Hotelverse.
The new hotel digital experience
Hotelverse gives travelers the opportunity to fly over the hotel, explore its facilities, hyper-personalize a specific room and book it.

This tool gives hotels a completely unique booking experience that will result in permanent disintermediation.
The problem.
The problem

Hotels are defenseless against the growing dominance of OTAs (Online Travel Agencies).

Capturing costs
The hotel cannot compete with OTAs and metasearch engines to capture guests at the beginning of their purchase journey, therefore losing relevance.

Price, price, price…
The hotel owns their product but does not have a differential value, other than price, that stops travelers from booking with an OTA.

Linear supermarket effect
OTAs capture consumers in their sales environment, where the hotel loses differentiation.

Decrease in profitability
A more mediated sales route increases the hotel’s distribution costs.
Consumers have a disappointing purchase experience with very little information about the hotel they are going to stay at.

**The problem**

The hotel purchasing experience is very different from the purchase experience for other products.

**Retail, “going shopping”**

Customers enjoy the experience and know exactly what they have purchased:
- Product personalization
- 360º visualization
- Pricing per item
- A simple process that revolves around experience

**Hotels, “frustrating process”**

The guest does not know what they have purchased until they arrive at the hotel.
- Generic room types
- Illustrative photos
- Endless lists, icons and complex pricing policies
- A complicated process that revolves around the transaction
The solution.
Hotelverse has reinvented the experience. Developing an APIfied digital twin with a marketplace of solutions focused on disintermediation and the generation of extra revenue.

The hotel takes center stage again

- The hotel has new offerings on its brand.com that cannot be replicated by OTAs.
- The hotel displays its facilities and stands out with an immersive experience.
- El hotel ofrece todos sus servicios en un entorno digital pre estancia.

Guests can “go shopping”

- Guests enjoy the process because their vacation begins as they book.
- Guests can explore the hotel, fly over its facilities and hyper-personalize their purchase
  - Specific room number, type of bed, views, m², orientation with the sun
  - In the pre-stay phase, the client can plan and book
Immerse yourself in our hotel room experience.

SELECT YOUR ROOM
A Game-Changer for the hotel industry.
Hotelverse.

Impress potential guests, and showcase your hotel as never before.

We have developed an immersive experience that allows you to showcase your hotel and its facilities precisely as the customer wishes to see it. It shows the exact location of the restaurants, the swimming pools, the Spa, the superb beach and the gardens, allowing the customer to explore and to understand your hotel just as if they were there.
The first algorithm to assign prices by guest room number

Not all the rooms in any particular category are the same, but no longer should current booking limitations constrain your capacity to optimise the price of each guest room. There is always a customer who is willing to pay more for a feature that you cannot currently sell, such as quiet rooms, or rooms close to the restaurant or near the swimming pool so that they can keep an eye on their children.

But... what if you could also show an exclusive price on your website for a particular room which may be more attractive to a customer than an OTA? Now, Hotelverse brings all this within your reach.
Customisation?
Yes, really!

Sick of hearing about customisation? There’s no need to reinvent the wheel: all you need is the capability to enable your customer to choose what they really want from all that you can offer them.

We redraw the rules of the game and ‘eliminate’ room categories, allowing the customer to find, via the system, exactly what they are looking for — and yes... to book it! “I’d like to be able to view the sunset from my room, or I’d like to make sure that I have a double bed... and what about a terrace with sun loungers?”
Benefits for the hotel

The hotel controls distribution, increases profit and improves guest satisfaction.

The ultimate disintermediation solution

- Increase in conversion rates for traffic on brand.com.
- Room number on brand.com vs. room type on OTA.
- Pricing by room number and improved Average Daily Rate.
- Scarcity effect and exclusive product with immediate confirmation.

Boost ancillary revenue with new digital solutions

- The hotel displays its facilities and stands out with an immersive experience.
- Marketing becomes more efficient with new conversation points.
- “Amazonization” of rooms and increased profits from upselling.
- New line of income from mediated room selection.
- Reserva de salas y eventos, hamacas, teetimes, SPA, experiencias, etc…
Simple and smart technology.
Innovation, and simple, smart technology

Let’s make this simple... we could come over all technical and tell you that we’ve developed an API platform which can be integrated with any Booking Engine in the world, and with any PMS you can think of, and that we're working through a process of mechanisation and upscaling of content to create 3D models in relation to which we have built innovative UX processes.

