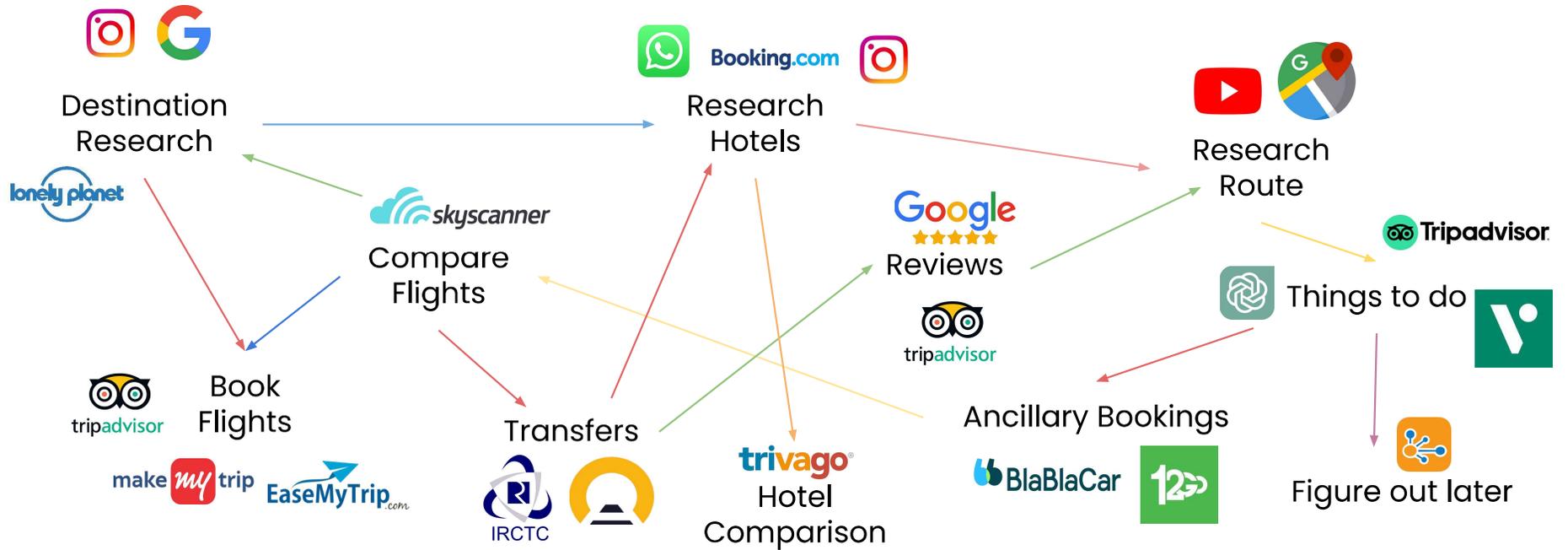


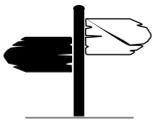
# **The Tarzan Way**

AI-Powered Local Travel Companion

# Problem: Long-haul holiday planning is hard.



On average, it takes over  
**38 websites, 400+ pages & 50+ hours to plan a trip.**



# Journey 1 – Packaged Holidays

86% modern day travellers are looking for personalised & authentic experiences.



An adventurous couple to backpack across Western Europe.

15-25% commission



Travel Agency  
(Word of mouth)

10-15% commission



Destination Management  
Company



Limited Hotels,  
Tours, Activities.

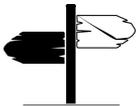
**\$653B**

Overall leisure  
travel space

**\$280B**

Packaged  
Holidays space

- Indians travel **4.8** times on an average annually.
- Users prefer packages **40% times**, in case of longer trips.
- Solution Providers are mostly **niche & offline, with over 5 lakh offline travel agencies.**
- Holidays are the **least innovated segment** in the industry.
- Holidays require **personalisation** which is difficult to scale up and automate.



With our vision to simplify travel planning,

# We enable travellers to craft their trips their way.

Our AI-powered travel buddy enables users to craft highly immersive, personalized & editable holidays in seconds.



Personalized  
Itineraries



Bookings in  
single click



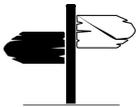
AI Assistant for  
live concierge



Trip Sharing &  
Collaboration.



With 500% lesser  
manpower.



thetarzanway Create a Trip

### Trip Planner Form

YOUR TRAVEL PLAN

Jodhpur Jaisalmer Mount Abu

Select your travel style.

Adventure Relaxation Romantic Heritage Offbeat

And, your group type?

