**BTP**AUTOMATION

**Transforming corporate travel management through automation** ⚙

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

What Fernando has built with BTP **will change everything.** "

- Dan Whaley
  Founder of GetThere
  Current Chairman, BTP Automation

# Our Vision

BTP Automation is uniquely positioned to **disrupt** legacy travel program management though a **modern, intelligent, and automated** performance index.

**BTP Automation is ready to change the way we work.**

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# The Problem

The corporate travel procurement process **has not changed since its inception in the early 1980's.** The inefficient, manual processes and poor governance practices have resulted in:

**Lost savings** due to lack of **visibility** to compliance

**Higher costs** because of **no automation** have lead to large inefficiencies in travel program management

**Delayed action**, due to lack of timely, accurate, and **actionable** data
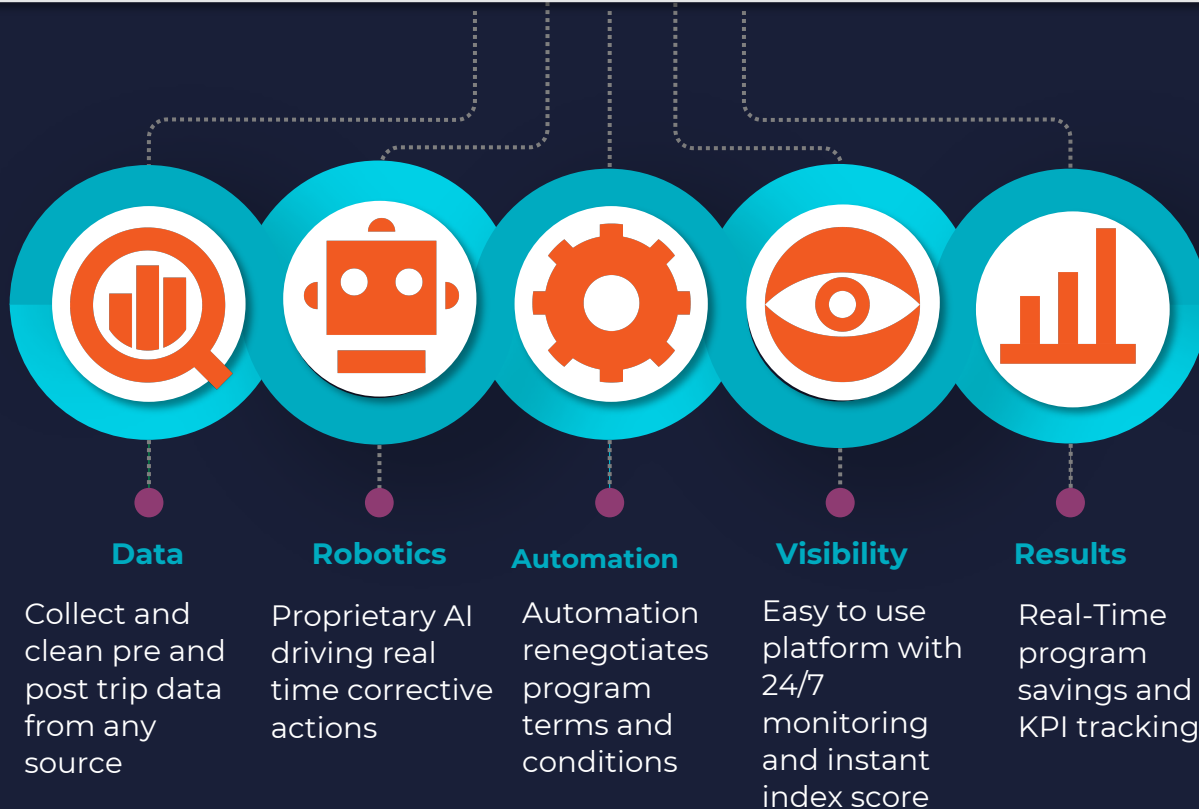
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# The Opportunity

"

Imagine having **immediate access** to information that relays the health of your entire travel program.

