

Let's Change the Way We Work.

Hotel Sourcing Performance
through Adaptive,
Data-Driven Technology



INVEST IN BTP AUTOMATION

The Future of Corporate Travel Procurement

LEAD INVESTOR



Pat KEARNEY

Our founders are viewed as true pioneers in the travel business with their success at GetThere. In addition, the company has raised over \$2.3m in early seed money reflecting the fact that BTP Automation has established customers today and a revenue stream today! Today our technology is already in place, helping our key corporate customers save between 8%-14% in bottom line savings. We anticipate that BTP can be the major player in automating the massive \$40b travel space. I hope you will review our material and decide to join our investment team!

Invested \$15,000 this round & \$125,000 previously

[Learn about Lead Investors](#)

Highlights

- 1  Founders with deep domain knowledge & a prior exit. We know how to scale & sell businesses.
- 2  Strong early sales pipeline of \$4M (not guaranteed). Just getting started in a \$400B market.

- 3  Service actually works -- quantifiable customer savings of 8%-14% (millions for large companies).
- 4  Raised \$2.3M prior. This is our community's opportunity before Series A.
- 5  Key customer reduced their hotel spend by 11.2% within the first month.
- 5  Key customer reduced their hotel spend by 11.2% within the first month.
- 6  BTP has delivered over \$1M in savings to their customers year to date.

Our Team



Bruce Yoxsimer CEO

Bruce is a 25-year travel industry veteran, having owned various corporate travel agencies for 13 years before co-founding GetThere with Dan Whaley. GetThere built the first web connection to an airline reservation system, had a successful IPO in 1999

BTP's Chairman, Dan Whaley and CEO, Bruce Yoxsimer co-founded GetThere in 1995. GetThere was the world's first web based travel booking system. This launched one of the largest industries in the world, primarily in the leisure market. BTP is solving the same magnitude of problem that exists in the very large corporate travel environment today.



Dan Whaley Chairman

Dan is a 25-year web technology and product veteran. He co-founded ITN/GetThere, the first online travel reservation company in 1994. GetThere raised \$125M in 4 rounds, IPO'd in 1999 (NASDAQ: GTHR), and sold to Sabre (NYSE: TSG) in 2000 for \$770M.



Annette Cumming CRO

Annette is a 30+ year industry veteran who has held previous roles as VP, Channel Sales at Deem, Head of NORAM Digital Hospitality at Travelport, and GM at American Express Global Business Travel.

Pitch

Let's Change the Way We Work.

Performance through Adaptive, Data-Driven Technology



Meet the Leadership Team



Fernando Avila

Founder

35-year industry veteran and Consultant of business intelligence, and corporate travel data management



Bruce Yoxsimer

CEO

25-year industry veteran Co-Founder of GetThere and Former Founder/CEO of Borrowshare



Adam Levy

CTO

15-year industry veteran and former Principal Consultant at Tekhion Data Solutions and Sr. Director of Global Data Products at Identifix



Annette Cumming

CRO & Head of Marketing

34-year industry veteran and former VP, Channel Sales at Deem and Head of Digital Hospitality at Travelport



Dan Whaley

Chairman

25-year industry veteran Co-Founder of GetThere and current Founder/CEO of Hypothesis

Our Story

Founded in 2020, Business Travel Performance (BTP) Automation is committed to **transforming** the **Hotel Sourcing** industry through adaptive and intelligent technology.

The Founders of **GetThere**, **Bruce Yoxsimer** and **Dan Whaley** have joined the BTP team to help make the vision a reality.

“ Bruce and I automated online booking in 1995. Now, billions of travelers use it every year. Why has it taken 25 years to do the same for corporate travel management?

What BTP has built **will change everything.** ”

- Dan Whaley
Founder of GetThere
Current Chairman, BTP Automation



The Opportunity



Our Path to \$1B ARR



The BTP Index

Every corporate travel program will use one



$$\begin{matrix} \$400B & \times & 1\% & = & \$4B & \times & .25\% & = & \$1B \\ \text{Global Hotel Spend} & & \text{BTP Revenue Share} & & \text{Market Share} & & \text{ARR} \end{matrix}$$

Forward-looking projections are not guaranteed.