Solo Couple Family Friends

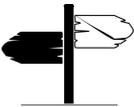
Expected Budget?

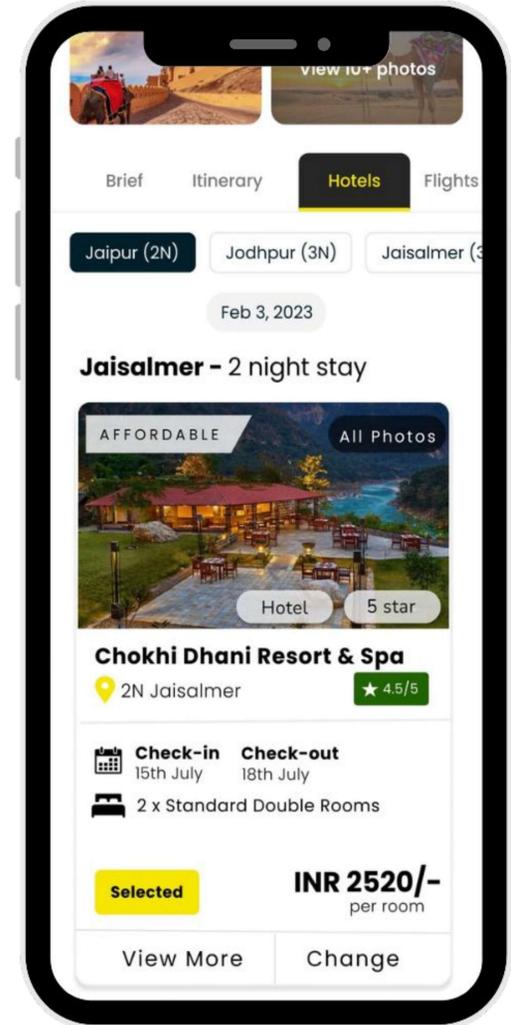
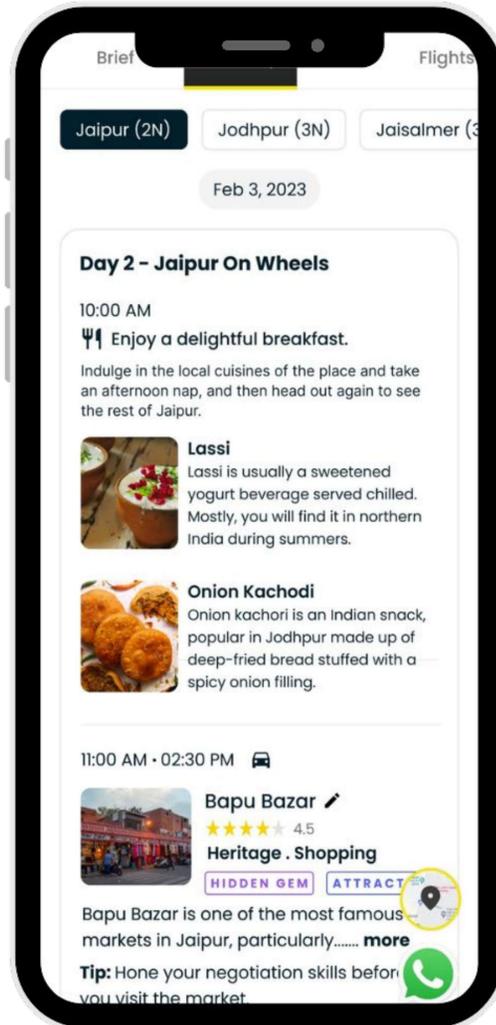
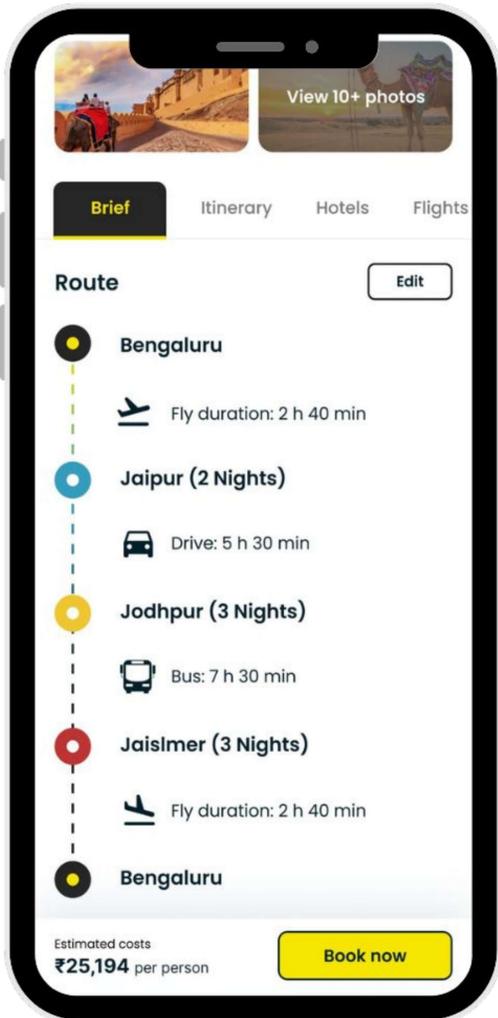
INR 2500/- per day or less INR 8000/- per day or more

