

## APPENDIX B: COMPANY OFFERING

# FLASH FUNDERS

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aluGuest nc.

Rent a place with Local Experts in Latin América.

Amount Raised [?](#)

\$1,900

Investors

7

Days Left [?](#)

76

Invest  
\$50 min

Depending on the amount invested and investor accreditation status, this investment is being offered under either Regulation Crowdfunding through Flashfunders Funding Portal, LLC or Regulation D through FinTech Clearing, LLC. Learn more about accreditation & investor rights, SEC regulations, and the \$20K threshold.

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

Buenos Aires, Argentina

 Follow for updates

Pitch

Team



## Overview



Aluguest provides a professional and immersive platform to rental companies and professional property managers in Latin America, while providing a safe and trusted experience for travelers. Our users are able to integrate their own branding and customer support into one platform, which allows for a seamless and luxurious experience for travelers. Amenities include airport transfer services, a 24-hour concierge, and a stress free check-in and check-out process.

### Key Facts

- Short-term rental market in Latin America is about is **\$12 billion** per year.
- **8,000+** active users
- **7,000+** nights reserved
- **\$210,000+** of revenue in 2016

### Terms

Flash Convertible Security (SAFE)  
\$3M Valuation Cap

A SAFE gives you the right to shares in aluGuest. If you invest, you're betting the company will be worth more than \$3M in the future. Invest over \$20,000 for pro rata and additional rights. Learn more about accreditation & investor rights, SEC regulations, and the \$20K threshold.

## The Buzz

“

The temporary rental market is exploding all over the globe, but in Latin America, a gap remains. That's where aluGuest comes in.



**Jóse Martín**

Jornalist and Social Communicator  
from Pulso Social



**infONEGOCIOS**

**EL PAÍS**

### What Our Customers are Saying About Their Experience

"Luisa was an excellent hostess. From the first moment has been available 100% to help us in everything we need. The department not only is perfectly located (a few blocks from the subway and Libertador Avenue, but the department itself is beautiful, as it looks in the photos. we had an excellent stay and no doubt was due not only to

the department but also to the attention of Luisa."

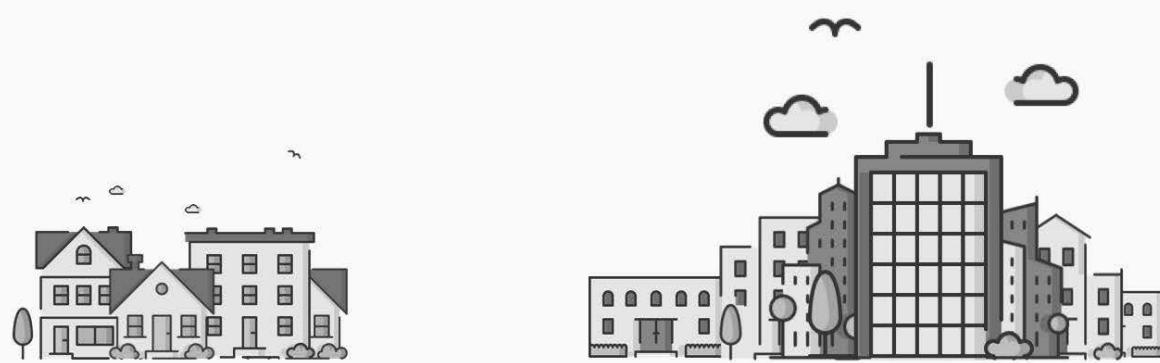
Carina - customer experience @aluGuest

"We stayed with my family five days in the apartment, the location of it is excellent and the care provided by Hector even better. We had no objection to the entire stay. Highly recommended. Back on our next trip."

Carlos - customer experience @aluGuest

Note: Translated via Google Translate

## The Opportunity



24%

AirBnB, Homeaway,  
Flipkey,  
Housetrip

76%

Local agencies, agents and  
property  
owners

Did you know that only 26% of temporary rents are concentrated on the 4 biggest players in the market?

We understand that travelers are looking for a more authentic experience at a reasonable price. But large platforms only provide a small window of availability in foreign cities with independent renters. Aluguest looks to change that with a platform that provides more visibility for rentals, more options for travelers, and a one of a kind traveling experience delivered by local agencies and property owners.

