



**LivelyTrips**

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## Table of Contents / Agenda

- Introduction /Executive Summary
- Founders/Team/Roles
- Problem Statement and Existing Solutions
- Your Solution Overview
- Innovation / Tech in Solution
- Financial & Non-Financial benefits of Your Solution
- Competition Overview
- Defensibility & Competitive Differentiation
- External Validation(Customers, Industry Experts, Awards etc)
- Market Size & Target Customer
- Revenue Model & GTM Plan
- Financial Projections (last 2 & next 3 years)
- Previous Investors/Cap Table
- Investment Ask & Valuation(in INR/USD only)
- Use of funds

# Introduction /Executive Summary

Livelytrips is AI enabled SaaS based traveller management software that could help travel operators, hotel owners, cabs owners manage their customers and handle them efficiently.

You can now hire best AI powered travel assistant that can automate,

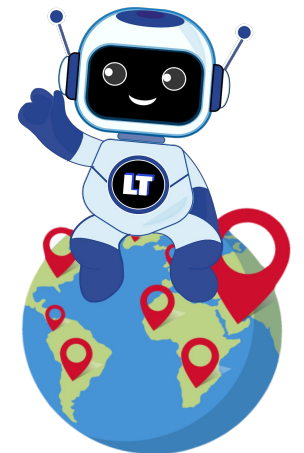
- Plan creation,

- Sending personalized plans to customers,

- Tracks price changes,

- Reminds follow ups, and tracks sales.

With Livelytrips, your agency never miss-out an enquiry.



# Founders/Team/Roles

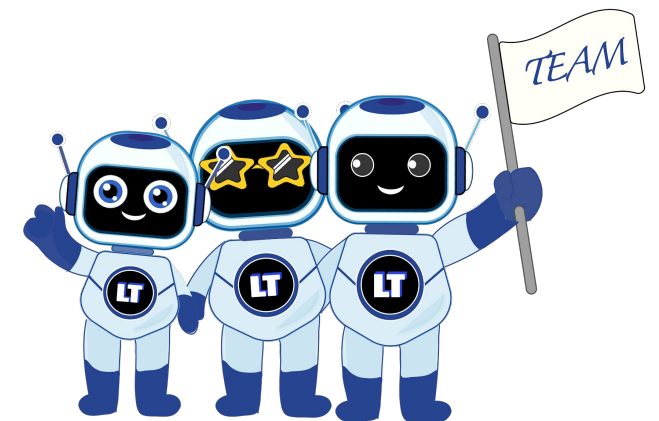
Founder : Vijayaraagavan Anbazhagan - CEO

Team :

Engineering : 4

Marketing : 1

Operations : 2



# Problem Statement and Existing Solutions

Being a good sales person in travel industry requires handling multiple things in limited time. Preparing Itineraries, attending calls, replying to emails, following ups, weather tracking etc.

“Generally travel sales follows disconnected method, where in the customer requests are understood first, and processed later in another 1 or 2 hours by a travel expert, because of the dynamic nature of the requests”

Most of the SaaS products available today charge per-order based commission (around 25% margin), which the users(businesses) are not willing pay, and want to build their own system.

# Problem Statement and Existing Solutions

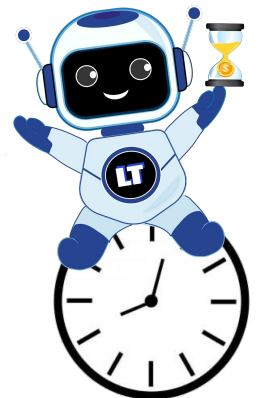
During peak season, travel costs increases based on demand, and travel providers has to do offline sales to avoid paying excessive commission to the existing systems. So they basically opt out from the current systems like (mmt, oyo) during peak seasons.

# Your Solution Overview

Livelytrips enables travel players(cab owners, travel agents) to solve the problem of disconnected sales flow by, providing a seamless connected flow, where in upfront cost of the dynamic pricing is created based on the customers requests.

