



getaway **GoGo**

The lowest prices on last minute vacation rentals

Raising \$1.1M Seed

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People love taking last minute trips!

40-60%

of **Leisure** travelers
book last minute**

84%

of **Millenials** have
booked last minute trip**

53%

of **Last Minute** travelers
book because of a deal**

519%

Increase in travel related searches
with **“tonight”** or **“today”****

64%

Of **Last Minute** travelers
book through an OTA**

However, high OTA^{*} service fees...

\$519 per night

Non-refundable ⓘ

✔ Your dates are available

5 nights

\$519 per night

\$2,595

Taxes

\$291

Service fee ⓘ

\$414

Host fee

\$315

Total

\$3,615

Book Now

^{*}Online Travel Agency: Airbnb, VRBO, Expedia

...and additional OTA obstacles can reduce or discourage last minute bookings.



Travelers



Service Fees up to 20%*

Travel Site Host Fees up to 19%*

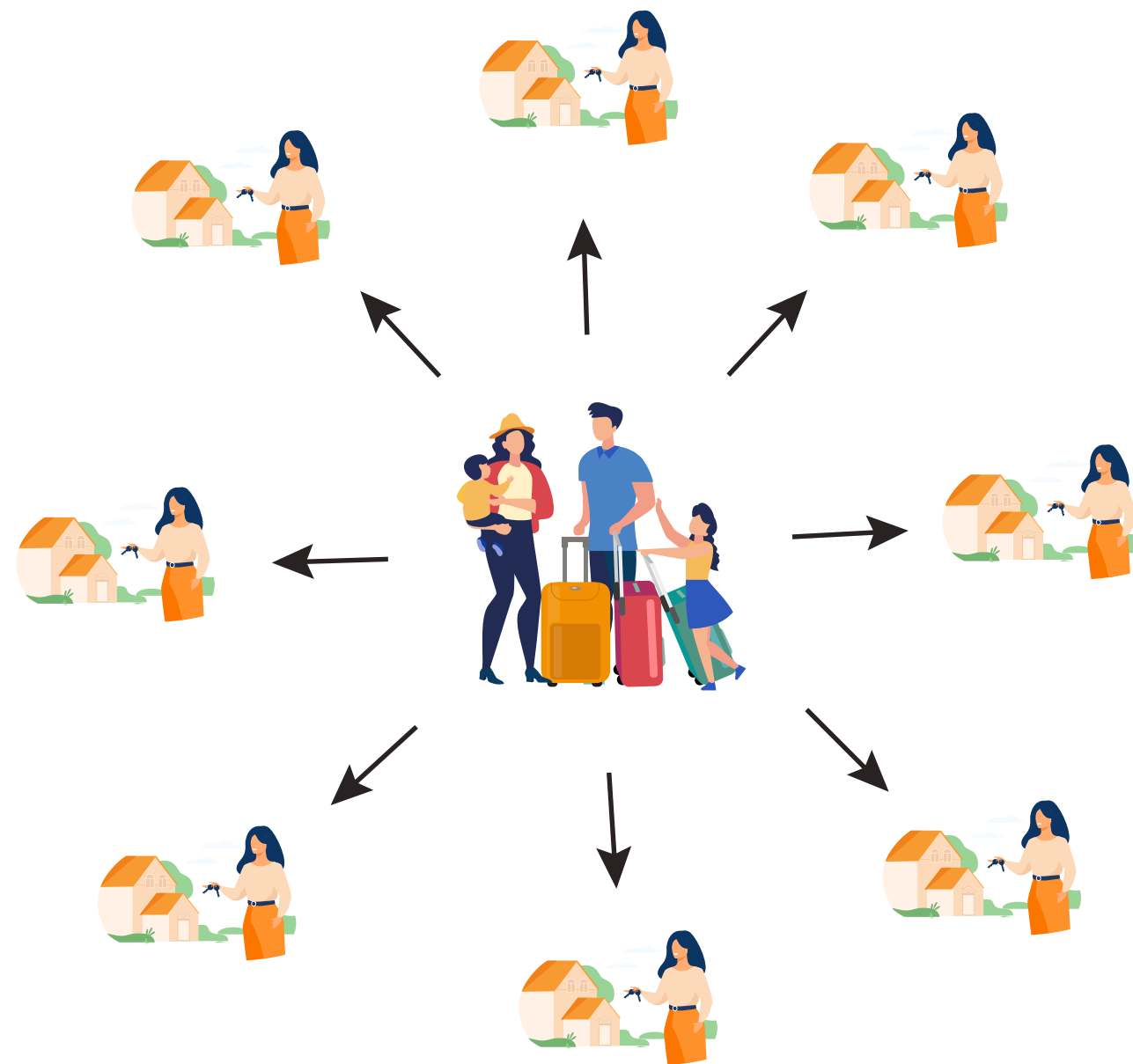
Filtered Communication

Impersonal Customer Service



**Vacation Rental
Manager/Hosts**

And while **67%*** of travelers want to book directly with hosts, it's often impractical.



The Pros

- No expensive OTA traveler service fees
- No price inflating OTA host fees
- Open communication between host and traveler
- Personalized service from hosts

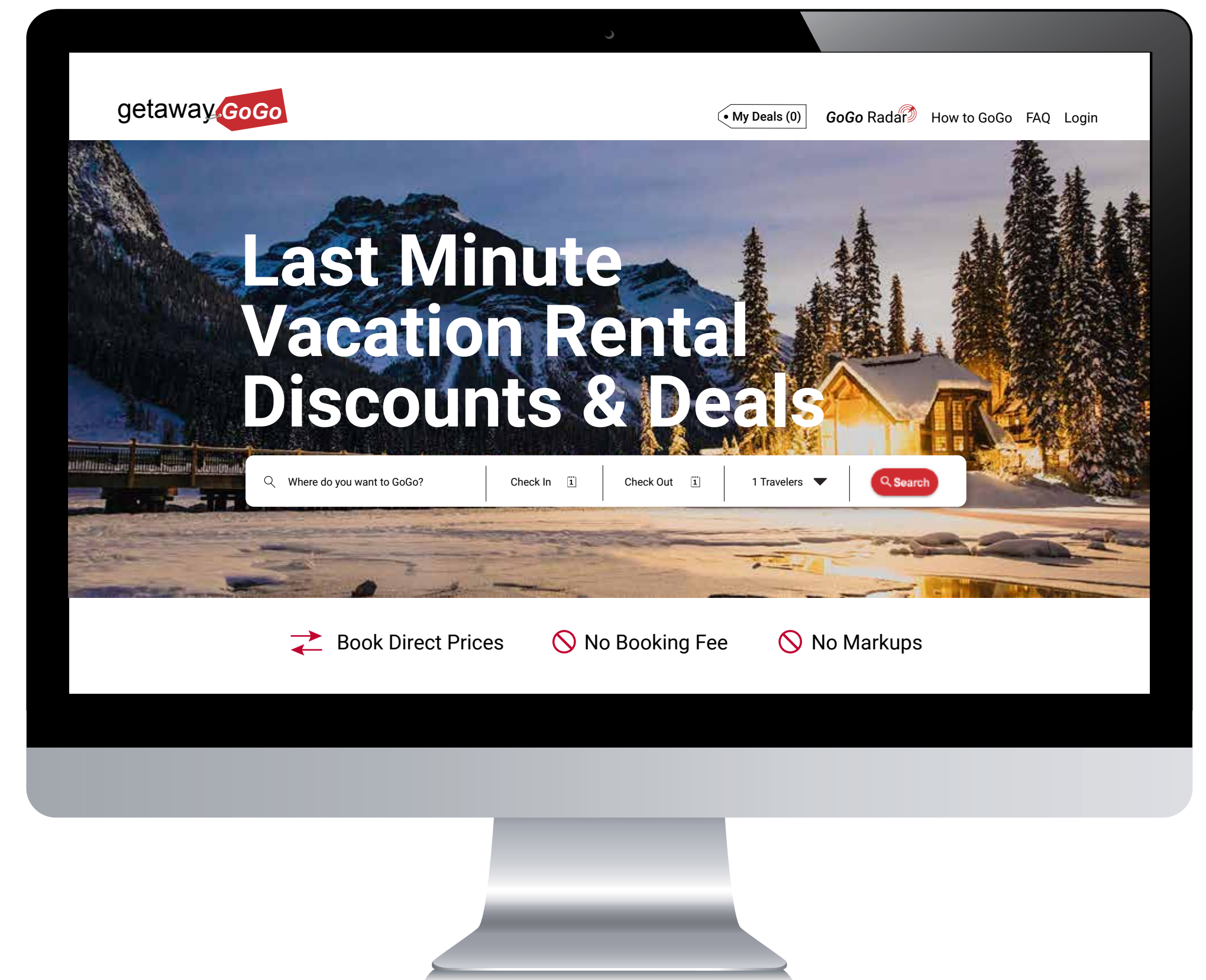
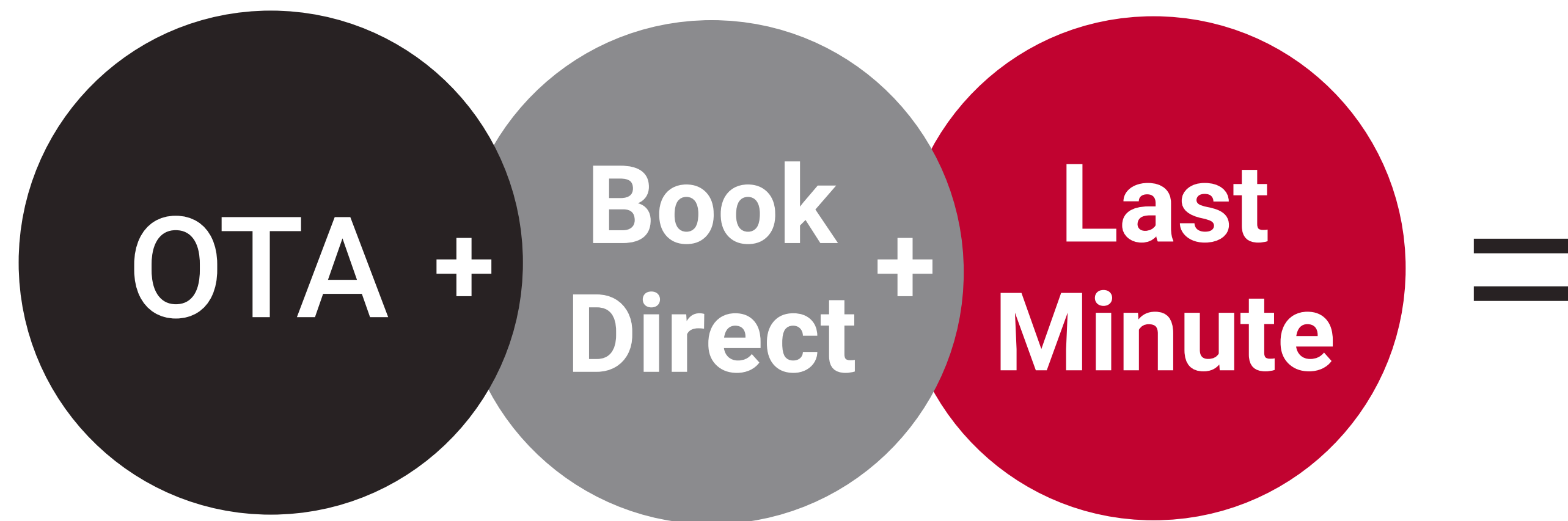
The Cons

