

A one-stop, AI powered solution taking short term rental operations to the next level



jurny.com Los Angeles CA

LEAD INVESTOR



Gary Abrams

Since the inception of Airbnb, Luca has been at the heart of the industry, gaining unique insights and witnessing its evolution firsthand. Quickly recognizing the rise of new technologies, he saw the opportunity for complete automation in hospitality. From Luca's roots as a property manager, utilizing software he developed for his own enterprise, he realized the market need for world-class software for the industry at large. This was the catalyst for launching Jurny. As one of the pioneers with this vision, Jurny has become a leader in bringing together cutting-edge technologies, including AI, and fusing them into an easy-to-use platform. Luca's visionary approach, industry knowledge, and passionate execution along with market need for robust and fully integrated property management software are the reasons I chose to invest in Jurny.

Invested \$100,000 this round

Highlights

- 1 Backed by several top VC's; Mucker Capital, Okapi VC, Vitalize VC, Singularity Capital, SaaS VC.
- 2 5x customer growth in the last 9 months.
- 3 \$2.2M in contracted ARR with 100% user growth in the last month.
- 4 Onboarding reduced from 44 days to just one click.
- 5 3x reduction in burn-rate the past six months while revenue growth continues to accelerate.
- 6 2,000+ units currently live on platform.
- 7 Industry's first one-click sync with Airbnb.
- 8 Featured in Wall Street Journal, Fortune, Bloomberg, Entrepreneur, Business Insider, & Forbes.

Our Team



Luca Zambello Founder & CEO

Co-founder and CEO of Jurny, Forbes contributor and featured in Entrepreneur, Bloomberg, Business Insider, and other publications.



Vikki Li Chief Financial Officer

Experienced professional with a background in finance and accounting. Strong analytical and problem-solving skills with a demonstrated ability to thrive in fast-paced environments.



Giovanni Moretto Chief Technology Officer

15+ years experience in IT industry, ex-entrepreneur with Metide srl. Developed software for several Fortune 500 companies in Europe, like Vodafone and Ducati.



Svitlana Siklitska Director of Strategic Partnerships

Tech Savvy, with a 7+ years experience working in SaaS industry in Sales, holding International Master in Marketing Degree. Extremely passionate about the world of technology and hospitality industry.



Lluís Solà VP of Operations

Seasoned executive with more than ten years' experience in the hotel sector, with a focus on SaaS management solutions. A track record in finance, data analysis, and operations management.



Jason Lopez Senior Director of Business Development

Addicted to startups, sales, and hospitality/travel. I love building things - companies, teams, processes, websites, and pretty much anything out of wood!



Alex Canter Board Advisor

CEO of Nextbite, online ordering management system for restaurants, for which he's raised \$150m

<https://propertymanagement.com/research/vacation-rental-industry-statistics>

With the vacation rental market continuing to grow with both private citizens and businesses listing properties, it was clear consumers needed an easier product that would allow them to list, manage, and automate multiple properties from wherever, whenever.

Introducing Jurny OS

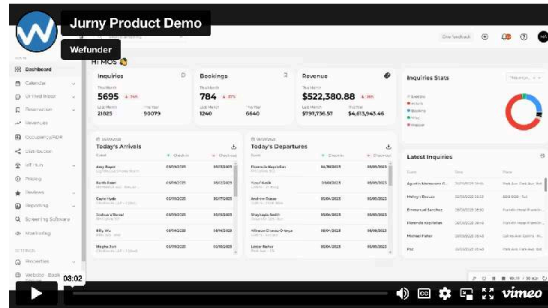
The first one-click, end-to-end property management system powered by industry leading AI.



Jurny provides users with an AI-powered PMS (Property Management System) that effortlessly automates short-term stays for hosts and property managers. Now, with Jurny OS, users can integrate and effortlessly manage software for bookings, cleanings, reviews management, customer service, dynamic pricing, and more -- all in one dashboard.

Through IoT connections, hosts can also control the smart devices within all of their units (locks, thermostats, etc.) and create automations for them.

And with our direct, in-depth integration with Airbnb, hosts can manage all aspects of their Airbnb listings from within the PMS, including messaging, reservations, availability, pricing, reviews, alterations, and seasonal discounts. Not only can hosts do everything for their Airbnbs on our PMS, they can also automate many of those aspects with our AI tool, NIA.



A plug and play solution that works for all rental property owners.

Instead of sourcing multiple vendors for a variety of different functions, the Jurny solution is powered by GPT-4 and AI to solve every challenge property owners & managers face.

Time

- Saves >1x the time by automating your property management operations through AI.

Cost

- The Jurny solution saves property managers and owners an average of 2.2% per year, per property on software alone.
- Jurny reduces cost of labor by \$7.4k per year, per property.

