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Reinventing travel.
Making it simpler and more sustainable.

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Emilie Gazeau
CEO

Data for Marketing &
Revenue Management
@L'Oréal, Carrefour, Amazon,
Liveramp, Ab Inbev, Accor

Julien de Colfmacker
COO

Airlines & Airport Operations
@ Paris CDG & Orly, Chicago,
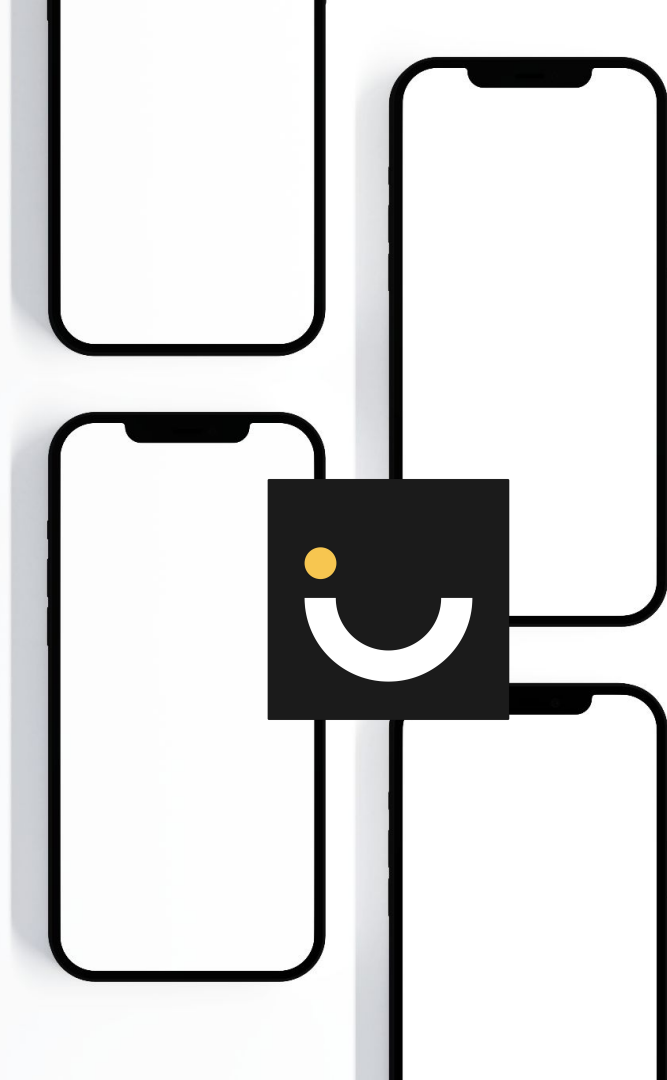San Francisco, Vancouver, Montreal

Anouar Zbaida
CTPO

Data & Cloud architect
@ Snowflake, Talend, Accor

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Unique
travel agent
enabling a
seamless travel experience
across all touchpoints

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New Challenges demand
New Solutions

