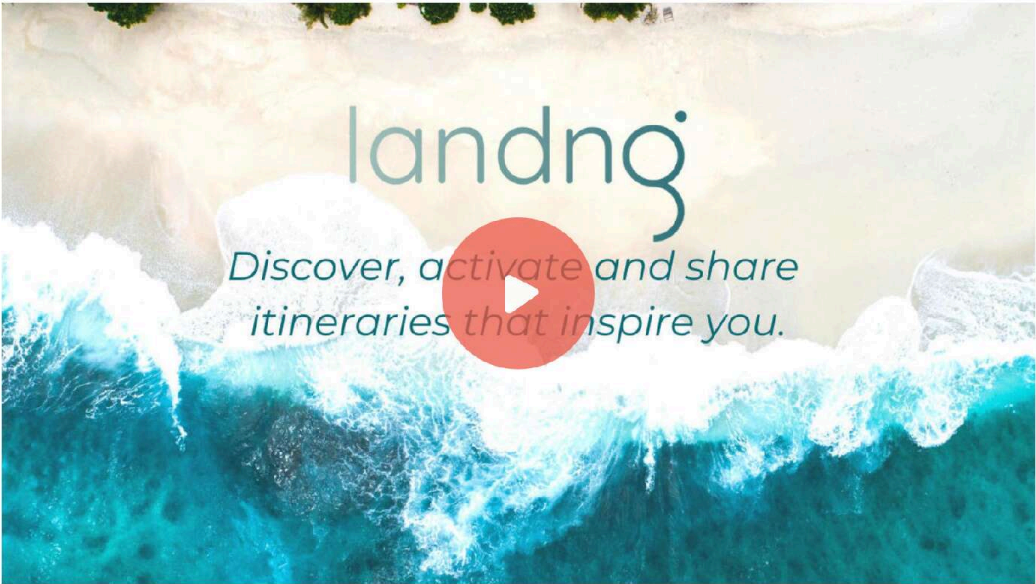


 We turn travel content into itineraries you can customize with friends



[landng.travel](#) Los Angeles CA   Marketplace Female Founder SaaS Travel & Tourism Recreation

LEAD INVESTOR











Timchi Khamdy

I believe travelers can benefit exceedingly from this platform and create community for those that want to share, explore, and discover. I also believe that Nacera and Devon are both tenacious leaders out for the betterment of the lives of those who want to travel and create in an organized and exciting fashion. I've been a beta user throughout the development cycle and I'm confident this platform will be a game changer for travelers and content creators alike.

Invested \$1,000 this round

Highlights

- 1  Female co-founders with 22 yrs of experience in marketing & product development in U.S. & EU
- 2  Travelers are hungry for ways to discover authentic, culturally relevant content
- 3  Creator marketplace ecosystems are booming + brands are spending millions on influencer marketing
- 4  Over 400 Travel Planners and Creators signed up for the waitlist with >5M followers combined
- 5  15 LOIs signed with Partners including travel & lifestyle brands, agencies and local businesses
- 6  Shortlisted startup at Web Summit (70k attendees, 2,300 startups, 105 shortlisted)
- 7  Featured on the Forbes Books podcast where we discussed the future of travel planning
- 8  Currently in development with launch planned for Q1 2023

Our Team



Devon DeAngelo CEO, Co-founder

Digital content & community strategist with 11+ years of experience in social media management for global brands. Passionate about identity & culture studies. Deep understanding of Pacific, North American & EU markets. Fluent in FR & EN.

