



We're Here to Share An Exciting and Rare Investment Opportunity

In this deck, you will see a business based on a proven model, not a pipe dream. Two years ago, we launched our Swedish operations. We now have enviable statistics, robust data and a bonafide track record. We are ready to take our verified business to America... and we're inviting you to be part of it.

Malte & Alexis 🙌



Chatflights

Impossible Travel Experts



Booking Awards Travel is a 🤖

- ➔ People are accruing more points than ever. But points are getting harder and harder to spend, let alone spend well.
- ➔ This problem is real and worsening. The average load factor across all airlines has increased from around 55% in 1970 to more than 81% today. Fewer empty seats makes points bookings even harder to pull off.
- ➔ In fact, 54% of Americans find frequent flyer programs confusing and 45% of airline loyalty program members don't know how to use their rewards.
- ➔ For both award and regular travel, consumers know there are deals to be had, they're just hard to find. Cracking the system requires hacker smarts, and a serious time investment.

10 Things We Hate About Frequent-Flyer Programs

Your Loyalty Program Is Betraying You

Top 10 Reasons Why I Dumped Delta

Are frequent flyer programs worth it?

DON'T BE LOYAL TO FREQUENT FLIER PROGRAMS

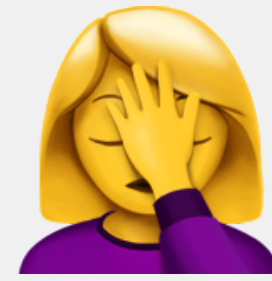
Airline rewards get less rewarding for most flyers

How Frequent Flyer Programs Are A Scam

Fuck AA. that is all

Frequent flier programs generate profits for airlines and frustration for travelers

Delta's Skymiles suck. Should I use it now before it gets suckier, or wait it out until they become better?



**It Has To Stop.
Travellers Deserve Better.**



Meet Chatflights

A next-gen travel booking service, specialising in premium award travel and powered by travel hackers





1. Download our app

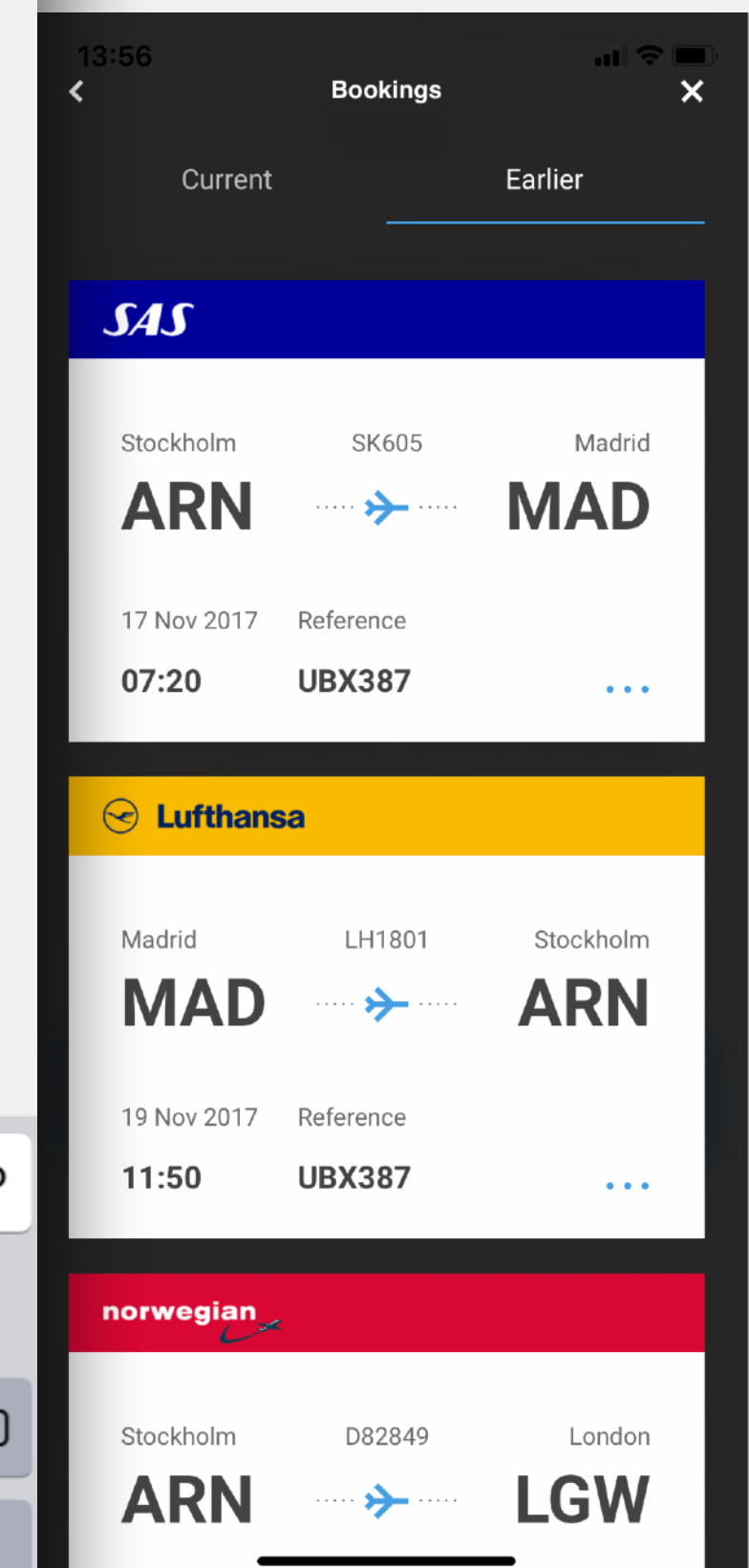
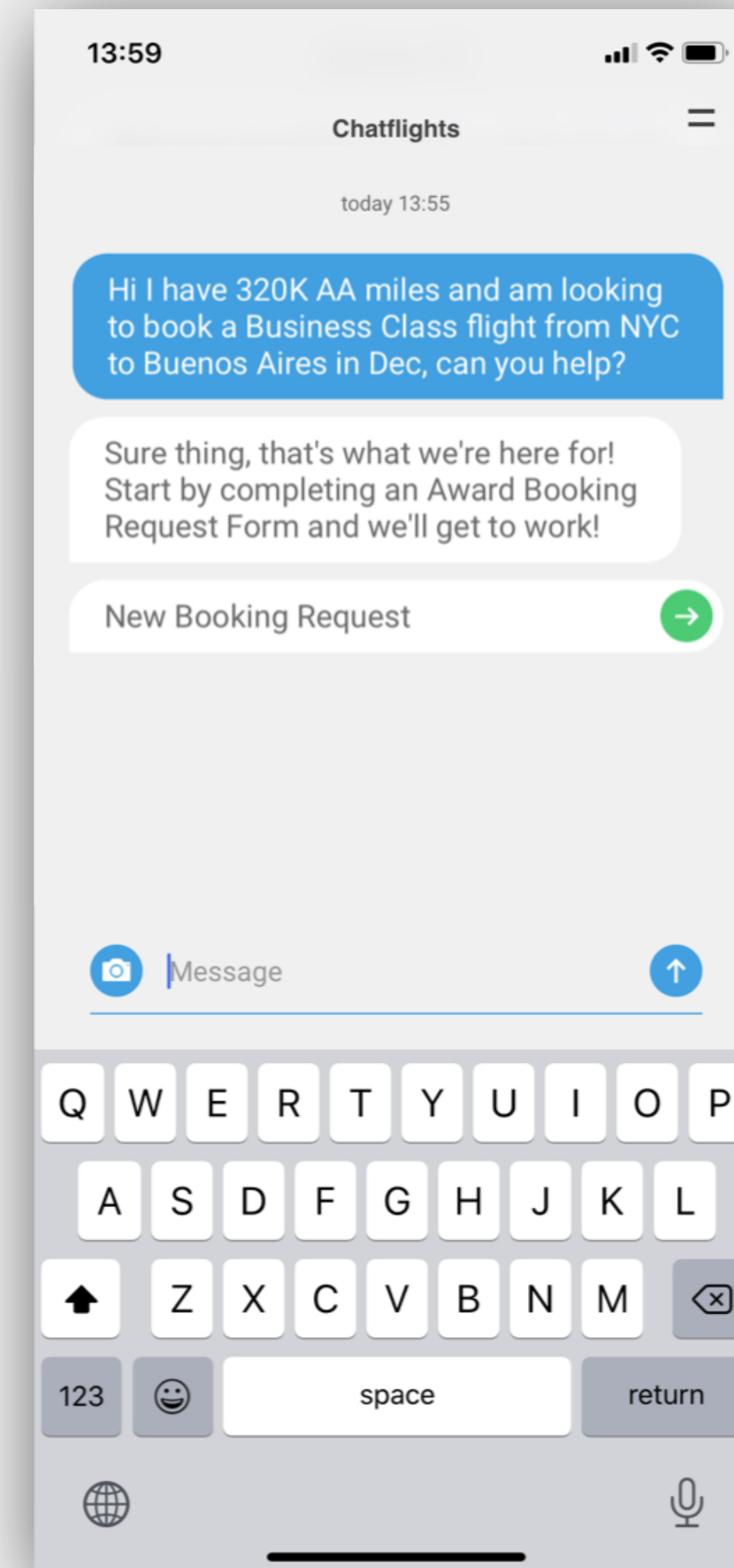
2. Chat with our team

3. We find and book amazing deals

Our Difference

Chatflights invites you to tap the smarts and speed of our experts to find deals you never knew existed. We're talking awards travel, secret hotels, exclusive activities and more. This is the art of invisible travel and it's 100% our thing.

