

The logo for Bridgify features the word "Bridgify" in a purple, cursive script. The letter 'i' in "Bridgify" has a yellow location pin icon above it, and the letter 'y' has a red location pin icon above it.

HELP THE TRAVEL INDUSTRY FACE COVID-19

**\$350  
Billion**

Expected Travel-Related  
Losses in 2020

“IATA estimates that a decline of this magnitude puts **5.6 million jobs** at risk and **\$378 billion** in GDP supported by air transport in Europe alone.”

**400 thousands**

Jobs lost

According to **Bloomberg**  
NEWS

**314 Billion\$**

Airlines sales drop

According to **Bloomberg**  
NEWS

**46%**

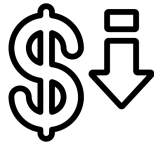
Decrease in passenger demand

According to **Forbes**

“Our analysis can really only be done on the facts as they stand today. Obviously, the future is very uncertain” - *Brian Pearce*, IATA Chief Economists

# Aviation & Airlines

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## Low Margins

Need to diversify their offers and services



## Tedious Cross-Sales

Need an efficient way to sell experiences

# Travelers

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## Scattered Planning

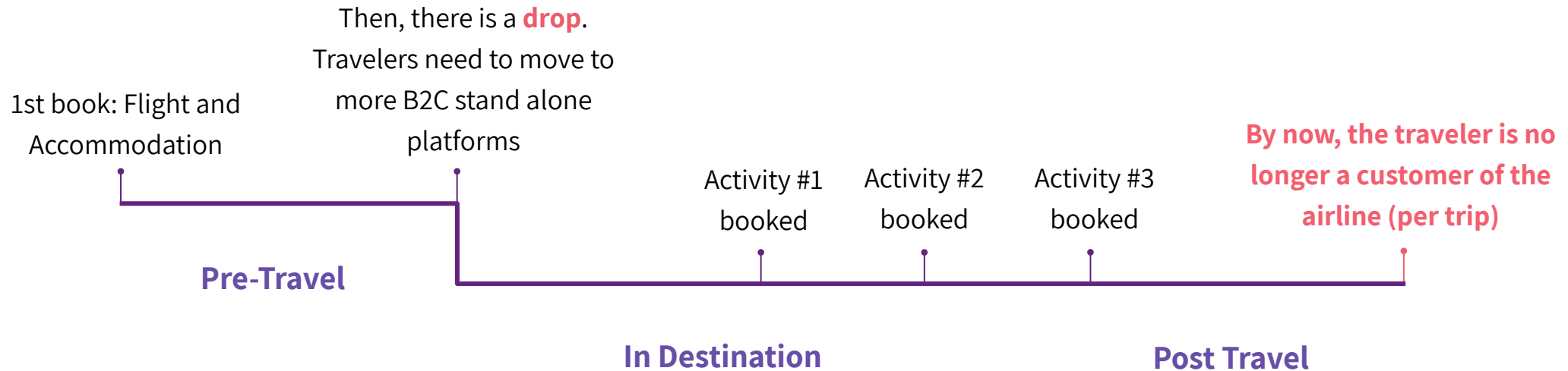
Planning requires different platforms



## Standardized Trips

No personalization or authenticity

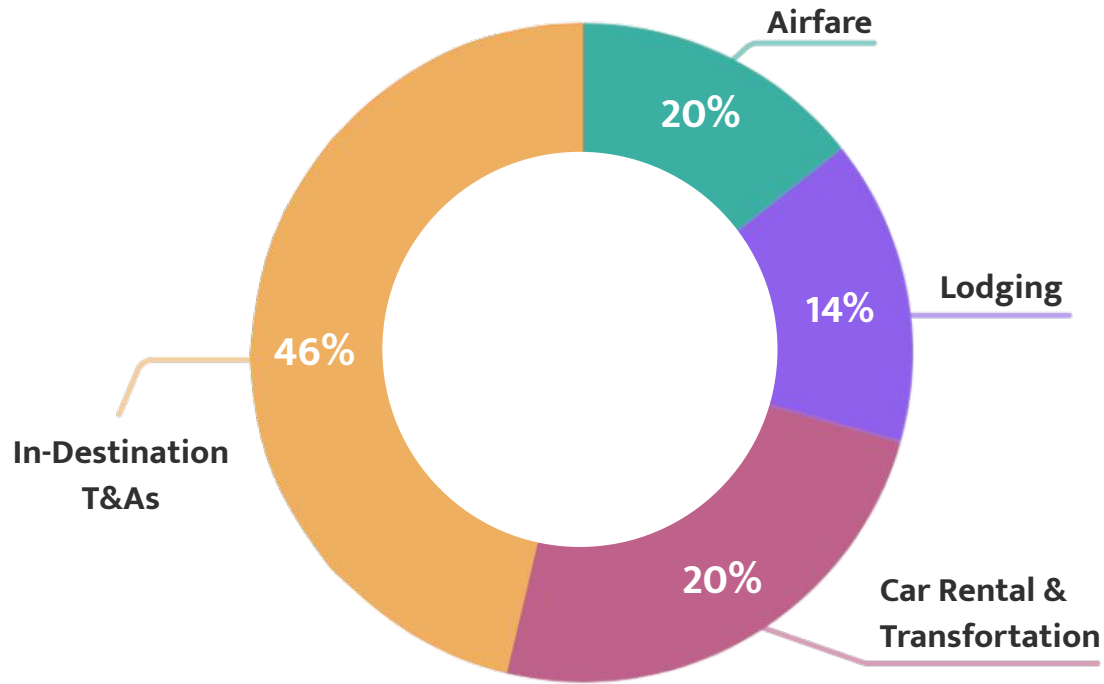
# The Current Process problems:



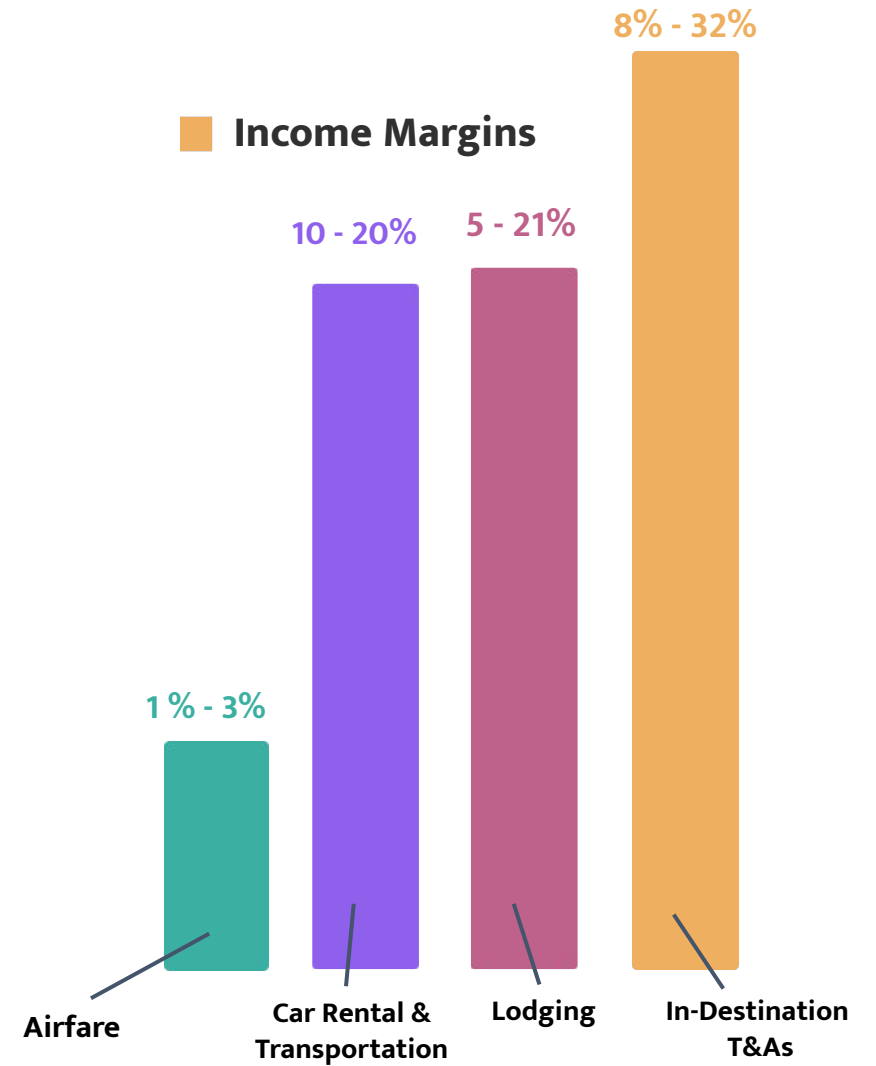
Long pipeline only in potential + Lack of engagement = **Short LTV**