But what we’d really like to say is that we have a very smart, usability layer which will allow you to greatly improve your sales, and that we can also help you to work with your current supplier so that you won’t need to change a thing. That’s right — you won’t need to change anything at all; all you need is the desire to increase your sales and to pay less commission to CTAs.

HOTELVERSE: International patent pending I Wipo Proof 2020 I Copyright USA
APIfied Digital Twin
We reimagining the Customer experience

We create 3D digital twins of each hotel over which we develop products and services in any area of the hotel.
We work with your current PMS & Booking engine suppliers so that you won’t need to change a thing.

<table>
<thead>
<tr>
<th>Property Management System Integrations</th>
<th>Booking Engine Integrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image of logos]</td>
<td>[Image of logos]</td>
</tr>
</tbody>
</table>

Hotelverse.
The results.
Hotel profits are increased thanks to the purchasing experience

+60% Improvement
Conversion rate

Disintermediation
Metasearch engines convert more on brand.com due to a unique value proposition.

92% Prefer
the digital twin map

Security
Travelers know exactly what they are booking thanks to an environment that is 100% focused on user experience.

+30% Superior room

Scarcity
Users perceive real value while browsing and become more willing to pay for this value.
Gateway to the metaverse.
Hotelverse, introduces the hotels into the metaverse.

The hotel digital twin
Hotelverse produce the hotel digital twin, a full hotel 3D model available for any metaverse experience.
Go to market.
A world of solutions designed to cut out the middleman

By now, you will have realised that we have a great deal to offer you. Below, we explain in more detail how we can help you to improve your sales, and why you really need to take a new approach in order to achieve this.

01 Nova
The entrance to the Hotelverse universe.
Immersive content that can be integrated with your digital assets, free of technological or operational barriers to entry

Single payment starting at €3,000
€399 hosting per month per hotel
*VAT not included

02 Galaxy
Room number selection for OTA and TO guests.
Allows OTA and TO guests to select a specific room number, generating new revenue by charging for the service.

€350/hotel setup fee
From €43 per room per month
*VAT not included

03 Universe
Room number booking process
Usability layer integrated with any CRS through an API that allows customers to book a specific room number

€550/hotel setup fee
From €43 per room per month
*VAT not included

04 Metaverse
Door to the future
Your hotel in the metaverse so that your clients can live it in VR and book it from that experience

Work In Progress

Hotelverse.
Competitive environment.
Competitive environment

CRS’s
Central Reservation System
- Rates & Availability
- Booking Engine / Room Type
- Reservations

Technological and operational gap that hinders the evolution of the consumer experience towards the purchase of the specific room number

PMS’s
Property Management System
- Check-in & Check-out
- Room number assignment
- Floor plan

Hotelverse.
What exists so far?

Technological and operational gap that hinders the evolution of the consumer experience towards the purchase of the specific room number.

Reservation
Content improvement
The customer cannot buy the exact room number, only see 3D content of the room category. It does not solve the problem of differentiation with OTA’s as it does not generate a differential value for direct purchase.

Stay
Check-in & Choose your Room
Post - Booking
Low market penetration. 5 hotel companies, 2 PMS and 4 software companies. The room is assigned on a 2D floor plan once the category has been purchased.

There is NO solution on the market that connects the reservation and the stay through the room number reservation.

Hotel Chains
PMS's
Software

Matterport®
Entry barriers

### Red Ocean
- Strategies based on competition
- Ultra-competitive environment (price
- Low differentiation environment

### Blue Ocean
- Strategy based on innovation
- Nonexistent/irrelevant competition
- Demand for differentiated products

---

There is a "Blue Ocean", with high entry barriers, based on customer experience.

