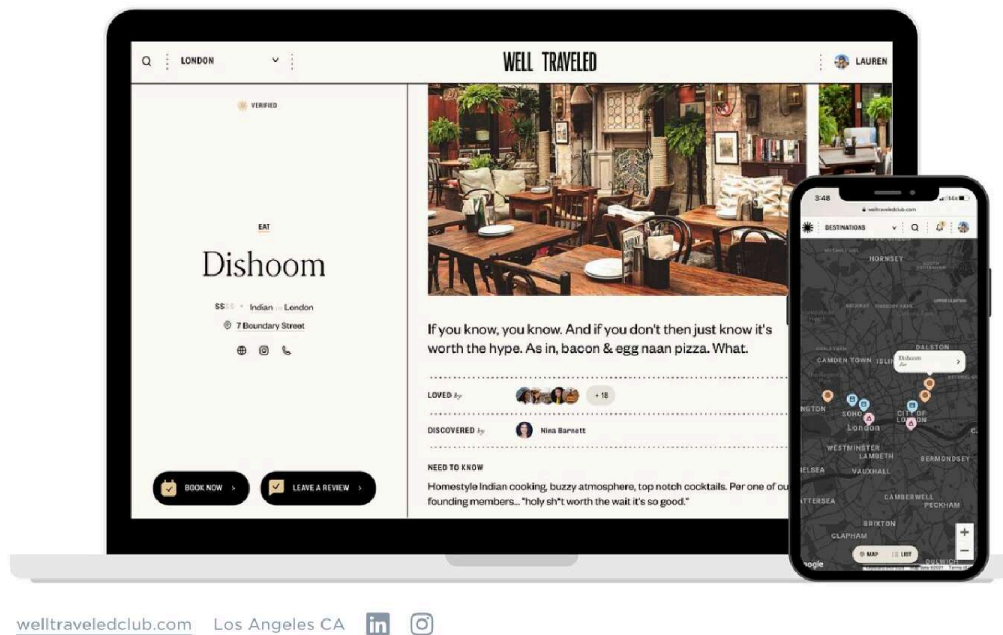


The private network for a new generation of modern travelers



LEAD INVESTOR



Imran Khan

I have been working with Sam as both an advisor to Well Traveled and an investor. I've found her to be a driven, passionate leader with remarkable insight. I've also found her to be open to constructive feedback. It's been great to see what she has built and how she is going about growing her community. I believe in Sam's vision and am excited to work with her. As such, in addition to my original personal investment of \$40,000 and my existing advisory shares, I'm pleased to add an additional \$10,000 in this round.

Invested \$10,000 this round & \$40,000 previously

Highlights

- 1 🧑‍🤝‍🧑 A female-founded travel club, built with female consumers in mind
- 2 ✅ All members vetted, verified & connected for reliable security
- 3 ⚡ Grew membership 2.5X YoY surpassing 1,500 paying members (revenue up 240%+, hitting \$205K in ARR)
- 4 🗣️ More than 79% of new members come from word of mouth, social media, and member referrals
- 5 📦 Over 100+ featured destinations, 7,000 vetted spots, and 8,000 trusted reviews
- 6 💰 \$1.6M GMV (hotel dollars booked through the platform)
- 7 ✈️ 2,250 nights and 880 trips booked with a \$1,700 AOV and \$589 ADR
- 8 ⭐ iOS App (launched Sept 2022) with 138+ 5 star reviews on the App Store

Our Team



Samantha Patil Founder & CEO

Professionally: I've held leadership positions at Pandora Media, Snapchat and Dollar Shave Club. Personally: running the Paris Marathon was one of the biggest travel highlights of my life!



Colby Oney Marketing

Colby is a dynamic marketing leader and seasoned traveler with 6+ years experience in the travel industry. An adventurer at heart, Colby spends her time exploring through hiking, camping and road tripping.



Jenna Long Travel Team

Jenna works alongside Jenika on our Travel team, making our members travel dreams come true. After a traditional agency background, she loves being able to connect with members and create their perfect trip. She also happens to be our TikTok guru!



