

PLUGANDPLAY

NOVEMBER 18-20 2025

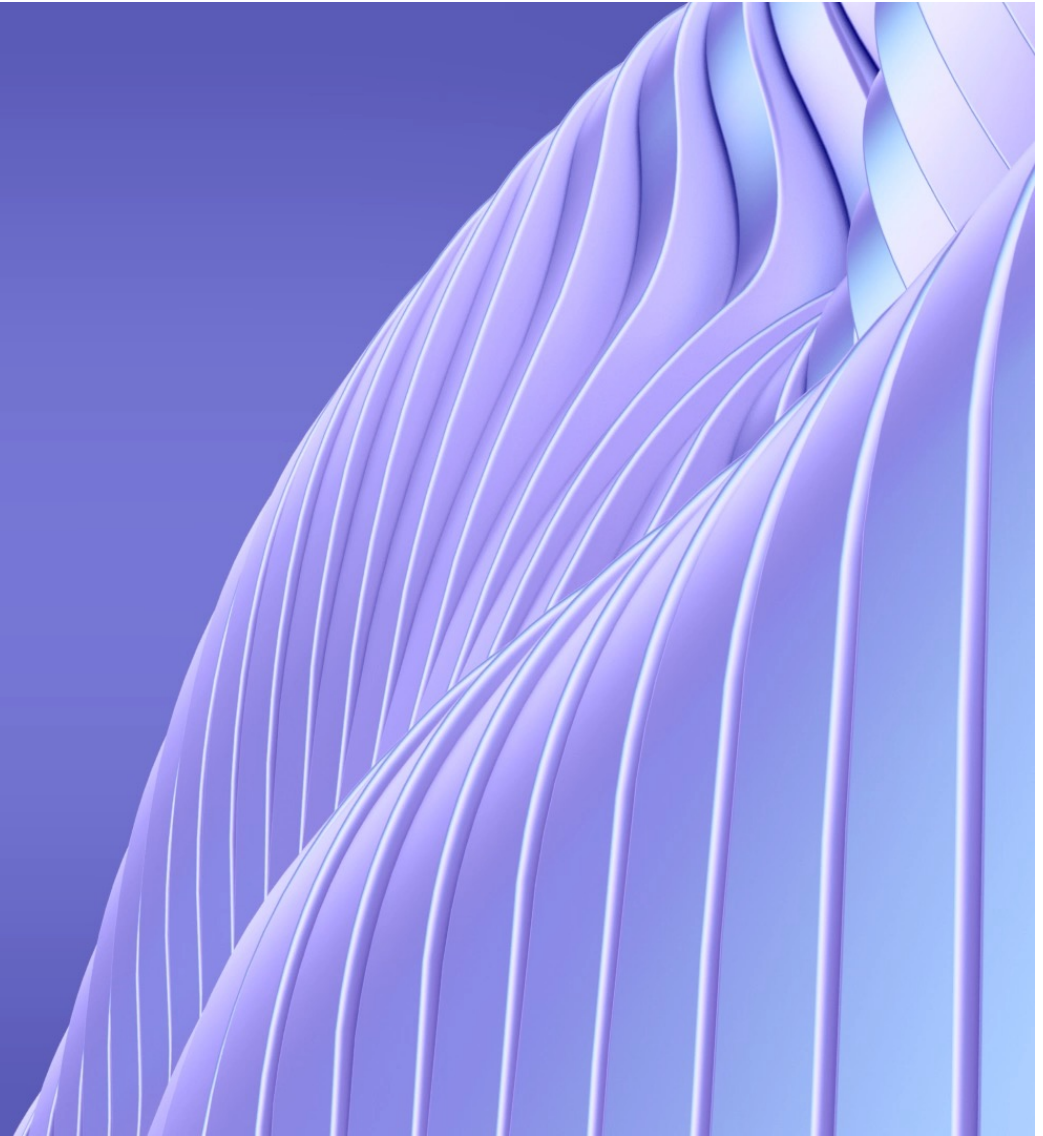
SILICON VALLEY  
SUMMIT



PLUGANDPLAY

TRAVEL  
EXPO

SU SUMMIT



PLUGANDPLAY

SU SUMMIT



**SPEAKER**

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**Amir Amidi**

Plug and Play  
*Founder, Travel Vertical*

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

# PLUGANDPLAY



11:00 AM

**Opening Remarks**

11:10 AM

**Keynote:** Amber Pine, Chief Marketing Officer 

11:35 AM

**Batch 20 Startup Pitches**

12:05 PM

**Ecosystem Startup Pitches**

12:25 PM

**Awards & Closing**

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THANK YOU PARTNERS



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2025 SNAPSHOT: PARTNER NEWS



**American Express GBT completes CWT acquisition**

*September 2, 2025*



## 2025 SNAPSHOT: PARTNER NEWS



**FCTG released its FY25 financial results, showing a record total transaction value of \$ 16.2 billion**

*August 27, 2025*

**FLIGHT CENTRE**  
TRAVEL GROUP



**TUI signs strategic partnership in Oman**

*September 25, 2025*



**New for 2026**

YTZ - Billy Bishop Toronto City Airport

**Billy Bishop marks a milestone with new Air Canada flights connecting Toronto Island to key U.S. cities**

*October 23, 2025*

**PORTS**  
TORONTO



2025 SNAPSHOT: PARTNER NEWS | INVESTMENTS



IAG and oneworld Alliance partners are launching a \$150 million SAF fund, managed by Bill Gates-founded Breakthrough Energy

September 17, 2025



HIS Inc. has jointly established the "ONE-JAPAN Tourism Fund"

October 20, 2025

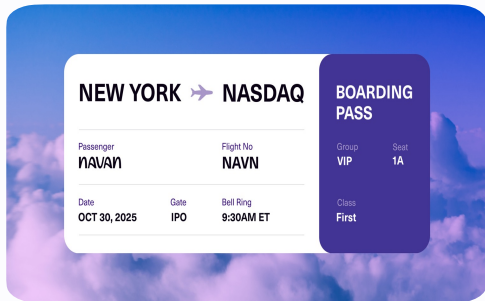


ANA Future Frontier Fund invests in 8 companies in 2025

October 31, 2025

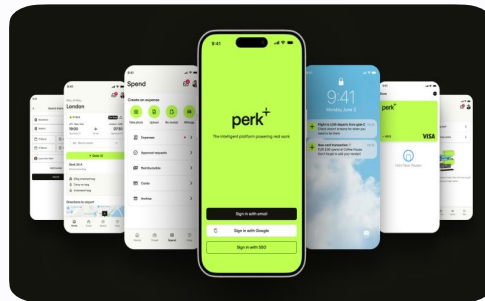


2025 SNAPSHOT: NOTABLE NEWS



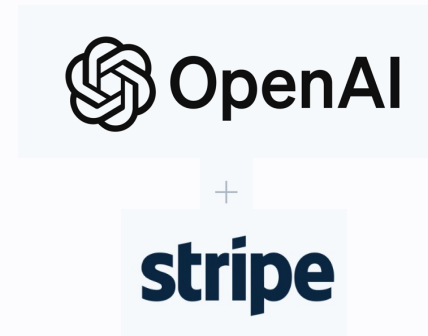
Navan's IPO Marks a New Era in T&E

October 30, 2025



TravelPerk rebrands to Perk, the intelligent platform powering real work

November 4, 2025



Stripe + OpenAI with Altman calling out hotels

November 13, 2025



2025 SNAPSHOT: NOTABLE NEWS



Japan-based JTB Corp. to acquire Phocuswright parent Northstar Travel Group

August 28, 2025



Mandarin Oriental to go private in \$4.2B deal

October 19, 2025



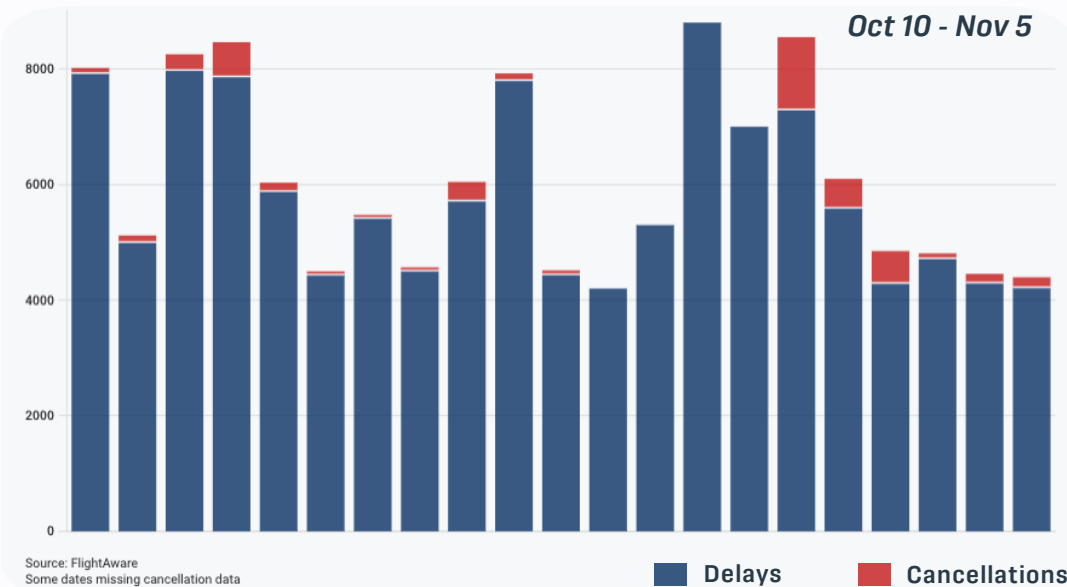
Apartment-hotel brand Sonder is winding down operations

November 10, 2025



## 2025 SNAPSHOT: TRENDS IN TRAVEL

### U.S. flight disruptions mount as shutdown drags on



The November U.S. 2025 government shutdown forced the FAA to cut flights at 40 major airports

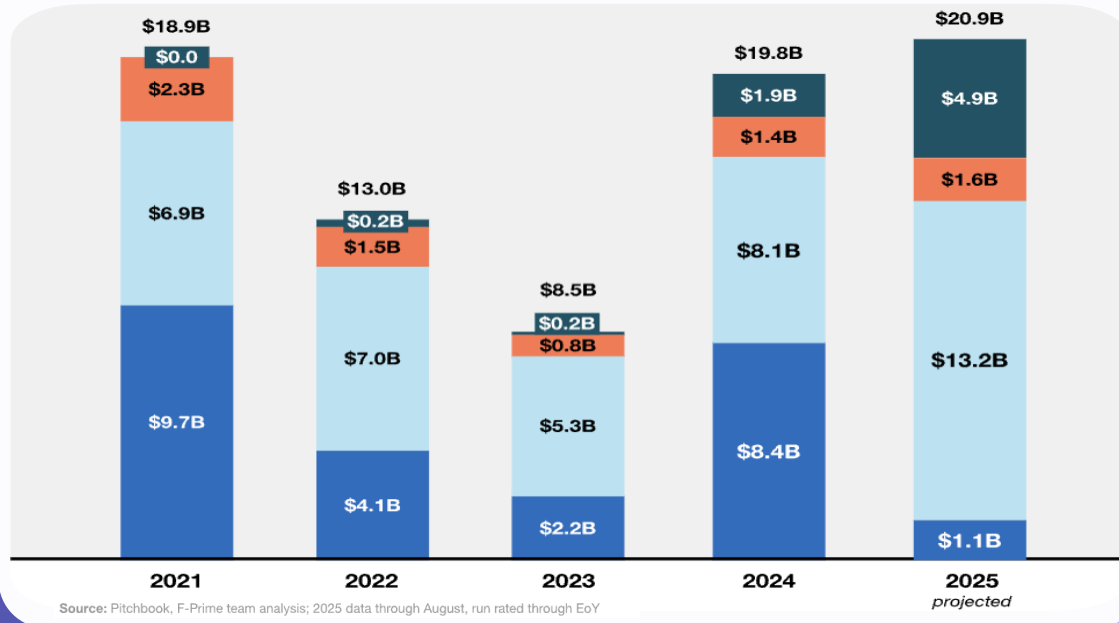
U.S. Hotel Industry Faces Challenges Amid Government Layoffs and Travel Decline

U.S Economy Set To Lose \$31 BN In International Traveler Spend This Year  
*(as of September 2025)*




2025 SNAPSHOT: TRENDS IN TRAVEL


Annual venture funding for US, European and Israeli robotics companies



- General Purpose Robotics
- Enabling Systems
- Vertical Robotics
- Autonomous Vehicles (AV)





TRAVEL PORTFOLIO UPDATE




The image shows two men standing together on the left. The man on the right has a beard and is wearing a white shirt. The man on the left is wearing a striped shirt. To their right is a smartphone displaying the Airalo app interface. The app shows a greeting 'Hello, Jen', a search bar for 'Search data packs for 200+ countries and regions', and a list of 'Popular Countries' including Japan, Thailand, Malaysia, Indonesia, United Arab Emirates, and Australia. The Airalo logo is visible in the top left and bottom right of the app interface.

**Airalo Becomes the First eSIM Unicorn With an Investment Round of \$220m**



The image features Jonathan Siddharth, Founder & CEO of Turing, on the right side, smiling. On the left side, there is a graphic with the text 'DATA LABELING IS OVER' in large, bold letters. Below this text, it says 'Jonathan Siddharth, Founder & CEO of Turing'. A dollar sign icon is visible in the bottom left corner of the graphic.

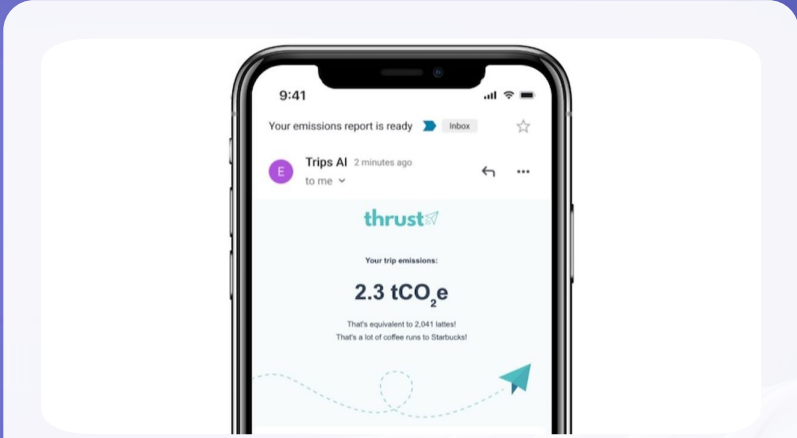
**Turing targets frontier lab demand and \$1B+ left after Scale AI's acqui-hire**



TRAVEL PORTFOLIO UPDATE



Sherpa reports 6M monthly users, reflecting strong post-COVID growth in demand for its travel documentation services



Thrust Carbon released a new product to cut corporate travel costs and emissions with real-time nudges



2025 SNAPSHOT: CONFERENCES



World Aviation Festival  
Lisbon, Portugal

October 7-9



The Hospitality Show  
Denver, Colorado

October 26-28



Plug and Play Travel partners  
with Terrapinn

November 17, 2025

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TRAVEL PROGRAM NEW ANCHOR PARTNER

**FLIGHT CENTRE**  
TRAVEL GROUP™



**Brett Copeland**  
Director, Customer Success



**Simon Gooder**  
Product Lead for Customer-Facing AI



**Partner since 2017**

**Corporate Innovation Award winner  
(3X, latest June 2025)**

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# Keynote: Building the Future of Leisure Travel

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**Keynote Speaker**

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**Amber Pine**

Chief Marketing Officer  
*TUI Group*

#PNPTCSiliconValley

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**BUILDING THE FUTURE OF  
LEISURE TRAVEL**

Amber Pine (TUI Group, CMO), November 2025

# TUI GROUP

Vertically integrated, >33m customers p.a.

15  
Markets

125  
Aircrafts

458  
Hotels

18  
Ships

>50k  
Experiences

## MARKETS

Leisure holiday marketplace & new business incubation

## AIRLINE

Own AC fleet, unlocking new destinations & maximizing route profitability

## HOTELS & RESORTS

Differentiated hotel portfolio, global footprint under asset-right approach

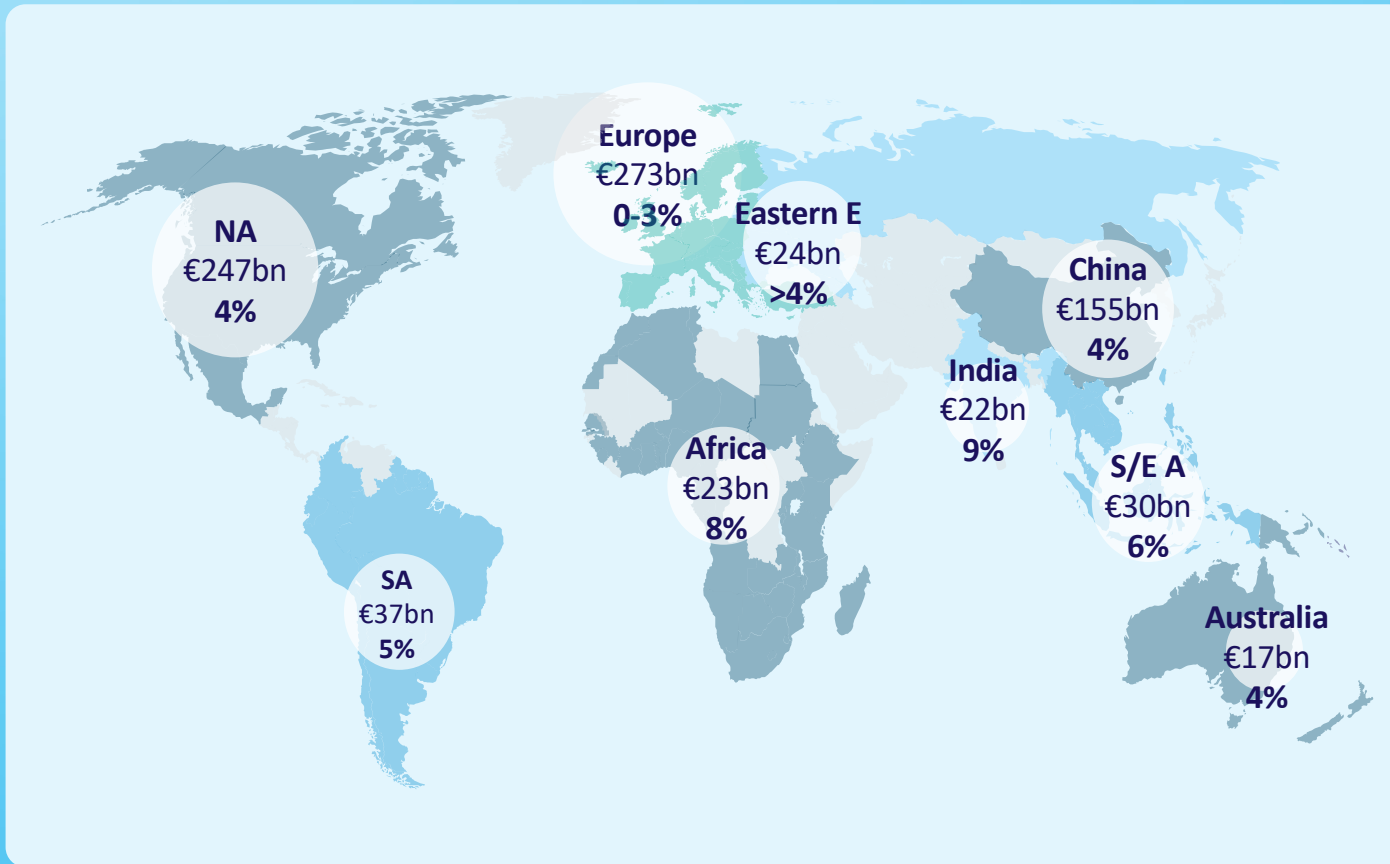
## CRUISES

Ocean & expedition cruises, value to ultra luxury segments

## TUI MUSEMENT

B2B & B2C in-destination experiences, transfers & multi-day tours production

# Global market growth, customers prioritize travel



21Source: Statista, total Leisure Travel & Tourism market revenue, CAGR 2024-29, Market size 2024 (EUR)

Volatile and low growth in European core markets

OTAs & dynamic packagers taking market share

Producers investing into growth & direct distribution

Customers turn to big brands with unique selling points



# Enterprises need to evolve for the next era of success

## CUSTOMER-VIEW

Shift of plan, search & book to AI-driven or assisted interfaces

Expectations of hyper-personalized & connected journeys

Frictionless, predictive & context-aware service expectations

Authenticity & differentiation as the next loyalty drivers

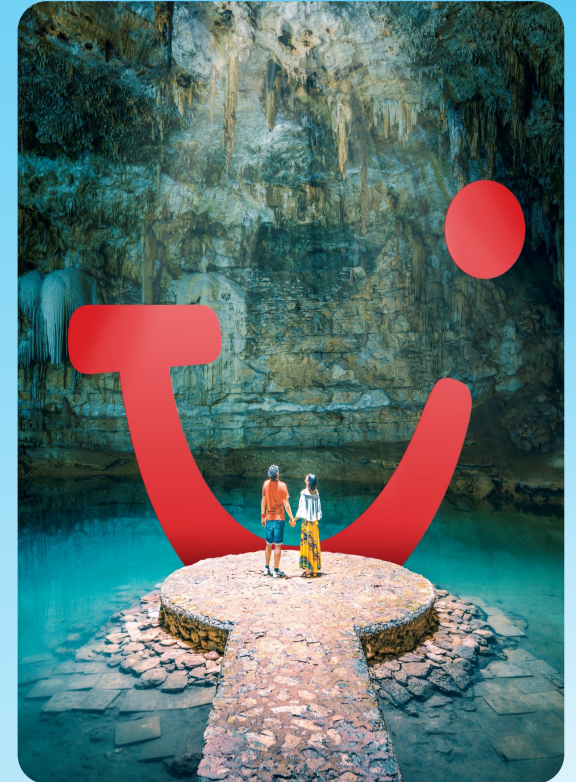
## ENTERPRISE-VIEW

Speed of tech development outpacing adoption

Explosion of data availability & need for integration excellence

From human-led to hybrid or redundant workflows

Preparing for participation in new channels



# TUI strategy focuses on four key pillars to be future-proof

## TUI STRATEGY DEEP DIVE



### BRAND POSITIONING

Celebrating our personalised holiday offering & differentiated products



### PLATFORM-AGNOSTIC PERSONALIZATION

Central customer view, distribution channel diversification & GEO/AEO



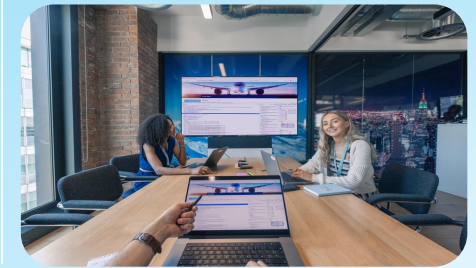
### DIFFERENTIATED PRODUCTS

Grow own product & 3<sup>rd</sup> party product soft differentiation



### ADOPTING NEW TECHNOLOGIES

Controlled venture portfolio & in-house developments





# Brand & marketing will celebrate our customers & products

Your favourite TUI, differentiated hotels and experiences. Each one **designed to make your journey unforgettable.**

Personalised recommendations. **Loyalty.** Flexibility. And **more choice** than ever.