## Business Model



### Homes and Apartments

We take a **10%** commission  
on each transaction

### Hotels and Rental Agencies

We take a **5%** commission  
on each reservation

aluGuest - Rental Platform for Homes and Apartments



SANTIAGO DE CHILE

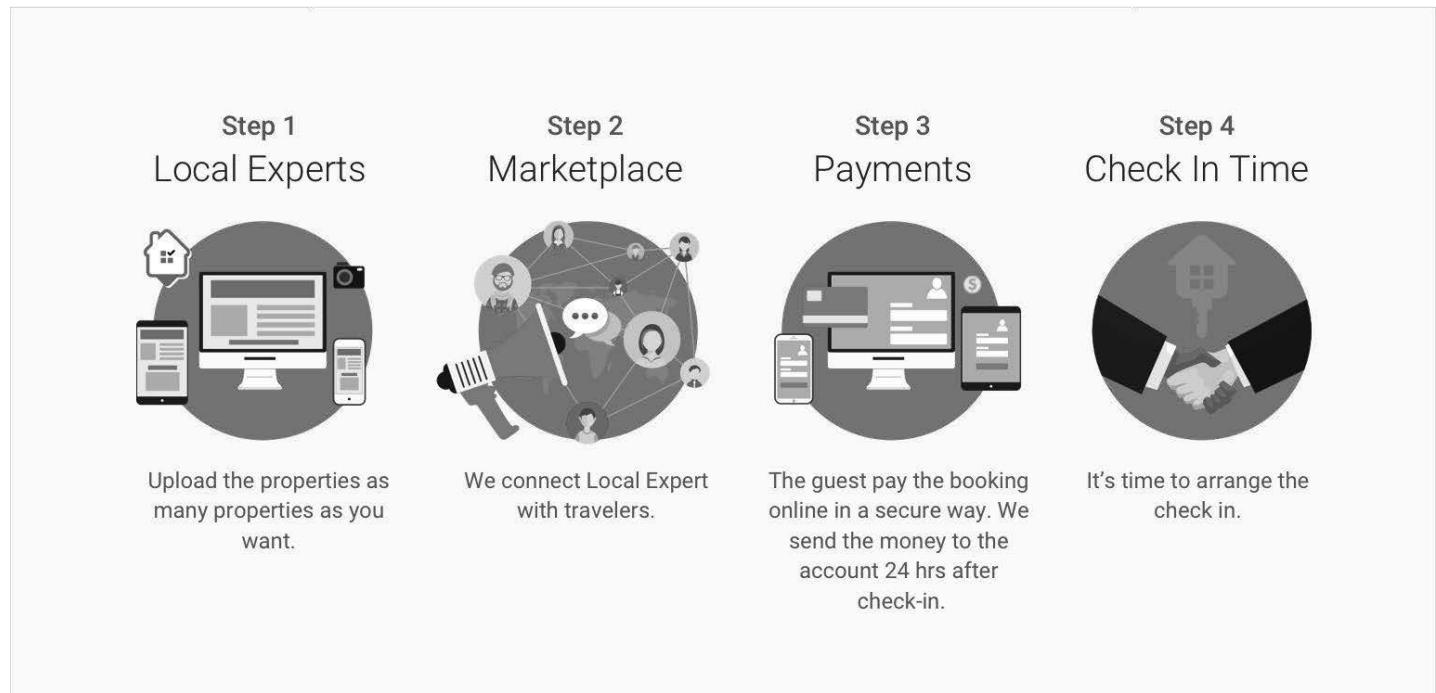


BUENOS AIRES



RIO DE JANEIRO

aluGuest is a rental platform that connects apartment and homeowners with users looking to visit or stay in Latin America. Unlike other platforms, we differentiate ourselves by focusing on the connection between local experts in each city and their guests. Not only do we want to provide an affordable experience, but we want to make sure that our guests get a view of the city that regular tourists don't get to experience.