- Searching for properties & prices on multiple manager/host websites is very **time consuming** and **inefficient** for most busy travelers.

Solution - A Book Direct Marketplace...

We combined the top features travelers and property managers want into one book direct, last minute vacation rental marketplace **getawayGoGo.com**.

- ✓ The **Convenience & Marketing Power** of an OTA
- ✓ The **Personalization & Pricing** of direct booking
- ✓ The **High Demand** for last-minute discounts



...For Last Minute Travelers

We eliminated booking barriers, and created tools to help last minute travelers around the world make a property, price and manager match quickly and easily.

• Live Website and Apps

 **No Traveler Service Fee**

 Deals Near Me

 Advanced Search

 Sort By Price

 Save & Hide

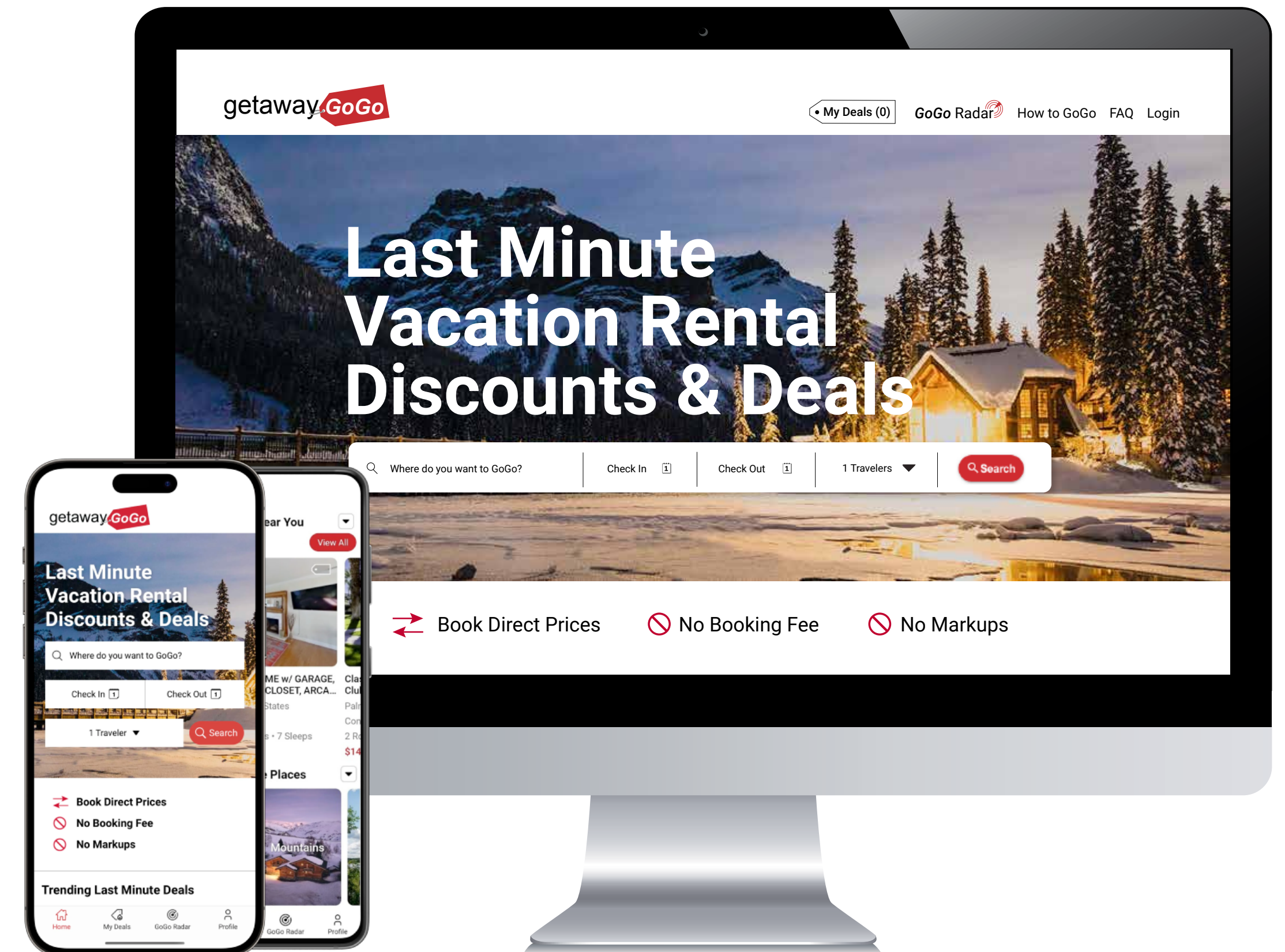
 GoGoRadar - Deal Tracker

 Localized Pages

 Geo Customized

 Fast Site Speed

 iOS & Android Apps



Market Size and Opportunity

While the vacation rentals industry is valued at \$96b (\$315B by 2031) an amazing **613 million nights went unbooked** resulting in **\$120b+ lost revenue** in just the US and Europe alone.* getawayGoGo is uniquely positioned to recoup lost occupancy and revenue for managers, not just exchanging marketshare with other marketplaces.

*https://www.linkedin.com/posts/bradley-den-dulk_vacationrentals-marketing-data-activity-7042514483415568384-wr-b/?utm_source=share&utm_medium=member_desktop



Last Minute Bookings Revenue Available

9m properties x 365 / 4 night avg x 40% LM booking
x \$10 per booking



Last Minute Manager Bookings Revenue Available

328,500,000 LM Bookings Available x 44% managed properties
x \$10 per booking



getawayGoGo Market Opportunity

\$1,445,400,000 x 4% marketshare

Market Position

getawayGoGo model stands out from other travel sites through our book direct, no service fee, open communication model. Why pay more for the same properties when you can book directly with managers on getawayGoGo?