## Keeping TUI relevant through the marketing funnel

- **Appealing** to NEW and existing headroom through emotional brand advertising
- **Hero** our curated travel products whilst showing our choice & flexibility

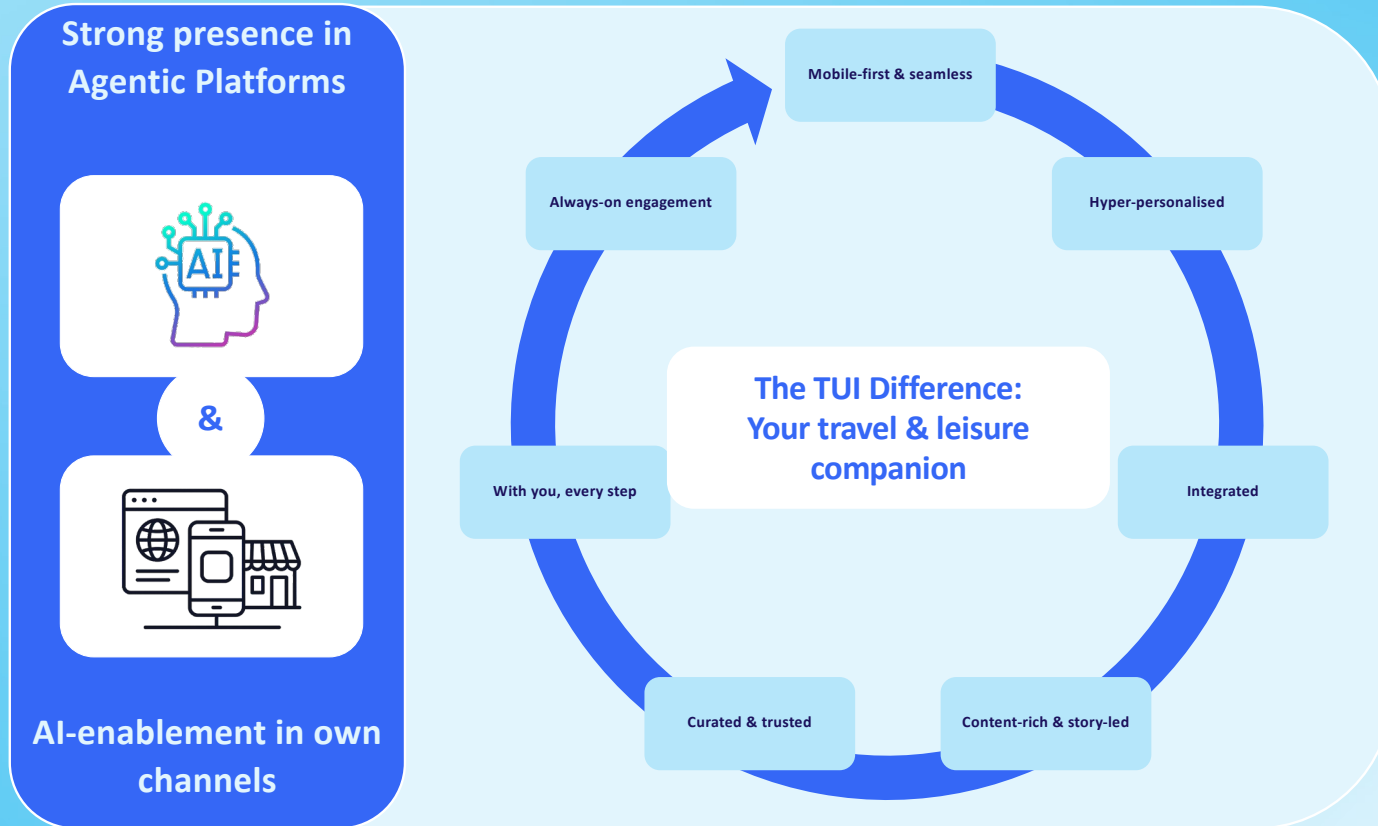
## Hyper Personalisation



## Feel good CRM with personalised treats for all

- **Lower marketing & distribution costs** with traffic directly to App
- **Drives more products** through higher returns and frequency to the scheme

# Our future is platform-agnostic, hyper-personalization



# A unique customer differentiated product offering

## TUI OWNED (AND FRANCHISE)

Global capacity growth

### New destinations

e.g. Oman, Zanzibar, China



### More capacity

e.g. 73 new hotels in pipeline



Product brand growth

### New brands

e.g. The Mora – luxury hotels



### New products

e.g. River Cruises

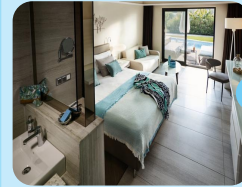


## & UNIQUE DIFFERENTIATED 3<sup>RD</sup> PARTY

Package differentiation

### Unique components

e.g. TUI Collection Experiences



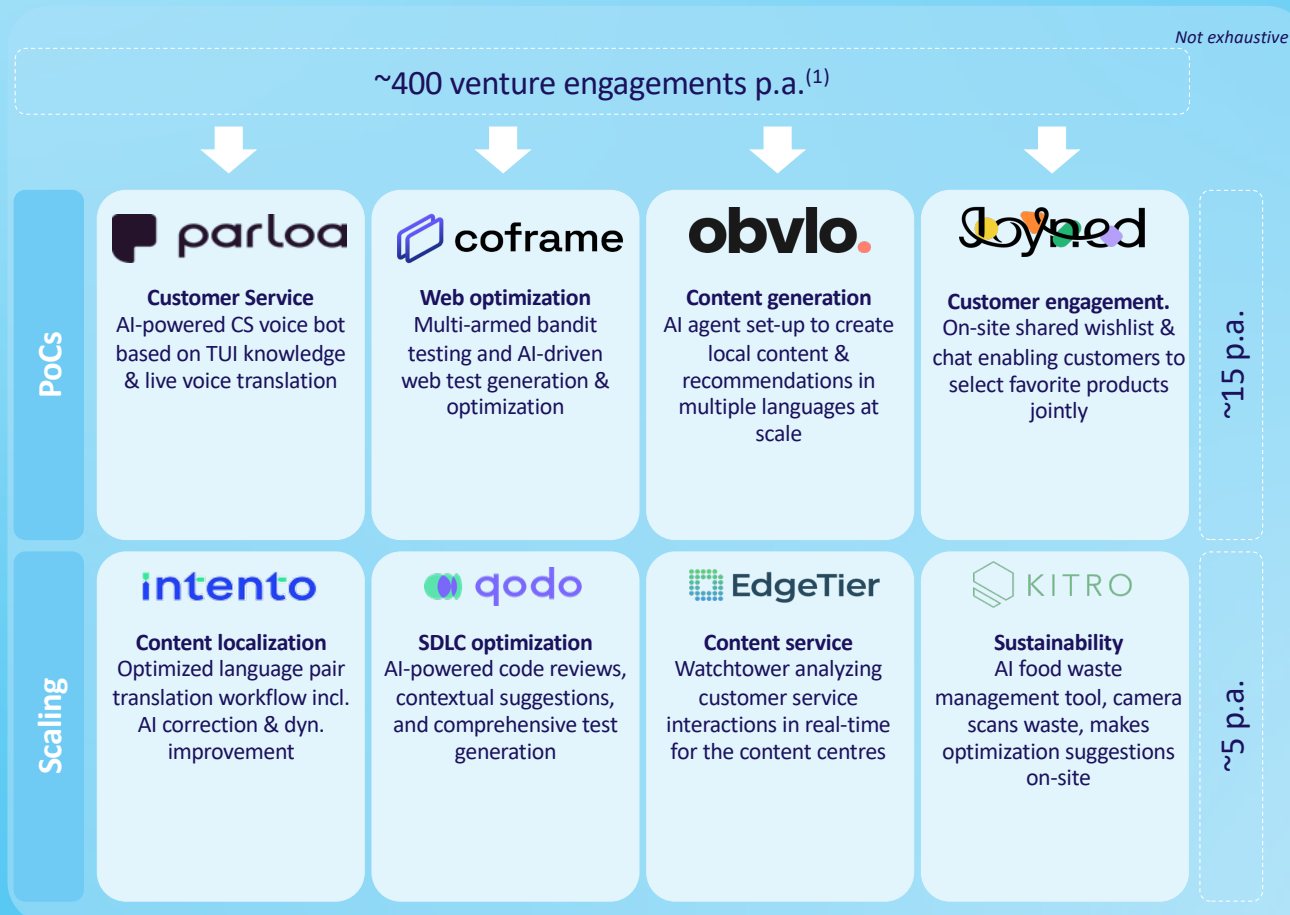
Concept growth

### New collections

e.g. "Dine & Discover"



# Adopting new technologies, through collaborations



**INNOVATION**  
 =  
**SOLVING INTERNAL AND EXTERNAL CUSTOMER PROBLEMS**

281) Via the central process



# Our vision: TUI, your leisure companion



Transfers



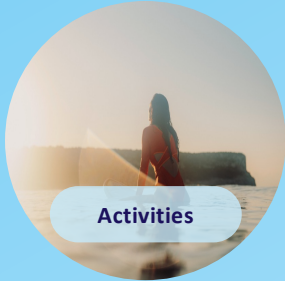
Concerts



City trips



Cruises



Activities



Airline



Distribution



Local teams



Hotels & Resorts



Attractions



Experiences



Transport



Multi-day Tours

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# Batch 20 Startup Pitches

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Speaker

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**Inés López**

Ventures

*Plug and Play Travel*

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## BATCH STARTUP PRESENTATION



### Atmosfy

Atmosfy is a short-form video platform enabling hyper-local discovery of dining, nightlife, and travel experiences through real-time user-generated content.

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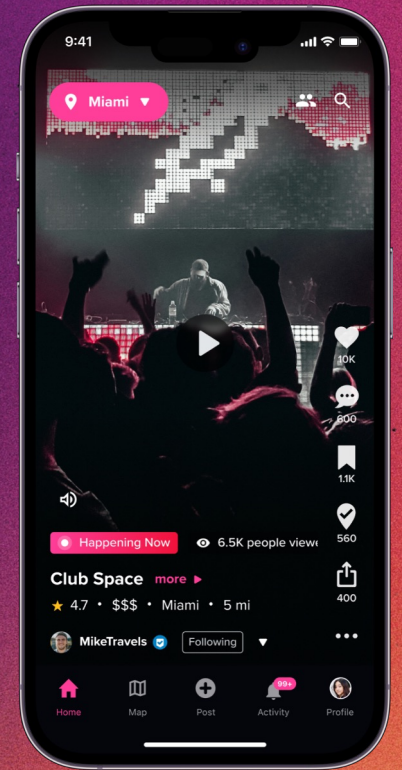
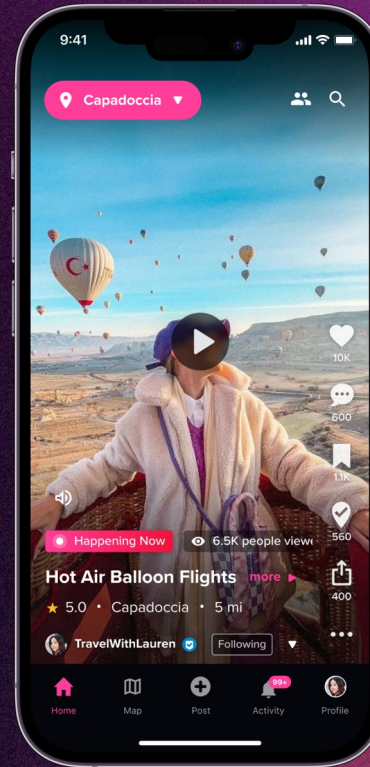
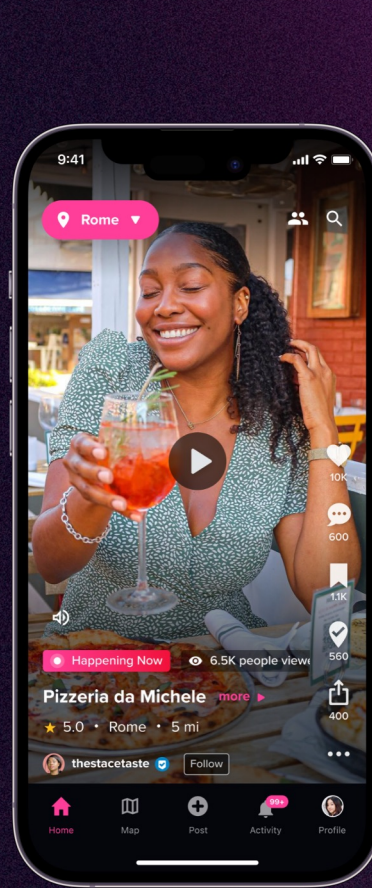
Join us at [pnptc.com](https://pnptc.com)



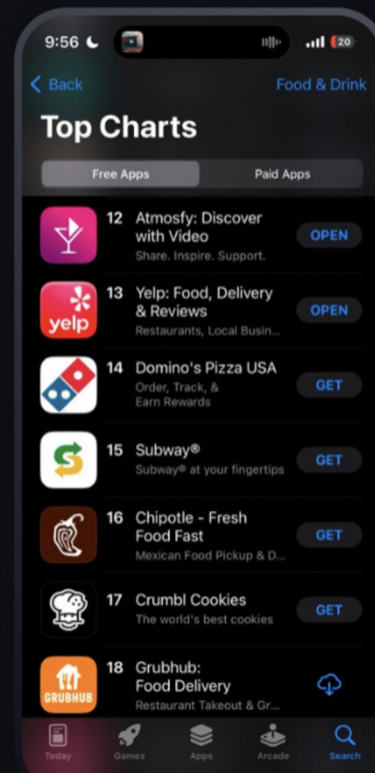
Atmosfy

# Where Millions of Gen Z Travelers Decide Where to Go Next

A Real Time Window Anywhere



**Top #100 on  
the App Store  
in 40 countries**

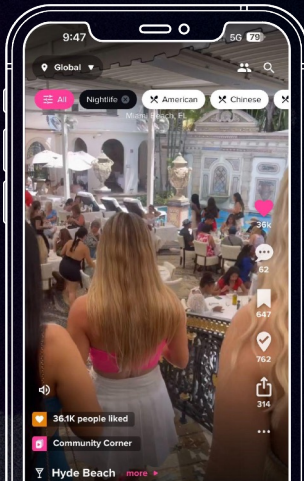


# A **Real-Time** Window Anywhere In The **World**

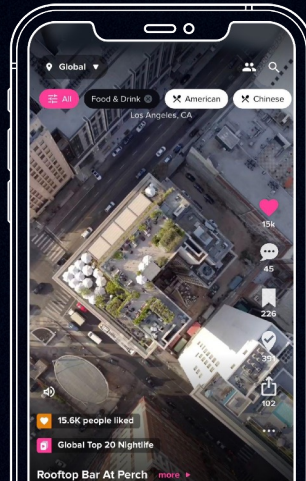
We capture all of the **experiences** of **local creators** in **150+** countries



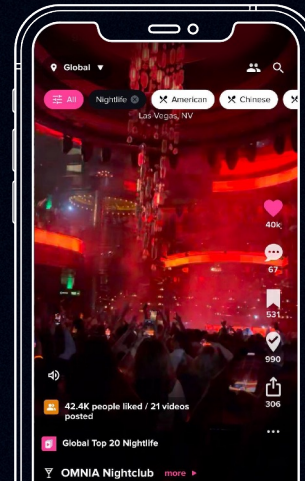
DINING & NIGHTLIFE



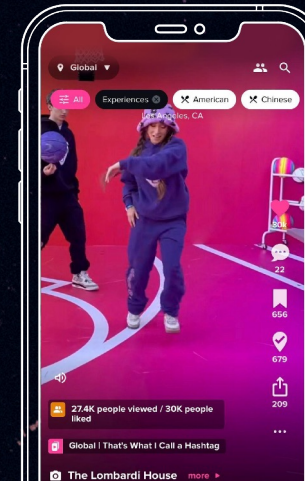
TRAVEL



HOTELS



EXPERIENCES



# Featured In



**FORTUNE**

**FOX**



**TC** TechCrunch

**// tubefilter**

*Nation's  
Restaurant News.*

# OUR COMMUNITY IS FANTACTICAL ABOUT ATMOSFY



## Yelp & TikTok made a beautiful baby!!!

This is the best discovery for my 2023! I love writing reviews and I am forever taking videos of excellent experiences wherever I go. This platform is the perfect way for us extroverted nerds to share our experiences and help guide others to the best of the best!

JESSICABOYMO



## It's really TikTok, Tripadvisor, and Yelp all in one app!

Atmosfy is a great alternative for all three of the apps if you're looking for the user experience of TikTok and the kind of user-generated content you would be looking for on Tripadvisor and Yelp.

ME4EVER101



## TikTok and Yelp combined

This app is so fun! The immersive and quick info style like TikTok, combined with reviews and locations like Yelp makes this app really helpful. The video platform is more for sharing immediate reviews so less of a videography platform but still fantastic for finding local food and experiences wherever you are!

ABMOT26

**35K+** Reviews  
**4.8 Stars**

**Real reviews  
from real users**

Don't take our word for it.  
See what our users say.

[Get the app](#)

## The new Yelp

I really recommend this app if you are a vlogger, foodie or traveler because you get to share your passion to the world and encourage others to explore what they haven't.

LANA4U



## Travel industry needed this!

I love having an app designed specifically for travel and local businesses! As a person who grew up in the Midwest, my parents ALWAYS road tripped everywhere. We'd try to find local places to eat or landmarks that may not have been as well known but had great history. I can't imagine how useful this app would have been back then! I can't wait to use it more!

LILLYROO



## Don't worry, I know a place

In a world where deciding where to eat can lead to existential crises, Atmosfy is the witty friend who says "Don't worry, I know a place".

OHMAYLAHNNIE

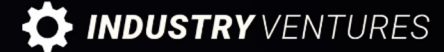
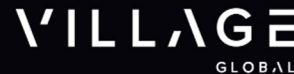


## So much more than food spots!

I enjoy using Atmosfy to find cute small businesses and social spots! My favorite is finding bookstores I can visit and support. I've been able to cut my research time by half!

# Backed by the World's Most Visionary Investors & Brands

We've raised \$15M from leading venture firms, strategic corporates, and the visionaries behind the internet's most iconic companies.



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## THE VILLAGE GLOBAL NETWORK

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REID HOFFMAN  
LINKEDIN



JEFF BEZOS  
AMAZON, BLUE ORIGIN



SARA BLAKELY  
SPANX



BILL GATES  
MICROSOFT



MARK ZUCKERBERG  
META

Our backers represent the capital and experience behind Microsoft, Amazon, Meta, LinkedIn, Spanx, and the next generation of world-changing innovation.

# The Atmosfy Partner Network (APN)

Global Scale Powered by Partnerships, AI, and Creator Visit



250M+ Discovered Experiences • 10,000+ Cities • 150+ Countries

## Atmosfy Partner Network



SEATGEEK



GET  
YOUR  
GUIDE

PLUGANDPLAY



Brands fueling  
creator-led experiences

## Atmosfy App Distribution

City Feed

Wallet

# Google

Search & Maps visibility video  
and location data powering  
real - world search results



## ChatGPT

Atmosfy powers creator-video  
discovery inside ChatGPT

# Atmosfy Connects AI Discovery to Real-World Bookings

Powered by Creator Video + Partner Attribution

Discovery starts in AI



Atmosfy creator videos surfaces in ChatGPT results.

Drives organic discovery powered by real experiences.

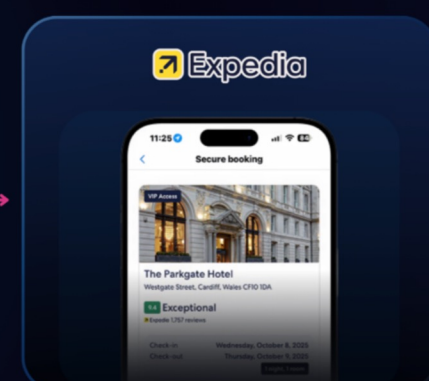
Atmosfy bridges the experience



Atmosfy reinforces the offer and tracks conversions.