70% of world population will live in Cities by 2050
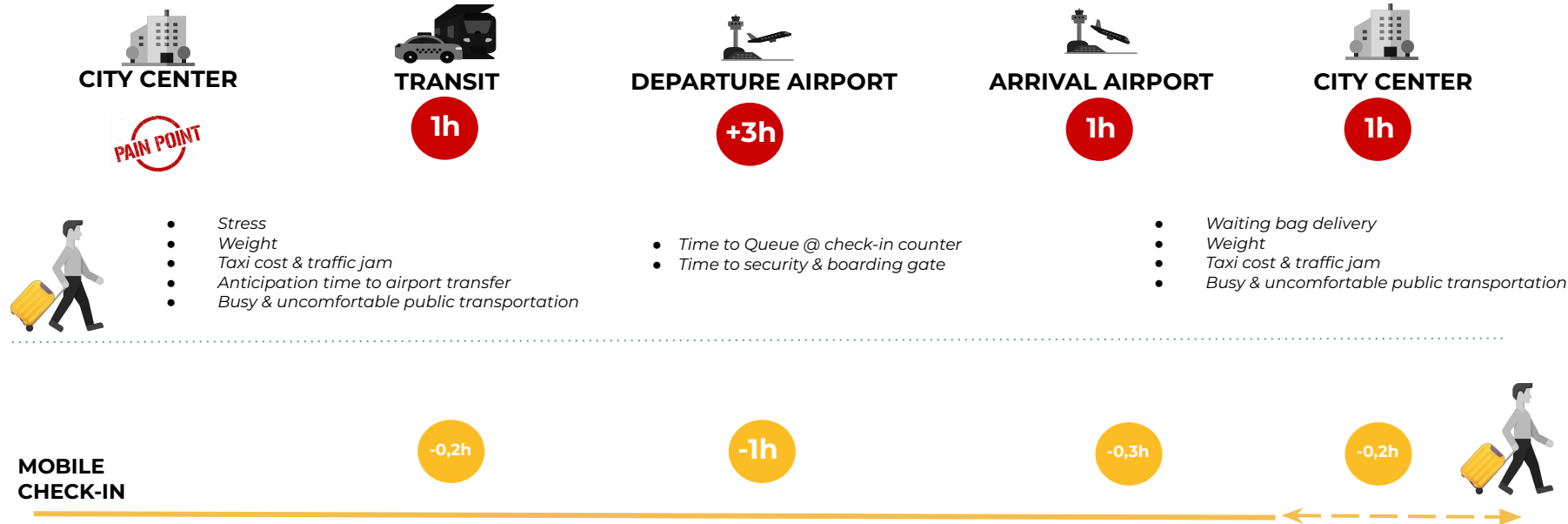
+20% Increasing Road congestion

10 to 20% capacity issue at Airport

317M PAX in Europe to go for modal shifts

Luggage =
Travel #1 Pain Point

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CITY CENTER	TRANSIT	DEPARTURE AIRPORT	ARRIVAL AIRPORT	CITY CENTER
PAIN POINT	**1h**	**+3h**	**1h**	**1h**

- Stress
- Weight
- Taxi cost & traffic jam
- Anticipation time to airport transfer
- Busy & uncomfortable public transportation

- Time to Queue @ check-in counter
- Time to security & boarding gate

- Waiting bag delivery
- Weight
- Taxi cost & traffic jam
- Busy & uncomfortable public transportation

MOBILE CHECK-IN

| -0,2h | -1h | -0,3h | -0,2h |

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Luggage & travel assistance

a 10bn€ market in Top 20 global cities.

London
81M pax

Amsterdam
72M pax

Paris
100M pax

Frankfurt
71M pax

Seoul
95M pax

Beijing
100M pax

Tokyo
130M pax

Shanghai
120M pax

Istanbul
64M pax

Toronto
50M pax

Vancouver
30M pax

New York
90M pax

Los Angeles
88M pax

Dubai
86M pax

Mumbai
70M pax

Hong Kong
72M pax

Singapore
68M pax

Sao Paulo
43M pax

Sidney
40M pax

Priority Markets for scale

*Figures from 2019

Our 1ST PRODUCT : **REMOTE BAG CHECK-IN** in Paris and **BAG TRACKING** to destination