# The Opportunity:

Traveling Expenses



Income Margins



In a world where a flight ticket is sold for 5\$ and hotel rooms are bundled into traveling packages, **Bridgify** offers new streams of **revenue** based on in-destination tours and activities

# The Solution:

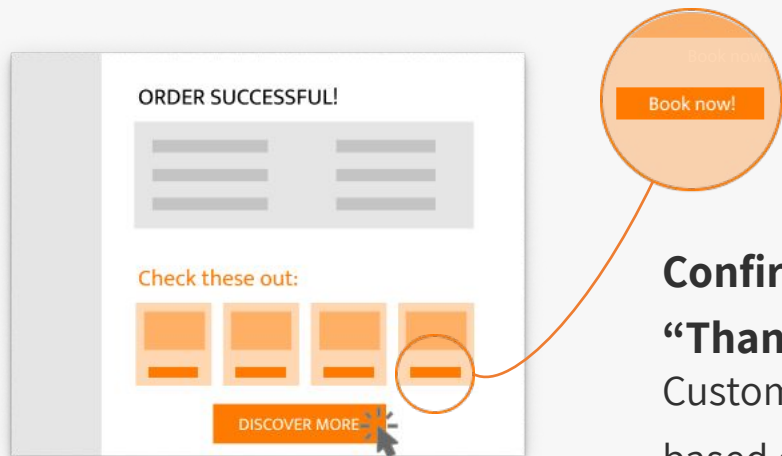
A new white-labeled platform that provides a personalized full trip itinerary **in a spark**

Using smart data on travelers and destinations, we enable travel retailers the ability to serve their customers with a full, **personalized trip plan**, and accompany them dynamically while traveling.

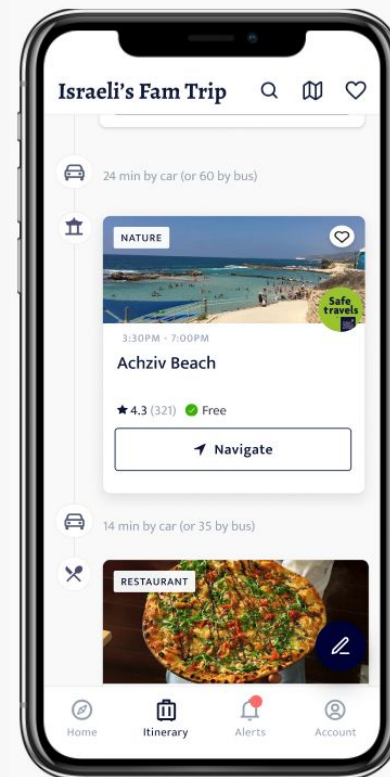
By doing so, we improve rate, reputation, and overall satisfaction, while unlocking new revenue streams based on T&As booking **revenue share**.