## aluPays - Proprietary Booking Software for Larger Clients

aluPays is a booking software for properties managers and agencies, is a system to manage bookings, check-ins/outs, payments, etc for users outside of aluGuest.

## Step 1 Hotel Rental Website



Upload your hotel rooms.

## Step 2 Integration



Integrate your hotel or  
rental website onto  
aluPays

## Step 3 Payments



Receive instant bookings  
direct your hotel or rental  
website. The guest can  
pay with credit card or  
Paypal.

## Step 4 Check In Time



It's time to arrange the  
check in.

aluPays

≡ ⌂ 3 Mega Front End Search Here... John Doe

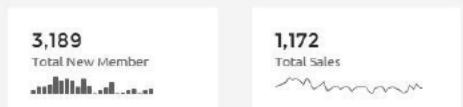
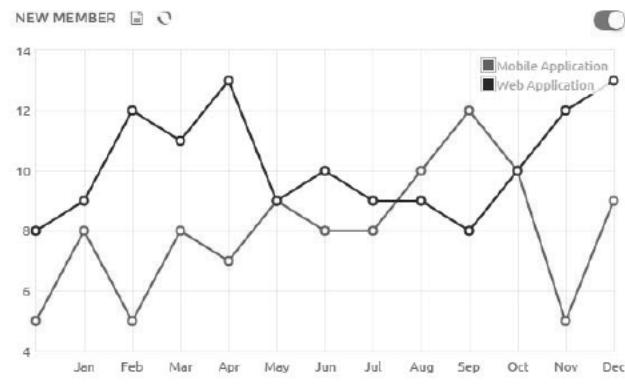
## Panel de Control