Creators provide authentic social proof and excitement.

Conversion happens seamlessly



Atmosfy sends verified, intent-rich users directly to partner checkout.

Full affiliate attribution preserved.

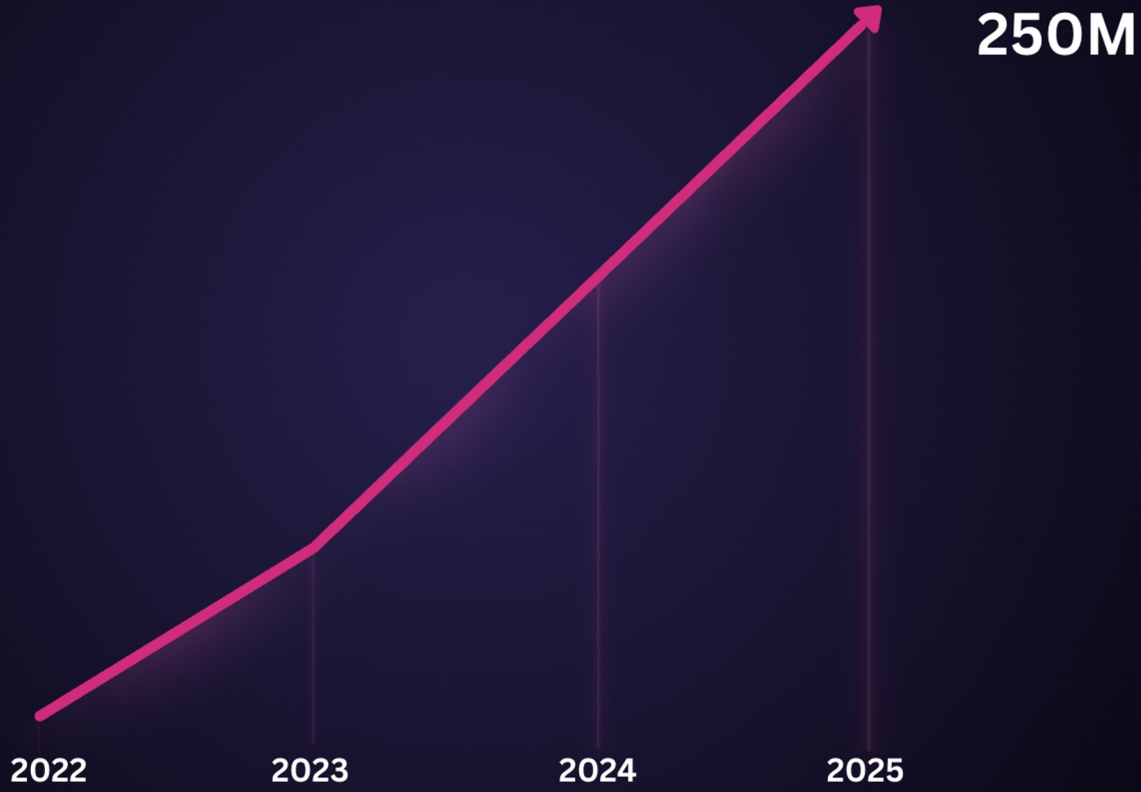
# GLOBAL CONTENT IN REAL TIME

10,000+ city feeds across 150 countries-live, real-time experiences happening everywhere you care about.

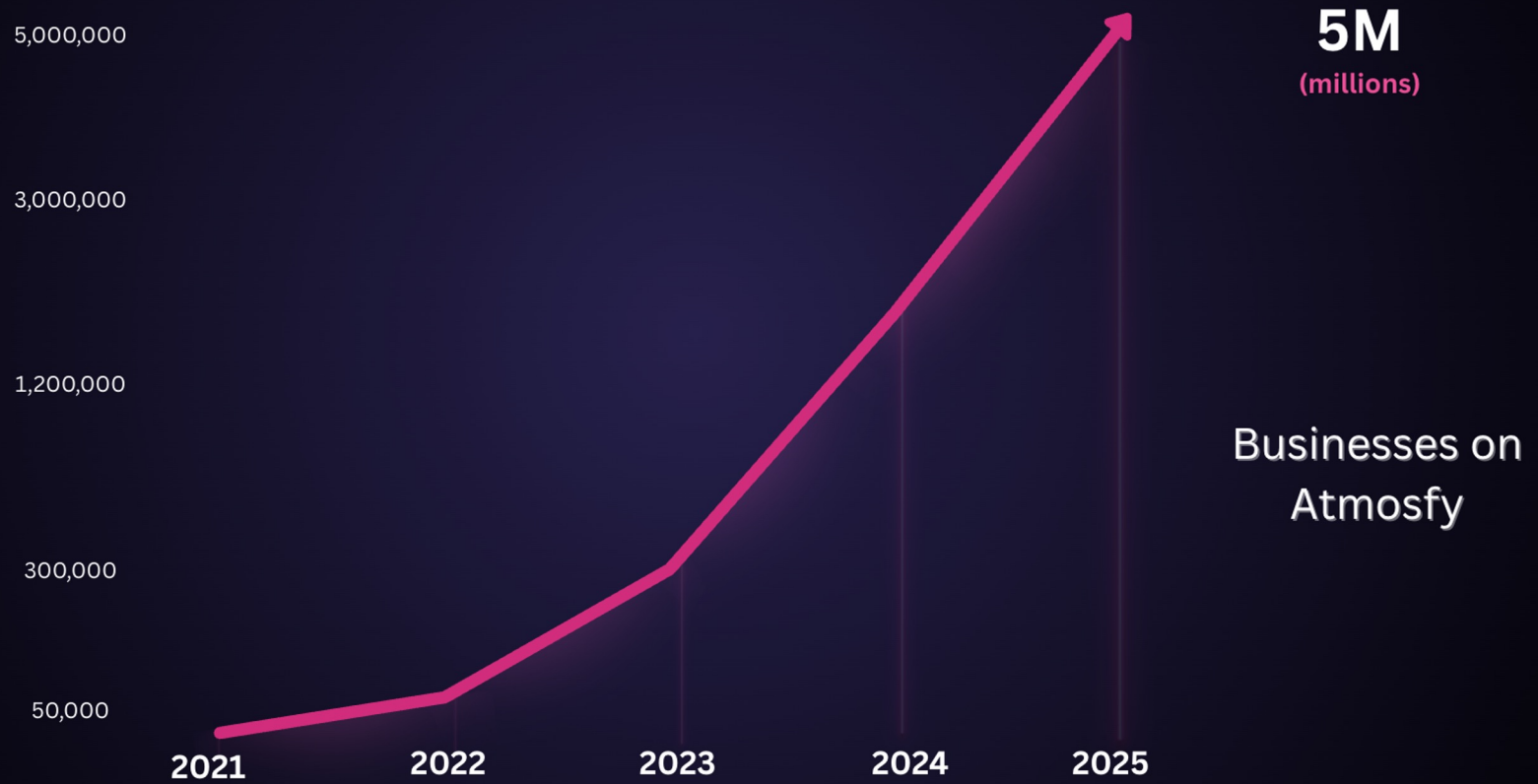


# Over 250 Million Discovered Experiences

Experiences  
Discovered



# Over 5 Million Business Use Atmosfy



# From Video to Booking in **One Tap**

We Partner With World Class Brands



Food & Delivery

Uber Eats

DOORDASH

GRUBHUB

Order Instantly

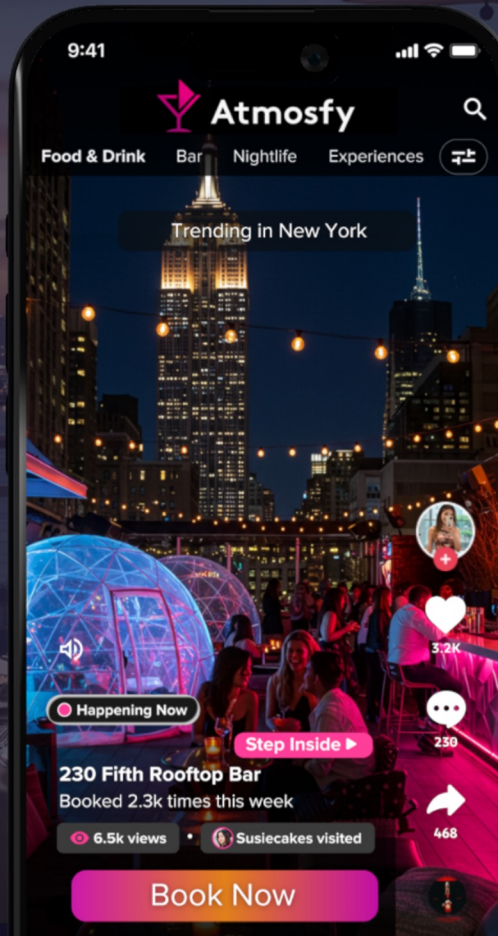


Dining Reservations

OpenTable™

RESY

Reserve a Table



Hotels & Stays

Expedia

airbnb

Hilton

Hotels.com

Book Hotels



Travel & Experiences

GET YOUR GUIDE

SEAT GEEK

viator

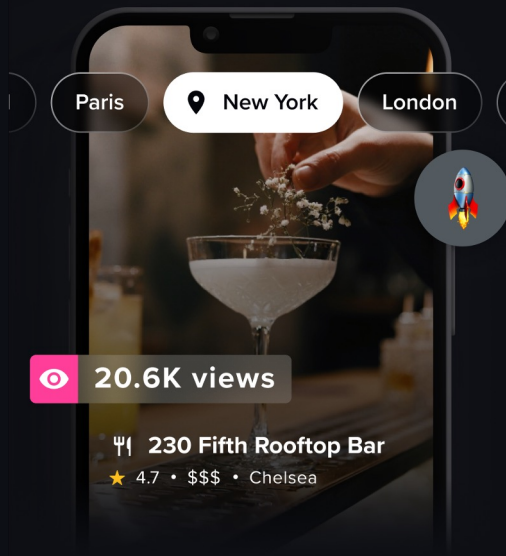
Discover, Book Experiences

# Get Engaging Videos and See Customers Visit Through GPS

1

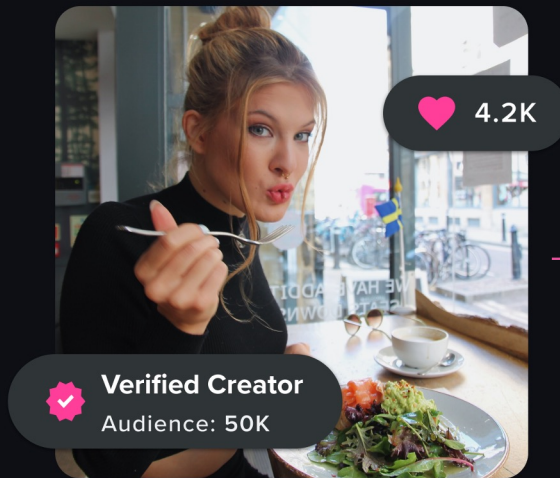
2

3



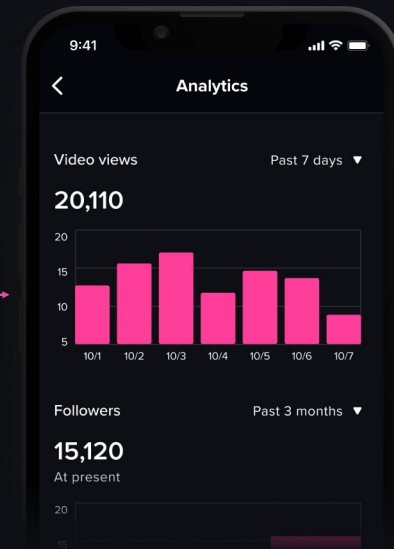
## Engaging Videos

Claim & customize your profile; build credibility with new customers, and access your content.



## New Customers

Boost Customer Generated Videos (CGV) within city feeds to get matched with hyper targeted audiences.



## Live Analytics

See when customers visit your location and get real-time analytics.

# How Brands Work with Atmosfy

A multi-channel platform for visibility, content, and conversion

## Hyperlocal reach

Target by City, Feed, or Geo

Real-time discovery across 10K+ city feeds



**Intrepid Travel**  
prompting city-based tours

## Branded Content Engine

10K+ creators generate UGC

Hands-off-scalable creator video production



Before/after video series for a national restaurant chain

## Brand Activations

Cross-platform evangelism at scale

Contests, giveaways, creator collabs



**Kygo Giveaway:**  
50M+ views across TikTok IG, Snap, YouTube

## Wallet & Affiliate Integration

Offer placement + conversion tracking

Boosted wallet visibility with tracked sales



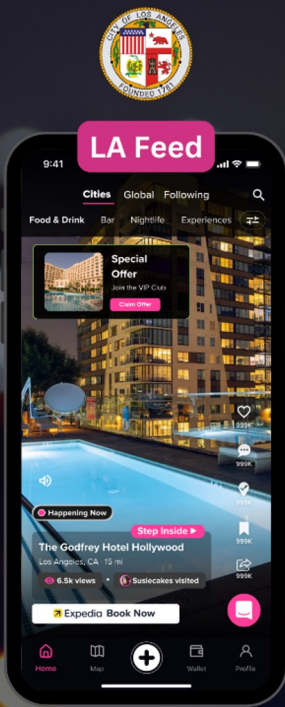
**Lost in Travel**  
hotel affiliate campaign

A quick taste of what your brand could look like on **Atmosfy**



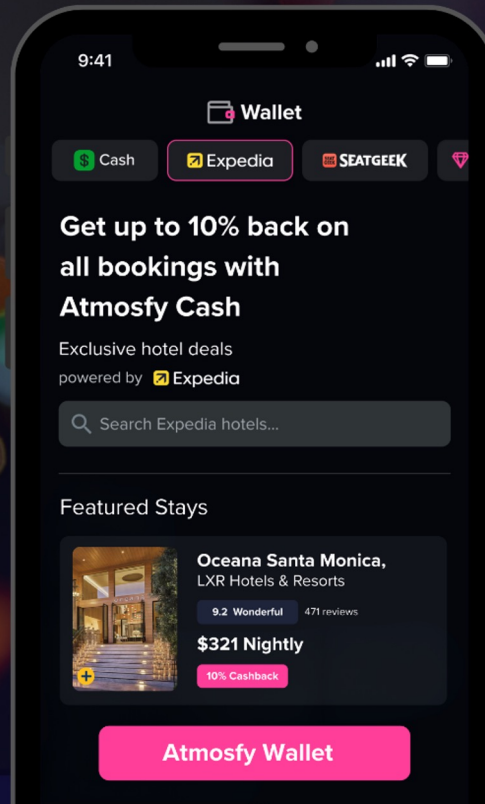
# Premium Visibility In City Feeds that convert into a **Global Wallet**

**10,000+**  
Cities



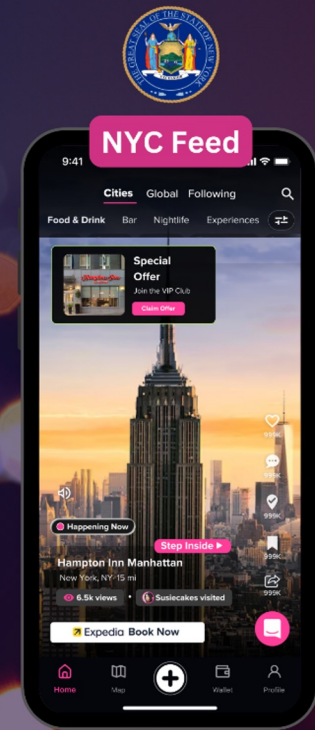
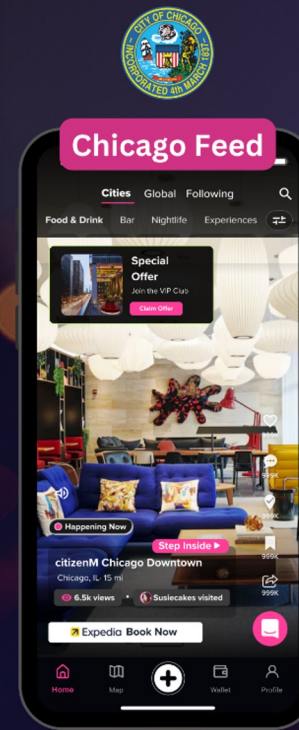
**250M+**

Discovered Experiences



**Millions**

of experience superfans



Atmosfy Wallet

# HOW **ATMOSFY** DRIVES REAL-WORLD BOOKINGS WITH PERSONALIZED OFFERS



**1** Traveler Detected  
(GPS Verified)



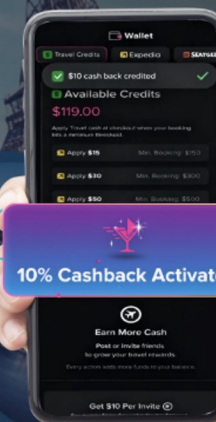
User opens Atmosfy near key destination markets (e.g., NYC,SF,San Diego).

**2** Personalized Offer  
(PUSH + SMS)



User receives a real-time push notification

**3** Booking +  
Reward



User books instantly in-app, earns Travel Credits, and booking is tracked via Wallet.

# Turning Inspiration Into Bookings

How Expedia Travel Converts UGC Into Revenue



**5M+**

Views

On Atmosfy travel feeds



People don't want ads.  
They want real travelers  
showing real trips.

**250K+**

Followers Engaged



Audience  
Engagement

**Save  
\$50**

on your next  
Expedia trip.

Expedia

**5K+**

Verified Wallet  
Bookings

**UGC storytelling + Wallet integration = measurable ROI**



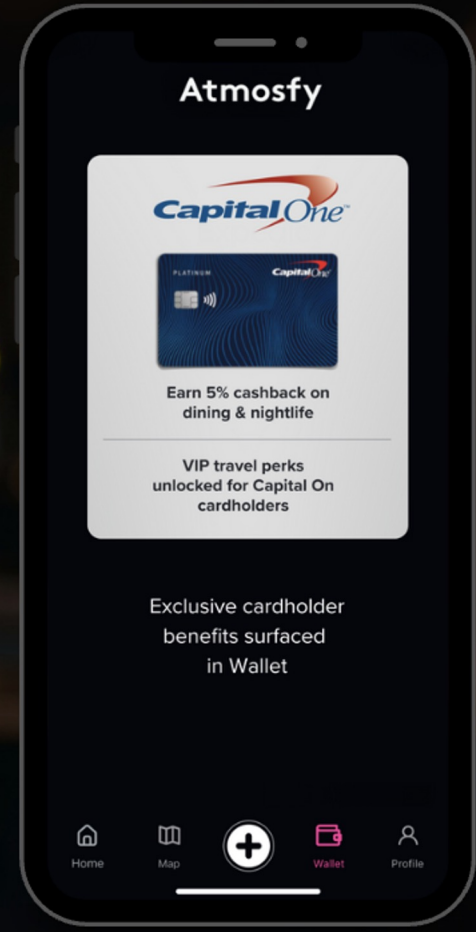
# **Success Stories From World Class Brands**

# Atmosfy x Capital One™

100M+ Capital One  
Cardholders,  
Integrated Into  
Atmosfy Wallet



Exclusive  
cardholder  
benefits



Capital One  
Rewards at  
the point of  
book



# DRIVE MORE REVENUE WITH **ATMOSFY**



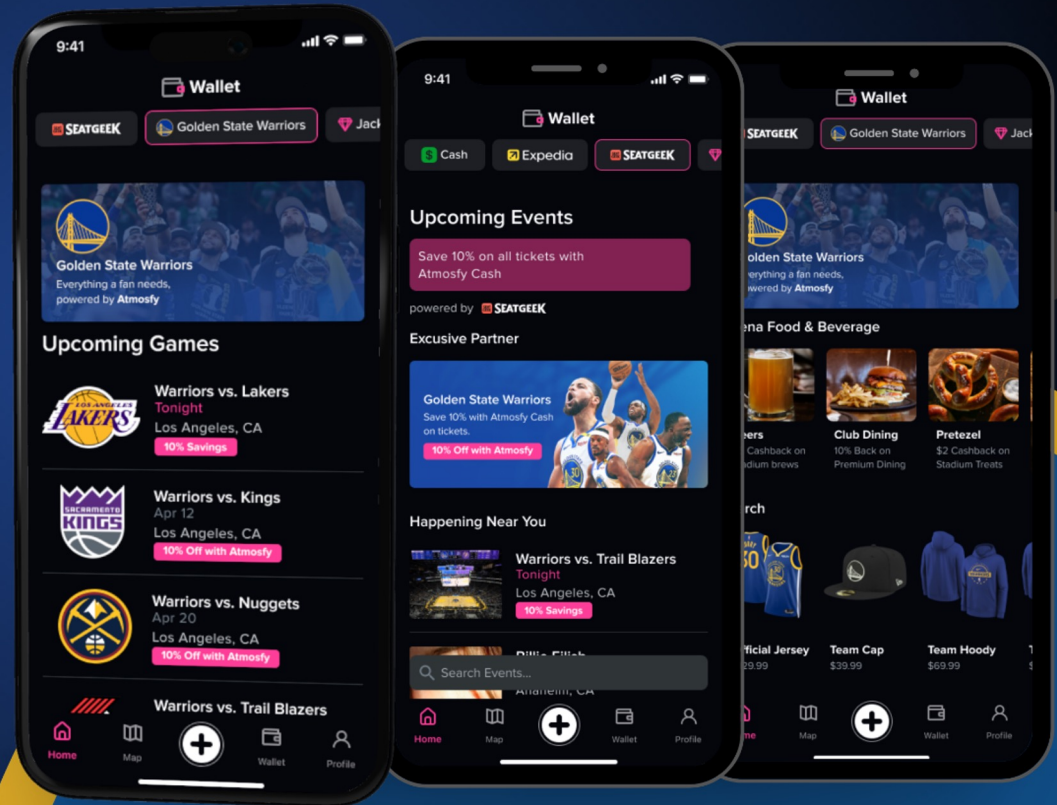
**TICKETS**



**FOOD & BEVERAGE**

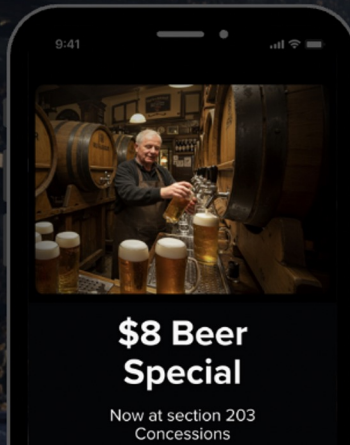


**MERCHANDISE**





## Boosting Concessions, Merchandise, and Fan Satisfaction



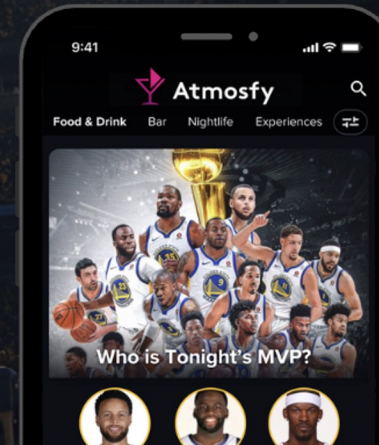
### Drive Real-Time F&B Spend

Timed push notifications (happy hour, spa, restaurant specials) drive incremental spend from in-house guests.