Our **performance index** will deliver that, all in an elegant, powerful and automated way that will transform the way we manage travel. "
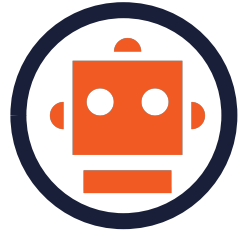
- Fernando Avila
  Founder of BTP automation

# The Solution: Performance Index

**Data**

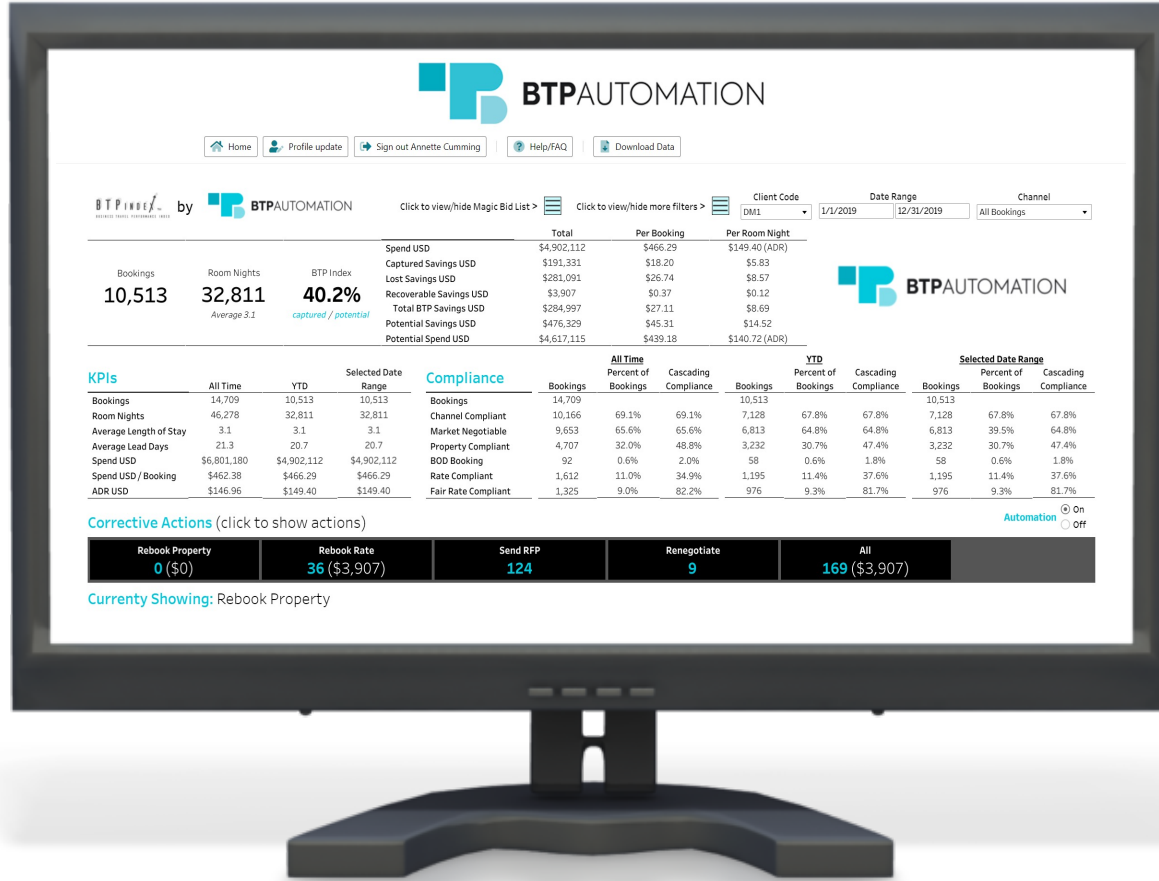Collect and clean pre and post trip data from any source