Features	getawayGoGo	airbnb	Vrbo	Booking.com	whimstay
Direct Booking Marketplace	✓	×	×	×	×
Direct Booking Service Fee	\$0	14%-17%*	6%-15%*	0%	5%-10%*
Manager Only Properties	✓	×	×	×	✓
Manager Fee	0%	3%*	\$499yr. or 8%	10-25%*	5%
Flat Booking Fee	\$10	×	×	×	×
Open Communication	✓	×	×	×	×
Feature Last Minute Deals	✓	×	×	×	✓

* <https://www.airbnb.com/help/article/1857#section-heading-2-0>

* <https://help.vrbo.com/articles/How-is-the-booking-fee-calculated>
* <https://www.usewheelhouse.com/blog/vrbo-pricing/>

* <https://zeevou.com/blog/booking-com-fees-what-hosts-need-to-know/>

* <https://www.startengine.com/offering/whimstay>

Business Model

Our book direct vacation rental marketplace leverages the expertise of property managers for seamless reservations and property support, facilitating marketplace operational efficiency. This along with our pay-for-performance flat rate booking fee, provides a cost-effective model to managers and the lowest prices for travelers. Additional revenue opportunities and conversion lift will be generated from travel affiliate partnerships, and additional manager advertising opportunities.



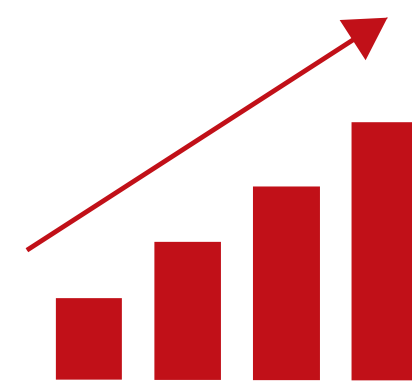
Property Managers

- ELIMINATES** traveler property support
- ESTABLISHES** site trust & credibility
- ACCELERATES** property supply
- EXPANDS** global property reach
- DECREASES** site onboarding costs

\$10

Flat Booking Fee

- MANAGER PAY-FOR-PERFORMANCE**
- ELIMINATES** costly % based service fees
- LOWERS** rental prices by up to 20%
- BOOSTS** booking conversions
- INCREASES** manager site adoption

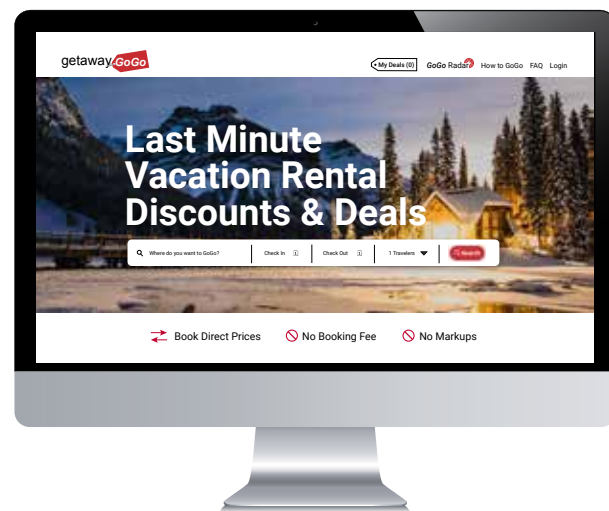


Additional Revenue

- | | |
|--------------------------|--------------------------------|
| Travel Affiliates | Enhanced PM Advertising |
| • HomeToGo.com | • Property boosting |
| • Travel loans | • Blog ads |
| • Activities and tickets | • email blasts |
| • Baby gear rentals | • Social media ads |
| • Low cost airlines | |

