Booking Flow Framework	FUTURE
Basket & Revenue Attribution Layer	FUTURE

The implementation phases of Travel Mood Pro.

The final product, structured into practical phases: what gets built, what actions are required and which deliverables locks at each stage.

PHASE 1
Core Planning & MVP

PHASE 2
Deep AI Integration & Discovery

PHASE 3
Connected Booking Engine

PHASE 4
Full AI Travel Hub

Final Product Vision

Full AI Travel Hub (Phase 4)

Travel Mood Pro becomes the central point of the trip: it stores, organizes, recommends, compares and helps manage the entire journey.
The app becomes the ultimate "Control Center" for every trip, offering a unified digital wallet and optimized 1-click checkout.

- **Universal AI Travel Wallet:** Dashboard storing all external bookings (Airbnb, Booking.com, Uber, etc.), flights, stays, ferries/trains, activities and documents, with Reminders, Alerts and Updates in one hub.
- **Best Total Trip Option:** AI calculates and recommends the best combination of flight, stay and transport based on budget and comfort.
- **1-Click checkout:** Complete bookings for the entire package in one click, with AI executing the bookings.

Deliverables

Progress: Vision

Smart Document Import (PDF/Email Parsing)	VISION
Best-Value AI Combinator Algorithm	VISION
Universal AI Trip Hub Dashboard	VISION
1-Click Bundle Checkout Processor	VISION
Alerts, Reminders & Trip Management	VISION

SYSTEM ARCHITECTURE

The Infrastructure Behind the AI

How Travel Mood Pro moves from simple LLM API calls and AI planning to a unified, high-speed AI Travel Hub ecosystem.

PREMIUM FRONTEND LAYER

The premium user experience: Discovery, Planning and Trip Hub.

Inspiration & Discovery
Minimal 2–3 question Wizard for instant tailor-made plans.

Interactive Planner
In-place drag/drop & AI edits with instant plan adaptation.

Universal Wallet / Trip Hub
Plans, Bookings, Documents and Saved Trips dashboard.

DECISION INTELLIGENCE LAYER

Core differentiation (Our Secret Sauce): Whole-trip Optimisation & Explainable Trade-Offs.

Auto-Prompting Engine
AI turns needs and preferences into structured schemas.

Redis Caching / Cost Control
Reusable AI outputs for speed & cost reduction (40–50%).

Cross-Component Decision Logic
Evaluates cost, time, location, weather, logistics and traveller constraints together.

DATA & TRIP CONTEXT BACKBONE

The trip's memory: Preferences, Itinerary state, Bookings and Timeline.

User Preferences
Style, Budget, Season, Pace.

Itinerary State
Plans, Edits, Alternatives, Saved Trips.

Bookings Hub & Documents
Travel Documents and Booking Management.

Trip Timeline
Transfers, Check-ins, Reminders.

EXTERNAL INTEGRATIONS & APIS

The Transactional Pipeline: Turns the plan into bookings with higher transaction value.

Activities / Tickets
Viator, GetYourGuide, Museums, Tours.

Transport APIs
Flights, Ferries, Trains, Transfers.

Accommodation / OTA APIs
Hotels, OTA Inventory, Partner Flows.

Live Data & Checkout
Weather, Maps, Payments, Attribution.

06

DEVELOPMENT NEEDS

What it takes to complete Travel Mood Pro.

The next big question is:
What Team, Integrations and Budget are required to move from MVP to a complete Travel Product.

Team → Integrations → AI Infrastructure → Cost Ranges

It is not simply “Who will write the code?”...
It is a product build with AI orchestration, trip context, booking flows and travel-grade reliability.

EXECUTIVE SUMMARY 2026-2027

Co-Development of Travel Mood Pro for the Travel Industry

Travel Mood Pro is an AI-powered Travel Decision & Orchestration Platform designed to improve decisions across the whole trip.
A phased execution plan targets a **Month 16 strategic funding milestone**, enabling a revenue-capable product and initial market entry.

FINANCIAL TARGET & STRUCTURE

Working Funding Requirement: **€586.375**. The staged M1–M16 plan covers defined build-to-launch expenses and milestone delivery; remaining funding capacity supports the next operational scaling phase, aligned with the Greek tech market.

Investment Highlights

Core Team (7 FTEs)
Fully staffed Agile team across AI, Backend, Frontend and Design.