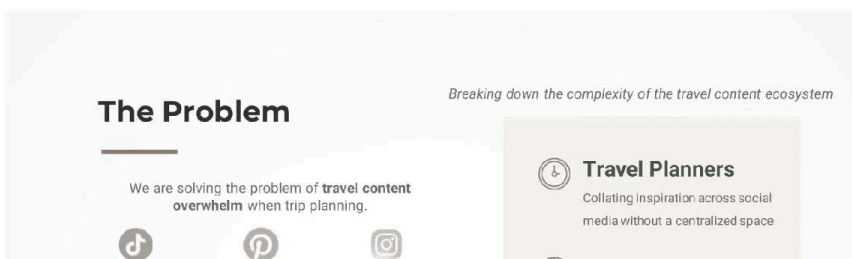
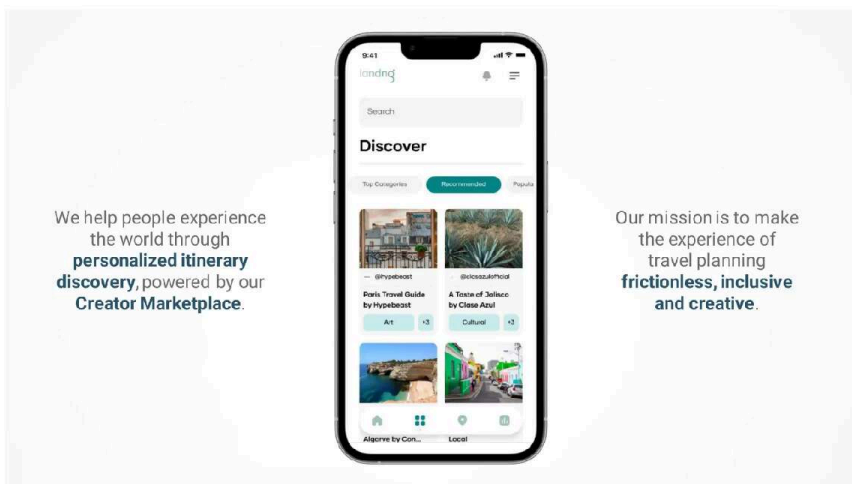
We met back in 2015 at our grad school orientation in Paris, FR. Our multicultural upbringings and love for travel created an instant connection. We know that travel pushes people to the unknowns, heightens awareness, and enhances personal journeys. We're building Landng to help people live inspired lives through travel.



Nacera Belal COO, Co-founder

PM with 11+ years experience across startups, agencies, & fortune 500 corporations. Passionate about social impact & cultural anthropology. MSc in International Management, with a specialization in Sustainability Systems. Fluent in FR & EN.

Pitch Deck



6 Billion

Views of travel videos

#TikTokTravel

4 Billion

Travel-related Pins

664 Million

#Travel Posts

Content Creators

Sourcing paid partnerships is time consuming & labor intensive

Brands

Struggle with managing & measuring the ROI of campaigns

The Solution

We are creating a new market:

Social Travel Technology

A part of the Global Travel, Travel Technology and Influencer Marketing industries

Travel Planning Tool

bridging the gap between travel content discovery to actionable travel itinerary

+

Creator Marketplace

connecting Creators and Brands to create actionable travel content for Travelers

Landing Pitch Deck 4

Why Now

The industry is evolving.

Landing is the intersection of two of the most powerful drivers of travel content: User Generated Content (UGC) and Influencer Marketing.

The Creator Economy is Booming

Tik Tok, Pinterest, and Meta are all building out their creator marketplaces and tools to supply the growing demand

Influencer Marketing Ad Spend is in the Billions

Brands are reallocating their budgets; Landing will provide a niche marketplace to facilitate these transactions within Travel

Travel and Tourism Primed for Major Recovery

The travel industry is set to surpass pre-pandemic levels; people are hungry for new experiences, and ways to explore the world

Our Users

Travel Planners

Millennials and Gen Z Travelers who discover, create and share itineraries.

Creators

Travel and Lifestyle Content Creators from around the world.

Content Collaborations via Landing's Creator Marketplace

Content Collaborations via Landing's Creator Marketplace

B2B Customers

Brands, Tourism Boards, Agencies and local businesses.

Content Creators and Brands connect via a global **Creator Marketplace** to provide itinerary inspiration for Travel Planners, helping them experience hyper-localized, authentic itineraries.

Landing Pitch Deck 5

Competitor Landscape

There's no lack of travel planning apps & influencer marketplaces, yet no product helps people solve the problem: sorting through overwhelming amounts of content to plan meaningful experiences.

Travel Planning Platforms

Influencer Marketplaces

Landing Key Differentiators

- 01 Focus is on curating experiences, not booking scattered activities
- 02 Ability to blend travel inspiration from a variety of content sources
- 03 User Interface is simple, accessible, & easy to understand
- 04 Tools for both creators & brands to create impactful content collaborations

Landing Pitch Deck 8

Travel Planning Module

Explore and activate travel itineraries designed by your favorite content creators or curate your own itinerary from start to finish!

Discovery

Explore itineraries curated by Creators and friends

Personalization

Save and edit existing itineraries or co-design a plan from scratch

Activation

Activate authentic itineraries anywhere in the world

Sharing

Share itineraries with your network in just one click

Landing Pitch Deck 9

Creator Marketplace

We're building a diversified network to help content creators work with businesses from all over the world. Landing will be your go-to platform for finding paid travel collaborations.