NAVIGATION

- Form
- Email
- Tasks
- Gallery
- Extra Pages

MILESTONES

- UX Design 12/20
- Frontend Development 9/9
- Backend Development 2/10



3,156 TODAY VISITED 5% increased

\$26,189 Total Balance

### WEEKLY STATS

Monday	8.6%	1745
Tuesday	12.6%	2,135
Wednesday	2.6%	1,632

### WEEKLY STATS

Monday	8.6%	\$2,095
Tuesday	8.0%	\$1,235
Wednesday	4.8%	\$1,801

### Inbox

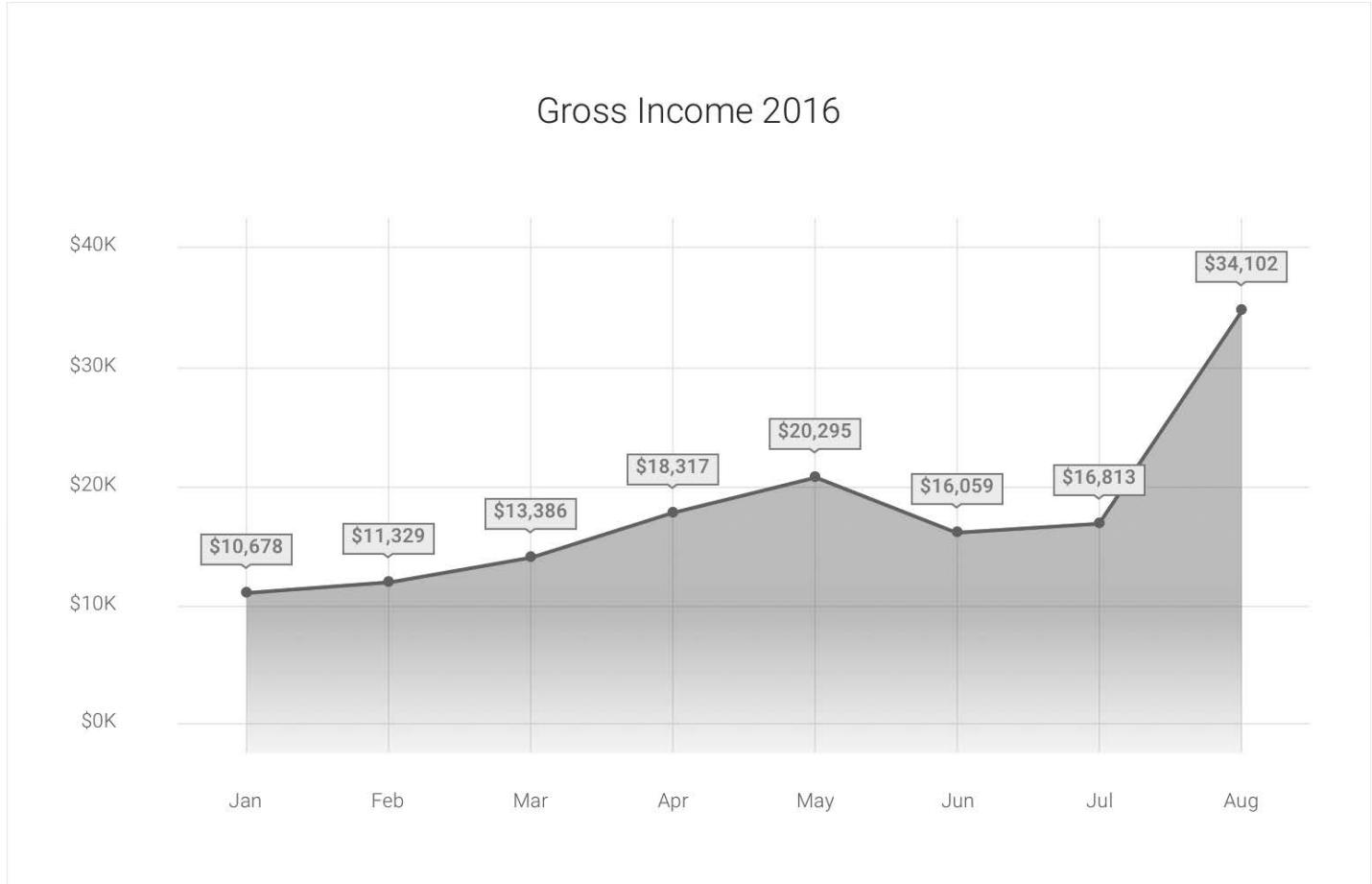
All Unread Archived

Katie Calhoun 2 hrs ago  
A wrap asserts a flashing asterisk.

Elvin Cueva yesterday  
The bullet couples a pursuing wavy before the litter. A flesh rewrite...

Harris Wilson 2 days ago  
A rectangle accelerates the filter. A dry courtesy advances an apart c...