Back Next

- **Select** your preferences.
- **Get** a custom-made, 100% editable **itinerary** in seconds.
- **Book** in just one click. Lastly, **enjoy 24/7 live concierge** while exploring.

\*All itineraries are self-learning in nature with respect to the actions user takes on any itinerary.





# Various use-cases with our bot

We enable travellers to plan travel as per intent & travel style.

← Chat

View your trip

Find me an offbeat stay in Rajasthan for a family trip

Here are the best options for a family trip to Rajasthan.



**Umed Palace, Jodhpur**  
Starting price  
INR 5,430/- per room



**Bijolai Palace, Jaisalmer**  
Starting price  
INR 4,750/- per room  
★★★★☆ 4-star



**Amargarh Fort, Jodhpur**  
Starting price  
INR 2,750/- per room  
★★★★☆ 3-star

← Chat

View your trip

Can you suggest me best place for my bachelorette?

Sure! First of all, congratulations for your wedding. Here are some ideas for your bachelorette -



**Amsterdam & Italy Tour,**  
Europe  
Starting price  
INR 92,750/- per person



**Spain 8-Day Excursion**  
Europe  
Starting price  
INR 102,750/- per person



**Egypt 7-Day Excursion**  
Africa  
Starting price  
INR 58,750/- per person

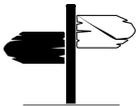
← Chat

View your trip

Help me out with the best possible route from New Delhi for a Kashmir trip.

Here's the suggested route for your Kashmir itinerary.

- Delhi
- ✈ Fly duration: 2 h 40 min
- Srinagar
- 🚗 Taxi: 5 h 30 min
- Gulmarg
- 🚗 Taxi: 5 h 30 min
- Pahalgam
- ✈ Fly duration: 2 h 40 min
- Delhi



# How it works?

## Input

Form/Chat-Interface

- Duration/Dates
- Group Type/Pax
- Destination/s
- Budget

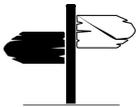
## Itinerary

- Optimised Route & Transfers (Proprietary Algorithms + LLM Models)
- Tailor-Made Itinerary
- Restaurant & Food Options (Maps+Self-Integrations)
- Weather, Tips, Tricks & more (API Integrations)
- Destination Information (Proprietary Data)
- VISA & Insurance Details (Proprietary Data)

## Output

### Bookings & Support

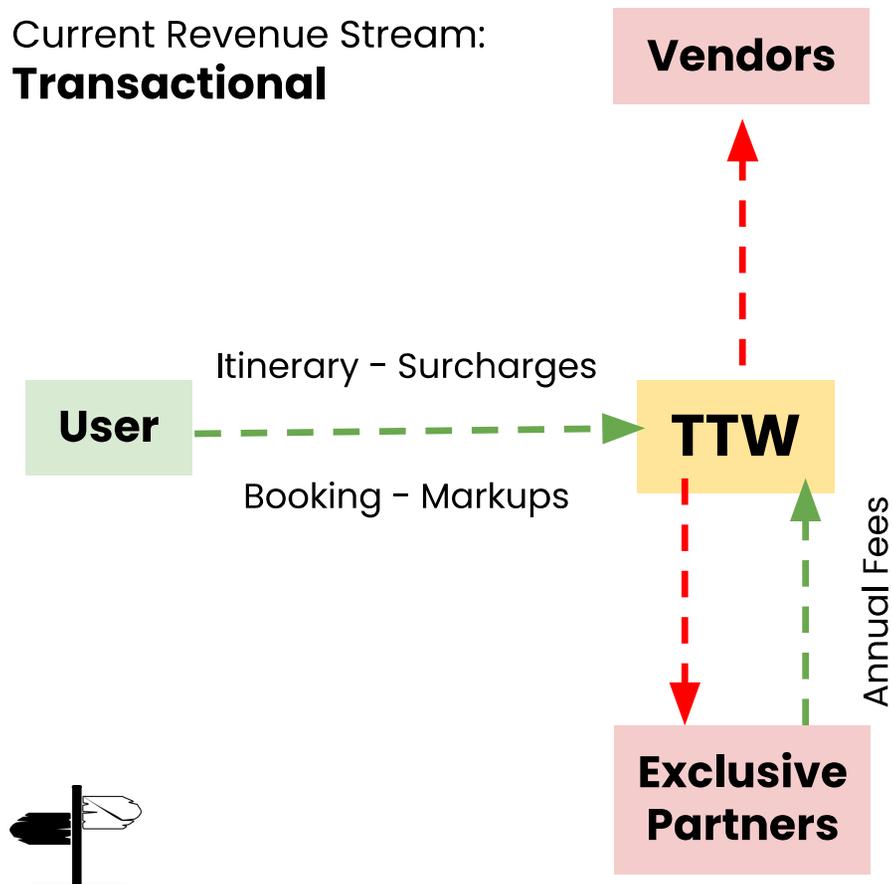
- Flights (Sourced from wholesale APIs, GDS, Group Fares)
- Hotels (Sourced from wholesale APIs, Channel Managers, Self-Partnerships)
- Ground Transfers, Activities, Unique Experiences, Local Friends (Partner APIs, Self-Partnerships)
- VISA, SIM Card & Ancillaries, Insurance, Live Support, Medical Assistance (Partner APIs)



