



TEAM

Chinedu Echeruo, Co-founder
- Harvard MBA, Founder - HopStop.com
Brett Krasnove, VP Product Development
- Columbia MBA, Prod. Mgr- Reuters.com
Adriano deRose, Lead Developer
Jeff James, Dir. Search Marketing
Michele Heck, Relationship Mgr.

INDUSTRY

Travel
Lead generation

CURRENT INVESTORS

Ascend Venture Group
Private Investors

LAW FIRM

Reitler Brown & Rosenblatt LLC

NUMBER OF EMPLOYEES

5

OFFICE LOCATION

New York City, NY

FUNDING TO DATE

\$1.55 million

MILESTONES

- Jan. 2007 – Completed \$1.25M financing
- March 2007 - Launch for travel agents
- June 2007 - Beta launch for consumers
- July 2007 - Passed 5,000 travel agents
- Sept. 2007 - Sold 4,000th lead

FINANCING SOUGHT

\$5 – \$7 Million

USE OF PROCEEDS

Team building
Marketing

FINANCIAL SUMMARY

Revenue

2007	\$0.04 M
2008	\$1.1 M
2009	\$5.2 M
2010	\$14.5 M
2011	\$27.1 M
2012	\$50.1 M

Operating income

2007	\$(1.7) M
2008	\$(2.6) M
2009	\$(2.2) M
2010	\$2.5 M
2011	\$10.7 M
2012	\$28.2 M

CONTACT INFORMATION

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Tripology.com

COMPANY OVERVIEW

Tripology.com is a lead generation company for the global travel industry.

Tripology has built a global online platform for the discovery of travel agents and travel services based on trust (reviews and ratings submitted by other consumers).

The global travel industry is large and highly fragmented with high information discovery costs for consumers and high customer acquisition costs for distributors and suppliers. Tripology solves a problem for both parties by connecting travelers with travel agents efficiently.

Tripology= **TripAdvisor**(Travel content)+ **Ebay** (Ratings/reviews)+**LendingTree** (lead gen.)

Tripology's agents like the product and are asking for more leads. A new investment will allow the company to increase its online marketing program, build affiliate partnerships with high traffic travel sites, and grow its travel professional network globally.

MARKET OPPORTUNITY

The global leisure travel & tourism market is estimated at \$3 trillion. While online travel agencies like Travelocity and Expedia have made great progress in driving efficiencies in the purchase of commoditized travel services like hotels and flights, the company believes that there is a white-space opportunity to create a convenient platform for consumers to discover, adequately research and purchase personalized, "long-tail" trips and other travel services not available on the major online-only travel agencies. Many travel services cannot be sufficiently researched and purchased entirely online and therefore there is a very large market opportunity in the efficient re-intermediation of knowledgeable and specialized travel professionals into the consumer travel process.

Tripology's offering to connect consumers with traditional travel agents fits into existing behavior patterns:

- Traditional U.S travel agents book **\$100 billion** of leisure travel services each year, which is nearly **three times more than all the online travel agencies combined** (Expedia, Travelocity, etc)
- Traditional travel agents sell 51 percent of all airline tickets, **87 percent of all cruises**, **81 percent of all tours and packages**, 45 percent of all car rentals and about 47 percent of all hotels

TRAVEL CONSUMER'S PROBLEM

Travelers have no efficient way of finding specialized travel professionals and the non-commoditized travel services sold by these professionals.

TRAVEL AGENT'S PROBLEM

Travel agents do not have an efficient means of acquiring new profitable customers

- Travel agents are being dis-intermediated from the travel value chain
- Travel agent community is highly fragmented - Over 70% of agencies are single-location and the majority have 2-3 employees and less than \$1M in sales
- Travel agents possess limited marketing and technology skills

TRIPOLY'S CUSTOMERS AND ACCOMPLISHMENTS

Tripology has two sets of customers – travel consumers and travel agents around the world.

- Travel Agents
 - Tripology has over 5,000 travel agents registered to receive leads. Of those agents, nearly 1,000 have purchased a lead, and we have sold 5,000 leads
 - Travel agents pay Tripology an average of \$5 per lead for access to high-intent travel customers seeking help with leisure travel across the globe
 - 75% of our agents are based in the United States; the rest in 109 countries
- Travel Consumers
 - Nearly 5,000 consumers have submitted trip requests seeking the help of specialized travel agents
 - The number of consumer travel requests has grown from 314 in June to 1,424 in August

COMPETITIVE LANDSCAPE

Infohub.com, 4travelagents.com, vacationcompare.com and respond.com provide lead generation services for travel agents and suppliers. Tripology differentiates itself from the competition by focusing exclusively on the travel vertical and by offering travelers access to a large and global network of rated travel professionals through a world-class web 2.0 user experience.

BARRIERS TO ENTRY

The size of our agent network and consumer reviews and ratings of travel agents will be very hard to replicate and this barrier to entry will only grow because of network effects.