



# PITCH DECK

# THE PROBLEM

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**Problem:** The lodging industry is a MESS!

Due to competitive issues and legacy systems, the larger travel sites DO NOT cross-promote. For example, you won't find Airbnb on Expedia.

Try organizing a ski trip with 20 friends. You'll end up sharing links from 5 or more sites (Expedia/VRBO/Airbnb), creating a truly chaotic maze of shared links.





# THE SOLUTION

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**Solution:** Roomongo solves the problem - by allowing members to search not only hotels, but also vacation rentals and rooms. One search, one trip, and one streamlined set of results.

Roomongo is a members-only site offering below market hotel rates AND seamlessly integrated results from VRBO - and more sites coming soon.

# KEY DIFFERENTIATORS

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1	Lodging Aggregation
2	Social Trip Planning
3	Referral Commissions
4	Member Rates



# MARKET SIZE/OPPORTUNITY

**Hotels:** The gross online booking revenue for hotels is estimated at \$600 billion yearly – per Statista. Online-Travel-Agencies make up 50% of that total – per Travel Weekly.

**Market Share:** \*Roomongo's goal is to be trending at \$1.8 million in gross reservation revenue by the end of 2021 and \$10 million in trending monthly revenue by the end of 2021.

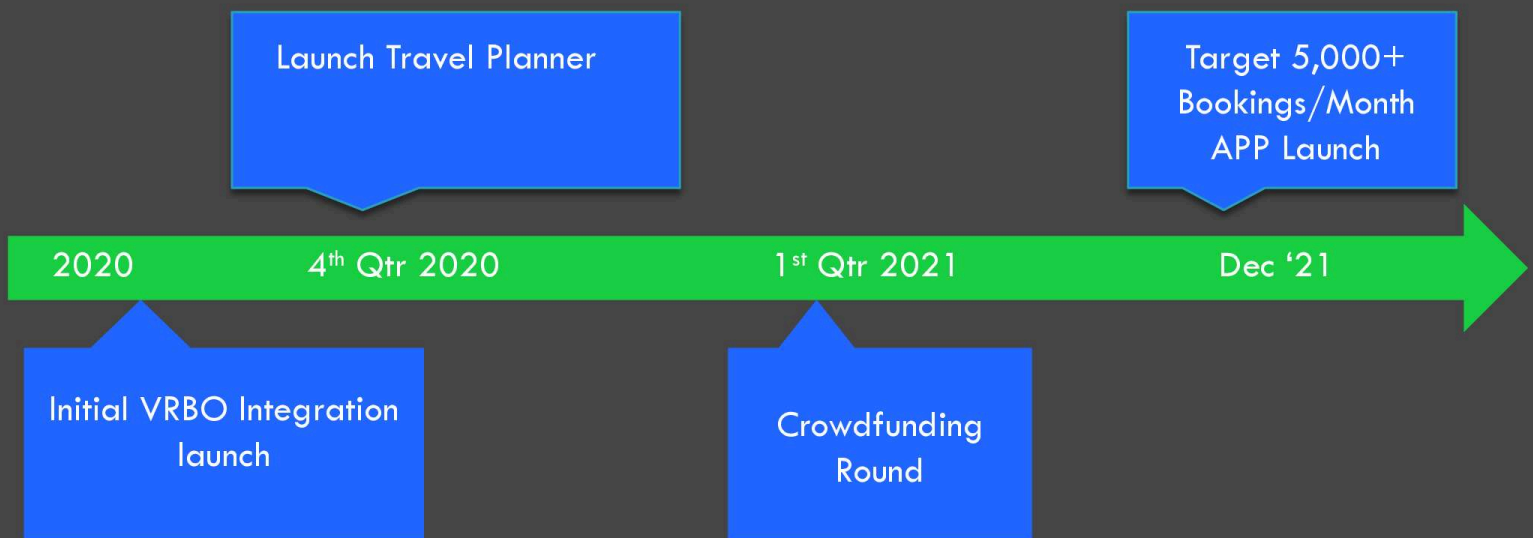
	Monthly 2021*	Monthly 2022
Gross Revenue	\$1,800,000	\$10,000,000
Net Revenue	\$229,125	\$1,278,750

\*These projections are not a guarantee of future performance, and your investment decision should not be based on the projections contained in this slide or presentation.