Optimized Token Economy
Redis Caching Layer to reduce API Billing by 40%.

Compliance & Contingency
Global compliance planning and **a calculated 10% Contingency**; Reserve budget: **€50.000**.

View the Runway Simulator →

MONTHLY BURN RATE

€33.180

Full 7-FTE basic gross + tech/admin indicative

TECH & AI TOOLS

€3.800 / mo

Infrastructure, AI APIs & Subscriptions

ONE-OFF SETUP

€15.000

Legal, Hardware & Company Formation

TOTAL FUNDING NEEDS (16 MONTHS)

€586.375

Staged-hiring, 14-salary, 10% Contingency

Marketing & GTM: €48.000 total · phased from **M11** · 100% run-rate **€5.500/month** by **M16**

CAPEX & OPEX BREAKDOWN

16-Month Funding Envelopes

Breakdown of the resources required for full platform development and stabilization.

HUMAN RESOURCES (HEADCOUNT)
€375.375 — 64.0%

INFRASTRUCTURE & AI APIS (OPEX)
€78.000 — 13.3%

MARKETING & AWARENESS
€48.000 — 8.2%

OPERATIONS & LEGAL (SETUP)
€35.000 — 6.0%

CONTINGENCY & POST-LAUNCH RESERVE
€50.000 — 8.5%

CAPITAL ALLOCATION (%)



Post-launch / Contingency Reserve: €50.000
10% of Payroll + Tech + GTM (€501.375), rounded to the nearest €1,000. This is a planned contingency reserve, not committed expenditure.

HUMAN CAPITAL STRATEGY

Team Structure & Payroll Cost

The **minimum core team required** for phased execution toward the Month 16 strategic milestone of the Product Vision.

ROLE	FTE	MONTHLY COST (GROSS)	ANNUAL COST (GROSS)	KEY RESPONSIBILITIES & KPIS
Founder & CEO Product Visionary & Leadership	1.0	**€4.950**	**€69.300**	**Responsible for:** Strategic direction, Product Vision, investor relations, B2B deals (OTAs/APIs) and overall company coordination.
Lead Product Architect / PM Core Orchestration & Business Logic	1.0	**€4.730**	**€66.220**	**Responsible for:** Business Logic/Schema design, UX flow, roadmap sprints and ensuring technology serves the traveller.
Lead AI / ML Engineer Specialized AI Role	1.0	**€4.700**	**€65.800**	**Responsible for:** Auto-prompting, LLM fine-tuning, PDF parsing agents (for the Wallet) and the caching layer (Redis).
2x Senior Full-Stack Engineers API & Backend Infrastructure	2.0	**€8.300** (€4.150 each)	**€116.200**	**Responsible for:** App development (React/Node.js), external API integrations, Cloud infrastructure and database management.
UX / UI Product Designer Conversion & Aesthetics	1.0	**€2.750**	**€38.500**	**Responsible for:** The premium app interface, mobile-first design, animations and optimized 1-click checkout.
QA & Data Operations Data Accuracy & Testing	1.0	**€2.700**	**€37.800**	**Responsible for:** Detecting AI hallucinations, bug reporting, plan testing and data-accuracy checks.

OPERATIONAL RUNWAY

Technology Cost, AI & Infrastructure

Tools are selected for security, speed and lower API token usage through smart caching.

AI Tokens & LLMs

OpenAI, Anthropic. Per-token costs for auto-prompting, email parsing and in-place AI edits.

€1.500 / month

Vector DBs & Cache

Redis & Pinecone. Real-Time caching that can cut LLM API costs by up to 40%.

€800 / month

Travel APIs & Cloud CDN

AWS, Cloudflare for hosting. Data integrations with Amadeus, Skyscanner, Google Maps and Weather APIs.

€1.000 / month

SaaS & Dev Tools

Vercel, Datadog (for AI bug detection), Slack, Figma, Jira, GitHub Copilot.

€500 / month

GROWTH ENGINE

Marketing Budget & Awareness

Required Budget for User Acquisition and Brand building to drive future revenue.

Performance Marketing
Google Ads, Meta Ads (Lead generation & Conversion).
€4.000 / month

PR & Content Creators
Partnerships with Travel Influencers, TikTok/Reels content.
€1.500 / month

GENERAL OPERATIONAL & SETUP EXPENSES

Operating Expenses & One-off Setup

Breakdown of fixed operating expenses and initial setup costs (Hardware, Legal).