Pre-Revenue Traction

Live Site and Mobile Apps



Property Management Software and Channel Integrations

escapida

OwnerRez



Hostfully

Hostaway



getawayGoGo in VR, Business & Consumer News

The New York Times

Skift

ST SHORT-TERM
RZ RENTALZ

Book Direct Property Managers Countries, Total Properties,

800+
Property Managers

42+
Countries

3,087,000+
Book Direct + HomeToGo Properties

Key Direct Supply Partnerships

home
to go



STARTUP.CLUB

Product & To Market Roadmap

2024-25

2026

2027

2028

Team

- Grow Dev team to 8
- Hire half time architect
- Hire fractional CFO

Product Roadmap

- Add 6 PMS/Direct partners
- Add 60 day booking window
- Travel affiliate integrations
- Create blog
- AI local page builder

Marketing Planning

- Abandoned cart
- Remarketing
- Test social media ads in specific markets in the US/EU
- App advertising phase 1
- SEO & SEM Campaigns
- Public relations
 - B2B & B2C
- Tradeshows x 2

Team

- Maintain Dev Team at 8
- Hire Fractional CMO
- Hire US PM Sales & Support

Product Roadmap

- Add 6 PMS/Direct partners
- New AI trip planner
- New search features
- New admin features
- New listing features
- New traveler PM Reviews

Marketing Campaigns

- Travel media partnerships
- Social media influencers
- Social ads US, Europe, LATM
- Increase App marketing
- SEO & SEM maintenance
- Public relations
 - B2B & B2C
- Tradeshows x 2

Team

- Maintain Dev team at 8
- Hire European PM sales

Product Roadmap

- Add 6 new PMS/channels
- New admin features
- New listing features
- New pricing service

Marketing Campaigns

- Increase social influencers
- Increase social ads for US, Europe, LATM, APAC
- App marketing
- SEO & SEM Maintenance
- Public relations
 - B2B & B2C
- Tradeshows x 2

Team

- Maintain Dev team at 8

Product Roadmap

- Add 6 new PMS/channels
- PM marketing automation

Marketing Campaigns

- Increase social influencers
- Increase social ads US, Europe, LATM, APAC
- App marketing
- SEO
- Public relations
 - B2B & B2C
- Tradeshows x 2

Team



Bradley G. den Dulk
Founder

Brad is an proven entrepreneur including 18 years of expertise in the vacation rental industry.

- **Created & sold multiple companies Including:**
 - Short term property management company
 - Mid-term property management agency
 - Outsourced IT services firm
 - Vacation rental listing site
 - Action sport hardware and clothing brand
- **California real estate broker**
- **Owns 5 furnished rentals**
- **Bachelor of Science - Business Marketing**