# How does it work?



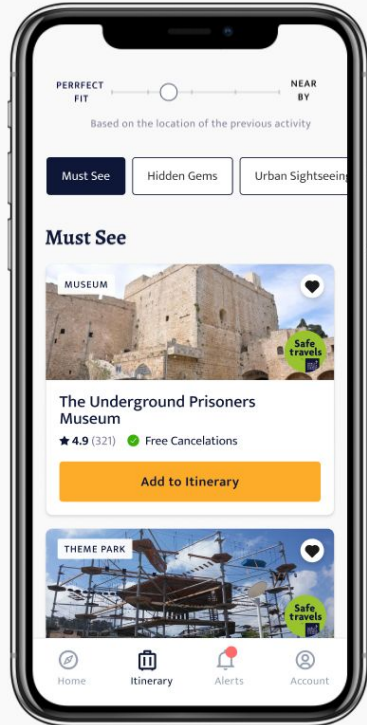
**Confirmation email/  
“Thank you” page**  
Customized in-destination T&As  
based on CRM/PMS



## Fully tailored trip itinerary

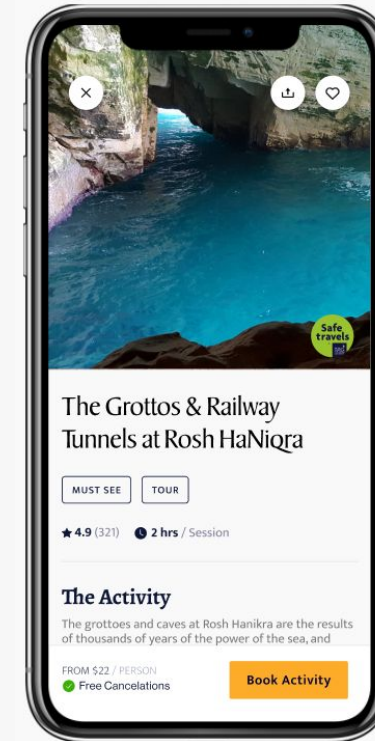
- Real-time data & dynamic content
- Fully editable
- Personalized recommendations
- GPS navigation between activities
- Divided by days

# How does it work?



## T&A's exploring

- Users browse tens of thousands of activities
- Lowest fares in the market



## Attraction booking

- Users will book their suggested attractions, and our customers will enjoy up to 70% of transaction revenue share
- Best prices for T&As booking, based on hundreds of data-bases aggeration into a single Big-Data engine



# For Airlines

Integrated & Automated

## **White-labeled**

Your color, your font, your logo, integrate on business websites. Improve engagement, promote direct order, boost retention & reputation

## **Cross-sell of experiences, tours & activities**

Diversify the travel experience by offering both in-house and second-tier offering, product and services

## **Generate ancillary revenue stream**

Earn more, generate a 15% commission fee on every booking made via the platform

## **Travelers data analytics dashboard**

Get key data insights and rely on real metrix to understand where to put your best efforts and more important - where not - as we call it - data visualization.



# For Travelers

Personalized & Unified

## Plan all trip details

Our smart product can plan it all and provide the best in-destination tours & activities

## Personalized every moment

Our AI based proprietary technology allows recommends a fully tailored and editable travel itineraries

## Discover and Book in a glance

Browse from hundreds of thousands of local events and activities thanks to real-time data & book at the best price

## The magic moment

Our solution works online & offline as well, meaning your travelers will be able to plan and book also from the flight



# Market Validation:

**\$200bn**

**Total market of T&A**

9% GROWTH PER YEAR

**\$132bn**

**T&As bookings made online**

**\$3bn**

**Bridgify`s revenue**

2%-3% MARKET SHARE

# Current status & Accomplishments



Paying customers with active contracts



AI-based solution and machine learning algorithm for our recommendation engine



Achieved a successful market validation, and late-stage for product-market-fit



Active Web apps for Pre- Traveling, In-Destination and Post-Traveling with active users



Cooperation with IATA, ATPCO, Intelak, TMCs, DMCs, Municipalities, BirthRight, InnoVel, ITTS, JETH & more



COVID-19 solutions; E-Traveling



Big data: 10M+ things to do & 50M+ tourists' behavioral data



Raised 240,000\$ pre-seed



TechStars 2020 Alumnus  
Intelak 2020 Participant

Overview:

# An E2E Value

## **EARN.**

Increase revenues, reputation, and ratings of national businesses.

## **DISCOVER.**

Offer unique, untapped, secret experiences for travelers.

## **ORGANIZE.**

Streamline planning of the entire-trip, and cross-sell in a single platform.



# Bridgify

*A new way to connect with your guests*



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