ONE-OFF EXPENSES

One-off Setup Costs

Legal & Company Formation
GDPR Compliance, Terms of Service, company formation.
€4.000

Hardware & Equipment (Base)
Core team equipment (MacBooks / Workstations) for 7 people.
€5.000

Operating Expenses (OpEx)

Hybrid Office & Accounting Retainer
Flexible hybrid co-working space and monthly accounting support.
€1.250 / month

INTERACTIVE MODELER

Investor Dynamic Burn Rate Calculator

Adjust the parameters to see how annual development cost and required capital change.

Core Team Size (Headcount) — **7 FTEs**

3 FTEs (Lowest Cost)
Time-to-Market:
18+ months

7 FTEs (Optimal)
Staged Hiring
(M1–M16)

9 FTEs (Max Scale)
Aggressive AI Features
6-9 months

REQUIRED ROLES — Optimal Product & Pilot Team

- Founder / CEO
- Product Architect / PM
- Lead AI / ML Engineer
- 2× Senior Full-Stack Engineers
- UX / UI Product Designer
- QA & Data Operations

API Call Volume & Scaling Tier

Mid-Scale Beta Launch (~500k API calls/mo)

Legal & Security Standards

EU GDPR + USA Privacy Acts + Full GDS Licensing

M16 FUNDING PROJECTIONS (WORKING PLAN)

Indicative Full-team Base / month: **€33.180**

Salaries & Core Team	€28.130
Tech & SaaS Costs	€3.800
Office, Accounting & Admin	€1.250

Marketing Activation: **€48.000 total**

Full GTM run-rate: €5.500/month.
Months 11–12: 20% (€1.100/month) · **Months 13–15:** 30% (€1.650/month) · **Month 16+:** up to 100% (€5.500/month). Activation depends on product readiness and commercial launch.

Setup & One-off Legal: **€15.000**

Total 16-Month Funding Requirement:

€586.375

*Includes staged marketing activation and 10% calculated contingency automatically.

LIVE INTERACTIVE MODEL
Investment Calculator
Open Calculator →

REVENUE SCENARIOS · INTERACTIVE MODEL

Revenue Scenarios & Payback Calculator

Adjust the Commercial route, Demand and Economics to see how the bookable Trip Basket converts into Net Platform Revenue and Capital Recovery.

CORE COMMERCIAL ASSUMPTIONS

Commercial Activation Route

OTA / Strategic Travel Brand

Growth Case — Base Case

Conservative | **Base Case** | Upside

Annual Booking Trips (Qualified Planners) — 14.755 (180.000)

Annual Demand Growth — 24%

Future Commercial Expansion — 5%

Build & Launch Profile · 7 FTEs

16 months delivery · 84% Year 1 commercial coverage · €586.375 capital baseline .

Advanced Revenue Assumptions

COMMERCIAL ECONOMICS · REVENUE RETAINED

Travel Mood Pro · Booking Economy

COMMERCIAL YEAR 1

NET PLATFORM REVENUE
€799.6k

OPERATING RESULT
€183.1k

CAPITAL PAYBACK HORIZON

1.7 yrs 3.1 yrs from funding start

- Initial capital: €586.375
- Commercial readiness: 16 months
- Cumulative Operating Result: €183.1k

Accommodation	€554.9k
Flights & Air Extras	€60.2k
Ferries, Rail & Transfers	€36.4k
Activities, Tours & Tickets	€67.3k

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
€799.6k	€1.3M	€2.13M	€3.37M	€5.14M

Open Chart & Focus Mode

LIVE INTERACTIVE MODEL
Revenue Calculator
Open Calculator

REVENUE SCENARIOS · INTERACTIVE MODEL

Revenue Scenarios & Payback Calculator

Adjust the Commercial route, Demand and Economics to see how the bookable Trip Basket converts into Net Platform Revenue and Capital Recovery.