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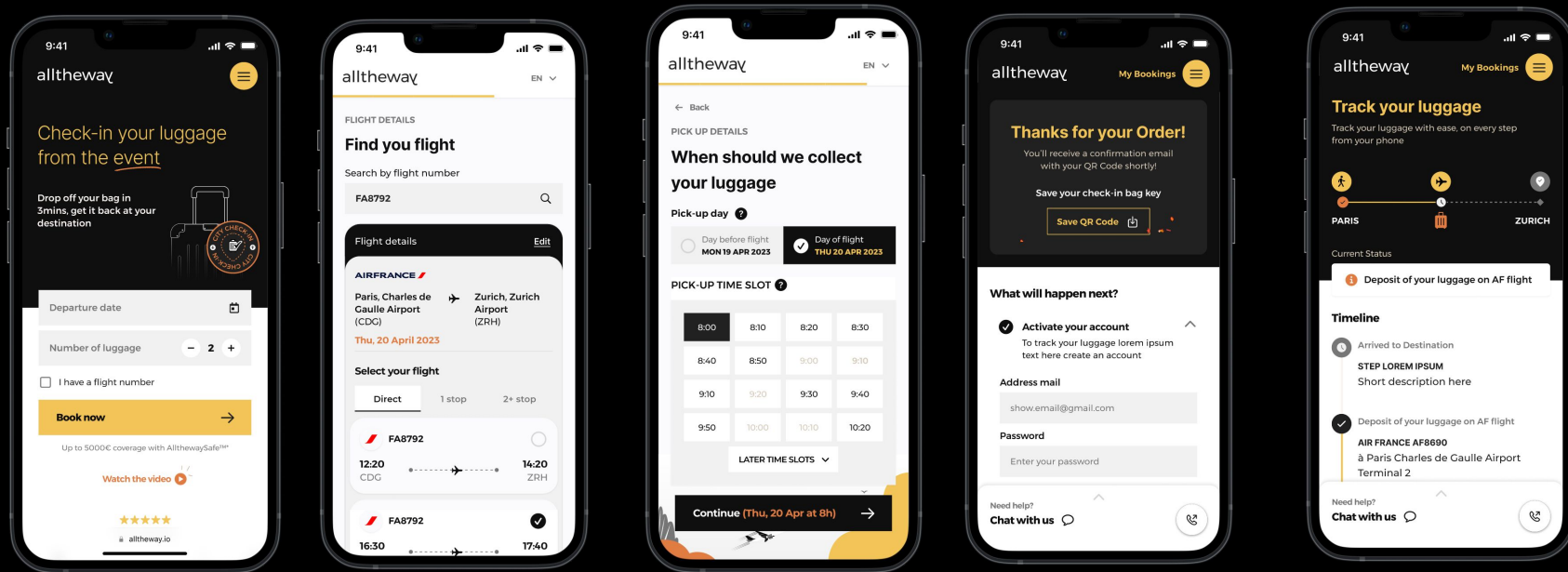
We get the luggage out of the way, so you can be free to travel YOUR way

2023
Paris Roadmap to Revenue

	2022 September	2023 March	April/ May	June	July	August	September	October	November	40 000 BAGS

Milestone

- Company Creation
- 1M€ Seed Accor & Business Angel
- Dev Web App App Ops Back End
- B2B2C Bag Check-in @ Hôtels hubs @Events hubs
- B2B Bag check-in AI Agent
- D2C Airport-Hub Bag Check-out
- D2C Door-to-door Bag Check-in and Check-out

Client Acquisition

- Vivatech Paris Air Show
- Air France D-4 emails
- Rugby World Cup
- EuroDisney
- 1 week advertising in PARIS subway (700 stations)
- Accor Summer Academy Global Meeting Exchange
- Accor/ AF Top TO and B2B accounts
- ALL emails

Killing feature

- Off and On airport bag tracking
- Augmented Customer support Chatbot
- Off and On airport bag tracking
- AI driven pricing and schedules

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We have a B2B2C and B2B first business model partnering with the travel ecosystem for client acquisition

ACCOR

VIPARIS

GROUPE ADP

AIRFRANCE KLM GROUP

Disneyland PARIS

SKY TEAM

SNCF

RATP GROUP

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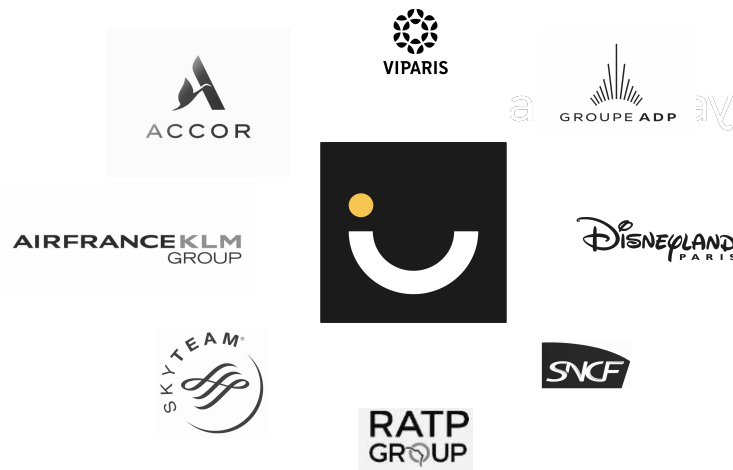
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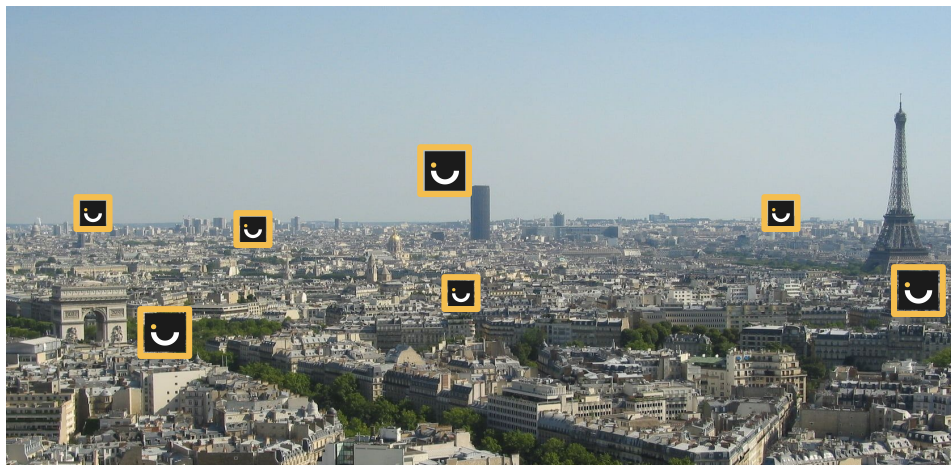# HUB model
with Kiosks