- **Complete understanding of the flow.** Operational, distributive and experiential complexity. Players are afraid of not knowing the complete process.
- **Content generation.** Non-core process for any actor. Complex and hardly scalable process.
- **Immersive technology.** Not yet widely adopted in the industry.
- Major technology players focused on urban hotels but not on beach hotels.
Competitors

<table>
<thead>
<tr>
<th>POST BOOKING ROOM SELECTION</th>
<th>BOOKING BY ROOM NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotelverse.</td>
<td>Blue Ocean</td>
</tr>
</tbody>
</table>

INTEGRATION LEVEL

PMS & BOOKING ENGINE

Only PMS

CUSTOMER EXPERIENCE

FLOOR PLAN

2D BOOKING PROCESS

3D DIGITAL TWIN

METAVERSE
Route to market.
### Market Size

**Total Addressable Market**
- Total existing hotels (avg.hotel rooms 50)

**Service Addressable Market**
- TARGET 4* & 5* hotels. prime location beach and urban resort hotels. (avg.hotel rooms 200)

**Service Obtainable Market**
- 14% de penetración total. (avg hotel rooms 250)

- **37.500.000** Rooms (750K hotels)
- **6.000.000** Rooms (30K hotels)
- **875.000** Rooms (4K hotels)

**TAM** 4.5 Billion+

**SAM** 720M

**SOM** 120M
Sales Strategy

“Long Tail” market
B2B Strategy + Direct sales

Individual hotels and small chains
Route to market 100% B2B leveraged on white label distribution

Medium size chains
B2C commercial development through local chains in Spain and the Caribbean. B2B development through a prospect program with RMS and PMS...

Big chains
Route to market through a strategic partnership in reseller model with an international CRS (AMADEUS).

Growth model 2022-2024

1.000 Hotels
ESTRATEGIC PARTNERSHIP (CRS TOP)

500 Hotels
PROSPECT PROGRAM (B2B) PARTNERSHIP RMS (BEONPRICE) PMS’S (TBD)

2.500 Hotels
1. WHITE LABEL CRS’S LONG TAIL
2. OTHER CRS’S LONG TAIL

1.000 Hotels

SOM 4.000 hotels

SAM 30.000 hotels

30% Big chains
SAM 9.000 hotels

10% Medium chains
SAM 3.000 hotels

60% Independent hotels and small chains
SAM 18.000 hotels

Hotelverse.
Traction - Growth hotels 2022-2024

Growth fuels

- +600 CRS TOP
- +500 Other CRS's
- +1,000 White label Long tail
- +400 Direct

Hotels by type

- 1,000 Independent hotels and small chains
- 1,500 Big chains

Estimated annual growth:

- 373%
Hotels by geography

**Hotels** distribución by geography

- **Spain**: 600 Hoteles
- **EMEA**: 300 Hoteles
- **Asia**: 300 Hoteles
- **Caribbean**: 300 Hoteles
- **USA**: 200 Hoteles
- **Mexico**: 300 Hoteles
- **Rest of the world**: 300 Hoteles

**Percentage breakdown**

- **ESP**: 237, 24%
- **MEX**: 214, 15%
- **TUN/TUR/CRO/EGI**: 156, 11%
- **EU**: 131, 10%
- **ASIA**: 125, 9.3%
- **ROW**: 96, 7%
- **GRE**: 91, 6.7%
- **BRA**: 54, 4.8%
- **DOM**: 50, 3.7%
- **CARIBE**: 43, 3.2%
- **USA**: 30, 2.5%

Total: 2,300 Hoteles
Clients.
Current clients
(25 hotels 15K MRR+11 POC with access to +70 hoteles - 70K MRR)

Advanced negotiations
(Access to >1000 hoteles - 750K MRR)
Economics.
Business roadmap

MVP development
Management team

Integrations hub
White label model

Marketplace evolution
Metaverse MVP

New standard of holiday vacation reservation model

H1 - 22
H2 - 22
H1 - 23
H2 - 23
H1 - 24
H2 - 24
H1 - 25
H2 - 25
H1 - 26
H2 - 26

Commercial team
Mkt team
Content creators team

New markets growth
APAC & NORAM

OTA's integration

Potential EXIT
## Unit Economics

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Hotels live</strong></td>
<td>159</td>
<td>1,185</td>
<td>2,103</td>
</tr>
<tr>
<td>Hotels on waitlist</td>
<td>540</td>
<td>1,548</td>
<td>2,464</td>
</tr>
<tr>
<td>New hotels</td>
<td>540</td>
<td>1,008</td>
<td>916</td>
</tr>
</tbody>
</table>