COMMERCIAL ECONOMICS · REVENUE RETAINED

Travel Mood Pro · Booking Economy

COMMERCIAL YEAR 1

NET PLATFORM REVENUE
€799.6k

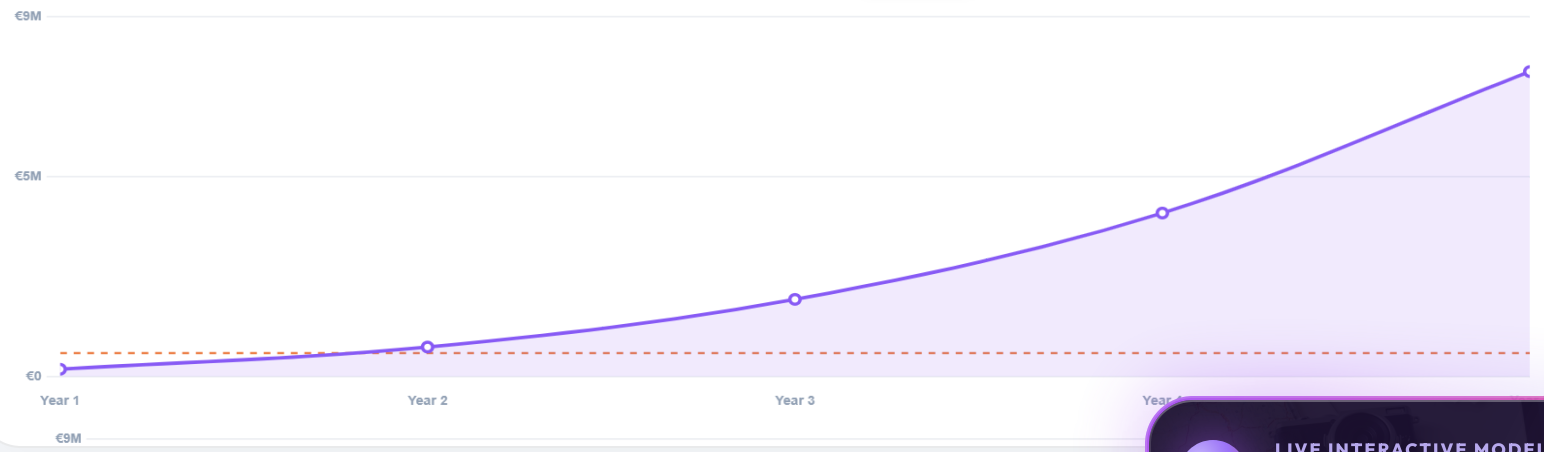
OPERATING RESULT
€183.1k

CAPITAL PAYBACK HORIZON
1.7 yrs 3.1 yrs from funding start

- Initial capital: €586.375
- Commercial readiness: 16 months
- Cumulative Operating Result: €183.1k

ANNUAL 5-YEAR SCENARIO PROJECTION

Net Revenue | Operating Result | Capital Recovery | Close



LIVE INTERACTIVE MODEL
Revenue Calculator
Open Calculator →

CO-DEVELOPMENT FRAMEWORK

Partnership & Funding Models

Investment options tailored to whether the partner is an OTA or Institutional Investor.

MODEL A

Strategic OTA Co-Development

The OTA partner funds the development. Travel Mood Pro integrates as a **distinct decision layer** in its ecosystem.

- Zero commissions.
- The OTA gains Travel Mood Pro's differentiated "Decision Intelligence Layer".

Best suited to Major OTAs

MODEL B

Independent VC Spin-off

Funding from Angel Investors or VCs. Travel Mood Pro develops as an independent **Consumer Brand**.

- We license the technology/API to multiple smaller OTAs.
- Independent path and B2C scaling.

Venture Capital / Seed Fund

MODEL C

Hybrid Equity Exchange

An OTA (or Travel Tech) acquires an **equity stake**, providing development capital without absorbing the app.

- Travel Mood Pro retains an independent app.
- The OTA receives preferred API access and participates in returns (Exit/Dividends).

Partial Acquisition / Equity

FOUNDER & EXECUTION

Built by the founder. Ready to scale through a team.

From a working founder-built MVP and primary validation to a milestone-driven, investable travel technology company.

CURRENT STAGE
Working MVP & Primary Validation



George Yfantis

Founder & Product Lead

Travel Mood Pro

15+
YEARS EXPERIENCE
Growth & Product

8+
YEARS LEADERSHIP
Ops & Marketing

✓ Previously agency owner & startup co-founder. Built initial **MVP** ahead of investment round.