Customer ROI Example



Savings Before BTP Automation



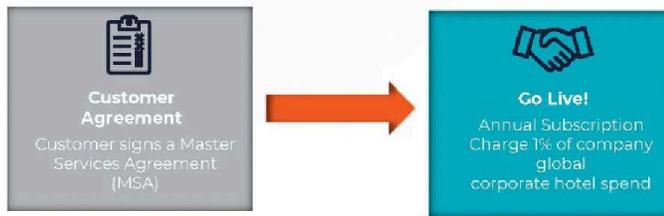
Savings After BTP Automation



ROI 12 to 1



Revenue Model



Opportunity Examples (Large/Medium/Small)

Company Name	Hotel Spend	BTP Revenue
Fortune 500	\$459M	\$4.59M
Ralph Lauren	\$15M	\$150K
Ardagh	\$5M	\$50K



Future Growth



Air Index



Car Rental Index



Ground Transportation Index



Rail Index



Hotel Index

Combined Opportunity \$3B+?

Forward-looking projections are not guaranteed.

What Makes Us Different

A holistic approach to solving the challenge for Customers, Hotels and TMCs

The Corporation	The Hotel	The TMC
Average 10% savings to their hotel spend	Clear, qualified proposals	Operational Life Saver
Efficiency through RFP automation	No more spreadsheets or emails	Manage multiple customers with 1 product
Continuous Sourcing that fine-tunes your program	100% automated RFP review and response	Increased hotel attachment
Increased Duty of Care	Simplified proposal management = lower costs	Happy Customers
Performance visibility		Performance visibility



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Go To Market

Founder and Team Network	Strategic Channel Partners	Traditional Sales
Our Founder and Senior Leadership Team have deep travel industry connections	Leverage existing and new strategic partners to drive scalable growth	Traditional Sales teams to compliment channel sales

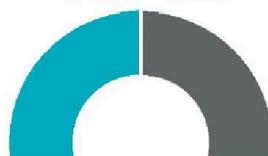


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The Raise

BTP Automation is raising \$3M

Use of Funds



- Resource Additions:**
- Sales and Account Management
 - Customer onboarding development

Ongoing



7.5% of funds raised will go towards the Wefunder intermediary fee.



The Problem



The corporate travel hotel procurement process **has not changed since its inception in the early 1980's.**

The result?

\$40B in overspend

Dated, inefficient, manual processes



Time to unburden the Travel Manager

Lack of visibility and actionable data



You can't fix what you can't see



Today's Broken Process



Data Analysis

Manual PDP's

Data Analysis

100's of Hotels

Waiting

More Data

More Manual

More Waiting

On average, the RFP process takes 2-4 months

Why? There is **zero automation and data insight** in any of the process today

The Solution



The **BTP Index**™ delivers

- **Real-time** hotel spend performance visibility
- **Pro-active automation** of key movers of compliance and negotiations

How We Do It



Data

Collect and clean pre and post trip data from any source (GDS, expense, Traxo)

Rules

Real time rules management and compliance

Automation

Automated Corrective Actions: Hotel and Rate Rebook and RFP's

Visibility

Easy to use platform with 24/7 monitoring, rate auditing and instant Index score.

Results

Real-Time program savings (avg. 10%) and full KPI tracking, hotel health and safety reassurance

BTP + Sharecare

VERIFIED™ with Forbes Travel Guide 

All customers of **BTP Automation** benefit from the option to leverage Sharecare in their **Hotel RFP requests** to ensure their preferred hotels have completed and maintain more than **360 global health security standards**.

By selecting this option in your Hotel RFP settings, Sharecare will conduct a **hotel property assessment** to ensure compliance of these items:

- Health and hygiene protocols
- Cleaning products and procedures
- Masks and Personal Protective Equipment
- Ventilation
- Management accountability
- Health safety communication with guests and employees



[Learn More about Sharecare](#)

Sharecare verification code required? 