- ➔ Specialists in award travel, powered by travel hackers.
- ➔ Unapologetically designed for high-frequency and high-end travellers.
- ➔ Chat-based app that makes your dollars and points work hard for you.
- ➔ Powered by machine learning and automation for a seamless user experience, with impressive handling times.
- ➔ AI-enriched platform that guarantees maximum efficiency and benefit; allowing us to focus on value, not price.





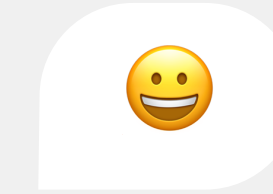
Why Apps, Why Chat?

Our users are on the run, glued to their smartphone and need instant access to their travel data. They have no patience for web-based solutions. The Chatflights app respects their high expectations of efficiency and ease.

Additionally, chat is hugely popular. 42% of people list chat as their preferred method of communication; as it is less prone to errors and allows them to converse in their own time and pace (even between meetings).

We are loved by travellers

- 6,000 downloads
- 4.9* rating. on app store (40)
- 4.8* rating on Facebook (77)



Our app has features that:

- ✈️ Store all personal information and preferences, to avoid repetition and time wasting.
- ✈️ Track all bookings, chats and receipts (no more trawling for booking reference numbers).
- ✈️ Sync with calendars for simple scheduling.
- ✈️ Are compatible with all loyalty programs (our experts know how to combine and maximise them).
- ✈️ Offer one streamlined payment for multi-trip bookings.
- ✈️ Provide real-time booking updates through customised API's.
- ✈️ Offer a full-suite of complementary features, like automatic flight delay refunds.



Reviews & Ratings



Ratings & Reviews

Ratings & Reviews

4.9

★★★★★

★★★★

★★★

★★

★

40 Ratings

Tap to Rate: ★ ★ ★ ★ ★

[Write a Review](#) [App Support](#)

Sort by Most Helpful ▾

Bokade LH First Class via Chatflights!

★★★★★

1 Dec

Macke Munck

Chatflights hjälpte mig att boka en resa i Lufthansa First Class för poäng. Utan deras snabba och professionella hjälp hade jag aldrig hittat än mindre kunnat boka resan. Använd Chatflights till att boka resor för dina poäng. De är grymma på att fixa suveräna resor. Lycka till!

more

Bäst

★★★★★

8 Oct

zyndea

Jag är supernöjd med alla bokningar som ni har hjälpt till med. Snabba svar och alltid bästa flygningar. Utan er hade våra flygpoäng frusit inne.

Today

Games

Apps

Arcade

Search

facebook

Jonas Lundström rekommenderar Chatflights.

För 3 veckor sedan · 🌐

Absolut bäst helt enkelt outpermar flygbolagens egna channels för att hitta bonusresor . Mycket bättre, mycket billigare och jävligt mycket snabbare helt enkelt

1

Gilla

Kommentera

Dela

Nina Ralfsdotter Jonnerhag rekommenderar Chatflights.

För 2 veckor sedan · 🌐

Otroligt informativt om hur hela systemet fungerar. Inga knepigheter alls.

1

Gilla

Kommentera

Dela

Viveca Engevall rekommenderar Chatflights.

För 1 år sedan · 🌐

5 stjärnor

Smidigt och bra service!

1

Gilla

Kommentera

Dela

Jenny Porseryd rekommenderar Chatflights.

För 7 månader sedan · 🌐

Grymt bra gäng!!! Snabba, effektiva och dessutom så trevliga 🙏

1 kommentar

Gilla

Kommentera

Dela

Jan Viderén rekommenderar Chatflights.

För 1 år sedan · 🌐

5 stjärnor

Helt otroligt bra service. Sparar oerhört mycket tid mot om man själv skulle sitta och söka och ringa flygbolagens bonus-/bokningstjänster. Highly recommended! Rimliga kostnader för tjänsten också. Jag hade Eurobonus-poäng att nyttja plus en 2-4-1-voucher och Chatflights hittade en helt otroligt bra rutt och fantastisk bokningsklass åt mig.

Du och 1 till

1 kommentar

Gilla

Kommentera

Dela

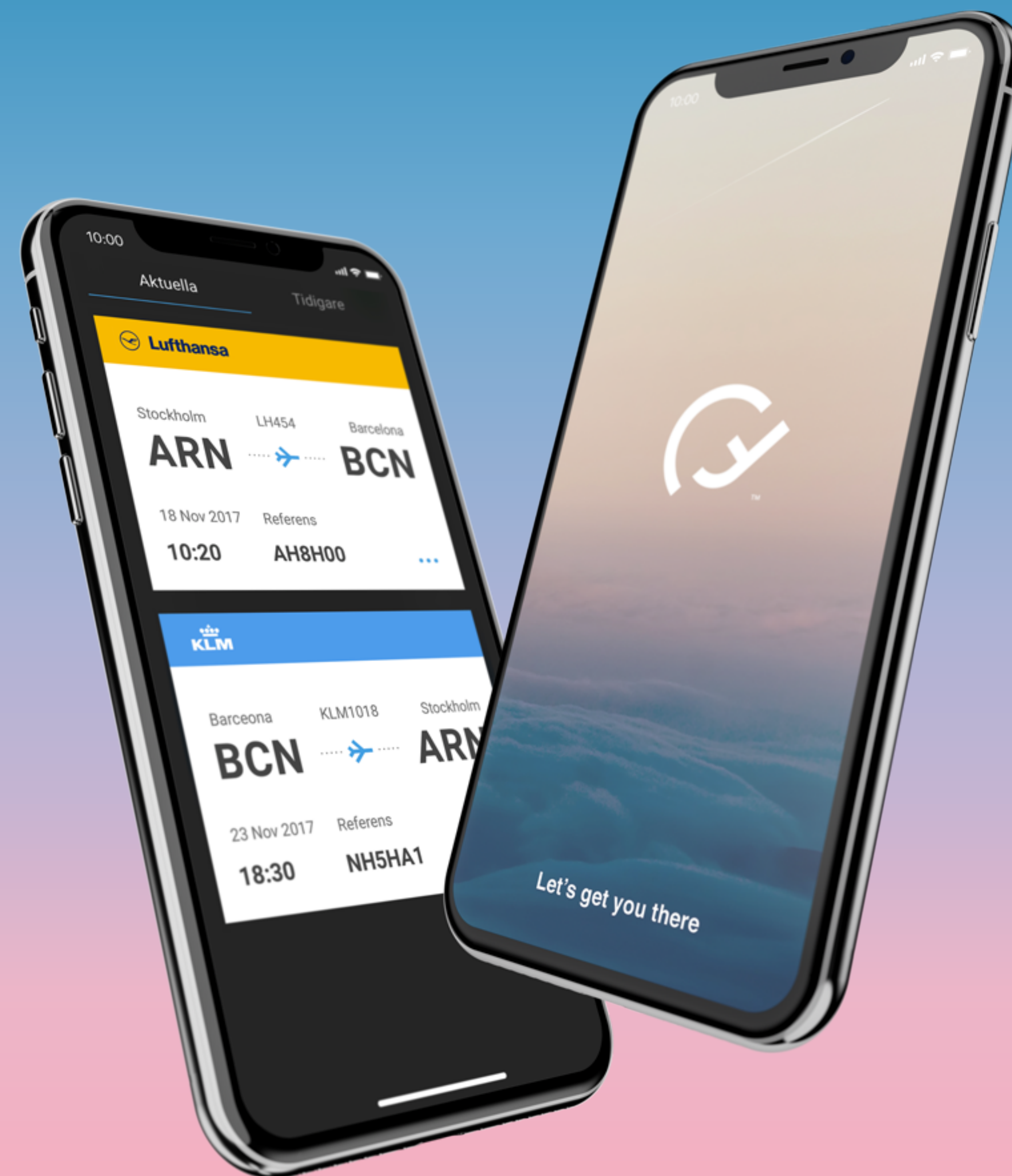
4,8

facebook review score (77)



Our Vision: Make Impossible Travel Possible

The only people getting great deals are travel hackers; and that requires a serious and ongoing time commitment. Chatflights gives you access to the best travel hacking minds out there. We're here to swap frustration for delight and set a new standard in travel booking.