Book Paid Contracts

It's challenging to find and book paid contracts with travel and lifestyle brands. Join Landing's Creator Marketplace connecting Creators and Brands

Manage Performance

Thanks to Landing's analytics dashboard and unique KPIs, you can increase your credibility by driving conversion via your owned content.

Grow Your Community

Increase your reach and engagement within a growing travel and lifestyle space by sharing your actionable itineraries with your followers.

Landing Pitch Deck 10

B2B Customer Landscape

Tell your brand story through experiences and connect with your audience in deeper meaningful ways through Landing.

01 Brands

Brands can collaborate with Travel and Lifestyle Creators around the world to drive engagement and true ROI.

02 Tourism Authorities

Local, regional, and global tourism authorities can drive awareness and cultural education through itineraries.

03 Agencies

Agencies can integrate Landing as a viable extension of their clients' social media and influence strategies.

04 Publishers

Publishers, the original travel content curators, can help readers experience more via actionable itineraries.

Landing Pitch Deck 11

B2B Customer

A vetted travel and lifestyle creator marketplace and campaign management tool with new KPIs tailored for the travel industry

Experience

Social influence in the travel & hospitality industry is important, but it's difficult to measure ROI.

Search for
Creators



Invite to
collaborate



Align your
KPIs



Measure
ROI



Our KPIs are tailored for the travel & hospitality industry,
providing metrics on the **traffic** and **conversion rate** of Creator campaigns.

Community & Impact

Defining intentional pillars to foster a positive
space for connection through travel.

Sustainable Tourism

Country, city and cultural
authorities can create
inclusive educational
content guiding visitors on
how to be their best while
traveling through social
and environmental
sustainability actions.



Diversity

Privacy

Accessibility

Wellbeing Ethics

Traction

Both founders have transitioned off their full-time corporate jobs
early 2022 to be 100% dedicated to Landing.

15 B2B Customer LOIs signed

LOIs signed with travel and lifestyle brands,
agencies, publishers and tourism authorities.



Launch planned for Q1 2023

Wrapping up development of itinerary discovery
and planning platform for web and mobile

Web Summit 2022 Shortlisted Startup

70,000 attendees including 2,200
selected startups. Only 105 shortlisted to
pitch for the competition.



400+ Creators & Travelers Waitlisted

Hundreds of creator and traveler B2C users from around
the world waitlisted with a combined social media
following of 5 Million.

Incubator program completed

Completed 12 months at a GAN incubator, a
remote-based, equity free program

Landing Pitch Deck 14

Revenue Model

On Landing, our platform is free for users, but people
and their data are not the product. Our revenue model is based
on connecting Creators and Brands through our Creator Marketplace.

Transaction Fees

B2B Customers
will pay a 10%
transaction fee
for all booked
Creator
collaborations.

Subscriptions

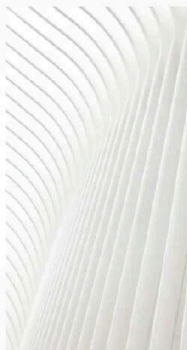
B2B Customers will pay
an annual subscription
fee to access the
Creator Marketplace.

Monthly Pricing Tiers
Tier 1: \$98
Tier 2: \$296
Tier 3: \$796

*Annual subscriptions - month free

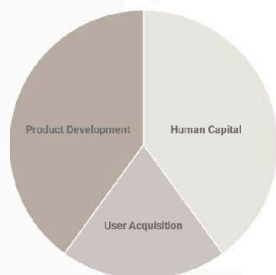
Promoted Content

B2B Customers
can promote
content through
paid video and
image Ad
placements.



Financials

- We project we will generate **\$25M in revenue by 2027**.
- We plan to be **acquired in 7 years**.
- If we achieve our goals, we believe we will be **worth \$400M** at the point of acquisition which would give our investors a **19x return**.



Invest in our \$1M pre-seed round

TERMS: \$1M on a SAFE \$10M Valuation CAP for a 12-month runway
Funds raised to date: \$260k F&F / Angel round Q3-Q4 2022

With this funding we will focus on 3 key areas:

Product Development

Mobile & Web applications

User Acquisition

~25K Travel Planners, ~10K Creators,
~500 B2B Customers

Human Capital

4 Full Time Team Members

*Forward-looking projections can't be guaranteed.

