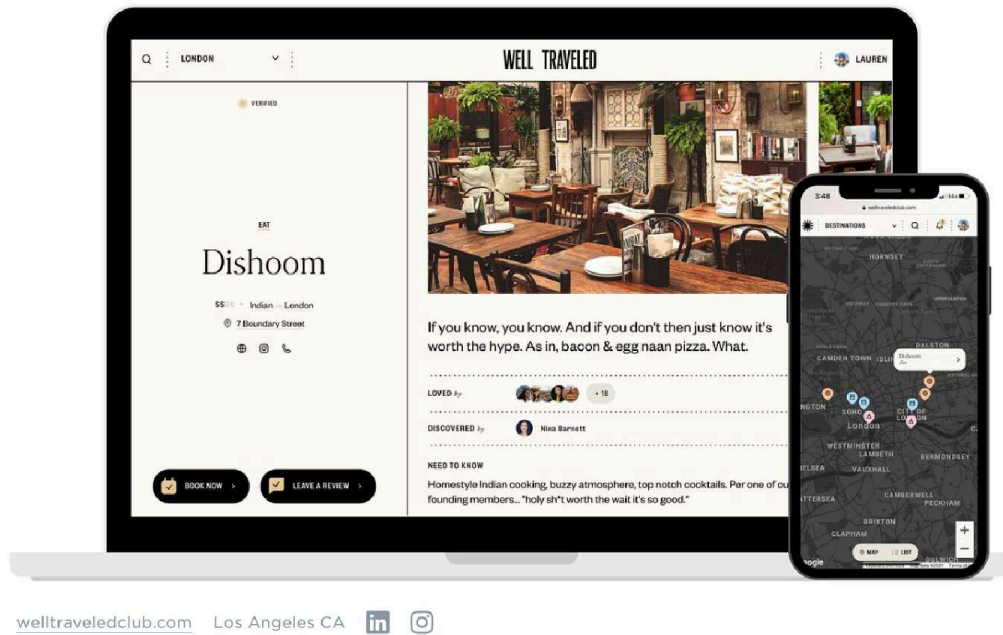



The private network for a new generation of modern travelers



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

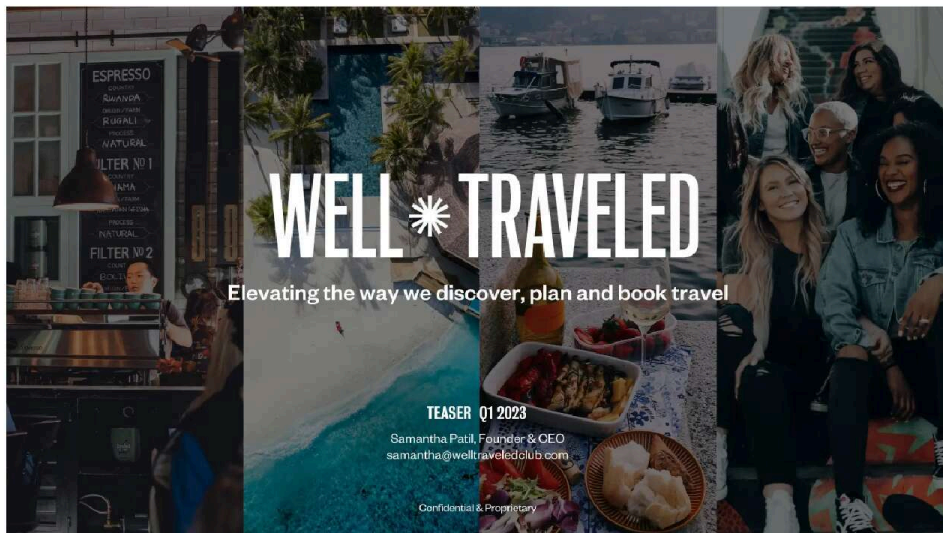
Amanda has a background in Travel & Tourism, with 10+ years in customer service. She wears many hats and is an "out of the box" thinker. She leads our content initiatives and loves being able to inspire our members next adventure through quality content.