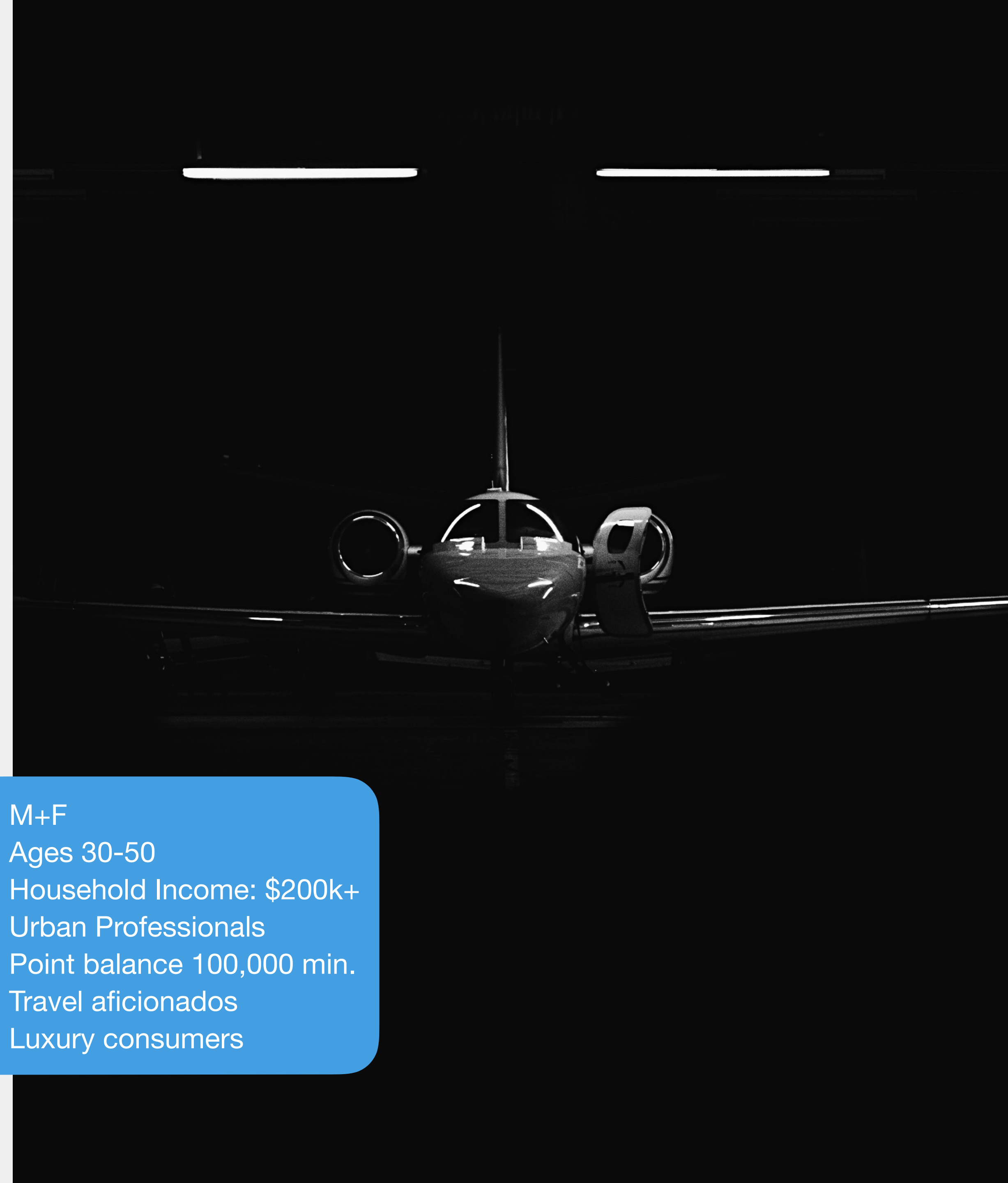
We're for Junket Junkies

Our demographic are business travellers with high expectations of both service and value. They have large points balances and find booking their leisure travel convoluted, time consuming and frustrating.

They would willingly pay to not only outsource the headache of booking, but most importantly spend the points they accrue effectively. And they want to do it in style.

We're talking private cabins in first class flights, exclusive hotels and flamboyant jet-setting on multi-city trips. This really matters. Extravagant and insta-worthy holidays, paid for by points, justifies business travel and all the hours on the road.

- M+F
- Ages 30-50
- Household Income: \$200k+
- Urban Professionals
- Point balance 100,000 min.
- Travel aficionados
- Luxury consumers

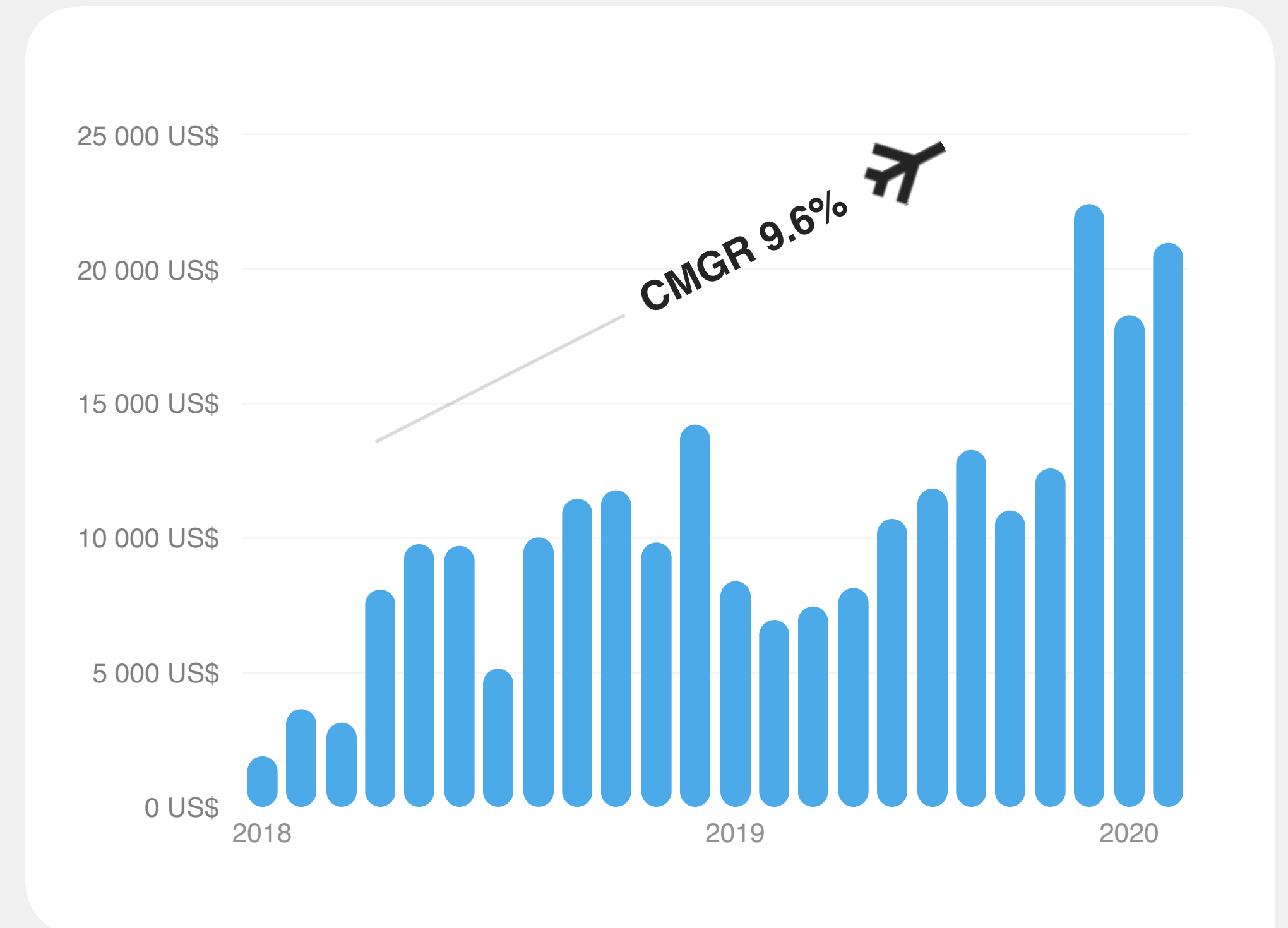




Our Case Is Proven. Now, It's All About Growth.

In just two years, we have proven:

- ✈️ Product-market fit: we have validated both the consumer need and our tech-based solution.
- ✈️ Marketing strategy and funnel: we know what works and what converts and have distilled it into a healthy marketing funnel.
- ✈️ CAC-LCV ratios: we have uncovered key growth levers across points, hotels and complex travel.



