

LUCIA

Bringing the gig economy to hospitality.



INVEST IN LUCIA

Bringing the gig economy to hospitality

letslucia.com New York, NY  

Highlights

- 1 Impressive \$230K+ in Gross Merchandise Value since January Launch
- 2 Founders are female, indigenous, and Cornell/Notre Dame MBA grads and previously sold first company

- 3 Strong 51% growth MoM
- 4 Techstars Founder Catalyst Accelerator '23 Company
- 5 An astonishing >90% of users are female entrepreneurs & business owners
- 6 Founders with unique expertise on the problem
- 7 Cap table stacked with industry experts and prolific angel investors
- 8 Partnership with Virtuoso, Montecito Village Travel, Classic Vacations, Gifted Travel Network + more

Featured Investors



Gale Wilkinson
Syndicate Lead

Follow

Invested \$1,000 ⓘ

"Lucia's product solves a real need in the space as millions of travel professionals have left the industry in recent years following the COVID-19 pandemic. We believe the company lacks direct competition as it is the only platform for freelancers that is specific to the travel + hospitality space. Additionally, the company has proven strong early traction with 25% month-over-month and 106% quarter-over-quarter revenue growth rates and strong founder references. Lucia fits into VITALIZE's future of work thesis as it massively disrupts the way that travel professionals find job opportunities and how businesses connect with these experts!"

Other investors include [Michael Holtz](#), [Matthew Upchurch](#), [The University of Notre Dame](#)

Our Founder



Grace McBride CEO & Founder

2X Founder, Cornell & Notre Dame MBA Graduate

Pitch

LUCIA

By: Grace McBride
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www.letslucia.com

Private and Confidential

We are the team to build the future for hospitality.

Leadership Team



Experience



Industry-Backed



We've worked together through founding 2 startups, exiting TripKit, surviving and rebuilding after the pandemic, and now starting Lucia

LUCIA

The hospitality industry is suffering in labor shortages

with trends headed for even worse



Loyal employees laid off during pandemic

+



New other easy & flexible ways to make money; hospitality jobs are hard

=



Worst talent shortage the industry has ever seen

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We connect the travel businesses owners with their most valuable asset:

people

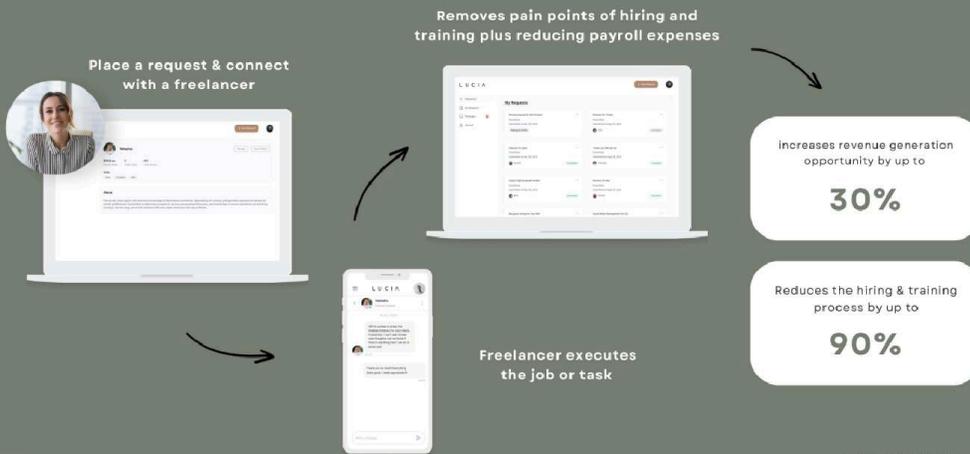
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Lucia is a freelancer marketplace for hotels

We connect businesses with freelancers to do daily operations, admin & customer support work



