Sherpa’s Partners
Leadership Team

Max Tremaine
CEO

Ivan Sharko
CPO

Jake Kotzer
Director of Growth & Partnerships

Andrew Dias
Director of Delivery & Integrations

Alex Gogan
Director of Engineering

Yana Stepchenko
Director of UX & Design

Toronto
Headquarters
Team: 18
Investors and advisors

Erik Blachford
Former CEO @ Expedia

Stuart MacDonald
Former CMO @ Expedia

Sveinn Akerlie
Former CIO @ WOW Air

Gus Coldebella
Former General Counsel @ Department of Homeland Security/US ESTA Program

Jon Callaghan
Co-Founder & Partner @ True Ventures
What’s an eVisa?

Electronic Visa (eVisa)

Digitizing the current paper visa process.

Electronic Travel Authorization (eTA)

New travel authorization for visa exempt travellers.
Passengers travelling to 109+ countries need an eVisa.

1 in 3 international travellers will need an eVisa before departure.
Sherpa’s eVisa Solution

Airline 1

Notify API
Visa, Health & Passport information on demand.

Airline 2

Guide API
Streamlined application & payment gateway.

Airline 3

Validate API
Check if a visa is valid.

Online Travel Agencies

India API
Monitor Policy Changes, Apply, and Retrieve Visas

Tour Operators

Canada API
Monitor Policy Changes, Apply, and Retrieve Visas

Indiapi

Monitor Policy Changes, Apply, and Retrieve Visas

EU API
Monitor Policy Changes, Apply, and Retrieve Visas

x64 Government APIs

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Sherpa’s eVisa Solution

Present visa requirements and offer eVisas as an ancillary service.
IATA foresees the need for governments to collect passenger data in advance of travel, including health information, which should be accomplished using well-tested channels such as those used for eVisa or electronic travel authorization programs.

COVID-19 declaration begins for travelers entering Utah by land and by air.

Coronavirus: Vietnam restricts entry for UK travelers.

Health clearance may be needed for all future arrivals at Sri Lanka.

Coronavirus: All travelers arriving in Singapore must submit health declaration.
Notify

Restrictions, Requirements, and Procedures

powered by Sherpa’s Requirements API
Use Sherpa’s tools to help your customers navigate the new travel landscape. Keep them informed as travel begins to open again and ease their anxiety by providing them the information they need at each stage of their journey.

**Restrictions**
Who can enter the country?

**Requirements**
Visa, Health Declaration information on demand.

**Procedures**
Imposed by airports, airlines, countries, cities

**Planning**
Notify travellers when and where they can travel and other vital information like quarantine rules.

**Booking**
Provide travellers with a simple way to apply for and complete any required eVisa applications and/or eHealth declarations.

**Day of Travel**
Make sure your customers are prepared for new airport and airline rules and procedures.
White-Label

Planning

Let people search for eligible flights based on travel restrictions and give them confidence to make a booking.

Allow travellers to subscribe to alerts for changes to travel restrictions for specific destinations.
Widget

**Booking**

Simplify the new travel reality for your customers by surfacing information on the visa and health documentation they require and providing them a seamless way to complete forms and applications as they purchase their ticket.
Day of Travel

Airports will not look the same when travel starts again. Make sure your customers are prepared for their day of travel by guiding them every step of the way.

Cities and countries have imposed wide ranging rules and regulations. Stay by your customers side after they arrive and give them crucial information on how to navigate their destination and stay safe.

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Use Case

Internal Updates

Many employees at travel companies rely on their own research to stay updated on covid-related travel information. Sherpa’s Requirements API can be integrated into internal communication platforms to ensure everyone is aligned and can plan and work together effectively.
Guide

Streamlined and intuitive entry requirements

powered by Sherpa's Submission API
Enhance customer experience by Auto-Filling application from PNR/APIS and allowing simultaneous applications:

✓ Faster application process
✓ Reduced error rate
✓ Enabling multiple applications at once
Fulfillment

One processing speed. One price.

Sherpa’s cloud infrastructure automatically analyzes visa submissions for errors, formats the information to fit government systems, and submits them to the respective government in seconds.

✓ Faster application process
✓ Reduced error rate
✓ Enabling multiple applications at once

Average of 94 seconds to submit an application to the government.
Sherpa’s average service fee for facilitating eVisa applications is $20 USD on top of the government fee. Service fee revenue is then shared between Sherpa and our partner.

Pricing can be adjusted at our partner’s discretion and Sherpa works with partners to achieve an optimal pricing strategy.

**Average service fee**

$20 USD

Varies based on corresponding government fee and complexity of application.
Validate

What's next?

Facilitate a contactless airport experience powered by Sherpa's Validity API
Check In

Adds context to “error” message Estimated savings of $0.45/PAX (IATA)
Opens customer to more ancillary offers.
In Airport

Enable travellers to keep track of the validity of their eVisas and eTAs
Simplifies airport doc checks and reduces error rate

Good News! You have valid ETIAS associated with your passport.
Contact Jake Kotzer  |  jake@joinsherpa.com
### Next Steps

#### Commercial Assessment

**Example Ancillary Opportunity Calculations**

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**Sherpa eVisa Opportunity Calculator**

**TOTAL OPPORTUNITY**

- **United States**: $5,952,195
- **China**: $4,937,560
- **United Kingdom**: $726,786
- **Canada**: $954,535
- **Saudi Arabia**: -
Boarding

Advise passengers if they need to re-book their flight before they arrive at the airport. Improve on-time performance by avoiding having to resolve last minute documentation issues at the gate.

**eTA Status**
- Orange: Invalid eTA
- Green: Valid eTA
- Blue: Does not need eTA