**Robotics**

Proprietary AI driving real time corrective actions

**Automation**

Automation renegotiates program terms and conditions

**Visibility**

Easy to use platform with 24/7 monitoring and instant index score

**Results**

Real-Time program savings and KPI tracking

# Performance Index Results

## The Corporation

**Average 14% savings to hotel spend**

**Increased Duty of Care**

**Efficiency through automation**

## The Hotel

**Clear, qualified proposals**

**100% automated RFP review and response**

**Corporate hotel program compliance = more revenue**

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# Market Opportunity

**2021 TAM Global Corporate Hotel Spend** — $228B USD 46% of Pre Covid

**BTP SAM Performance Index** — $70B USD 30% TAM

**2022** Post-Covid TAM $296B
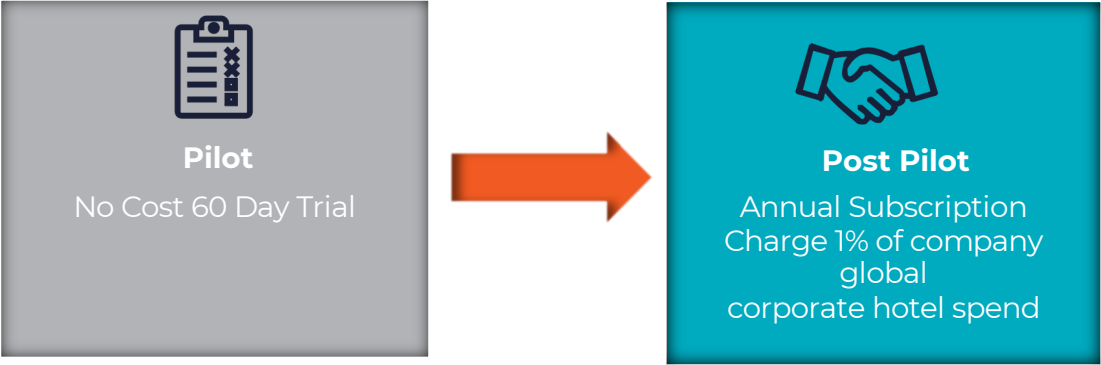*52% of Pre Covid*
**2023** Post-Covid TAM $386B
*58% of Pre Covid*

## Future Growth Opportunity

Air Index
Car Rental Index
Ground Transportation Index
Rail Index

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# Our Model



**Pilot**
No Cost 60 Day Trial

**Post Pilot**
Annual Subscription
Charge 1% of company global
corporate hotel spend

Customer Examples
(Large/Medium/Small)

| Company Name | Hotel Spend | BTP Revenue |
| --- | --- | --- |
| E&Y | $459M | $4.59M |
| Ralph Lauren | $15M | $150K |
| Crowdstrike | $5M | $50K |

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# Case Study: Ralph Lauren

| $15M Annual Hotel Spend | Without BTP | With BTP |
|---|---|---|
| Captured Savings | $573K (4%) | $1.8M (12%) |
| Captured Savings per transaction | $22.74 | $70.53 |
| Process | Manual | Automated |

# Our Go To Market

### Founder and Team Network

Our Founder and Senior Leadership Team have deep travel industry connections

### Strategic Channel Partners

Leverage existing and new strategic partners to drive scalable growth

### Traditional Sales

Traditional Sales teams to compliment channel sales

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# Our Current Strategic Channel Partners

# Leadership

## Fernando Avila
### Founder

Fernando is 35-year veteran of business intelligence, corporate travel data management process and co-founder of the Business Travel Performance (BTP) Index. Fernando is pioneering an evolution that is changing the travel procurement focus from annual sourcing to strategic program management.
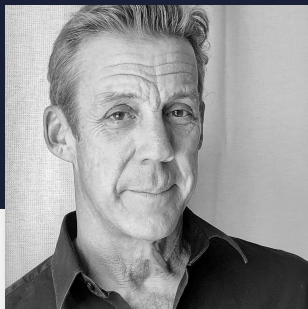
## Bruce Yoxsimer
### CEO

Bruce is a 25-year travel industry veteran having owned and operated a corporate travel management company 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 and subsequent acquisition by Sabre in 2000.

