

A new way to meet and travel: Connecting like-minded people for travel adventures with AI



floqsta.com Boston, MA

Featured Investors

- Hugh W Jones
- Bart Bybee
- Andrew J. Powell



Hugh W Jones
Syndicate Lead

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I invested in Floqsta as they are approaching travel in a unique way – leveraging social and AI technologies to create engagement, travel inspiration and ultimately travelling companions. Given my background leading Travelocity, I am familiar with the equation of customer value, acquisition, and retention. Creating inspiration at an early stage in travel planning should lower customer acquisition cost and expand opportunities to monetize through advertising, commissions, and premium features. I have known Dasha for 15 years and have worked with several team members. She is a smart, experienced business leader who possesses the drive to overcome the challenges inherent in an early-stage company. She has assembled a high-quality team with backgrounds in travel, technology and social media.

Invested \$25,000 this round

Highlights

- 1 Unique value: connecting like-minded travel companions with AI-enabled social matching algorithms
- 2 Market demand: 200M young people prioritize travel and >70% report feeling lonely

- 3 Social travel is a megatrend with 50% of Gen Z & young millennials seeking friends for travel
- 4 Users love the App, call it a “revolutionary for solo travelers” and “best social travel app”
- 5 \$1 trillion leisure travel market for Gen Z and young millennials, addressable market \$30billion
- 6 Projected 20M users and \$1 billion annual revenue from travel commissions and advertising by 2030
- 7 Floqsta claims white space at the intersection of travel and matchmaking, elevating social travel
- 8 Strong diverse founding team with decades of experience in travel, technology, AI, and social media

Our Team



Dasha Kuksenko CEO and co-founder

Visionary leader within Travel, Aviation and Travel Tech industries, with excellent execution skills and a record of delivering significant growth & international expansion. Extensive travel industry knowledge and wide professional networks.



Michael Huynh Co-founder and Head of Technology

Founder/CEO/CTO of digital platform providers to travel industry developing industry leading retail, merchandizing and eCommerce capabilities. Built product and engineering teams of 80+ staff from the ground up.



Alan Walker Chief Data Scientist, Head of AI

More than 30 years of data science & operational research experience in travel and social media, delivering innovative decision support projects for travel. Innovative technologies, structured & unstructured data, data science, AI/ML, architecture.



Gordon Locke Co-founder and Marketing Guru

An award-winning marketer in consumer brand & content marketing across technology, travel, financial, hospitality, and health/wellness verticals. Behavioral research and brand activation work with Gen Z and Millennial segments for travel brands.



Laura Kiernan Fractional CFO and Board Director

Strategic investor relations, optimizing valuation, corporate reputation through storytelling.



Eugene Valuiskis Head of Product

Entrepreneur, product & technology head at multiple consumer start-ups and event platforms



Dmitrii Kuksenko Director - Brand and Social Media

Marketing and PR experience, brand development, expertise in large scale expo events management



Luba Kudin Director - Business Operations

Be a catalyst with Floqsta: Pioneering the future of travel by connecting souls, not just destinations!



1 in 4 trips are not taken due to lack of travel companions Over **\$160BN** lost in travel revenues

Young people view travel as a lifestyle but lack companions for frequent travel

Young people prioritize travel. Adult Gen Z and young millennials travel 28-31 days per year and spend \$3,000 to 5,000 on travel annually.

But often young people don't have enough friends with similar interests to take that dream trip.

And even more often they don't know how to make new friends.



Social travel wave is on the rise, combating the loneliness problem

Post-pandemic behavioral trends are creating a social travel wave that combats liveliness crisis:

- Prioritizing experiences over material possessions, travel being the top category
- Reliance on trustful social channels for solutions and inspirations in life
- Seeking out connections in today's "remote" and isolated environment





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Floqsta platform connects like-minded people and enable them to travel together

Floqsta uniqueness in matching people for travel proactively and intelligently.

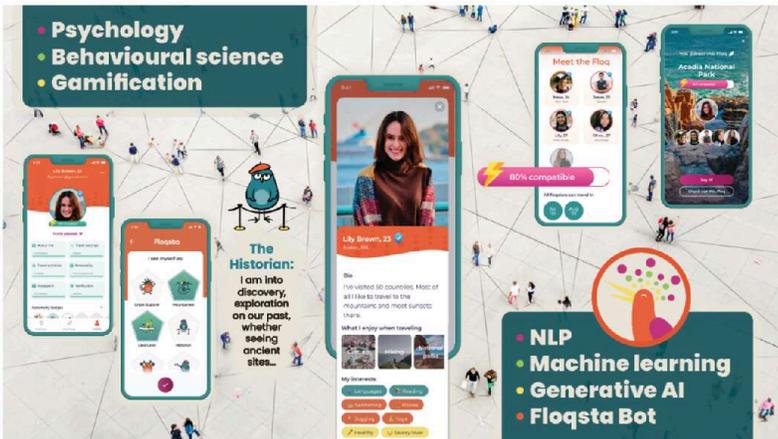
App is fun to use, promotes collaborative planning and motivates users to travel



Very enthusiastic feedback from users

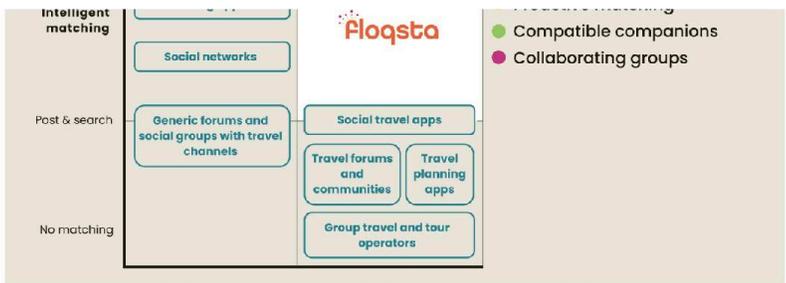


Uniqueness of Floqsta platform is in its proprietary AI-enabled social matching algorithms



Floqsta occupies a white space at the intersection of travel and matchmaking





Digital commerce and marketplaces for global travel industry are vast and growing



Business model: commissions and advertising from travel eco-system



Note: forward-looking projections cannot be guaranteed.

Traction

Launched in US in Nov 2022

Consumer acquisition

- 150+ app downloads per day
- 100+ new users per day
- 50+ new IG followers per day

Revenue partners

Our team is a great fit to the opportunity with decades of experience in travel, technology, AI and social media

 Dasha Kuksenko Co-founder and CEO	 Michael Huynh Co-founder and Head of Technology	 Laura Kiernan Fractional CFO and Board member	 Gordon Locke Co-founder and Marketing Advisor	 Alan Walker Chief Data Scientist and Head of AI
 Eugene Valuiskis Head of Product and Development	 Marley Mehring Community Manager and Content	 Simon Elder Travel Partners and Business Development	 Dmitrii Kuksenko Brand, Socials and in-house marketing	 Luba Kudin Director of Business Operations

Logos: Marriott Bonvoy, Emirates, ORACLE, accenture, Sabre, PACE, FRUITZ, ROSENBLUTH Floorplan, THE BEER-CAROLAN, HAWAIIAN AIRLINES, AmericanAdress

Our mission

Creating meaningful **human connections** in today's digital and isolated world, through social and travel experiences