## We Are Growing: Over \$210,000+ in Revenue

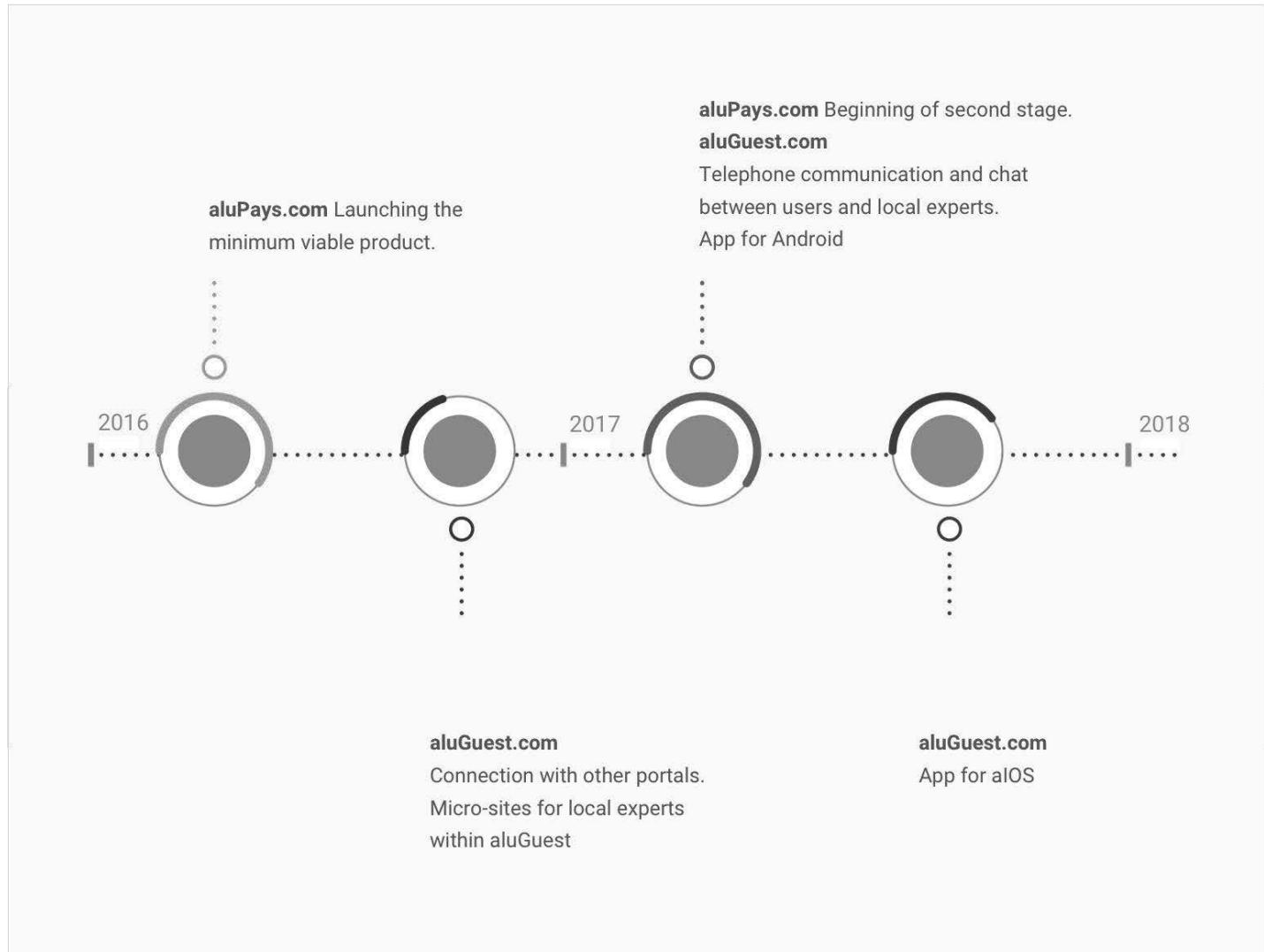


Data based on aluGuest only.

## Steps to Expand and Grow

We are asking for \$100,000. Your investment will go towards marketing and costs and staffing developers...Why?

While our platform has seen initial success, we are looking to grow our reach in order to become the go-to rental platform for Latin America. As we expand so does our technology. In hiring more developers, we look to improve the platform in its entirety to provide a faster and better experience to our local users and their customers.



### Why Our Investors Chose to Invest

"We chose to support and invest in this project because we are committed to the new trend that is coming boom in the tourism market here, that is our strength and what we do for many years"

Vanesa Colonna - CEO of Colver Tours (Tourist Agency in Argentina)

"I invested in Aluguest because it seemed an ambitious project. And one of the things I like is that it is a group of young people who know where they are going, they like what they do and want to do things right. Other than that, they gave me confidence and I was very involved with them."

Ocean Verdú - CEO of Cora SA

**Disclosure:** These testimonials may not be representative of the experience of other customers/investors. These testimonials are no guarantee of future performance or success. The above are not paid testimonials.

## Pitch Deck

### OPORTUNITY

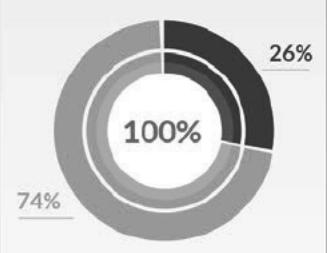
Due to the quick growth of global web platforms for temporary rents, which encourages deals between individuals, local agencies and professional administrator agents from each city have to adjust themselves to current travelers swiftly.

Moreover, the demand of "Business" travelers, who require professional services and prefer having trip arrangements done by experts, has increased.

**! Temporary rent market in Latin America is about **12 billion** per year**

PROPERTIES DISTRIBUTION

26% = airBnB Homeaway Flipkey, Housetrip	74% = Local agencies, professional administrator agents, direct owners
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100%  
26%  
74%

26% of the total amount of temporary rents is concentrated on the 4 greatest players of the market (AirBnB/Homeaway/Flipkey/Housetrip). This means that 74% of the rest of the properties are placed on other websites such as local agencies, professional administrator agents and direct owners.