\*All itineraries are self-learning in nature with respect to interface/ chat-based editing by our users.

# Monetization

Current Revenue Stream:  
**Transactional**



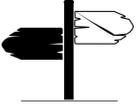
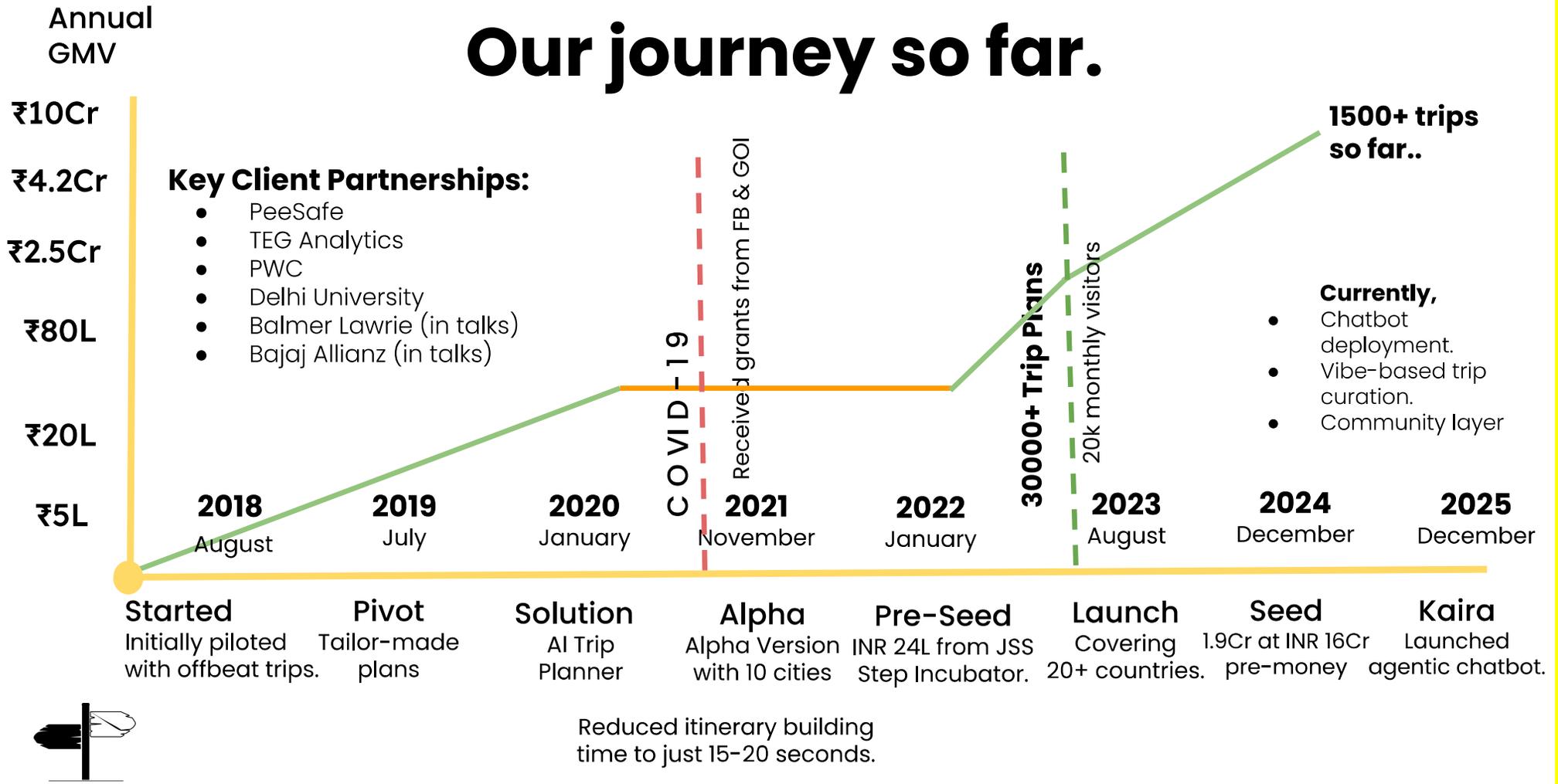
## Notes -