Key Statistics

- 6,000 accounts created
- 39% recurring revenue
- \$329.27 average annual user spend
- Average order 1.9x a year
- Customer Lifetime Value \$1,317
- Customer Acquisition Cost \$85.41



We Will Build a \$60m Business in 5 Years

- ✈ Once launched in the US, we will focus on scaling. With an addressable market at 10M strong, we see a clear path to become a \$60M business; using conservative assumptions.
- ✈ Already, we have a healthy and proven CAC & LTV ratio at 15x.
- ✈ Customer Acquisition Cost: to get a consumer to download our app costs \$10, and to get them to create a booking costs \$85.41.
- ✈ Lifetime Value: we have an average order value of \$243.68 and a conservatively estimated average customer lifespan of 4 years.



15.42x ✈

Lifetime Value
\$1,317

Our Scalable Model



Our Strategy



How We'll Get There

Our success formula outlines four areas of focus that will ensure we reach our commercial goal.



Unrivalled Consumer Experience

Powered by chat, we deliver a premium and personalised experience laced with thoughtful touches. As a result, we own the relationship, not just the transaction.



Data Analytics

We use data to create machine learning systems that efficiently qualify our target, engage them with the right offers and move them rapidly through the purchase funnel.



Laser Focus On Awards Travel

This clear area of expertise is also a point of difference from the competition.



Happy Hackers

We attract and retain the best travel hackers around. They are sharp, motivated and do what it takes to get the job done well. We know how to find them and, most importantly, keep them happy.



1. Unrivalled Consumer Experience

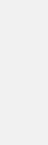
We are a service business that lives to make our customers feel special.

We have designed a thoughtful, end-to-end experience packed full of moments of generosity and thoughtful gestures – far beyond the realm of traditional ‘booking’ agencies.

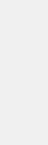
We have KPI’s to ensure we deliver on this. Like our Love Index (we measure thank you’s, personal engagement and net promoter score) and Total Engagement Time (rather than time per customer).

This combination of touch points and KPI’s ensures customers return and move through the purchase cycle, from awareness to advocacy.

Chatflights Journey



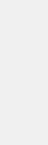
Consideration & Research



Booking

Real Time Info: Our systems are connected to GDS via customised API’s; all activity is fast and live

One Click Wallet: All your tickets, itineraries and receipts in one, always accessible, place



Trip Prep

Go Time: Thoughtful and personalised trip lists, including visa information, weather checks and relevant books, playlists & movies to explore



1. Unrivalled Consumer Experience

Airport Arrival

Delay Info: We text you so you actually know what's going on and can respond then and there if you have questions

Airport Ace: insider tips for breezing through the airport and enjoying its perks on both ends

The Flight

Automatic Delay Compensation: Our app detects if you are eligible for compensation and helps you make a claim within the app

Seat Monkey: We automatically move you to seats with no-one sitting next to you

Insta Moment

Returning Home

Blues Buster: Care-kits with touches to make the return trip home bearable (Uber Eats voucher & Netflix recommendation)

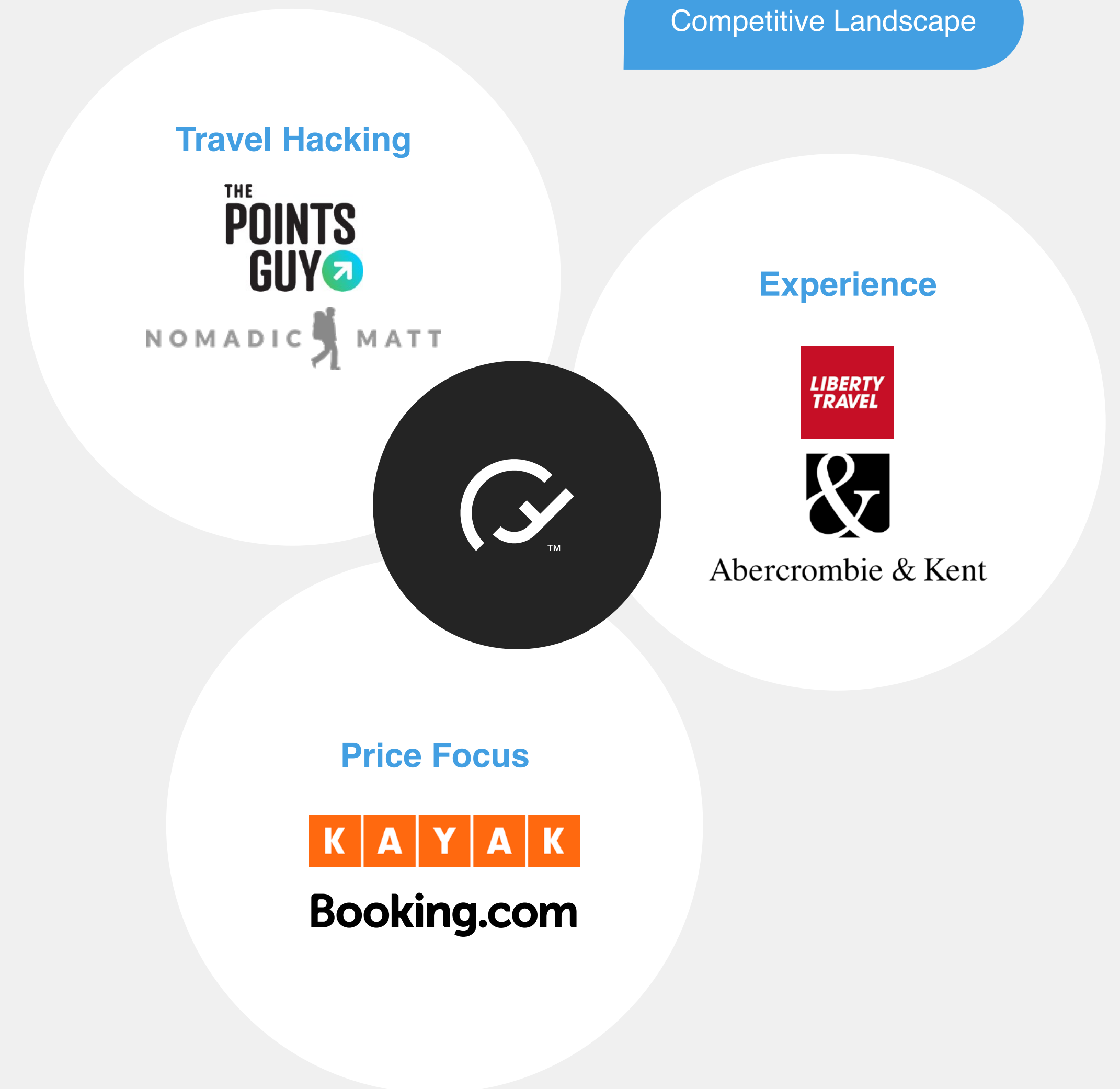


2. Laser Focus on Award Travel

We have found whitespace by focusing on awards travel and delivering it in a way that offers both a premium experience and true value.

1. **Travel Hacking:** Most travel hacking sites require individuals to wade through dense content and apply the findings themselves. The few that offer services are simple, unsophisticated and devoid of a premium or luxury experience.
2. **Price:** In a category obsessed with cheap, we are about delivering real value; by offering access to experiences you couldn't get on your own. Despite doing huge volumes (\$755BN in sales in 2019), booking websites are spammy, stressful and not set up to handle complicated awards travel. This lacklustre consumer experience breeds brand disloyalty and disdain for the service.
3. **Experience:** Travel agents are experts on destinations; not how to get there. And while they know how make customers feel special, they haven't updated their operations, sticking to an offering that feels dated and full of fluff.

Competitive Landscape





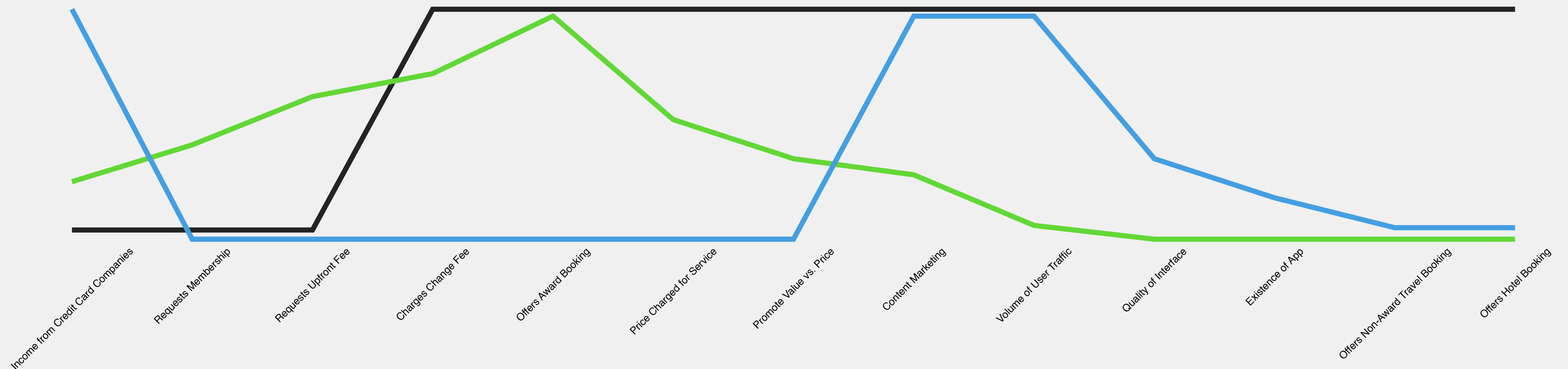
Direct Competitors Are Small and Unsophisticated

Travel hacking blogs just disseminate content and require the user to do the heavy lifting or hacking on their own. The few competitors that offer points booking services are small ‘mom and pop’ shops that lack finesse and any sense of premium.