### Instant Access to Exclusive Merch

In-App Promotions on Jerseys, Hats, and Warriors Merchandise — Immediate and Ongoing Transactions



### Enhance Fan Experience

Exclusive behind-the-scenes video content and interactive polls deepen fan engagement during game downtime

**Atmosfy = Entry Point + Continuous Fan Journey**

# Expedia joins Atmosfy Wallet

3.6M Hotels, 10% Cashback, VIP Travel Experiences



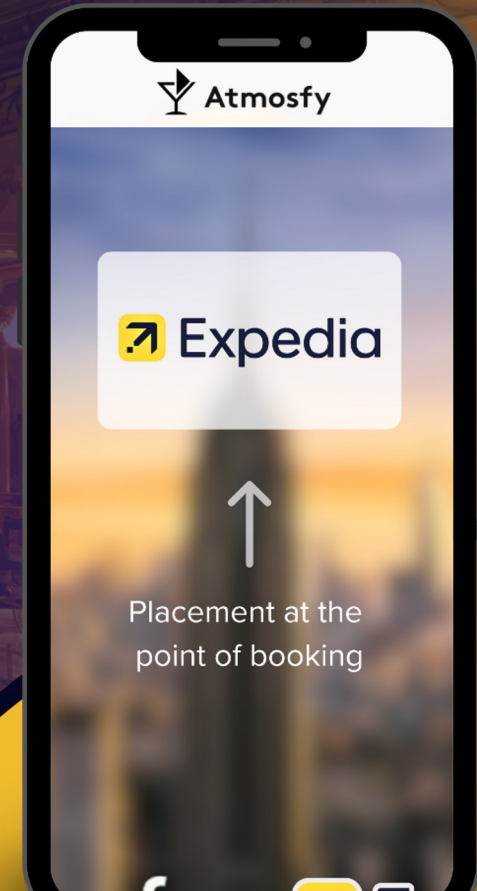
**Exclusive**

Partner Collaborations

**3.5M+**  
Properties Live

**Up to**  
10% Cashback  
on Bookings

**VIP**  
Experiences  
& Upgrades



**Atmosfy** x  **Expedia**

# Turning Inspiration Into Bookings

How Intrepid Travel Converts UGC Into Revenue



**3M+**

Views

On Atmosfy travel feeds



People don't want ads.  
They want real travelers  
showing real trips.

**250K+**

Followers Engaged



Audience  
Engagement



**2K+**

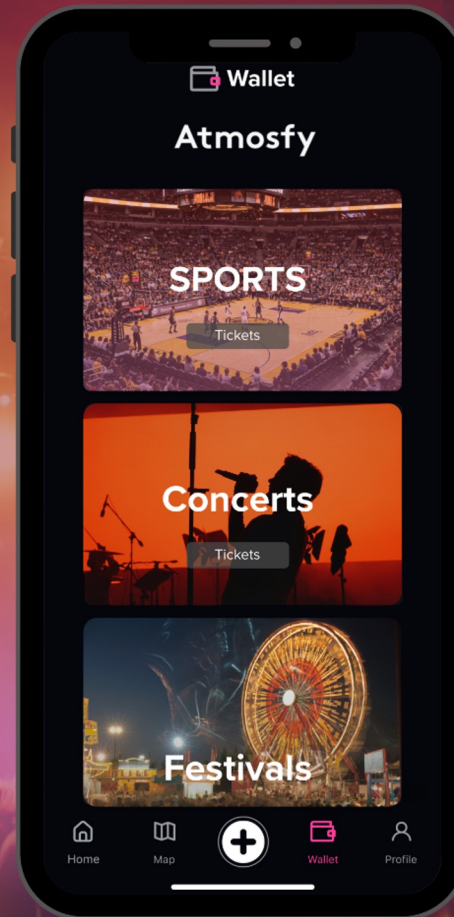
Verified Wallet  
Bookings

**UGC storytelling + Wallet integration = measurable ROI**

Atmosfy x **SEATGEEK**

**80,000+**  
**Live Events,**  
**Now Bookable**  
**on Atmosfy**

Discover and book sports,  
concerts, and live events  
directly in Atmosfy



Powered by **SEATGEEK**

**28M+**  
App Installs

**1.5B+**  
Tickets Sold

Trusted by  
**500+** Teams,  
leagues & Venues

GET YOUR GUIDE X Atmosfy

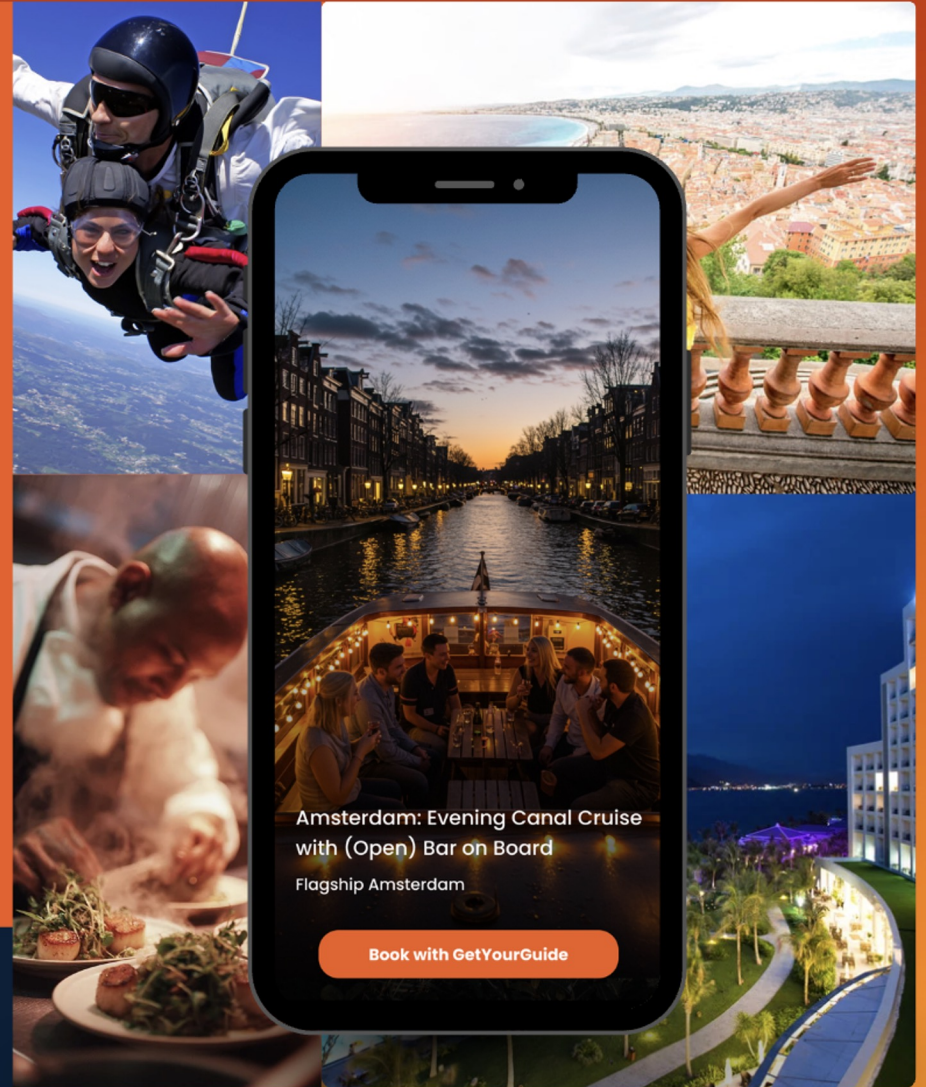
DISCOVER THE WORLD  
WITH GETYOURGUIDE,  
POWERED BY ATMOSFY

**60M+**  
Total Visitors

**100K+**  
Total Trips

**150+**  
Countries

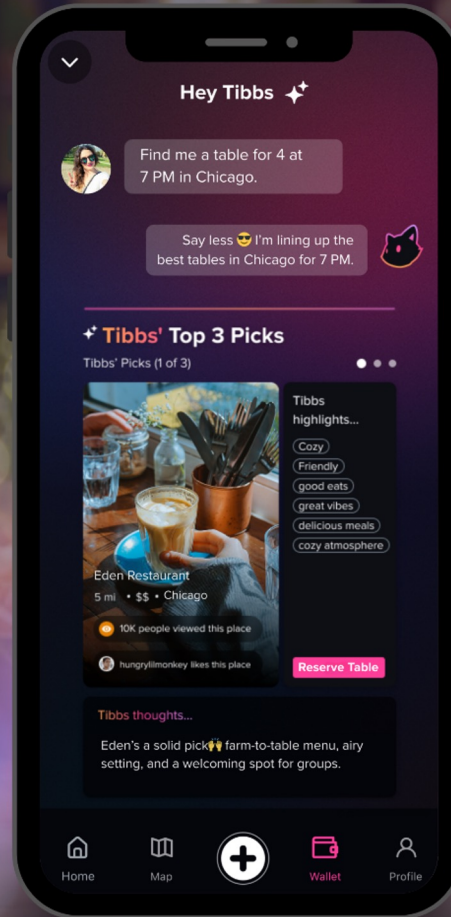
NOW BOOKABLE INSIDE ATMOSFY WALLET



Atmosfy x  tock

# Instant Reservation with Tock, Powered by AI in Atmosfy

AI + Tock = One-tap  
reservations inside  
Atmosfy Concierge



Powered by **tock**

**7,000+**

Restaurants  
Powered by Tock

**100M+**

Reservations  
Processed

Trusted by  
Michelin-starred  
& local favorites

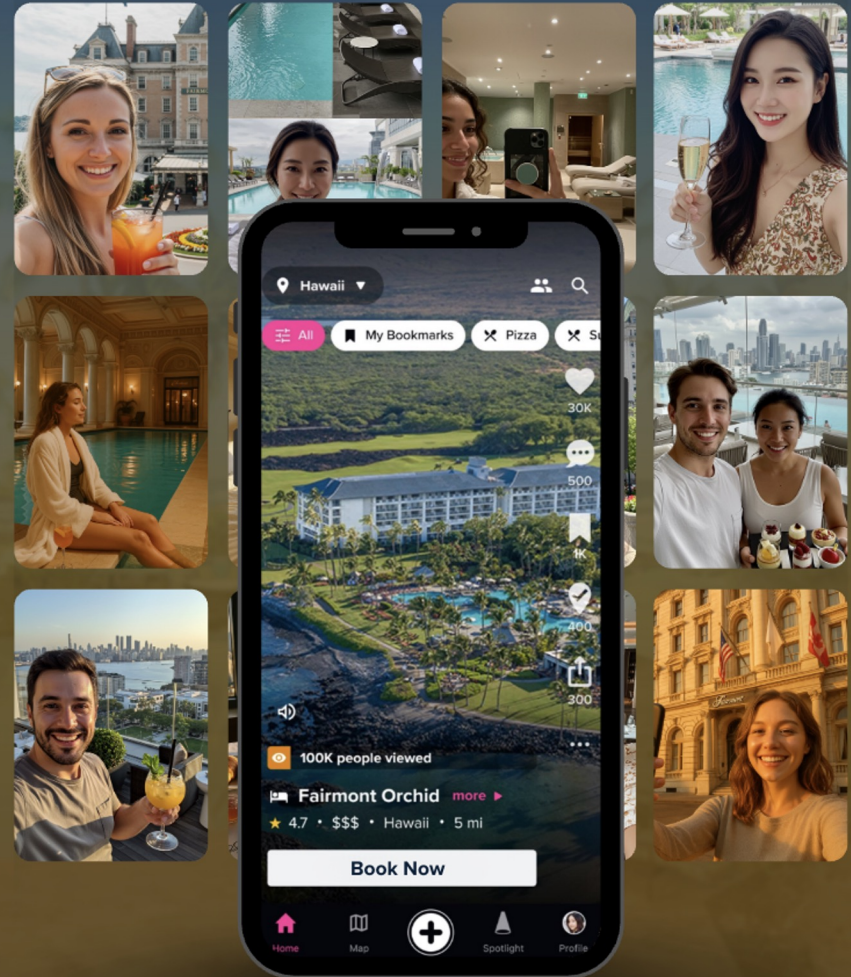
Atmosfy x *Fairmont*  
ORCHID

150+ Creator  
Videos  
Generated

750 New GPS-Verified Guests

50M Impressions

Featured Placement at  
Conversion Point



# DRIVE MORE REVENUE WITH **ATMOSFY**



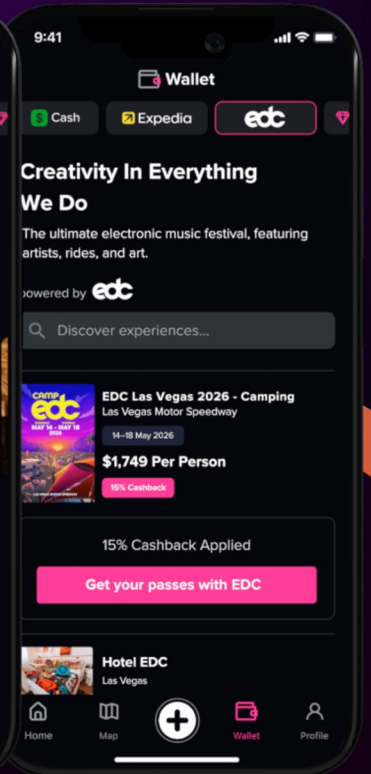
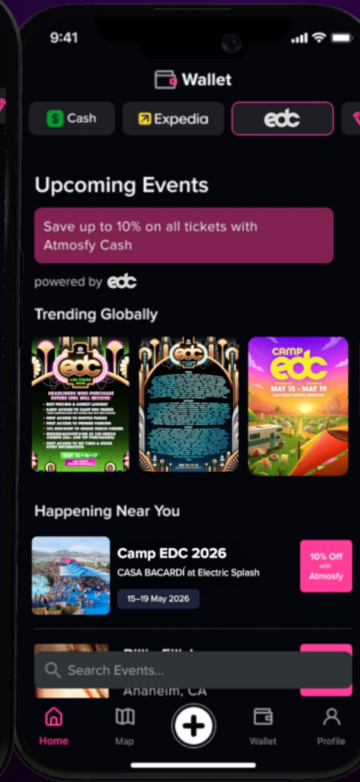
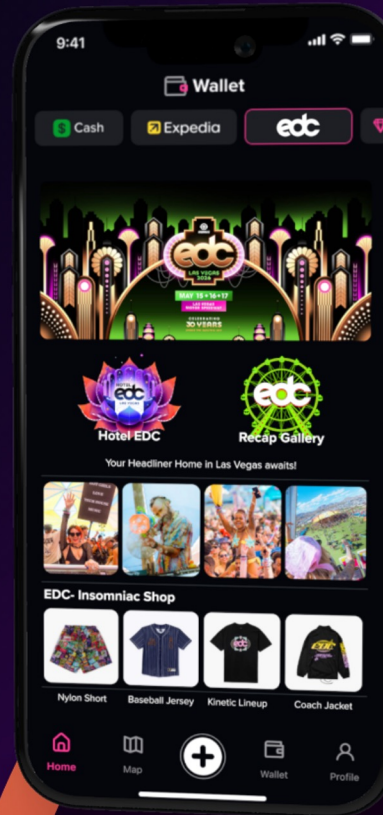
**TICKETS**



**FOOD & BEVERAGE**



**MERCHANDISE**





**Partner With Us**

[partners@atmosfy.io](mailto:partners@atmosfy.io)

PLUGANDPLAY

SU SUMMIT

BATCH STARTUP PRESENTATION



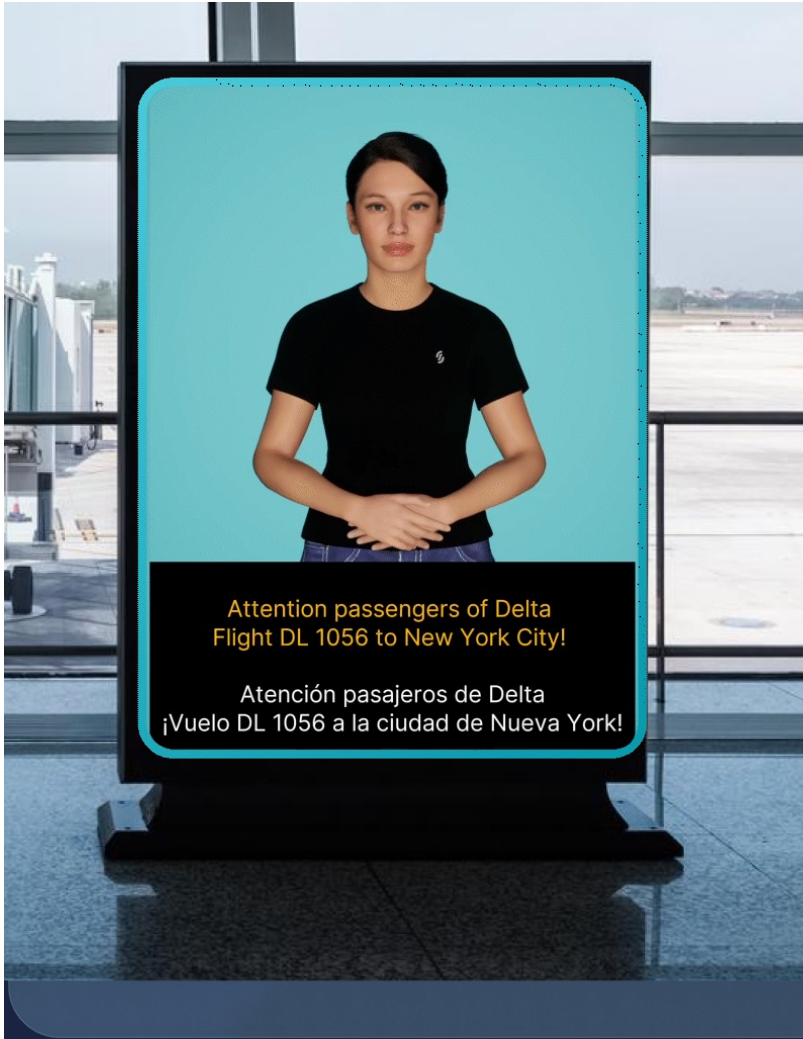
SignAvatar

**SignAvatar**

AI that converts live airport PA announcements into sign language & multilingual text on screens or browsers

#PNPTCSiliconValley

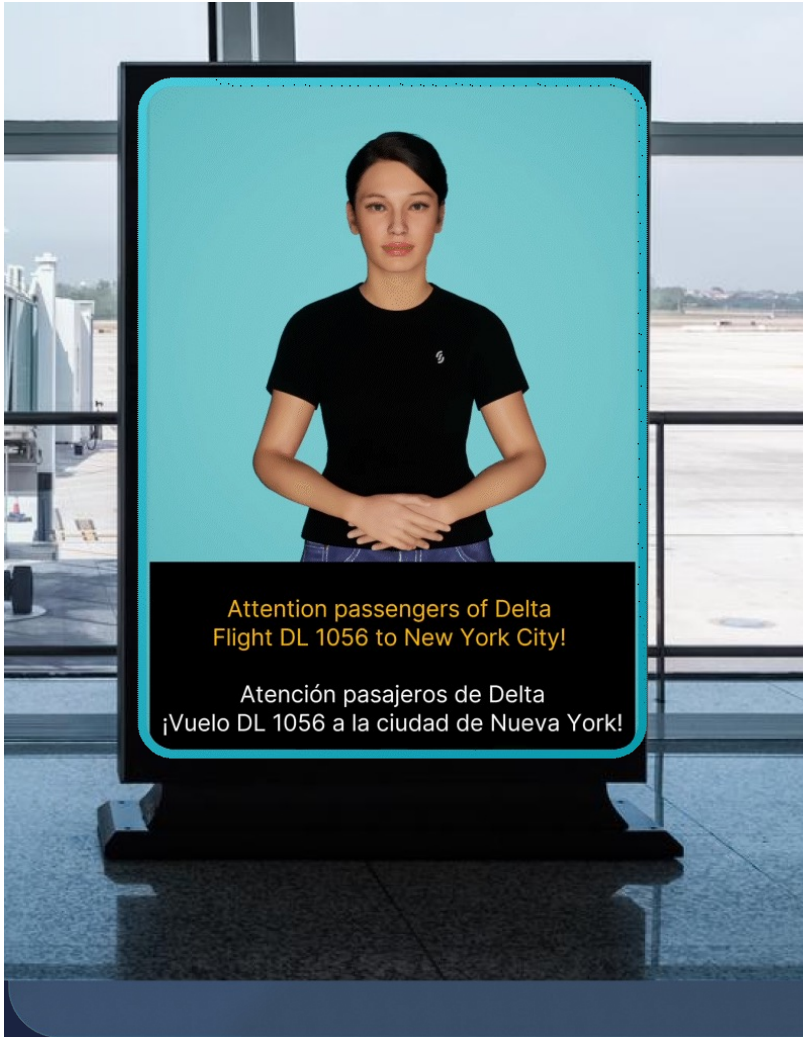
Join us at [pnptc.com](https://pnptc.com)



SignAvatar

**PLUGANDPLAY**  
**Batch 20**

AI Generated Sign  
Language Interpreters



SignAvatar

## PLUGANDPLAY Batch 20

# AI Generated Sign Language Interpreters



**My brother has hearing issues**

WE MADE THE

# Google Translate for Sign Language

Translation API uses speech/text to  
generate:

- American Sign Language
- Captions in 2 Languages



# Early with \$104k in revenue

2 contracts & happy customers (railways)

Enterprise pipeline grew 4x in 3 months, now talking:

 Meta



UNITED

Southwest



Alaska



Meta to bring sign language  
into Meta glasses

20 enterprises in Aviation/Travel

TRAVEL USE CASE

# TransportSign™

Public announcements in  
Airports/Train stations  
in Sign Language and  
2 languages in captions.