PROVEN MILESTONES — VALIDATED

MVP — **Functional AI Travel MVP**
Fully operational & demonstrated live

989 — **Survey Validations**
Eligible primary user responses

End — **Defined User Journey**
From planning to bookable components

NEXT EXECUTION GATE — TARGET

Build the Core Senior Team

Transition to milestone-driven execution team.

1. Hire Senior Technical Leadership (AI Engineering)
2. Build Production Decision Engine
3. Launch First Commercial API Integrations

Solo founder today · Staged plan towards 7 FTE core team.

07

STRATEGIC ASK · ACTIVATION FRAME

Partnerships and paths to market.

The goal is not a generic deal and funding. It is to choose a credible partnership that can commercially co-shape the (AI) Travel Industry.

Capital → Product & Integrations → Distribution → Commercial Activation

The partner choice does not change the product direction.
With the right combination, it accelerates Travel Mood Pro activation.

STRATEGIC ASK · DECISION FRAME

What we seek from the right strategic partner.

Travel Mood Pro needs the right mix of Capital, Infrastructure, Distribution & Customer Access to accelerate Commercial Activation.

THE CONSTANT

One unified Travel Mood Pro

Product Direction stays consistent across every path: from AI planning and decision intelligence to connected booking flows and trip management.

- AI & Decision Logic
- Trip Context & Data
- Travel Integrations
- Full Trip Experience

We are not seeking different products for each path.
We are seeking the most reliable activation structure for the same product.

OTA / Online Travel Brand

Bookable inventory, checkout flows, distribution and commercial terms for branded pre-booking activation.

Co-development

Traditional Travel Agency

A branded AI travel journey that turns existing expertise, Products & Consultancy into a more Digital, Scalable and Booking-Ready customer experience.

Branded implementation

Travel Tech Company

Platform infrastructure, APIs, integrations and multi-brand distribution through a modular travel platform layer.

Platform partnership

Investor / Own Platform

Capital for product hardening, travel operations and independent go-to-market execution.

Independent scale

The decision is not **"who funds a tool"**. It is **who can accelerate most effectively** the transition from working MVP to a commercially active AI Travel Hub.

APPENDIX · INTERACTIVE ACCESS

Live demos & interactive models.

Access the product MVP experience, the Full AI VISION of Travel Mood Pro and the Decision Tools.

MVP Live Demo

Interactive mobile-first walkthrough of today's product proof.

Vision Live Demo

Four interactive concepts for the next AI Travel Hub layer.

Investor Modeler

Dynamic Burn Rate Calculator for runway and required capital.

Revenue Scenarios & Payback

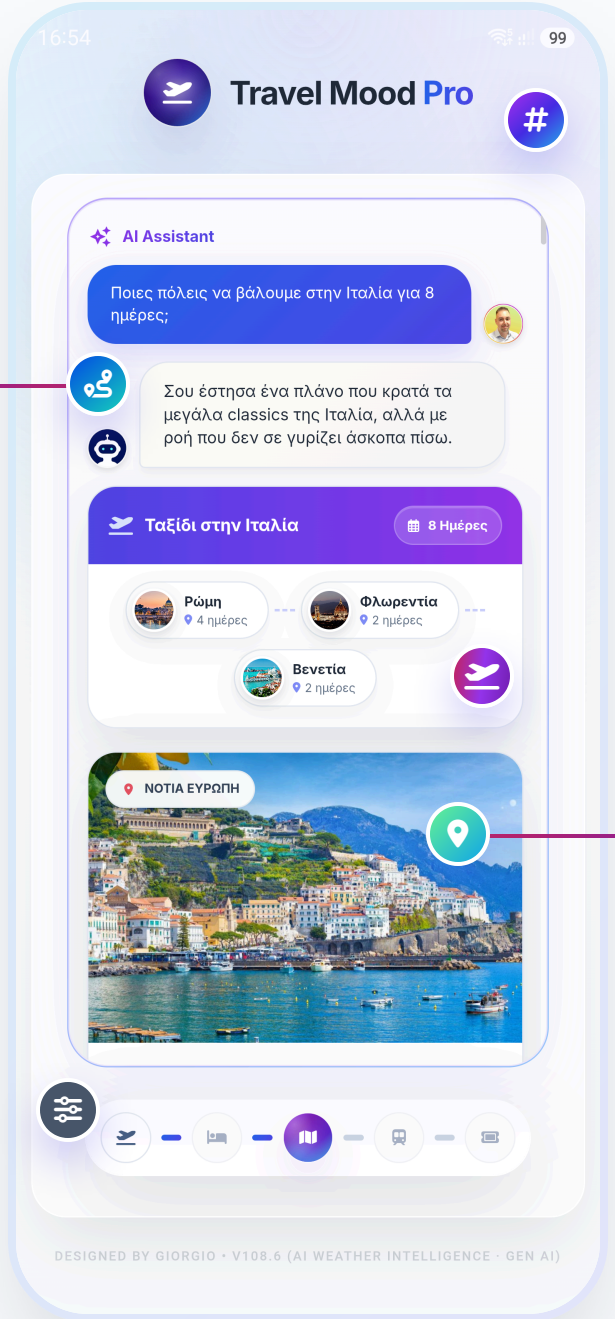
Live interactive model for commercial routes, scenarios and capital payback.