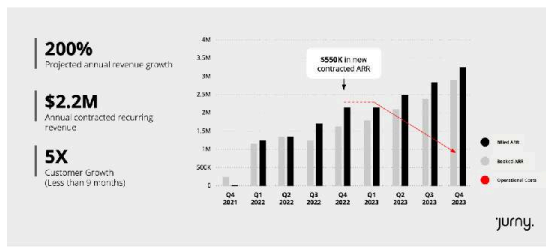


jurny.

Our platform harnesses the power of AI and automation to simplify daily tasks, optimize resources, and streamline operations, ultimately leading to enhanced guest experiences and increased revenue for our clients.

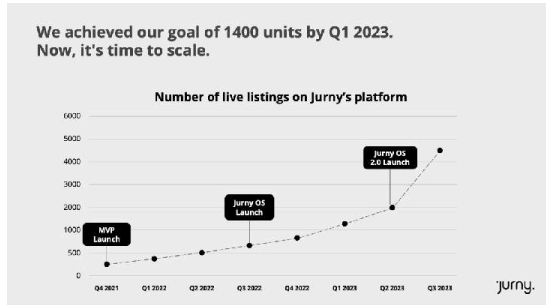
Our traction

Our Traction	Grew 82% in the past 2 quarters and approaching break even! \$2M+ Contracted ARR
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Future projections cannot be guaranteed. Note: chart is cumulative, and discusses contracted ARR, which differs from the revenue shown in our GAAP financial statements.

With 200% revenue growth, \$2.2M annual recurring revenue booked and on track to achieve breakeven, Jurny is just getting started.



Future projections cannot be guaranteed.

Customer love us because Jurny makes their lives better

We moved from Beta (prototype) to our ready-for-market product release in Q3 of 2022. This upgrade created a 10X efficiency in the Jurny customer experience from a time, savings and value perspective.

See our Happy Jurny Clients

Joseph D.
Owner
Contractor for 20+ years. Best website I could find to replace my old one.

Overall Rating: ★★★★★ 5.0

When Jurny took part of my job I thought they didn't supply an website that was more up to date and more professional. However, I had the opportunity to create a website for my business. I had a great experience with Jurny and the website is what I needed. I will be using Jurny for all my future website needs.

Alexander E. **in**
Owner
Real estate for 10+ years. Best website I could find to replace my old one.

Overall Rating: ★★★★★ 5.0

When I contacted Jurny I was looking for a website for my real estate business. I had a great experience with Jurny and the website is what I needed. I will be using Jurny for all my future website needs.

Chloe K.
Real estate agent
Contractor for 20+ years. Best website I could find to replace my old one.

Overall Rating: ★★★★★ 5.0

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Walter D. **in**
Real estate agent
Contractor for 20+ years. Best website I could find to replace my old one.

Overall Rating: ★★★★★ 5.0

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[View dozens of testimonials for Jurny on our website](https://www.jurny.com/testimonials)

We're consistently growing in the right direction

3.75X Units growth
From 1000 units in 2021 to 3750 units in 2023

66% CAC reduction
Cost of acquisition was reduced from \$2463 to \$822

116% Improved CAC to LW ratio
1.99 CAC/LW ratio was improved to 3.63 CAC/LW ratio

44X Time reduction to onboard
With this new product launch, onboarding time was reduced from 44 days to one day

99% Reduction in company resources needed
New customer onboarding is now automated

2X AI models improvement
Improved from 48% accuracy to 96% accuracy in our AI models will cross 96% by Q3 23

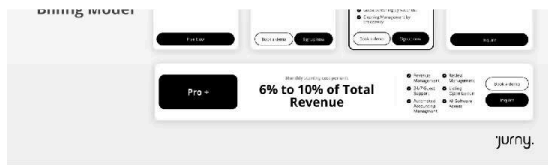
Our clients are saving more time and money as a result of our technology/IP innovations and the integration of AI into our product offerings.

Usage of our AI product tool (NIA) increased by 12X over the last 90 days.

