

A hand is holding a folded map, likely of a city in Poland, with streets like 'Poznańska' and 'Wolska' visible. The word 'ABAGO' is overlaid in large, bold, blue capital letters. Below the word is a thick orange horizontal bar.

# ABAGO

ONLINE TRAVEL AGENCY

[abago.com](https://abago.com)

TO TRAVEL IS TO LIVE



# OUR STORY

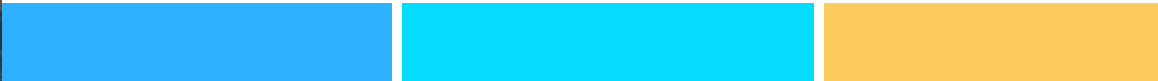
The revolution of traveling is beginning.

We, as IT company, are fully dedicated to unlock the potential of travel innovations.

We are aware that process of online booking is intimidating and not complete. That's why our leading idea was to simplify the process of online booking, making it an enjoyable experience.

Our simplicity is reflected in inspiring breakthrough discoveries and forging deeper connections between people and nations.

As you'd expect from a creative customer oriented team, we never stop researching and seeking innovative solutions that mean we're prepared for whatever the future of traveling brings.



# MISSION

We at Abago are committed to simplify the process of booking flights, by providing personalized solutions at competent prices and best service possible to our fellow travelers.

## **INNOVATIVE**

very creative in approach to business and realistic about the goals we set

## **INTELLIGENT BOOKING**

Algorithms specifically engineered to ensure search of over 5000 flights daily and more than 450 airlines

## **CUSTOMER FOCUS**

customer is placed at the core of our business



# VISION

To strengthen our position in flight booking industry providing quality, creative, competitive and technology responsible services in the sector and to make it your preferred flight booking address for future adventures



## SAVE TIME

buying flight tickets  
and hotels in only 2  
easy steps



## SAVE MONEY

Finds the best flight  
combinations and  
accommodations  
available across all major  
Global  
reservation systems.



## EXPERIENCE

better trip based  
on your personal  
interests

# PRODUCT

**Find cheap Flights** Hotels Cars Insurance

One Way Round Trip Multi-city 1 passenger

From: Podgorica To: Anywhere

Departure: Tue, May 16 Return: Thu, May 25

Filters Create Price Alert

Recommended	Cheapest	Shortest
8h 15m €856	23h 55m €312	5h 25m €1,518

19:05 Podgorica May 16 2017, Tue

TGD FRA LSV MIA

Total: 8h 10m

01:15 Miami May 17 2017, Wed

€810.25

Book now

Show details

AEROFLOT

07:25 Podgorica May 16 2017, Tue

TGD LSV MIA

Total: 8h 5m

15:20 Miami May 16 2017, Tue

€1,320.35

Only 6 tickets left

Book now

Show details

- **Interface.** Unique intuitive interface.
- **Locate.** Flight Engine automatically locates your geo-location and offers a visitor to fly from all airports in 150-500km radius by default.
- **Destination.** Flight Engine automatically searches for best flight combinations available and offers a visitor a list of flights to any destination. It allows choosing multi departure destinations and multi landing destinations.
- **Date.** Flight Engine by default searches for the cheapest date to travel for next 30 days.
- **Upsale & Booking & Payment.** All process of buying additional upsale products (e.g. Insurance, SMS notifications, etc.), booking and payment process is done on one page.
- 
- **Flight info.** We show more details than regular OTA. Baggage info on the search page, wifi available in the plane, weather forecast at landing destination, etc.

# Intelligent Suggestions. Flight Engine will show intelligent suggestions on the map, like: weather, overnight flight, intention (swimming, skiing, etc.), mood (e.g. romantic, culture, history, etc.)

The screenshot displays a flight booking interface with a map background. The top navigation bar includes 'Flights', 'Hotels', 'Cars', and 'Insurance'. A search bar shows 'Multi-city' and '1 passenger'. A sidebar on the left shows a flight from FRA to LSV to MIA with a total duration of 8h 10m and a price of €856. The main map area shows a flight from LSV to MIA with a total duration of 8h 5m and a price of €1,320.35. A 'Where to?' overlay is visible, showing a grid of interest categories: Architecture, Art, Beach, Food, Romantic, Nature, Nightlife, Skiing, Shopping, and Surfing. The 'Selected locations' section shows 'Dubrovnik, Most...' with a close button. The bottom of the interface shows a 'Book now' button and a note 'Only 6 tickets left'.

Flights Hotels Cars Insurance

Multi-city 1 passenger

Where to?

Location Interests Weather Selected locations:

Architecture Art Beach Food Romantic Nature Nightlife Skiing Shopping Surfing

Dubrovnik, Most...

