Personal guide in every phone

Jan Dolezal, CEO
jan@smart-guide.org
COVID taught tourists to travel *independently*
Covid-safe convenient personal guide

Self-guided audio tours

Offline maps and itineraries

Engaging stories play as you walk

GPS navigation (AR on iOS)
Data insights for smart destination management
Ready-made technology. Why reinvent the wheel?
Publishing a new guide only takes hours

Content Management System

Photos and videos
Guide texts
Places and routes
Partners promoting their content bring users...
SmartGuide grew **7x in a year** despite Covid

>400,000

Revenues

$190,000

>500
Top partners globally choose SmartGuide

Featured by Forbes

Switzerland.
Switzerland Tourism digitized 24 city guides
Prague inspired 30% of tourists out of crowded center

“This is one of the keys to sustainable tourism.”

Petr Soukup
Digital Specialist, Prague City Tourism
Our team has the **experience and drive** to succeed

**Jan Dolezal**
Founder, CEO

**Filip Kinsky**
Founder, CTO

**Ondrej Panek**
Founder, HR / analytics

**Dorota Goralczyk**
Sales

**Bara Dvorakova**
Content

**Jan Hlavaty**
Implementation

- **20 years SW development** and architecture
- **Exited startup to CISCO**
- **10 years sales experience, 3 years in B2B travel**
- Professional **editor in chief** and travel blogger
- Professional **guide**

**15 FTEs** motivated incl. ESOP
Strong advisory board incl. former **TripAdvisor VP**
Over **100 years** of combined **experience in travel**
We build the leading digital guide marketplace
Let’s build the future of travel together

This is just a prototype of AR feature upgrade we are planning, not actual product yet.

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B2B2C model allows faster profitable growth than competitors

B2B growth only linear. Users don’t want one app for each place. SmartGuide adds network effects. 00+destinations in one app/.

B2C competitors fail due to expensive user acquisition. SmartGuide gets end users free as a by-product of a B2B deal.
We define the **SMARTGUIDE** product category

**Disrupting** the fragmented, outdated $8bn guide market

- 700,000 tourist destinations
- Outdated technologies
- Fragmented app landscape, no strong digital player

**with a scalable high-margin digital product**

![Graph showing revenues and costs from 2021 to 2024.](image-url)
Business plan summary

P&L summary, USD Million

- B2C Revenues
- B2B Revenues
- Total Costs

<table>
<thead>
<tr>
<th>Year</th>
<th>B2C</th>
<th>B2B</th>
<th>Total Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>1,198</td>
<td>3,450</td>
<td>6,887</td>
</tr>
<tr>
<td>2022</td>
<td>2,300</td>
<td>3,950</td>
<td>6,250</td>
</tr>
<tr>
<td>2023</td>
<td>2,300</td>
<td>3,950</td>
<td>6,250</td>
</tr>
<tr>
<td>2024</td>
<td>2,300</td>
<td>3,950</td>
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</tr>
</tbody>
</table>

- Initially most revenues come from B2B, gradually growing importance of B2C as the platform effects kick-in
- Costs scale much slower than revenues because it is a digital product with ~0 COGS.
- Initially most costs go into product and own content development, gradually shifting towards royalties for 3rd party content being biggest cost
- Conservative bottom-up model based on substantiated assumptions does not consider any mega-deals or massive expansion into languages beyond top 2 in a destination (possible add-on in Series A)
SmartGuide will own the access to digital travel experiences

Digital guides are the natural access point to digital booking with \( \sim 10\% \) commissions

Source: Zion Market Research. We start with Tours & Activities ($200bn), later adding Restaurants, Transportation and Accommodation booking, worth $2tn total by 2025.
The future will be Augmented

Computer vision and GPS will combine to enable seamless AR experiences – a true virtual guide

- Functioning beta of virtual SmartGuide AR proves the concept
- Near-term advances in location precision will allow us to create immersive AR experiences

Read report by Silicov Valley Bank for more information: https://spacecapital.docsend.com/view/r6655fe
### Possible exit to strategic player in 4-5 years

<table>
<thead>
<tr>
<th>Exit options</th>
<th>Type of buyers</th>
<th>Examples</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Global OTA / Booking site</td>
<td>Booking.com, Expedia, airbnb</td>
<td>Expand customer journey &amp; monetization into destination – e.g. replace travel tips in booking.com confirmation email by personalized guide around book hotel</td>
</tr>
<tr>
<td></td>
<td>Travel activities platform</td>
<td>GET YOUR GUIDE, VIATOR, KLOOK</td>
<td>Guide is the natural access point to booking of in-destination activities and tickets that these well-funded platforms aggregate. GYG is already our partner.</td>
</tr>
<tr>
<td></td>
<td>Traditional guide</td>
<td>DK, lonely planet</td>
<td>Opportunity to leverage curated content and brand of traditional guides with SmartGuide technology and crowdsourced content. Complement for PE buyer.</td>
</tr>
<tr>
<td></td>
<td>Tech giant expanding in travel</td>
<td>Google, amazon.com</td>
<td>Accelerates entry into travel in-destination experience (e.g. Amazon launched recently virtual travel experiences). Amazon bought similar platform Audible for $300M to expand into audiobooks in the past.</td>
</tr>
</tbody>
</table>