Amanda Squeo Content

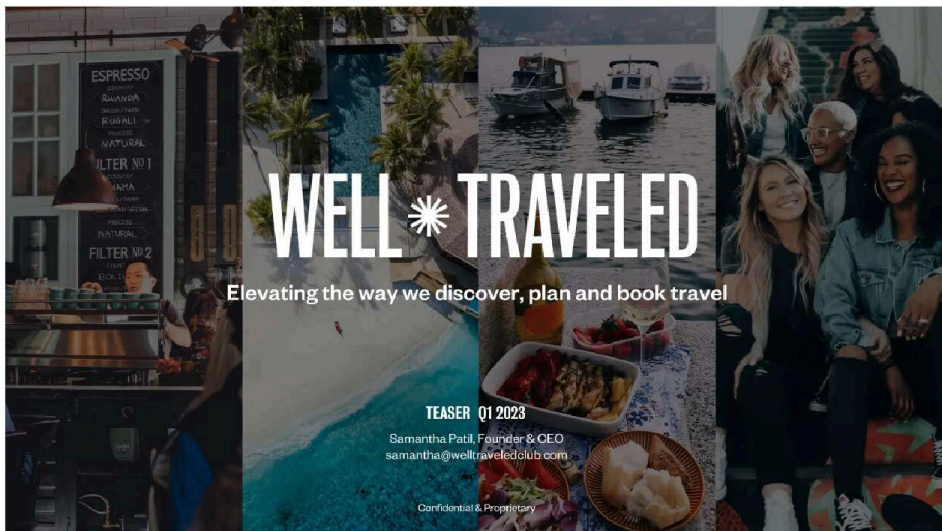
Amanda has a background in Travel & Tourism, with 10+ years in customer service. She wears many hats and is an "out of the box" thinker. She leads our content initiatives and loves being able to inspire our members next adventure through quality content.



Jenika Shastri Travel Team

After graduating in hospitality management Jenika built her career in sales and events within hotels. She loves working with a female founded team where we continue to build a community for like minded travelers.

Pitch



WHAT WE ALL LOVE ABOUT TRAVEL:

Well Traveled ©2022. Confidential & Proprietary.



WELL • TRAVELED 2

WHAT WE ALL HATE ABOUT TRAVEL:

Well Traveled ©2022. Confidential & Proprietary.



WELL • TRAVELED 3

WHY NOW

Travel will be viewed as an antidote to isolation and disconnection."

Brian Chesky, CEO, Airbnb
January 2021

Well Traveled ©2022. Confidential & Proprietary.



1. The rise of remote work

The remote work revolution is here to stay, which means travel is no longer a two week vacation once a year. It's a constant in our lives.



2. Curating the world's information

The future of the internet is rooted in curation. Consumers are desperate for access to relevant and trustworthy information.



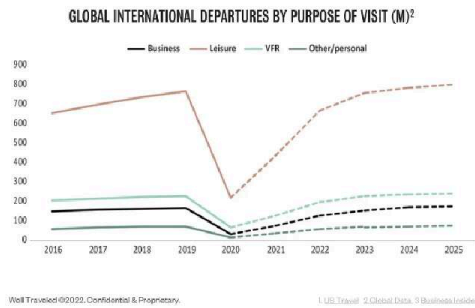
3. The membership economy is here

Consumers are embracing membership communities that foster connection and knowledge sharing among peers.

WELL • TRAVELED 4

MARKET POTENTIAL

Americans alone generate \$792B annually in leisure travel¹, with a full rebound from the pandemic expected by 2023



INITIAL TARGET MARKET: MILLENNIALS
80M millennials in the US spending \$200B per year on travel³

72% Of millennials would rather spend on travel than physical goods³

33% Of millennials willing to spend \$6K+ on next vacation³

90% Of millennials make travel decisions based on their network³

WELL + TRAVELED 5

OPPORTUNITY

Women make 85% of all travel purchasing decisions¹...