We are the only player that has an app, delivers a quality user experience and offers more than just flights bookings. Unlike our competitors, we focus on value, not price. As a result all our touch-points are elevated, from our tech to our design and our fee structures.

Chatflights Value Curve

- Chatflights
- Blogs
- Existing Awards Booking Co's





3. Data Analytics

We harness both public and proprietary data to run more efficient and profitable operations. This is a virtuous cycle; we continually mine data and use it to create machine learning systems that help us improve.

1. **Effective Targeting:** We collect a significant amount of proprietary data and have used it to build machine learning systems that identify future customers and patterns of behaviour.
2. **Transaction Paths:** Using data from a mix of public and proprietary databases (that capture both offers and consumer preferences), we not only know the deal landscape, we know what consumers want and will buy.
3. **Staff Development:** Our extensive database is used to train staff, by teaching best practice through real case studies. It is also used to monitor staff development, areas of improvement and potential areas of product innovation.

Data & Machine Learning Powered Sales Funnel



Attract: Use data analytics and machine learning to attract quality leads



Convert: Route leads by using predictive lead scoring to channel potential customers efficiently to the right staff in our organisation (e.g. match level of complexity with level of experience)



Engage: With Predictive Modeling (powered by machine learning), we know what to sell and when to up-sell. We harness proprietary data to ensure we're selling the right products to the right customers, at the right time



Sell: Ongoing data capture to ensure models are regularly refined and optimised



4. Happy Hackers

To attract and retain the best talent, we have a strong Employee Value Proposition (EVP) and supporting policies to bring this to life.

We sum up our EVP as “Happy Hackers”. We know our employees enjoy hacking and love using their genius to make others’ travel aspirations happen. So we create an optimal environment and incentive structure for them to hack away and do what they do best.

Unique

EVP

Happy Hackers

Differentiated

Careers

Recruitment: Hacking challenges to discover job ad & text based interviews

Autonomy: Customer ‘Love Bombs’ give hackers freedom and creativity to delight customers

Hack Attack: Monthly stand-up meetings where our team share their latest and greatest

Wellbeing

Flexibility: Remote working and flexibility encouraged

Screen-Free Rewards: Fitness and meditation subsidies for all staff

Competitive

Compensation

Recruitment: Generous incentive program and referral bonuses

Benefits

Vacation: Generous policy, incentivised to take more leave and live the brand



Innovation Roadmap

Additionally, We Have a Robust Pipeline That Allows us to Cross Categories.

While flights are our bread and butter, we are also expanding into other categories and channels to grow revenue and capitalise on the reams of data we are collecting.

2020

Hotels, Activities & Experiences

Adjoining services that have strong margin and are a natural extension from flights.

2021

Commercial Solutions

Build an offer for corporates and their high-traveling employees, so they can make the most of their work travel.

2022

White Labelled Data

Sell anonymised data to 3rd parties to help them with consumer intimacy and innovation.

2023

Points Brokerage

Dynamic marketplace where Chatflights brokers deals between Awards Programs and services they've found at a deep discount (for example, empty hotel rooms, last minute theatre tickets and rental cars).





And a Marketing Mix That Goes Right to the Heart of a Consumer Need

Our marketing initiatives are building off a strong base. We've run a series of marketing campaigns in the Swedish market that have revealed what works hard to grow awareness, build trust and engagement and convert sales. Campaigns in the US will follow a similar model and be quick to respond to pockets of momentum. At a high level, we convey our deep understanding of travel complexities, in an easy, engaging and memorable manner.

Key Acquisition Costs

- \$1.50 per app store view
- \$10 per app download
- \$20.25 per account creation
- \$85.35 per booking

Based on 16,000 app downloads and 6,000 accounts created

Proven Marketing Funnel

Grow Awareness

Digital marketing campaigns that respect the intellect of our Jetset Junkies: Informative quizzes, interactive puzzles, challenges to beat our hackers, campaigns that appeal to their desire to live the high life.

Build Trust & Engagement

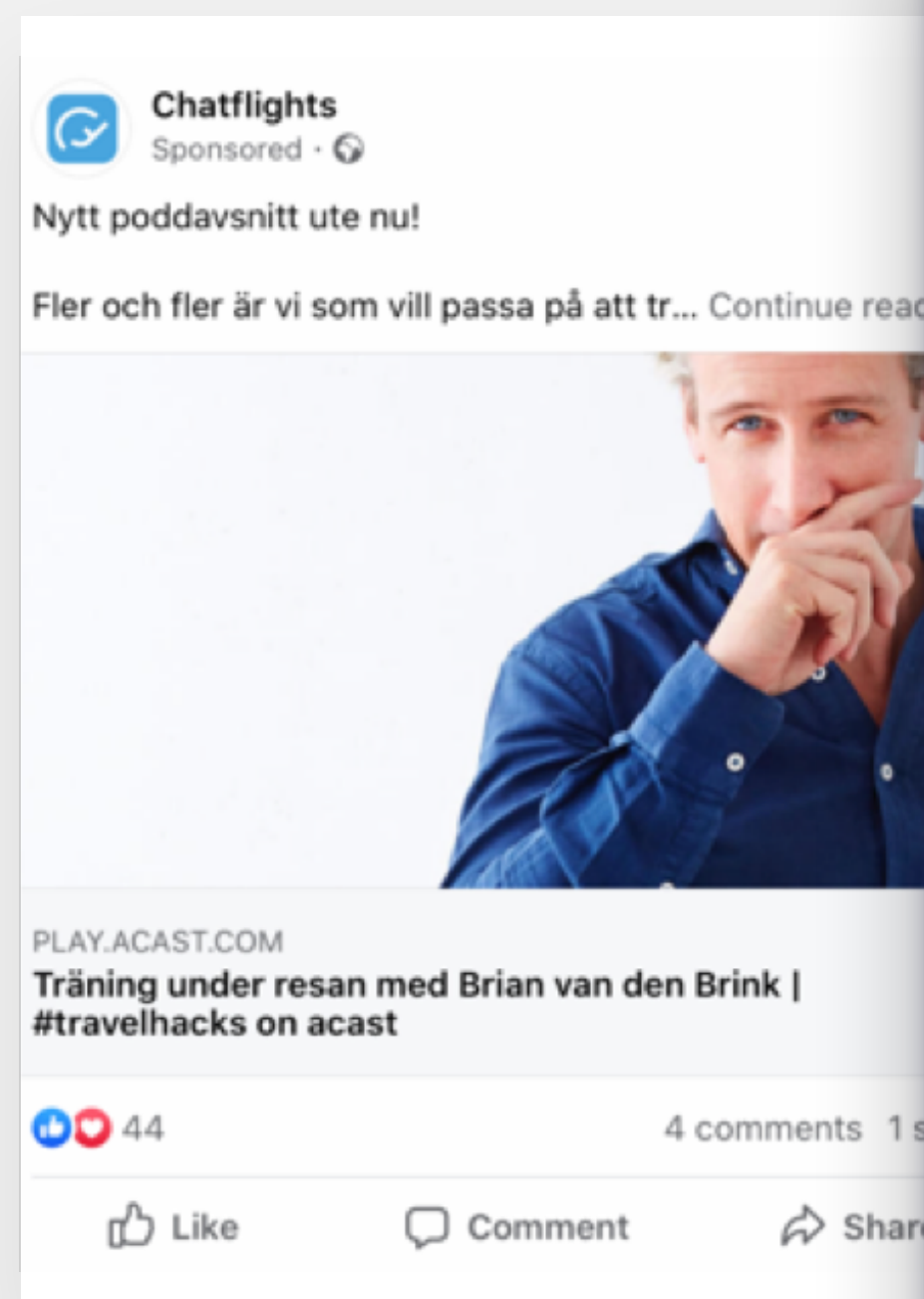
Content, influencer and affiliate marketing programs that build credibility and seed us with travel hacking influencers: Infographics, blog interview series, travel hacking 101 guides, podcasts and AMA's with our experts.