## Adam Levy
### CTO

CTO Adam Levy has extensive experience making magic happen with data of all types. Prior to serving as BTP Automation's CTO, Adam helped companies of all sizes to put their data to work for them and transformed how data was used at Hertz Rent-a-car to optimize supply and demand decisions. Adam has a BS in Integrated Business and Engineering, an MS in Industrial Engineering, and an MBA from Lehigh University.
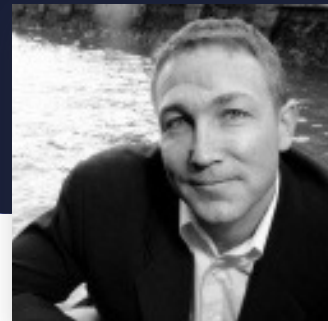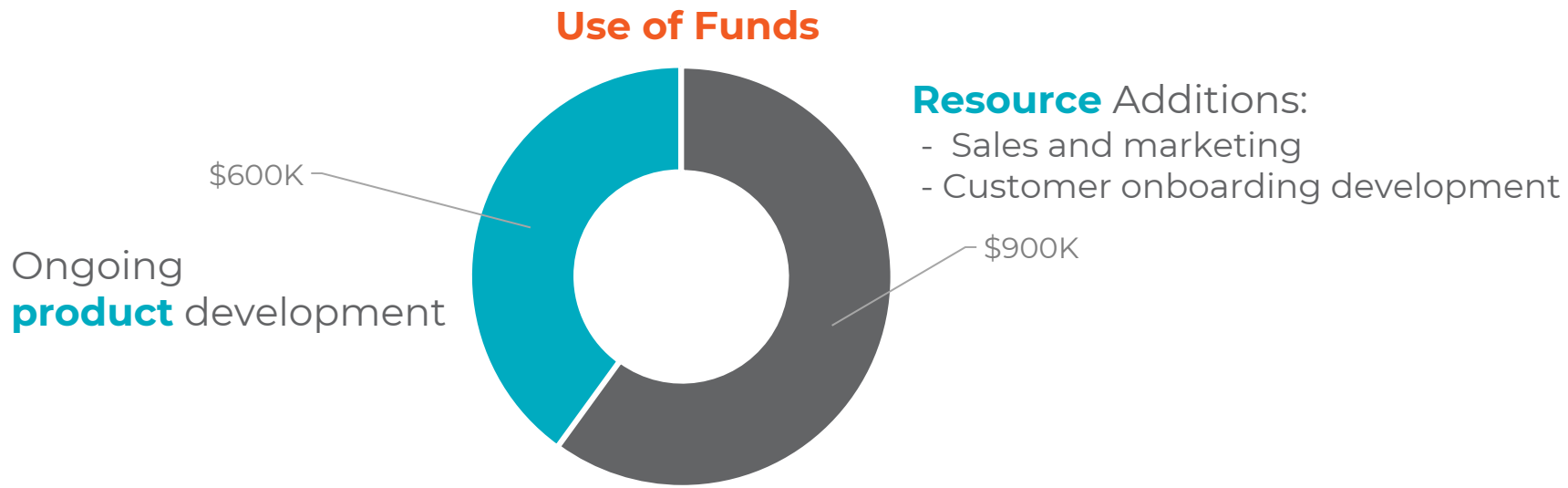
## Dan Whaley
### Chairman

Dan is a 25-year web technology and product veteran. As a developer and entrepreneur, he started the first online travel reservation company on the web (ITN/GetThere) in 1994. GetThere raised $125M in 4 rounds, IPO'd in 1999 (NASADAQ: GTHR) and sold to Sabre (NYSE: TSG) in 2000 for $770M.

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# The Raise

## BTP Automation is raising $1.5M

### Use of Funds



Resource Additions:
- Sales and marketing
- Customer onboarding development

$900K

$600K

Ongoing
product development

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# Thank you!

Bruce Yoxsimer
CEO BTP Automation
bruce@btpautomation
831-295-4893

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# Appendix

# Additional Sources to support Market Opportunity

| | |
|---|---|
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| MMGY Global | Reid, C. (2020, December 16). Travel in 2021 will be better and worse than you think. MMGY Global. |
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| Spendesk | Whatman, P. (2021, March 30). 60+ fascinating business travel statistics for 2021. Spendesk. |
| BCD Travel | ACTE Research. (2020, January 28). Quality management in business travel. BCD Travel. |
| Egencia | Advances in procurement technology and business travel. (2018, November 19). Egencia. |
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| Skift | TripActions, & Skift. (2019, October 24). New report: The state of business travel 2020. Skift. |

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