56% of leisure travelers are women

78% of our members identify as female

1 Statista 2 Traveler 3 Expedia Group Media Solutions
Well Traveled ©2022. Confidential & Proprietary.

WELL + TRAVELED 6

WELL * TRAVELED



Forbes | Hollywood | Apple | BUSINESS INSIDER | betches
Nasdaq | TRAVEL + LEISURE | The Washington Post | WSJ

Well Traveled ©2022. Confidential & Proprietary.



MODERN BRAND

Built on trust, quality and community, our brand is a strong value signal to our customers that we understand them.



MEMBERSHIP MODEL

Our community focused approach provides members with a sense of belonging and creates brand loyalty.



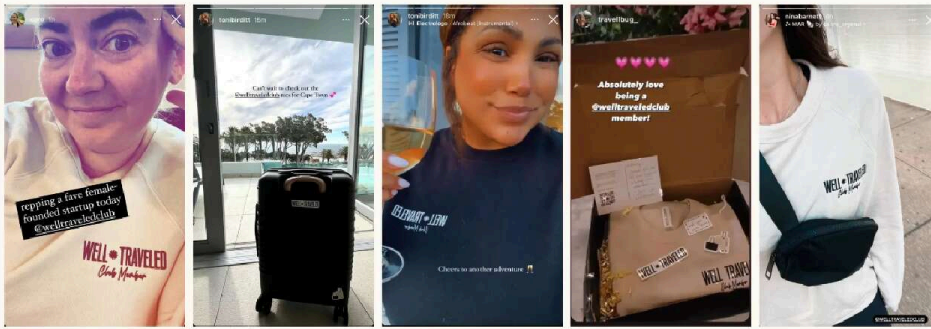
CURATED CONTENT

Personalized user experience with relevant recommendations curated from travelers with similar interests and travel styles.


WELL + TRAVELED 7


Our Members Love Us

WE'RE BUILDING BRAND LOYALTY THAT SETS US APART





DAILY DM'S FROM MEMBERS

 **Melissa Mahood** 6:54pm
Thank you so much!! I love the entire concept of this app/club. Looking forward to exploring it more and diving in! I could spend hours on it haha.

 **Kathleen** 8:45am
This is exactly the type of website/app I have been looking for, for a long time!! Someplace that has realistic reviews, local spots, and I can see how other people enjoyed their time at certain events/spot so I don't waste time trying things that weren't the best for someone else similarly when they traveled to where I want to go!

 **Jennifer Dylewski** 11:24am
Hi Samantha, thank you for your kind message! Now that I am a member I am enjoying access to even more information on each destination, and realizing that the travel style of this community is absolutely aligned with my personal travel style! I really appreciate even some of the small details of the platform, such as the fields you have chosen to display for each restaurant (best meal to enjoy, neighborhood, \$\$), hotel (boutique, pet friendly), and activities. This criteria is hard to find in many other travel websites!


 **Alexandra McClellan** 6:11pm
Hi Samantha! This platform is everything I didn't know I needed. I appreciate the website's easy navigation, great recommendations, and I can't wait to start planning trips using Well Traveled. Thank you!


 **Anna Talone** 2:29pm
Hi Samantha! Thank you for the warm welcome! I'm looking forward to being a part of this community and have already found some amazing recs for my upcoming trip to London. I'll be making some requests to book shortly :)

 **Kelsey Scott** 6:16pm
Thank you so much for reaching out! Your platform is seriously sensational, and unlike anything else I use. So glad I found y'all, and thank you for creating such a killer platform.


WELL TRAVELED


DAILY DM'S FROM MEMBERS

 **Payton Gavin** 3:17pm
Hi Samantha, it's so nice to e-meet you! I love that you have provided us with an authentic way to explore this beautiful world and become inspired by one another!

 **Brielle Eaton** 5:10pm
Hi Samantha! Thanks for reaching out. I am already obsessed with this site / community and love what you're doing! So happy I found Well Traveled and can't wait to use it to plan my trips + more.