Required



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Data, Data, Data

BTP aggregates data from **multiple sources**:

GDS, Negotiated Hotel Rates, Expense and Real-time out-of-channel booking data

BTP then analyses that data to provide **corrective actions** needed for cost savings:

Rebooking rates, rebooking properties, sending RFPs to new properties.

Automated functions include:



Generation and delivery of RFP (New, Renegotiate and Continuous Sourcing)



Rebook Hotel and/or Rate



Curation and management of the hotel bid list



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How it Works





The BTP Index

Manage your profile Manage your vendors Monitor your program Automate your program

Leverage your data

View your progress

Of all available savings based on your purchasing power, how much savings are you capturing?

The dashboard includes a navigation bar with options like Home, Profile, Manage, and Reports. A central section displays 'View your progress' with a bar chart showing 28 instances, 76 room nights, and a 27.9% savings potential. Below this are several data tables: 'Total' with columns for Total, Per Booking, and Per Room Night; 'Compliance' with columns for Bookings, Percent of Bookings, Compliance, and Savings; and 'Corrective Actions' with columns for Rebook Priority, Rebook Rate, and Send RFP. A table at the bottom shows 'Currently Showing: Send RFP' with columns for Property Name, Property/Brand, Market, Request Date, Market Request Count, Rate, and Potential Savings.

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Automated Corrective Actions: Identifying and Delivering the RFP

The 'NEGOTIATION LIST' shows a table with columns for Stage, Negotiation Type, and Customer. The 'NEGOTIATION FORM' includes a summary of the request with metrics like 'TOTAL RFPs GENERATED: 12', 'RFPs IN THE LAST 60 DAYS: 27', and 'PUBLIC RATE: \$113.90'. It also shows 'CLIENT RFP REQUESTED: \$96.82' and 'RENEGOTIATION FROM IDHO 1 (DRP)'. The form includes fields for Request Number, With, Request, and Status, as well as a 'RAIERS' table and 'BLACKOUT DATES'.

- The BTP Automation engine **continually identifies** candidate hotels for new RFPs or rate renegotiations
- Hotels receive BTP Portal account to view current requests and **submit proposals**
- Client parameters are used to **automate the acceptance** or rejection of new proposals

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Automated Corrective Actions: Rebook

BTP Automation enables three types of rebook opportunities:

- Channel Rebooks** alert you to out-of-channel bookings pre-trip

The 'REBOOK LIST' shows a notification for a 'Channel Rebook' with buttons for 'Open', 'Successfully Rebooked', 'Failed to Rebook', and 'Dismissed'. The notification details include: 'Urgent Corrective Action Required: Rebook Rate', 'Rebook Date: Dec 29, 2019', 'Rebook Deadline: Jul 31, 2021 (12 days)', and 'Potential Savings: \$270.55'.

- **Property Rebooks** alert you to cases where your travelers booked non-preferred properties where negotiated properties were available, including out-of-channel bookings.
- **Rate Rebooks** alert you to cases where your travelers have booked non-negotiated rates at properties with negotiated rates, including out-of-channel bookings.

Passenger Name Record (PNR)

Booked Property:

STANBIDGE SUITES SAO PAULO
 RUA BANDEIRA PAULISTA
 ITAIM BIBI SAO PAULO 04533011
 BR

Agent ID: ZB
 Booked POC: JPP4

Check-in/Check-out Date: Feb 10, 2020-Feb 14, 2020 (4 nights)
 Booked Rate: \$156.66
 Total Booked Amount: \$626.64

Rebooking Instructions:

The booked rate of \$156.66 is not one of the contracted negotiated rates at this property. Rates as low as \$80.02 are available but may require booking a different room type. Please consider rebooking this reservation to reduce your travel spend.

Lowest Negotiated (RA) Rate: \$80.02
 Total Negotiated Amount: \$320.08
 Potential Savings: \$270.39

Close

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BTP will forever change the way corporate travel is managed.

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Downloads