



## Company Overview

**Why now:** COVID made people realize they crave more experiences in the real world, not more social media. Travel is a great way to deliver that, as purchase behavior focus continues shifting from assets to experiences. The abundance of marketplaces and travel blogs have created a fragmented UX that underserves traveler needs.

**Problem:** Today the trip planning process is tedious and costly (time/money/stress), especially as most people travel in groups (2+). Travel is inherently social, yet no one is doing collaborative planning well.

**Solution:** Social travel hub (AI-Powered) that helps groups discover, plan, book, and share trips together in one platform.

**Value Prop:** Users make travel plans because with limited time on vacation or in a new area, they need to maximize every minute. Pilot helps save time and money, helping people make the most of every trip.

Competitors put paywalls on basic features like file uploads, or feel like checkout carts. Tools like TripAdvisor's planner (which most don't know about) aren't flexible enough to replace Google docs/sheets.

**Year of Incorporation:** 2020, May 6th

**Industry:** AI, SaaS, Travel

**Product Stage:** Beta

**Traction:** Early Adopters (20k organic users)

**Business Model:**

- Transactional - via bookings & related services.

**Beachhead Market:**

- Women, aged 22-35, trip planners
- Take 3-5 trips/year
- Often Digital nomads or remote white-collar professionals

**Current Round:** Seed

**Raise Target:** \$4M USD

**Security Offered & Valuation:**

- \$15M USD post-money SAFE with 20% discount

**Unlike competitors,** Pilot is personalized, flexible, fun and free, monetizing via bookings & related services rather than charging the user directly.

**Barriers to Competition:** As users invest more time into Pilot and invite friends they are creating network effects and switching costs. Our consumer-friendly brand looks like fun, not SaaS, and great user reviews drive adoption. We solve the chicken-and-egg problem marketplaces have by getting users first, allowing greater negotiation power to offer better deals to users.

**Market + Competitors:** Travel is saturated with B2C marketplaces and B2B software, NOT consumer travel planning software (with any real market share) like ours. You probably have not used one before for this reason. Our competition comes from tools like G-Docs/Sheets, less so from startups like Lambus and Triplt. Marketplaces do not compete with us, they compete with Google. For us, they're partners.

**Team:** 15 digital nomads and explorers with travel industry experience, a CEO with a \$30mil bootstrapped exit, and Tesla engineering. Our mission is to help people discover and share memorable experiences together by helping travelers spend more time together offline.

**Use of Funds:**

- To expand our bookings monetization strategy & implement social sharing functionality.

**Non-Financial Ask:**

- Connections to consumer investors as we're presently fundraising

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