 **Jaclyn Stiles Trout** 7:09pm
Hi Sam! Thanks for reaching out. I'm super happy to be a part of your community and look forward to my first trip! I'm not quite in the planning stages for Nashville yet, but I will definitely take you up on your offer to connect with local members. I'm loving what I'm finding so far!


 **Brooke Bendix** 4:50pm
Hi Samantha! Thanks for reaching out. I'm enjoying it so far and have referred a few friends to join too. Will you be adding Phoenix to the list of destinations soon?!

 **Shannon Zotzky** 4:04am
Hey Samantha! Thanks for the note. I really enjoy this platform and I'm looking forward to using it in my trips coming up this year. I also really enjoy getting to input places I've found on my past trips and seeing how that compares to others experiences.

 **Amabella Cambo** 4:59pm
Thanks Samantha! I'm enjoying the site so far and hope I can contribute to someone's experience!

 **McKayla Hernandez** 7:28am
Hey Samantha! Absolutely loving Well Traveled. I tried a member-suggested bar in Miami this weekend and it was 10/10!

 **Devon Winter** 4:22pm
Hi Samantha! Great really excited to be apart of it. I travel a lot for work and fun and I'm definitely looking for this exact tool when planning. I look forward to utilizing the community as well! Thanks cheers and happy holidays!

 **Sariah Gutierrez** 5:57pm
Hi Sam! I was messaging someone from WT on IG and telling them how much I love WT. I love the platform and love the reviews from like minded travelers. Truly valuable! Thanks for creating it!

DAILY DM'S FROM MEMBERS

 **Tiffany Murtosey** 8:09am
Hi Samantha! I'm really enjoying this club. Few absolute favorite reservations for a girls trip I'm going to in April to

TODAY		
ANNUAL MEMBERSHIP currently priced at \$150/yr, billed annually with a 14 day free trial avg 60% trial to paid member conversion rate	BOOKING COMMISSION we earn 10-15% commission on every booking (at no cost to members) \$1.4M GMV already booked, 60% repeat purchase rate	PARTNERSHIPS 30+ brands and 1,000+ hotels creating added value for members piloting preferred program in Q2 2023 with 3+ hotel partners (\$10-15k annual partnerships)
TOMORROW		
expand platform offerings and introduce tiered pricing to serve broader audience	scale commission revenue to 20% and expand services to include home rental and experience bookings	<i>the</i> preferred partner of major hospitality brands to reach Gen Z and Millennial travelers

Well Traveled ©2023. Confidential & Proprietary.

WELL+TRAVELED

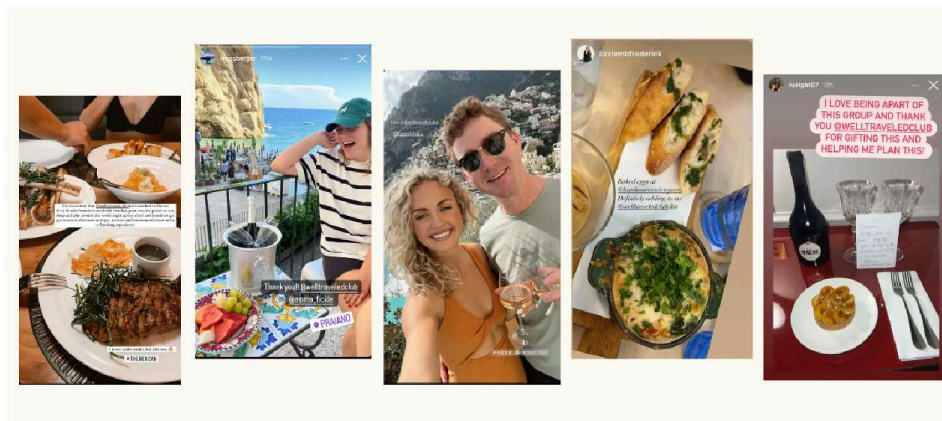
Forward-looking projections cannot be guaranteed.

WELL TRAVELED PARTNERS

We've partnered with 30+ desirable brands and 1,000+ hotels to offer members exclusive perks

WELL+TRAVELED 21

MEMBERS LOVE SHARING THEIR WELL TRAVELED TRIPS (AND PERKS) ON SOCIAL



Our point of differentiation and stickiness is centered around community driven content.