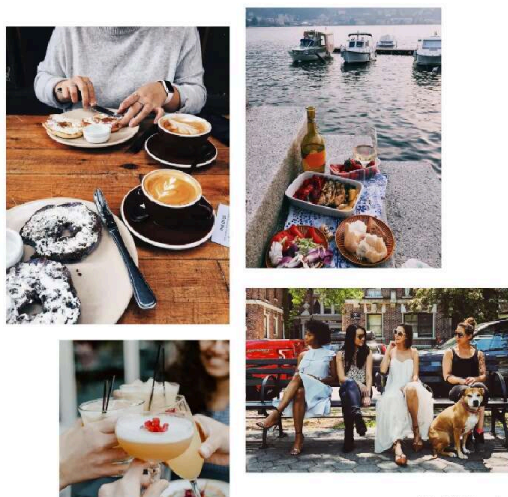
Jenika Shastri Travel Team

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:



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WELL • TRAVELED 2

WHAT WE ALL HATE ABOUT TRAVEL:



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WELL • TRAVELED 3

WHY NOW

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

Brian Chesky, CEO, Airbnb
January 2021



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

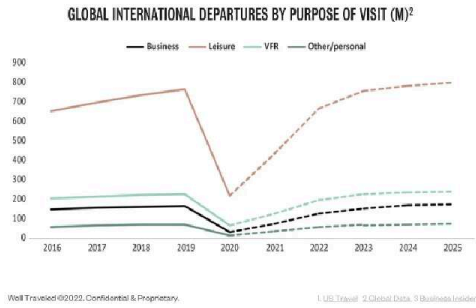
Consumers are embracing membership communities that foster connection and knowledge sharing among peers.

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WELL • TRAVELED 4

MARKET POTENTIAL

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



Well Traveled ©2022, Confidential & Proprietary. | US_Travel | Global Data | Business Insider

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 goods²
- 33%** Of millennials willing to spend \$6K+ on next vacation²
- 90%** Of millennials make travel decisions based on their network²

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

WELL * TRAVELED 6

WELL * TRAVELED

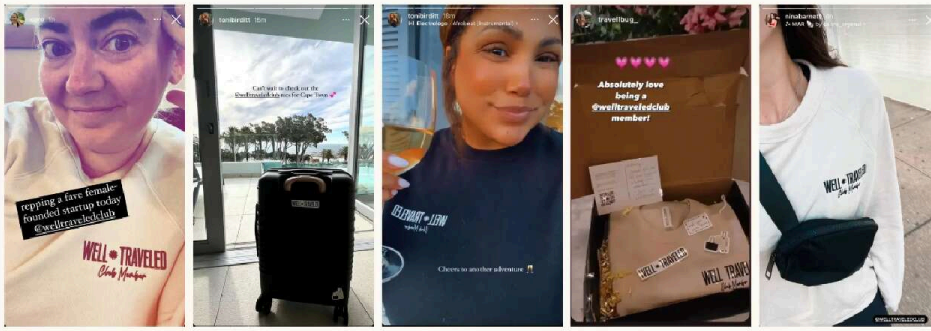
- MODERN BRAND**
 Built on trust, quality and community, our brand is a strong value signal to our customers that we understand them.
- MEMBERSHIP MODEL**
 Our community focused approach provides members with a sense of belonging and creates brand loyalty.
- CURATED CONTENT**
 Personalized user experience with relevant recommendations curated from travelers with similar interests and travel styles.

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

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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 6:11am
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 6:36pm
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 9:17pm
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!

Jadyn 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!

Shannon Zotzky 8:04am
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.

Amabelle Camba 6:29pm
Thanks Samantha! I'm enjoying the site so far and hope I can contribute to someone's experience!

Brielle Eaton 5:36pm
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.

Brooke Bendix 8:52pm
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?!

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 6:22pm
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 Merritsoy 8:09am
Hi Samantha! I'm really enjoying this club. I've already booked reservations for a trip this fall and to in April to

DAILY DM'S FROM MEMBERS

Chicago

Michelle Madden 4:54pm
Hi Sam,
Nice to virtually meet you, and congrats on co-creating such a wonderful platform! The trip was amazing, we stayed at The Rixy Hotel in Tribeca and ate at La Esquina in SoHo, both of which I found through WTC. Finding these two places was seriously worth my membership fee alone!

Julie Stuckey 4:54pm
Thanks Samantha! appreciate you reaching out and the warm welcome! I've already been so pleased with the information and how I can find tips from fellow travelers. I'm prepping for a Pacific trip in Jan, and so far I've already found way more information than I have anywhere else. Excited to plan it out now over my holiday break. Thank you again!

Claire Rosen 7:33pm
Hi Samantha! Thanks for the welcome. Your website is so fun to explore, and has made planning our travel very exciting.

Anya Nova 8:43pm
Thank you for the warm welcome, and for accepting me into the community. I used it for the first time this last weekend when I visited S.F. and very happy with the spots that I visited based on the community's feedback. I look forward to exploring more, and will send in any suggestions if any. Thank you again, and have a fantastic day.

Sydney McMakin 5:53am
Hi Sam! Thank you! I am loving the app so far! My husband and I are in Amsterdam at the moment and it has provided such great direction for our days and recommendations.

Andrew Spencer 6:59pm
Great thanks! I'm excited to try out some recommendations on an upcoming trip to London. Love the design of your product btw. I'm a product designer and have been looking for a travel platform with a good sense of design.