Minimises the operating time of travel agents by 90%.

Further iterations, on a complex multi-day plan are reduced significantly from 1 hour to 2 minutes.




**150** minutes  
Sales to Profit

**Regular Sales flow**

**CUSTOMER ENGAGEMENT** 🕒 10 mins

**1** A conventional travel agent may not provide precise calculations of distances and weather info.



**PREPARATION** 🕒 1h20m


**2** Creating a PDF for customer-required packages can be time-consuming.

**ADAPTABILITY** 🕒 1/2 hrs

**3** It's uncommon for travel plans to include customizable flight options and a range of hotel choices.


**REVISIONS** 🕒 1/2 hrs

**4** Customizing itineraries to match customer's personal interests and preferred destinations is a time-consuming process.



**PAYMENTS**

**5** Payments are not instantly updated in response to order changes and can be risky.



**20** minutes  
Sales to Profit

**Sales flow with Livelytrips**

**CUSTOMER ENGAGEMENT** 🕒 10 mins

**1** Our dynamic plugin engages customers with real-time data like contextual distances, weather info, and more.



**PREPARATION** 🕒 6 mins

**2** Generates PDF of your selected packages for the specified dates with pricing.

**ADAPTABILITY** 🕒 2 mins

**3** Adaptable travel plans, flexible hotel choices, and customizable flight options to suit your client needs.

**REVISIONS** 🕒 2 mins

**4** Quickly revises customer itineraries with their preferred destinations, personal interests and make revisions.



**PAYMENTS**

**5** Secure payments with precise calculations for each customer order update.

**Time is the real profit**



# Innovation/Tech in Solution

At Livelytrips, we are solving this problem of disconnected travel sales using generative intelligence of AI. You can now hire best AI powered travel assistant that can automate,

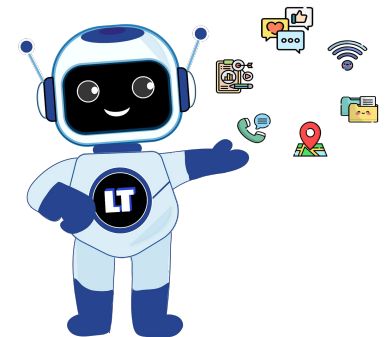
- Plan creation,

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By empowering travel providers with AI capabilities, we are visioning to organically create Hospitality provider to hospitality consumer economy.

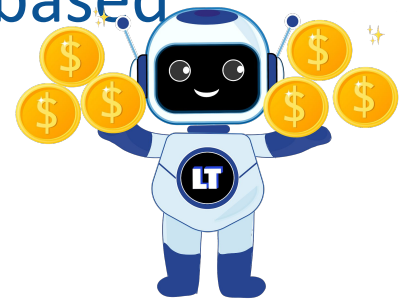


# Financial & Non-Financial benefits of Your Solution

Customer handling time reduced from 150 minutes to 20 mins average on a single order/enquiry.

Can spend more time with customer and less time with other process.

Travel industry is seasonal. You can hire and fire your AI agent based on the seasonal requests and demands.



# Competition Overview

Traacs - Order Management Platform

myPartner (by makemytrip) - Travel Agent Platform



# Defensibility & Competitive Differentiation

We are DPIIT registered startup, and we are already in the process of filing our patent.