SCREENS

# We provide the translation API



API

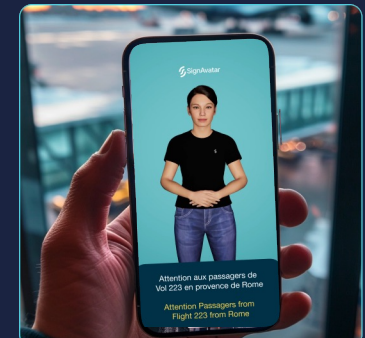
- Sign Language generation
- Captions in 2 languages
- Agents fix accents

Stream

Stream



STREAM TO FIDS/GIDS



MOBILE



SignAvatar

already available at airport

already available at airport

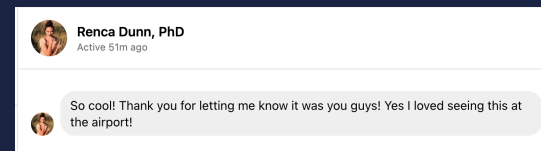
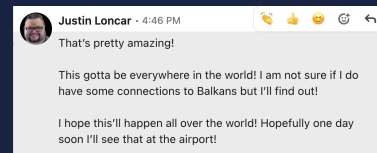
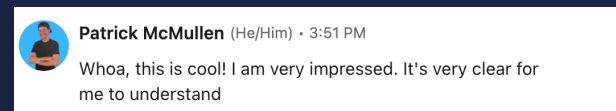
# Best testimonial ever

"These guys did it in an incredible way!"  
– President of Serbia



Featured: National TV • Forbes • 5 Major Publications • Presidential Recognition

Deaf influencers with 1M+ followers  
said:



WHY AI?

# Every enterprise can now provide a personal ASL interpreter

There are 11M Deaf and only 10k ASL interpreters in the U.S.  
Interpreters are hard to reach and expensive

 Signapse

✓ £19.50 per minute

✓ £0.15 per word

HUMAN INTERPRETER

\$5/min

SignAvatar API

SCALABLE & CHEAPER

\$0.5/min



HOW WE'RE DIFFERENT

# We won't generate 6 fingers

Instead of AI AI-generated video, we move a character inside a game (Unreal Engine)

- Predictable output of perfect signs.
- Reduces generation costs up to 10x.
- Branding customization and diversity



# Why us?

- 2nd-time founders
- 6 years together, 4 years working together, 7 hackathon podiums together
- AI Researchers, ML Engineers (ex-Microsoft), Data Scientists.
- HQ in Silicon Valley and Europe
- We're international and Deaf, and have family connections



## PLUGANDPLAY Travel Batch 20

SUPPORTED BY



# \$500k pre-seed

- best match - Aviation veterans, travel C-suite (airlines, airports, tech), accessibility enthusiasts, AI enthusiasts
- closes Nov 28th

CEO: [george@signavatar.org](mailto:george@signavatar.org)

PLUGANDPLAY

SU SUMMIT

## BATCH STARTUP PRESENTATION

🎤 Rehearsals

### Rehearsals

Rehearsals creates AI digital twins of your real customers to reveal what your market and customers want in minutes.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

**Liam Bolling** – Co-Founder & CEO, previously DeepMind

[runrehearsals.com](http://runrehearsals.com) • [@runrehearsals](https://twitter.com/runrehearsals)

# These are expensive questions

Will this **TikTok ad** tank our ROAS before we even scale it?

Are we leaving money on the table by **pricing this too low** for power users?

Is this **new onboarding flow** actually better, or just different?

Will our core users **hate this new feature** we're about to ship?

I wish engineering could just **ask a customer** instead of waiting on me for answers

How do we **tailor the homepage** for different segments **without breaking everything**?

# Today

## Traditional User Research

- ✗ Takes months
- ✗ \$1,000,000+
- ✗ Sacrifice breadth
- ✓ Human grounded

## AI Interviews

- ✗ Takes days
- ✗ \$100,000+
- ✗ Sacrifice depth and quality
- ✗ Might be totally synthetic or prone to scams

# Tomorrow

## Traditional User Research

- ✗ Takes months
- ✗ \$1,000,000+
- ✗ Sacrifice breadth
- ✓ Human grounded

## Rehearsals

- ✓ Takes minutes
- ✓ <\$10,000
- ✓ Zero sacrifice on depth and breath with 95% accuracy
- ✓ Human grounded

## AI Interviews

- ✗ Takes days
- ✗ \$100,000+
- ✗ Sacrifice depth and quality
- ✗ Might be totally synthetic or prone to scams

# Build your Simulation

## Simulations

**Your Cohorts** 3

- New Cohort
- Interested in food
- Educated home owners
- Metro middle age

**Your Simulations** 2

All Running Completed

- New Simulation
- Improve paid conversion  
FAILED
- Increase conversion rate  
FAILED

LB

# Get in-depth outcomes, in minutes

A customer found \$8m in additional revenue in 7 days of using Rehearsals

**WHAT WE TESTED**

VIEW BY: All | Location | Profession | Lifestyle Archetypes | Use Case Scenarios | Income

**CREATIVE 1**

PELOTON  
The New Cross Training Bike+ Powered by Peloton IQ

Explore Bike+

**CREATIVE 2**

PELOTON  
The New Cross Training Bike+ Powered by Peloton IQ

Explore Bike+

**CREATIVE 3** BEST

**Best Overall**

CREATIVE 3

New Cross Training Series  
PELOTON  
10+ Workout Types  
Full HD Smart Screen  
Personalized Plans  
Performance Estimates  
Insights & Analytics

The Cross Training Series

**WHERE WOULD YOU USE THIS PELOTON?**

Dedicated home gym	45%
Bedroom	28%
Living room	18%
Basement	7%

**P20 - UPPER WEST SIDE**

The variety of equipment means I won't get bored. Bike one day, row the next - that's sustainable long-term

**P7 - LOWER EAST SIDE**

The compact footprint is crucial for NYC apartments. This fits where a home gym wouldn't.

**P13 - SOHO**

If this replaces my \$800/month gym

**WHO ARE YOUR CUSTOMERS?**

78% CREATIVE INDUSTRY

- FITNESS ENTHUSIASTS
- BUSY PROFESSIONALS
- HOME GYM OWNERS
- FORMER GYM MEMBERS

**HOW MUCH WOULD YOU PAY FOR THIS PRODUCT?**

\$2,500	58%
\$3,000	24%
\$2,000	14%
\$3,500	3%

**WHAT ARE YOUR CUSTOMERS INTERESTED IN?**

- Home Fitness 92%
- Live Classes 89%
- Convenience 78%
- Technology 72%
- Community 65%
- Variety 68%

**ONE THING TO KEEP**

Show the full equipment lineup

**ONE THING TO CONSIDER CHANGING**

# Grounded in your users, your data

Facebook

Tiktok

Instagram

Twitter

LinkedIn

Census

Google Maps

Custom Data

User	Full Name	Devices	Sessions	Last Seen
ronet2151@vot.com	-	0	0	1/1/2000
wesleyglone@yahoo.com	-	0	0	1/1/2000
vamathevkumarsan@yahoo.com	kumarni vama	0	0	1/1/2000
turtast101@gmail.com	-	0	0	1/1/2000
ttatum107@gmail.com	-	0	0	1/1/2000
triciagilentine@gmail.com	tricia gilentine	0	0	1/1/2000
thomssrgsu@yahoo.com	-	0	0	1/1/2000
theressamanderson@yahoo.com	-	0	0	1/1/2000
threaltor@gmail.com	-	0	0	1/1/2000
teresaballey@prodigynet	teresa balley	0	0	1/1/2000
temp070@netscape.net	-	0	0	1/1/2000
sunshineras@yahoo.com	-	0	0	1/1/2000
stevegarone@verizon.net	-	0	0	1/1/2000
stevemulvey@gmail.com	-	0	0	1/1/2000
shirleyann8@hotmail.com	-	0	0	1/1/2000
sherdanandamy@hotmail.com	sherdan conklin	0	0	1/1/2000
shunafollers@gmail.com	-	0	0	1/1/2000
serampun_pagi@hotmail.com	-	0	0	1/1/2000
serampunpagi@yahoo.com	-	0	0	1/1/2000

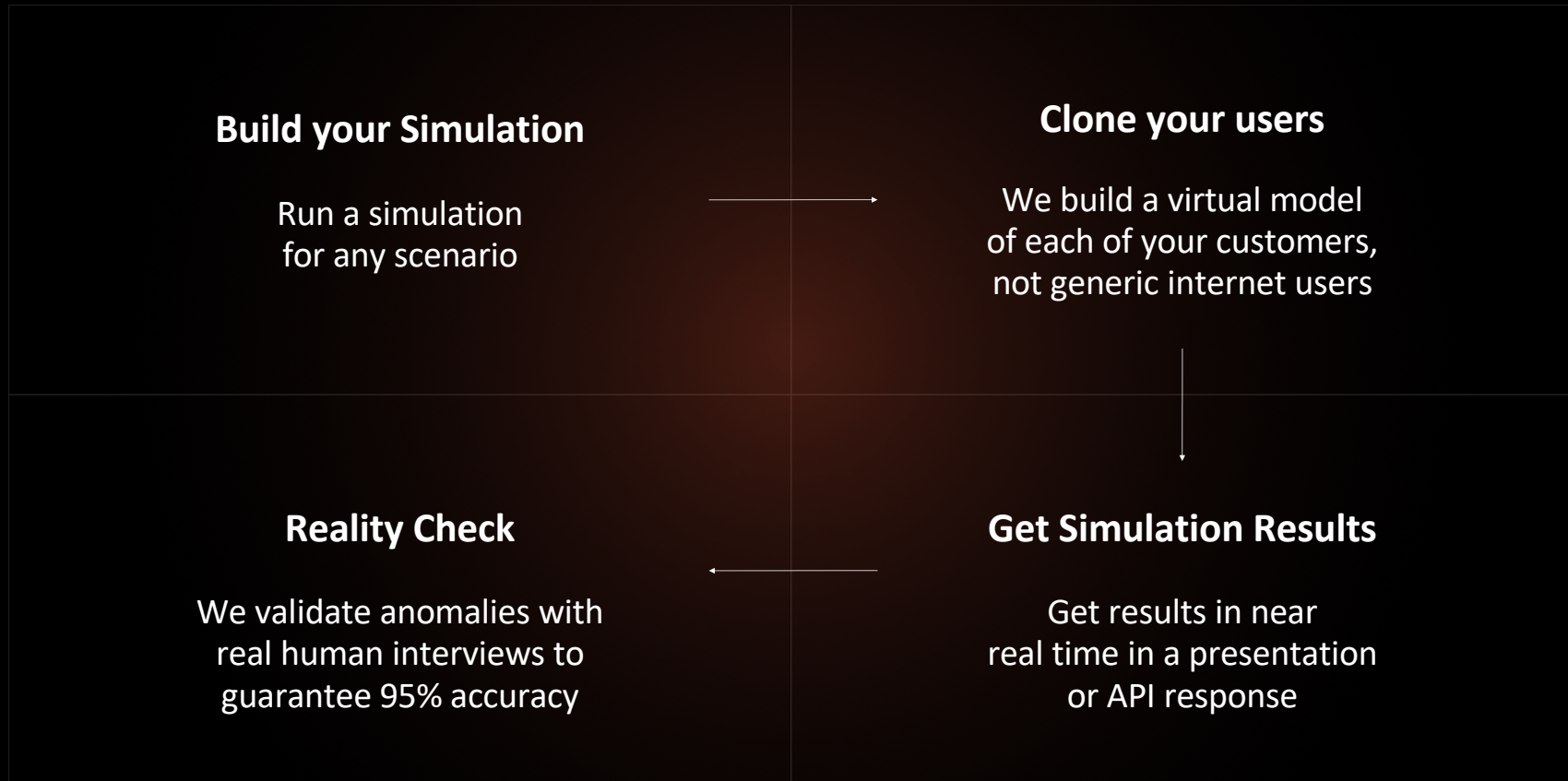
Every video of their usage

Their purchases

Location

Device

## How this works



## A few of our Customers



Liam Bolling

CEO, CO-FOUNDER  
EX-GOOGLE LABS, PROJECT MARINER,  
GEMINI API



David Schmetterling

CTO, CO-FOUNDER  
EX-WAYFAIR



Daniel Katz

CO-FOUNDER  
EX-DATABRICKS, ACQUIRED FOUNDER,  
MICROSOFT

## Our Investors



Brian Oppenheim

FOUNDING ENGINEER  
EX-DEEPMIND



Reid Brostoff

FOUNDING ENGINEER  
EX-OMNICOM



Jess Lee

CHIEF DESIGN OFFICER  
EX-GOOGLE LENS

Think about the next problem  
you need to tackle at work

# Could you rehearse it?

Let's chat

**Liam Bolling**

**Liam@RunRehearsals.com**

Get a demo at [RunRehearsals.com](https://RunRehearsals.com)

PLUGANDPLAY

SU SUMMIT

# Ecosystem Startup Spotlights

[#PNPTCSiliconValley](#)

Join us at [pnptc.com](https://pnptc.com)

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SU SUMMIT

## ECOSYSTEM STARTUP PRESENTATION



### Beyond Pricing

Automated data-driven pricing for your Airbnb and vacation rental is here.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

# POWERING THE GROWTH OF SHORT-TERM RENTALS



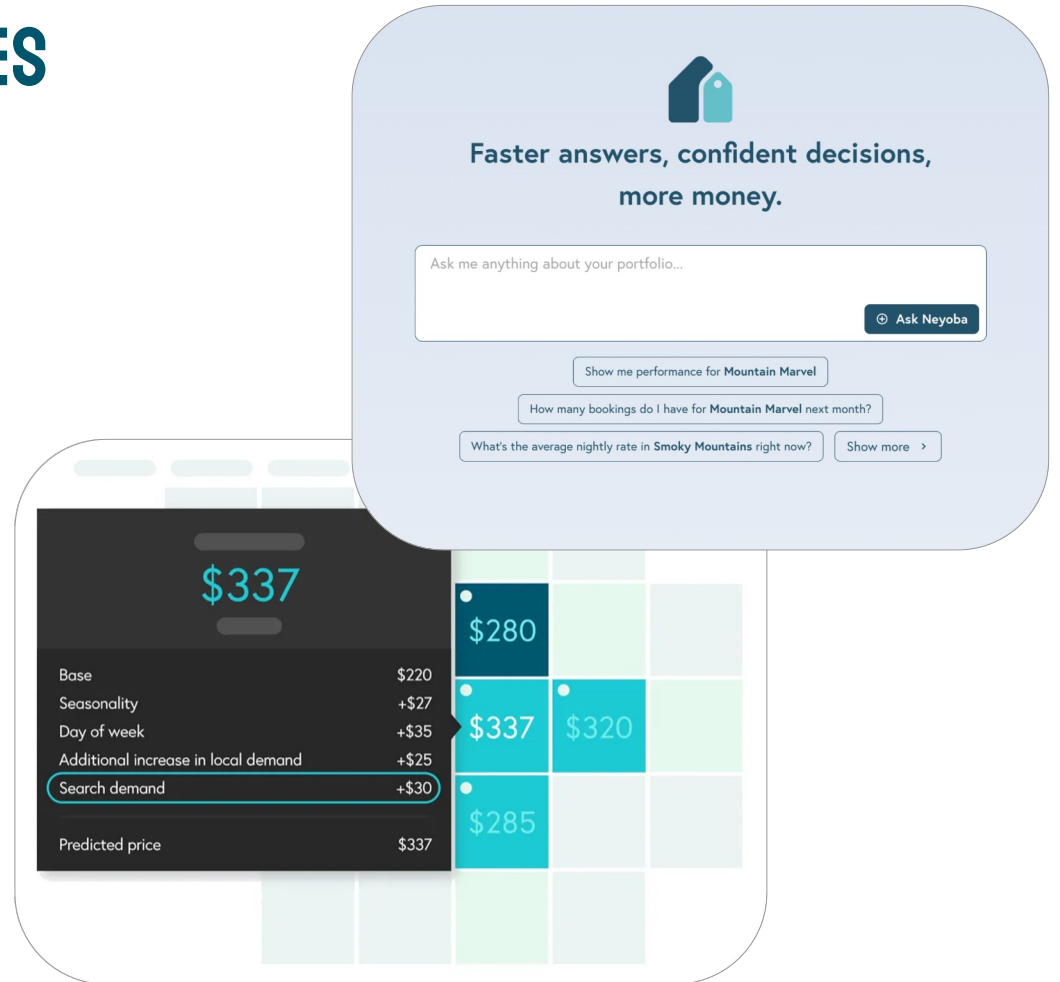
# HOW I STARTED AT BEYOND

- March 2020 - What an auspicious time to start a new gig



# THE PROBLEM BEYOND SOLVES

- Short term rentals generate over \$200B globally and they are growing faster than hotels
- But the technology serving it lags behind the rest of the hospitality industry by decades
- The industry needs the same level of sophistication that hotel and airline systems offer



# A DATA FOUNDATION FOR THE STR INDUSTRY



- The world's first revenue management system for short term rentals
- 750,000+ short term rental properties connected, syncing daily
- Detailed historical and future rental performance data



- Detailed direct booking website search & quote data
- Date ranges, lead times, conversion rates, and more
- Early indicators of market-specific demand drivers like events



- Scraped data from online travel agencies like Airbnb and Booking.com
- Scraped rental property price quotes with listing calendar availability
- Listing data with location, amenities, reviews, and more