Convert

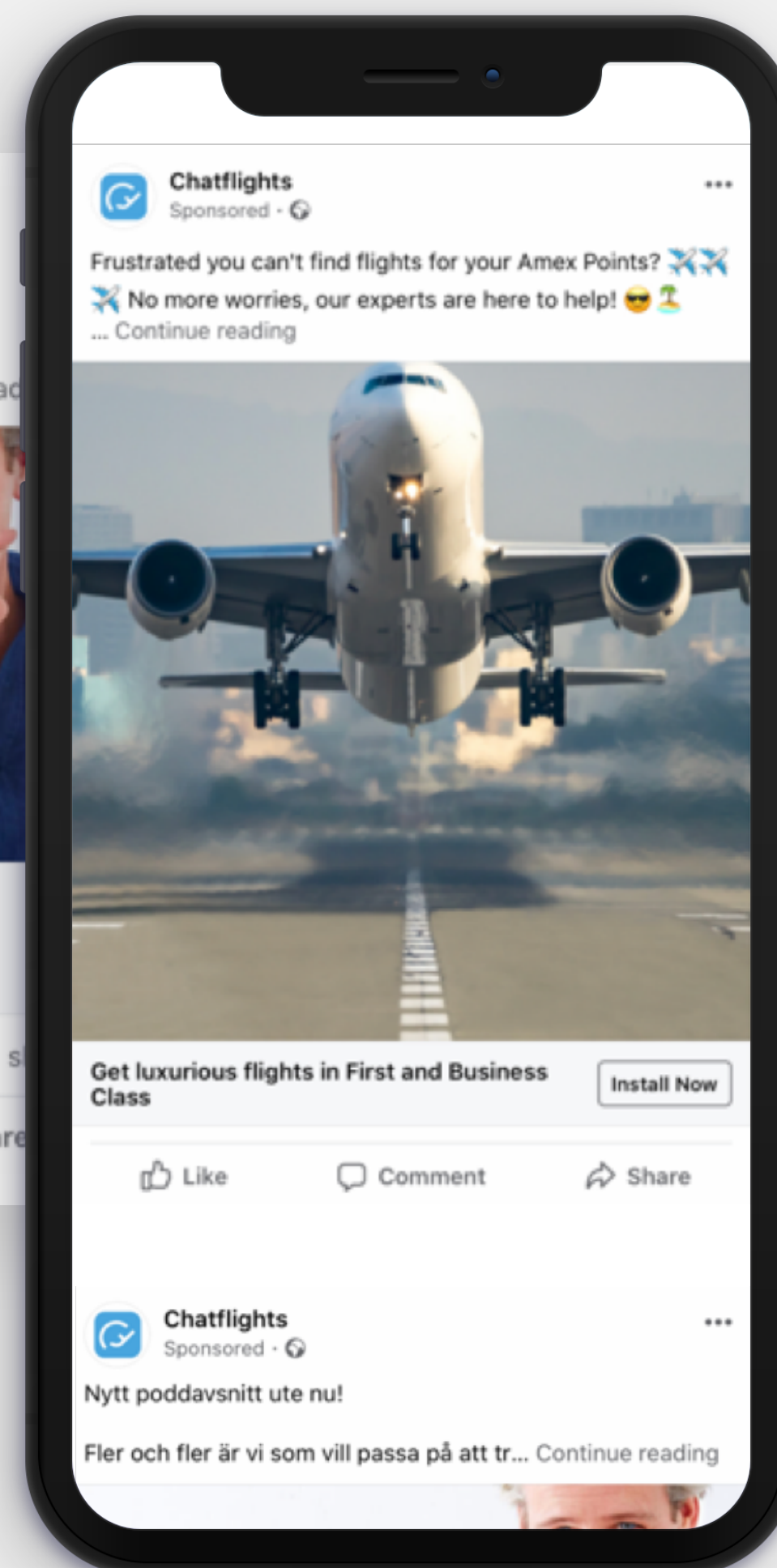
Initiatives that drive conversion: Retargeting, enticing first time offers and product guarantees.



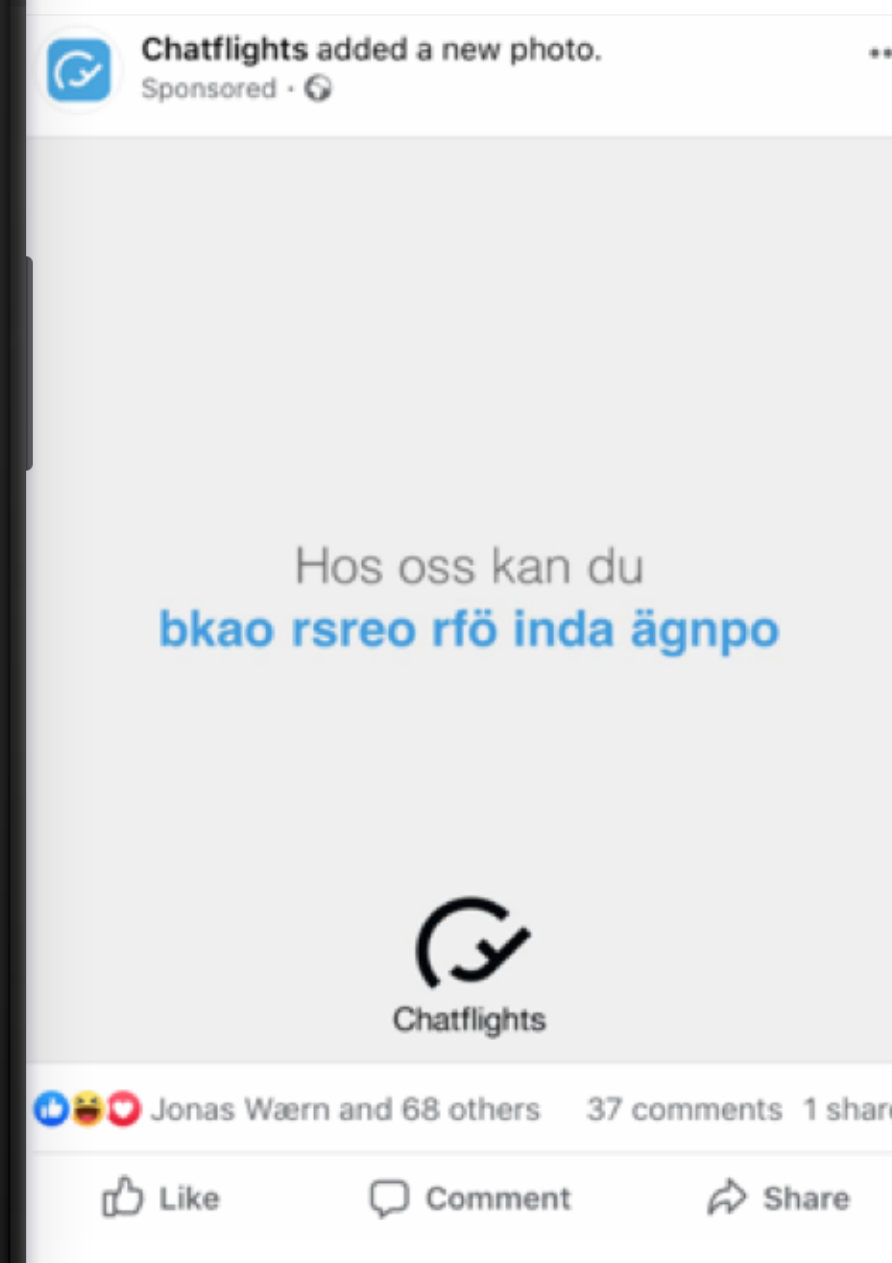
We've Fine Tuned What Performs Well for our Target