How It Works



We launched V1 in January and now have a growing revenue-generating marketplace



Our Growth is Organic, Community Driven, & Viral

Annualized Income

\$300,010

Trailing three months

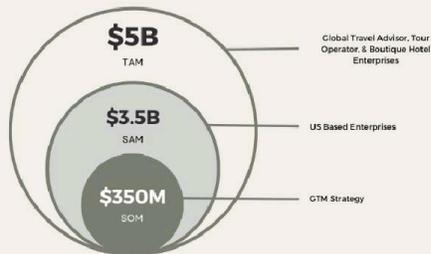
Gross Profit

\$154,343

Trailing three months

LUCIA

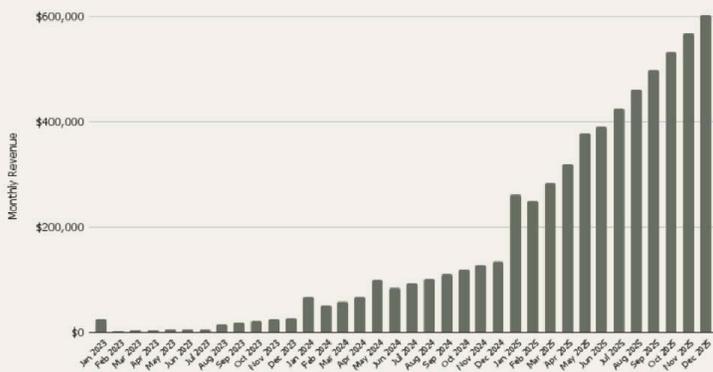
Our goal: introduce gig-work to the industry accounting for 1 in 9 jobs worldwide



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Our plan: \$4M in Income by 2025



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Forward-looking projections are not guaranteed.

Top industry leaders have invested in us



Matthew Upchurch
CEO of Virtuoso, Investor
The largest luxury travel
consortium in the world



Michael Holtz
CEO of SmartFlyer, Investor
The leading luxury travel agency
in the US



Gilad Berenstein
CEO of Brook Bay Capital, Board
Leading hospitality tech VC and
founder

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We're raising \$1.5M

for **Account Development, Partnership Fulfillment, and Customer Success**, with a target to reach a **\$4M in income by 2025**

The LUCIA logo is displayed in white, spaced-out capital letters on a dark grey background. To the left, a portion of a beach scene is visible, featuring a woven straw hat and a pair of sunglasses on a sandy surface, with the ocean waves in the background.

LUCIA

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grace@lets Lucia.com

This Trend Will Only Grow



MLM & AI Disruption

AI in the hospitality industry will streamline routine tasks, optimize efficiency, and enhance personalization. However, to leverage AI capabilities effectively, a more flexible and dynamic labor force will be required.



Global Wealth Increase

Global luxury travel market projected to grow at a CAGR of 7.6% to 2030. The expansion of the total HNWI population by 7.8% and wealth growth of 8% in 2021 has greatly contributed to the growth of this industry. (Source)



Human Capital Crisis

The pandemic has exposed labor vulnerabilities in the travel industry, including housekeeping shortages, aging travel agents, and low-wage workers opting out, leading to new strategies to address these issues. (Source)

Our Industry-Leading Clients



VIRTUOSO® LAUNCHES ITS FIRST-EVER TRAVEL TECH SUMMIT, BRINGING TOGETHER BIG TECH, VENTURE CAPITALISTS AND START-UPS

Phocuswright chooses Grace McBride and Samella Watson to receive Philip C. Wolf Memorial Scholarships in 2022



Gifted Travel Network (GTN) has partnered with Lucia, a



30. The Impact Of AI On Travel Advisors: Embrace Or Fear It? With Grace McBride
TIQUE Talks

Testimonials

"I've been working with CoPilots on Lucia and it is such a pleasure to have them help me - so easy, seamless. Many more projects to come."



Ralph Iantosca, Client and Investor
Iantosca Travels

"This partnership is a perfect fit for our company, as we are constantly seeking new ways to amplify the support provided to our advisors."



Sandy Saburn, Chief Membership Officer
Gifted Travel Network, (Enterprise User)

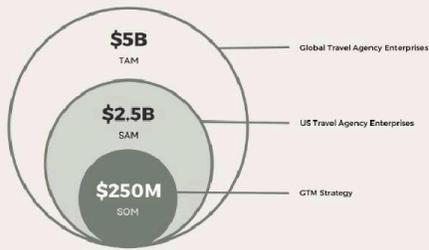
"My CoPilot was such a superstar. He understood exactly what I wanted and provided me all of the changes at 10pm at night."



Ivaline Joseph, Client
Ivy League Travel



Our Beachhead has a \$5 Billion TAM



Customer Lifetime Value

- Luxury Travel Advisor: \$10,521 over 120 months
- Boutique/Independent Hotel: \$324,000 over 120 months
- Tour Operator: \$216,000 over 120 months

Timeline At A Glance