1. Average Growth Rate: **200% YOY**
2. User Growth: **80% MOM**
3. Cost of Acquisition: **INR 500-INR 750**
4. Average Ticket Size: **INR 80K-INR 120K**
5. Repeats, Organics, Referrals ~ **80%**
6. Automated Bookings ~ **40%**

## Future Revenue Streams -

1. **SaaS for Travel Agencies/Influencers.**  
(Subscription model for agencies)  
*Already in talks with 100+ offline travel agencies.*
2. **Cross-selling through Exploration App**  
(transfers, unique activities, local friends, restaurant reservations, attraction tickets & experiences.)  
*Version one to be deployed within next 180 days.*
3. **Local Targeted Advertising**  
(offbeat destinations, shopping, restaurants.)
4. **Community-memberships & merchandise**  
(special deals, travel merchandising)

# Our journey so far.



# Competition

Key differentiation lies in the buying journey.

1800-00



SOTC

## Traditional Packages

Users can find different packages for destinations and connect with sales.

1. Highly Sales Driven
2. High Commissions
3. Majority of group tours are sold.
4. They deal mostly offline.

2005-10



## Customized Packages

Users can connect with 2 or 3 travel agents & compare packages.

1. Highly Sales Driven
2. Higher Commissions (7-8% additional)
3. Support dependent on offline-agent network.

2013-17



## Dynamic Packages

With Dynamic Packaging, users can select from many hotels, taxis & flights.

1. Limited customization.
2. Expensive packages due to paid-tours.
3. Lack of self-exploration options.
4. Packages are restricted.

2022

Roam Around



## Itinerary Builders (AI)

Users can either chat with a bot or get itinerary recommendations.

1. Lack of proprietary data.
2. Fully GPT-dependent
3. Business model not identified.
4. Unreliable due to lack of accountability.

# Why us?



## Hyper-Local Authentic Database\*

Curated by locals for authenticity in data for better & improved itineraries..\*



## Tailor-Made Booking Engine

Multiple API providers, offline tie-ups, for an inventory of individual components.



## 100% Personalisation w/ Efficiency

Our customer journey is 500% faster than any traditional travel agency.



## 24x7 AI Concierge

Our travellers enjoy real-time concierge, & booking features.



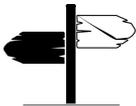
## Behavioral Information

Platform to include deep-dived behavioral information, slow-travel/heavy-travel, luxe/activities, micro-budget adjustments.



## Exclusive Immersive Activities\*

Collaboration with 500+ experience providers for a unique inventory of activities & local friends.\*



# Ask

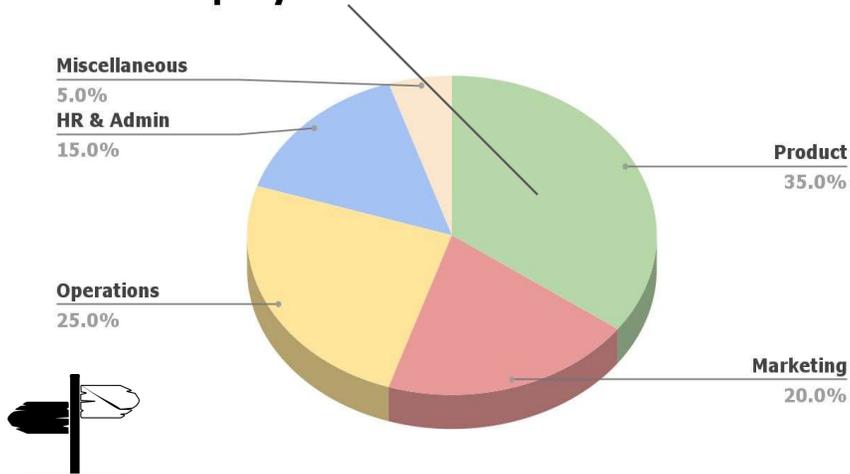
## INR 7 crores

Pre-money valuation: INR 35Cr  
Post-money valuation: INR 42Cr

**Pre Seed 2022:** INR 24L from JSS Step Incubator under NSTEDB Fund by DST, Government of India.

**Seed Round 2024:** INR 1.9Cr from Inflection Point Ventures, We Founder Circle, Prateek Maheshwari and Your Trips Limited.