Hôtels Kiosks: 20 POS

International Convention : 6 POS
Global events: 40

Tourist Info pit : 5 POS
MICE/TO partners: 500
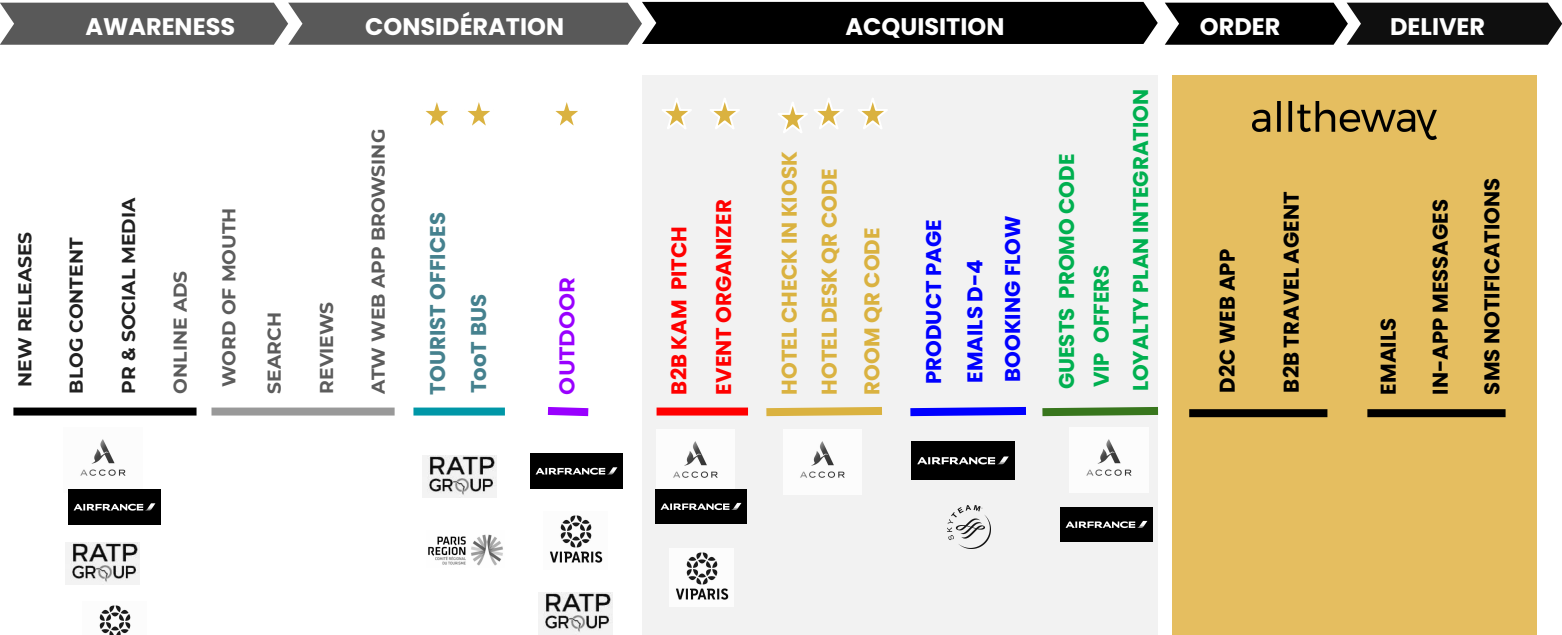
Gare du Nord Kiosk : 1 POS
Paris stations: 7 POS