Software Development Team

- Pegasus One
- Trivedi Infotech

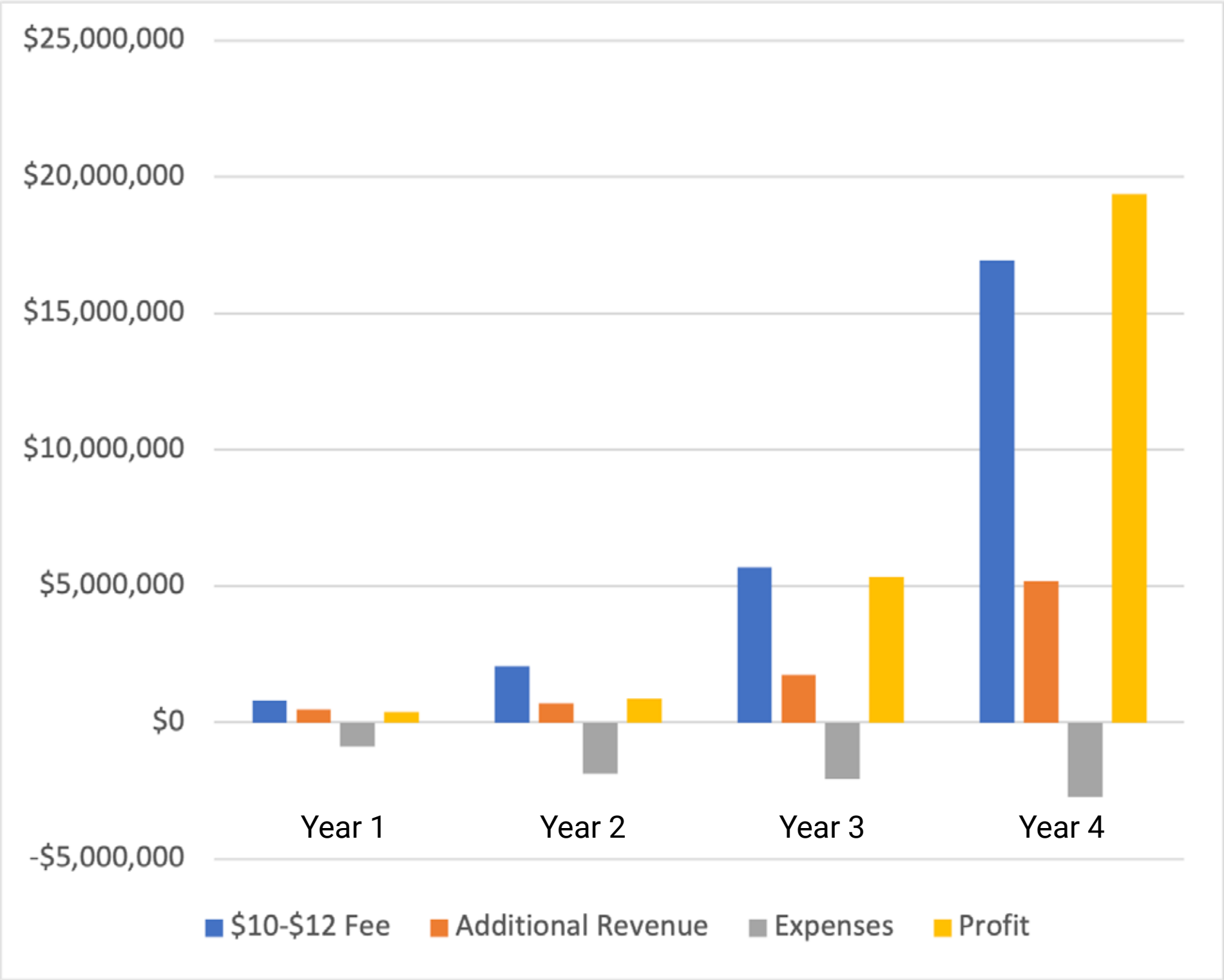
Marketing Team (After funding)

- | | |
|-------------------|-----------------------------|
| • 2BPR | Travel Public Relations |
| • Adobe Worldwide | Vacation Rental Industry PR |
| • Kanbar Digital | SEO |
| • Freeworlds | Email & Funnels |
| • Omneky | Digital Marketing |
| • Gummicube | App Marketing |

Revenue Projections

Our projections are based on conversions driven by B2B & B2C marketing efforts calculated from a combination of property supply, bookings, web traffic, and additional advertising & affiliate products/services commission.

YR	Properties	Site Traffic	Conversions	Bookings	\$10-12 Fee	Add. Rev*	Expenses	Profit
1	115,000	3,600,000	2%	80,675	\$806,750*	\$480,245	\$900,000	\$386,995
2	280,000	9,600,000	2%	205,400	\$2,054,000*	\$688,745	\$1,863,785	\$878,960
3	710,000	12,000,000	2%	517,150	\$5,689,800	\$1,734,546	\$2,078,297	\$5,346,049
4	2,100,000	72,000,000	2%	1,540,500	\$16,938,000	\$5,165,588	\$2,733,888	\$19,369,700



* \$10 Booking Fee
**Travel Affiliates & Enhanced PM Advertising

Raising Seed Round of \$1.1M

getawayGoGo represents a unique opportunity in the vacation rental industry to become the **global leader for last minute direct bookings**.

To accomplish that goal we are seeking a **\$1.1M** seed investment which will be used to:

- Add new site features
- Create new property supply integrations
- Integrate travel affiliate partnerships
- Launch marketing initiatives
- Build and support the team