Fuente: <http://www.tnooz.com/>



**Risk Disclosures:** Actual results may vary from any projection we present.

aluGuest may provide certain projected results of operations to prospective investors in connection with this offering. Projections are hypothetical and based upon present factors believed by management to influence our business operations. Projections do not, and cannot, take into account such factors as market fluctuations, economy changes, unforeseeable events such as natural disasters, the terms and conditions of any possible financing, and other possible occurrences that are beyond our ability to control or predict. While management believes that the projections reflect the possible outcome of our operation and performance, results depicted in the projections cannot be guaranteed.

# Risks & Disclosures

## Risks & Disclosures

### 10b-9 Compliance

#### **Will insider\* investments be accepted for this offering?**

To the best of the knowledge of the Issuer, insider investments are not anticipated at this time. Upon the future investment of an insider, such information will be disclosed here.

#### **If yes, these are the names of the insiders that have invested or are expected to invest:**

N/A.

#### **What is the maximum amount of investment that will be accepted from insiders?:**

Any above listed individual may invest up to the maximum total investment amount sought in this offering unless otherwise disclosed. Additionally, any investment accepted from an insider will not count toward the offering's minimum contingency. The investment will only be reflected as a part of the total amount raised after the contingency has been reached.

#### **\*Definitions:**

Transactions for or on behalf of the issuer or broker-dealer, their affiliates or associated persons (including control persons, officers, employees, and immediate family members thereof), or any entities through nominee accounts require disclosure.

- “affiliate” means a person that directly or indirectly, through one or more intermediaries, controls or is controlled by or is under common control with, the issuer.
- “officer” means an issuer's president, principal financial officer, principal accounting officer (or, if there is no such accounting officer, the controller), any vice-president of the issuer in charge of a principal business unit, division or function (such as sales, administration or finance), any other officer who performs a policy-making function, or any other person who performs similar policy-making functions for the issuer. Officers of the issuer's parent(s) or subsidiaries shall be deemed officers of the issuer if they perform such policy-

making functions for the issuer. In addition, when the issuer is a limited partnership, officers or employees of the general partner(s) who perform policy-making functions for the limited partnership are deemed officers of the limited partnership. When the issuer is a trust, officers or employees of the trustee(s) who perform policy-making functions for the trust are deemed officers of the trust.

- “immediate family” shall mean any child, stepchild, grandchild, parent, stepparent, grandparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, and shall include adoptive relationships.
- “control person” person that directly, or indirectly through one or more intermediaries, controls, is controlled by, or is under common control with the issuer or broker/dealer
- “control” is the possession, direct or indirect, of the power to direct or cause the direction of the management and policies of a person, whether through the ownership of voting securities, by contract, or otherwise

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Amount Raised [?](#)

\$0

Investors

0

Days Left [?](#)

90

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## Founding Team



**Gabriel Bourie**

CEO

Before aluGuest, Gabriel was Director and Founder of a temporary rentals agency in Buenos Aires. Nowadays it is a consolidated company dedicated to the complete management of exclusive properties. His enthusiasm and strategic vision inspired him to build and lead the aluGuest team to bring the vision of stress-free Latin American travel to the masses.



**Matias Perrone**  
CTO

Matias is an entrepreneur who graduated as an IT analyst from UTN University. He has made a career at brand name corporations in Argentina such as Movistar, Arnet and Telecom. He founded Global Innovation, a startup committed to providing business web solutions. His past experience counts notable Argentinian and American customers such as insurance firms, port terminals and laboratories. Now he leads the...

[Expand Bio ➤](#)

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**German Sanchez**  
CDO (Chief Design Officer)

Before aluGuest, German was the founder of Blow Creative Solutions, working as a manager of public relations and visual communications. As a visual communication designer and web developer, German has run several projects for both local and foreign companies. German possesses outstanding abilities in business identity development, web-project management, and public relations.