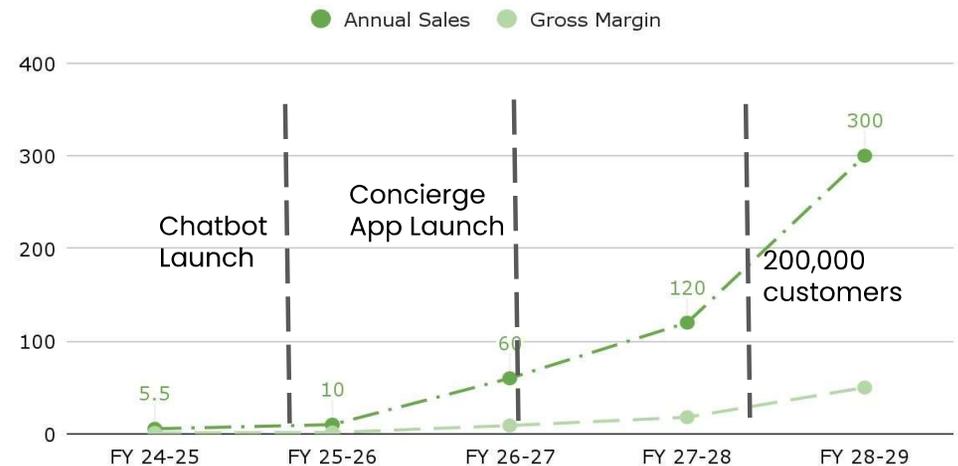
## Fund Deployment



## Goals of Fundraise

- **Product Updates:** Update to second phase of our product with 500+ destinations across the world.
- **Exploration App:** Launch a utility product for travelers to use while travelling.
- **Aggressive user acquisition:** We intend to target a 300%+ growth in sales YOY.
- **Operations & Support Automations:** To reduce backend-booking time period by ~80%.

## Annual Sales



# Product Plan

## Phase-1: Real-Time Trip Planner & AI Concierge Chatbot

- AI to create highly personalised, editable & bookable travel plans with optimized route & tailor-made recommendations with a community layer.
- **Pricing:** Mix of self-inventory, multiple country-specific APIs and real-time price negotiation bots for offbeat itineraries.

## Phase - 2: Exploration App & Individual Bookings

- Real-time exploration app with AI chatbots, notifications, virtual tours, what's nearby to help the user while travelling.
- **Retention:** Build a gamified travel journey to save & share travel stories.

## Phase-3: SaaS For Travel Agencies/Distribution Models (Q3 2024 - Q1 2025)

- Build partnerships with offline travel agencies.

# Exit Strategies

## Best Case - The IPO Exit

- Acquire lots of customers, expand worldwide & finally an IPO.

## Case 2 - Pivot to B2B/Merger

- White Label Solutions for Holiday Package Companies & for more than 5L Traditional Agents & Influencers at a subscription based model.
- There's a possibility of merger in this case.
- We've seen interest from Balmer Lawrie, Riya Group to license our APIs.

## Case 3 - Acquisition

- Get acquired by an OTA, AI planning company in a different market or lead generation company (Example, Yatra, Easemytrip or TravelTriangle.)
- Similar companies have been acquired in the space by OTAs back in 2015.

# Meet the team.



**CTO & Co-Founder**  
Shivaank Tripathi  
"Let me think of a solution"  
(5+ years in travel space)  
Previously - Samsung,  
Retailers Book.

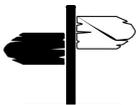


**CEO & Co-Founder**  
Shikhar Chadha  
"I have another idea"  
(7+ years in travel space)  
Previously - Founder at The  
Tarzan House.



**VP, Engineering & OPs**  
Devansh Chawla  
"We better wrap this up"  
(4+ years in travel space)  
Previously - IIT Delhi,  
GamingCentral.