PRODUCT MVP - LIVE DEMO

The MVP in full action.

Destination Planning

Travel Mood Pro AI Assistant creates smart plans around your dates and destination, avoiding unnecessary travel.



APPENDIX LIVE VERSION

MVP Demo

Discover the AI MVP and all features which support till this moment.

View Demo →

Destination Summary

Images, destination context, ideal season and duration create a more inspiring planning experience.

The future of Travel Mood Pro.

DEMO #2 AI BEST TOTAL OPTION

AI Best Total Trip Option Solver

AI compares hundreds of combinations to find the best total trip, not simply the cheapest individual ticket.

OPTION A: FRAGMENTED BOOKING — CHEAPEST ALONE

Manual Search (tabs)

You book the cheapest flight and hotel separately.

- **Flight with 2 stops (€80)**
  Total time: 14 hours (Arrival 02:00) +1
- **Hostel outside the centre (€120 / 3 nights)**
  45 minutes by bus.
- **Taxi transfer (€60)**
  Late-night arrival, no public transport.

Total Hidden Cost:
260 €

14h Travel + 1.5h Commute DAILY

AI RECOMMENDED

OPTION B: TRAVEL MOOD PRO — BEST TOTAL VALUE

AI-Optimized Solver

AI factors in time, location, transfer cost and rest.

- **Direct Flight (€110)**
  Total time: 2.5 hours (Arrival 09:30)
- **4* Hotel in the Centre (€160 / 3 nights)**
  5-minute walk. Zero transport cost.
- **Prepaid Transit Pass (€15)**
  Unlimited rides included.

Total Bundle Price:
285 €

1-Click Bundle

APPENDIX LIVE VERSION

VISION Demo

Discover the Future of Travel Mood Pro.

View Demo →

INTERACTIVE MODELER

Investor Dynamic Burn Rate Calculator

Adjust the parameters to see how annual development cost and required capital change.

Core Team Size (Headcount) — **7 FTEs**

3 FTEs (Lowest Cost)	7 FTEs (Optimal)	9 FTEs (Max Scale)
Time-to-Market: 18+ months	Staged Hiring (M1–M16)	Aggressive AI Features 6-9 months

REQUIRED ROLES — Optimal Product & Pilot Team

- Founder / CEO
- Product Architect / PM
- Lead AI / ML Engineer
- 2× Senior Full-Stack Engineers
- UX / UI Product Designer
- QA & Data Operations

API Call Volume & Scaling Tier

Mid-Scale Beta Launch (~500k API calls/mo)

Legal & Security Standards

EU GDPR + USA Privacy Acts + Full GDS Licensing

M16 FUNDING PROJECTIONS (WORKING PLAN)

Indicative Full-team Base / month: **€33.180**

Salaries & Core Team	€28.130
Tech & SaaS Costs	€3.800
Office, Accounting & Admin	€1.250

Marketing Activation: **€48.000 total**

Full GTM run-rate: €5.500/month.
Months 11–12: 20% (€1.100/month) · **Months 13–15:** 30% (€1.650/month) · **Month 16+:** up to 100% (€5.500/month). Activation depends on product readiness and commercial launch.

Setup & One-off Legal: **€15.000**

Total 16-Month Funding Requirement:

€586.375

*Includes staged marketing activation and 10% calculated contingency automatically.

LIVE INTERACTIVE MODEL

Investment Calculator — Open Calculator →

REVENUE SCENARIOS · INTERACTIVE MODEL

Revenue Scenarios & Payback Calculator

Adjust the Commercial route, Demand and Economics to see how the bookable Trip Basket converts into Net Platform Revenue and Capital Recovery.