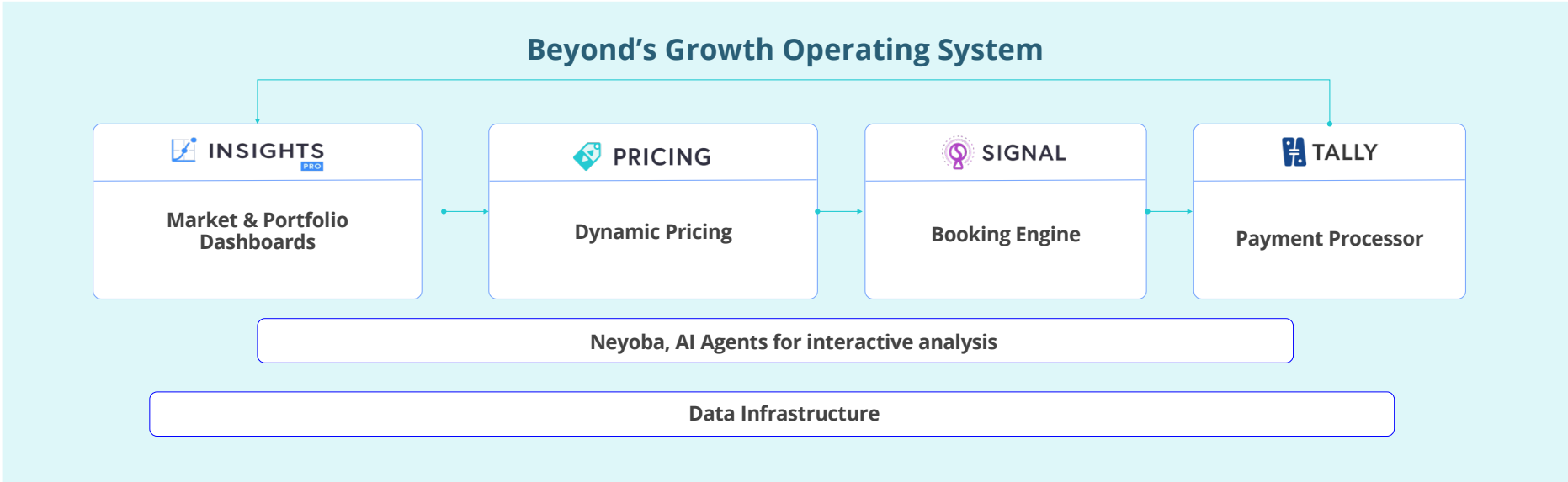
Hand-launched markets



Hyperlocal clusters



# THE AI GROWTH OPERATING SYSTEM FOR STRS



**Acquire more Owners**

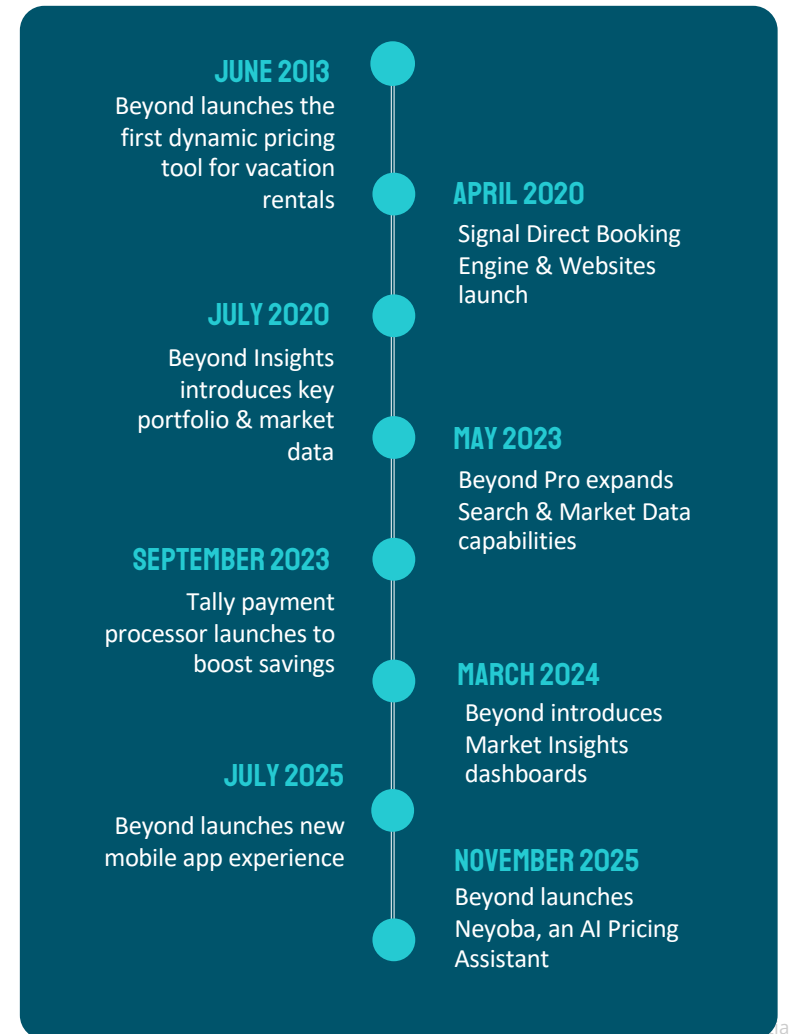
**Make the Most Money**

**Expand Profit Margins**



# WHY BEYOND IS POSITIONED TO WIN

- **Data Moat:** Beyond is the only RMS with scraped, connected and search data - globally.
- **Beat the Market:** Our global users are beating their market by an average of 42%
- **Revenue Growth:** Customers that use Beyond with their listings make up to 40% more revenue per available night.
- **Vertical AI:** Beyond is the only AI-driven operating system for short-term rentals



# THE PEOPLE THAT GO BEYOND

- Beyond has 200+ global team members from 30+ nationalities speaking 20+ languages
- 5+ average tenure for leaders in the Engineering & Revenue Management teams
- Office hubs in San Francisco, Chicago, Lisbon, Barcelona, and Bangalore
- Built by property managers & hosts, for property managers and hosts



# HOW TO ACCELERATE BEYOND'S GROWTH

There are two major levers we know will help us further inflect growth:

- Find our next majority investor to drive the organic and inorganic opportunities we see to continue to be the STR Growth Operating System
- Wakening the hotel vertical to the reality that STRs are growing and their software and operators need access to our data to execute their growth strategy



**750,000**

Listings



**45,000**

Cities



**\$15 BIL**

Bookings Priced



# THANK YOU!



 [www.beyondpricing.com](http://www.beyondpricing.com)

 [julie.brinkman@beyondpricing.com](mailto:julie.brinkman@beyondpricing.com)



PLUGANDPLAY

SU SUMMIT

## ECOSYSTEM STARTUP PRESENTATION

The logo for nitecapp, featuring the word "nitecapp" in white lowercase letters on a dark blue rectangular background.

**nitecapp**

Nitecapp connects suppliers, hospitality venues, and frontline staff with the tools to educate, monitor placement, and help consumers discover food and beverage everywhere.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

**nitecapp**











# Industry



Food & Beverage Suppliers

**nitecapp**



Hospitality & Travel Operators

# Industry



F&B Suppliers



Frontline staff

## Hospitality & Travel



Operator (corporate)



Operator (property)

# Industry

## Hospitality & Travel



F&B Suppliers



Operator (corporate)



Frontline staff



Operator (property)

# Industry

## Hospitality & Travel



F&B Suppliers



Operator (corporate)



Frontline staff



Operator (property)



# Industry

## Hospitality & Travel



F&B Suppliers



Operator (corporate)



Frontline staff



Operator (property)



# Problems



F&B Suppliers



Frontline staff

## Hospitality & Travel



Operator (corporate)



Operator (property)

# No Education Standard



F&B Suppliers



Frontline staff



Operator (corporate)



Operator (property)

# Limited Visibility



F&B Suppliers



Frontline staff



Operator (corporate)



Operator (property)



# Siloed Data



F&B Suppliers



Frontline staff

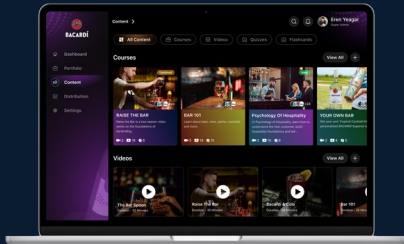


Operator (corporate)



Operator (property)

# Solution



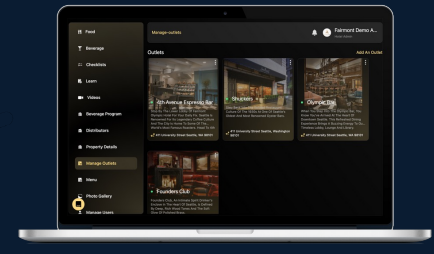
Supplier dashboard



Corporate dashboard

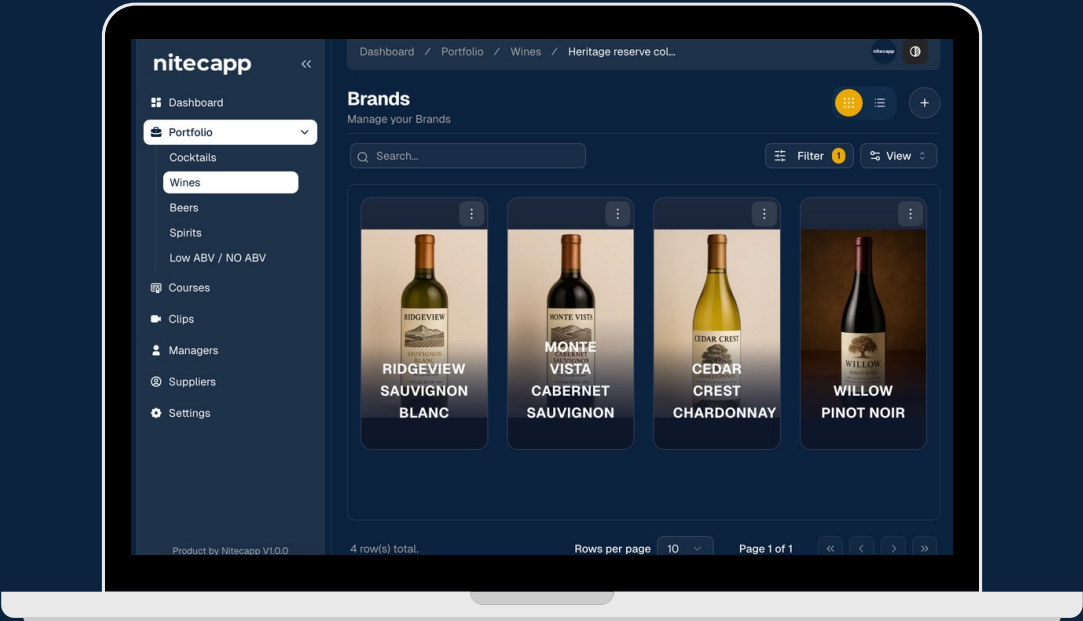


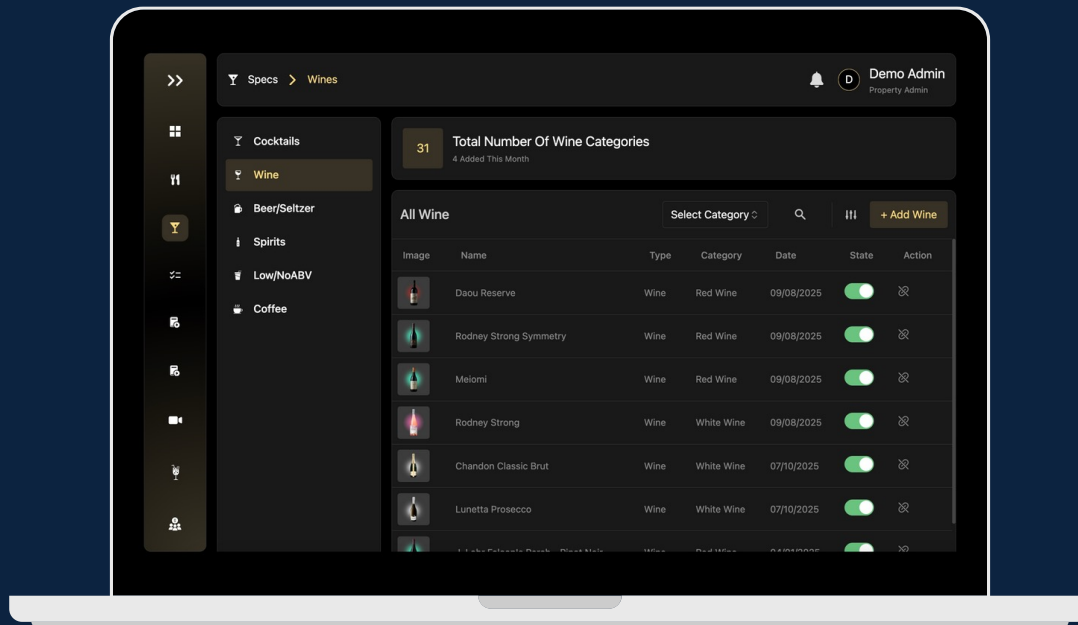
Frontline app

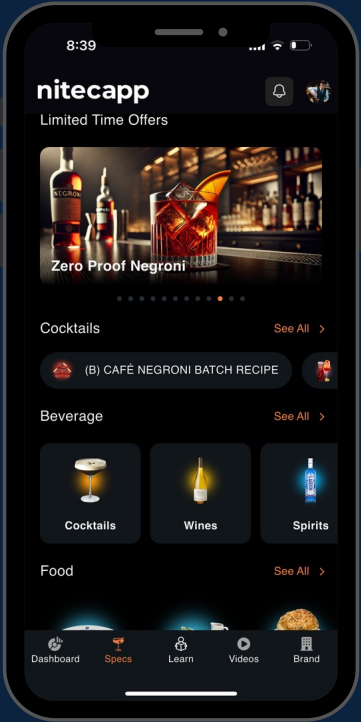


Property dashboard

nitecapp







# Supplier value



F&B Supplier

direct education

sales compliance

brand verification



Operator

program execution

property-level visibility

supplier collaboration



Property

improved training

lower turnover

higher F&B sales



Frontline

information access

skills advancement

better tips

# Operator value



F&B Supplier

direct education

sales compliance

brand verification



Operator

program execution

property-level visibility

supplier collaboration



Property

improved training

lower turnover

higher F&B sales



Frontline

information access

skills advancement

better tips

# Property value



F&B Supplier

direct education

sales compliance

brand verification



Operator

program execution

property-level visibility

supplier collaboration



Property

improved training

lower turnover

higher F&B sales



Frontline

information access

skills advancement

better tips

# Frontline value



F&B Supplier

direct education

sales compliance

brand verification



Operator

program execution

property-level visibility

supplier collaboration



Property

improved training

lower turnover

higher F&B sales



Frontline

information access

skills advancement

better tips

# Traction

**\$1.1M**

**Raised**

From industry  
leaders

**\$3.6M+**

**Pipeline**

Channel Partner agreement

**10+**

**Active**

Clients and Partners



SAZERAC

THE  
**DELPHI**

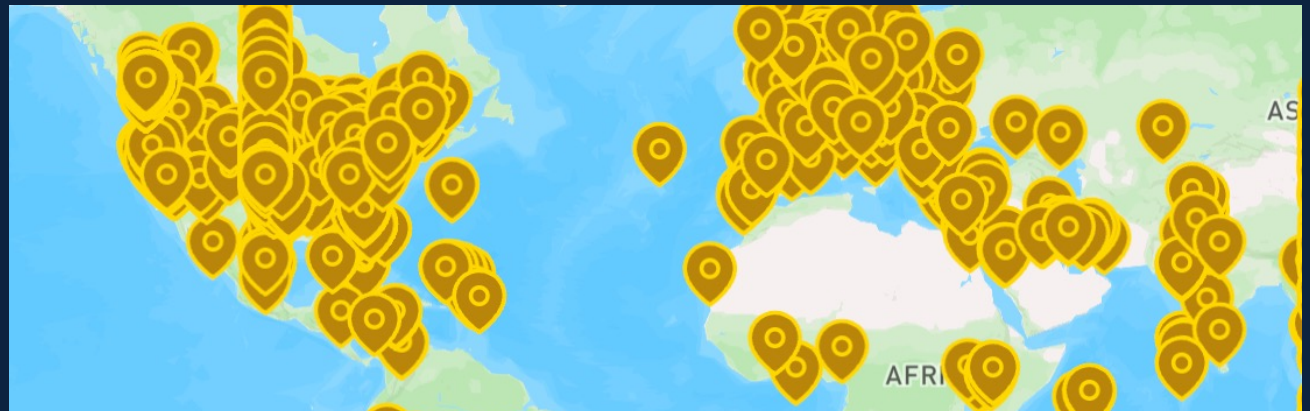
CRESTLINE  
HOTELS & RESORTS

oto  
development



**Brand Verification**

**7,800+** Properties in Database



# Leadership



**Zaylan  
Jacobsen**

CEO

---

10+ yrs hospitality experience, 8+ years tech leadership, original developer of Nitecapp, Babson College, speaker



**Roger  
Beaudoin**

CFO

---

30+ yrs hospitality operator, Podcast host, Restaurant Rockstars, Babson Finance MBA, keynote speaker



**Akash  
Suryavanshi**

CTO

---

10+ yrs tech leadership, AI Masters Degree, ex- Director of Technology at LA Venture Capital



**Chris  
Adams**

Co-founder & Investor

---

25+ yrs hospitality & beverage experience, globally renowned hospitality speaker, ex-Marriott, Ritz Carlton, investor



**Larry  
McGinn**

Board Director & Investor

---

47+ yrs beverage experience, 2025 US Beverage Industry Legend award, President IMI Agency

Deep domain expertise + unmatched network access.

# Vision

**nitecapp in every property selling food or drink.**



# Ask



**Supplier  
Partners**



**Operator  
Partners**



**Industry  
Connections**

PLUGANDPLAY SEATTLE

nitecapp

**W** COMOTION  
*Your Innovation Partner*



# nitecapp



[nitecapp.com](https://nitecapp.com)



[zaylan@nitecapp.com](mailto:zaylan@nitecapp.com)



[linkedin.com/in/zaylan](https://linkedin.com/in/zaylan)



PLUGANDPLAY

SU SUMMIT

## ECOSYSTEM STARTUP PRESENTATION

**point.me**

**point.me**

point.me is the maker of an online search tool that makes it easy to discover real-time reward flight options.

#PNPTCSiliconValley

Join us at [pnptc.com](https://pnptc.com)

**point.me**

# Everyone can travel better.

Helping travelers unlock the full  
potential of their points and miles.

Plug and Play Summit 2025



“ ”

*“Frequent flyer miles are likely the **second largest currency in the world. Larger than Bitcoin.**”*

– The Economist

**50**

**Billion USD**

Points & miles  
issued

**169**

**Billion USD**

Estimated value of  
10 Trillion points &  
miles in circulation

**20**

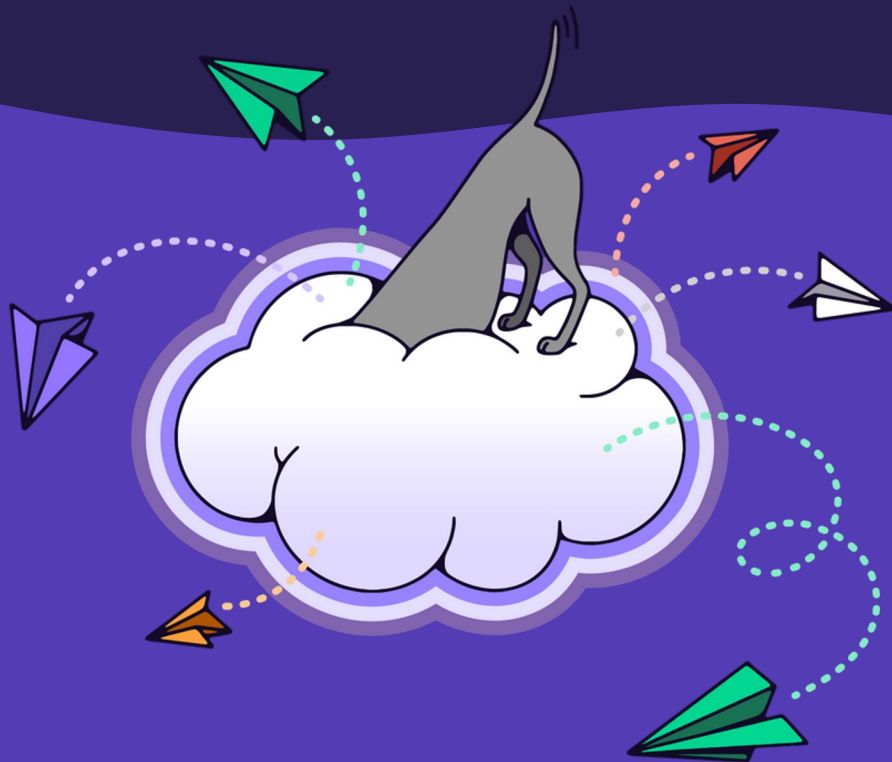
**Billion USD**

Unredeemed

**76%**

of adults have  
at least one  
points-earning  
credit card

# Booking flights with points and miles is **HARD**



I don't know where to start

I don't have time to figure out

The "rules" are too overwhelming

I can't find flights that fit  
my schedule

**IT'S NOT WORTH IT!**

# Beyond billions in liabilities, what does this fragmented experience cost the bank and loyalty ecosystem today?

## Overpaying for **one in three** new loyalty members

### The current state:

**26%**

say member acquisition is biggest challenge\*

**Millions**

spent on high-cost member acquisition



### How point.me can help:

**34%**

Of point.me redeemers enroll in a new loyalty program, with no additional CAC

## Losing out on **high-margin downstream spend**

### The current state:

**-33%**

Shift in spend lost when redemptions are unoptimized, or non-existent

**-\$1,100**

lost spend per passenger when travelers can't find viable redemptions



### How point.me can help:

**+20%**

Lift in redemptions with discovery layer partnership†, driving customers to spend more and travel **2X** as often

## Plus more **hidden costs**

- **Lost insights:** No visibility into what drives new customers to become loyal.
- **Misinformation and missed exposure:** Customers rely on third-party sources instead of official program surfaces.
- **Losing the next generation of customers:** Travelers often stick with whoever shows up first or where they feel the most value perceived. It could be you.

And most importantly, for our customers, it means **lost travel wealth** and **dreams deferred**.

So we built

# point.me

A better way to book with points



Find **6-12x the value** for your rewards points, including credit card points and airline miles



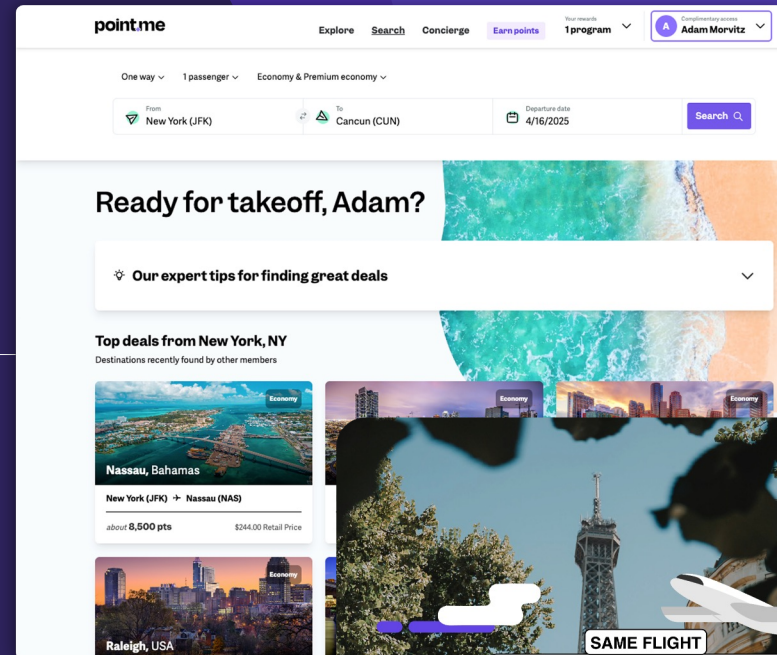
**16%** of users are **first-time** redeemers



**14%** of users redeem **within 15 days**



**33%** of perceived savings **shift downstream**





## Search

One way ▾ 1 ▾ Business / First ▾

FROM NYC (New York) TO LON (London)

DEPART Apr 18, 2025

Search 🔍

**Ready for takeoff, Jordan?**

Our expert tips for finding great deals ▾

Search across 150+ credit card and airline reward programs



## Compare

point.me pick Fewest points Quickest

<b>60K</b> 7h 30m	<b>57.5K</b> 12h 15m	<b>255K</b> 6h 50m
----------------------	-------------------------	-----------------------

**6:45 PM – 7:15 AM** +1

United Airlines  
Business  
7h 30m – Nonstop  
EWR → LHR  
Retail price: \$2,208

Membership Rewards

BILT 60,000 pts<sup>Ⓞ</sup>  
+\$56.00\*

Capital One

CHASE ultimate rewards

AIR CANADA AEROPLAN A STAR ALLIANCE MEMBER 60,000 pts

+ 4 additional ways to book

Make informed redemption & points transfers



## Book

**New York → London**

Instant Transfer Online Booking

**1. Prepare account**

- Create account with Air Canada Aeroplan.
- Find matching flight using Air Canada Aeroplan booking search.