Our SaaS billing model is set to take off

Our SaaS Customer Billing Model

Basic	Plus	Pro	Enterprise
Free	\$29	\$69	Custom
<ul style="list-style-type: none"> Project Management System Unlimited Users Unlimited Projects Unlimited Time Unlimited Storage Unlimited Support Unlimited Integrations Unlimited Reporting Unlimited Analytics Unlimited Customization Unlimited Security Unlimited Compliance Unlimited Scalability Unlimited Flexibility Unlimited Reliability Unlimited Performance Unlimited Innovation Unlimited Growth Unlimited Success 	<ul style="list-style-type: none"> Project Management System Unlimited Users Unlimited Projects Unlimited Time Unlimited Storage Unlimited Support Unlimited Integrations Unlimited Reporting Unlimited Analytics Unlimited Customization Unlimited Security Unlimited Compliance Unlimited Scalability Unlimited Flexibility Unlimited Reliability Unlimited Performance Unlimited Innovation Unlimited Growth Unlimited Success 	<ul style="list-style-type: none"> Project Management System Unlimited Users Unlimited Projects Unlimited Time Unlimited Storage Unlimited Support Unlimited Integrations Unlimited Reporting Unlimited Analytics Unlimited Customization Unlimited Security Unlimited Compliance Unlimited Scalability Unlimited Flexibility Unlimited Reliability Unlimited Performance Unlimited Innovation Unlimited Growth Unlimited Success 	<ul style="list-style-type: none"> Project Management System Unlimited Users Unlimited Projects Unlimited Time Unlimited Storage Unlimited Support Unlimited Integrations Unlimited Reporting Unlimited Analytics Unlimited Customization Unlimited Security Unlimited Compliance Unlimited Scalability Unlimited Flexibility Unlimited Reliability Unlimited Performance Unlimited Innovation Unlimited Growth Unlimited Success



Because our solutions makes property managers' lives easier

Jurny Case Study

At a Glance

Current Challenges

- Disparate Tech Stack (avg. 2-4 solutions)
- Complex Operations (100+ properties, avg. 100 units)
- Highly Inconsistent (1-17 weeks)
- Underperformed by Professional Firms
- Complex and Inconsistent Onboarding and Bookings
- Low Staff Headcount (Current solutions don't solve the problem, they ask the problem)

Jurny Solutions

- Unified Tech Stack
- Free
- One-Click Onboarding
- Level Playing Field
- High Business Impact

OBJECTIVES

Reduce onboarding time, increase staff utilization, and improve tenant satisfaction. Increase revenue by 6% to 10% of total revenue. Reduce operational complexity and improve tenant experience. Increase staff productivity and reduce operational costs.

SOLUTIONS

Unified Tech Stack
The average Professional Firm has 2-4 systems in their tech stack. This creates disparate systems where data is siloed in different systems. Jurny breaks the mold.

Free
No SaaS subscription cost, no commission, and FREE onboarding. Jurny is a one-time fee for all users.

One-Click Onboarding
The average onboarding takes 2 weeks. With Jurny's one-click onboarding, users can start seeing value in less than 24 hours.

Level Playing Field
90% of AirBnB hosts are individual property owners. Professional firms capture over 50% of bookings. On average, Jurny hosts the property, allowing individual hosts to outpace professional hosts.

High Business Impact
Current solutions don't solve the problem. They create the problem. Jurny makes hosts so accurate, so fast, and so easy to use that they can outpace professional firms. Jurny is a one-time fee, allowing for maximum ROI and time spent managing the business.

We've already proven we can acquire customers profitably

Customer Acquisition Strategy

PLG

- Influencers
- Demand Generation
- Activation, expansion, Renewals

Partnerships

- Unique Approach
- Cross-Partnerships
- Co-Marketing
- Mutual Referral Pipeline

Top-Down

- File sales team
- Targeted Enterprise Accounts
- Account Based Marketing (ABM)
- Inbound & Outbound

Customer Value and LTV

- ACV - \$8,300
- LTV - \$17,800

And we've shown the world how Jurny removes all barriers to entry

Jurny 2.0 vs Top Competitors

	jurny	Guesty	Hostfully	Hostaway	TRACK
Onboarding Time	1 week (Self onboarding)	Weeks (staff needed for onboarding)	Weeks (staff needed for onboarding)	Weeks (staff needed for onboarding)	Weeks (staff needed for onboarding)
Integrated All-in-One Dashboard for 3rd Party Systems	Yes	No	No	No	No
Native Access Control System and IoT Hub	Yes	No	No	No	No
GPT-4 AI Assistant	Yes	No	No	No	No
Starting Monthly Cost	Free	\$270+	\$109+	\$109+	\$1,000+
Onboarding Fee	Free	\$1,400	\$500	\$400	\$1,200+
Value for Cost	Very High	Medium	Good	Good	Low

Jurny stands out from the crowd by removing all barriers to entry with our one-click onboarding, all-in-one dashboard for 3rd party systems, IoT Hub, GPT-4 AI assistant, and our FREE starting monthly cost. Positioning Jurny as a unique solution with a unmatched competitive advantage.