CORE COMMERCIAL ASSUMPTIONS

Commercial Activation Route

Own B2C Platform

Growth Case — Base Case

Conservative | Base Case | Upside

Annual Booking Trips (Qualified Planners) — 14.755 (180.000)

Annual Demand Growth — 24%

Future Commercial Expansion — 5%

Build & Launch Profile · 7 FTEs

16 months delivery · 84% Year 1 commercial coverage · €586.375 capital baseline .

Advanced Revenue Assumptions

COMMERCIAL ECONOMICS · REVENUE RETAINED

Travel Mood Pro · Booking Economy

COMMERCIAL YEAR 1

NET PLATFORM REVENUE
€799.6k

OPERATING RESULT
€183.1k

CAPITAL PAYBACK HORIZON

1.7 yrs 3.1 yrs from funding start

- Initial capital: €586.375
- Commercial readiness: 16 months
- Cumulative Operating Result: €183.1k

Accommodation	€554.9k
Flights & Air Extras	€60.2k
Ferries, Rail & Transfers	€36.4k
Activities, Tours & Tickets	€67.3k

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
€799.6k	€1.3M	€2.13M	€3.37M	€5.14M

Open Chart & Focus Mode

LIVE INTERACTIVE MODEL
Revenue Calculator
Open Calculator →

REVENUE SCENARIOS · INTERACTIVE MODEL

Revenue Scenarios & Payback Calculator

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COMMERCIAL ECONOMICS · REVENUE RETAINED

Travel Mood Pro · Booking Economy

COMMERCIAL YEAR 1

NET PLATFORM REVENUE
€799.6k

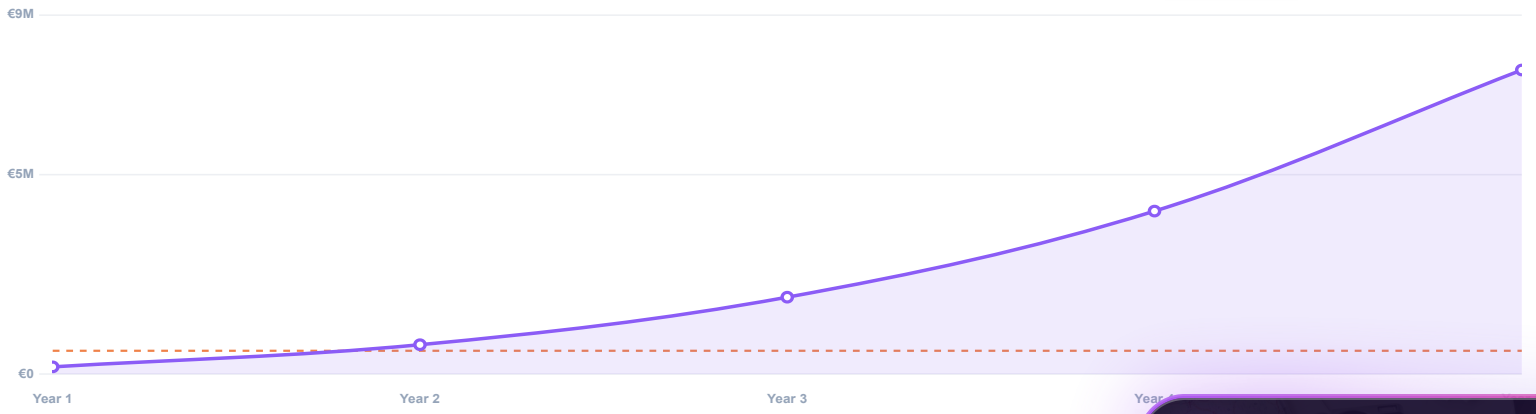
OPERATING RESULT
€183.1k

CAPITAL PAYBACK HORIZON
1.7 yrs 3.1 yrs from funding start

- Initial capital: €586.375
- Commercial readiness: 16 months
- Cumulative Operating Result: €183.1k

ANNUAL 5-YEAR SCENARIO PROJECTION

Initial Capital (€586.375) | Net Revenue | Operating Result | Capital Recovery | Close



LIVE INTERACTIVE MODEL
Revenue Calculator
Open Calculator →

THANK YOU

Contact for inquiries

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