ACCOR

VIPARIS

PARiS
je t'aime

SNCF

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Unique
pricing model

| @ **Hub** *(20 locations, mostly hotels)* | **Bag Check-IN** | **25€*** | Total 50€back & forth *vs. 120€ taxi B&F* |
| **Bag Check-OUT** | **25€*** |

@ Hub
(20 locations, mostly hotels)

Bag Check-IN **25€***

Bag Check-OUT **25€***

Total 50€back & forth
vs. 120€ taxi B&F

@ Your Door
(any Accor hotels or home)

Bag Check-IN
(for 1 to 3 bags) from **65€***

Bag Check-OUT
(for 1 to 3 bags) from **45€***

Total 110€back & forth
vs. 120€ taxi B&F

Can be **FREE**
*Business & First class tickets
Miles burn*

*10€ for additional bags

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Unique Acquisition strategy

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AWARENESS ➤ **CONSIDÉRATION** ➤ **ACQUISITION** ➤ **ORDER** ➤ **DELIVER**

Physical / Retail touchpoints

NEW RELEASES · BLOG CONTENT · PR & SOCIAL MEDIA · ONLINE ADS · WORD OF MOUTH · SEARCH · REVIEWS · ATW WEB APP BROWSING · TOURIST OFFICES · TooT BUS · OUTDOOR · B2B KAM PITCH · EVENT ORGANIZER · HOTEL CHECK IN KIOSK · HOTEL DESK QR CODE · ROOM QR CODE · PRODUCT PAGE · EMAILS D-4 · BOOKING FLOW · GUESTS PROMO CODE · VIP OFFERS · LOYALTY PLAN INTEGRATION · D2C WEB APP · B2B TRAVEL AGENT · EMAILS · IN-APP MESSAGES · SMS NOTIFICATIONS

Unique tech & data access

Proprietary operating model

☺	**TECHNOLOGY DEVELOPMENT**
☺	**UX / UI**
☺	**SERVICE DESIGN & COORDINATION**
☺	**MARKETING & SALES**

OPERATIONS ARE HANDLED BY OUR PARTNERS
We are logistic agnostic
Ground Handler, last mile delivery...