Go-to-market Strategy

Focusing on the pain points of the traveler's journey, we will launch a campaign that resonates with our audience in a fun, dynamic way, and drive adoption.

Launch

Shareability & Virality: WOM activating Owned, Creator & Brand Networks, Blogosphere, Itinerary Integrations, Sharable links

Awareness

- Startup Competitions
- Intl Trade Shows
- Organic Outreach: Expat & Intl Student FB groups

Direct Email CRM

- Beta list growth & nurturing
- International College lists

SEO

- Organic Search owned website

Growth

Distribution Partners

- Blogger user networks
- Publisher user networks
- Creator affiliate networks
- Mutual linking sites

PR

- Creator itinerary shares
- Travel & Lifestyle Publishers
- Podcast features
- Buzz marketing

Maturity

Online Advertising

- TikTok Ads
- Instagram/ Facebook Ads
- Pinterest Ads
- Twitter Ads (Download)
- Google/ YouTube Adwords



Timeline

Key quarterly milestones will be achieved over 18 months



Landing Pitch Deck 18

*Forward-looking projections can't be guaranteed.

Strategic Advisors

Support from industry veterans from Fortune 500 companies and creative power house with experience



Pierre Engélibert-Charbit
Chief Audience Officer
TBWA (Omnicom)



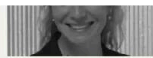
Laurent François
Managing Partner,
180 Luxe, 180 Social (Omnicom)



Ralitzia Iordanova
VP Global Brand Partnerships,
Accor



business with expertise across travel, hospitality, cultural advocacy, global marketing and the creator economy.



Poerava Rousseau
Customer Culture & International
Stopover Manager,
Air France - KLM



Christopher Kahuna'hono
Native Filmmaker,
Sundance Native Lab Fellow



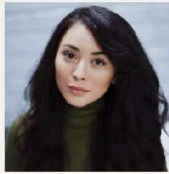
Guillaume Aubert
Executive Creative Director,
Konbini, Kewl by Konbini

Our Story

We met back in 2015 at our grad school orientation in Paris, FR. Our multicultural upbringing and love for travel created an instant connection.

We know that travel pushes people to the unknowns, heightens awareness, and enhances personal journeys.

We're building Landing, using our 20+ years of combined experience, to help people live inspired lives through travel.



Devon Keakulina DeAngelo

CEO, Co-founder 
Los Angeles | Honolulu | Paris, FR

Social Media


Community Building

Influencer Marketing

Agency & In-house



Nacera Belal

COO, Co-founder 
Greater Boston Area | Paris, FR

Product Development

Marketing Technology

Start-up Operations

SCRUM Certified

Interested?

Schedule a call for
more info.

 Los Angeles, CA
 www.landing.travel
 support@landing.travel

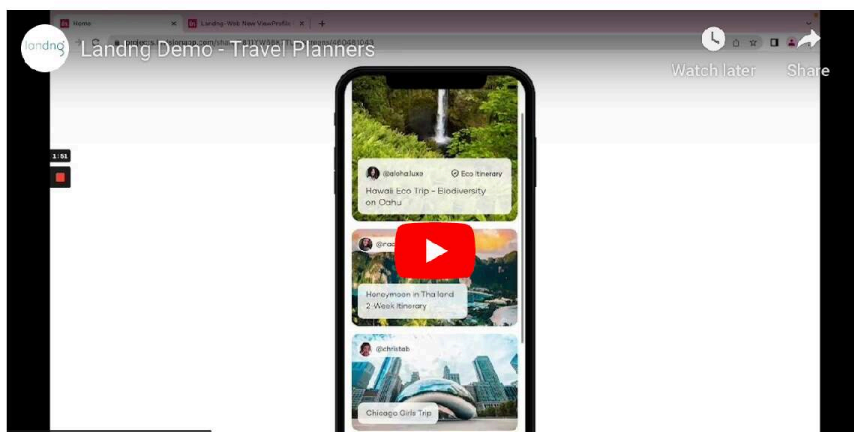


Schedule a call: <https://calendly.com/landng/30min>

Ask a question in the Q&A section of this page, or email us directly:
support@landing.travel

Watch the Demo

For Travelers



For Creators

landing

Landing Demo - Creators

Analytics

Overall performance last 30 days

55,932

20,362

587

473

237


reach

views

subscribers

likes

comments



\$7,200


Average Monthly Revenue

30,039

Total Lifetime Earnings

Watch later

Share

Watch on  YouTube