### Revenues by product

<table>
<thead>
<tr>
<th>Product</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waitlist</td>
<td>418,192 €</td>
<td>6,807,142 €</td>
<td>19,780,722 €</td>
</tr>
<tr>
<td>Nova</td>
<td>65,625 €</td>
<td>328,390 €</td>
<td>3,689,107 €</td>
</tr>
<tr>
<td>Galaxy</td>
<td>32,551 €</td>
<td>1,151,619 €</td>
<td>3,070,260 €</td>
</tr>
<tr>
<td>Universe</td>
<td>2,625 €</td>
<td>1,065,997 €</td>
<td>3,407,575 €</td>
</tr>
<tr>
<td>Metaverse</td>
<td>0 €</td>
<td>782,329 €</td>
<td>2,267,598 €</td>
</tr>
<tr>
<td>B2B</td>
<td>0 €</td>
<td>179,000 €</td>
<td>4,587,750 €</td>
</tr>
</tbody>
</table>

### Revenues by geography

<table>
<thead>
<tr>
<th>Region</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>313,644 €</td>
<td>4,084,285 €</td>
<td>10,879,397 €</td>
</tr>
<tr>
<td>LATAM</td>
<td>104,548 €</td>
<td>2,382,500 €</td>
<td>5,934,217 €</td>
</tr>
<tr>
<td>APAC</td>
<td>0 €</td>
<td>272,286 €</td>
<td>1,582,458 €</td>
</tr>
<tr>
<td>NORAM</td>
<td>0 €</td>
<td>68,071 €</td>
<td>985,036 €</td>
</tr>
</tbody>
</table>
Investment.
Our Team

We are successful team with extensive experience in the hospitality, travel, technology and markets.

Fermín Carmona, CEO
Co-Founder

15 Years Experience
Iberostar SVP Global Sales Operations
Les Roches, IESE, Cornell
More than 15 years of experience in hospitality

Rafael Bover, COO
Co-Founder

20 Years Experience
Iberostar Head of Customer Experience and Product Development
Les Roches, IESE, IE
More than 15 years of experience in hospitality

Advisory Board

Sabina Fluxá
CEO & Vice Chairman
Iberostar Hotel Group

Emilio Galán
CTO & Co-founder, Beonprice

Rubén Sánchez
CEO & Co-founder, Beonprice

Wenceslao Sevillano
CFO, Beonprice

Javier Bustillo
Partner Corporate M&A, Andersen

Toni Coll
CEO & Founder N9 Interactive

Current investors

Iberostar Hotels & Resorts
Hotel company

Banco Sabadell
Venture Capital

Archipelago Next
Venture Building

Grupo Areyhold
Family Office

FDSA
Software Development

Francisco Costillo
CTO

Braulio Arsuaga
CEO Grupo Presidente
President of the Mexican National Council

Toni Nadal
Ex-coach of tennis player Rafael Nadal

Raúl González
CEO Barceló Hotels

Maria Bilbao
CMO

Arturo Marqués
CXO

Alex Barros
CCO

Cristina Hernández
CCDO
AWARDS

Skift IDEA Awards 2022
The Best Traveler Experience (nominated as a finalist, awaiting for result - EO-Sep)

El Mundo & Actualidad Económica
100 Best Ideas of the Year 2022
Best Solution for the Digital Transformation for the Hospitality Industry

La Razón Magazine - XI Tourism Awards 2022
Digital Innovation

Tourism Innovation Awards 2020
The Best Customer Experience Award
¿Why now?

1. **Success metrics**
   - Tested on thousands of bookings
   - +30% Conversion rates
   - 92% of customers prefer Hotelverse

2. **Generate entry barriers**
   - Content scalability
   - Integrations with CRS's and PMS's

3. **To be the first**
   "To become the market standard"

4. **Gain market share**
Round Series A

Investment proposal - Terms & Conditions

1. Round investment size
   - 3.000.000 €

2. Investment structure
   - Q3-22 1.000.000 € + Q1-23 2.000.000 €
     - Convertible note in Q1-23
     - Pre-money Valuation: 20.000.000 €
   - 12 months until series B
     - Amount: 5.000.000 €
     - Pre-money Valuation: 80.000.000 €
     - Closing date: Q3 2023
     - Convertible note in Q2-24

3. Runway
   - (+Cashflow)
   - (Content creation)
   - (New integrations)
   - (International commercial structure)

Cap Table after Series A

- 53,1% Founders
- 36,9% Minority partners (Iberostar, FDSA, DInvest, Arehold F&F)
- 10,0% New Shares (VC)

Committed equity Series A

- 47%
Hotelverse.

The new hotel digital experience