VALUE UNLOCK

1. **EFFICIENCY**
2. **TRACEABILITY**
3. **CUSTOMER SATISFACTION**
4. **PROFITABILITY**

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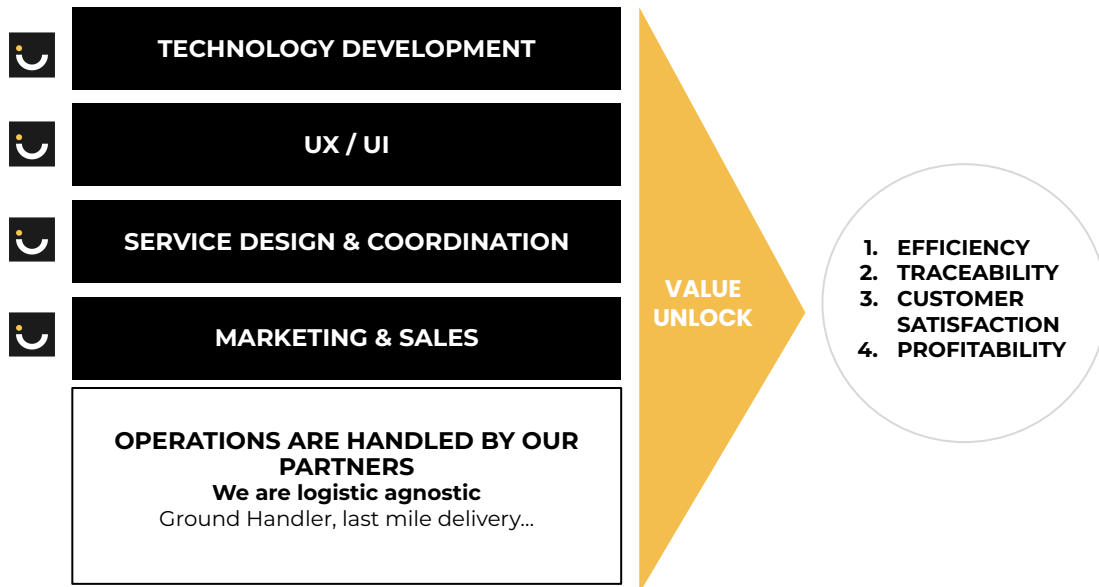
Our data partners represent nearly half of the mobility and hotel supply in Europe
Securing product quality, scale **and DEFENSIBILITY**
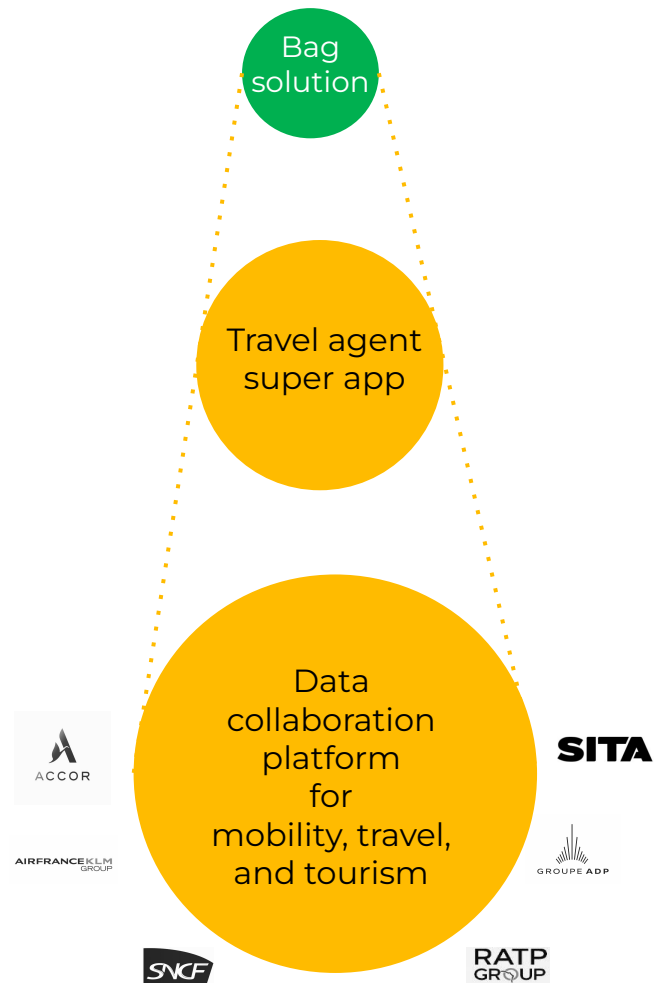
PARTNERS FOR CLIENT ACQUISITION

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CONTRACT

AIRFRANCE KLM GROUP
CONTRACT

VIPARIS
CONTRACT

SKYTEAM

RATP GROUP
CONTRACT

GROUPE ADP
CONTRACT

SNCF

PARIS RÉGION
COMITÉ RÉGIONAL DU TOURISME

PARTNERS FOR DATA & TECH

SITA
CONTRACT

Google for Startups

ACCOR

AIRFRANCE KLM GROUP

RATP GROUP

GROUPE ADP

PARTNERS FOR OPÉRATIONS

ACCOR
CONTRACT

AIRFRANCE KLM GROUP

GROUPE ADP
CONTRACT

dgac

Agence de l'Innovation pour les Transports

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Laser focus on
2024 Paris Olympic Game
before unlocking greater business value globally

PARIS 2024

2023 — **2024** — **2026** — **2027**

2023
40 000 BAGS
(Check-In + Check-Out)
+ B2B Travel Agent

2024
250 000 BAGS
(Train + plain)
+ D2C Travel Agent
+2 countries

2026
500 000 BAGS
(Train + plain)
+4 countries

2027
1 500 000 BAGS
(Train + plain)
+8 countries

Alltheway is building a all-in-one travel companion and a global comprehensive dataset for the travel industry

Bag solution

Travel agent super app

Data collaboration platform for mobility, travel, and tourism

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ACCOR

SITA

AIRFRANCE KLM GROUP

GROUPE ADP

SNCF

RATP GROUP

We are looking to
partner with you

alltheway