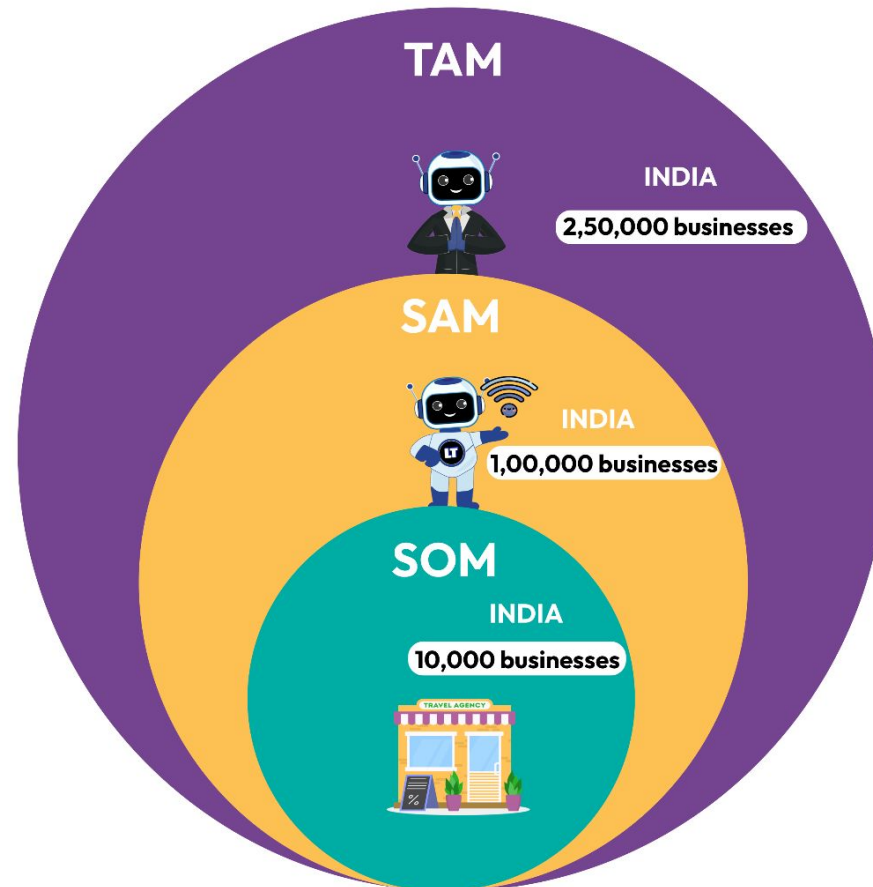
# External Validation (Customers, Industry Experts, Awards etc)

Launched our Pilot Version Software in (Tamilnadu Tourism Expo Madurai) TTE 2024, and received lot of attraction from visitors.

References :

[TTE Pilot Launch](#)

# Market Size & Target Customer



## TOTAL ADDRESSABLE MARKET

Travel business that want to create accurate plan for their customer (Travel Agents, Cab owners, Hotel owners, Event organizers)

## SERVICE ADDRESSABLE MARKET

Travel business having Internet access

## SERVICE OBTAINABLE MARKET

Small and medium travel business that can easily be be part of LivelyTrips and improve their quality and operations.

# Revenue Model & GTM Plan

We are subscription based software SaaS model,

- Monthly paid by travel players to use the software.
- Annually paid by the travel players
- Alacarte services like pro features

GTM : (Attend more travel expos)

Creating a circular travel economy between travel providers and travel consumers by creating a travel provider run market place for travel consumers.

# Financial Projections (last 2 & next 3 years)

Last Financial year 2,000 USD (offline travel arrangements)

Nov 2025 - 1000 paying subscriptions (B2B) (2,30,000 USD recurring)

Nov 2027 - B2C bookings and (B2B) subscriptions. (10,00,000 USD)

# Previous Investors/Cap Table

We are a bootstrapped company.



# Investment Ask & Valuation(in INR/USD only,

# Use of funds

Planning to capture first 1000 users through directly interacting with travel players through Tourism Expos.

Parallely starting outbound marketing to gain visibility and get international customers in middle-east.

Increasing team size for accomplishing future milestones into the system.

Promotions and Marketing for B2C side.

# Elevator Pitch @ 2mins

[Pitch Video](https://www.youtube.com/watch?v=E5qmHC6n30g) (https://www.youtube.com/watch?v=E5qmHC6n30g)