TRACTION

Since our soft launch in April 2021, we have built a loyal membership through referrals, word of mouth, and strategic partnerships



MEMBERSHIP GROWTH

1,500+ paying members
75% women

78% YoY paid membership retention

\$212K+ Dec 22 run rate revenue

BOOKING TRACTION

\$1.4M GMV (hotel dollars booked)

58% repeat booking rate

\$1,766 Average Order Value

BRAND AWARENESS

23K+ IG audience + 200K accounts reached in past 60 days

1,000+ top-tier press coverage

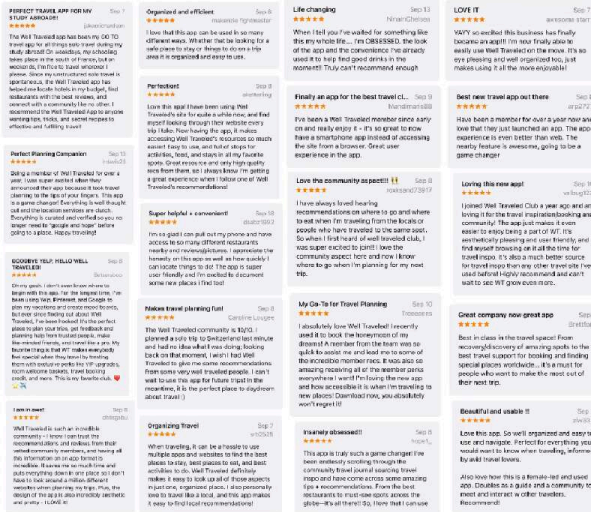
influencer, brand and hotel partnerships

WELL+TRAVELED 23

MOBILE APP LAUNCH

Sept 2022

138+ five star reviews,
60% member adoption,
20K+ member sessions
since launch



TEAM

A world-class team of branding, hospitality and technology experts

KEY ADVISORS INCLUDE:



Samantha Patil
Founder & CEO
Background: Marketing, CRM, member strategy & monetization, intl business



Jack Brody
Head of Product @ Snap
Community Fund Investor @ Upfront Ventures



Imran Khan
Founder & CEO @ Verishop
Former CEO @ Snap



Nancy Soni
Founder & CEO @ PathMatch
Talent Partner @ Hypothesis
Former Advisor @ Bonobos



Snap Inc. upfront

Snap Inc.

VERISHOP

PathMatch

HYPOTHESIS.



Jenna Long
Travel Team Lead
Background: Travel consultant with expertise in hotel partner marketing and hospitality PR



Erio Morse
Program Lead @ Airbnb
Product Manager @ Airbnb
Biz Operations @ Airbnb



Reina Pomeroy
Dr of Community @ Good Inside
Community Mentor @ First Round
Head of Community @ Modern Family



Peter Cole
CEO @ Design Hotels
CFO @ The Ritz Carlton
CFO @ Marriott International



Well+Traveled ©2022. Confidential & Proprietary.

WELL+TRAVELED 26

ADDITIONAL INVESTORS & ADVISORS INCLUDE



Jack Brody
VP Product
upfront



Imran Khan
CEO, Verishop (prev. CRO Snap)
VERISHOP
Credit Suisse



Eric Morse
Product / Marketplace
airbnb



Dante DiCicco
Business Strategy
BlackRock



Nancy Soni
Recruiting
PathMatch
HYPOTHESIS.



Steve LaBella
Marketing & Brand
Snap



Nick Allen
VP Design
ROUTE



Peter Sellis
Dir. Product
SCIENCE



Peter Cole
Hospitality
Marriott



Mandy Brown
Finance
CRESCENT
Marriott Equity



Will Wu
Dir. of Product
Snap



Austin Hough
Finance / Hospitality
INCEPTION
SOMO HOUSE

Well Traveled ©2022. Confidential & Proprietary.



WELL*TRAVELED 27