Department	Team Members - 20
Operations & Sales, Support	8 + 1 Intern
Tech Team	6
Marketing Team	3 Employees + 2 Interns



# Advisors



## **Bharat Jagasia**

Ex-TUI, Ex-CKGS  
(Founder), Ex-Kuoni,  
20+ years travel  
industry veteran.

**Advisor**



A visionary global board with  
strong and dynamic credentials  
specialized for the travel  
ecosystem.



Extremely talented and dynamic set of  
advisors are with us as part of JSS Step  
Incubator, which we joined as a part of  
NIDHI-EIR government program.



## **Gilad Berenstein**

Ex-CEO (Founder) of Utrip  
Inc (2011-19)  
Mentor



## **Prateek Maheshwari**

Co-Founder at  
PhysicsWallah  
Mentor



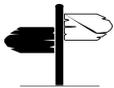
## **Ashish Kumar**

Co-Chairman at FICCI  
Travel & Technology.  
Mentor



## **Sunil Kamath**

Ex-CBO, ShareChat,  
Ex-CBO, Koo  
Mentor



# Thank you

for coming this far. :)

**Visit our live MVP.**

<https://www.thetarzanway.com>

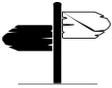
**Have any questions?**

[shikhar@thetarzanway.com](mailto:shikhar@thetarzanway.com)

# Appendix

## QnA Round

- Potential Partnerships
- Product Roadmap
- Sustainability MOAT & USP
- Booking Flow & Journey
- Market Size
- GTM Strategies
- Potential Partnerships
- SaaS Product: Use Cases
- [MIS](#)



# Sustainability MOAT & Key USP

## 1. **Product Proprietary Algorithms (Patents to be filed):**

We've built proprietary algorithms for 1. Routing, City Allocation; 2. POI Recommendation, 3. Hotels, Transfers, Activities Recommendations, 4. Self-Learning through Itinerary Editing

## 2. **Exclusive Partnerships for Unique Activities & Experiences:**

We've already added 30,000+ activities/experiences on our portal, along with 500+ suppliers with the best available pricing and services.

### **Why will the users not use our itineraries for free?**

We have at this point 250+ users making itineraries on a daily basis, and we're spending 1 USD for every lead, providing us extremely low acquisition costs. With over current users, we've seen 2 user sets:

#### **User Set 1:**

(Value Conscious > Price Sensitivity, Looking for Holidays, Book in Advance): These users are value conscious and look for convenience over price, are looking for recommendations and are loyal, with which we've received 80%+ repeat rate.

They prefer our **click to book in one click** button along with **pricing transparency**, which is much lower than traditional agencies charging 25% commissions on average.

**User Set 2:** (Price Sensitivity > Value, Looking for itineraries, Book last moment): These users create multiple plans while travelling, to follow the same. We'll target on these users through our ancillaries and activities, which are better priced, due to direct partnerships, and lower costs due to lower cost of acquisition.

With both user sets, we want them to use the product as much as possible, and monetize further through local recommendations for shops, restaurants, helping them hire local friends or book activities at better prices.

# Product Roadmap

## Phase-1

Target: Q4 FY 23-24  
Real Time Itinerary Builder

### Key Focus Areas -

- Curate authentic data with locals, and scale with AI.
- Building relevant collaborations with vendors. (pre-purchases & contracting)
- Improve Self-Learning algorithm for road trips, experiential travel & sustainable tourism.
- Aggressive user acquisition w/ trip sharing & collaboration.
- Community Building.
- Reduce itinerary building time and editing time to just a few moments.
- Operational streamlining (Bookings & Support.)
- Features to store travel journeys and itineraries for retention.

## Phase-3

Q1-Q2 FY 25-26  
SaaS for travel agencies

### Key Focus Areas -

- Build MVP for travel agencies
- User acquisition through events & advertising.

## Phase-2

Q2-Q4 FY 24-25  
Exploration App & Ancillaries

### Key Focus Areas -

- Build MVP by Q1 24-25 for TTW customers.
- Navigational features.
- Curate ancillaries for cross-selling.
- Features to integrate bookings by other platform.

## Phase-4

Q3 FY 25-26 & further  
Community Building

### Key Focus Areas -

- Holiday publishing, Trip sharing, User profiles for community building.
- Merchandising users' travel journeys.
- Improved app platform for short-form content.
- "Travel with influencers" features.
- Help users connect with locals.

## Phase-5

Q1 FY 26-27 & further  
Integrate AR for exploration.

### Key Focus Areas -

- AR-powered navigational features to explore any new destination with ease.
- Real-time language translation features.
- SOS/Emergency features.