**2. Transfer points**

- Confirm American Express Membership Rewards® points balance.
- Transfer American Express Membership Rewards® points to Air Canada Aeroplan.

**3. Book flight**

- Use award points to book with Air Canada Aeroplan.
- Confirm award booking.

Learn how to book this flight

Step-by-step guidance through the redemption process

– We're showcasing great premium, travel options –

# point.me

## Enterprise partnerships

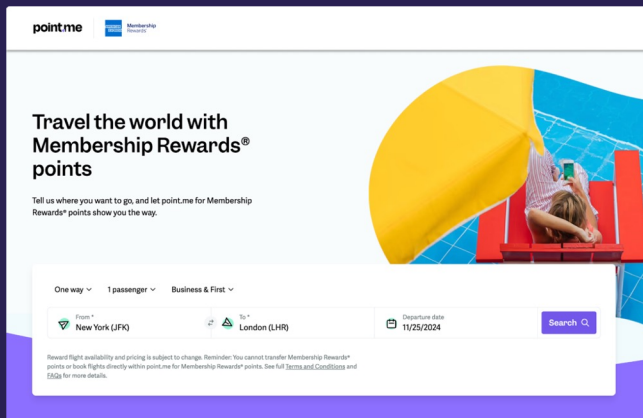


Membership Rewards®

BILT

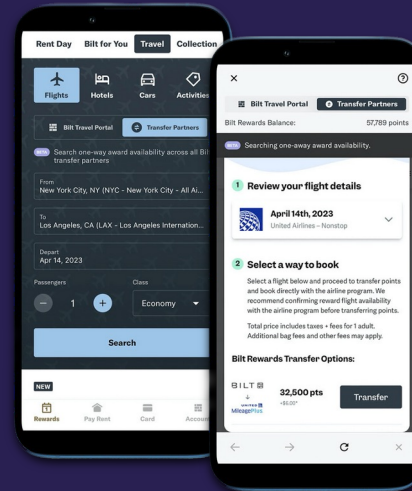
COMING SOON

AMEX white-labeled portal



Amex point.me users transfer points to a more diverse mix of airlines than typical Amex users—improving their bottom line

BILT white-labeled portal



AMEX PARTNERSHIP RESULTS:

# 93

NPS

Highest partner score in last 5 years

# 3B+

Membership Rewards point transfers driven to airlines

point.me

Supported by investors that know  
FinTech and travel

✓ \$2M Seed

✓ \$10M Series A

✓ \$15M Series B

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citi VENTURES

nyca

SAMSUNG  
NEXT

Google Flights

WndrCo

THAYER  
VENTURES

Gaingels



RIVERPARK  
VENTURES

THE  
POINTS  
GUY

MORE THAN  
CAPITAL

PAR  
CAPITAL MANAGEMENT

# FIs, Loyalty Programs, and Distribution Partners, **want to chat?**

## Issuers



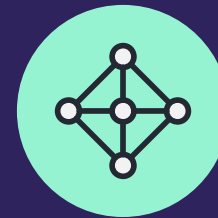
We drive hundreds of millions in point redemptions, improving margin, share of wallet, and customer engagement.

## Loyalty



We surface loyalty programs to “deep funnel” leads, driving new signups, redemptions and cobrand card acquisition.

## Travel Partners



We help activate and capture more loyalty demand, drive more bookings, and shift spend into your highest-margin products.

point.me

THANK YOU

For more information contact:

[laura@point.me](mailto:laura@point.me)

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## ECOSYSTEM STARTUP PRESENTATION



### Auxia

Auxia is a composable AI platform that orchestrates real-time, hyper-personalized customer journeys using first-party data.

#PNPTCSiliconValley

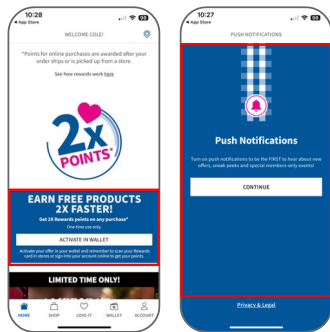
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# The Agentic Journey Orchestration Platform



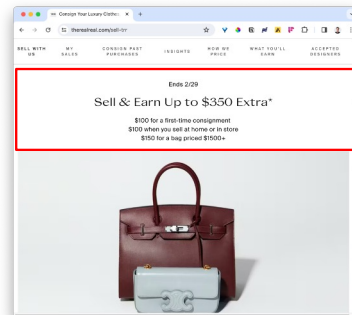
## Retail use cases for **Agentic Journey Orchestration**

**Increase sign ups** to rewards program



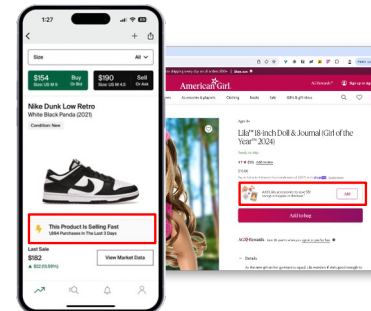
Drive adoption your retentive or high value features, like subscribing to SMS or joining a rewards program, with personalized ML models

**Drive conversion** with 1-to-1 offers and promotions



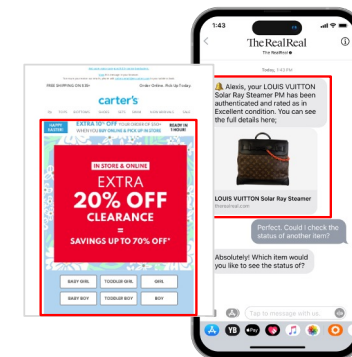
Increase revenue and reduce promotion spend with 1-1 offers that are optimized to each person's behavior and preferences

**Boost basket size** with hyper-personalized **upsell / cross sell**



Dynamically predict and surface the optimal product, message, channel, timing, and frequency to drive more purchases

**Reduce churn** and drive repeat purchases



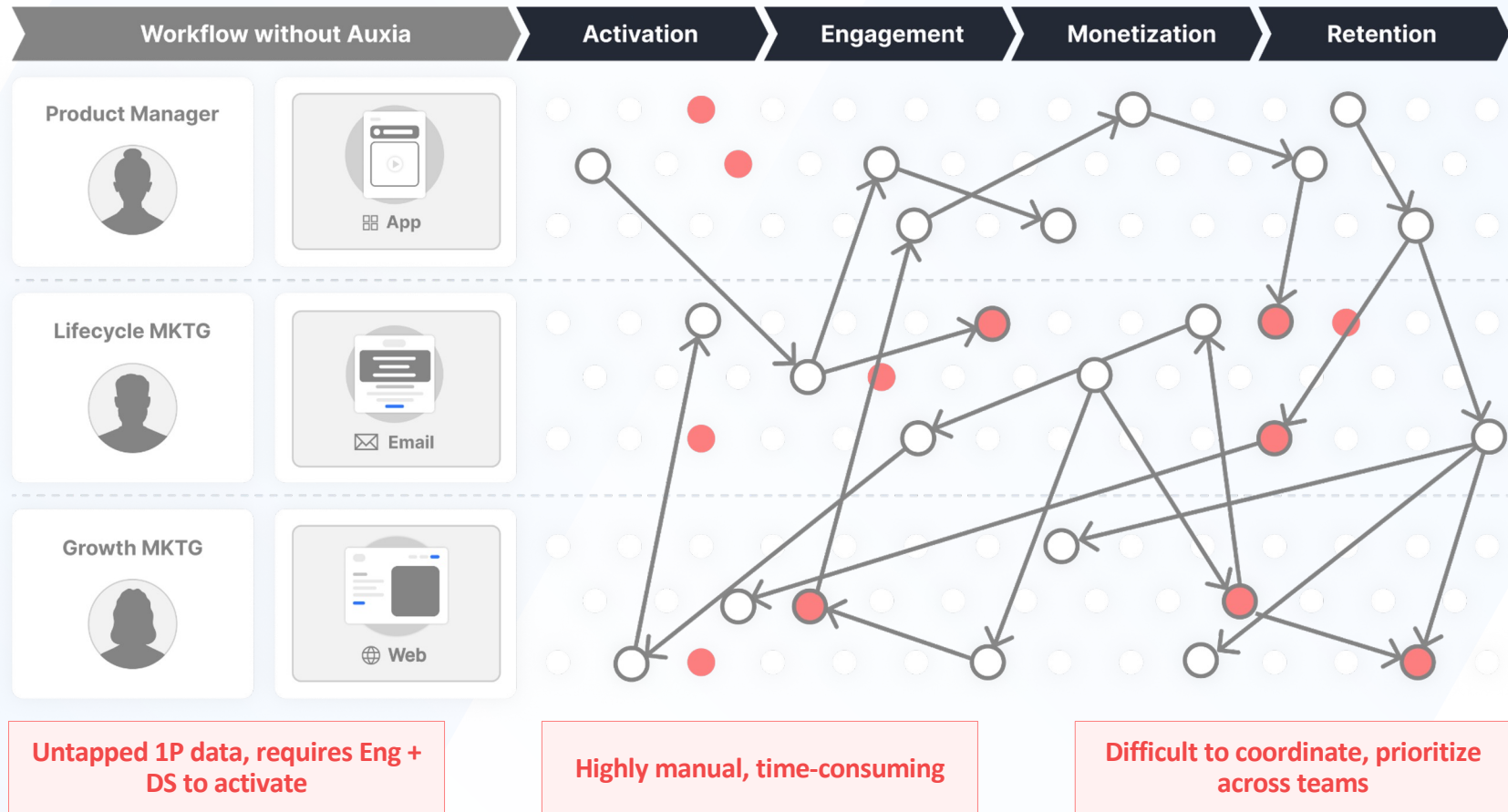
Turn your new customers into your loyal champions with lifecycle marketing that optimizes on autopilot

Activation

Monetization

Retention

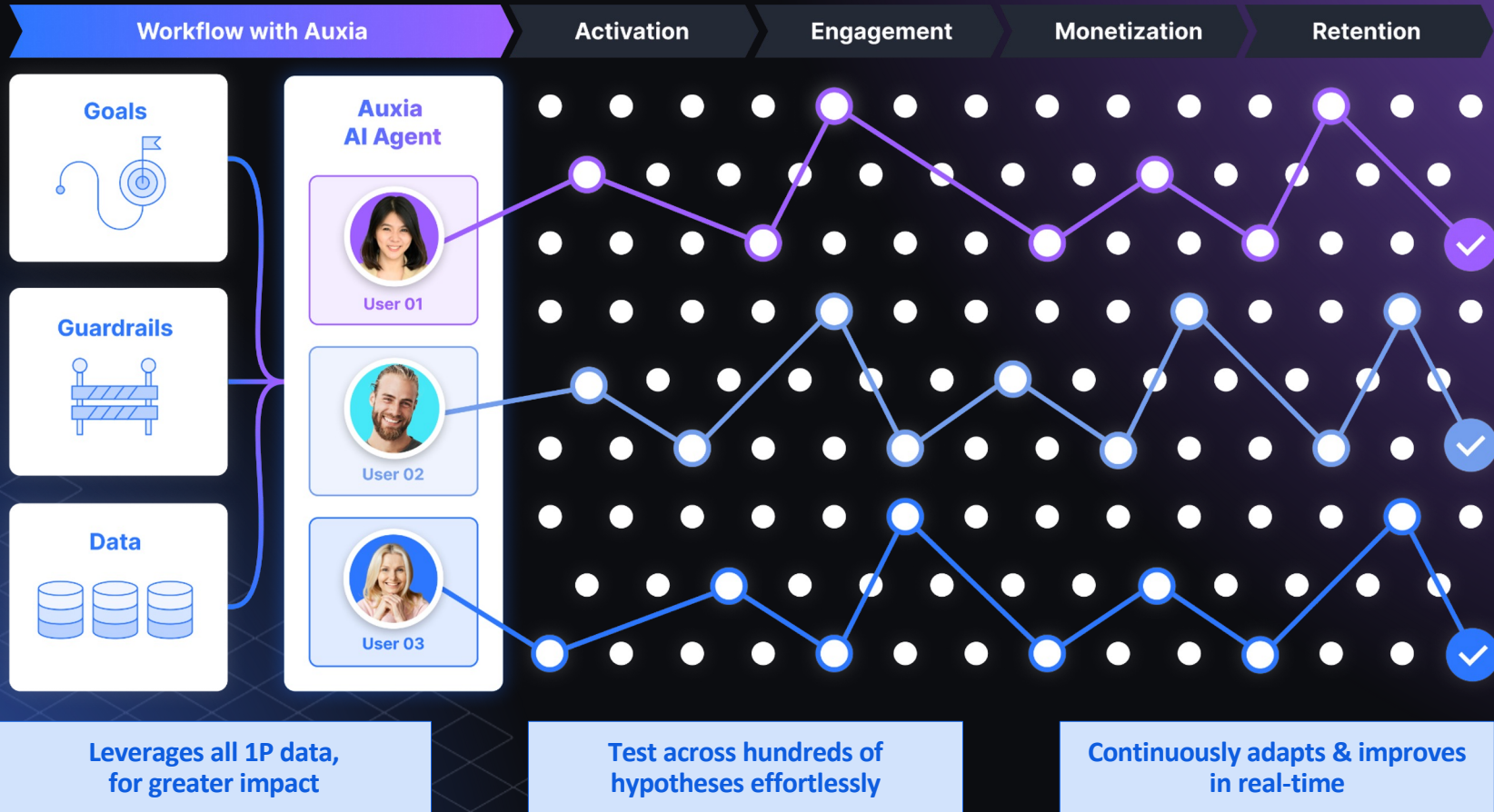
Unfortunately, customer journeys today are manual, ineffective, & cumbersome





Hyper-personalize every interaction with  
the right content, to **right content,**  
**right user** through the  
**right channel**, at the **right time.**

# Auxia uses AI Agents to orchestrate hyper-personalized, 1:1 experiences for every user



## Customer Stories: Impact from Agentic Journey Orchestration

### Financial services



**MUFG**

Top 5 Global Bank  
~\$3T AUM

### Retail



**mercari**

Top 3 C2C Marketplace globally  
\$10B+ GMV

### Media

**The Guardian**

#1 Publisher in UK  
1B+ monthly pageviews

### SaaS



**ATLASSIAN**

Top 10 Global Software Co.  
250K+ customers

### Telecom



#1 TelCo in Japan  
85MM+ subscribers



**SOC2 Type II  
Certified**



**Securely Encrypted**



**GDPR Compliant**



Auxia Contact Form

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## ECOSYSTEM STARTUP PRESENTATION



**COVER GENIUS**

### Cover Genius

Cover Genius seamlessly integrates insurance and protection products into your customer journey.

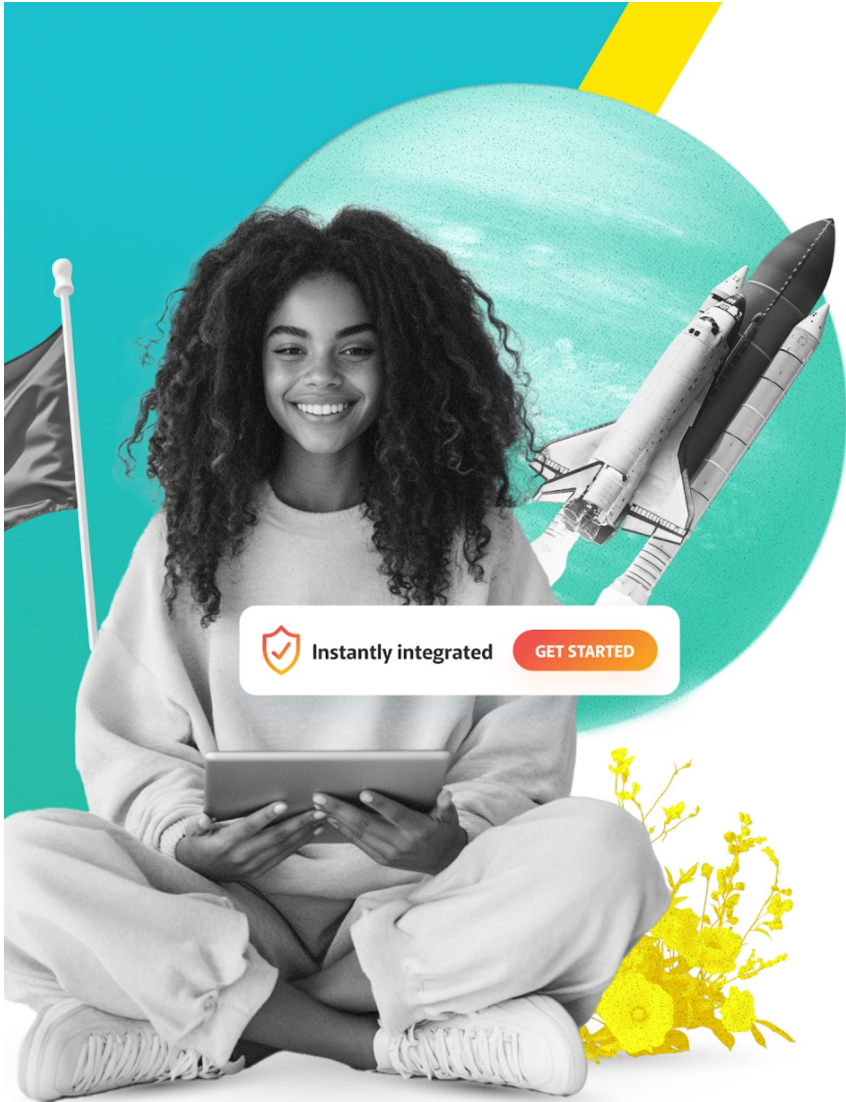
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# COVER GENIUS

November 2025





# THE GLOBAL LEADER IN EMBEDDED PROTECTION

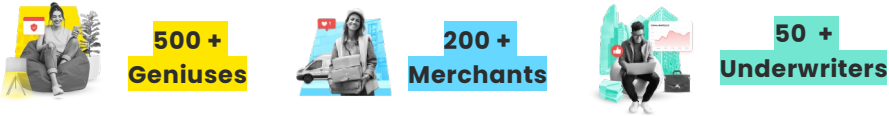
Cover Genius is the **embedded insurance platform of choice for the world's leading businesses**. We deliver protection by providing automated, personalized, and frictionless insurance seamlessly integrated into any platform.

### Trusted by Industry giants



### Global Reach & Scale

We've protected 40+ million consumers across 60+ countries with thousands of different policy categories.



## OUR GLOBAL PLATFORM

Licensed or authorized protection in more than 60 countries and all 50 US states



1x Master agreement



We handle compliance requirements worldwide



Our API returns relevant plan/s for the state, country, language, booking, etc.