Exit Plan

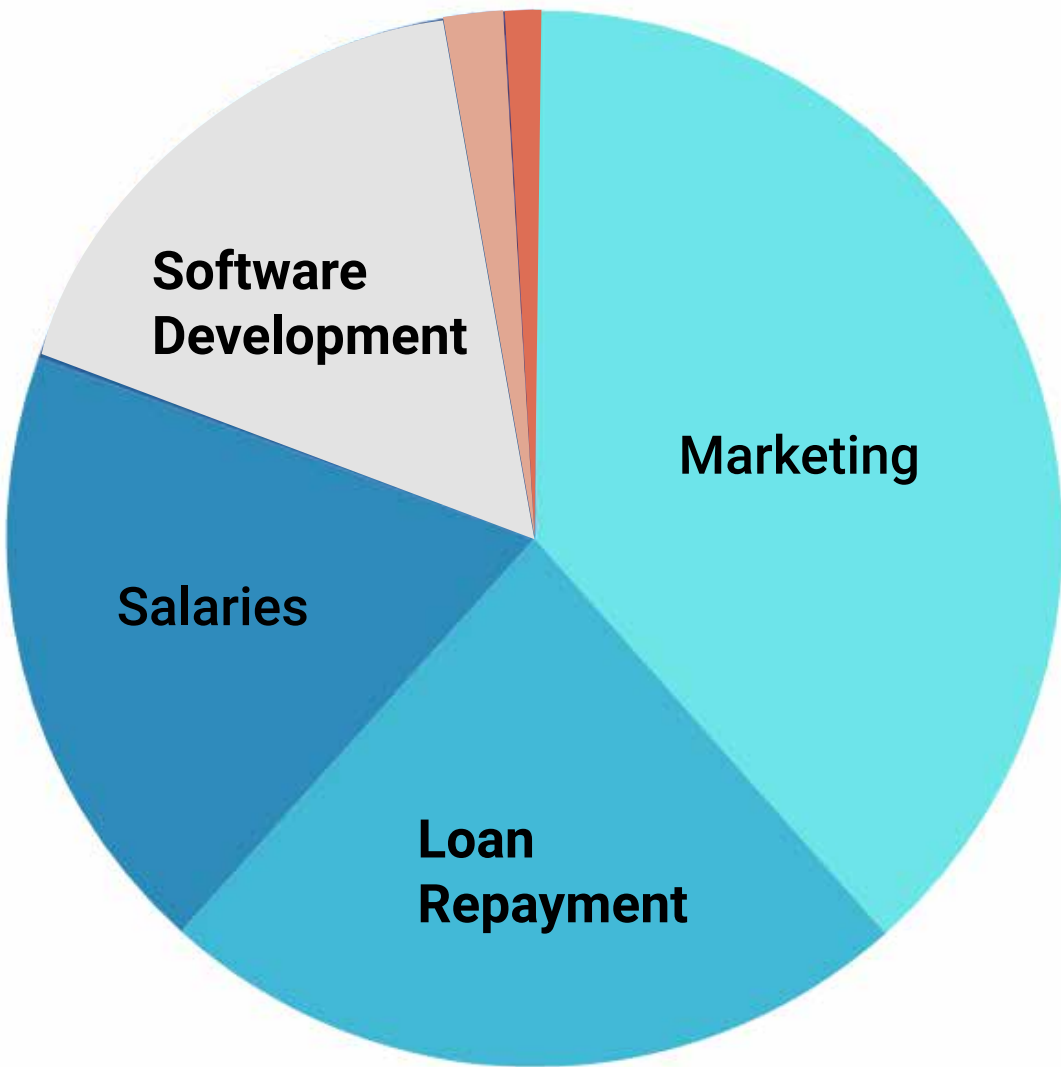
Our exit plan is through recapitalization or aquisition by either another travel marketplace, or a VR focused PE company like Inhabit, Blue Star Innovation Partners, PSG Equity or other travel related companies.

Current Investment

Founder	\$ 750,000
Friends and Family	\$ 180,000
Loan	\$ 255,500
Total	\$ 1,180,000

Post Money Use of Funds (12 Mo.)

Marketing	\$ 422,781
Loan Repayment	\$ 255,500
Salaries / Consultants	\$ 208,000
Software Development	\$ 187,200
Software / Hardware	\$ 16,019
Channel Partnership Fees	\$ 10,500
Total	\$1,100,000



Opportunity Summary



Sector	Marketplace / Travel / Vacation Rental
Problem	OTA traveler & PM fees reduce bookings \$100b+ in lost booking revenue
Product	Book Direct Online Marketplace + Apps
Geographic Focus	Global
Stage	Pre-Revenue, pre-go-to-market
Pre-Revenue Traction	500+ Manager Members from 40 countries
Opportunity	\$3.3b TAM, \$1.4b SAM, \$57m SOM
Financing Target	\$1.1m Seed
Use of Funds	Software, Integrations, Marketing, Team
Exit Plan	Acquisition
Founder Exits	5

30 Second
Commercial