# Booking Journey

## Accommodations

Country-based APIs from wholesale providers.

Partnerships with channel managers

Direct contracting

Pre-purchasing

## Flights

Direct tie-ups with GDS Amadeus, Sabre, Travelport.

Series/Group Fares from offline/online vendors.

## Transfers

Direct partnerships w/ real-time negotiation bots to contract prices.

Direct sign-ups through Supplier Platform.

Country based API-integrations from individual providers for transfers, activities & ancillaries.

Pre-purchasing

## Activities

## Ancillaries

# Market Size

**\$653B**

Overall leisure travel space

**\$280B**

Long Haul Holidays

**\$136B**

Activities Market Size

Global

**800K+**

Agencies/Influencers

**\$12Bn**

Addressable Market Size Estimated

**\$37.5B**

Long-Haul Holidays Space

**16.7B**

Market Size Focus for India

**7.2B**

Experiential Travel Space

India

\*Inbound + Domestic Tourists

1. 2024-2027 Focus on Domestic + Outbound + Inbound Market (Europe, US & South East Asia) ~ Market Focus: **\$16.7B.**
2. Average Ticket Size: \$1000-\$1500

1. Subscription Charges ~ \$15-\$80 per employee per month (tiered pricing)
2. Commission Structure ~ 1-3% Flights, 2-5% Hotels, 10-15% Activities (tiered structure)
3. Ancillary direct to customers - 15% commission through B2B.

# Go-to market strategies

## Attraction –

- **Attract users** at “dreaming stage”
- Offbeat tours & activities
- Sustainable travel as a brand image.
- **Personalised** workcations & voluntourism.
- **Travel with your favourite influencers**
- **Referral programs.**

## Engagement –

- Incentivized **Trip Publishing** for users to join.
- **Gamified** Trip Editing & Virtual Exploration.
- **Trip Sharing** with friends.
- **GPT-Powered WhatsApp Bot** to answer any travel questions.

## Retention –

- **Real Time Concierge-App** with live support features, notifications, nearby recommendations, tips & tricks, and so on.
- **Storing Travel Journeys – An intuitive design for users to store & share their travel journeys.**
- **Flights, Stays, Transfers –** Tracking saved trips, recommend as per AI suggestions.

Feature	TTW	ChatGPT	Layla	MindTrip	Pickyourtrail	Travel Triangle	MMT Holidays
<b>AI-Powered Itineraries</b>	<b>Yes</b>	<b>General AI</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	No	No
<b>Personalized Concierge</b>	<b>Yes (24/7)</b>	No	No	No	<b>Limited</b>	<b>Limited</b>	<b>Limited</b>
<b>Dynamic Pricing Models</b>	<b>Yes</b>	No	No	No	No	No	<b>Limited</b>
<b>Offbeat Activities</b>	<b>Yes</b>	No	<b>Limited</b>	<b>Limited</b>	No	No	<b>Limited</b>
<b>Community-Building Features</b>	<b>Yes</b>	No	No	No	No	No	No
<b>Local Friends, Ancillaries</b>	<b>Yes</b>	No	No	No	No	No	No
<b>End-to-End Booking</b>	<b>Yes</b>	No	No	No	Yes	Yes	Yes
<b>Content Depth and Insights</b>	<b>Specialized</b>	<b>Yes (General)</b>	<b>Limited</b>	<b>Limited</b>	<b>Limited</b>	<b>Limited</b>	<b>Limited</b>

# SaaS Product – Use Cases

1. **As a complimentary service B2B2C: Tie-ups with Hostels/Hotel Chains/Insurance/Ancillary Booking**

**Companies:** We've received interest from Hotel Chains, Insurance Companies to provide itinerary builder, real time emergency alerts, live concierge as an added complimentary service on their platforms.

**Revenue Model:** Subscription from chains + Revenue from added ancillary services which can be purchased by users while exploring. (Commission opportunities)

**Timeline:** 9-months for deployment.

**Targets:** Year 1: Target \$2000    Year 2: Target \$10,000    Year 3: Target \$60,000    Year 4: Target \$200,000

2. **As B2B: Tie-ups with Travel Agencies & Influencers:** Our itinerary builder can be customised and used by travel agencies for 1. Faster Itinerary Building (as a basic CRM), 2. Additional Booking Engine, 3. Exploration App as an added service.

**Revenue Model:** Subscription from influencers/agencies + Booking Commissions + Revenue from added ancillary services.

**Timeline:** 6-months for deployment.

**Targets:** Year 1: Target \$7000    Year 2: Target \$25,000    Year 3: Target \$120,000    Year 4: Target \$340,000