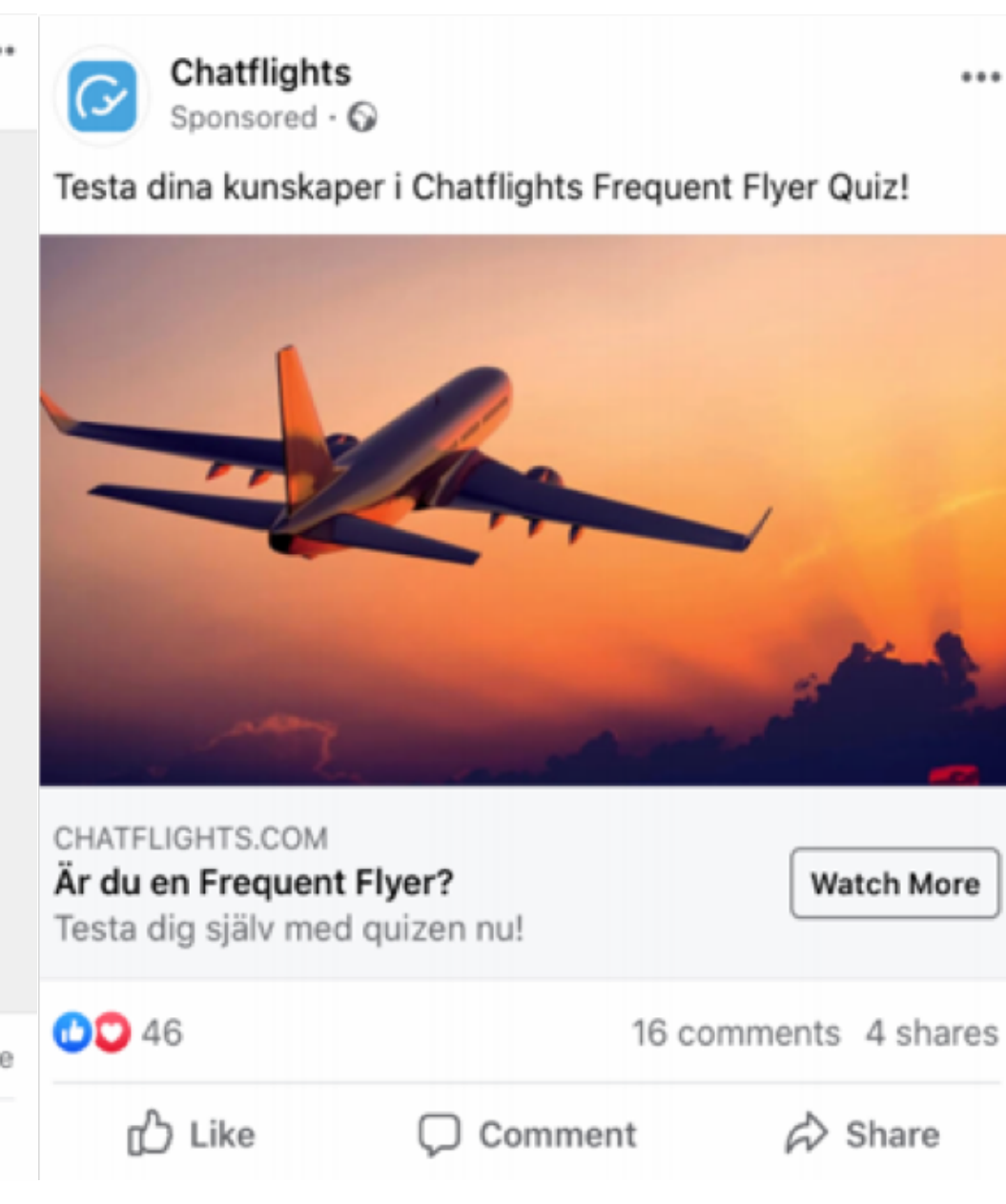
Podcasts that share our tips, hacks and tricks of the trade



Sponsored campaigns that taps into our target's frustration



Interactive puzzles that engage our target's intellect and competitive drive



Quizzes that appeal to our target's desire to be 'in the know' and their sense of elitism



Why We Feel Good About This



We're Capitalising on a Big Opportunity and Some Potent Trends

A Real and Growing Problem

23,800,000,000 unredeemed airline miles globally and this number is growing.

Our Value is Clear to See

Our target inherently understands the value in cracking a system they can't (or don't have the time to) master on their own.

People Love Chat

Customers prefer live chat over any other contact channel. Chat is expected to continue to grow by 87% in the next 12-18 months.

Interest in Travel Hacking is Burgeoning

The Points Guy had 10.04M visitors June-Dec 2019 (6.47% growth YOY) and FlyerTalk has 4.45M visitors June-Dec 2019 (12.88% growth YOY).



Not to Mention, Airlines Need Us

They want points to be spent. Not only do they sit on a balance sheet as debt, they're also a huge source of revenue (points are sold to third parties like credit card companies at a staggering profit).

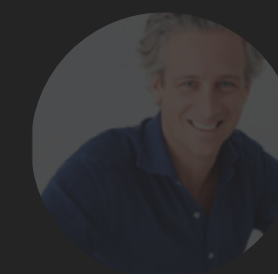
For the system to work, customers must believe that points have real value – and that only happens when they can spend them.

We can help their members stay loyal and continue to see the value in their program.





Our Leadership Team is Strong and Experienced



Malte Barnekow

President, New York

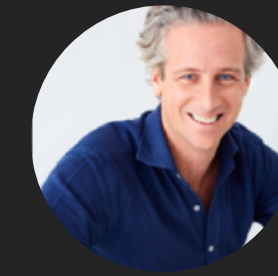
In 2009, Malte founded The 86 Company, a premium spirits company, in New York. As CEO, he successfully grew the start-up into a \$6M business with 18 employees, across several geographies. Malte then lead the process of selling the company in July of 2019 to Brown Forman Corporation (owners of Jack Daniel's Whiskey), a publicly traded company with a market cap of \$32B.

Prior to this project, Malte spent 9 years with Absolut Vodka, holding various positions; culminating in the Marketing Director Americas role, based in New York.

With an MBA from INSEAD, Malte brings a world class academic background to the table as well as a wide international outlook. He has lived and worked in 4 continents, in over half a dozen countries and in cities such as Brussels, Bogota, Sao Paulo, Singapore, Stockholm, Paris and New York. Malte speaks 5 languages fluently and considers travel one of his passions in life.



Our Leadership Team is Strong and Experienced



Alexis Barnekow

Founder and CEO, Stockholm

Alexis has spent most of his professional life as a successful entrepreneur. He founded Chatflights in October of 2016, which he has boot strapped and built into a solid \$150,000 business that is already breaking even, with a clear path to profitability and 4 full-time employees.

Prior to Chatflights, Alexis co-founded Green Hat People, a company dedicated to Employee Engagement through active learning and immersive participation. The company continues to thrive today; with 40 employees across 8 markets.

Prior to this first entrepreneurial venture, Alexis spent two years in the FMCG sector with Unilever. Alexis has a Master in Accounting and Financial Management from the Stockholm School of Economics, is quadrilingual and has extensive experience in global travel.



What's Next?