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WE'RE BUILDING A CULT LIKE FOLLOWING

Just applied and I am SO beyond excited!!

[welltraveledclub] Sarah Moore replied to your story: How do I order a sweatshirt

Samantha Bishop Just got to open up the app and I LOVE it!

Sara Fecht Have I ever mentioned joining this club is the best thing I have ever done?! I don't know what I ever did before!

Charlie @ Members Be a YOU and the reason for me joining is to help me so appreciate you!

Charlie I was just telling a girlfriend how I can't wait to book my next trip as you guys were so helpful. And the more I dig into the site and see all the properties available I am so happy you all do what you do! We're thinking of doing a girls weekend (short weekend in Charleston, but the sky is the limit! I'm loving everything you do and basically I can send more fabulous ladies your way!

Ursuline G. Hi, thank you so much for the WTC package. I'm excited to go on the Florida trip and see all the members waiting and the great amount of things to do before coming to the next fall DM!! Well I see it! That sweatshirt is so cozy, and I like it so much on my laptop - thank you!

Alex Georgy Alper Genuinely love the platform! Going to spend the night making my recs and lists! So people can view them :)

John Deane Thank you so much for the app! I've been hearing about this app/app. Super cool.

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HIGH ENGAGEMENT

Because members use Well Traveled more like a social platform (vs a trip planning tool), they're highly engaged

40%

of paying members have logged in over past 30 days (70% in past 90 days)

9 min

average session duration (Yelp & Instagram = 3min)

66%

site content added by members (52% of members have contributed content ie: left review, created list)

MONETIZATION STRATEGY THAT'S ALREADY WORKING

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

the preferred partner of major hospitality brands to reach Gen Z and Millennial travelers

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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