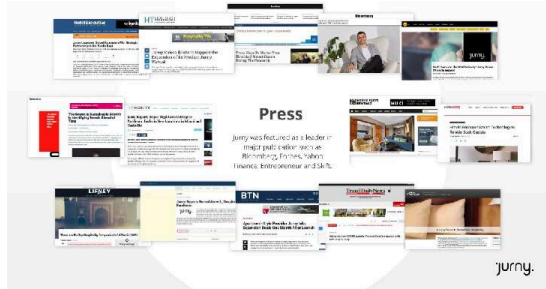
Product Roadmap





Since the launch of our MVP in 2019, we've quickly grown to include integrations with Airbnb and GPT-4 to make the user experience even more seamless. In the coming year, we plan to improve our AI accuracy and deepen our integrations with Seam, Vrbo, Turno and Booking.com.









And the world is taking notice



We've been featured in major publications such as Bloomberg, Forbes, WSJ, Entrepreneur, Business Insider, Skift and Yahoo Finance for our inspired use of AI within hospitality tech.

The Jurny Team

The Team


 Luca Zambella CEO & Founder	 Vikki Li Senior Product Designer	 Giovanni Moretto Full-Time Marketing Officer	 Luigi Sala CTO & Co-Founder
 Jason Lopez Co-Founder (CTO & DevOps)	 Svitlana Siditska Product Manager	 Kevin Rohani Co-Founder	 Alex Carter Lead Designer

Executives and Managers coming from industry leading companies:

Our expert team's combined experience across big-tech and major hospitality companies perfectly primes us with the relevant knowledge and expertise to develop and scale Jurny's offerings.

Why Invest in Jurny?

Jurny has raised over \$13m from leading VCs

 <p>Okapi VC</p> <p>CROWDSTRIKE</p> <p>WHITEFOX</p> <p>Growth Hackers</p>	 <p>SaaS VC</p> <p>helpy</p> <p>HUNTRISS</p> <p>alibaba</p>	 <p>Vitalize VC</p> <p>WeeCare</p> <p>OOO</p> <p>CLUBDEAGLE</p>	 <p>Singularity Capital</p> <p>POLLY</p> <p>MOZAIQ</p> <p>nevoa</p>
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We are immensely proud to acknowledge that several of our investors are also Jurny users. It's this user community, intertwined with the retail investment sector, that has truly propelled us to our current position. Without our customers' enduring support, Jurny's success would remain a distant dream.

In recognition of this invaluable contribution, we are excited to offer our customers an opportunity to participate in our growth. We believe in creating a win-win situation, where you, our customers, can share in our success.

In line with this commitment, we're offering the same investment terms to our customers that our VCs have enjoyed in this round. We firmly believe that every investor, regardless of their background, should have access to the same

opportunities as VCs and professional angels.

This is more than just an investment opportunity; it's our chance to continue crafting our vision collectively. Join us on this journey, share in our growth, and let's redefine success together.



Investor testimonial
John Waller
Partner at Okapi Venture Capital

"Being an investor in Jurny from the start, it's been exciting to see them evolve into a key player in the hospitality sector. Their forward-thinking approach and dedication to innovation are positioning Jurny as a leader in this technology-driven transformation.

We are proud to support Jurny's mission and eagerly anticipate their continued success in reshaping the hospitality landscape."



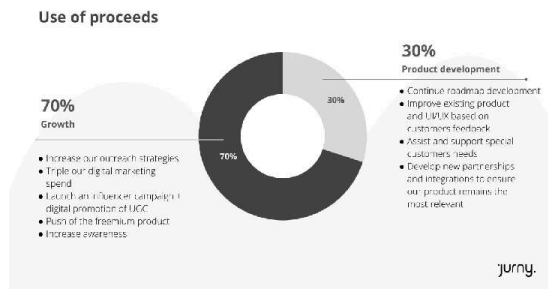
Investor testimonial
Gale Wilkinson
Managing Partner at VITALIZE

"VITALIZE Venture Capital participated in Jurny's pre-seed round in 2019 and have been close with the founder Luca as he built what is an amazing product to solve short-term rental & hotel guest operations.

We subsequently followed on in the company's 2021 round and continue to be bullish on the team, the market, and the product. The company has recently hit the \$2M ARR milestone and is poised now for strong growth. We look forward to continue to support Jurny as they work to become one of the key technology products within property and guest management."



Join us, as Jurny grows and becomes the gold standard AI-based technology for property managers



We're raising money to accelerate our growth and continue with our product development. As our technology evolves, we are able to continuously reduce our operational costs, allowing us to increase our profit margin and offer a better product.

We also plan to greatly increase our marketing and outreach strategies, while simultaneously continuing to develop the features on our roadmap, so that we can build Jurny into the ultimate one-stop-destination for hosts and hotels.


INVEST TODAY!