Total: 8h 10m FRA LSV MIA Miami May 17 2017, Wed

€856 Cheapest 23h 55m

Total: 8h 5m LSV MIA Miami May 16 2017, Tue

15:20

€1,320.35

Book now

Only 6 tickets left

Map labels: Slovakia, Romania, Bulgaria, Republic of Macedonia, Albania, Greece, Vienna, Bucharest, Iasi, Mol, Athens, Adriatic Sea.



# HOTELS AND VACATION RENTALS


**abago.com** Flights Hotels Cars Insurance

City or hotel name, for example: Rome

Check-in Check-out

Filters 1 room, 2 guests


Find hotels



€1,023

**Hotel Gravina San Pietro**  
Via Ottaviano 9


Exceptional 9.1 ★★★★★



€2,581

**Hotel Santa Costanza**  
Viale XXI Aprile 4


Good 7.2 ★★★★★



€835

**Domus Ester**  
Via S. Salvatore In Campo 38

Exceptional 9.3 ★★★★★



€835

**Liliumhotel**  
Via Venti Settembre 58A

Superb 8.2 ★★★★★

Finds the best vacation rentals & hotel deals available by doing direct sales in combination with metasearch.

- **Interface.** Intuitive Airbnb like interface.

- **SEO friendly.** All city, country, landmark pages are optimized for conversions and SEO friendly.

- **Sententia.** Hotel descriptions are written automatically by our in-house content creation engine.

- **MSC.** All property metadata are collected and updated automatically.



## "HASSLE-FREE MOBILE APP"

Mobile Application will be simplified as much as possible and will follow Fantasy Case Study Concept



# BUSINESS MODEL

## Goals & Milestones

I Prepare airline ticket product with all up-sale products (incl. product development, product testing, business licenses, payment processing integration, marketing strategy, etc.);

II Enter flights market, start marketing campaigns and sale 1000 flight tickets within one month;

III Enhance sales to 1000 flight tickets per week and start selling hotels and rent a car.

IV New investment plan and strategy.

## Target Market

1. Balkan Market: Brand Awareness and Performance Marketing
2. Europe: Performance Marketing
3. Worldwide not-targeted market: Meta-search (Skyscanner, Momondo, Kayak, etc.)

abago.com



# ADVANTAGES

- **Technology:** Product is designed in new technologies, is easy to horizontally scale and follow industry tendencies;
- **Knowledge:** Technical and marketing knowledge that is competitive with market leaders;
- **Performance Marketing:** All investments are made with low risk as we optimize our marketing campaigns in real time and it is almost impossible to have negative ROI;
- **A lot of suppliers.** Independent data sources, no matter of big corporation policies;
- **Cost advantages.** Business is based in Montenegro, a country with low salary standard which gives us product price advantages over the competitors, which is 4.7 less than in European OTAs.

# OPPORTUNITIES

- Growing travel market;
- Opportunity to enter Chinese market by performance marketing campaigns over text ads and retargeting ads;
- Opportunity to competitively sale hotels via hotel meta-searches;
- Opportunity to competitively sale flights via flight meta-searches;



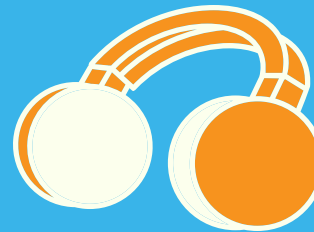


# OPERATIONAL PLAN

## IN-HOUSE CUSTOMER SERVICE

### **THE CUSTOMER IS THE HERO OF OUR STORY**

OUR VISION REFERS TO BE ALSO THE LEADER IN DEVELOPING PROFESSIONALS IN AIR TRANSPORT INDUSTRY, AND THAT IS WHY OUR MISSION IS TO PROVIDE QUALITY TRAINING TO OUR EMPLOYEES.



# MARKETING ACTION PLAN

Brand awareness

Digital marketing and  
social media  
(localization on 20+  
languages)

Performance marketing  
google adwords  
google analytics

Reviews, social proofs,  
scarcity and affinity  
branding

Danville  
NEXT 3 EXITS

\* 2019\* NDC certification- starting direct technical integration with airlines.

Comparative advantage- IT company behind the project.

**150 MILLION**

The revenue projected by the  
year 2022

**15 million**

member of all major  
commercial airline  
associations IATA, ITSA,  
ETTSA

**First**

**NET PROFIT**

**Balkan online travel agency**

a market of 6 former Yugoslavian countries

**450,000  
NIGHTS**

Hotel and vacations  
rentals

**700,000  
AIRLINE TICKETS  
SOLD**



110,929

YEAR 1

706,764

YEAR 2

2,400,854

YEAR 3



**NET PROFIT**



4,709,911

YEAR 4

7,295,790

YEAR 5

# THE MAXIMIZATION OF PROFIT WITH SELF-IN-HOUSE CREATED ROBOT

UNIQUE, INTUITIVE FRIENDLY-USER PLATFORM



# abago.com

THANK YOU  
FOR YOUR  
TIME

*We hope you enjoyed  
our presentation.*

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