Ghia

CURTAIN

MARRIOTT
BONVOY

FOUR SEASONS
HOTELS AND RESORTS

3
DESIGNATED
TRAVEL & TRAVEL

GLOWBAR

ALTO

One & Well

SMALL
LUXURY
HOTELS
OF THE WORLD

THE PENINSULA
FINCHUB

SHANGRI-LA
HOTELS & RESORTS

Mayawell

Aero

CONSCIOUS
COCONUT

ROSEWOOD
A SENSE OF PEACE

Profound
PROFOUND PARTNER

TRAVELER

GOLDE

flytographer

CURIOUS
ELIÉES

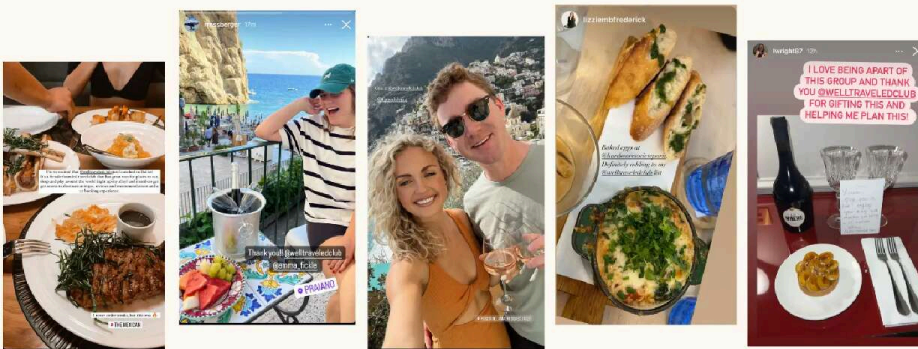
WORLD
OF
HYATT | HYATT
PRIVE

NOBLE HOUSE
HOTELS & RESORTS

SMARTFLYER

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

<p>PERFECT TRAVEL APP FOR MY STUFF ASSHOLES Step 1</p> <p>★★★★★</p> <p>The Well Travelled app has been a game changer for my travel planning. I love that it's easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Organized and efficient Step 2</p> <p>★★★★★</p> <p>I love that this app can be used in so many different ways. Whether it's for booking a trip or for managing my itinerary, the app is organized and easy to use.</p>	<p>Life changing Step 11</p> <p>★★★★★</p> <p>When I felt you were waiting for something like this, you were right. You changed the look of the app and the convenience is already there. It's the best gift you could give me. Thank you! This app is recommended enough.</p>	<p>LOVE IT Step 7</p> <p>★★★★★</p> <p>WTFY so excited this business has finally become a reality! My new Friday plans are really fun. Well Travelled is the know. It's so easy to use and I'm so excited to get started. Love it! Love it! Love it!</p>
<p>Perfect Planning Companion Step 10</p> <p>★★★★★</p> <p>Being a member of Well Travelled for over a year, I can attest to the quality of the app. It's easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Parfaitness Step 8</p> <p>★★★★★</p> <p>Love this app! It has been using Well Travelled for a while now, and I find myself using it more and more. It's so easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Finally an app for the best travel CL Step 9</p> <p>★★★★★</p> <p>I've been a Well Travelled member since early on and really enjoy it. It's so great to know there is a smartphone app instead of accessing the site from a browser. Great user experience in the app.</p>	<p>Best new travel app out there Step 6</p> <p>★★★★★</p> <p>Have had a member for over a year now and love that they just launched an app. The app experience is even better than the web. The newly feature is awesome, going to be a game changer.</p>
<p>COGNITIVE TRAVEL WELL Step 8</p> <p>★★★★★</p> <p>Being a member of Well Travelled for over a year, I can attest to the quality of the app. It's easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Super helpful + convenient Step 10</p> <p>★★★★★</p> <p>I'm so glad I can get my phone and have access to so many different resources. It's so easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Love the community aspect!! Step 8</p> <p>★★★★★</p> <p>I have always loved having recommendations on where to go and where to eat when I'm traveling from the locals or people who have traveled to the same area. So when I first heard of Well Travelled, I was super excited to join! Love the community aspect here and now I know where to go when I'm planning for my next trip.</p>	<p>Loving this new app! Step 10</p> <p>★★★★★</p> <p>I joined Well Travelled Club a year ago and am happy for the great membership and community. The app just makes it even easier to enjoy. One of a part of the app, specifically planning and user-friendly and I would recommend it to all the time. Love it! Love it! Love it!</p>
<p>I am a user Step 8</p> <p>★★★★★</p> <p>Well Travelled is such an incredible community. I love that it's easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Makes travel planning fun! Step 9</p> <p>★★★★★</p> <p>The Well Travelled community is so helpful and kind. I love that it's easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>My Go-To for Travel Planning Step 10</p> <p>★★★★★</p> <p>I absolutely love Well Travelled! I recently used it to book the honeymoon of my dream. I love that it's easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Great company how great app Step 7</p> <p>★★★★★</p> <p>Best in class in the travel space from a user's perspective. The app just makes it even easier to enjoy. One of a part of the app, specifically planning and user-friendly and I would recommend it to all the time. Love it! Love it! Love it!</p>
<p>Organizing Travel Step 7</p> <p>★★★★★</p> <p>When traveling, it can be a hassle to get multiple emails and updates to track the best deals to stay, well passes to buy, and best activities to do. Well Travelled definitely makes it easy to look up all of those aspects in one place. I also personally love to travel like a local, and this app makes it easy to find local recommendations!</p>	<p>Travels awesome!! Step 8</p> <p>★★★★★</p> <p>This app is truly such a game changer. I've been using it for a while now and I find myself using it more and more. It's so easy to use and has all the tools I need to plan my trip. The app is intuitive and user-friendly. I highly recommend it to anyone who loves to travel.</p>	<p>Beautiful and usable!! Step 8</p> <p>★★★★★</p> <p>Love this app. So well organized and easy to use and navigate. Everything you would want to know when traveling, informed by well travel lovers.</p>	<p>Also how this is a 5-star app and well app. Double to a 5-star and a community to meet and interact with other travelers. Recommended!</p>

TEAM

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

KEY ADVISORS INCLUDE:

<p>Samantha Patil Founder & CEO Background: Marketing, CRM, member strategy & monetization, intl business</p>	<p>Jack Brody Head of Product @ Snap Community Fund Investor @ Upfront Ventures</p>	<p>Imran Khan Founder & CEO @ Verishop Former CSO @ Snap</p>	<p>Nancy Soni Founder & CEO @ PathMatch Talent Partner @ Hypothesis Former Advisor @ Bonobos</p>
<p>Jenna Long Travel Team Lead Background: Travel consultant with expertise in hotel partner marketing and hospitality PR</p>	<p>Erio Morse Program Lead @ AirBnB Product Manager @ Airbnb Biz Operations @ Airbnb</p>	<p>Reina Pomeroy Dir of Community @ Good Inside Community Mentor @ First Round Head of Community @ Modern Fertility</p>	<p>Peter Cole CEO @ Design Hotels CFO @ Theritz Group CFO @ Marriott International</p>
<p>Snap Inc. upfront Snap Inc. VERISHOP PathMatch HYPOTHESIS.</p>	<p>airbnb Good INSIDE Modern Fertility Marriott INTERNATIONAL THE RITZ-CARLTON</p>		

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
Snap



Peter Sallis
Dir. Product
SCIENCE



Peter Cole
Hospitality
Marriott



Mandy Brown
Finance
CRESCENT
Marriott Expense



Will Wu
Dir. of Product
Snap



Austin Hough
Finance / Hospitality
INCEPTION
The Travel Company
SOMO HOUSE

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