200+

Merchant Partners

240M+

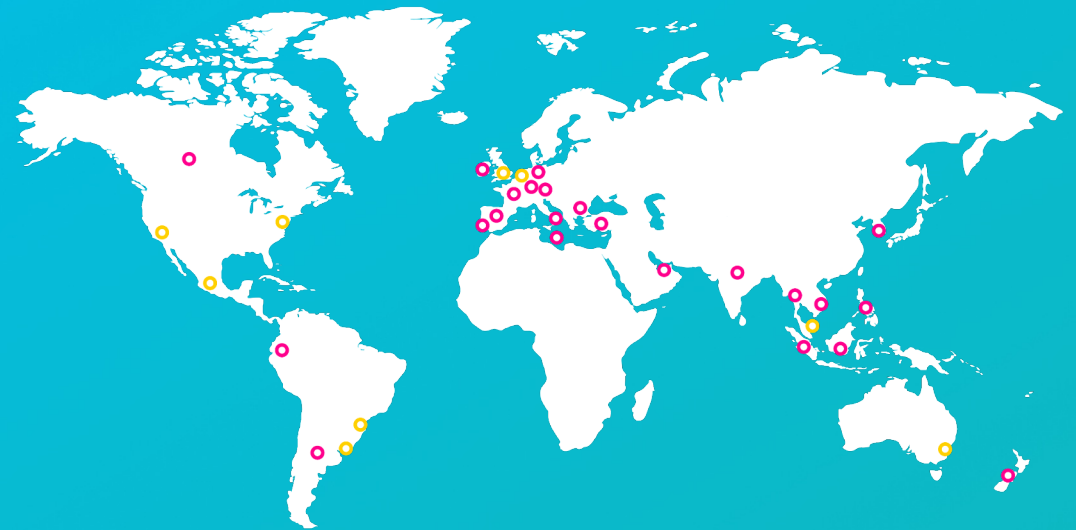
Policies Sold

70M+

Customers

600+

Global Employees



Where our employees are

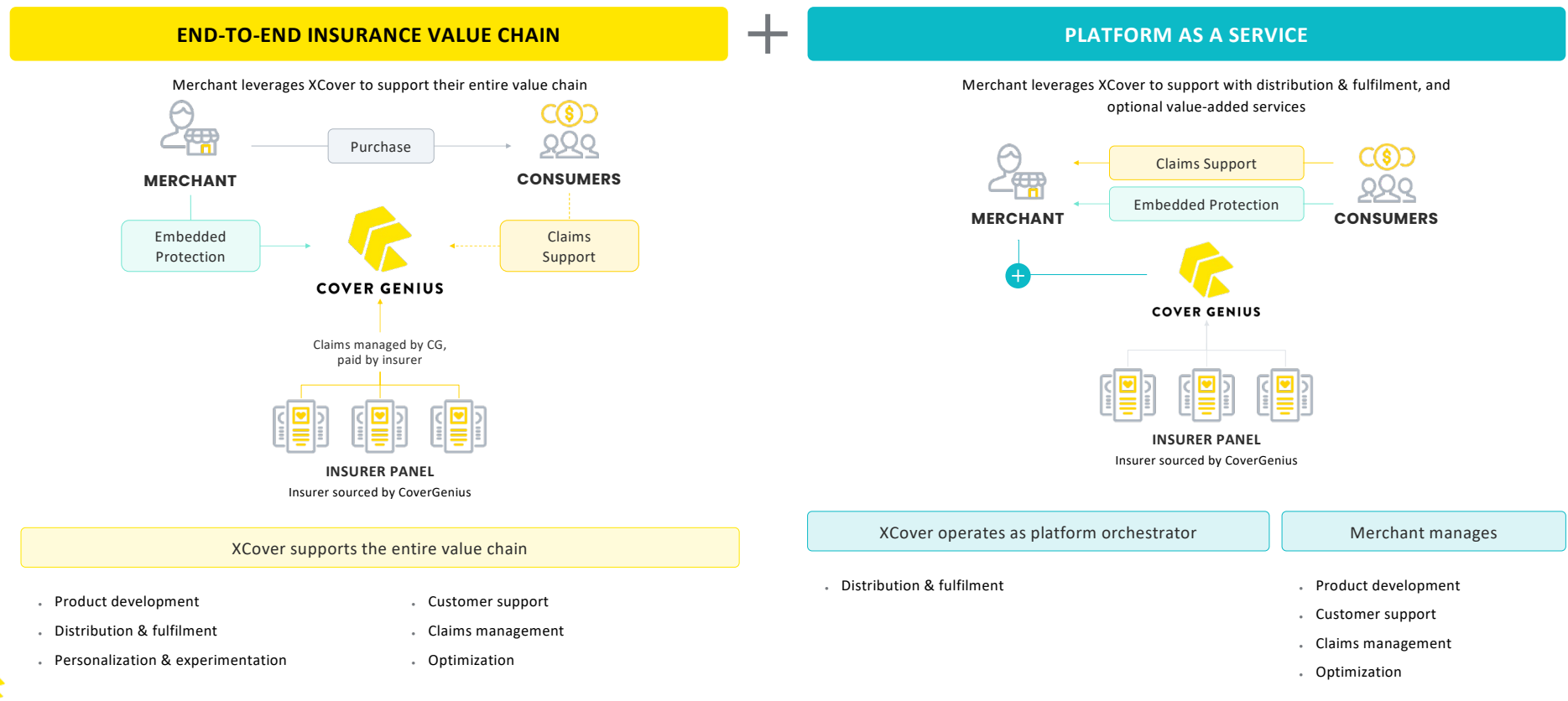
Office

Remote



# WE'VE SHIFTED FROM END TO END INSURANCE TO ORCHESTRATION

To unlock more wallet share, we've transformed XCover from full-stack services only into an orchestration + platform that enabling partners to bring their own insurers and creating value-added services.



# FLEXIBLE INSURANCE SETUP BASED ON OUR PARTNERS' NEEDS

XCover's flexible platform can either integrate with your existing insurer panel or deliver a complete end-to-end service, leveraging its orchestration, distribution and policy-optimization capabilities



## Merchant Flexibility

Offer turnkey product design - enabling our partners to bring their own insurers through their existing relationships



## Unified Experience

Delivers end customers a unified experience through a single integration, regardless of the insurer panel



## Value for Insurer & Merchants

Broadens our partnership model from supporting merchants to working with insurers on policy distribution



## Strategic Differentiation

By evolving from a full MGA to an orchestration platform, XCover unlocks the entire insurance portfolio



# OUR ROLE IN THE VALUE CHAIN CHANGES BASED ON YOUR SETUP

XCover's support across the value chain adjusts to each partner's preferred insurance setup

	1 BRING-YOUR-OWN	2 CG BROKING SERVICES	3 MANAGING GENERAL AGENT
<b>INSURER</b>	<p><b>Partner</b> owns insurance relationship  <b>Partner</b> defines cover, pricing &amp; wording with insurer</p>	<p><b>CG</b> manages insurer on partner's behalf  <b>Partner</b> defines, CG advises &amp; implements</p>	<p><b>CG</b> holds delegated authority - direct relation &amp; capacity placement</p>
		CG has over 50+ insurers on our platform	
<b>POLICY CONFIG</b>	<p><b>CG</b> configures partner's pre-approved policies on our platform &amp; fulfils</p>	<p><b>CG</b> configures, distributes &amp; administers policies</p>	<p><b>CG</b> configures, distributes, administers &amp; optimizes policies - full end to end service</p>
<b>UW RISK</b>	<p><b>Insurer</b> underwrites; risk fully on the insurer</p>	<p><b>Insurer</b> underwrites; risk fully on the insurer</p>	<p><b>CG</b> underwrites &amp; binds policies; shares risk (backed by re-insurers)</p>
<b>CLAIMS MGMT</b>	<p><b>Insurer</b> handles claims (merchant can TPA if agreed)</p>	<p><b>CG</b> can act as TPA to streamline</p>	<p><b>CG</b> can act as TPA to streamline</p>
<b>ROLE</b>	<p><b>Partner</b> manages insurer relationship and product development  <b>CG</b> manages platform set up &amp; fulfilment</p>	<p><b>Partner</b> works with CG to identify &amp; prioritize programs  <b>CG</b> provides program management</p>	<p><b>Partner</b> works with CG to prioritize programs  <b>CG</b> provides full product &amp; underwriting lifecycle and delegated authority &amp; service</p>



# MULTIMODAL DISTRIBUTION BASED ON PARTNER'S TECH STACK

We offer multiple integration options tailored to partners' technical capabilities, requirements, and customer needs, enabling us to work with any merchant and accelerate revenue recognition



**Varied Tech Capabilities**

Some partners have deep tech resources for API integrations; others need turnkey microsites or batch uploads



**Accelerate Time-to-Market**

Low-effort options (hosted journeys, drop-in panels) let merchants launch insurance quickly without heavy dev work



**Control Cost & Complexity**

Partners can choose the right balance of customization & effort —avoid over-engineering & maintenance



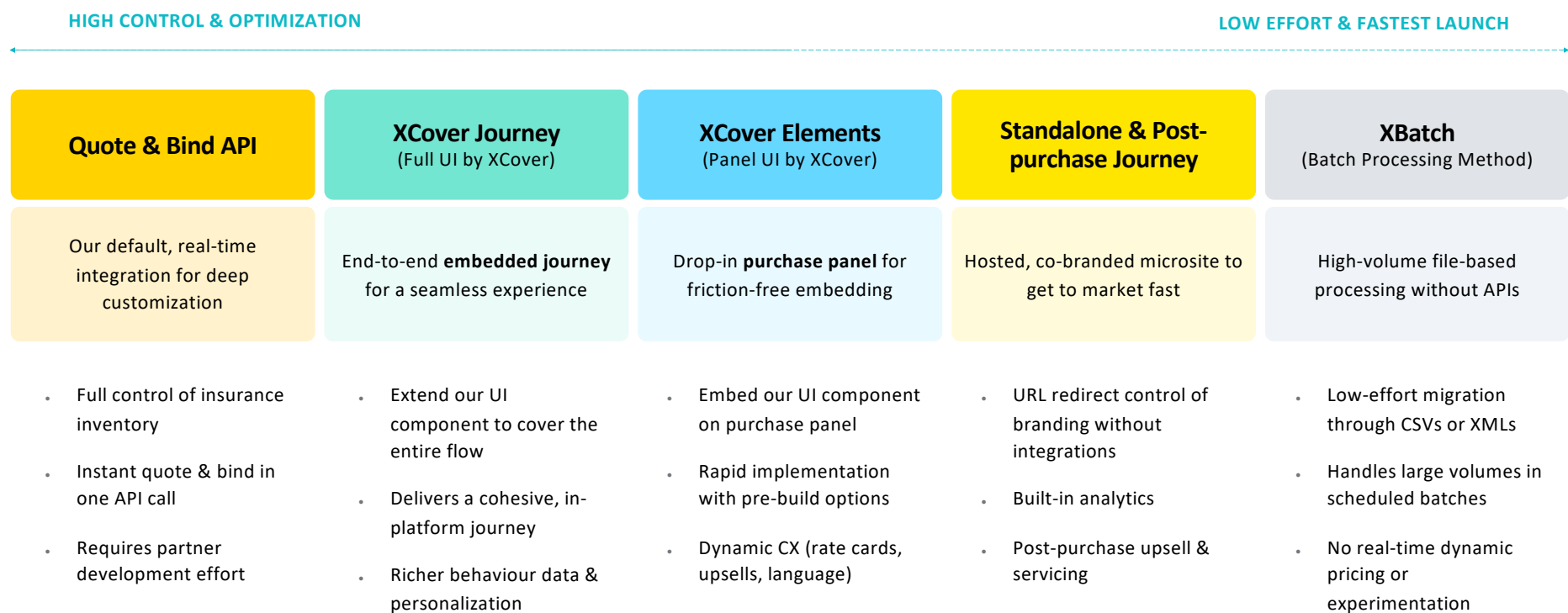
**Experimentation & Optimization**

Different methods enables experimentation —so partners can iterate on pricing, UX, and product mix with CG



# OUR MULTIMODAL DISTRIBUTION OPTIONS

Multiple options to distribute policies depending on our partners' preference



# XCOVER JOURNEY

End-to-end embedded flow for a seamless customer experience

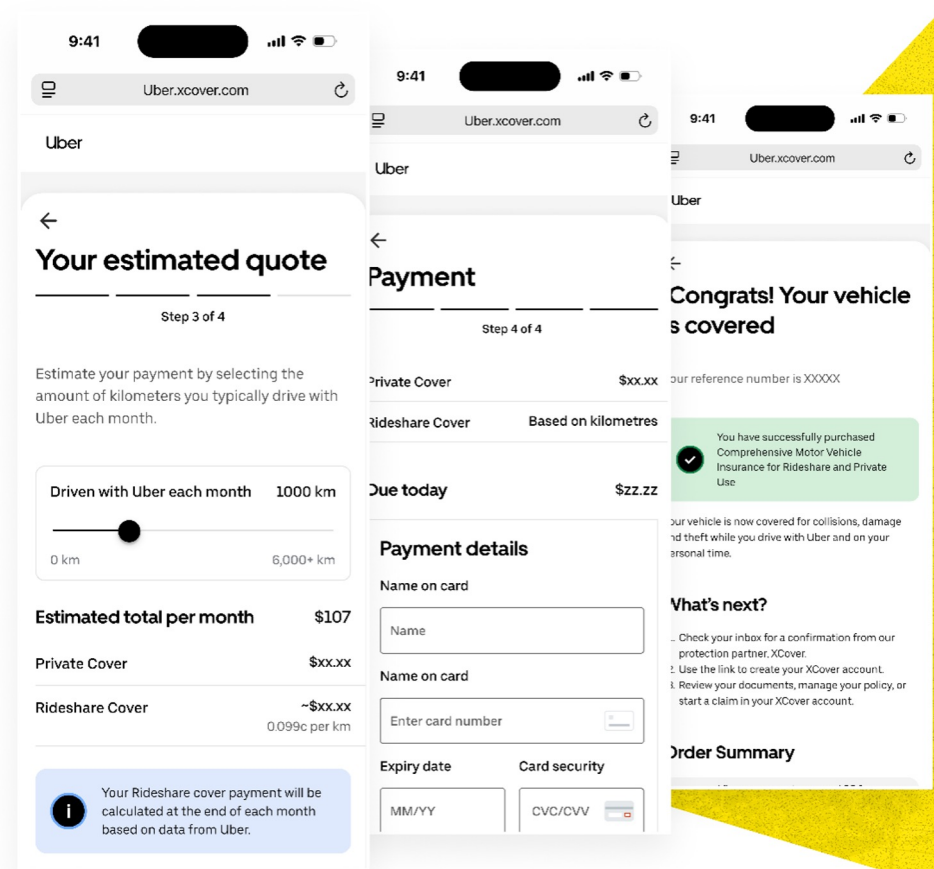
Enables partners to embed an iframe into their platforms while we create the entire customer experience—with no partner development required.

## KEY CAPABILITIES

- **Hosted iframe module:** delivers quote forms, payment screens, confirmations & upsells
- **Flow orchestration API:** controls branching, retries and data handling
- **Dynamic pricing & offers:** push price updates, coverage tiers and targeted cross-sells

## KEY BENEFITS

- **Accelerate time to market:** Create a full purchase flow embedded via an iframe
- **Seamless, on-brand UX:** Configures styles & branding in line with partner's platform
- **Additional data capture:** Creates an opportunity to capture additional data within single flow



# XCOVER ELEMENTS

Embeddable panel for rapid, low-effort experimentation

A lightweight UI widget that can be dropped into the partner's purchase flow via a single API call—live in ~1 week.

## KEY CAPABILITIES

- **Single-endpoint API:** one call to embed the panel
- **Configurable panels:** customize styling and upsell triggers
- **Built-in analytics:** track panel data, clicks & attach rates

## KEY BENEFITS

- **Panel-only scope:** injects a single quote panel
- **Instant A/B testing:** swap copy, layouts or upsell options
- **On-the-fly localization:** serve the right language, currency & messaging per user
- **Zero partner deployments:** push UI updates without partner code after initial integration

A

### Comprehensive Trip Protection

Get reimbursed for unexpected issues and access easy claims, fast payments, and 24/7 support. [View terms](#)

Yes, protect my trip for \$XX.XX per traveler POPULAR CHOICE

✓ **Trip cancellation:** Up to 100% of your trip cost for diagnosed illness or injury, or other covered reasons.

✓ **Trip interruption:** Up to 150% of your original trip cost to reimburse expenses and pay for travel home.

✓ **Medical coverage:** Up to \$50,000 back for emergency medical expenses.

B

### Comprehensive Trip Protection

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✓ **Trip interruption:** Up to 150% of your original trip cost to reimburse expenses and pay for travel home.

✓ **Medical coverage:** Up to \$50,000 back for emergency medical expenses.

No, don't protect my \$XX.XX trip

 [number] [travellers] choose XCover to protect their trips each week

Plan sold by Cover Genius Insurance Services, LLC's platform XCover. Insurance is provided by either Technology Insurance Company or Wesco Insurance Company, an AmTrust Financial Services, Inc. company and non-insurance services by Falck Global Assistance. Limitations and exclusions apply. Powered by XCover. Plan only valid for residents of the United States. [See more details](#)





**PERSONALIZED OFFERING  
& EXPERIMENTATION**

# OUR OFFER EXPERIMENTATION FRAMEWORK

Test and tune content, design, pricing, and placement to maximise engagement and conversion



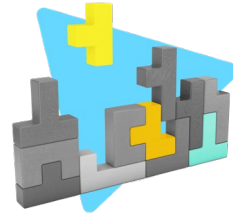
**Content**

Content optimization focuses on testing and refining the language, messaging, value proposition, and key benefits presented to customers to maximize understanding, perceived value, and conversion



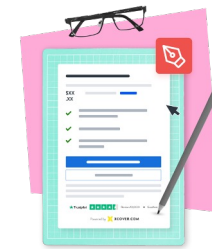
**Pricing**

Price optimization focuses on finding the optimal price point and pricing structure that maximizes both conversion and revenue



**Product**

Product optimization focuses on refining the insurance coverage terms, conditions, and benefits to best meet customer needs and dynamically serving the optimal products to each customer



**Design**

Design optimization focuses on testing and refining visual elements of the insurance offer to create the most engaging and clear presentation that drives customer understanding and conversion



**Placement**

Placement optimization focuses on testing where and when to present the insurance offer within the customer journey to find the optimal moment and location that maximizes both visibility and conversion



# ENHANCE EXPERIMENTATION USING CONTINUOUS OPTIMIZATION

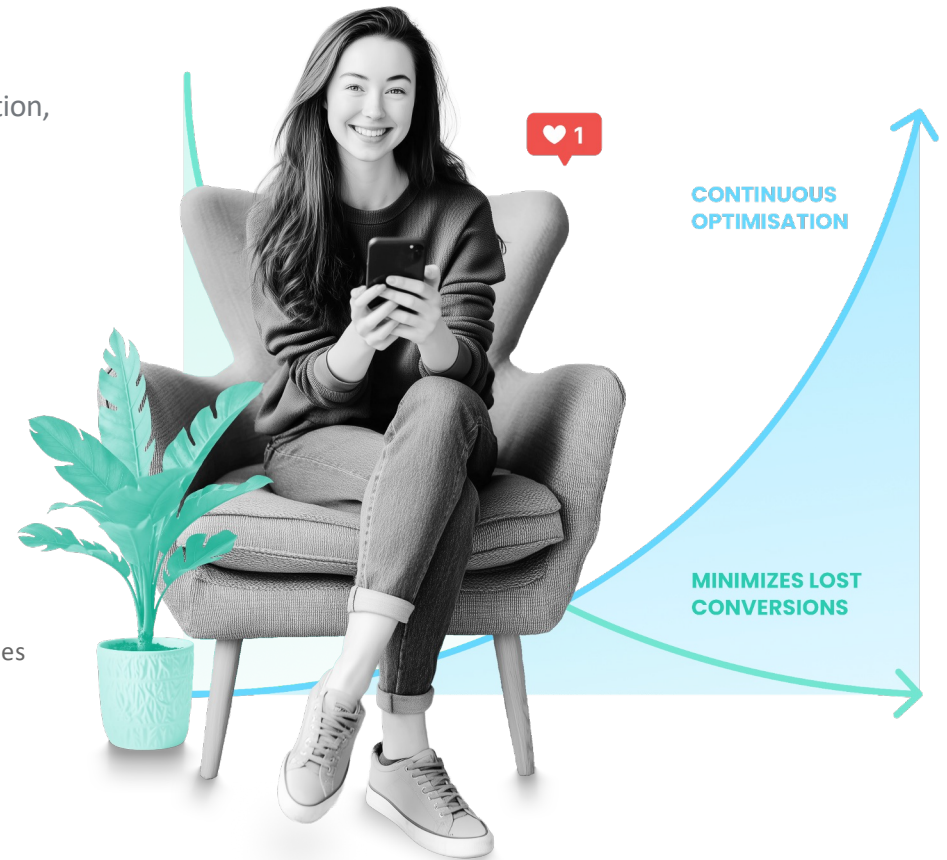
Enable continuous contextual optimisation to dynamically optimize product bundling through our experimentation framework - shifting traffic to the best offers for each customers and optimizing revenue

Continuous contextual optimisation testing, balancing between exploration, and exploitation in real time.

At each customer interaction, the algorithm uses performance data to probabilistically select which arm to “pull”, updating the model after observing the outcome.

## KEY BENEFITS

- **Dynamic allocation**, shifting towards better options
- **Continuously optimization** until performance converges towards specific bundles
- **Minimizes lost conversations** by shifting traffic towards the winning bundles
- **Rapid learning & adoption of the winning bundles**



**THANK YOU**



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# Closing Remarks

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Speaker

**Anastasiia Brovkina**

Partner Success Manager  
*Plug and Play*

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PLUG AND PLAY TRAVEL TEAM



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Managing Partner  
*Silicon Valley*



**Anastasiia Brovkina**

Partner Success Manager  
*Silicon Valley*



**Inés López**

Sr. Analyst, Ventures  
*Silicon Valley*



**Mir Hasanzade**

Corporate Partnerships  
*Silicon Valley*



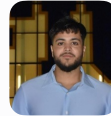
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*Silicon Valley*



**Sophia Nguyen**

Program Associate  
*Silicon Valley*



**Neil Bhandari**

Ventures  
*Silicon Valley*



**Andrea Sánchez Vela**

Corporate Partnerships  
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**Nik Munaretto**

Managing Director  
*Vienna*



**Julie Dvorakova**

Sr. Partner Success Manager  
*Vienna*



**Christina Schiefauer**

Events & Operations  
*Vienna*



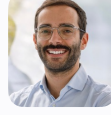
**Michele Luperini**

Sr. Associate, Ventures  
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**Christopher Polligkeit**

Ventures Associate  
*Vienna*



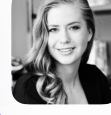
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TRAVEL PARTNER  
AWARD



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TRAVEL STARTUP  
AWARD



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2026: LOOKING AHEAD

February 10th

**Batch 21 Selection Day**

May 19 – 21st

**May Summit**

August 10th

**Batch 22 Selection Day**

November 19 – 21st

**November Summit**

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HAPPY HOLIDAYS!  
THANK YOU  
FOR ATTENDING

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