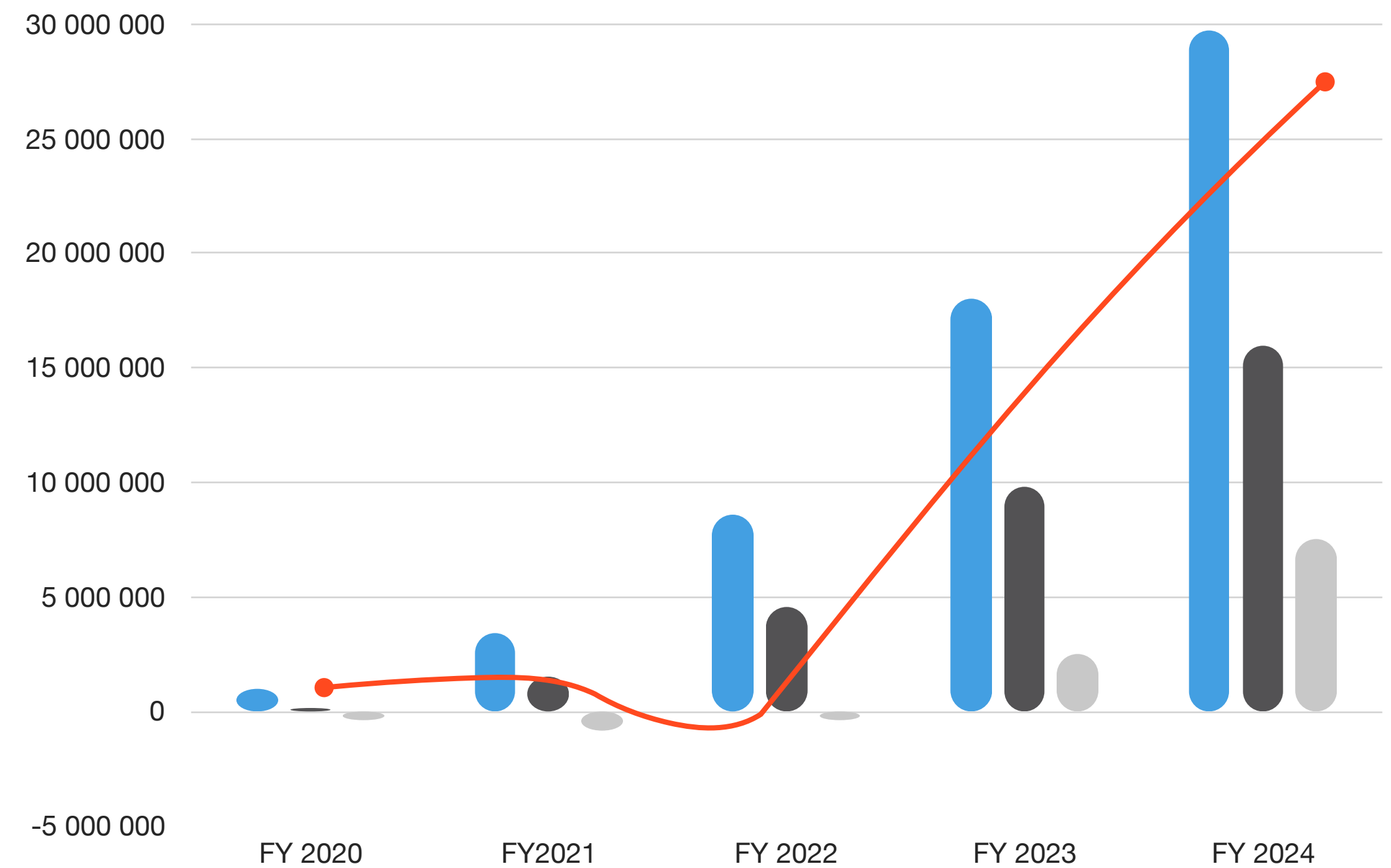


Chatflights Value Curve

- Revenue
- GP
- EBITDA
- EBITDA Margin %

Valuation & Raise

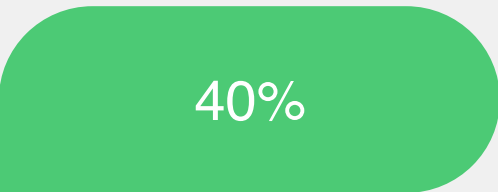
- ✈ We are raising \$1 - 1.5M, with a minimum investment of \$100K at a \$10M pre-money valuation.
- ✈ We aim to be profitable by 2022 and achieve a healthy EBITDA margin of 25% by 2024.
- ✈ During our first year, we will grow a US customer base to a minimum of 4,000 users and achieve \$1M in revenue while also expanding our existing business in Europe.





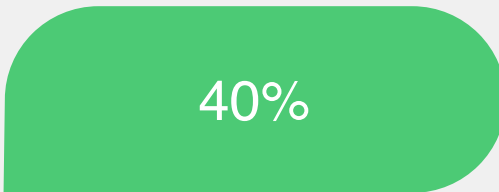
Use of Funds

We will use the investment received to bring the Chatflights business to the US. Pre-launch, we will work on translating and appropriating the app for a US audience, formalising the business (ensuring we’re powered by best-in-class infrastructure) and building a robust and enviable team. For launch, we will adapt and hone marketing activities and seed our app with influential travel bloggers and hackers.



Grow Team

Recruit, train and deploy top hacking talent and keep them engaged with our proprietary Talent Management Strategy.



Marketing Activity

Develop marketing materials that build on learnings from the Swedish market and grow our consumer base.



Infrastructure & Tech

Ensure our systems, processes and back-end are world class, with consistent and timely upgrades.



AI Enhancement

Enhance our existing process with AI to improve and accelerate delivery across the entire consumer experience



This is a Rare Investment Opportunity

We are offering the chance to invest in a proven model, not a dream.

- ✈ In just two years, we have verified product-market fit, the business model and the marketing model.
- ✈ The opportunity is immense, with a consumer problem that is large and growing.
- ✈ Competitive intensity is low; the market is devoid of tech-based solutions that deliver a supreme customer experience.
- ✈ We are the first app designed exclusively for the lucrative high-end, high-frequency traveller.
- ✈ Our operations run with extremely high margins (aided by AI that allows us to maximise operational efficiency and improve the bottom line).
- ✈ We can scale easily and cost efficiently.



Thank You!

Malte & Alexis 🌟



Appendix



Manifesto



Earning points is easy. But spending them? It's like catching a red eye. Every day. For a year. In a middle seat. That is broken. We could go on... Spammy sites. Convoluted T&C's. Disappearing deals. Open tab overload. Old-school travel agents... It's a special kind of hell. But someone, somewhere is getting a roaring deal. And we think it should be you.

We're on a mission to make your points work as hard as you do. We're travel hackers that help you discover travel you never knew existed. Because when you work hard, you should travel well. And we mean well. We're talking private cabins in first class flights, plush hotels and obnoxious jet-set multi-city trips. You know... The stuff that's too good to Instagram (but go on.. 'gram it anyway!).

We're bloodhounds with the scent for a deal. We'll help you book what's yours and show your frequent flyer points who's boss. We're obsessive sleuths that scout the deals you can't find online.

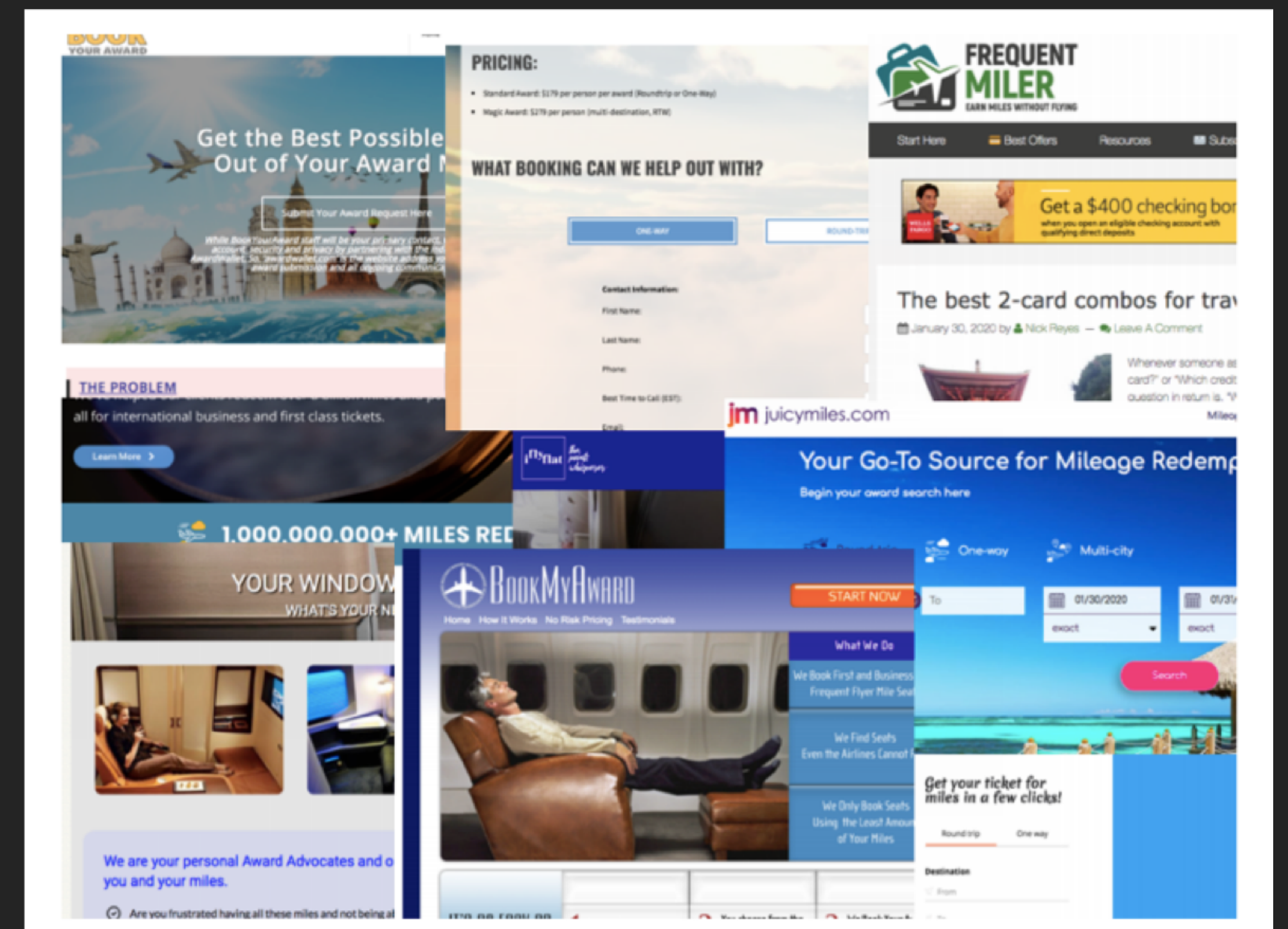
Think of us as your personal travel hacker, here to help you conquer your booking. So before you leave your frequent flyer program in protest, text us first.

Chatflights

Impossible Travel Experts.



Competitors





Interest In Travel Hacking Is Big And Growing

- ✈ The Points Guy had 10.04m visitors June-Dec 2019 (6.47% growth YOY) and FlyerTalk has 4.45m visitors June-Dec 2019 (12.88% growth YOY).
- ✈ Someone, somewhere is getting a great deal