# FUNDING NEEDS & TIMELINE

We're looking to raise up to \$250,000 through our initial crowdfunding campaign. This initial campaign will allow us to continue building out the site, initiate marketing plans and fine-tune our business model for revenue growth and future funding campaigns.

## PRODUCT AND SALES TIMELINE



# QUICK REVENUE OVERVIEW

A horizontal bar with a gradient from green to orange.

## Hotels

Average Booking:  
\$400

Gross Margin:  
10-18%

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\$60

## VRBO

Average Booking:  
\$1,500

Gross Margin:  
3%

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\$45

## ROOMS

Average Booking:  
\$250

Gross Margin:  
3%

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\$7.5

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# FINANCIAL PROJECTIONS

## Booking Projections

	Monthly 2021*	Monthly 2022*
Gross Revenue	1,800,000	10,000,000
Net Revenue	\$229,125	1,278,750
Administration	\$28,000	\$84,000
Employees/Contractors	\$78,500	\$318,000
Marketing	\$119,000	\$845,000
Total Expenses	\$225,500	\$1,271,000
<b>Estimated Net Income</b>	<b>\$3,625</b>	<b>\$31,750</b>

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## PATRICK O'HARA - CEO

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Patrick O'Hara began his career in marketing and eventually founded an agency in Boulder and worked with a number of major travel industry brands and high-tech publishers. Eventually, he and his business partner were able to sell the company to a major player in the industry. Patrick then began working as VP of Business Development & Marketing for a travel technology firm located in Vail, Colorado. From there, he founded and is still actively running a very successful self funded start-up, @TravelDeals. The company acts as a hub for travel deals from third party travel providers and has over 1.5 Million social followers & 300,000 email newsletter subscribers, all developed in a bootstrap environment.



## ROB O'CONNOR - CEO

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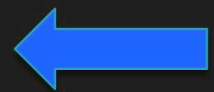
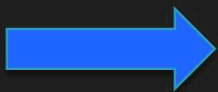
Rob O'Connor began his technology career as a multi-media developer for a startup ultimately acquired by WebMD. He found his way to the web, gaining extensive experience with server-side development, including database creation and optimization. Rob has been the lead developer on several travel projects over the last 20 years, including a cutting-edge hotel and rental property booking engine he built from the ground up. Subsequently, Rob gained extensive experience as a front-end developer, on a highly successful financial services product for Thomson Reuters and as a lead-developer for Realogy.

# THE ENDGAME

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Exit Goal: Sell to Expedia, Priceline, Airbnb or another major player in the travel space.

## EXPEDIA BRANDS



This is not a guarantee of a future sale, and your investment decision should not be based on the projections contained in this slide or presentation.



## Roomongo Profile

Structure: C Corp/Colorado  
Founded: Boulder, Colorado

- Website: [Roomongo.com](http://Roomongo.com)
- Twitter: [@Roomongo](https://twitter.com/Roomongo)
- Facebook: [/Roomongo](https://facebook.com/Roomongo)

## Boulder Colorado

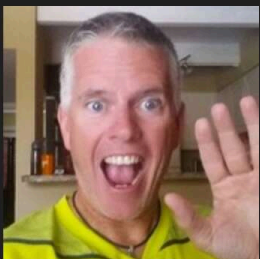
### Executive Team:

Patrick O'Hara, CEO

[Patrick@Roomongo.com](mailto:Patrick@Roomongo.com)

Rob O'Connor, CTO

[Rob@Roomongo.com](mailto:Rob@Roomongo.com)



Patrick O'Hara  
Founder & CEO  
20+ years in travel, marketing,  
product development.



Rob O'Connor  
Founder & CTO  
20+ years in travel, system  
architecture, coding and PM.

Invest NOW - Roomongo is on Wefunder!