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**Alex Curiel**  
CFO

Alex studied International Business in Chicago and Mexico City, and worked in the fields of accounting and customer service for nearly a decade. He plans to translate his in-depth experience in insurance assessments to the CFO role at aluGuest.

## Investors & Advisors



**Alex Langlois**  
Advisor

Alex is a digital expert, strategic planner, CEO, and foodie. He devotes his life to his passion for digital technologies. Having completed more than 2,000 projects to date, he brings his in-depth experience building websites, mobile apps, e-commerce and content marketing to the aluGuest advisory board.

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Vanesa Colonna

Investor

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Ocean Verdú

Investor

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Amount Raised [?](#)

\$0

Investors

0

Days Left [?](#)

90

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Pitch

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Comments

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## Reg CF Offering Summary

Investments under \$20K participate in a Regulation Crowdfunding offering.

<b>Amount Raised</b>	\$0.00
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<b>Investors</b>	0
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<b>Security Type</b>	Flash Convertible Security
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<b>Offering Min</b>	\$50,000
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<b>Offering Max</b>	\$100,000
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<b>Valuation Cap</b> <small>?</small>	\$3,000,000
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<b>Valuation Discount</b> <small>?</small>	30.0%
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<b>Term Sheet</b>	<a href="#">View</a>
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<b>Flash Convertible Security Subscription Agreement</b>	<a href="#">View</a>
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<b>Flash Convertible Security</b>	<a href="#">View</a>
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<b>Investor Acknowledgment</b>	<a href="#">View</a>
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# Reg D Offering Summary

Investments \$20K and above will participate in a Regulation D offering. These securities may only be sold to accredited investors and have additional preferential rights.

**Amount Raised** \$0.00

**Investors** 0

**Security Type** Flash Convertible Security

**Offering Min** N/A

**Offering Max** \$1,000,000

**Valuation Cap** ? \$3,000,000

**Valuation Discount** ? 30.0%

 **Term Sheet** [View](#)

 **Flash Convertible Security Subscription Agreement** [View](#)

 **Flash Convertible Security** [View](#)

 **Investor Acknowledgment** [View](#)

## Additional Details

**Option Pool** ? N/A

# Diligence Documents

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- [!\[\]\(57e6eaa370c11c0a8b197170cf41ea3b\_img.jpg\) \*\*Form C Disclosures\*\* View](#)
- [!\[\]\(dbb5925b453b6e9e7a1719382db80907\_img.jpg\) \*\*Financial Statements\*\* View](#)
- [!\[\]\(04c2c12129b7b86c4fdf9dd599794af8\_img.jpg\) \*\*Risks & Disclosures \(also viewable in "Form C Disclosures - Amended"\)\*\* View](#)

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## Commonly Asked Questions

### Where is aluGuest currently available?

AluGuest is currently available throughout Latin America. Anyone in Latin America can open a listing or search for accommodations. We are currently headquartered in Buenos Aires, being that this is the city with the most listings, local experts, active users and current bookings live on our platform. We plan to introduce aluGuest in 2-3 new cities over the next few months, beginning with the recruitment of local experts and a strong marketing launch campaign.

### What makes aluGuest stand out from the competition?

AluGuest strives to provide organization and assistance to rental companies and professional property managers in Latin America. We have adapted our platform and services to allow the companies and professionals that work with us to integrate their own brands and employees through our website. This enables us to provide a more complete and professional service for our guests by providing amenities such as coordinating airport transfer services, 24 hour concierge, and stress-free check-in and check-out processes.

### How much does it cost to publish a listing on aluGuest? What is the fee to book an accommodation through the platform?

Listing properties in aluGuest is totally free for all hosts, rental companies, and property managers. We charge a 10% fee to the guests booking accommodations on our platform.

### What are your plans with the online booking software, aluPays?

We plan to offer online booking software to the rental companies and managers that are actively making bookings in aluGuest. This tool will enable our partners to gain more direct bookings and organize those bookings through a dedicated reservation manager and digital voucher system.

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## How much money has been invested in aluGuest to date?

The founders have invested approximately \$90,000 USD into the business. The investment to date has focused on the primary pain points of Latin American tourists and business travelers.

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## Comments

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Currently No Comments

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